

Greater Norwich Local Plan

Document 1 – The Strategy

(Adoption Version for Councils, March 2024)

SECTION 5 – THE STRATEGY

POLICY 1 THE SUSTAINABLE GROWTH STRATEGY

Introduction

137. This document meets the NPPF's primary purpose for a local plan by providing the planning strategy for the pattern, scale, and nature of sustainable development to meet growth needs in Greater Norwich from 2018 to 2038.
138. Achieving sustainable development is at the heart of the planning system. This means striving to meet social, economic, and environmental needs to provide a good quality of life for existing and future generations. As required by the NPPF, the strategy aligns growth and infrastructure needs with its main focus on the strategic growth area. It makes the best use of brownfield sites in the city, provides sustainable urban extensions and supports vibrant towns and villages. It will also improve the environment, including mitigating climate change and adapting to its effects. The aim is to retain and enhance the distinctive qualities of Greater Norwich and create environmentally sustainable, resilient, and socially inclusive communities. Therefore, as required by the NPPF, policy 1 promotes sustainable development.
139. It identifies growth and renewal areas on greenfield and brownfield sites and limits growth in areas for long-term protection.
140. Policy 1 sets out the broad strategic approach which is illustrated on the key diagram. It also provides the context for subsequent more detailed strategic locational, thematic and sites policies in the plan.
141. The strategy takes a flexible approach in what will be a time of rapid change in how we work, travel and live owing to expected technological, economic, and environmental changes. It aims to make the most of Greater Norwich's substantial economic growth potential to develop its leading role in the national economy and to meet housing need, whilst also protecting and enhancing the special environment of our area and promoting low carbon development.
142. The strategy meets national planning policy requirements, is informed by consultation feedback, and is based on an extensive evidence base covering a wide variety of issues including infrastructure needs, Habitats Regulations Assessment (HRA) considerations and Sustainability Appraisal (SA).
143. Policy 1 establishes that five-year housing land supply will be calculated across the whole of the three districts and commits the councils to reviewing the plan to comply with government requirements.

Employment Growth Needs

144. The NPPF requires local plans to set out an economic strategy.

145. Building on recent success in terms of the delivery of new jobs, the overall target for jobs growth is for an increase of 33,000 jobs from 2018 to 2038. This figure has been established through local trend-based evidence from the East of England Forecast Model.
146. Providing the right sites in the right places for sectors with the greatest economic potential will support continued growth and a vibrant economy. Economic evidence shows that:
- a. A range of sectors will drive economic and employment growth, many of which are within high value knowledge-intensive sectors that are increasingly important to the wider UK economy. Greater Norwich is home to several internationally recognised businesses and boasts a diverse property portfolio. Its increasingly entrepreneurial economy is underpinned by a strong foundation of academic and commercial research, making it well positioned nationally and internationally to compete for future business investment as part of the Cambridge Norwich Tech Corridor as well as continuing to grow its own business base.
 - b. Growth potential is greatest in five high impact sectors identified in the Norfolk and Suffolk Economic Strategy: advanced manufacturing and engineering; agri-tech; energy; ICT/digital culture and life sciences. Growth of these sectors will help Greater Norwich to play a key role nationally and internationally in assisting the transformation to a post-carbon economy.
 - c. The total amount of allocated and permitted employment land in 2018 is more than enough to provide for expected and promoted growth, so the policy does not make significant additional allocations of employment land beyond those already identified in existing local plan documents.
147. This plan therefore allocates employment sites totalling around 360 hectares including key strategic employment land in Norwich City Centre, the Norwich Airport area, Rackheath, Broadland Business Park, Broadland Gate, Norwich Research Park (NRP), Wymondham/Hethel, Longwater and the Food Enterprise Park. These are set out in the Key Diagram and in policy 1. The strategic employment locations provide for growth of all the key sectors and are supported by good quality infrastructure and nearby housing, either existing or planned.
148. Parts of the NRP have Enterprise Zone status with simplified planning rules, business rate discounts and superfast broadband designed to promote research-based business growth. The Food Enterprise Park has Food Enterprise Zone status and a Local Development Order on parts of the site to encourage and support food production, processing and agriculture through the co-location of commercial enterprises.
149. The key strategic sites contribute to the Cambridge Norwich Tech Corridor, supporting a globally significant axis between Cambridge University, UEA/NRP and their associated businesses. The Tech Corridor links to other significant growth corridors: London-Stansted-Cambridge and the Cambridge - Milton Keynes-Oxford Arc (CaMkOx).
150. Supporting and demonstrating a link to nationally significant growth corridors will assist in attracting inward investment and accessing funding opportunities as Government funding will be linked to the delivery of the Norfolk and Suffolk Economic Strategy and the emerging Local Industrial Strategy for Norfolk and Suffolk.

151. The GNLP also allocates land and allows for additional windfall delivery of smaller scale sites to provide for jobs growth elsewhere in the urban area, towns and villages, providing local job opportunities and supporting small-scale businesses and a vibrant rural economy.
152. Evidence shows that there is an underlying demand for good quality office growth and employment space in Norwich City Centre. The policies for the economy (policy 6) and for Norwich urban area (policy 7.1) address the need to ensure that high density employment uses are concentrated in highly accessible locations, particularly in the city centre, whilst at the same time recognising that there will be an increase in home and remote working during the plan period.

Housing Growth Needs

153. The existing housing commitment, sites which are allocated or have permission for housing development, is large and shapes the GNLP strategy. The existing allocations, including Site Allocation plans, Area Action Plans and Neighbourhood Plans, derive from the Joint Core Strategy (JCS). These allocations have been demonstrated to be sustainable and, except for later phases of some larger sites where delivery is unlikely before 2038, they are included in this strategy. This deliverable commitment, including uplift on existing allocations and homes delivered from the start of the plan period in April 2018 to April 2022, provides 68% of the total housing growth identified in this plan to 2038.
154. The Government produced a standard methodology for identifying local housing need in December 2020 which requires forecasts to be based on the 2014 household projections unless there are exceptional local circumstances. Consequently, this plan follows the required approach and local housing need derived from the 2014-based household projections is set out in row A of Table 6 below. This local housing need is the plan requirement against which land supply will be measured (see appendix 4).
155. To ensure the identified need can be met, it is normal practice to identify additional potential supply to buffer against under delivery, typically around 10%. Table 6 below sets out how the resulting total housing figure from 2018 to 2038 for the GNLP has been established using the standard methodology and including an 11% buffer to ensure delivery. This higher supply assists with the growth ambitions of the Norwich area and recognises higher rates in the 2018 based household projections.

Table 6 Establishing the Plan's total housing potential figure

	Number of Homes		Explanation
A	Local housing requirement (2018 to 2038)	40,541	The minimum local housing need figure has been identified using the Government's standard methodology using 2014-based projections. This figure forms the housing requirement for the plan.
B	Delivery 2018/2019 to 2021/2022	8,728	The number of homes built in 2018/2019, 2019/20, 2020/21 and 2021/22 (including student accommodation and housing for the elderly).

C	Existing commitment (at April 2022) to be delivered to 2038	34,668	The existing commitment is the undelivered sites which are already allocated and permitted at 01/04/2022. It includes forecast development from small sites of 9 or fewer homes and other windfall sites over the period 2023/24 to 2027/28. Delivery from allocated sites in this figure includes allocations made by this plan, the South Norfolk Village Clusters Housing Site Allocations Local Plan (1,200 dwellings) and the Diss and District Neighbourhood Plan (250 dwellings) and adopted development plan documents and area action plans.
D	Homes delivered through policy 7.5	795	Policy 7.5 provides for delivery of 3 self or custom build homes on small-scale sites within or adjacent to settlement boundaries or on small sites within recognisable groups of dwellings.
E	Windfall allowance	830	There is a limited reliance on windfall sites. Evidence provides an estimated 4,450 homes resulting from windfall development during the remainder of the plan period. As windfall delivery is likely to remain robustly high it is appropriate to include a limited proportion as part of total potential delivery.
F = B + C + D + E	Total Forecast Supply	45,041	The forecast housing supply for the plan consists of delivery (B), commitments and allocations (C), homes delivered through policy 7.5 (D) and the windfall allowance (E). This provides a buffer of 11% on the local housing requirement to mitigate any risk of non-delivery of sites to ensure delivery of local housing need.

156. In line with the above figures, policy 1 provides for around 45,000 new homes. This is the total provision in the plan and is **not** the need or requirement against which land supply will be measured (see appendix 4).
157. In addition to the allocations in this plan, a minimum of 1,200 of these homes will be allocated in the South Norfolk Village Clusters Housing Site Allocations document and more than 250 homes are provided through allocations in the Diss and District Neighbourhood Plan. These 1,450 homes are included in the allocations in Row D.
158. Policy 7.5 also allows for limited further development on sites of up to three homes to provide further opportunities for self and custom build during the plan period.

159. Windfall developments provide additional potential for housing delivery. Policy 1 supports appropriate windfall development, including sites in and adjacent to villages and small brownfield sites.
160. Based on previous local trends, the likely scale of windfall housing development is in the region of 3,400 dwellings in the remainder of the plan period to 2038. Windfall in the first five years of the plan following adoption is counted as part of the five-year land supply calculation. The table above shows that 30% of the estimated windfall delivery is counted as a windfall allowance for the remainder of the plan period from 2028/29 - 2038. Demand will determine whether windfall development is instead of, or in addition to, allocated growth.
161. The Government encourages authorities to consider higher levels of growth than that required to meet local housing need, particularly where there is the potential for significant economic growth. Our overall approach, including to windfalls and having a buffer, builds in flexibility to support higher than trend economic growth incorporating the Greater Norwich City Deal.
162. It also sets us on the path to the higher housing numbers which recent projections indicate will be required locally to address affordability issues. This provides continuity between the current and future direction of travel in Government policy to provide more housing to address needs.
163. National policy requires reviews of local plans to be completed no later than five years from their adoption, meaning that a rolling programme of plan making takes place. It currently seems likely that there will be a need to plan for further growth through the next local plan.
164. This plan identifies enough sustainable sites within and on the edge of settlements to meet currently assessed need for the plan period. A review of the local plan will need to assess options for longer term growth, including the potential for a sustainable new settlement or settlements.
165. A new settlement approach was considered in preparing this local plan but was rejected by the Partnership as being premature. The detailed exploratory work to consider options for a new settlement or settlements is intended to begin on adoption of this plan and will involve discussions with Government, agencies and partners along with public participation to inform the preparation of the next local plan.

The Growth Strategy

166. To ensure sustainable development, minimise carbon emissions, promote strong, resilient, inclusive and vibrant communities and meet other Government requirements set out in the NPPF, the strategy for the location of growth:
- a. Maximises brownfield development and regeneration opportunities, which are mainly in Norwich. The brownfield/greenfield split for new homes in the plan is around 22%/78%.

- b. Broadly follows the settlement hierarchy set out in policy 1 (the Norwich urban area; main towns; key service centres and village clusters) in terms of scales of growth as this reflects access to services and jobs.
- c. Focusses most of the growth in locations with the best access to jobs, services and existing and planned infrastructure in and around the Norwich urban area and the Cambridge Norwich Tech corridor.
- d. Focusses reasonable levels of growth in the main towns, key service centres and village clusters to support a vibrant rural economy. The approach to village clusters is innovative. It reflects the way people access services in rural areas and enhances social sustainability by promoting appropriate growth in smaller villages. It will support local services, whilst at the same time protecting the character of the villages.
- e. Allocates strategic scale housing sites (750 dwellings +) in accessible locations.
- f. Allocates a significant number of medium scale and smaller scale sites in the urban area, towns and villages, providing a balanced range of site types to allow for choice, assist delivery and allow smaller scale developers and builders into the market. Overall, 12% of the homes allocated through the plan are on sites of no larger than 1 hectare, meeting NPPF requirements. More small-scale housing developments will be provided by policy 7.5 and through windfall development.
- g. Sets a minimum allocation size of 12-15 dwellings to ensure that a readily deliverable amount of affordable housing is provided on all allocated sites.

167. The strategy for the distribution of growth set in policy 1 takes account of the above principles, the scale of existing and deliverability of commitment and assessments of sites submitted to the GNLP.

168. The authorities will continue to work together through the Greater Norwich Growth Board to ensure necessary infrastructure to support growth is delivered. The programme for delivery of key infrastructure will be set out in the Greater Norwich Infrastructure Plan.

The Settlement Hierarchy

169. Housing growth is distributed in line with the following settlement hierarchy:

- I. The **Norwich urban area** which consists of **Norwich** and the built-up parts of the **fringe parishes** of Colney, Costessey, Cringleford, Drayton, Easton, Hellesdon, Old Catton, Sprowston, Taverham, Thorpe St. Andrew, Trowse and the remainder of the Growth Triangle.
- II. The **main towns** which are Aylsham, Diss (including part of Roydon), Long Stratton, Harleston and Wymondham.

III. The **key service centres** which are Acle, Blofield, Brundall, Hethersett, Hingham, Loddon/Chedgrave, Poringland/Framingham Earl, Reepham and Wroxham.

IV. **Village clusters** which cover the remainder of the Greater Norwich Local Plan area.

170. Table 7 below sets out the amount and proportion of growth in the different settlement hierarchy areas established by the strategy and provides estimates for homes there will be in each area in 2038.

Table 7 Housing growth 2018 to 2038 (figures rounded)

Area	Homes 2018	Homes 2038 (and increase)	Increase %	% of total housing growth
Norwich urban area	106,100	134,058 (+27,958)	26	62
Main towns	19,400	26,074 (+6,674)	34	15
Key service centres	15,900	19,712 (+ 3,812)	24	8
Village clusters	46,100	49,983 (+ 3,883)	8	9
Windfall + homes from policy 7.5 + small sites + forecast development from small sites of 9 or fewer homes	NA	2,714	NA	6
Total	187,500	232,541 (+ 45,041)	24	

The Strategic Growth Area

171. The strategy distributes around 70% of the growth in the “Strategic Growth Area”. This area is broadly defined on the Key Diagram and shown in map 7 to include:

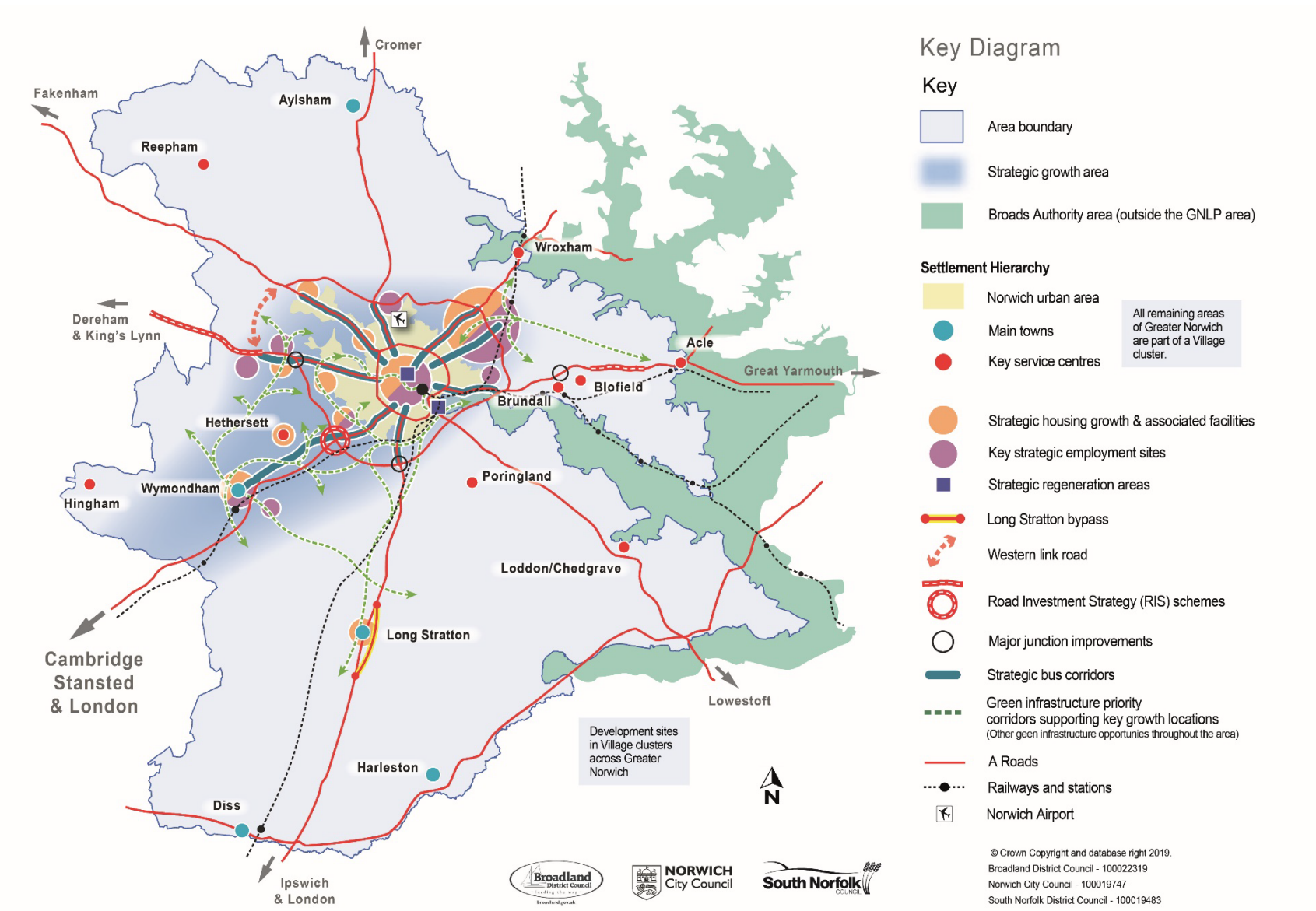
- The main Cambridge Norwich Tech Corridor area, including Norwich, the North-East Growth Triangle, the remainder of the Norwich Fringe, Hethersett and Wymondham.
- All the key strategic employment areas in the plan.
- All but one of the strategic scale housing growth locations (the exception is Long Stratton).
- High-quality public transport, road and cycling infrastructure (both existing and planned) and
- The great majority of brownfield sites in the area.

172. Identifying this area promotes the strategic economic strengths and sectors of Greater Norwich. By linking to other regional growth corridors, it places Greater Norwich firmly on the national stage for growth and accessing external funding.
173. With Norwich playing an anchoring role in the strategic growth area, it also recognises the role the city plays as a driver of the regional economy, supporting the vitality and regeneration of the city centre, including maximising the potential of brownfield sites.

The Key Diagram

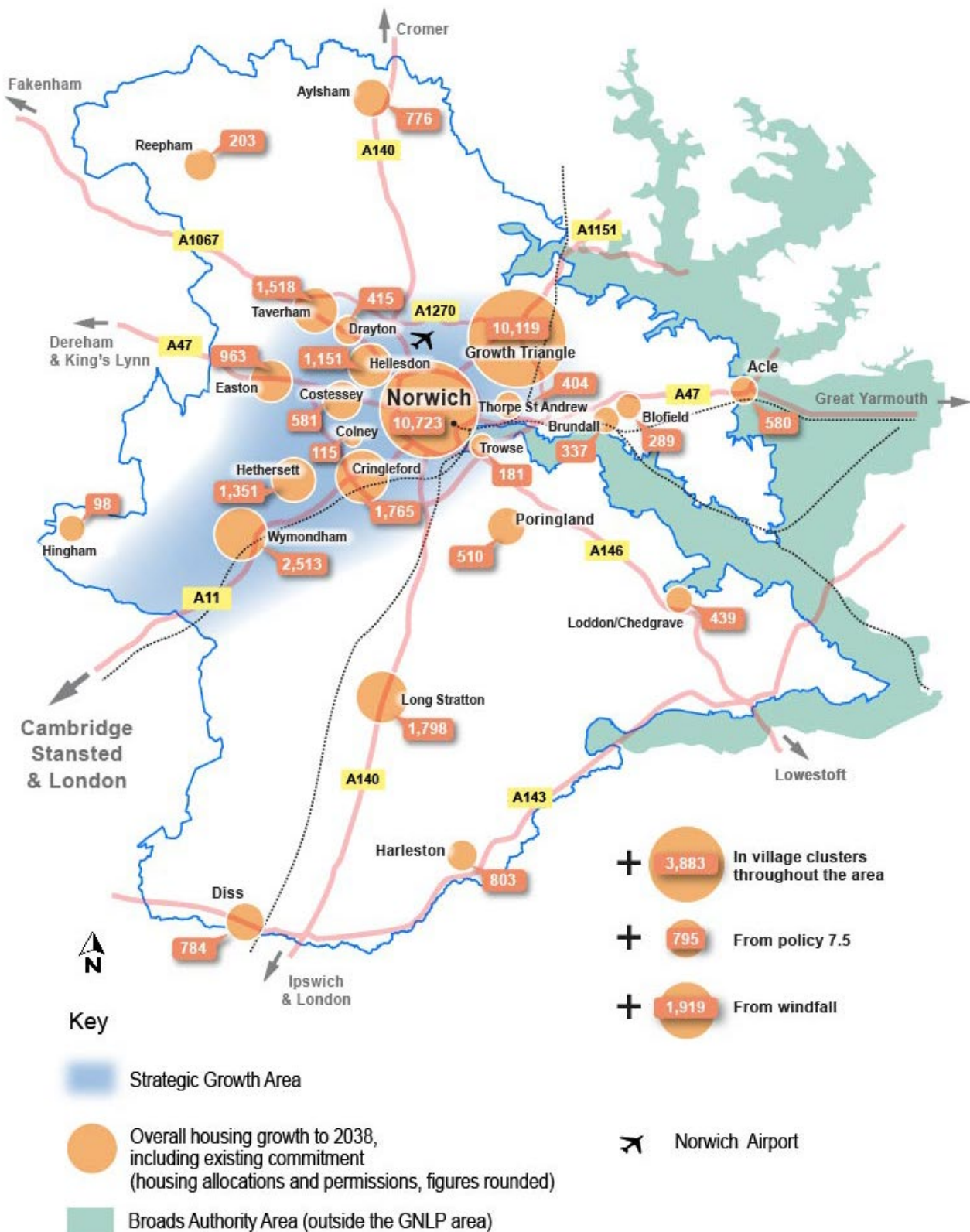
174. Strategic local plans are required to include a Key Diagram which illustrates key elements of the strategy in the plan on an indicative map.

KEY DIAGRAM



175. Map 7 below provides further detail for housing by illustrating the location and scale of housing growth allocated through the plan across Greater Norwich.

Map 7 Housing Growth Locations



POLICY 1 – THE SUSTAINABLE GROWTH STRATEGY

Sustainable development and inclusive growth are supported by delivery of the following between 2018 and 2038:

- To meet the requirement for around 40,550 new homes, provision is made for a minimum of 45,041 new homes.
- To aid delivery of around 33,000 additional jobs and support key economic sectors, around 360 hectares of employment land is allocated, and employment opportunities are promoted at the local level.
- Supporting infrastructure will be provided in line with policies 2 and 4.
- Environmental protection and enhancement measures including further improvements to the green infrastructure network will be delivered.

The sustainable growth strategy is illustrated in the Key Diagram.

SETTLEMENT HIERARCHY

The settlement hierarchy is:

1. Norwich urban area (Norwich and Norwich Fringe) (see glossary for definition).
2. Main towns.
3. Key service centres.
4. Village clusters.

Growth is distributed in line with the settlement hierarchy to provide good access to services, employment, and infrastructure. It is provided through urban and rural regeneration, along with sustainable urban and village extensions.

Most of the housing, employment and infrastructure growth is focussed in the Strategic Growth Area illustrated on the Key Diagram. This includes Greater Norwich's part of the Cambridge Norwich Tech Corridor, including the Norwich urban area, Hethersett and Wymondham and key strategic jobs sites at Hethel and the Norwich Research Park. Growth is also focussed in towns and villages to support vibrant rural communities.

HOUSING

Housing commitments are located to meet the need for homes across the area, providing good access to services, facilities and jobs, supporting sustainable urban and rural living. Accordingly, housing commitments are distributed as follows:

Area	Completions 2018/19 - 2021/22 and deliverable commitment at 01/04/2022	Homes forecast to be delivered from allocated sites by March 2038	Total deliverable housing commitment 2018 - 2038
Norwich urban area	20,976	6,982	27,958

The main towns of Wymondham, Aylsham, Diss (with part of Roydon), Harleston and Long Stratton		5,035	1,639	6,674
The key service centres of Acle, Blofield, Brundall, Hethersett, Hingham, Loddon / Chedgrave, Poringland / Framingham Earl, Reepham and Wroxham		3,137	675	3,812
Village clusters	In the remaining parts of Broadland (see policy 7.4 and the GNLP Sites Plan for specific sites)	1,054	442	3,883
	In South Norfolk (see policy 7.4 and the South Norfolk Village Clusters Housing Site Allocations Local Plan for specific allocations)	1,187	A minimum of 1,200	
Forecast development from small sites of 9 or fewer homes and other windfall sites over the period 2023/24 to 2027/28		1,089	N/A	1,089
Allocations Total		32,478	10,938	43,416
Homes delivered though policy 7.5		NA		795
Windfall allowance for the period 2028/29 to 2037/38		NA		830
Overall Total				45,041

Policies 7.1 to 7.5 provide details on distribution and the Sites document provides individual site policies. Individual site policies for villages in South Norfolk will be in the South Norfolk Village Clusters Housing Site Allocations Local Plan.

To provide choice and aid delivery of housing, proposals for additional “windfall” housing growth will be considered acceptable in principle at appropriate scales and locations where they would not have a negative impact on the character and scale of the settlement, and subject to other local plan policies:

1. Within settlement boundaries in accordance with the above settlement hierarchy.
2. Elsewhere in village clusters, subject to the requirements of policy 7.4.
3. On sites of up to 3 self or custom build dwellings subject to the requirements of policy 7.5.

Plan review and five-year housing land supply

This plan will be reviewed in line with the requirements on the new plan-making system. Five-year housing land supply will be calculated across the whole of the three districts. Appendix 4 shows that the plan provides enough allocations to provide a five-year housing land supply.

ECONOMY

Key Strategic employment locations in the Key Diagram are protected from other forms of development and will support both a broad range of employment and key economic sectors as set out in policy 6. The key strategic locations are:

- Norwich City Centre.
- the Norwich Airport area.
- Browick Interchange, Wymondham.
- Longwater.
- Rackheath.
- Broadland Business Park.
- Broadland Gate.
- Norwich Research Park.
- Hethel and
- The Food Enterprise Park at Easton/Honingham.

In addition, smaller scale employment sites are allocated in urban areas, towns and large villages to provide local job opportunities, supporting small businesses and vibrant urban and rural economies.

INFRASTRUCTURE

The sustainable growth strategy will be supported by improvements to the transport system, green infrastructure and services as set out in policies 2, 3 and 4.

POLICY 2 - SUSTAINABLE COMMUNITIES

Introduction

176. The Sustainable Communities policy is wide ranging. It aims to ensure that the design of development is high quality, contributes to the establishment and maintenance of resilient and inclusive communities, promotes low carbon development and helps to address climate change. It is a key strategic policy, covering many aspects of the vision and objectives of the plan. Together with policy 3, which focuses on design taking account of historic and natural assets, the policy promotes well-designed places as required by section 12 of the NPPF.

177. The policy covers ten key social, economic and environmental issues which all developments must address through their design. These are set out in table 8 below. The table also references other relevant plan policies.

Table 8 - Key issues addressed by policy 2

Issue number in policy 2	Requirement and justification
1. Access to services and facilities	The design of development and the local availability of services play an important role in determining how much and how people travel. This is particularly the case on larger sites where good design can significantly influence travel habits. Developments are therefore required to provide convenient, safe, and sustainable access to new on-site services and facilities or to existing facilities as appropriate. This reduces the need to travel and provides local access to services and facilities, supporting their viability. Layouts that encourage walking and cycling also help to support healthy lifestyles. Sport England's Active Design document should be referred to. In addition, the policy requires sites to be designed to promote public transport use and accommodate parking without over dominating the site or providing a hazard. Strategic infrastructure is provided for through policy 4.
2. New technologies	This section of the policy requires development to make provision for the delivery of technology-based services and electric vehicle charging. Such a strategic approach is important for economic growth and will have environmental and social benefits, such as assisting in home working. The policy encourages developers to work with service providers on the delivery of a broad range of existing, developing and future technologies, with broadband, fibre optic and telecommunication networks a current focus. Developers must therefore ensure broadband infrastructure is provided for new developments. To do this, they should register new sites with broadband infrastructure providers. The preference is that all residential developments over 10 dwellings and all employment developments will provide Fibre to the Premises (FTTP) for high connection speeds. For smaller schemes, the expectation is that FTTP will be provided where practical. Where this is not possible, then non-Next Generation Access (NGA) technologies that can provide speeds more than 24Mbps should be delivered. The policy also supports the use of electric vehicles by requiring the provision of charging points.
3. Green infrastructure	Developments are required to provide on-site or off-site green infrastructure appropriate to their scale and location. The three main benefits of green

	infrastructure: biodiversity gain; the promotion of active travel and the reduction of flood risk, are key NPPF priorities. On-site provision will provide landscaping, street trees and other planting and will link and contribute to the further development of an area-wide green infrastructure network. This network, also promoted through policies 3 and 4, has now been in development in Greater Norwich for over a decade. Development of the green infrastructure network will be in accordance with existing and amended versions of the Greater Norwich Green Infrastructure Strategy and delivery plans, and other documents such as the River Wensum Strategy.
4. Densities	In line with the NPPF, developments are required through this policy to make effective use of land. To do this, the policy establishes minimum net densities for different parts of the area. It requires higher densities in the most sustainable locations. These are mainly in Norwich and, in particular, in the city centre where, dependent on design issues, high densities have and can be delivered. It also establishes a minimum density elsewhere to ensure the effective use of land. In determining the appropriate density for a development, regard will need to be had to design codes and the type and size of housing; for example, a greater number of 1- bedroom properties can be accommodated compared to 5-bedroom properties. The policy will be used with issue 5 below and with policy 3 which focuses on design taking account of historic and natural assets.
5. Design	Good design is key to sustainable development, place-making and helping to make development acceptable to communities. As a result, the NPPF requires local plans to support the creation of beautiful, well-designed places and buildings which respect and enhance local character. To achieve this, the policy requires development to take account of both existing and new design guidance. This allows for the development of area specific design guides, codes and masterplans which can reflect the wide range of development sites and opportunities in Greater Norwich.
6. Inclusive and safe communities	In line with the NPPF, this element of the policy covers social aspects of the design of development. It focuses on the promotion of resilient, safe and inclusive communities with good access to facilities, services and jobs which are designed to deter crime.
7. Environmental protection	This part of the policy covers a range of the environmental protection issues that new development must focus on. These are soil, air, water or noise pollution and land stability. To help achieve this, development should promote recycling, address ground conditions, protect surface and groundwater and separate un-neighbourly uses. The policy provides the strategic basis for more detailed policies and guidance.
8. Flood risk	Along with the overall strategy for growth, this element of the policy will ensure that flood risk is properly taken account of in the location of new development and that sustainable drainage is used. As evidenced by the Strategic Flood Risk Assessment, the great majority of development promoted through this plan avoids areas at risk of flood. Any mitigation required, mainly in parts of Norwich City Centre and East Norwich, will come forward as part of specific developments and will be guided by the level 2 Strategic Flood Risk Assessment.
9. Water Efficiency	Government policy expects local planning authorities to adopt proactive strategies to adapt to climate change, taking account of water supply and demand considerations. It allows local plans to set a higher standard of water efficiency than the Building Regulations where evidence justifies it. For housing development, only the higher Building Regulations standard for water prescribed by Government (110 litres per person per day) can be applied

	through local plans and more demanding standards cannot be set. For non-housing development, broadly equivalent standards can be required using BREEAM assessments. In Greater Norwich, evidence and justification on the need for water efficiency measures includes: • The Environment Agency (EA) has identified Greater Norwich as water stressed both in its 'Water Stress Area Final Classification (2013) and in the 2021 classification update. These are the primary source of evidence which support a tighter water efficiency standard. • The need for water efficiency is particularly significant in Greater Norwich given its proximity to internationally protected water environments, including the River Wensum and the Broads. • Anglian Water's strategic approach to providing water supplies to meet growth needs includes a major focus on water efficiency measures. • The Norfolk Strategic Planning Framework and the key relevant organisations, the Environment Agency and Natural England, all support retaining this approach which has been in place in Greater Norwich since 2011. • The cost of such a policy is usually negligible. It can be easily achieved through a flexible variety of measures to suit different types of homes and buildings. The cheapest approach is the use of water efficient fixtures and fittings. Solutions can also include the use of greywater recycling and rainwater capture. It will have no effect on development viability and will lead to financial savings for householders and users of other developments, along with carbon emissions reductions. Implementation of the standards for water efficiency will be supported by an updated advice note.
10. Energy	Point 10 of the policy requires development to be designed and orientated to minimise energy use and reduce the risk of overheating, an easily achievable and cost-effective means of promoting low carbon development. It also supports decarbonised energy supplies by promoting measures such as decentralised, renewable and low carbon energy generation, co-locating potential heat customer and suppliers, and battery storage. The Greater Norwich Energy Infrastructure Study (March 2019) shows that a positive approach to promoting energy efficiency and locally generated sustainable sources of energy, as well as promotion of the use of battery storage, is required to address local energy network capacity constraints and to ensure the timely delivery of growth. The study sets out that there are likely to be constraints on the electricity grid and recommends ways to avoid or reduce the costs of improved network connection which are relevant to all larger sites, and to those sites affected by grid constraints named in appendix 1. Measures to implement the policy, to be evidenced on a site-by-site basis through the Sustainability Statement, could include: • Semi-islanded approaches including high levels of on-site, renewable or low carbon generation and batteries.

	• Demand side responses, where on-site generation could be turned up or load reduced in response to network signals. • Investment in infrastructure delivered through an Energy Services Company, which can then provide a steady revenue stream for those involved. The NPPF requires a positive approach to large-scale renewable energy generation and the LEP strategy identifies energy as one of five high impact sectors with the potential for growth. Consequently, the policy positively supports such development, subject to the acceptability of wider impacts. In line with national policy, the exception is onshore wind energy development. No suitable sites for onshore wind energy have been submitted to the GNLP. The best way to display local support, as required by the NPPF, for onshore wind energy is through either a neighbourhood plan which requires a local referendum or through any other future local plan documents which may consider suitable sites.
--	--

Implementation

178. The policy will be implemented through:

- **Major developments being required to submit a Sustainability Statement.** This will be supported by supplementary planning guidance. The purpose of the statement is to show, on a site-by-site basis, how the varied aspects of the policy are addressed. The policy references use of national and local design guides and codes to ensure good urban design and encourages, but does not require, the use of the Building for a Healthy Life design tool, or any equivalents or future successors. This provides flexibility in how applicants produce their sustainability statements for housing developments. The policy also encourages master-planning using a community engagement process on larger sites 200 dwellings plus or 20,000 square metres for non-residential development. The purpose of this is to promote effective community engagement in the design of larger schemes. It also includes a requirement for Health Impact Assessments which will be provided for allocated sites of 500 dwellings plus, for non-allocated housing sites of 100 dwellings plus and for any housing proposal with a significant amount of housing for the elderly. These assessments will show how the health care needs of the new development will be provided for.
- **Housing developments of 100 dwellings or more being required to submit a Delivery Statement.** This statement is aimed at supporting timely delivery of development, a priority for this plan. It requires developers to set out the expected timing of the delivery of developments in their statements accompanying planning applications. Where delivery does not happen, it enables the local authorities to consider the use of legal powers to promote delivery, including compulsory purchase.
- **All minor developments also being subject to the policy's requirements.** This will be assessed on a case-by-case basis, taking account of site characteristics and proposed uses. Minor developments are not required to submit a Sustainability Statement. This is in line with the threshold for national requirements for Design and Access statements for major developments only and ensures that planning application submission requirements are proportionate.
- **Existing development management policies**, which detail some policy aspects such as environmental protection issues.

- **Supplementary Planning Documents and guidance.**

179. Potential applicants for planning permission for major developments are advised to contact Anglian Water Services in the early stages of producing a development scheme in order to ensure that there is adequate capacity, or capacity can be made available, in the wastewater network. The provision of capacity could affect the timing of development. In locations where there are known to be capacity issues the local authority will expect this engagement to have taken place and for it to be demonstrated that adequate capacity will be available to serve the development (see Appendix 1 Infrastructure Requirements for currently known locations with capacity issues). Applicants should also consider contacting Norfolk Constabulary for advice on crime and safety issues.
180. Overall, to foster sustainable, mixed and resilient communities, development should be high quality, contributing to delivering growth that is inclusive and meets identified needs, to enhancing the environment, to mitigating and adapting to climate change and to assisting in meeting national greenhouse gas emissions targets.

POLICY 2 – SUSTAINABLE COMMUNITIES

To contribute to the achievement of sustainable communities, development proposals should, where relevant, address the following matters:

1. Ensure safe and convenient access for all, including by non-car modes, to on-site and local services and facilities such as schools, health care, shops, recreation/leisure/community/faith facilities and libraries; encourage walking, cycling and public transport through the layout of development; and integrate parking to avoid it dominating the streetscape or being a hazard.
2. Make provision for accommodating technology-based services such as broadband, fibre optic networks, telecommunications and electric vehicle charging.
3. Create and contribute to multi-functional green infrastructure links, whether provided on-site or off-site, including through landscaping, street trees and other tree planting, taking account of local green infrastructure strategies and delivery plans.
4. Make efficient use of land with development densities taking account of accessibility and local character consideration. For residential development, it is expected that there will be minimum net densities of 40 dwellings per hectare in Norwich and 25 dwellings per hectare elsewhere in the Plan area. Higher densities are encouraged in and close to defined district and town centres, and in particular in the city centre. In the most accessible locations in Norwich, regard should be given to providing low or car-free housing in accordance with Policy DM32 of the Norwich Development Management Policies Local Plan.
5. Create beautiful, well-designed places and buildings which respect the character of the local area and seek to enhance it through appropriate design, having regard to any local design guidance (including design codes).
6. Promote an inclusive, resilient, and safe community through the provision of facilities and services commensurate with the scale and type of the development; and the design and layout of development reflecting best practice to deter crime.
7. Avoid risks of unacceptable levels of soil, air, water and noise pollution and/or land instability.
8. Avoid locating inappropriate development in areas at risk of flooding by applying the sequential and exceptions tests and ensuring that flood risk is not increased elsewhere. Sustainable drainage systems should be incorporated unless there is clear evidence that this would be inappropriate.
9. Ensure a high level of water efficiency. To achieve this:
 - i. Housing development will meet the Building Regulations part G (amended 2016) water efficiency higher optional standard, or any equivalent successor;
 - ii. Non-housing development will meet the BREEAM “Very Good” water efficiency standard, or any equivalent successor.
10. Protect water quality and ensure a low level of energy consumption. To achieve this development proposals should:

- i. Take account of landform, layout, building orientation, massing and landscaping to minimise energy consumption and the risk of overheating.**
- ii. Provide for the use of sustainable energy, local energy networks and battery storage where appropriate.**

Proposals for free standing decentralised, renewable and/or low carbon energy networks, except for wind energy schemes, will be supported subject to the acceptability of wider impacts.

Wind energy schemes will be supported where the proposal is in an area identified as suitable for wind energy development in the Development Plan i.e., within a Neighbourhood Plan or Development Plan Document; or in a Supplementary Planning Document, and consultation has been undertaken to identify planning impacts, these have been addressed, and the scheme has been demonstrated to have the support of the local community.

To assist this broad-based approach:

- i. Planning applications for major developments will be required to be accompanied by a Sustainability Statement (including Health Impact Assessments as appropriate) showing how development will address the above matters that are relevant to the proposal. Housing development should take account of the National Design Guide (and any subsequent related publications) and optionally making use of tools such as Building for a Healthy Life (or any successor). Flood risk assessments will be provided separately in accordance with the NPPF.**
- ii. Master-planning using a community engagement process, as agreed with the local planning authority, will be encouraged on larger sites and particularly for proposed developments of 200 dwellings or 20,000 square metres plus.**
- iii. Delivery plans are required with planning applications for 100 dwellings plus to set out the expected timing of the delivery of developments. Where delivery cannot be demonstrated to be in accordance with agreed delivery plans for individual sites, the authorities may make use, where necessary, of their legal powers to bring about strategically significant development, including compulsory purchase. In considering the use of such powers regard will be had to any change of circumstances that might affect delivery, particularly economic factors, and the Delivery Plan will need to be updated accordingly.**

POLICY 3 – ENVIRONMENTAL PROTECTION AND ENHANCEMENT

The Built and Historic Environment

181. The National Planning Policy Framework states that plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats.
182. The Greater Norwich area has numerous heritage assets. Consequently, the historic environment is central to the character and quality of life of the Greater Norwich area and is a significant factor in its economic success through encouraging tourism and inward investment. Conserving and enhancing the historic environment will continue to reinforce what makes Greater Norwich an attractive place to live in, work and visit.
183. As well as the heritage assets that are easily visible, there are also those that are hidden below ground. As a long settled and productive area, Greater Norwich has a significant archaeological heritage which development can help to reveal.
184. As such, it is important to recognise that the historic character of the area is made up of a multitude of heritage assets. Individually, some may be more important than others, but even the lesser ones are important in contributing to overall character and quality. All the different elements of the historic environment need to be taken into consideration and conserved and enhanced where possible as part of the development of the area. Guidance for this can be obtained through a wide range of existing resources, such as historic landscape character assessments, conservation area appraisals, listed building and scheduled monuments information and archaeological records; but it is usually necessary to undertake a heritage impact assessment in accordance with guidelines produced by Historic England and local validation requirements to understand the impact of a proposal on the significance of a heritage asset. This would include the impact of development on the setting of a heritage asset, which can contribute to its significance, and can be undermined by proposals that have substantial mass or height that contrasts with neighbouring historic buildings and the wider area.
185. The strategic approach to heritage is first to consider the potential location of development, for example does the location itself “fit” well in relation to adjoining settlements, and does it avoid intruding in important views of heritage assets? This is addressed through the growth strategy set out in policy 1.
186. Following from this, the design of the development needs to respect the historic environment, be appropriate to its setting, seek to enhance the locality and provide measures to further the understanding of local heritage issues. Development should therefore draw upon existing historic character to lead to more positive change in the built and historic environment.
187. The aim should be to avoid harm to the historic environment. In certain cases, an element of harm to the historic environment resulting from development may be unavoidable. This will only be justified if the benefits of the development outweigh the harm, and the harm is kept to a minimum, taking into account the relative importance of the heritage assets in accordance with national policy.

188. The policy also includes a flexible approach to the use of heritage assets to achieve their retention whilst retaining their historic significance, and in this respect particular encouragement will be given to proposals for restoring those assets that are at risk of being lost. Historic significance potentially covers a broad range of issues such as artistic, aesthetic, architectural, cultural and social considerations.
189. The Greater Norwich Green Infrastructure Study provides information on designated Historic Environment assets in relation to green infrastructure provision.

The Natural Environment

190. Reflecting the Government's 25 Year Environment Plan, the NPPF places great weight on protecting and enhancing Greater Norwich's rich natural environment. It seeks to ensure that development not only avoids harm to natural environmental assets, but also encourages a local plan policy approach which actively protects, promotes and enhances biodiversity, so that development results in biodiversity net gain. Relevant legislation also has to be applied including the Water Framework Directive, which sets requirements to protect and improve the water environment, and the Habitats Regulations which set requirements to protect habitats and species.
191. The NPPF requires local plans to recognise the intrinsic character and beauty of the countryside and local landscape character. Accordingly, the policy requires development to respect local landscape character based on existing and any future landscape character assessments, avoiding harm to locally valued landscapes from inappropriate development. It continues the well-established approach in Greater Norwich of having strong landscape protection policies. To do this, it provides the continued strategic policy basis for more detailed, location specific development management policies covering the strategic gaps and landscape settings including river valleys, undeveloped approaches to Norwich and the setting of the Broads. This is the most suitable approach to landscape protection locally given that Greater Norwich does not have the exceptional circumstances required by Government to establish a Green Belt.
192. A key means of achieving biodiversity net gain is through the NPPF requirement that local plans *take a strategic approach to maintaining and enhancing networks of habitats and green infrastructure*. The development of a multi-functional green infrastructure network was formalised locally through the Joint Core Strategy in 2011. It is essential that the network continues to be protected and developed further into the long term as green infrastructure aims to link fragmented habitats, allowing the movement of species and supporting biodiversity gain. It also has other benefits such as reducing flood risk and promoting active travel.
193. Tools such as the Defra biodiversity metric should be used to demonstrate the expected biodiversity net gain that will be achieved through development. A holistic approach to biodiversity gain should provide a range of biodiversity improvements.
194. Securing measurable gains for biodiversity is a national policy requirement and this is reflected in this policy. Any such gain needs to be significant in order to be credible which is why the policy requires a gain of at least 10% greater than the existing situation.

195. A Habitats Regulations Assessment (HRA) has been produced for the plan. It identifies in detail how internationally designated ecological habitats and wildlife sites in the wider area, including areas in the Broads and on the Norfolk coast, would potentially be impacted by recreational pressures likely to be generated by growth in Greater Norwich. The policy therefore sets a requirement that development mitigates impact on sites protected under the Habitats Regulations Directive.
196. The HRA identifies a range of mitigation measures to alleviate additional recreational pressure from additional growth planned in the Greater Norwich Local Plan. These include interventions at the sites themselves, providing suitable alternative natural green space (known as SANGS) and the implementation of a wider programme of green infrastructure improvements.
197. The HRA provides further information on SANGS, stating that this could take the form of a new country park containing woodland and waterbodies. This would be in addition to the new country park facilities which are already planned for the Growth Triangle.
198. The Joint Core Strategy identified the potential to create a new country park at Bawburgh Lakes to the west of Norwich. It would complement the existing country park to the east of the city at Whitlingham, with the parks linked by the Yare Valley green corridor. Its establishment remains desirable. However, the policy is not site-specific as other opportunities may be identified either through local green infrastructure strategies or through other means. For example, there are proposals being brought forward to develop the Broadland Country Park to the north-west of Horsford and new small-scale country parks, such as at Ladybelt Country Park in East Carleton, can provide valuable additional green infrastructure.
199. A Norfolk-wide study, the Green Infrastructure and Recreational Impact Avoidance and Mitigation Strategy, has been undertaken and has informed this Plan, including the approach to avoiding and mitigating the potential impacts on the most important protected wildlife sites (identified under the HRA Directive) that might arise from visitor pressure related to new residential developments. For the purposes of this policy, “residential development” excludes replacement dwellings, extensions to single dwellings and nursing homes. Based on the strategy, policy 3 sets out a two-pronged approach to avoidance and mitigation of impacts.
200. Firstly, a contribution of around £205 (plus allowance for inflation) from each new home is to be made towards direct mitigation measures on the protected sites.
201. Secondly, it seeks to avoid impacts on the protected sites through the provision of sufficient and suitable informal recreational greenspace elsewhere to reduce the number of visits to the protected sites. The Greater Norwich authorities currently have different informal recreational requirements on development set out in their Development Management policies local plans. These will continue to apply. The suitability of such greenspace will depend on a number of factors, including the size of the area, its accessibility and its quality, which together provide its attractiveness to users. However, as a guide and to ensure that adequate provision is made to reduce the impacts on the protected sites, this policy requires a minimum of 2 hectares per 1,000 population of suitable informal recreational greenspace to be provided by a residential development.

This figure has regard to the existing local standards, Natural England's Accessible Natural Greenspace standard and the Fields in Trust informal recreational space standard. In addition, the provision of the greenspace should reflect the standards set out in Natural England's Accessible Natural Greenspace standard.

202. The Norfolk Strategic Planning Framework includes county-wide policy objectives on environmental protection, landscape protection and biodiversity. Work supporting the NSPF includes a county-wide green infrastructure network map which provides the basis for more detailed mapping to support and inform local plans, including the GNLP. The updated green corridors map for Greater Norwich, including links to neighbouring areas, is in maps 8 A and B below.
203. The Greater Norwich Green Infrastructure Study outlines the existing green infrastructure, biodiversity and designated heritage assets for housing allocations within the area. It gives general comments about opportunities for potential enhancements of green infrastructure related to the allocations. Whilst this not intended to replace detailed site survey and design work, it is intended to assist the Development Management process. As well as being of importance for the natural environment, Green Infrastructure can have a role to play in enhancing and conserving the historic environment. It can be used to improve the setting of heritage assets and to improve access to it, likewise heritage assets can help contribute to the quality of green spaces by helping to create a sense of place and a tangible link with local history.
204. An updated Green Infrastructure Strategy is currently being produced. This should also be used to assist in identifying the most suitable green infrastructure provision to serve specific developments and contribute to the development of the network.
205. The policy therefore builds on the success of the JCS to ensure both continued long-term development of the green infrastructure network and that visitor pressure issues are addressed.
206. As the competent authority under the Habitats Regulations, the Greater Norwich local planning authorities must also ensure that development will have no negative impact on water quality through nutrient enrichment to internally protected habitat sites. As a result, policy 3 ensures that relevant developments will only be granted planning permission when there is certainty about the levels of nutrients which will be generated and mitigation so that the development will be nutrient neutral.
207. The relevant internationally protected habitat sites are designated under the Habitats Regulations Directive and are defined by Natural England and identified in the plan's HRA as being in an unfavourable condition in 2022.
208. The habitat sites are named in the policy. They are firstly the Wensum Special Area of Conservation (SAC), which is an internationally significant lowland chalk river that is currently affected by phosphorous enrichment. Secondly, the Broads SAC and the Broadland Ramsar consist of five separate Sites of Special Scientific Interest which include broads and fens, with some drained marshes. They contain rich and rare aquatic habitats and species which currently suffer from phosphorous and nitrogen enrichment.
209. The policy applies to development in the river catchments which could add pollutants to the protected habitats. The catchments cover the majority of Greater Norwich so that

development in the Norwich urban area and the main towns of Aylsham, Long Stratton and Wymondham, along with many service villages and village clusters, is impacted. The exception which is not affected is the area around Diss, Harleston and the Waveney Valley, Loddon and Acle. The issue also impacts other local planning authorities in Norfolk (see map 9 below), with the main towns of Dereham and Fakenham outside Greater Norwich also being affected.

210. To comply with the Habitats Regulations and Natural England advice, the policy applies firstly to residential developments leading to an increase in overnight accommodation. This includes new homes, student accommodation and care homes. Secondly, the policy applies to some types of non-residential development. These are developments which may draw people from outside the catchments of the SACs because of their scale or type, developments which may generate unusual amounts of surface water, or which may contain unusual pollutants in their surface water run-off. Tourist attractions, along with some uses which will need to be considered on their own merits, fall into this category.
211. Policy 3 consequently requires evidence to be submitted to show that mitigation has been secured to achieve nutrient neutrality. The evidence must show that this mitigation will be implemented prior to the occupation of relevant developments. Nutrient neutrality solutions must be retained in perpetuity, though short-term measures can subsequently be replaced by long-term approaches.
212. Therefore, proposals that require on-site mitigation will need to provide a costed management and maintenance plan to ensure they will not adversely affect the integrity of sites in an unfavourable condition, or alternative and equivalent means of demonstrating that the integrity of such sites will not be adversely affected. The plans must cover the lifetime of the development and should be accompanied by a monitoring framework. Proposals using off-site credits will need to submit evidence of the agreement with a mitigation provider to purchase adequate credits with their planning application.
213. The policy states that the nutrient neutrality requirement only applies whilst the protected sites are in unfavourable condition. Regular monitoring by the national environmental bodies and report in this plan's monitoring framework will provide updates.
214. The Greater Norwich partnership is working with other Norfolk local planning authorities, Anglian Water, Natural England, and other stakeholders to assist developers in accessing a wide portfolio of mitigation opportunities suitable for different scales of housing and other relevant development. Reflecting the scale of the issue affecting the area which led to a long period in which planning permissions could not be granted for affected development, this work has been funded both by national government and the local planning authorities.
215. In addition to a calculator provided by Natural England, a local nutrient neutrality calculator, the Norfolk Budget Calculator, enables developers to identify the scale of mitigation requirements on a site-by-site basis.
216. Evidence on a wide portfolio of the most suitable measures for use in Norfolk has been produced by consultants Royal Haskoning. For many sites, different types of off-site or on-site mitigation measures will be used in combination. The off-site measures will mainly be delivered through a Joint Venture company, Norfolk Environmental Credits. The company brokers delivery of a variety of mitigation options between providers, such as

landowners and developers. It secures mitigation and then issues certificates confirming the credits that have been purchased. Developers must submit the certificates with their planning applications.

217. This portfolio of mitigation measures includes:

- Nature-based solutions such as silt traps.
- Runoff management measures such as cover crops.
- Wastewater management measures such as improvements to wastewater treatment works and
- Demand management measures such as retrofitting water saving fixtures and fittings in existing properties.

218. Large-scale greenfield sites are generally able to provide dedicated on-site mitigation. It is estimated that around 60% of the homes in the plan will be on such sites. Some brownfield sites in Norwich will benefit from mitigation from a programme of retrofitting water efficiency measures in council housing. Therefore, the mitigation opportunities provided are of most importance to the developers of small and medium-scale greenfield sites and brownfield sites not benefitting from the retrofitting programme.

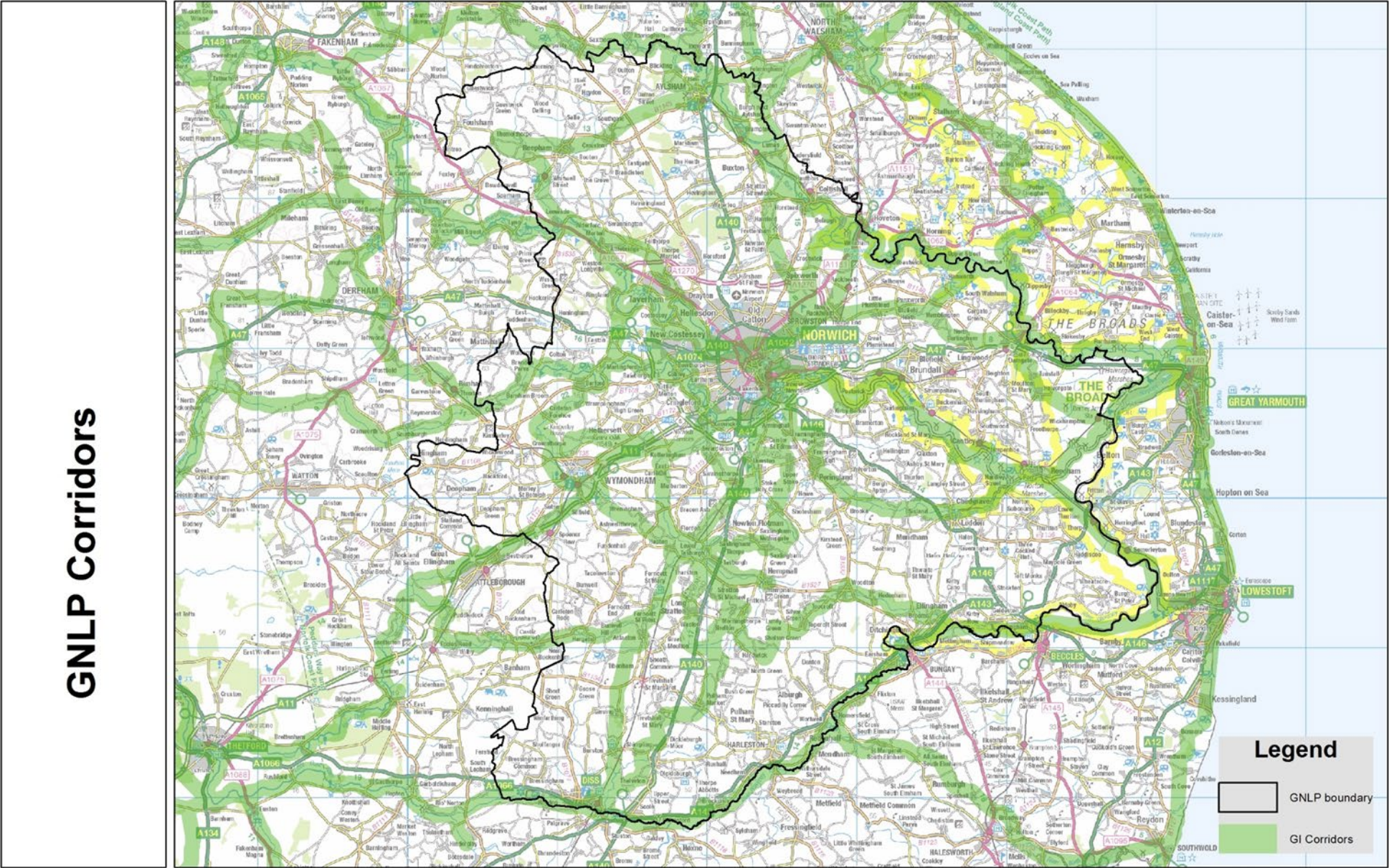
219. The portfolio of mitigation opportunities enables Habitats Regulations requirements to be addressed at a reasonable cost, limiting the impact on the viability of development. The Levelling Up and Regeneration Bill requires upgrades to Anglian Water's strategic wastewater treatment plants by 2030. This will lead to around a 36% reduction in phosphorus pollutants entering the watercourse from the treatment plants and a 65% reduction in nitrogen. The cost per dwelling of nutrient neutrality mitigation measures will be reduced once these improvements have been made.

220. Natural England will also provide off-site schemes and nutrient neutrality credits through nature and land-based solutions such as wetlands and woodlands. These will be medium to long-term solutions. These solutions will sit alongside mitigation options provided through Norfolk Environmental Credits. It is also expected that commercial providers will enter the nutrient neutrality market.

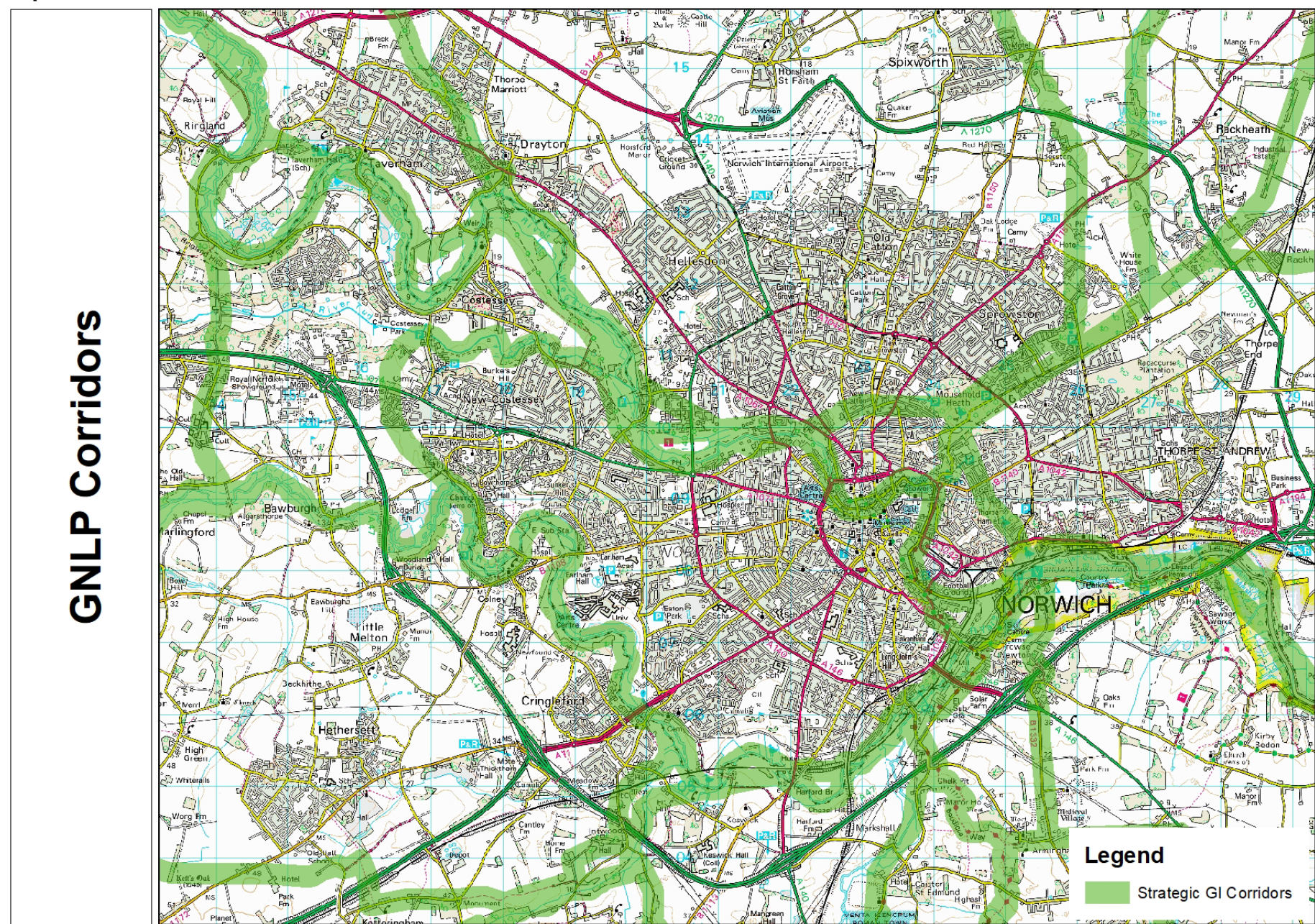
221. Government guidance on combining environmental credits for biodiversity net gain and nutrient mitigation has confirmed that "stacking" of environmental credits is permitted. This means that credits from the same activity on a piece of land can be sold separately for both biodiversity net gain and nutrient mitigation provided that the eligibility criteria for each market is met.

222. The impacts of nutrient neutrality requirements have been taken into account in the plan's housing delivery trajectory.

Map 8A Green Infrastructure (GI) Corridors in Greater Norwich



Map 8B GI Corridors in the Norwich Urban Area



Map 9 Areas of Norfolk affected by Nutrient Neutrality



European protected sites requiring nutrient neutrality strategic solutions

**Component SSSIs of
The Broads SAC**

- Local Authorities
- SSSI subject to nutrient neutrality strategy
- Nutrient neutrality SSSI catchment



Produced by Defra Spatial Data Science
 © Defra 2021, reproduced with the permission of Natural England, <http://www.naturalengland.org.uk/copyright>.
 © Crown Copyright and database rights 2021. Ordnance Survey licence number 100022021.

POLICY 3 – ENVIRONMENTAL PROTECTION AND ENHANCEMENT

The Built and Historic Environment

The development strategy of the plan and the sites proposed for development reflect the area's settlement structure of the city, towns and villages, retaining the separate identities of individual settlements.

Development proposals should enhance the built and historic environment through:

- Being designed to create a distinct sense of place and enhance local character, taking account of local guidance such as conservation area appraisals and historic landscape character assessments.
- Avoiding harm to designated and non-designated heritage assets, including their setting, having regard to their level of significance in accordance with the requirements of the NPPF and relevant policies in other Development Plan Documents and Neighbourhood Plans.
- Providing a continued or new use for heritage assets whilst retaining their historic significance.
- Undertaking a heritage impact assessment if significant impacts to a heritage asset might arise.
- Where relevant, heritage interpretation measures should be provided to enhance the appreciation and understanding of local heritage assets.

The Natural Environment

Development proposals should enhance the natural environment through:

- Being designed to respect, conserve and enhance natural assets, taking account of local design and other guidance such as landscape character assessment;
- Avoiding harm to designated and non-designated assets of the natural environment, having regard to their level of significance (local, national, and international) in accordance with the requirements of the NPPF and relevant policies in other Development Plan Documents and Neighbourhood Plans.
- Following a hierarchy of seeking firstly to avoid impacts, mitigate for impacts so as to make them insignificant for biodiversity, or as a last resort compensate for losses that cannot be avoided or mitigated for. Adherence to the hierarchy should be demonstrated.
- Undertaking a relevant assessment (such as a landscape or ecological assessment) if impacts to a natural asset might arise.
- Provision of new, or conservation or enhancement of existing, green infrastructure to contribute (directly or indirectly) to the strategic green infrastructure network having regard to local green infrastructure strategies (identified indicatively in Maps 8A and 8B).
- Respecting landscape character and retaining important views and features, having regard to landscape character assessments and sensitive areas such as landscape settings, strategic gaps and green spaces identified in Local or Neighbourhood Plans, and to the importance of the nationally designated Broads Authority area and its setting.

In applying the above, regard will be given to the level of importance of the natural asset.

In addition, development will deliver net biodiversity gain through the provision of on-site or off-site natural features, creating new or enhancing existing green infrastructure

networks that have regard to local green infrastructure strategies. It should be demonstrated that the gain to biodiversity is a significant enhancement (at least a 10% gain) compared to the existing situation.

All residential development will address the potential visitor pressure caused by residents of the development that would detrimentally impact on sites protected under the Habitats Regulations through:

- The payment of a contribution towards the cost of mitigation measures at the protected sites and
- The provision or enhancement of adequate green infrastructure, either on the development site or nearby, to provide for the informal recreational needs of the residents as an alternative to visiting the protected sites. This will equate to a minimum of 2 hectares per 1,000 population and will reflect Natural England's Accessible Natural Greenspace Standard.

Any development that would be likely to have a significant effect on a European site, either alone or in combination with other plans or projects, will be subject to assessment under the Habitat Regulations at application stage. If it cannot be ascertained that there would be no adverse effects on site integrity the application will be refused unless it passes the tests set out in Regulation 62, and any necessary compensatory measures will need to be secured.

Within the catchments of the River Wensum Special Area of Conservation (SAC), The Broads SAC and the Broadland Ramsar:

- Residential development that results in an increase in the level of overnight stays; and
- Non-residential development that
- by virtue of its scale and type may draw people from outside the catchments of the SACs,
- and/or may generate unusual quantities of surface water,
- and/or, by virtue of the processes undertaken, may contain unusual pollutants within surface water run-off,

must provide evidence to enable the local planning authority to conclude through a Habitats Regulations Assessment that the proposal will not adversely affect the integrity of sites in an unfavourable condition.

POLICY 6 – THE ECONOMY (INCLUDING RETAIL)

289. This local plan aims to deliver inclusive economic growth. It supports and delivers the ambitions of the New Anglia LEP's Norfolk and Suffolk Economic Strategy and Local Industrial Strategy, the Cambridge Norwich Tech Corridor initiative, and the enhanced growth outlined in the Greater Norwich City Deal. In a time of significant economic uncertainty and change, the policies aim to provide an appropriate balance between certainty and flexibility to inform investment decisions and encourage economic development.
290. The Norfolk and Suffolk Economic Strategy (NSES) recognises Norwich and Greater Norwich as one of six "priority places". Greater Norwich is also a key location within two other priority places; the A47 corridor and the Cambridge-Norwich corridor. The NSES identifies nine key economic sectors of:
- Energy.
 - Life sciences and biotech.
 - ICT, tech and digital creative.
 - Advanced agriculture, food and drink.
 - Visitor economy, tourism and culture.
 - Financial services and insurance.
 - Transport, freight and logistics.
 - Construction and development.
 - Advanced manufacturing and engineering.
291. The promotion of Norfolk and Suffolk as the "UK's clean growth region" sits at the heart of New Anglia's Local Industrial Strategy (LIS). It focusses on three high growth sectors: clean energy, agri-food and ICT/digital. All the NSES and LIS sectors are represented in Greater Norwich and relevant businesses are found throughout the area. In addition, there are important concentrations of the LIS priority sectors in strategic employment locations: Norwich Airport plays a key role in servicing the off-shore energy industry; Norwich Research Park and the Food Enterprise Park are crucial to the success of the agri-food sector and the city centre is home to a growing ICT/digital cluster. The high environmental standards promoted through this local plan will support the recognition of the area as the UK's Clean Growth region.
292. The Cambridge Norwich Tech Corridor (CNTC) is an extension of both the Oxford Cambridge Arc and the London Stansted Cambridge corridor. The A11 coupled with Cambridge to Norwich train services provide the linking transport infrastructure. Greater Norwich includes key economic assets supporting the CNTC – notably Norwich and its city centre, the Norwich Research Park (including UEA and the Norfolk and Norwich University Hospital (NNUH)), the Food Enterprise Park, Norwich Airport and Hethel Engineering Centre.
293. Evidence in the Employment, Town Centre and Retail study (GVA 2017), updated in the Greater Norwich Employment Land addendum: Avison Young: 2020, investigated both "business as usual" and the potential for enhanced economic growth. It demonstrates that committed employment land is more than sufficient in quantity and quality to meet the potential for enhanced growth. The Avison Young addendum forecasts growth of around 33,000 jobs in the period 2020 to 2038. While the plan provides for significantly more

employment land than is required for this scale of jobs growth, there are a range of justifying factors:

- a. Over 280 hectares of our supply is on key strategic sites, with several targeted at particular sectors such as NRP, Hethel and the airport area. These sites are not suitable for reallocation to other uses.
- b. The remainder is dispersed across the area providing important local opportunities. The evidence focusses on B-class uses (as defined pre-2020) and employment land will also be used for non-B-class employment such as gyms, waste recycling centres, vehicle sales and fuel forecourts; or supporting uses such as cafés and restaurants.
- c. The scale and range of our employment allocations facilitates choice and flexibility, provides for growth in the longer term and supports more ambitious levels of jobs growth if demand can be stimulated.

294. The enhanced growth scenario forecasts around 45,000 jobs in the period 2015 to 2036. In the period 2015 to 2018 the East of England Forecasting Model (EEFM) suggests that around 15,000 jobs were delivered. This leaves the enhanced growth potential for around 30,000 jobs in the period 2018 to 2036. This is an uplift of around 8,000 on the EEFM business as usual forecast and is consistent with City Deal ambitions. Since the evidence was produced the local plan period has been extended to 2038 and, based on the EEFM, the target is extended to 33,000 jobs 2018 to 2038.
295. The policies of this plan seek to grow the local economy in a sustainable way to support jobs and inclusive economic growth in both urban and rural locations. This will:
- Provide jobs and services for a rising population and develop Greater Norwich's role as an engine of the regional economy.
 - Facilitate enhanced growth potential with a target of at least 33,000 additional jobs in the period 2020-2038.
 - Support the key sectors identified in the NSES and LIS and help increase the proportion of higher value, knowledge economy jobs, while ensuring that opportunities are available for development that can support all types and levels of jobs in all sectors of the economy and for all the workforce.
 - Be supported by investment strategies that focus on overcoming constraints to the release and development of key employment sites.
296. Policy 2 promotes the provision of enhanced broadband throughout the area and this will support businesses directly and support home working. Implementation of the policy will also see employment development contribute to the green infrastructure network as appropriate.
297. The Norwich urban area and in particular the city centre has a key role to play in providing the employment needed to support the housing growth proposed across the Greater Norwich area through significant employment generation in the city centre. Evidence shows that Norwich's economic dynamism underpins the regional economy; if Norwich's economy flourishes, it will benefit the adjoining rural settlements in the county and beyond. A key part of retaining and growing employment in the city centre will be to reverse the loss of office accommodation in the city centre, as required by policy 1 of this plan, which has experienced a 29% reduction since the start of the Joint Core Strategy plan period in 2008.

298. Although the Employment Town Centre and Retail study (GVA 2017) and the Avison Young 2020 addendum conclude that Greater Norwich has enough employment land overall, most of this is out-of-centre and is neither the preferred location for some growth sectors nor the most sustainable place for high intensity employment / office growth. The report highlights key trends in employment activity including a re-urbanisation of business activity back to locations that can offer a broader range of services to employees, and the rise in new start-ups in the creative and media sector which is fuelling demand for space in specific locations allowing for greater interactions, including Norwich City Centre. Given that the report also identifies an underlying demand for good quality office and employment space there is a risk that this may lead to new such development going to less sustainable locations with serious impacts on the vitality of the city centre and undermining policies to encourage modal shift. Therefore, it is essential that this plan ensures that high density employment uses are concentrated in highly accessible locations in particular the city centre, and that loss of existing floorspace in the city centre is resisted (see policy 7.1).
299. The Employment Town Centre and Retail study reviewed existing employment sites and allocations and did not conclude that any should be reallocated for other uses. While the study also concluded that there is no overall quantitative need for additional employment sites, 46.5ha of land at Norwich Airport is newly allocated for aviation related uses. The site has the benefit of planning permission and was included as a commitment in the study. Two small sites are also allocated as they are logical extensions to existing strategic sites and provide additional flexibility. Extensions to other small sites will also be considered where this can be justified, for example where the site is well located to serve local needs and has insufficient capacity to serve ongoing demand.
300. Retailing and town centres are currently in a state of flux. Covid-19 has strengthened the growth of internet shopping. This uncertainty reinforces the need to protect and promote town centres to allow them to recover and evolve. There is some evidence that the Covid-19 epidemic has encouraged people to shop locally and boosted the opportunities for smaller businesses and in market towns, and smaller centres.
301. The policy identifies the hierarchy of centres across the area to guide the operation of the “sequential approach”. It encourages development in all centres and, outside defined centres, small-scale businesses to serve local areas. New local centres are promoted in the site-specific policies for all strategic housing developments. Within town centres a flexible approach will be required to allow centres to diversify while retaining their ongoing role as economic and community hubs. Owing to the need to update policy for Norwich City Centre, further detail is set out in Policy 7.1.
302. Retail, offices and some leisure uses are currently the same use class and this helps provide flexibility within town centres. The policy’s definition of the local retail hierarchy enables the individual councils to consider whether, dependent on national permitted development rights, Article 4 Directions may be appropriate locally. This approach would allow protection of all or parts of retail centres, potentially ranging from local to town centres and the city centre as defined in Development Management policies, from conversion to residential uses. In addition, large-scale out of centre office, retail or leisure development will have significant implications, for example for traffic generation, and it will be important to ensure through conditions that the development that takes place is consistent with the evidence provided with the planning application.

303. Tourism, and related developments, are an important part of the local economy and reflect the attractiveness of the environmental and cultural offer in the area. However, it is important that this attraction does not itself lead to damage of the very things that people come here for. In particular, consideration under the Habitat Regulations will be needed for such developments. The requirements set out under Policy 3 for new residential development will apply to tourist accommodation development; and a Habitat Regulations Assessment (HRA) will be required for significant tourism, leisure, cultural or environmental development which would impact on a Habitats Regulations protected site.

POLICY 6 - THE ECONOMY

- 1. Sufficient employment land is allocated in accessible locations to meet identified need and to provide for choice. Opportunities for sustainable access to sites should be maximised through development proposals and infrastructure investment.**
- 2. The needs of small, medium and start-up businesses are addressed through:**
 - The allocation and retention of smaller scale employment sites across the area, with limited expansion where this can be justified.**
 - Encouraging the provision of small-scale business opportunities in all significant residential and commercial developments.**
 - Support for rural enterprises through the conversion of rural buildings, the development and diversification of agricultural and other land based rural businesses and well-designed new build. If new build development is proposed to meet local business and community needs in rural areas the use of previously developed land and sites that are physically well-related to existing settlements should be encouraged where suitable opportunities exist. For sites beyond existing settlements and in locations not well served by public transport then development should be well designed and sensitive to its surroundings, should not have an unacceptable impact on local roads and should exploit any opportunities to make the location more sustainable.**
 - Encouraging flexible building design and innovative approaches in new and existing residential developments to encourage local working and business opportunities.**
- 3. Larger scale needs are addressed through the allocation of sufficient land to provide a choice and range of sites, including key strategic sites targeted at specific sectors. Investment strategies will ensure that a readily available supply of land is maintained throughout the plan period.**
- 4. Land identified for employment uses in this local plan will only be considered for other uses that are ancillary to and supportive of its employment role.**
- 5. Tourism, leisure, environmental and cultural industries will be promoted and assisted by:**
 - The general emphasis in this local plan on achieving high-quality design, resource efficiency, environmental enhancement and retention of local distinctiveness.**
 - Protection, enhancement and expansion of the green infrastructure network.**
 - Encouragement for sustainable tourism initiatives and development that supports cultural industries.**
 - Promotion of the creative industries cluster focussed on the city centre.**
- 6. Opportunities for innovation, skills and training will be expanded through facilitating the expansion of, and access to, vocational, further and higher education provision.**

Key strategic employment areas

Key strategic employment areas and their main uses are:

Strategic Employment area and their primary uses	Existing undeveloped land available (hectares, April 2018)	New allocations (hectares)	Total employment allocations (hectares)
Norwich City Centre with a focus on expansion of office, digital and creative industries, retail and leisure provision	30.8 (all part of mixed-use sites)	0	30.8
The Norwich Airport area and in particular: • a new site on the northern edge of the airport accessed directly from the Broadland Northway of 46.5ha and focussed on aviation related activities; and • a site of around 35ha at the A140/Broadland Northway junction and focussed on uses benefiting from an airport location	35	46.5	81.5
Browick Interchange, Wymondham (for general employment uses)	22	0	22
Longwater - consolidation of activity through intensification of employment uses and completion of the existing allocation	12	0	12
Rackheath (for general employment uses)	25.6	0	25.6
The complex of general business parks at Thorpe St Andrew (Broadland Business Park, St Andrews Business Park and Broadland Gate);	33.1	0	33.1
Norwich Research Park including the Norfolk and Norwich University Hospital and the University of East Anglia; providing for significant expansion of health, higher education and science park activity	32.7	6.9	39.6
Hethel including a technology park of around 20ha managed to focus on	20	0.8	20.8

advanced engineering and the growth of technology capabilities			
The Food Enterprise Park at Easton/Honingham supporting the agri-food sector	18.7	0	18.7
Total	229.9	54.2	284.1

Town Centres

The development of new retailing, leisure, offices and other main town centre uses will be subject to the sequential approach, as defined by Government policy and guidance, and will be encouraged at a scale appropriate to the form and functions of the following hierarchy of defined centres:

1. Norwich City Centre.
2. The town centres of Aylsham, Diss, Harleston and Wymondham, and within the Norwich urban area, the large district centres at Anglia Square/Magdalen Street and Riverside.
3. The large village and district centres of: Acle, Coltishall, Hethersett, Hingham, Loddon, Long Stratton, Poringland and Reepham, and within the Norwich urban area at Aylsham Road, Drayton Road, Bowthorpe, Dereham Road, Eaton centre, Earlham House, Harford Place (Hall Road/Sandy Lane), Larkman centre, Plumstead Road, Sprowston Road, Old Catton and Dussindale (Thorpe St Andrew). New district centres to be established in accordance with the Growth Triangle Area Action Plan.
4. Local centres, including new and enhanced local centres serving major growth locations.

Proposals for retail and leisure development outside town centres will also be subject to an impact assessment where necessary, as defined by Government policy and guidance. In order to prevent the proliferation of town centre uses in out-of-centre and edge-of-centre locations and to control their character, conditions will be used to restrict permissions granted for office, light industrial or research and development changing to other uses within Class E.

Development and investment consistent in scale with the function of the centre are encouraged at all levels of the hierarchy to enhance the range of businesses and facilities available locally. Development should seek to enhance the environment and economy of centres and of villages with more dispersed services, to protect their function and provide a range of uses and active frontages to support the centre's vitality and viability.

Local Retail and Leisure

Small-scale retail and leisure developments serving local needs will be permitted to serve new residential developments and existing residential areas, subject to compliance with other development plan policies.

POLICY 7 – STRATEGY FOR THE AREAS OF GROWTH

Introduction

304. Policies 7.1 to 7.4 provide details of the distribution of growth set out in policy 1, along with location specific strategic policies for the different areas of growth within Greater Norwich. The policies for these areas follow the settlement hierarchy:

- 7.1 The Norwich urban area including the fringe parishes.
- 7.2 The main towns.
- 7.3 The key service centres.
- 7.4 Village clusters.

305. Policy 7.5 provides for small-scale windfall development of up to 3 dwellings for self-build and custom build homes.

306. The GNLP Sites Plan provides individual allocations to implement the strategy with the exception of allocations in village clusters in South Norfolk and some sites in and around Diss which will be in separate plans.

Policy 7.1 – The Norwich Urban Area including the fringe parishes

307. The policy for the Norwich urban area is divided into three sections:

- 1. The City Centre.
- 2. East Norwich.
- 3. Elsewhere in the urban area including the fringe parishes.

308. This division reflects:

- a. The importance of the city centre to Greater Norwich as a whole, the rapid change in the role of city centres (particularly in relation to retailing and office employment), and the need to promote brownfield regeneration (particularly in the northern city centre), which together create the necessity for a distinctive, detailed and updated planning framework.
- b. The potential for brownfield regeneration to create a new urban quarter in the long-term in East Norwich.
- c. The essential role that the other parts of the urban area and the fringe parishes will play in meeting housing needs through the growth of strategic and smaller scale extensions and small-scale brownfield redevelopment to support neighbourhood renewal. The area will also play a key role in meeting employment growth needs, providing sites for the growth of both strategic and local employment uses.

309. Housing growth of 27,958 in the area will provide around 62% of the total growth in the GNLP (see policy 1). The Sites document provides policies for each site allocated to deliver these homes.

The City Centre

310. The NPPF requires local planning authorities to plan positively to ensure that town centres remain vibrant, diverse, and viable and recognise the role that they will play at the heart of communities by taking a positive approach to their growth.

311. Norwich City Centre is defined in this plan as the area within the city walls, with the addition of Riverside, and areas around the railway station, Norwich City Football Club, and south of the bus station. This is illustrated in map 10 below.
312. Norwich City Centre is the pre-eminent regional centre in the East of England, focused on a historic city centre with a wealth of heritage assets and an unrivalled historic and natural environment. It accommodates the majority of jobs, key services and economic, leisure and cultural facilities serving much of Norfolk and north Suffolk. It is within the top 15 retail destinations in the UK. The established approach to planning for Norwich city centre has been cited as an example of best practice by Government.
313. To date, Norwich City Centre has proved remarkably resilient in adapting to the unprecedented challenges arising from wider societal changes in employment patterns, shopping habits and leisure activities.
314. Policy 7.1 details how development will help to shape the city centre to 2038. The centre must continue to be planned in a way which enhances, protects, and makes the best use of its distinctive assets and ensures that it remains the focus for the high-value jobs, services, and facilities. A strong, vibrant, attractive, and thriving city centre is critical to attracting investment in Greater Norwich as the key driver of the area's economy and to supporting the delivery of housing and other development across the plan area.
315. As changes will inevitably continue, policy 7.1 takes a flexible long-term approach to continuing to promote a vibrant city centre in the context of the decline of high street shopping and the growth of online retailing which is further impacted by Covid-19 and its economic consequences. This flexible approach allows for:
- The intensification and diversification of city centre uses, with retail combining with other uses to foster an attractive and distinctive living and working environment.
 - Conserving and enhancing the historic and natural environment.
 - Encouraging housing on all suitable city centre sites as part of mixed-use development.
 - Actively promoting and integrating new retail and other town centre uses in the city centre and resisting out of centre developments.
 - Attracting and retaining employment in the city centre and resisting loss of office floorspace with the areas defined under the 'Article 4 direction relating to the conversion of offices to residential' or where the loss of office accommodation involves listed buildings unless it can be demonstrated that its loss will not be of detriment to Norwich's office economy.
 - Managing shopping frontages to effectively adapt to change and protect their vibrancy, diversity, and attractiveness.
 - Mitigating the impact of traffic and improving accessibility and connectivity for pedestrians, cyclists, and public transport.
316. The city centre has the potential to consolidate existing economic sectors as set out in policy 6 and detailed in this policy, such as finance, insurance, and retailing, and support

significant further growth in key economic sectors, including ICT/digital culture industries, leisure and tourism. Evidence shows that the character of the city core and property typology are well suited to tech firms and knowledge intensive businesses that function well within city locations that support face to face working. £25 million secured in late 2020 from the Government's Towns Fund will assist in the development of a digital hub, as part of wider investment in the city on transport, infrastructure, and skills.

- 317. The city centre also offers considerable potential for brownfield development to promote physical and economic regeneration in areas where there has been long-term decline.
- 318. The ongoing revitalisation of the King Street and Mountergate area has been a notable success, with more sites allocated in this area through this plan to secure further regeneration.

The Northern City Centre

- 319. Anglia Square, a 1960s neighbourhood shopping precinct, forming the main part of the large district centre in the north of the city centre, is also a major regeneration priority. The capacity of Anglia Square to deliver a significant element of the plan's housing need on a highly accessible brownfield site means that it has strategic significance for Greater Norwich. The Employment, Town Centre and Retail Study (GVA, 2017) acknowledges the considerable potential of Anglia Square to accommodate a much-enhanced retail and leisure offer including extensive public realm improvements.
- 320. The policy therefore promotes high density, housing-led mixed-use redevelopment of Anglia Square and surrounding vacant land. Redevelopment proposals should also include retailing, employment, community, and leisure facilities.
- 321. Regeneration of Anglia Square is also intended to be the catalyst for substantial investment in, and further regeneration of, the wider northern city centre. As a result, the whole of the northern city centre area as defined in map 10 is identified on the Key Diagram as a Strategic regeneration area.
- 322. The northern city centre has been declared a neighbourhood area for planning purposes. This policy provides the strategic context for any more detailed plans for the area.
- 323. Anglia Square has been subject to comprehensive mixed-use regeneration proposals which Norwich City Council resolved to approve in December 2018. The Secretary of State "called-in" the application for determination and refused it notwithstanding a recommendation to approve it. The decision gives considerable comfort that medium to high density residential led mixed-use development in this location is appropriate and should be part of this plan. The previous scheme required support to be viable for delivery. It is likely that any future scheme will also require public support to ensure implementation.
- 324. To provide strategy on the wide range of planning issues affecting the city centre, the remainder of the city centre element of the policy is divided into six sections on: the

economy; retail and main town centre uses; leisure, culture, entertainment, and the visitor economy; housing; the natural and built environment and access and transportation.

325. The policy seeks to attract and retain employment in the city centre by boosting employment sectors identified by evidence in the GVA study as having most growth potential, in particular knowledge based and digital creative industries, providing for a suitable range and choice of employment premises particularly in locations which are well related to transport hubs, offer good linkages with existing and expanding business networks and provide high value employment opportunities as part of the regeneration of key sites and areas. A key part of retaining employment in the city centre will be to reverse the significant loss of office employment.
326. To this end an Article 4 Direction was introduced to prevent the change of use of certain offices to residential within the city centre, unless planning permission is granted for it by the council. The intention of the direction is to manage the loss of office floorspace that could otherwise change to residential through permitted development rights and to only allow a change of use to residential where it can be demonstrated that the loss of office accommodation will not be of detriment to Norwich's office economy. The policy also seeks to protect offices within statutory listed buildings. This policy approach will ensure a supply of suitable sites and premises for the key city centre employment growth sectors, most particularly digital and creative industries. The Article 4 Direction, as modified by the Secretary of State/DLUHC, came into force in February 2023 and targets specific areas and buildings (see map 11 below).

The City Centre – Retail and Main Town Centre Uses

327. Retail and other main town centre uses policy set out in policy 7.1 provides flexibility and recognises the trend for changing uses and functions in city centres. The aim is to ensure the centre provides an attractive location in which people can experience a complementary range of different uses, services, and activities, including retailing. The Norwich City Centre Retail Strategy prepared by the Norwich Business Improvement District endorses this approach. It acknowledges that a vibrant, diverse, and accessible offer providing a range of different experiences for the visitor, alongside promotion of a strong and distinctive sense of place and identity, will be key to the long-term economic success of Norwich city centre.
328. Policy 6 places the city centre retail area at the top of the retail hierarchy, with the large district centres at Riverside and at Anglia Square, Magdalen Street and St. Augustines providing a complementary role and meeting more day-to-day needs. The extent of, and more detailed policies for, the city centre retail area, and the primary and secondary retail areas within it, along with the large district centres, are set out in existing development management policies.
329. The Avison Young Greater Norwich Town Centres & Retail Study Update December 2020 forecasts an oversupply of circa 20,000 square metres net of comparison retail floorspace in the Norwich Urban area to 2038. It is therefore not necessary to allocate any new retail sites. This may be revisited in the review of the plan when the future of retailing becomes clearer.

330. In view of the rapidly changing retail picture and the forecast oversupply, the reservation of a specific site for retail development is inappropriate. This reinforces an approach which seeks to improve the quality of existing retail provision and other town centres uses and concentrate on existing provision in terms of redevelopment, intensification, refurbishment/remodelling, and, in some instances, down-sizing and repurposing to other land uses appropriate to town centre environments.
331. Development to support speciality, independent and small-scale retailing is encouraged by the policy. This allows for additional convenience goods floorspace to be provided for through smaller food store development to support new mixed-use development and regeneration.
332. The policy also prioritises vibrancy, activity, and diversity of uses in defined retail areas outside of the defined primary retail area, permitting the use of redundant floorspace for other uses, including the reuse of upper floors.

The City Centre – leisure, culture, entertainment, and the visitor economy

333. The policy encourages the development of new leisure and cultural facilities, hotels, and other visitor accommodation to support the delivery of a broader range of activities in the city centre and strengthen Norwich City Centre's role as a visitor and cultural destination.
334. The policy also supports the delivery of more high-quality housing on suitable sites, generally as part of mixed-use development, except where including housing in redevelopment could affect the commercial vitality and viability of the centre. Furthermore, it supports the expansion of further and higher education facilities and promotes development to augment the supply of purpose-built accommodation for students in the city centre.

The City Centre – the natural and built environment

335. To supplement policy 3 for the built and natural environment, policy 7.1 promotes innovative design with reference to the National Design Guide and the City Centre Conservation Area Appraisal, particularly at gateways, and supports further delivery of the riverside walk and the River Wensum Strategy.

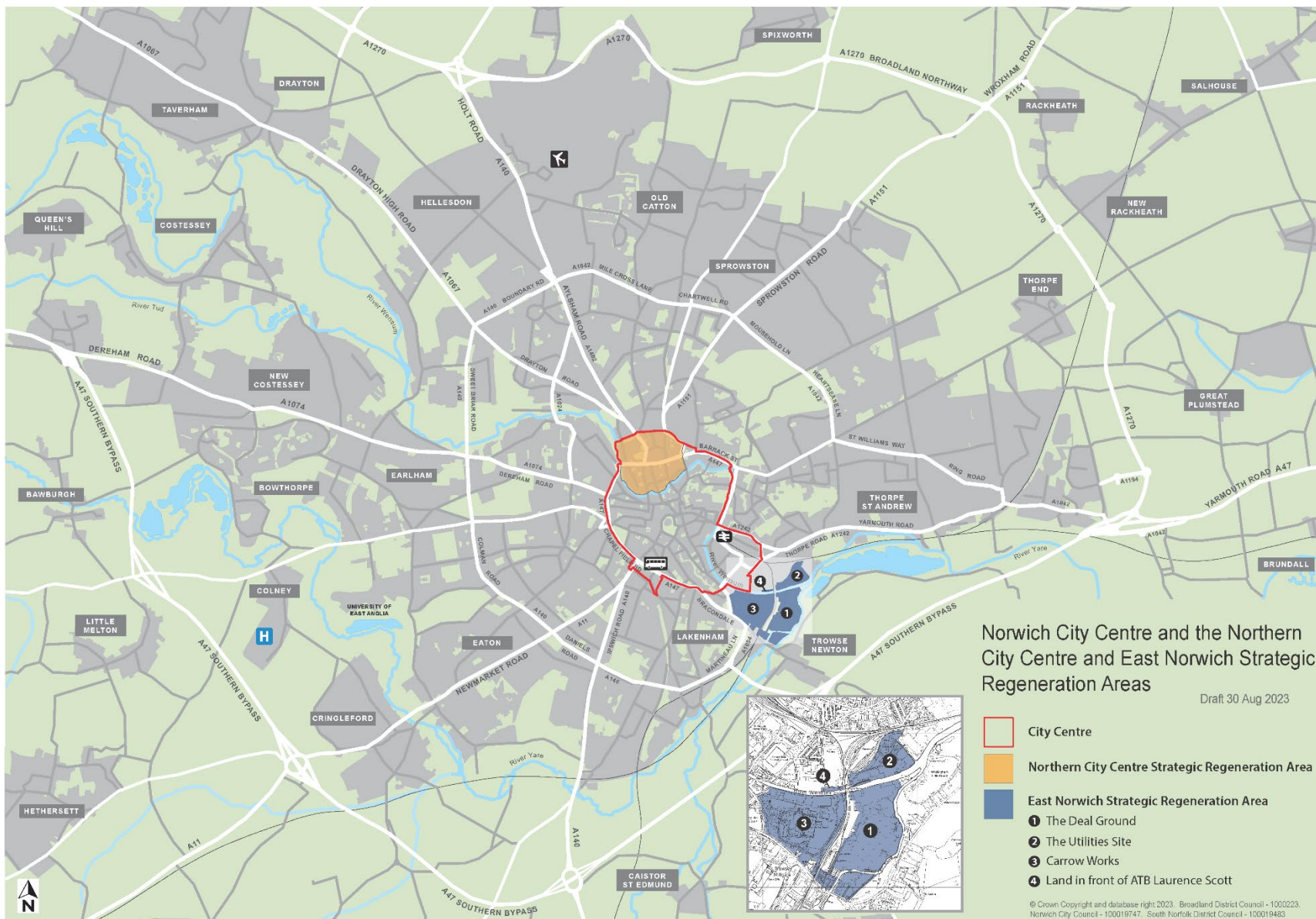
The City Centre – access and transportation

336. To support the above, development is required to assist in implementing accessibility, legibility, and permeability measures within the city centre. These are likely to comprise improvements to the public transport, walking and cycling networks to enhance connectivity, including public realm works. This will be led by the Transport for Norwich strategy.

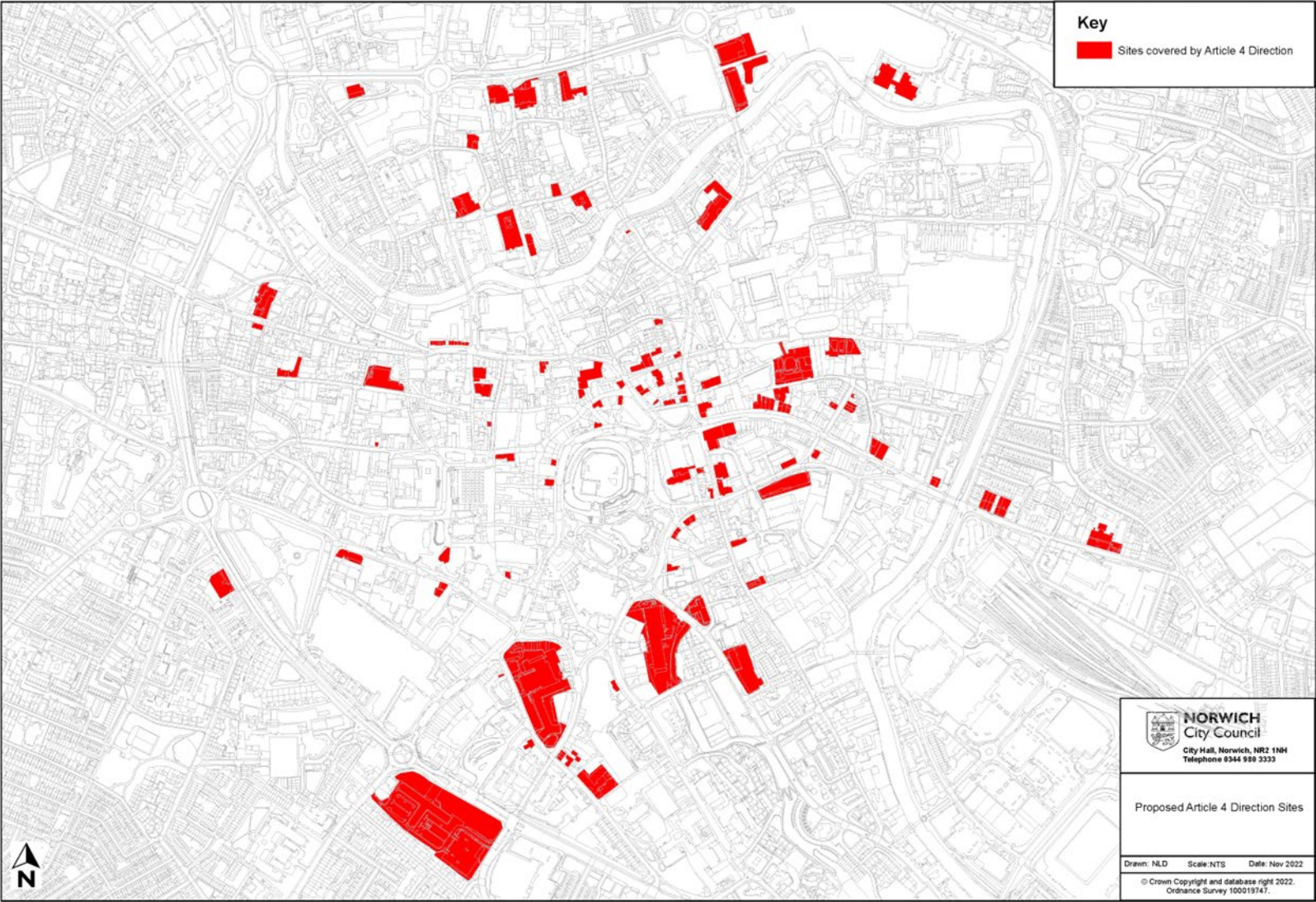
East Norwich

337. East Norwich, which consists of brownfield regeneration sites by the rivers Wensum and Yare at Carrow Works, the Deal Ground, the Utilities Site, and land in front of ATB Laurence Scott fronting the Wensum, is defined in map 10 below. It has the potential in the medium to long-term to create a new mixed-use sustainable urban quarter for Norwich and to contribute significantly to growth of the Greater Norwich economy. It also has the potential to act as a long-term catalyst for regeneration of the wider area. As a result, East Norwich is identified as a strategic regeneration area on the Key Diagram.
338. To ensure growth is co-ordinated, overcomes local constraints and is well-designed in a sensitive location in and adjacent to the Broads, the strategic policy requires regeneration to be guided by an area-wide Supplementary Planning Document (SPD). Funding for the SPD has been provided from the site landowners and other partners in the East Norwich Partnership (a new public-private sector partnership led by Norwich City Council) including Homes England and Network Rail. Significant additional funding was also secured from the Towns Fund which has enabled the SPD to progress and enabled Norwich City Council to acquire land in order to become a landowning partner. The SPD will inform implementation of this strategy and, alongside an Infrastructure Delivery Plan (IDP) and phasing plans, will establish a framework for assisting with unlocking the development opportunities and a framework for securing funding for the delivery of infrastructure where needed, such as bridges and marinas. Whilst the SPD, IDP and phasing plans will form the framework for bringing forward development at East Norwich, further in-depth assessments and studies will need to be undertaken to inform the decision-making process at the planning application stage. This will include (but not be limited to) a Transport Assessment, a Sustainability Statement, a Heritage Impact Assessment, an Archaeological Evaluation, Energy, Water and Construction Statements, a Flood Risk Assessment, Landscape and Design Statements, an Ecological Assessment, an Arboricultural Assessment, Contamination Investigations and Noise and Air Quality Assessments.
339. The SPD will promote development of a locally distinctive, high density and high-quality sustainable residential-led mixed-use community. It will co-ordinate delivery of new transport and connectivity infrastructure, social infrastructure, jobs, and services, and protect and enhance biodiversity and green infrastructure. It will also set the objectives for implementation of a low carbon energy solution for the site (potentially including a local energy network to serve the area as a whole), conserve, and where opportunities arise, enhance heritage assets, and address local issues including the active railway, the protected minerals railhead, noise, and flood risk issues. The masterplanning work indicates a residential development capacity for the entire East Norwich Strategic Regeneration Area of 3,633 homes. This includes 271 homes within the Broads Authority area which will be delivered through the local plan for the Broads. Of these, in the region of 3,000 homes should be delivered on sites within the Greater Norwich Local Plan area by 2038. In terms of job numbers, the findings of the masterplanning work indicate that opportunities should be created for in the region of 4,100 jobs (full time equivalents).
340. Policy 7.1 provides the strategic policy framework and site allocation policy STR.01 sets out the key development considerations and constraints along with the site-wide and site-specific requirements.

Map 10 - Norwich City Centre and the Northern City Centre and East Norwich Strategic Regeneration Areas



Map 11 – Article 4 Direction in Norwich



Elsewhere in the urban area, including the fringe parishes

341. Reflecting the settlement hierarchy set out in policy 1, development elsewhere in the urban area and in the fringe parishes within Broadland and South Norfolk will support sustainable housing and employment growth on sites with good access to services.
342. The area contains substantial communities located in residential areas with the benefits of being accessible to the services, facilities and employment that are located here and in the city centre. It also has the advantage of being located near to the countryside which adds to its attraction. This proximity makes the area attractive both as a place to live and for the location of employment.
343. The importance of this area to the strategy for Greater Norwich is illustrated by the fact that it will provide almost half of the housing growth and the majority of the strategic employment areas.
344. Housing growth in the area will consist of limited numbers of brownfield developments in existing built-up areas, along with significant growth in both strategic and smaller scale extensions to the urban area.
345. As set out in policy 6, strategic employment growth will be in accessible locations at Norwich Research Park, Easton/Honingham, Longwater and the Growth Triangle. Growth at these employment locations will provide sites for both knowledge intensive industries, particularly on existing and newly allocated sites at Norwich Research Park, and for building a broad-based economy. Development at Norwich Research Park and Easton and Honingham will address transport and infrastructure impacts to mitigate constraints of the proposed developments on the existing highway infrastructure.
346. Further growth is planned at UEA through intensification of uses within the campus and its limited expansion. This is in line with evidence supporting growth as part of wider expansion of the education sector and of Norwich Research Park, both of which are key to economic growth in Greater Norwich.
347. In line with its adopted area action plan, and with the addition of a site for over 1,200 new homes at White House Farm in Sprowston allocated through this plan, the Growth Triangle provides for approximately 13,500 new homes to 2038, along with the growth strategic employment areas close to Norwich Airport, at Rackheath and in Thorpe St. Andrew.
348. Other strategic housing growth locations will provide well located new communities in the west of the area. These consist of new and expanded communities in Cringleford, Easton, Costessey and Hellesdon and the completion of the long-term urban extension at Three Score, Bowthorpe. Development at Costessey will address transport and infrastructure impacts to mitigate constraints of the proposed developments on the existing highway infrastructure particularly relating to the A47 Longwater Junction.
349. This and other policies in the development plan ensure that such growth will be positive, adding to the choices in terms of location and quality in the area in an appropriate manner. In particular, major development should be integrated with existing communities both physically, through connecting roads, footways, cycleways, bridleways (where appropriate) and green infrastructure, and socially for example through recreational provision on new developments or improvements to existing provision.

POLICY 7.1 – The Norwich Urban Area including the fringe parishes

Norwich and the fringe parishes will be the area's major focus for jobs, homes, and service development to enhance its regional centre role and to promote major regeneration, the growth of strategic and smaller scale extensions and redevelopment to support neighbourhood renewal. The area will provide 27,960 additional homes and sites for a significant increase in jobs, including around 257 hectares of undeveloped land allocated for employment use.

To achieve this, development sites will be focussed in the city centre, in strategic regeneration areas in East Norwich and the Northern City Centre and at strategic urban extensions in the north-east and west as well as other locations across the urban area as follows:

Housing

Part of Norwich urban area	Completions 2018/19 – 2021/22 and deliverable commitment at 01/04/2022	Homes forecast to be delivered from allocated sites by March 2038	Total deliverable housing commitment 2018 – 2038
City centre			
Northern City Centre Strategic Regeneration Area	584	1,023	1,607
Other city centre sites	2,664	610	3,124
City centre total	3,248	1,633	4,731
East Norwich			
East Norwich Strategic Regeneration Area	770	2,230	3,000
Elsewhere in the urban area (* denotes strategic urban extensions)			
Colney	4	111	115
Costessey	581	0	581
Cringleford*	1,257	508	1,765
Drayton	415	0	415
Easton*	963	0	963
Hellesdon*	1,151	0	1,151

Other sites in Norwich	1,624	315	2,089
Three Score, Bowthorpe*	903	0	903
Taverham*	93	1,425	1,518
The Growth Triangle*	9,359	760	10,119
Thorpe St. Andrew	404	0	404
Trowse	181	0	181
Other sites in urban area	23	0	23
Elsewhere in urban area total	16,958	3,119	20,227
Norwich urban area total	20,976	6,982	27,958

Employment

Part of Norwich Urban Area	Existing undeveloped employment allocations (hectares, April 2018)	New allocations (hectares)	Total undeveloped employment allocations (hectares)
See policies 1 and 6 for the strategic sites in the Norwich urban area	187.9	46.9	245.8
Hellesdon	1.4	0	1.4
Taverham	5.6	0	5.6
Harford Bridge	4	0	4
Norwich urban area total	198.9	46.9	256.8

Other small-scale housing and employment development will be acceptable in principle elsewhere in the Norwich urban area subject to meeting other policies in the development plan.

The City Centre

Norwich City Centre's strategic role as key driver for the Greater Norwich economy will be strengthened. Development in the city centre will provide a high density mix of employment, housing, leisure and other uses. Intensification of uses within the city centre to strengthen its role as a main regional employment, retail, cultural and visitor centre, providing a vibrant and diverse experience for all, will be supported.

Comprehensive redevelopment of the large district centre at Anglia Square and surrounding vacant land will provide a viable, high density, housing-led mixed-use development including retailing, employment, community, and leisure facilities. The redevelopment of Anglia Square will be the catalyst for change in the wider Northern City Centre strategic regeneration area identified on the Key Diagram and defined in map 10.

1. Economy

To ensure a strong employment base, development should provide a range of floorspace, land and premises as part of mixed-use developments. Development should promote more intensive use of land to meet identified needs for start-up and grow-on space for small and medium sized enterprises including the digital creative industries, technology, financial and cultural and leisure services clusters.

To support this, loss of existing office floorspace will be resisted:

- a) Within the areas defined under the “Article 4 Direction relating to the conversion of offices to residential” and**
- b) For all statutory listed office buildings situated within the city centre (as defined by map 10),**
unless it can be demonstrated that its loss will not be of detriment to Norwich’s office economy.

Development of buildings for further and higher education, training and lifelong learning will be supported in the city centre. The development of purpose-built student accommodation will be accepted where it accords with the criteria in policy 5.

2. Retail and main town centre uses

The retail function of the city centre’s primary and secondary retail areas and the large district centres will be supported as part of a complementary range of uses. Provision for any additional comparison retail floorspace will be focused on these centres in accordance with the sequential approach and improvements to the quality of existing retail provision will be supported.

Proposals for new development and change of use in the city centre’s primary and secondary retail areas and the large district centres (as defined in policy 6) will be permitted where they:

- Promote diversification of services and facilities to ensure that vitality and vibrancy can be maintained throughout the day and evening; or**
- Provide mixed-use development including housing, high-quality employment, flexible working, education, leisure, culture, and entertainment, where this supports and complements the function of the centre; or**
- Secure the beneficial redevelopment and adaptation of disused and underused land and premises including redundant retail floorspace and adaptation of upper floors to residential uses.**

3. Leisure, culture and entertainment and the visitor economy

The city centre’s leisure cultural and entertainment offer will be supported and expanded. Development of new leisure and cultural facilities, hotels and other visitor accommodation to strengthen the city centre’s role as a visitor and cultural destination will be accepted in accessible locations well related to centres of activity and transport hubs. Leisure uses,

including uses supporting the early evening economy, will be accepted within the defined city centre where they:

- Are compatible with the surrounding uses;
- Would not give rise to unacceptable amenity and environmental impacts which could not be overcome by the imposition of conditions; and
- Would not have a detrimental impact upon the character and function of the city centre or undermine its vitality and vibrancy.

Late-night uses will only be accepted in the designated Late-Night Activity Zone.

4. Housing

To maximise the potential of the city centre to deliver new homes, housing shall be provided on the allocated sites detailed in the Sites document.

5. The Built, Natural and Historic Environment

To protect and enhance the distinctive natural and built environment and heritage assets of the city centre:

- A programme of improvements to public spaces, as illustrated in a public realm infrastructure plan, will be implemented through a combination of public investment on the highway / publicly owned land and private investment in association with development proposals.
- New development proposals will respect the character of the city centre conservation area and address the principles set out in the City Centre Conservation Area Appraisal (or any successor), providing innovative and sustainable design; in particular in relation to scale, mass, height, layout and materials.
- Riverside development will have regard to the policies/ priorities of the River Wensum Strategy (or any successor), including provision of a riverside walk.

6. Access and Transportation

Development will be required to contribute to measures promoted by Transport for Norwich to improve accessibility, connectivity, legibility, and permeability within the city centre.

East Norwich

Development of sites allocated in the East Norwich Strategic Regeneration Area (ENSRA) identified on the Key Diagram and defined on map 10 including Carrow Works (which includes Carrow House), the Deal Ground (including the former May Gurney site), the Utilities Site and Land in front of ATB Laurence Scott will create a highly sustainable mixed-use quarter accommodating substantial housing growth and optimising economic benefits. It will provide in the region of 3,362 homes and significant new employment opportunities for around 4,100 jobs.

Redevelopment of the ENSRA will be guided by an area-wide Supplementary Planning Document (SPD). The SPD will promote development of a locally distinctive, high density and high-quality sustainable residential-led mixed-use community which takes full account of its setting and makes the most of its riverside location.

The SPD will provide the framework for seeking new transport infrastructure (through integrated access and transportation) which emphasises sustainable accessibility and traffic restraint and allows for connectivity and permeability within and between the sites and beyond), social infrastructure, jobs, and services.

Development must also protect and enhance biodiversity and green infrastructure; provide for sustainable energy provision and its management; conserve, and where opportunities arise, enhance the significance of heritage assets; and address local issues including the active railway, the protected minerals railhead, noise, contamination, and flood risk issues.

Whilst proposals within the ENSRA may come forward on different timescales, it is important that development is guided and informed by the SPD and should meet the site-wide and site-specific requirements set out within site allocations policy STR.01.

Elsewhere in the urban area including the fringe parishes

The remainder of the urban area including the fringe parishes will provide for a significant proportion of the total growth in Greater Norwich. Development will provide a range of sites for different types of housing, employment and community uses that are accessible and integrate well with the existing communities. It will provide necessary infrastructure, with a focus on public transport, walking and cycling, as well as social and green infrastructure.

Growth will include:

- Development of strategic and smaller scale urban extensions at existing locations committed for housing and employment uses as set out in the tables above (including that within the adopted Old Catton, Sprowston, Rackheath and Thorpe St Andrew Growth Triangle Area Action Plan), with uplift on existing allocated sites in Cringleford, Easton and Three Score (Bowthorpe);
- Significant new development proposals (including the expansion of the Norwich Research Park, and a large new allocation for homes in the Growth Triangle in Sprowston);
- Development at the University of East Anglia to cater for up to 5,000 additional students by 2038 through intensification of uses within the campus and its limited expansion;
- Development sites in the Sites document which will support neighbourhood-based renewal on brownfield sites, with densities highest in the most accessible locations; and
- Enhancements to the green infrastructure network which will include links to and within the Wensum, Yare, Tud and Tas Valleys, Marriott's Way and from Mousehold through the North-East Growth Triangle as set out in maps 8A and B and in green infrastructure strategy updates, along with local networks.