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Shared electronically

28th November 2025

Our ref: Cole, Pulham St Mary

Dear Annette

Ref: Response to Matters, Issues and Questions for VCHAP Examination

Site: Land north of Norwich Road and west of Poppy's Lane, Pulham St Mary

Cluster reference: Cluster 28: Pulham Market and Pulham St Mary

Allocation reference: PSM1

Ahead of the Examination of the South Norfolk Village Clusters Housing Allocations Plan (VCHAP), I have provided responses to the Standard Questions for Each Allocation set out within the Matters, Issues and Questions in relation to the land north of Norwich Road, Pulham St Mary, on behalf of my client, Richard Cole.

a) Has the site been allocated previously or is it a new allocation?

The site is a new allocation.

b) Does the site have planning permission and/or are there current applications under consideration?

There are no planning permissions or applications on the site.

c) What is the land currently used for, what is the ownership position and is the site currently being promoted by a developer? Are there any site occupiers/leaseholders who would be affected, if so how?

The site is owned and farmed by Pulham Farms Ltd. There are no occupiers or leaseholders other than the landowner himself. The site is not being promoted by a developer, but Durrants have

undertaken initial masterplanning work as part of their ongoing promotion of the site through the VCHAP process on behalf of the landowner.

d) Is the site sustainably located in relation to village services and facilities? Where is the nearest (a) primary school (b) convenience shop (c) village hall (d) recreation ground (e) other key facilities? How accessible are these for walkers and cyclists, in the case of walkers for example by continuous footways?

The site is in a very sustainable village location on the edge of Pulham St Mary, which is only 1km from Pulham Market. There are numerous facilities within walking distance of the site as follows:

a) Pulham Church of England Primary School – 0.7 miles/1.13km north-west of the site. 15-minute walk/ 4-minute cycle/2 minutes by car

b) Bossyboots convenience store and Post Office in Pulham St Mary – 0.2 miles/0.3km south-east of the site. 6 minute walk/ 2 minute cycle/ 1 minute by car

c) Pennoyer Centre in Pulham St Mary – 0.2 miles/0.3km east of site. 5 minute walk/ 1 minute cycle / 1 minute by car

d) Play area on North Green Road, c. 0.4 miles/0.6km. 9 minute walk / 2 minute cycle / 1 minute by car. There is also The Green in Pulham Market, c. 1.2km north-west of the site.

e) Other facilities include community allotments on the east side of Poppy's Lane, St Mary's Garage immediately south of the site on Norwich Road, the village church on The Street, and the Crown Inn in Pulham Market.

All of the above facilities are served by continuous footpaths, providing safe walking routes for pedestrians. This is particularly important in relation to the primary school which, though being in the adjacent village, is a safe walk from the site. The footpath leading from Pulham Market to Pulham St Mary is also a cycle path. The speed limit is 40mph through and between both villages.

It is also worth noting that open space has been shown on site on an early masterplan and is included in the policy wording.

e) Would the landscape and other physical impacts of the housing allocation be acceptable? Would it be acceptable in relation to the character and appearance of the area? How does it relate to the existing built-up area of the settlement? Are there any other significant constraints?

The site is on open land which falls gently from north-south. Opposite the site on the southern side of Norwich Road is a row of semi-detached ex-Local Authority houses. The character along this part of Norwich Road is linear development, but Pulham St Mary itself does not reflect this settlement pattern. The site is situated on the 'newer' side of the village, with the historic core

further to the east. The site is bounded on its eastern boundary with a mature hedgerow, and the southern boundary is largely open.

The proposed allocation wording includes the provision of open space in the south-eastern corner of the site 'to reduce visual impact', as well as 'an appropriate boundary treatment along the west boundary [...] to lessen the visual impact'. These can be accommodated and will help to mitigate any visual impact.

There is a TPO on one tree along the southern boundary. There are TPOs on trees further to the north, but these are outside of the allocation extent.

f) Is the access and site acceptable in highway terms?

The allocation proposes access from either Norwich Road or an improved Poppy's Lane. Initial masterplanning for a higher number of units showed that both are feasible, with visibility splays achievable on both roads. Arguably Norwich Road is preferable due to its size, proximity to the school etc but both are possible.

g) Is the estimate of site capacity justified?

The site was initially proposed, and draft masterplans provided, for 77 units. Following discussions with the Council and in light of the size limit of 50 dwellings per allocation which was ultimately arrived upon, the allocation extent was reduced and the number of dwellings reduced on a pro rata basis. The masterplan for 77 units demonstrated space of open space, landscaping etc.

A density of 18dph is considered reasonable for the site in this location.

h) Are the site-specific requirements for development of the site justified, consistent with national policy and would they be effective?

We consider the proposed allocation wording to meet these tests.

i) Would development of the site be viable, including the delivery of policy compliant affordable housing?

The site is considered to be viable including 33% affordable housing. Durrants has an in-house Land & New Homes team and are confident that there will be demand for the site and plots.

j) Overall, is the site deliverable within the plan period? When is development likely to commence? Has the landowner/developer confirmed this?

Assuming the VCHAP is adopted in April/May 2026, the site will be marketed for sale to a developer immediately thereafter, with a sale agreed July/August 2026, planning application submitted

Winter 2026, permission granted Spring/Summer 2027 and start on site later in 2027. The landowner has confirmed these dates are achievable as the site can be sold at the earliest opportunity.

Yours sincerely,

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