

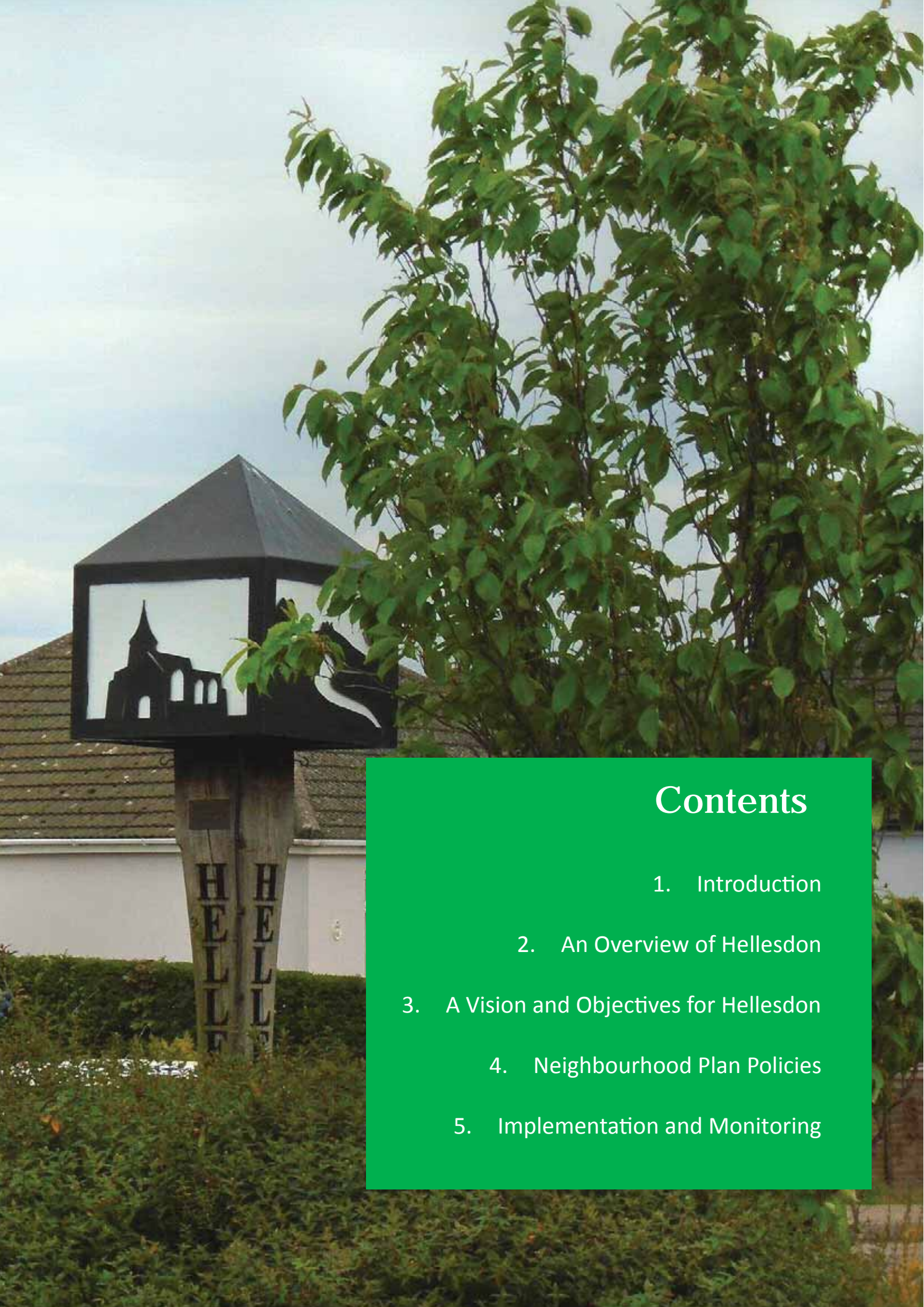


Hellesdon Neighbourhood Plan

2017 to 2026

*View over the Wensum Valley, photo courtesy of
Marlon Fulcher, local resident*





Contents

1. Introduction
2. An Overview of Hellesdon
3. A Vision and Objectives for Hellesdon
4. Neighbourhood Plan Policies
5. Implementation and Monitoring

Chairman's Introduction

On behalf of the Parish Council and I am sure, everyone who lives and works in Hellesdon, I would like to thank the people who gave up their free time over the last two years to help produce this landmark document.

Planning policy can appear to be distant and at times feel like we have no significant control over our own destiny. The opportunity to prepare a Neighbourhood Plan for Hellesdon based on local people's views and ideas was therefore simply too good to miss. The policies in this document have been developed by people who live and work in the Parish and know it better than anyone else. It is no coincidence that hundreds of other Parishes across the country have seen the same opportunity and are writing plans for their area.

During the many discussions we had as the Neighbourhood Plan Working Group, we had some really healthy debates with a range of views put forward before we all agreed on how to proceed. However, everyone involved was always in complete agreement that they wanted to leave a legacy for future generations and ensure that Hellesdon remains the fantastic place that we all know and love so very much.

So we hope that readers of this document see all of the hard work that has gone into it and the good intentions that underpin all of the policies. We are certain that it is an important tool that will help to shape the Parish over the next decade leaving Hellesdon in better shape, for everyone.

Our sincere thanks again to everyone that got involved.

Parish Council Chairman, Shelagh Gurney

Preface

This document is the Hellesdon Neighbourhood Plan. It has been prepared over 2015 - 2017 by people from the local community. The document has been continuously reviewed and updated over this period to reflect new findings and the results of a range of consultation exercises.

The Plan has been written at a time when Hellesdon is facing major change, primarily in the form of a new housing development at the Royal Norwich Golf Club. The timing of the preparation of this Plan means that it has been unable to influence this development, but it has served to galvanise interest and bring together residents, businesses and Councillors. In part, this Plan has emerged from these issues because it can help to influence change in the future; It can help to ensure that Hellesdon grows in a way that reflects local views and takes heed of local concerns and aspirations.

In order to ensure that the Neighbourhood Plan reflects local views, it has been created by a mixture of local residents, business representatives and elected Parish Councillors. This 'Hellesdon Neighbourhood Plan Working Group' has undertaken numerous meetings, workshops and sought to engage the wider community through public consultation. This Neighbourhood Plan document (and other accompanying technical reports) encapsulates all of this hard work:

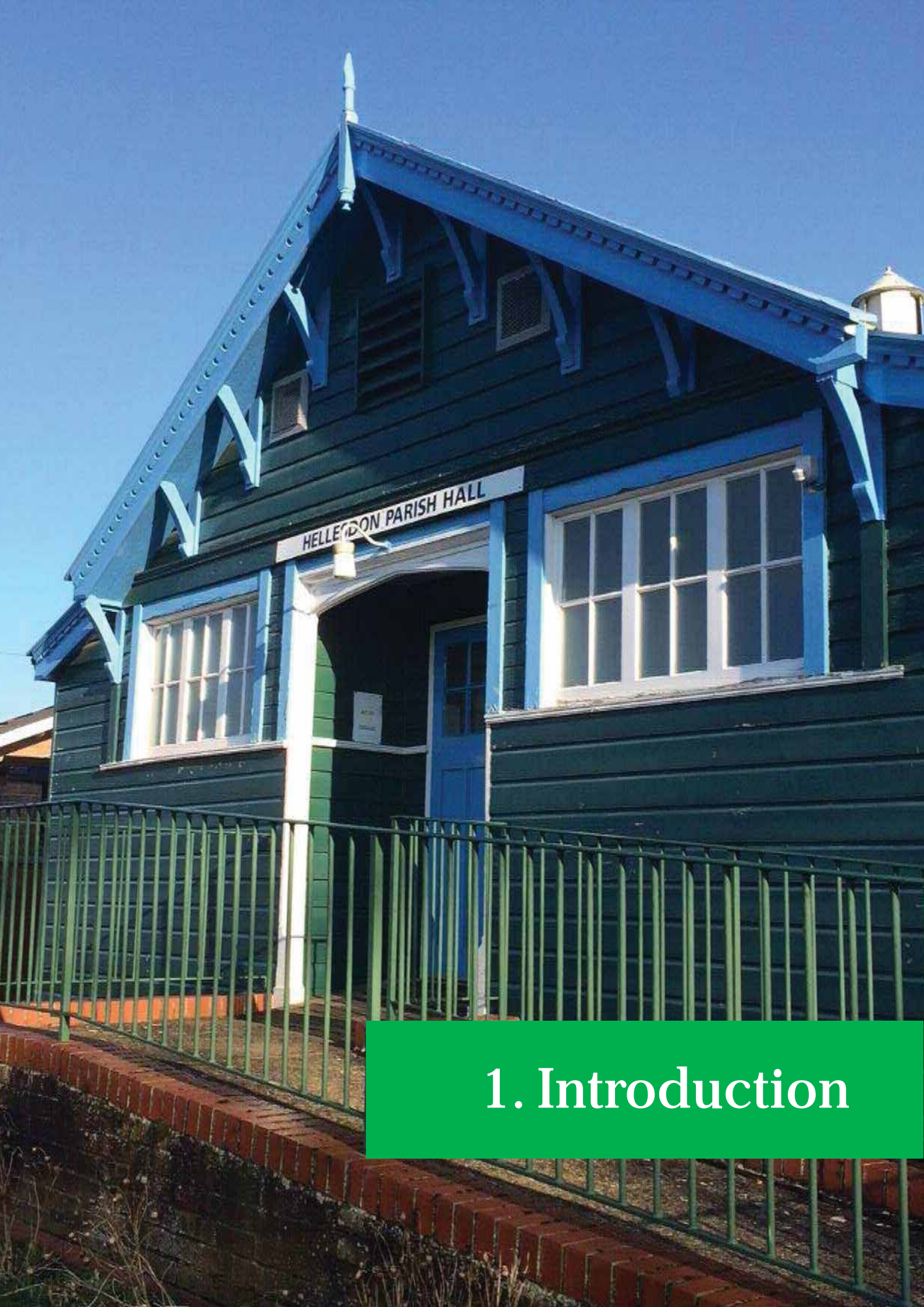
- Neighbourhood Plan Area application (November 2015)
- Community consultation on local issues and ideas for a vision and objectives for the Plan (January & February 2016)
- Parish walkabouts and workshops (January & February 2016)
- Background research on local conditions (February & March 2016)
- Policy development workshops (March & April 2016)
- Community consultation on emerging policy ideas (May & June 2016)
- Neighbourhood Plan document preparation (Autumn 2016)
- Community Consultation on a Pre-Submission Draft Plan (November 2016 to February 2017).



The Neighbourhood Plan Working Group

Left to right: Peter Southgate (local businessman and resident), Shelagh Gurney (Councillor), Patrick Denny (resident), Margaret Oliver (resident), Marlon Fulcher (Councillor), Graham Everett (Councillor), John Knowles (Councillor), David King (Councillor), Bramwell Chapman (resident), Danny Buck (Councillor). Not present: Paula Pithers (resident) and John Fahy (local businessman and resident)

The Plan was deposited for Pre-Submission Consultation at the end of 2016. A number of responses were received and the document was updated accordingly. The amended document was then reviewed by an independent specialist Examiner and several modifications were made. As the final stage in the Plan preparation process, the document was the subject of a local referendum in November 2017. 88% of the votes cast were in favour of the formal motion to use the Neighbourhood Plan to help decide planning applications in the neighbourhood area. This majority voting in favour triggered the adoption of the plan and its place as part of the statutory planning suite for the area.

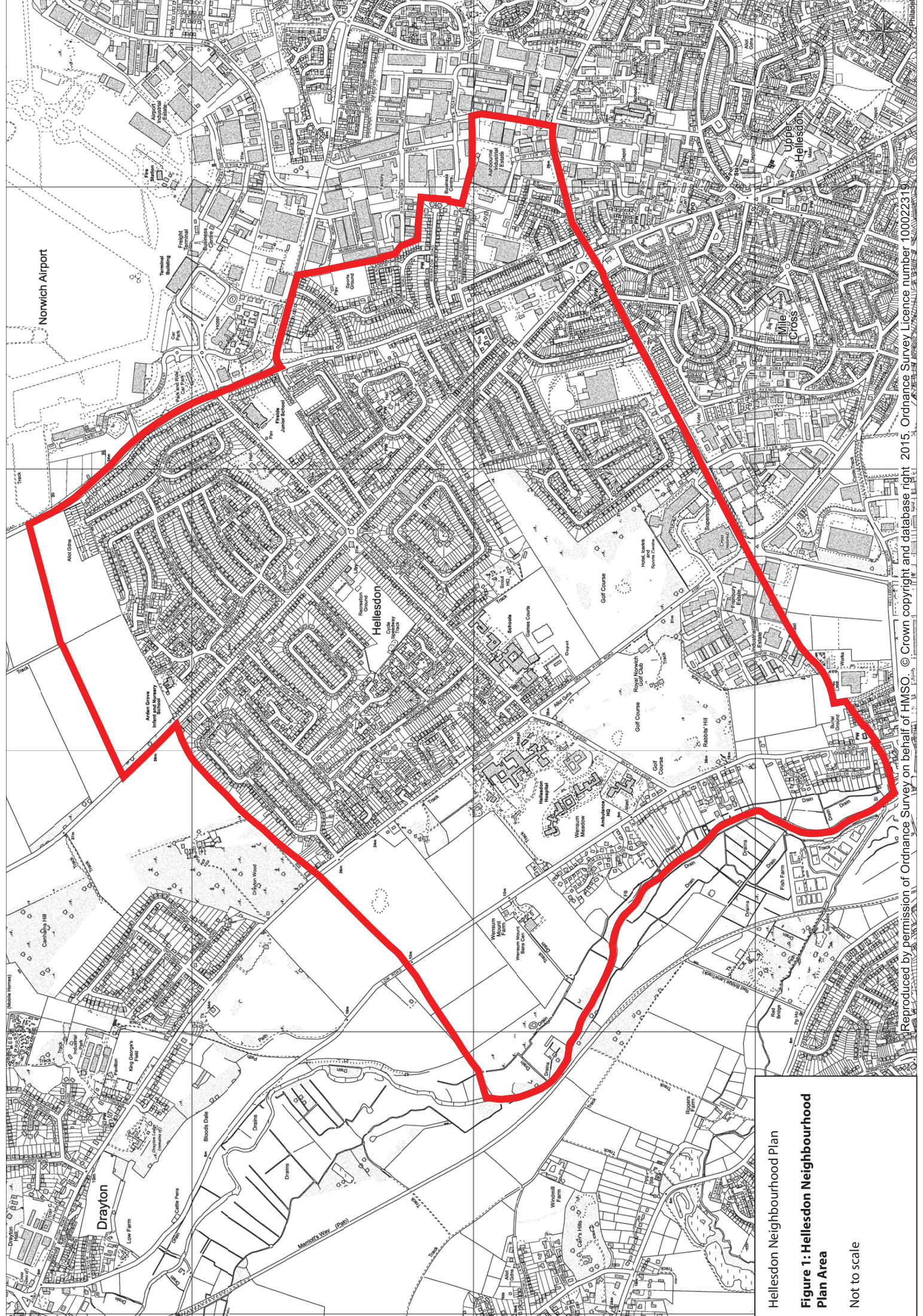


1. Introduction

1. Introduction

- 1.1. This document is the Adopted Hellesdon Neighbourhood Plan. The Hellesdon Neighbourhood Plan area covers the same area as the Civil Parish of Hellesdon (see **Figure 1**).
- 1.2. The intended lifespan of the Plan is to 2026 which reflects the lifespan of the Joint Core Strategy. The Joint Core Strategy was produced by the Greater Norwich Development Partnership which comprises Broadland District Council, South Norfolk Council and Norwich City Council. The Joint Core Strategy (and other linked documents), sets out the over-arching spatial strategy for the Greater Norwich area.
- 1.3. The production of the Neighbourhood Plan for Hellesdon was made possible by powers contained within the 2011 Localism Act. The Localism Act includes a number of measures and powers which decentralise control over local matters to local communities including the ability to create new planning policy via Neighbourhood Plans.
- 1.4. Providing local communities with the ability to create their own formal planning policy means that they have a powerful say in what happens in their neighbourhoods. This is at the core of the idea of “localism”.
- 1.5. The power to make planning policy comes with a number of “basic conditions” that must be met including the need to contribute towards the achievement of sustainable development goals, the need to ensure that local policies have regard to national policy and are in general conformity with the strategic policy in the local development plan such as the Joint Core Strategy. The making of a Neighbourhood Plan must also not breach and must be compatible with European Union obligations and not have a significant effect on a European site as defined in the Conservation of Habitats and Species Regulations.
- 1.6. The Hellesdon Neighbourhood Plan therefore contains a series of policies developed by community representatives which have regard to national guidance, are in broad conformity with the local strategic plan and seek to deliver social, economic and environmental sustainability.
- 1.7. The aim of the Plan is to set out a number of practical policies that can add local detail to more strategic documents such as the Joint Core Strategy and in doing so, address specific local issues. Local people have set out what they want and don’t want in the Parish and how they would like to see it evolve into the future.
- 1.8. The remainder of the Plan is set out as follows:
 - **Section 2: An Overview of Hellesdon:** This section provides a summary of the social, economic and environmental conditions in Hellesdon to help illustrate the context in which policies have been created and the issues to which they seek to respond
 - **Section 3: A Vision and Objectives for the Hellesdon Neighbourhood Plan:** This section sets out the overarching vision and objectives for the Neighbourhood Plan. This strategic framework underpins the policies
 - **Section 4: Neighbourhood Plan Policies:** This section sets out the policies under thematic headings which are at the core of the Plan and are intended to shape future change in Hellesdon. Each policy is accompanied by text explaining the justification for the policy and the intention of the policy. This section also includes a project that the community is keen to pursue; this is not a planning policy.

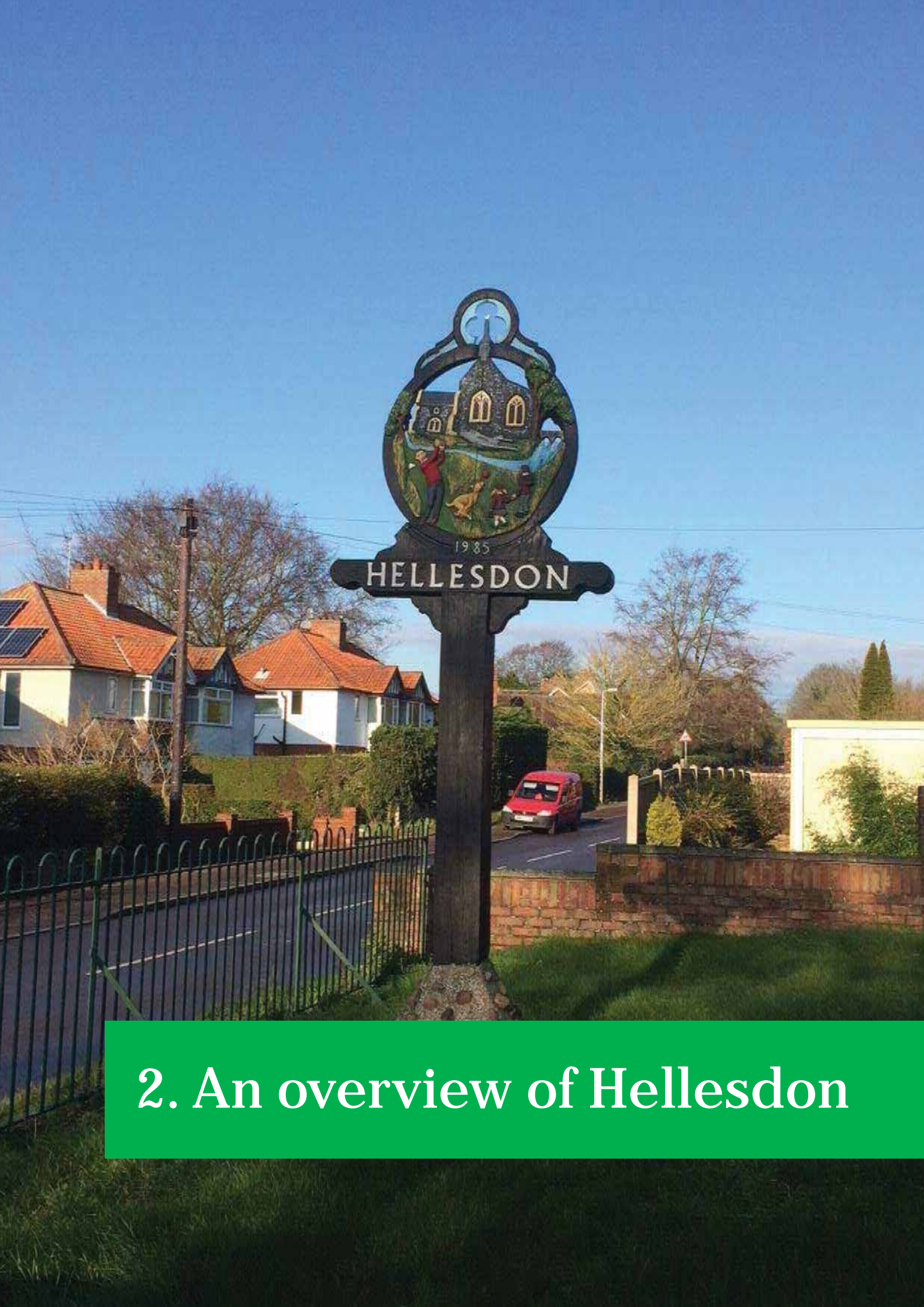
- **Section 5: Implementation and Monitoring:** This section sets out how the policies could be delivered and will be accompanied by a more detailed implementation plan on submission to Broadland District Council.



Hellesdon Neighbourhood Plan

Figure 1: Hellesdon Neighbourhood Plan Area

Not to scale



2. An overview of Hellesdon

2. An Overview of Hellesdon

Location and geography

- 2.1. Hellesdon is in the Local Authority District of Broadland in the County of Norfolk. It is located on the northern edge of Norwich bridging the gap between the urban area and countryside beyond.
- 2.2. The Plan area adjoins Norwich City (Local Authority District) to the south along Boundary Road and South Norfolk (Local Authority District) to the west on the far side of the River Wensum. To the east, the Plan area adjoins the Norwich City area again, with the boundary snaking its way through the Vulcan Road area and then along the Holt Road.
- 2.3. Up to the end of the 19th century the Plan area was almost entirely made up of open farmland. Norwich was far smaller at this time and had not expanded out as far as the Boundary Road. However, even at this time and even with no more than a small handful of buildings present, the structure of Hellesdon was already in place, set by the network of roads linking Norwich to surrounding market towns, most of which remain unchanged today. This includes the grid structure created by Boundary Road, Middletons Lane, Low Road, Drayton High Road, Reepham Road and Holt Road.
- 2.4. The historic centre of Hellesdon was at the junction of Low Road and Hellesdon Hall Road, close to the River Wensum. 19th century maps show a small settlement clustered around Hellesdon Mill and St Mary's Church. The line of the modern Parish boundary (following Hellesdon Hall Road) means that today, the majority of this early hamlet is outside of Hellesdon Parish and therefore the Plan area.
- 2.5. Built-up Hellesdon is largely a product of 20th century development. Early 20th century housing can be seen spreading out from Norwich along major roads such as Holt Road and Cromer Road. Mid-20th century, post-war housing was then built in the blocks between arterial routes creating low-density neighbourhoods of loop-roads and cul-de-sacs.
- 2.6. Hellesdon today is almost entirely blanketed with residential neighbourhoods and pockets of commercial activity. Whilst the Royal Norwich Golf Club may not have been public green space in the truest sense, the reaction of residents to its loss reflects the fact that green open spaces in Hellesdon are now relatively scarce.

The local community

- 2.7. Although Hellesdon is one of the smallest Parishes in Broadland by area, it is one of the largest in terms of population containing around 11,000 residents which is around 10% of the population of the District as a whole. To put this into perspective, the average population density across Broadland, which is largely rural, is 2.3 people per hectare; in Hellesdon it is 20 people per hectare (2011 Census).
- 2.8. The population of Hellesdon has been gradually getting smaller since 1981. Over the period 1981-2011 the number of residents in the Plan area has reduced by 1,000 or around 10% (Census). With no obvious loss of housing stock, it is assumed that this trend is driven by a

contraction in average household size with smaller families and fewer people occupying individual dwellings.

- 2.9. The age profile of the community that makes up Hellesdon today broadly reflects wider trends across Norfolk and England & Wales. However, it is notable that there are higher proportions of residents aged over 50 and lower proportions aged under 35. This perhaps indicates a community made up of mature families, many of which may have moved into new homes that were built in the second half of the 20th century (2011 Census) and remain there today but with children having now left home.
- 2.10. Analysis of the occupation of working age residents in Hellesdon shows that the Plan area contains a relatively high proportion of people engaged in 'middle order' and 'lower order' occupations such as sales, customer services and skilled trades. This could reflect the proximity of the Plan area to large industrial estates, Norwich airport and large retail parks.
- 2.11. Almost all working residents in Hellesdon travel less than 10km to access employment, suggesting that most work in and around Norwich. However, despite this proximity, and good public transport connections, relatively high proportions of people travel to work by car, even compared to Norfolk which is a largely rural County where the reliance on the car is necessarily high (2011 Census).
- 2.12. Hellesdon contains a range of community facilities including a cluster at the geographic centre of the Parish that comprises a large recreation ground, community centre, library and the Parish Council offices. Elsewhere there are a number of small community rooms such as scout huts, church-room and Parish Hall.
- 2.13. The Plan area contains four main areas of public open space; the central recreation ground off Woodview Road provides a large area of municipal playing fields, a skate park and children's play area; a less formal park is provided off Mountfield Road; at Meadow Way there is a smaller park containing a range of play equipment and, a new large area of open space off Cottingham Drive. Adjoining the new park at Cottingham Drive the Parish Council provides a number of allotments.
- 2.14. In terms of education provision, the plan area contains Hellesdon High School and Kinsale School (infants and juniors) as well as three primary schools at Heather Avenue (infants), Arden Grove (infants and nursery) and Firside (juniors).

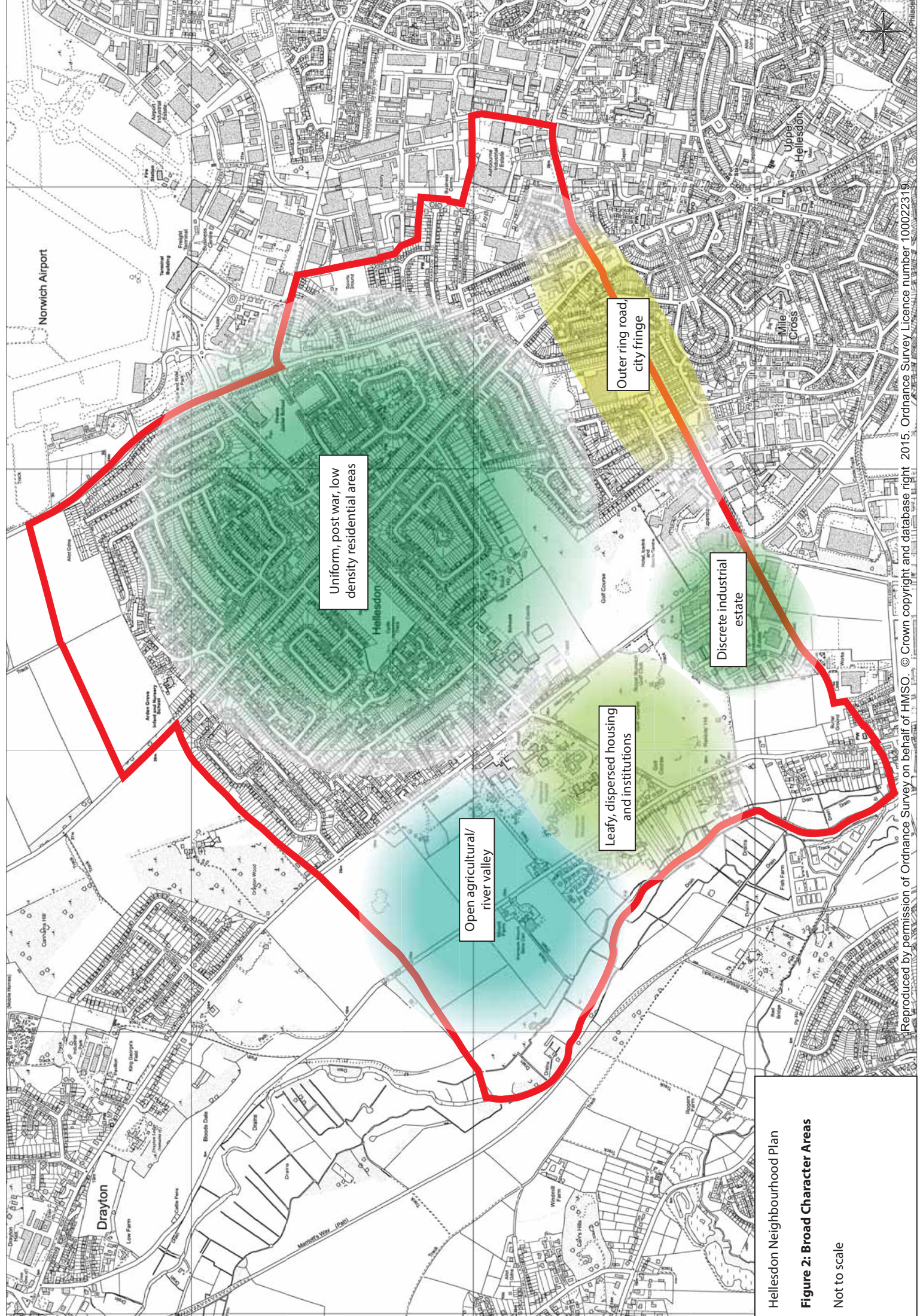
The local economy

- 2.15. Whilst most land in the Plan area is given over to housing, Hellesdon contains a considerable amount of employment floorspace providing jobs and business opportunities for local residents.
- 2.16. There are two main concentrations of employment floorspace in the Plan area at Vulcan Road in the east and Hellesdon Park Industrial Estate in the west. The Vulcan Road industrial area is the home to a range of manufacturing, retail and storage businesses whereas the Hellesdon Park Industrial Estate contains lighter manufacturing and more professional service businesses.

- 2.17. The presence of a number of major arterial roads means that Hellesdon is a popular location for large out of town retail warehouses, supermarkets and car dealerships which are, primarily dotted along Boundary Road and Cromer Road. This includes the Sweet Briar Retail Park, ASDA, Virgin Active, a large B&Q store and numerous car show-rooms along the A140.
- 2.18. There are other smaller concentrations of employment activity distributed around the Plan area primarily in the form of small retail centres. Such a concentration exists on the cross-roads of the Middleton Lane and Reepham Road which arguably represents the centre of Hellesdon. There are other small parades of shops and services at various intervals along the Reepham Road and Cromer Road, many of which are in converted residential properties.

The local environment

- 2.19. Whilst at first it may appear a relatively homogenous area of housing, Hellesdon can in fact be divided into a number of broad character areas based on differing landscapes and forms of development. The local community already refer to 'Lower' and 'Upper' Hellesdon as a way of characterising the low-density leafy neighbourhood in the river valley and the more uniform housing development across the rest of the Plan area. A series of broad character discussed and agreed by the Working Group are shown in the diagram below.

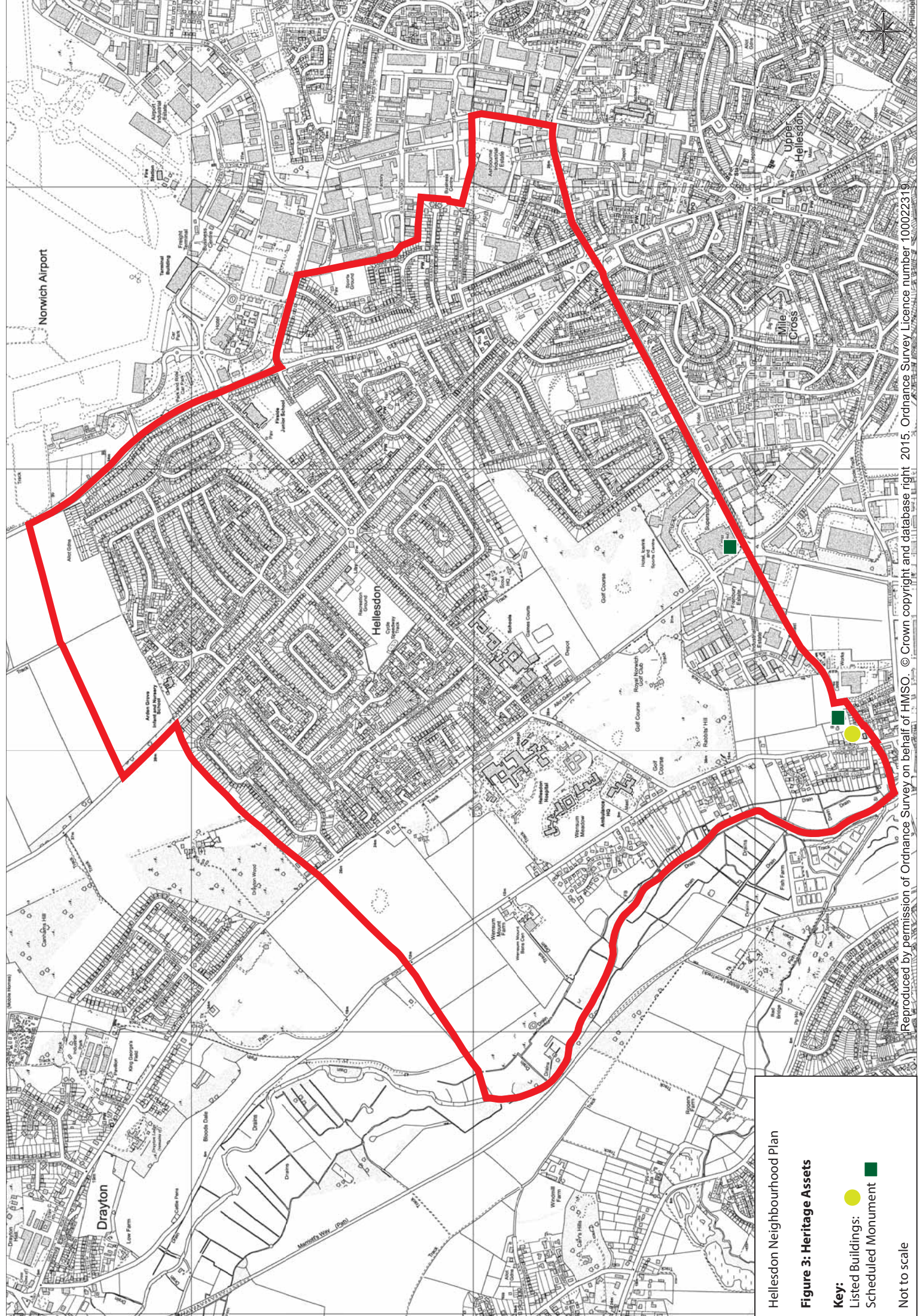


Hellesdon Neighbourhood Plan

Figure 2: Broad Character Areas

Not to scale

- 2.20. As noted above, Hellesdon is a relatively modern place, with almost all development in the Plan area dating from the 20th century. It therefore contains few historic buildings that pre-date the c20th. The Parish does however contain a number of buildings that have been identified as being of particular local interest (socially, culturally and historically) and three designated assets (see Figure 3):
- The Bull Public House (not designated but of local interest)
 - St Paul's Church (not designated but of local interest)
 - Older parts of the Hellesdon Hospital complex (not designated but of local interest)
 - St Mary's Church (Grade II*)
 - Cross in St Mary's Churchyard (Scheduled Monument)
 - Wayside Cross on the corner of Boundary Road and the A1067 (Scheduled Monument).
- 2.21. In terms of the natural environment, the Plan area includes parts of the Wensum Valley which is an important environmental asset with the River Wensum flowing through it. Part of the valley located within the Plan area is within the River Wensum Special Area of Conservation (SAC) European designation and the River Wensum Site of Special Scientific Interest which is a national designation
- 2.22. The Wensum Valley also forms part of the greater Norwich Green Infrastructure network as shown in the Joint Core Strategy (2014); It is part of the Norwich – Reepham – Aylsham Sub-Regional Green Infrastructure Corridor which is one of 13 sub-regional corridors across the greater Norwich area.



Hellesdon Neighbourhood Plan

Figure 3: Heritage Assets

Key:

- Listed Buildings: ●
- Scheduled Monument ■

Not to scale



3. A vision & objectives for Hellesdon

3. A Vision and Objectives for Hellesdon

- 3.1. A vision and a set of strategic objectives have been developed to underpin the Neighbourhood Plan and inform the development of policies. The vision and objectives have been developed by the Neighbourhood Plan Working Group and tested with the community through a number of public consultation events.

Vision

- 3.2. The purpose of the vision is to sum up how the community of Hellesdon see the Plan area today and how they want it to be in the future.
- 3.3. Consultation on ideas for the vision generated a significant and creative response with a number of themes being consistently mentioned by respondents. The vision statement presented below is a synthesis of all of the ideas received and is intended to provide an overarching statement about how people want the Plan area to develop in the future.

Hellesdon: A green, peaceful and friendly suburb for people of all ages with a good range of community facilities; one step from a vibrant City and one step from the Norfolk countryside.

Objectives

- 3.4. The purpose of the objectives, set out below, is to address more specific issues identified by the local community. They create a basis for the policies set out in the next section and are the targets that the Plan as a whole must seek to deliver.

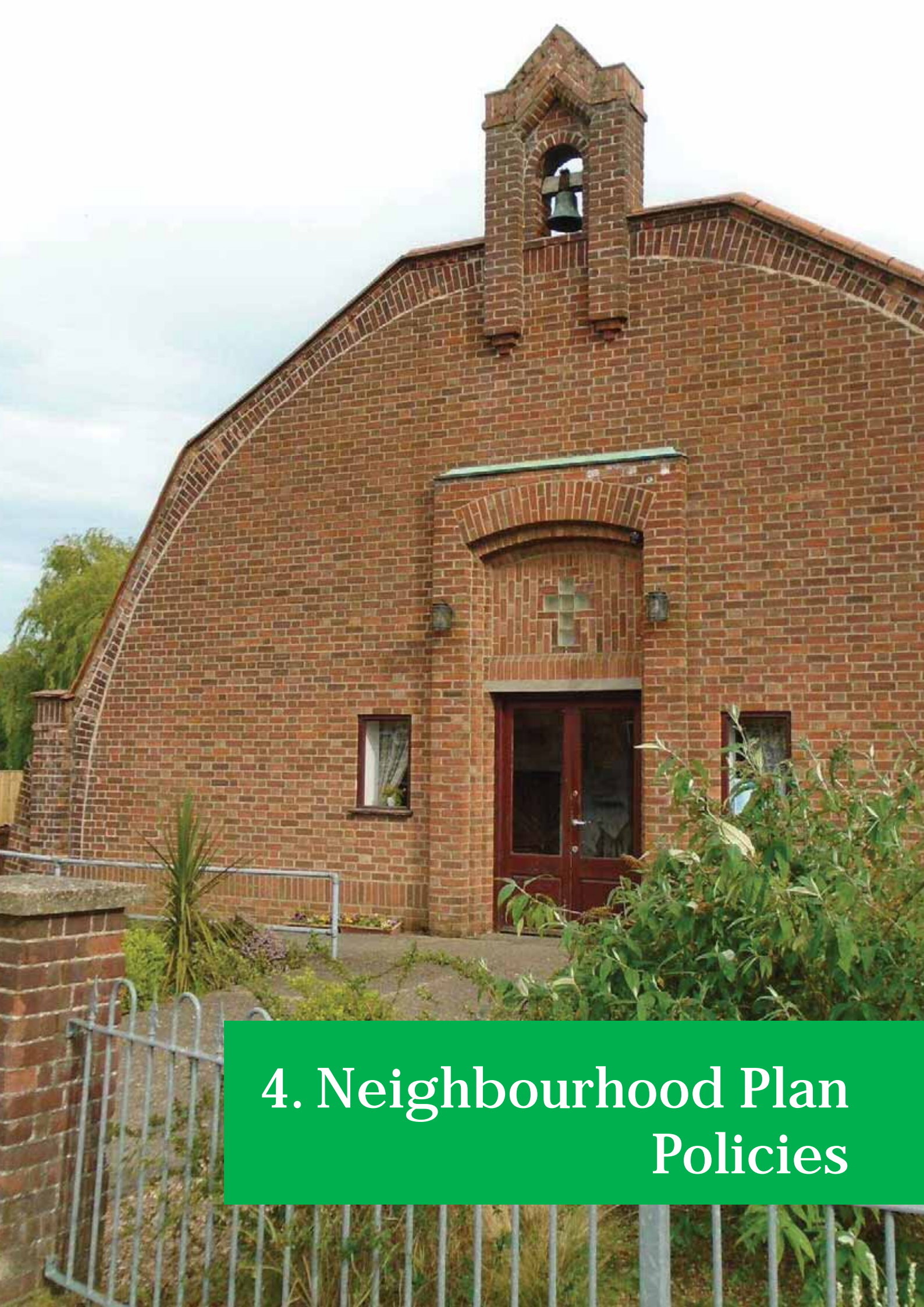
Objective 1: To protect and enhance existing and create new local green infrastructure

Objective 2: To preserve and enhance the suburban character of Hellesdon, both in terms of its buildings and layout

Objective 3: To improve conditions and facilities for pedestrians and cyclists moving through or around the Parish

Objective 4: To protect and enhance local amenities including shops, services, community facilities, play areas and open spaces

Objective 5: To promote and deliver sustainability in all areas and leave a positive legacy for future generations.



4. Neighbourhood Plan Policies

4. Neighbourhood Plan Policies

- 4.1. This section sets out the policies developed by the Neighbourhood Plan Working Group. The policies are at the heart of the Neighbourhood Plan and are the tools that will be used by Broadland District Council planning officers in the future when considering proposals and applications in the Plan area.
- 4.2. There are seven policies in total covering a range of issues such as shops and services, walking and cycling and housing. There is also one project at the end of the document that is not a planning policy.
- 4.3. The policies and project have been arranged under two headings as follows:

Area wide policies

- POLICY 1: THE HELLESDON GREEN GRID
- POLICY 2: THE HELLESDON COMMUNITY GRID
- POLICY 3: HIGH QUALITY RESIDENTIAL NEIGHBOURHOODS

Policies and projects for specific places

- POLICY 4: BOUNDARY ROAD GATEWAY
- POLICY 5: NEIGHBOURHOOD CENTRES
- POLICY 6: BUILDINGS OF LOCAL AND NATIONAL IMPORTANCE
- POLICY 7: HOUSING WITH CARE
- PROJECT 1: ENHANCED PARKS AND OPEN SPACES

Area-Wide Policies

Green infrastructure

Background

- 4.4. Consultation and research clearly demonstrated that people in Hellesdon care deeply about their green open spaces. The response to the development at the Royal Norwich Golf Club is a powerful example of this.
- 4.5. The reason the community cares so deeply about green open space could be down to the fact that the majority of the Plan area is covered by residential neighbourhoods with few large areas of public open space remaining. Or it could be that residents made a conscious choice to live in Hellesdon because it is made up of low-density neighbourhoods, houses with large gardens, streets with generous grass verges and tree lined avenues some of which contain rows of veteran Oaks that are illustrated in historic maps of the area.
- 4.6. The shape of the Plan area means that its western edge is defined by the River Wensum valley. The entire length of the River Wensum stretching far beyond Hellesdon, is defined by the Joint Core Strategy as an important green infrastructure corridor. This corridor, and others, are identified by the Joint Core Strategy in response to the loss and fragmentation of previously extensive areas of habitat with the impact of reduced biodiversity and increased vulnerability.
- 4.7. The Joint Core Strategy states that the aim of the network of green infrastructure corridors is to promote connectivity between core areas and through the wider landscape, thus allowing wildlife to move in response to environmental change and other factors... The creation of ecological networks is fundamental to meeting local and regional biodiversity, climate change and carbon reduction targets but will be a long-term process that is likely to take several decades to complete.
- 4.8. The Hellesdon Green Grid has been designed to create a network of local branches that link into the more strategic River Wensum corridor and permeate across the Parish. The rationale for identifying the specific local branches illustrated in Figure 4 is to link up existing areas of green open space and / or follow major and historic routes through the parish which in some cases already benefit from fragments of green infrastructure and / or lend themselves to the creation of a feasible corridor. The Policy does not seek to dictate what form new green infrastructure corridors must take; it recognises the myriad of different landscapes that have bio-diversity value particularly within an urban environment and allows for new green infrastructure to take a range of forms based on what is appropriate to any given site.
- 4.9. The policy recognises the challenges faced by public bodies in maintaining additional areas of green space and seeks to introduce measures that will minimise ongoing financial liabilities.
- 4.10. The Policy is designed to complement Policy EN2 in the Broadland Development Management DPD which states that 'All development will be expected to maximise opportunities for the creation of a well-managed network of wildlife habitats.' And 'Development will also be expected to make adequate arrangements for the management and maintenance of green infrastructure.'

Intention

- 4.11. The intention of this policy is to build on the concept of the River Wensum green infrastructure corridor and create smaller, local branches that spread out along roads and through neighbourhoods throughout Hellesdon. It is recognised that the built-up nature of the Plan area means that it is not possible to create large new swathes of green open space. The Policy therefore seeks to intensify planting along roads and footpaths and join up smaller pockets of green space for the benefit of the environment and the wellbeing of residents.

POLICY 1: THE HELLESDON GREEN GRID

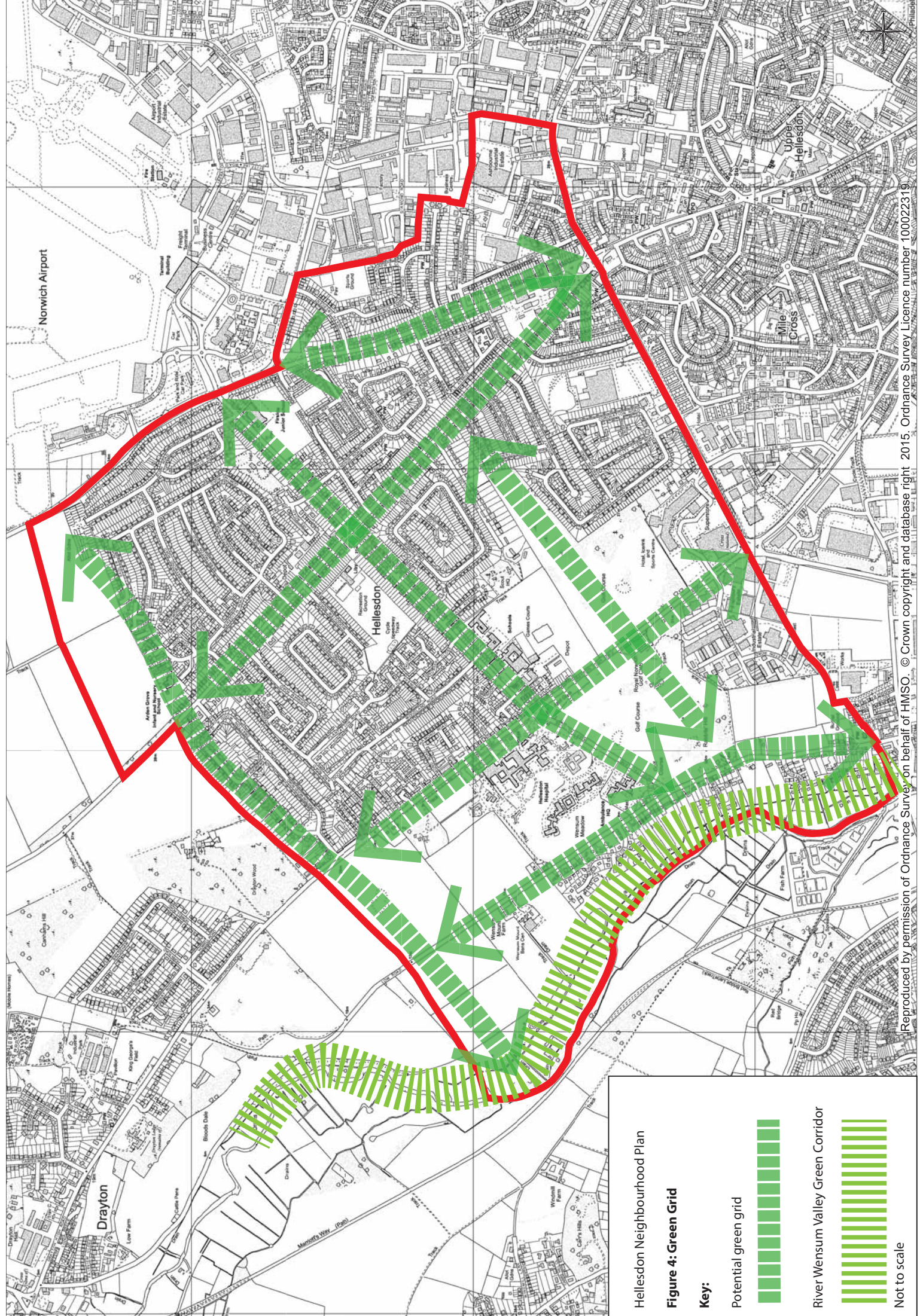
Where possible, new development proposals which meet other development plan policies will be expected to contribute to the creation of the green grid identified in Figure 4 either on site or, where appropriate having regard to the legal requirements, through a planning obligation. Features of a green grid that developments will be particularly encouraged to contribute to include:

- Native avenue tree-planting, particularly along Hospital Lane & Middletons Lane, Low Road, Drayton High Road, Reepham Road and Cromer Road
- Hedgerows and species rich vegetated verges
- Pockets of managed wild-space and woodland
- Areas of more wild green space from the River Wensum, through Rabbits Hill and the Golf Course site towards Reepham Road.

Where a contribution towards the green infrastructure is a requirement of a development, the developers will be expected to make provision for the long-term maintenance of their part of the green grid.

Any future provision of green infrastructure should be designed to minimise ongoing costs that would be incurred by public bodies, for example through the selection of species that require minimal maintenance.

Development that is detrimental to the green grid and results in the loss of features such as those outlined above will be discouraged. Particular consideration should be given to avoiding the loss or damage to veteran or ancient trees, as defined by Natural England, in order to preserve their historic, ecological and amenity value.



Hellesdon Neighbourhood Plan

Figure 4: Green Grid

Key:

Potential green grid



River Wensum Valley Green Corridor



Not to scale

Walking and cycling

- 4.12. Hellesdon is densely populated relative to other parts of Broadland and contains a number of popular schools, parks and vibrant community facilities that are distributed across the Plan area.
- 4.13. Consultation and research highlighted that the Parish contains established neighbourhoods with strong community spirit. It is likely that many residents moved into Hellesdon in the mid-20th century as many new homes were being built, and that they remain in the same property today. This is a strong testament to the popularity of the Plan area as a place to live and creates a strong, embedded community spirit.
- 4.14. Consultation highlighted that reasons why people like living in Hellesdon included the provision of local shops and services and the provision of community facilities. It also highlighted that the thing people dislike the most about living in the Parish was the level of traffic, busy roads and congestion.
- 4.15. There is an inherent conflict in Hellesdon between its function as a low-density, popular residential area and the presence of three or four major arterial roads linking Norwich to market towns and the surrounding rural hinterland. In places, a number of these roads extend to four or more lanes as a result of the volume of traffic they carry at peak times. These busy routes effectively divide the Plan area up into a grid, creating barriers which separate neighbourhoods and separate the places people live from their schools, community facilities and places of work.

Intention

- 4.16. The intention of this policy is to make it easier for residents to walk and cycle around Hellesdon and in and out of Norwich by promoting the provision of improved walking and cycling infrastructure. In particular, the policy seeks to improve connectivity between residential neighbourhoods and community infrastructure such as schools, community centres and local shops and services.

POLICY 2: THE HELLESDON COMMUNITY GRID

Proposals for development that comply with other development plan policies and contribute to the creation of walking and cycling friendly neighbourhoods will be encouraged. Where appropriate, having regard to the legal requirements for planning obligations, developments will be required to provide or contribute to:

- Pedestrian crossings and facilities to improve safe connections between schools, community facilities, green spaces and local centres around locations such as:
 - The junction of Drayton High Road and Middletons Lane
 - The junction of Reephams Road and Middletons Lane
 - The junction of Holt Road and Middletons Lane.
- Segregated cycleways from the boundary with the City, into and through Hellesdon, for example along Low Road, Hospital Lane & Middletons Lane and along the Reephams Road.

All paths, cycleways and crossings should conform to established good practice and take account of the needs of older people and the disabled. Highway design should not prioritise the movement of vehicular traffic at the expense of quality of place.

High quality neighbourhoods

- 4.17. Hellesdon is a popular place to live. It is close to the city of Norwich in the south where many people work and close to the attractive countryside in the north where many people spend their leisure time.

The Parish has a good range of community facilities and schools and although it is not without challenges such as anti-social behaviour and low-level crime.

Hellesdon is well served by road infrastructure and public transport making it easy to travel from and to. However, there is anxiety that further development in and around the Parish will result in more traffic on local roads and moving through the Parish from the rural hinterland to the north into the city of Norwich. The severance created by the increasing volumes of traffic moving through the Parish make it more difficult to walk and cycle around between homes, community facilities and local shops.

- 4.18. Residents value highly the design of their neighbourhoods. Consultation and research illustrated that people like the quiet, low-density networks of loop roads and cul-de-sacs. They like the layout of their streets, lined with grass verges, planting, pavements and front gardens. Consultees consistently expressed a desire to retain and enhance green spaces, improve the sustainability of development and mitigate any negative effects on the environment.
- 4.19. Given its attractiveness and proximity to both Norwich and the countryside, the Plan area will always come under pressure from developers to accommodate more new housing. Whilst this Plan does not specifically support new housing development *per se*, it does not seek to veto it. The Plan assumes a pragmatic perspective that recognises that over the next 10+ years that is the lifespan of the Plan, proposals are likely to come forward as the fundamental attractors in Hellesdon will not change. For example, in addition to the development of the Royal Norwich Golf Club, the Broadland Site Allocations DPD also allocates land at the Hellesdon Hospital for residential and commercial development.

Intention

- 4.20. The intention of this policy is to ensure that new residential development in the Plan area incorporates characteristics that local people feel strongly about and that will help to create high quality neighbourhoods. It seeks to ensure that the high quality of life enjoyed by existing and future residents can be maintained through intelligent and sympathetic urban design and architecture.

POLICY 3: HIGH QUALITY RESIDENTIAL NEIGHBOURHOODS

Proposals for development should show how the development would achieve a high standard of design, sustainability and innovation, integrated with robust low carbon strategies should be the aim. Development that respects the existing character of Hellesdon and supports the creation of neighbourhoods that prioritise pedestrian movement and safety will be encouraged.

Specifically, development proposals are encouraged to:

- Respect the scale and character of existing local neighbourhoods with generous plot sizes, houses set back from the street, grass verges and native species avenue tree planting
- Locate any necessary community facilities to be proximate to as many residents as possible and create a focus for that community
- Ensure walking and cycling are prioritised
- Promote measures that design out crime and anti-social behaviour, for example by ensuring that public spaces are visible and over-looked by housing
- Promote measures that design out parking on verges and footpaths and provide adequate spaces for visitors.

Policies for Specific Places

Boundary Road Gateway

Background

- 4.21. The Boundary Road Gateway (see Figure 5), is the point at which a number of major roads converge:
- Cromer Road / Holt Road, heading north to Aylsham, Cromer and Holt
 - Reepham Road, running through the centre of Hellesdon and north towards Reepham
 - Boundary Road / Mile Cross Lane, heading east-west acting as the Norwich inner ring road
 - Aylsham Road, south of Boundary Road leading into Norwich
- 4.22. It is a busy and important intersection linking Norwich with the north of Norfolk. Presently, the layout of the roads at this point creates a large island site that contains a 20th century two storey building that includes commercial and residential use. On the outside of the gyratory, there are a number of sites occupied by low-density development.
- 4.23. Within the greater Norwich area this location is a major gateway, either into Norwich for people travelling from the north or out into north Norfolk for people travelling from the south. The scale and design of the buildings on and around the island site do not create a good impression or reflect the significance of this location.

Intention

- 4.24. The intention of this policy is to positively promote the redevelopment of the Boundary Road Gateway sites and ensure that replacement development is to a higher standard and contributes far greater to the sense of this area being a major gateway.

POLICY 4: BOUNDARY ROAD GATEWAY

Proposals for the redevelopment of the Boundary Road Gateway sites with new landmark buildings will be encouraged (see Figure 5). Proposals must show how the development would reflect the prominence of this area as a major gateway between Norwich and North Norfolk and achieve a high standard of building and landscape design, environmental sustainability and innovation.



Hellesdon Neighbourhood Plan

Figure 5: Boundary Road Sites

Key:

Boundary Road sites



Not to scale
Reproduced by permission of
Ordnance Survey, licence no: 10002231

Supporting neighbourhood centres

Background

- 4.25. Hellesdon is largely a place of the 20th century. It was built-out over a relatively short period of time as Victorian Norwich expanded and required more and more land for housing and a growing population. The grid created by the historic network of roads passing through the 19th century Parish were infilled over the course of the 20th century to provide the relatively uniform sequence of neighbourhoods that can be seen today.
- 4.26. Much older villages and neighbourhoods such as Drayton or Reepham to the north, grew in a very different way. Places such as Drayton developed around a central point, most commonly a church or the convergence of a number of roads or tracks and were for centuries local centres of trade and commerce. These 'nucleated' villages or neighbourhoods have a clearly defined centre which becomes the focus for local life whether for shopping, business or leisure. Hellesdon is a much more modern place, it did not grow in the same way and as such has no obvious centre. The original centre of the village by the Mill on the River Wensum no longer forms part of the Parish.
- 4.27. The community of Hellesdon however still need to shop, access services, interact and enjoy their leisure time. A series of small neighbourhood centres have therefore developed over time and play the same role as a more traditional village centre. There are a number of such neighbourhood centres distributed across Hellesdon:
- At the junction of Middletons Lane and Reepham Road
 - At the junction of Drayton Wood Road and Reepham Road
 - At the junction of Meadow Way / Fifers Lane and Cromer Road
- 4.28. These centres are typically low-rise, two storey terraces with retail at ground floor and residential or storage above. There are a number of other smaller pockets of retail and retail service activity throughout the Parish although these tend to be no more than one or two premises, often in converted residential property.
- 4.29. The neighbourhood centres play a vital role in the life of Hellesdon; they provide jobs and business opportunities for local residents, they provide shops and services close to where people live which is particularly important in an area that has an aging population and they create opportunities for social interaction and engagement.

Intention

- 4.30. The intention of this policy is to protect and enhance the existing neighbourhood centres in Hellesdon.

POLICY 5: NEIGHBOURHOOD CENTRES

Three neighbourhood centres at the junctions Middletons Lane & Reepham Road, Drayton Wood Road & Reepham Road and Meadow Way / Fifers Lane & Cromer Road defined on Figure 6 are identified. Development and redevelopment of these locations to provide expanded centres and centre uses set out at the end of the policy, will be supported where planning permission is required. Proposals will be permitted provided:

- They maintain or add to the vitality, viability and diversity of the centres and ensure there is a diversity of uses
- Provision is made for an active frontage, such as a window display, which is in keeping with the character of the area
- They would not give rise to a detrimental effect, individually or cumulatively, on the character or amenity of the area through smell, litter, noise, traffic or parking problems.

The loss of centre uses at ground floor level to non-centre uses will not be permitted unless it is demonstrated that the use is no longer viable by evidence of active marketing for at least 12 months showing that the premises are not reasonably capable of being used or redeveloped for a centre use.

Residential, offices and community facilities are supported on upper floors provided that the use would have a safe and convenient access and would not inhibit the functioning of the ground floor use.

Centre uses	Non-centre uses
<ul style="list-style-type: none"> • Shops (A1 uses) • Financial and professional services (A2 uses) • Cafés and restaurants (A3 uses) • Drinking establishments (A4 uses) • Takeaways (A5 uses) • Non-residential institutions such as healthcare, nurseries, schools, libraries and places of worship (D1 uses) • Assembly and leisure (D2 uses). 	<ul style="list-style-type: none"> • Business uses, including offices and research and development (B1) • General industry (B2) • Storage and distribution (B8) • Hotels (C1 uses) • Residential institutions (C2 and C2a) • Residential (C3) • Houses in multiple occupation (C4).

Protecting the historic built environment

- 4.31. As a result of Hellesdon's relative youth, there are very few buildings or structures located within the Plan area over 100 years old. Reflecting this there is only one Listed building (St Mary's Church) and two Listed structures within the Plan area (Cross in St Mary's Churchyard and Wayside Cross on the corner of Boundary Road and the A1067).
- 4.32. However, the relative lack of nationally Listed buildings does not mean that there aren't buildings that are architecturally interesting or socially meaningful and merit some level of protection.
- 4.33. Consultation and research consistently highlighted strong positive feelings for The Bull pub on the corner of Reepham Road and Middletons Lane and older parts of Hellesdon Hospital that front onto Drayton High Road (general location shown in Figure 7); parts of this complex were the first buildings in Hellesdon away from the river, appearing on 1870s maps of the area. Research highlighted that St Pauls Church on Hawthorne Avenue has been described as the most unusual church in Norwich as a result of its semi-circular brick masking its main bulk, a dark green corrugated iron Nissen hut. Whilst it is entirely utilitarian, it is an unusual and attractive building and contains an important window produced by the William Morris workshop in London.

Intention

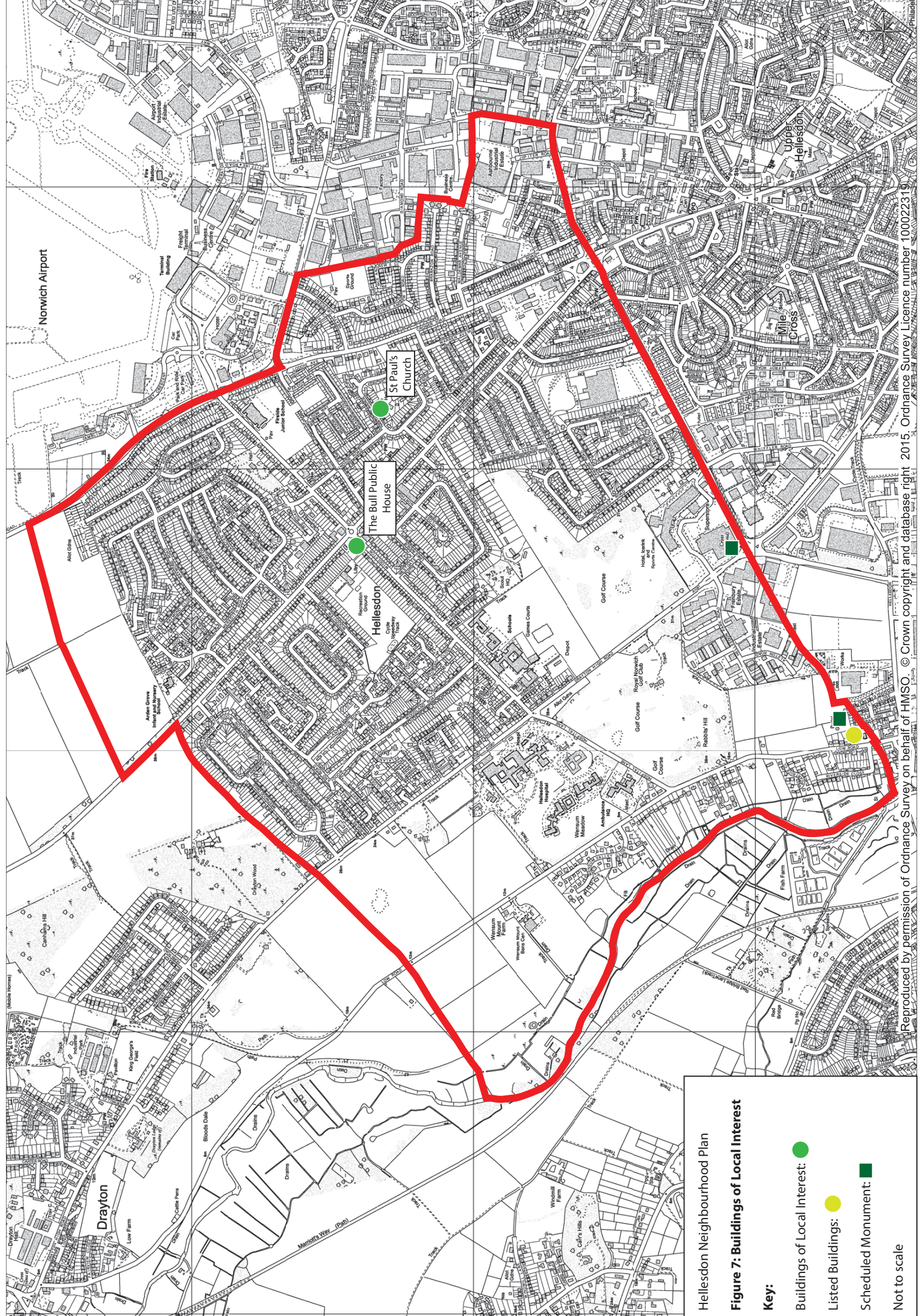
- 4.34. The intention of this policy is to protect a number of buildings and structures of local importance that are valued for their historic significance, architectural distinctiveness and social / cultural value and reinforce the protection of nationally designated assets.

POLICY 6: BUILDINGS OF LOCAL IMPORTANCE

Several buildings have been identified as being of local interest. These buildings have been identified because of their architectural merit and in some cases the social and historical associations. They contribute to, and help define, the character of the area in which they are located or are significant in the social history of the area:

- The Bull public house
- St Paul's Church

Development proposals relating to or affecting these buildings should ensure that the significance of any special features that contribute to the building's character or appearance or their settings is conserved or enhanced. Where development would result in the loss of or significant harm to, buildings of local importance the harm should be weighed against the potential benefits in terms of sustainable development.



Hellesdon Neighbourhood Plan

Figure 7: Buildings of Local Interest

Key:

Buildings of Local Interest: ●

Listed Buildings: ●

Scheduled Monument: ■

Not to scale

Catering for an aging population

- 4.35. Consultation has indicated that housing provision for specific parts of the older community in Hellesdon is limited. Research has also demonstrated that Hellesdon contains a relatively high proportion of older residents. Ensuring that the supply of housing and services meets the needs of this significant component of the local community is therefore important and is likely to be of increasing importance as the population as a whole continues to age. This is reflected in the NPPF and PPG in particular which states that ‘the need to provide housing for older people is critical given the projected increase in the number of households aged 65 and over accounts for over half of the new households (Department for Communities and Local Government Household Projections 2013)’.
- 4.36. Consultation suggested that there is a particular need for older residents who are no longer able to live entirely independently but do not want or require full care services. Limited supply of these sorts of facilities could mean that older residents not in need of full residential care are forced to give up a certain amount of independence and move into full care locally or move away from the area, severing social ties and familial links.
- 4.37. Housing with care provides older residents with care and support when it is needed but otherwise allows for complete independent living. Demographic trends suggest that there will be a growing demand for this type of facility.

Intention

- 4.38. The intention of this Policy is to promote further provision of housing with care facilities in Hellesdon. The Policy does not seek to allocate a specific site but supports provision generally and preferably where it can be delivered on previously developed land and in close proximity to existing neighbourhood centres.

POLICY 7: HOUSING WITH CARE

Developments that provide housing with care facilities (as described above) for the elderly will be encouraged where they comply with other development plan policies.

Preference should be given to provision at existing allocations and brownfield sites with good proximity to existing facilities, amenities and services.

Projects

Background

- 4.39. The Parish Council owns and maintains a number of parks and green spaces across the Plan area. It is committed to providing green spaces for its residents and recently took control of a large area of land off Cottingham Drive that has become Hellesdon's newest park (Cottingham Park). These resources are highly valued by the local community, providing opportunities for relaxation, exercise and community interaction:
- Wood View Road Recreation Ground in the centre of the Parish
 - Mountfield Park, in the south east of the Parish to the rear of B&Q
 - Meadow Way Park, in the east of the Parish close to the Cromer Road
 - Cottingham Park, on the north-east edge of the Parish

Intention

- 4.40. The intention of this project is to improve the quality and diversity of green spaces in Hellesdon.

PROJECT 1: ENHANCED PARKS AND OPEN SPACES

The Parish Council will seek to improve the quality and diversity of existing parks and open spaces throughout Hellesdon. This would include:

- Securing the use of Jarrold's Sport Ground / Heath Crescent for the local community
- Improving signage and entrances to raise awareness and use
- Reviewing the function of existing parks to ensure they meet with residents needs and aspirations
- Making better use of smaller pieces of incidental greenspace, for example through the provision of play equipment and seating for individual neighbourhoods
- Supporting community groups to come forward to create and manage their own pocket parks
- Exploring opportunities for 'edible parks' growing fruit and produce to increase awareness and promote healthy lifestyles.



5. Implementation & monitoring

5. Implementation and Monitoring

Implementation

- 5.1. The policies contained in this Neighbourhood Plan will be applied by Broadland District Council to future development proposals.
- 5.2. The implementation of the projects set out in the Neighbourhood Plan will require the co-ordinated input and cooperation of a number of statutory and non-statutory agencies, private sector organisations and the local community. In order to support the implementation of the projects, a separate implementation plan has been prepared. This document is not part of the Neighbourhood Plan but simply includes information on potential actions to progress the delivery of specific projects.

Monitoring

- 5.3. Hellesdon Parish Council will monitor the implementation of the Neighbourhood Plan and consider whether formal review and updates are required over the period to 2026.