

Who are we?

The Applicant is Broadland Housing Association (BHA), which was set up in 1963 to provide affordable housing for the people of Norfolk and Suffolk. The Association also owns Broadland St Benedict's Ltd, which carries out open market housing development creating mixed tenure developments.

As one of the largest traditional housing associations in Norfolk and north Suffolk, Broadland provides more than 5,600 homes, ranging from modern apartments and family homes to sheltered housing and 'housing with care' schemes.

The Broadland companies deliver approx. 150 new affordable homes per annum and 35 market homes per annum. The Association has developed a reputation for delivering high quality homes as part of well-considered developments that respect their surroundings and create vibrant communities.



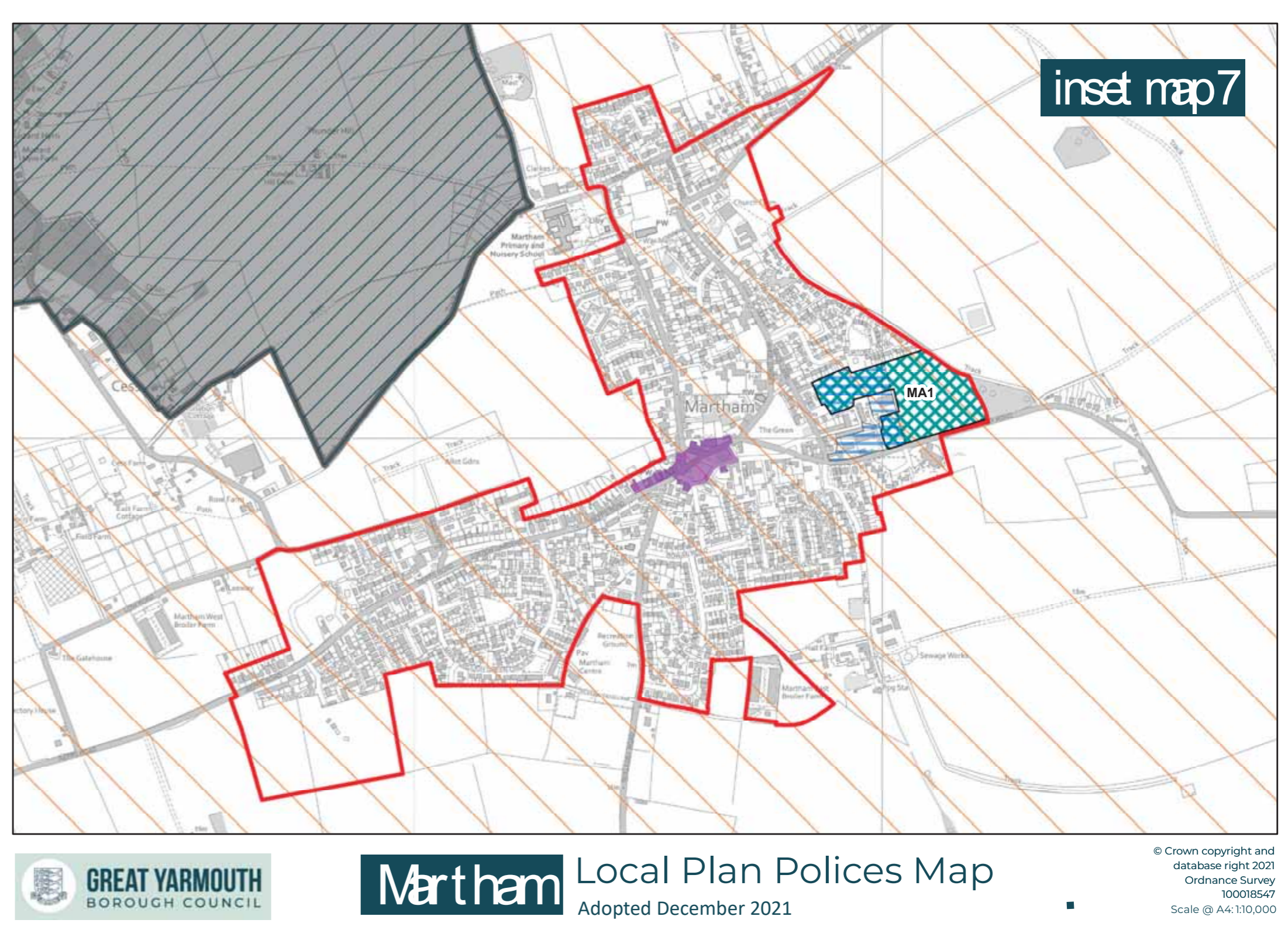


Planning Policy

The majority of the site (approx. 5.33ha) is identified as being within the Development Limits (red line shown opposite) for Martham where development proposals are acceptable, in principle.

The local policy area for the site within the development limits requires 20% affordable housing contributions.

Approx 2.3ha of land falls outside of the Development Limits for Martham. Consequentially, this section of the site will comprise of a Rural Exception Site, which allows for small scale development outside of the Development Limits to meet local housing needs.





Site context plan



New roundabout and access off Repps Road

Footpath link to Rising Way

Footpath / emergency vehicle link to Rising Way

Boundary of previous consented scheme

Landscaping zone including land for surface water drainage, natural planting and active play

Proposed site layout

We are consulting on proposals for approx 175 homes, open space, access, including a roundabout, and landscaping on land south off Repps Road, Martham. Most of the site is part of two previously approved planning applications for 144 homes and a roundabout.

The intention is to create a special and sympathetic village extension that respects the agricultural and historical character of the community in a development that offers a range of attractive housing options. The scheme is designed with future climate resilience in mind, providing energy efficient homes within a sensitive landscape setting which has been designed to manage future climate events and enhance local biodiversity.

We aim to submit a full planning application in Summer 2023.

Some of the key features include;

Layout

- The proposed site is largely a previously approved site designated for housing within the Development Limits of Martham – we've extended it slightly to allow us to deliver more affordable housing for the village.
- The roads have been laid out to ensure a traditional village, rather than estate character is achieved.
- The development will contribute towards the overall architectural and landscape character of the village and improve the quality of the housing.
- The net density for the proposed development – the land that can be built on excluding designated open space, perimeter tree belts, and hedgerows - is 21.3 dwellings per hectare, although it will vary across the site to help create an interesting place.

Housing Mix

- The development will provide a mix of housing types including 1,2,3, and 4 bedroom houses and 1 and 2 bedroom bungalows – to create a sustainable community and homes for single person households, couples, families, and the elderly.
- Affordable housing will be provided in excess of local policy standards.

Character

- The proposed architectural style will be modern yet respect local character echoing features of existing building types in the village.
- The scheme will have a density, scale, bulk, and massing consistent with the surrounding area to reflect local distinctiveness, character and appearance.
- Consideration has been given to including local features, such as terraced housing/yards, varied roof forms, and a variety of material finishes characteristic of the local vernacular architecture.

Access

- A new 3-arm roundabout junction will provide access on to Repps Road. The roundabout will be designed in accordance with Norfolk County Council (NCC) Highways' guidelines and subject to an independent Road Safety Audit review, and a junction capacity assessment to prove highway safety.
- The existing 30mph speed limit and village gateway sign will be moved westwards to include the proposed roundabout.
- Existing footpaths and public rights of way will be safeguarded with new footpath connections to Repps Road and Rising Way and circular walks around the site.
- Estate road access within the site has been designed to calm traffic with a 20mph speed limit, sinuous bends to reduce speed, and shared surfaces to encourage pedestrian and cycle activity.
- No vehicle access will be provided to Rising Way, except for a link for emergency vehicles which will be controlled by a drop bollard.
- Parking will be provided on site in accordance with Norfolk County Council (NCC) Highways' guidelines.

Flood Risk, Surface Water and Foul Drainage

- The site is situated in Flood Zone 1. This is a "low probability" flood zone with a less than 1 in 1000 annual probability of flooding, and has a 'very low' risk of flooding from surface water.
- Surface water run-off shall be managed through comprehensive sustainable drainage systems (SuDS). This involves using mechanisms such as swales, filter strips, filter drains, permeable paving and infiltration basins.
- Foul drainage is proposed to connect to the existing public foul sewers that are adjacent the site, subject to the consent of Anglian Water.

Deliver a new roundabout at the start of the village

By developing the site as proposed, we will be able to not only provide the maximum number of affordable homes, but importantly we'll be able to deliver what other recent developments have failed to do and provide a new roundabout at the west entrance to the village.

This will both help set the scene as an attractive, defined new entrance to Martham and it will reduce traffic speeds entering and leaving the village.

Meeting the housing need of the village

The scheme will provide a wide mix of high quality, energy efficient homes. There will be approx 175 homes in the neighbourhood, with a mix of property sizes and house types.

The vast majority of these will be houses with a high percentage of larger homes aimed at young people, young families, and older people who are looking to stay in Martham. This will be split between one-bedroom (18%) and two-bedroom homes (27%), along with three (41%) and four-bedroom homes (14%).

We aim to ensure that as much affordable housing is protected to meet local need as possible, by ensuring we meet both district housing provision and local need provision (the distinction is important as these are two different affordable housing policy requirements with different eligibility requirements). We have structured our proposal to ensure it maximises access to affordable homes for local people on the site by providing dedicated zones that address the different requirements of both policies, through the provision of a rural exception site in addition to the historically allocated site.

All new homes will meet the optional Building Regulation Requirement M4(2), which seeks to provide accessible and adaptable layouts to help people stay in their homes.

Those living at the scheme will enjoy lower utility bills than average due to our highly energy efficient homes, which aim to significantly reduce heating bills for residents.

Creating a nice place to live

Above all our intention is to create an attractive and compelling place to live, which is respectful to local character. The scheme will offer a range of attractive house types and streetscapes, designed to encourage a safe and vibrant new community.

The scheme design will include generous landscaping with significant amounts of public open space with lots of hedge, tree, and meadow planting to enhance local biodiversity and ensure there are attractive circular walking routes through and around the site which connect back to the village.

The development will creatively capture and manage surface water drainage, integrating it fully into the landscape design via a network of infiltration basins that will be designed as focal features to help enhance the setting.

The landscaping of the site will also create a defined edge to the village boundary, demarcating the transition between village and open countryside. We will soften the perimeter edge with extensive hedge and grass meadow planting.

Maximising natural green space

- The development has been designed to respond to the existing structural landscaping of the site, with the creation and ecological enhancement of perimeter tree belts, hedgerows, and a network of designated open spaces through and around the site.
- Proposed landscape features will include new active play spaces within the development, new hedge and tree planting, with natural surface water drainage features.

Enhancing the environment

- The development will seek to protect where possible and enhance the local ecological network and improve biodiversity and habitat connectivity, utilising Building With Nature principles.
- The development will seek to promote low carbon technologies and construction and utilise renewable energy where possible.

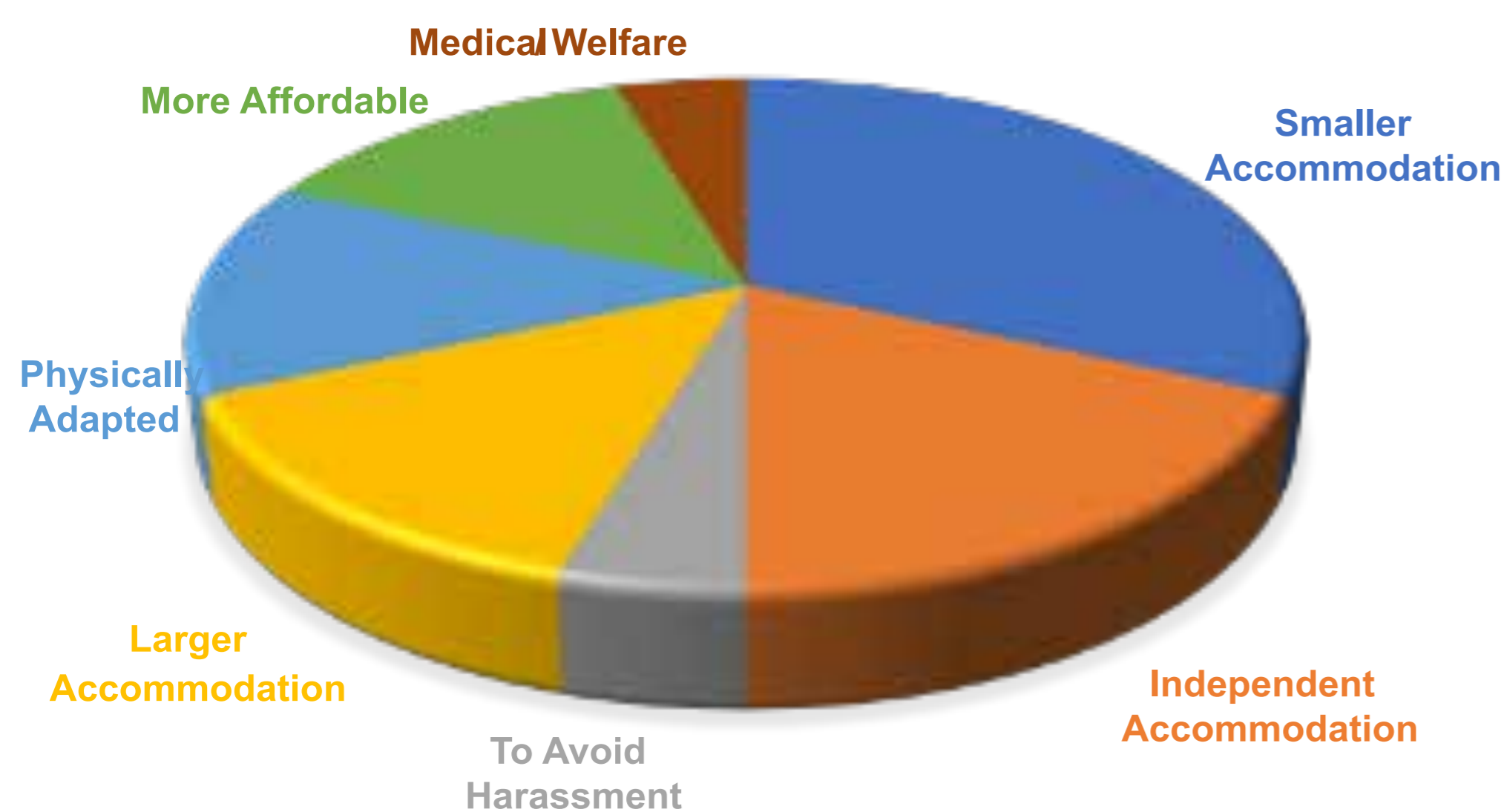
Meeting local housing need

As part of the consultation process, BHA has undertaken a Housing Needs Assessment within Martham, which found 23 residents (out of 235 responses) to be in housing need and requiring new/ alternative living accommodation.

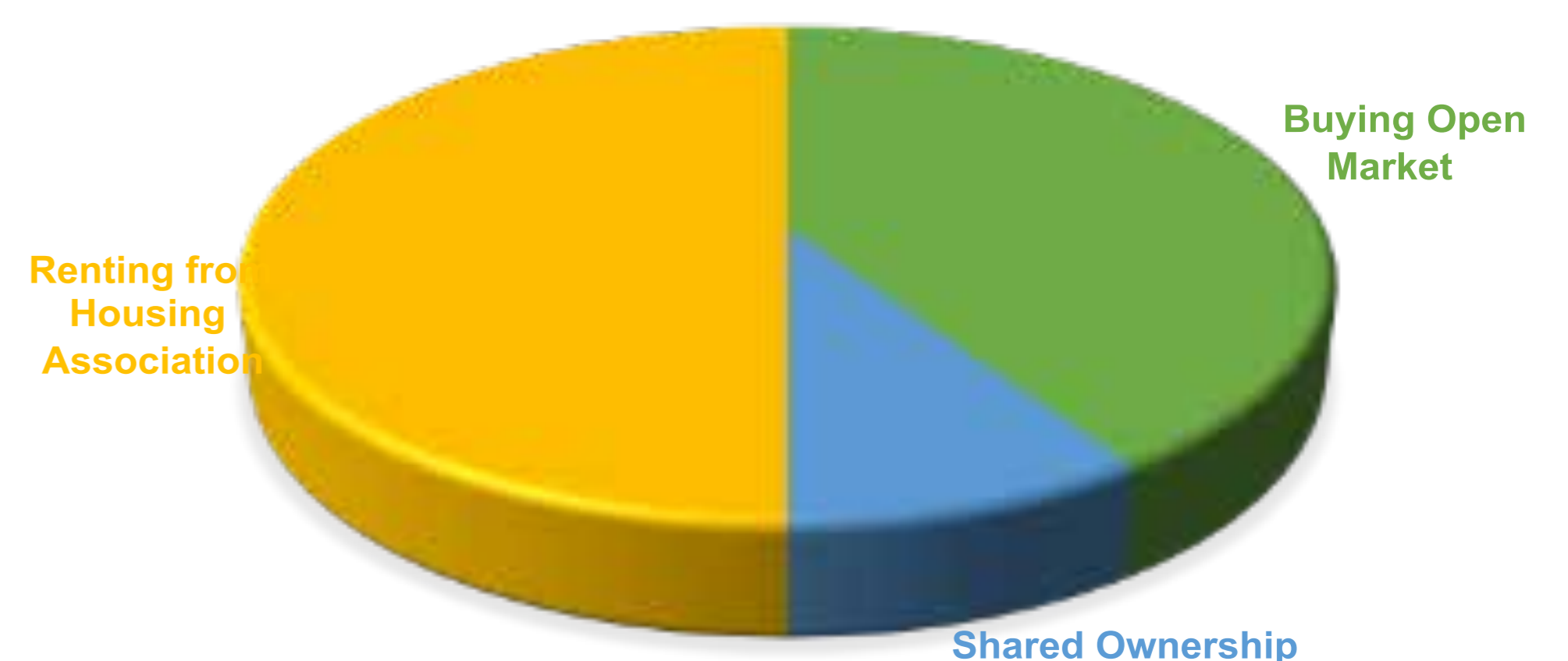
The main reasons for residents within Martham needing to move related to requirements for smaller accommodation, larger accommodation, independent accommodation, more affordable accommodation and physically adapted accommodation. Other reasons included medical/ welfare reasoning and to avoid harassment.

1. What is your connection to Martham Parish?
2. How would you describe your home?
3. What is the tenure of your home?
4. How many bedrooms does your home have?
5. How many people live in the property?
6. Do you/your household need to move to alternate accommodation?
7. What is your main reason for needing to move?
8. What type of accommodation do you require?
9. What is the minimum number of bedrooms you require?
10. Which tenure can you afford?
11. Total take home income per week?
12. Are you registered with Great Yarmouth Options Team?

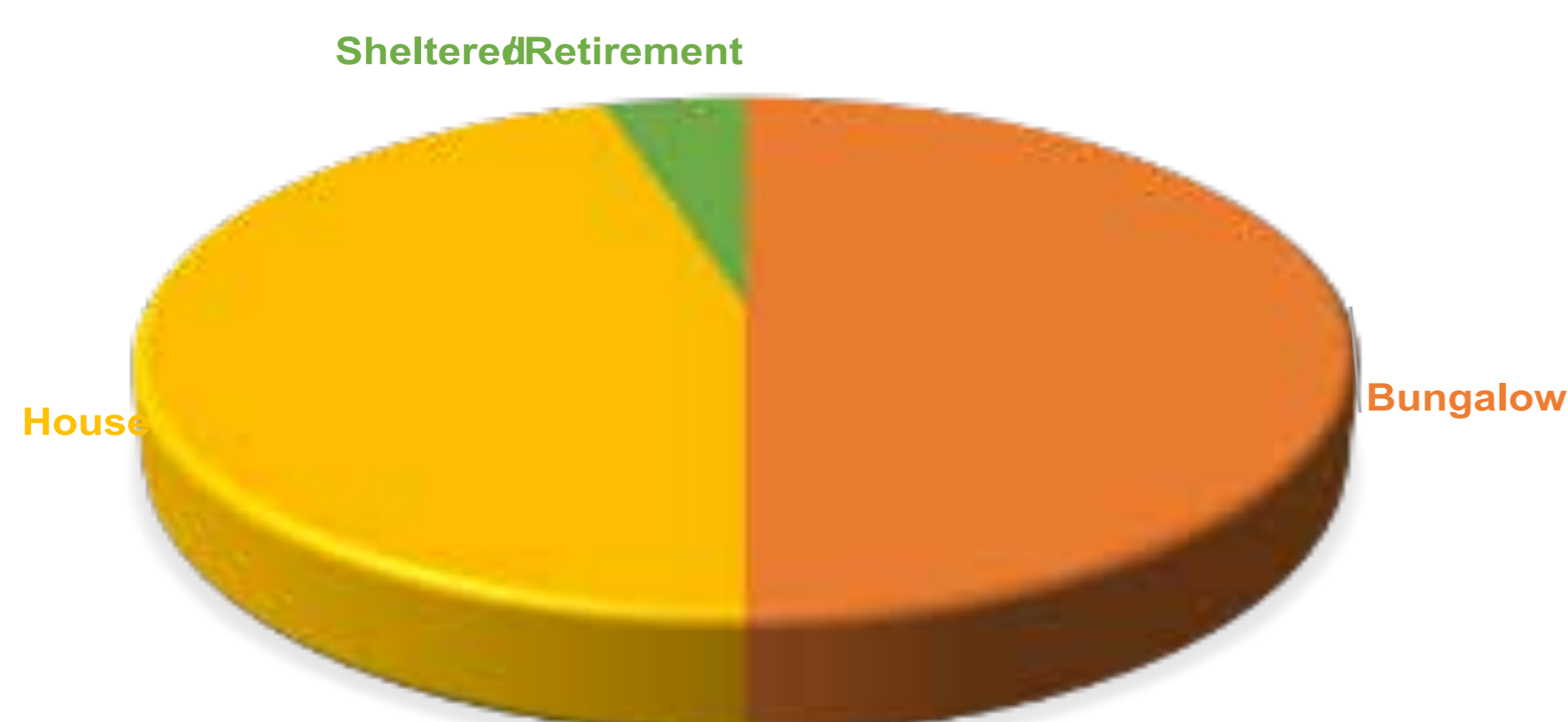
What is the main reason for needing to move?



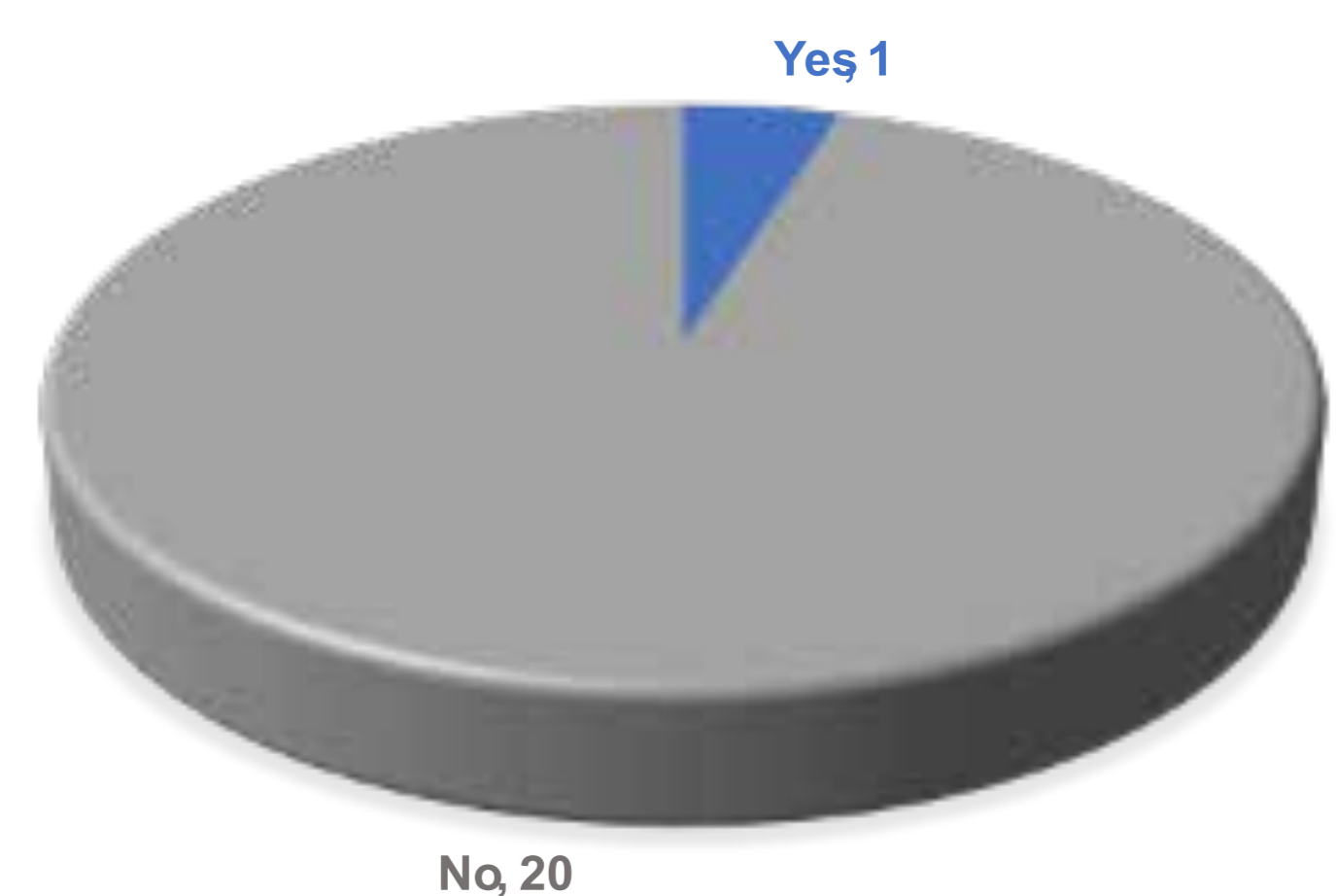
Which tenure can you afford?



What type of accommodation do you require?



Are you registered with the Great Yarmouth Housing Options team?





View looking east towards Martham / proposed development



View looking east along Repps Road towards Martham / proposed development



View looking east towards Martham / proposed roundabout



Aerial view of proposed development from west



Aerial view of proposed development from south

Illustrative views of proposed development



Indicative house types



Illustrative street views of proposed development



Illustrative street views of proposed development