

# NORWICH ROAD, HINGHAM

Public Exhibition of Preliminary Proposals 25 July 2014



## INTRODUCTION

### Welcome!

...and thank you for attending today’s event.  
We hope you find the information useful.

South Norfolk Council are currently preparing a new local Plan, and have identified land south of Norwich Road as the preferred location for new homes in Hingham.

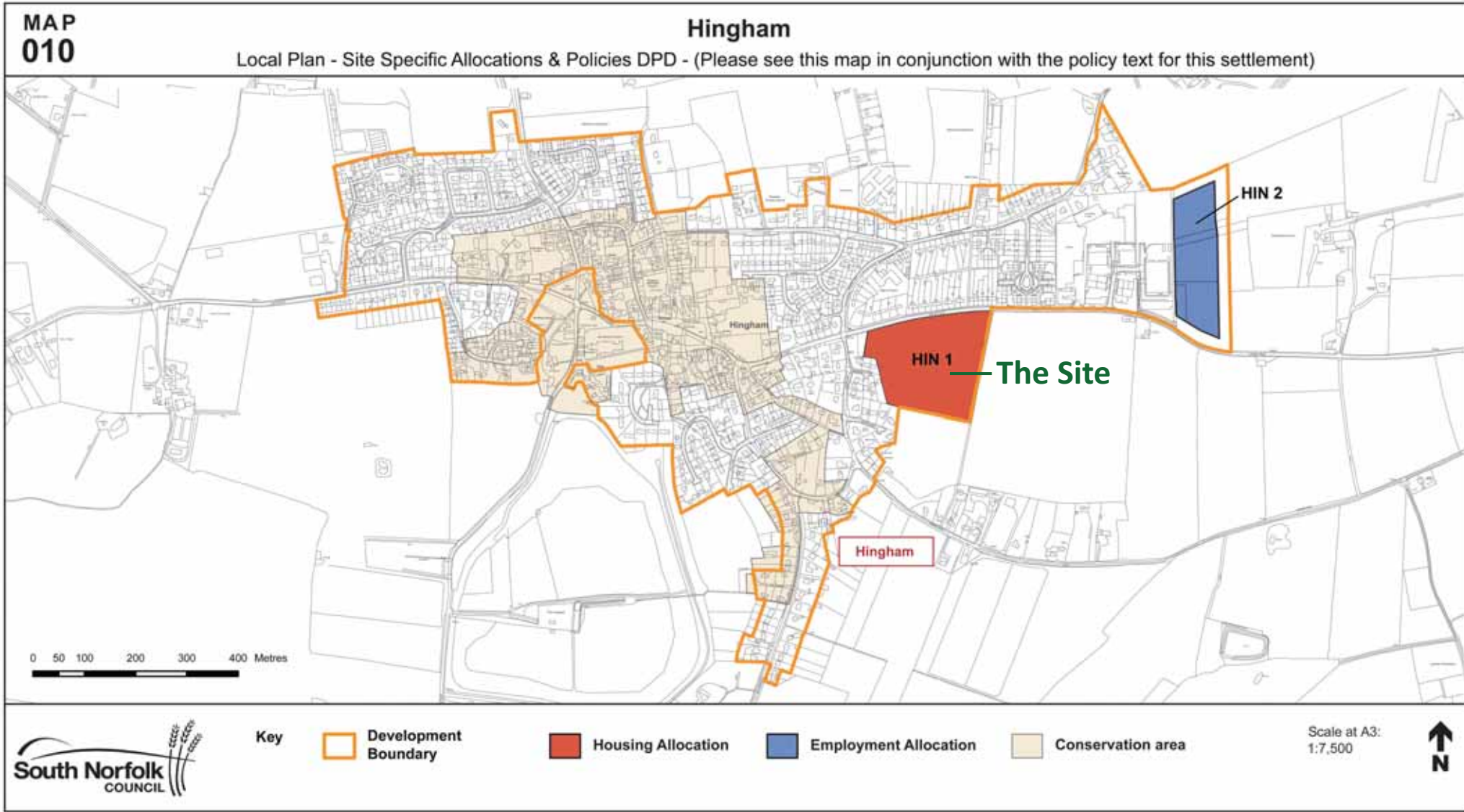
The plan is expected to be examined by the government’s Planning Inspector in the autumn, after which we hope to submit a planning application. We are showing you our plans at an early stage so we can consider any feedback you give us as we work up the design in more detail.

Below: The Hingham map from the draft Local Plan identifies the site as the ‘allocation’ for new housing-land in Hingham. The supporting documents says that the site should provide 95 houses.

South Norfolk Council’s draft Local Plan sets out key design targets for the new development, including the number of new homes to be provided on the site.

Their ‘Place-Making Guide’ describes what makes Hingham special and distinctive, and suggests how the design for new developments might respond to these features. Following this guidance, and after initial discussions with the planning department, we’ve identified the following design principles:

- Approximately 95 new homes, 33% affordable
- Landscaped margins to east and south of new development
- Retain mature trees and hedgerow on northern site boundary
- Pedestrian links to town centre and existing public footpath
- Policy-compliant provision of public open space
- Sustainable Urban Drainage solution; no increase in run-off
- Avoid ‘hard edge’ to new development
- Consider views of church from surrounding landscape
- Consider Hingham’s unique urban form





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## THE SITE

The 3.1 hectare site is currently arable land, a largely featureless open field with some mature trees along the north and west boundaries, and along the public footpath down the east side of the site.

The land drops noticeably to the south and west, towards Seamere Road. There are long views of the church tower from the east, but the site nestles into a hollow, and will be more-or-less invisible in these distant views.

There is one clear long view of the site with the church tower beyond (from just east of the industrial estate—see Board 4), but closer views along Norwich Road are mostly screened by the mature hedge and oaks.



Right: Key site features  
Below: How the site relates to the rest of Hingham





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## TECHNICAL CONSIDERATIONS & DESIGN PRINCIPLES

### TECHNICAL CONSIDERATIONS

**Drainage:** Current regulations specify that rain-water must be collected on site in underground tanks or new ponds, and discharged to the surrounding drainage network no faster than it would run-off from the undeveloped site. All details of drainage must be agreed with Anglian Water prior to development.

**Traffic and Parking:** Norfolk County Council Highways Department have indicated that they believe the existing road network around the site can accommodate the traffic from the new homes. On-plot parking will be provided: two spaces for two and three-bed homes, three or more for larger units.

**Trees:** There are a number of trees around the edges of the site, and they have all been described in an Arboricultural Impact Assessment (AIA). The only 'Category A' trees are the four large Oaks on the Norwich Road frontage. These are already the subject of a Tree Preservation Order, and special measures will be taken to protect them during construction. At this stage we do not plan to remove any trees from the site.


**Ecology:** A Phase 1 Habitat Survey has been carried out. It confirms that the existing field provides rather poor habitat for wildlife, and no rare species or habitats were found. The best habitat (for birds and bats) is the trees and hedge-row along the Norwich Road frontage, which we plan to retain.

**Public Open Space:** In accordance with the Local Plan, around 15% of the site will be landscaped as Public Open Space. We have shown it arranged around the edges of the development, for easy access to and from the public footpath down the east of the site. We anticipate this new amenity space will be transferred to the ownership of the Parish or District Council when development is complete, with funds invested for its future maintenance.

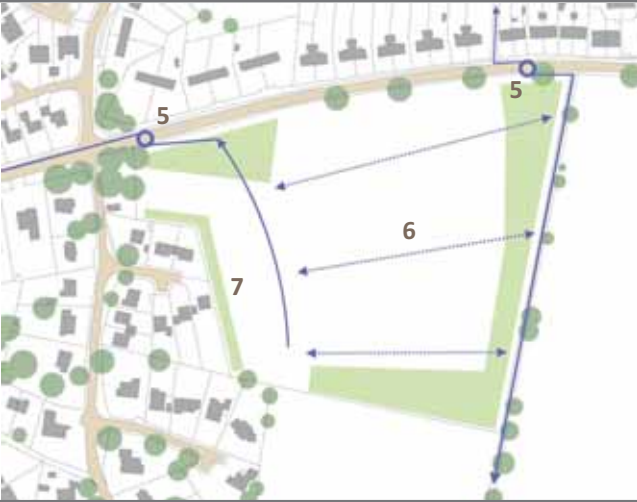
**Housing Mix:** The overall number of new homes is set by the proposed allocation. A wide range of unit sizes will be provided, including 33% affordable homes, with a unit mix set by South Norfolk's housing department to meet identified local need.

### DESIGN PRINCIPLES

1. Position of site-entrance is fixed, to avoid the protected oak-trees.
2. A triangular 'green' at the entrance echoes the unique series of triangular greens that make up Hingham's historic centre.
3. New landscaped public open space is arranged around edge of site.
4. The top of the church tower glimpsed from the new southern green-space.




5. Two new pedestrian crossings on Norwich Road will also help to reduce the speed of vehicles entering village from the east.
6. Pedestrian routes through the new development create good 'permeability'.
7. Screen planting down the western boundary for adjoining properties.



8. Vehicle access-point designed to County Highways standards, with full visibility splays.
9. No through-routes for cars.
10. On-plot parking to current County Highways standards:  
2 spaces for 2 and 3-bed homes  
3+ spaces for 4-bed and larger homes



11. The hedge on Norwich Road is retained and enhanced, maintaining the current leafy character of Norwich Road.
12. A strong building-line defines the triangular 'green' and the main curved avenue leading into the site.
13. A softer building-line faces east: stepped in plan and with some single storey homes to vary the roof-line.





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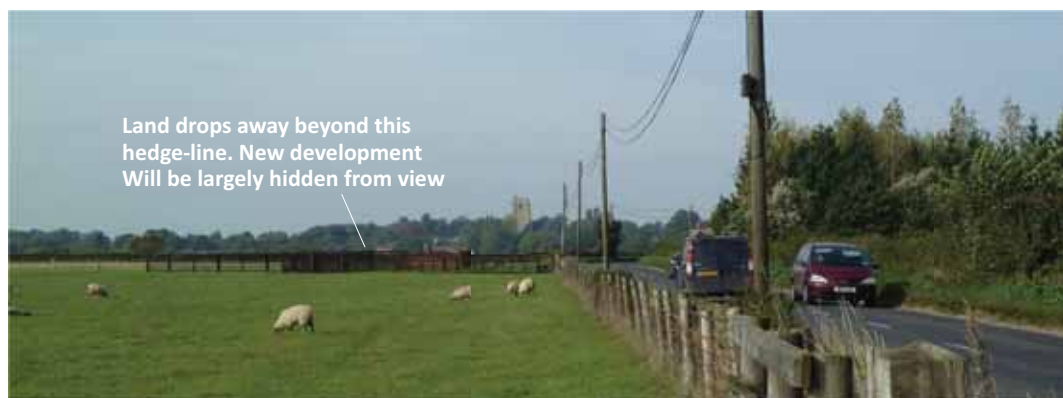
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## POSSIBLE SITE LAYOUT

**This is how we think the site could be laid out. The design is at an early stage of development, and there is time consider any useful feedback you can give us at this event.**

### Key to the plan:

1. New site-access point with appropriate visibility splays
2. New pedestrian crossings on Norwich Road
3. Entrance square
4. Screen planting to adjoining properties
5. Protected oaks and hedge
6. New public open space next to existing public footpath
7. Stepped building line including single-storey houses
8. Native-species hedge to soften edge of new development
9. New public open space with play area and view of church
10. Main access-road with boulevard planting
11. Garages with shared private drives



The development will hardly affect distant views of church



The development won't hide the church tower in the only clear long view.





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## THE NEW HOMES

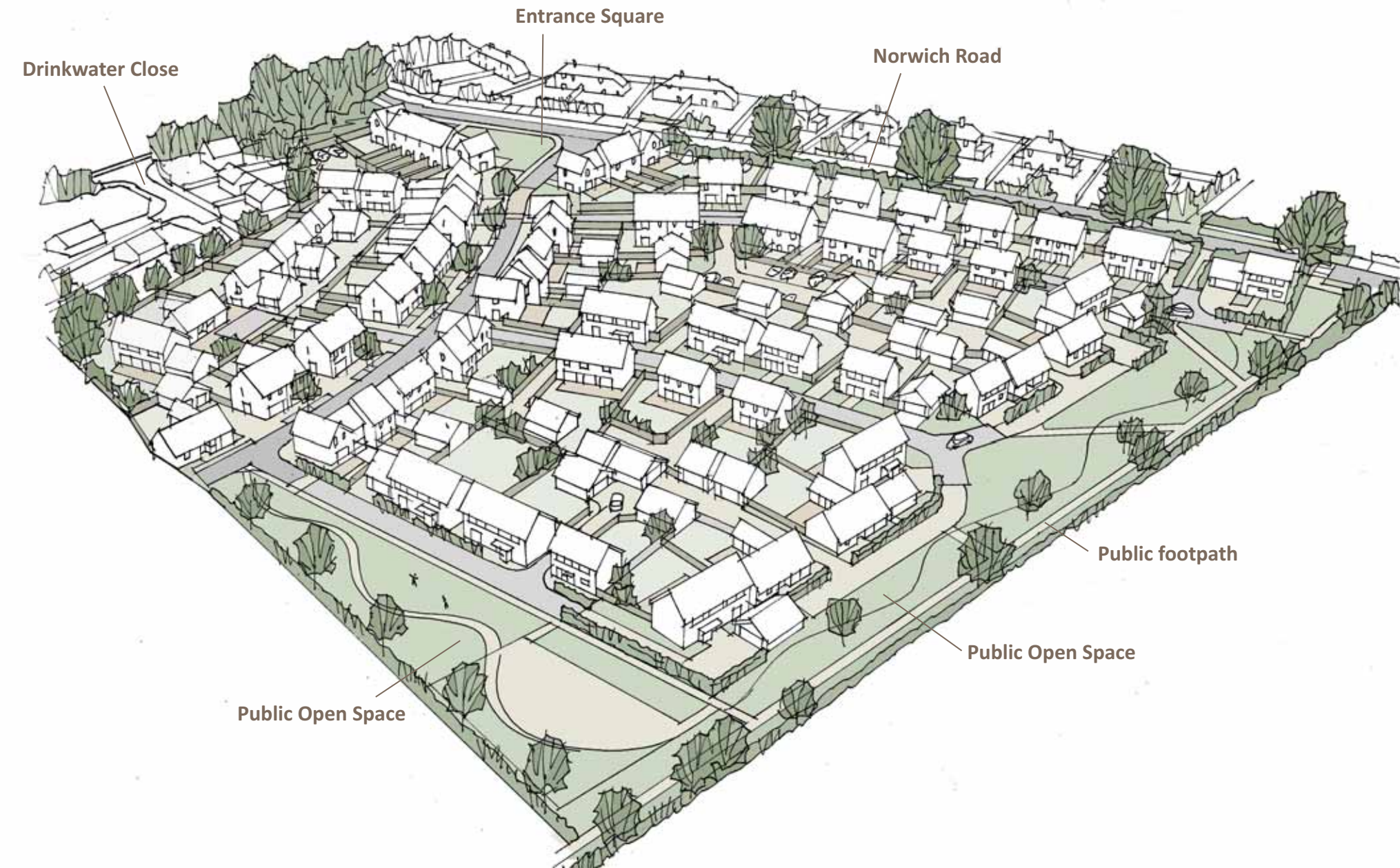
We have not started designing the new homes in detail yet, but we'd like to build on the success of our recent projects at Drayton and Watton, creating stylish and eco-friendly new homes with a distinctive modern look.

They will use traditional materials and forms—pitched tiled roofs, brick, timber and render cladding—to connect with the local vernacular, but have a contemporary twist that sets them apart from the norm.

The homes will all have triple-glazing, solar photo-voltaic panels thick insulation and water-saving measures to reduce their environmental impact.

The new green spaces will be planted with new trees and hedges, all using species found nearby. The new homes will all be equipped with water-butts. Nesting boxes for bats, hedgehogs and birds will be dotted about the site.

Above right: Our development Hus 46 at Watton  
Right: A glimpse of the church tower from southern open space  
Below: An birds-eye sketch view of the development from south-east





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## NEXT STEPS...

### Thank you!

...for taking the time to be here today. Your feedback on our emerging design will be really useful.

Please take a few minutes to fill out one of the feedback forms—or take one away with you and send it to us at the address given on the form.

#### Next steps...

We will look carefully at all the comments we receive from this exhibition, to see how our designs can be improved. We will work over the summer to develop our plans, and hope to submit a detailed planning application in the autumn. There will be another chance to view and comment on the plans before South Norfolk decide whether or not to approve them.

**Tony Abel**  
Abel Homes Ltd



### About Abel Homes

Abel Homes is a family owned and run business founded in the early 1990s and based in Watton. We specialise in smaller bespoke developments in the county’s market towns, working with local architects to ensure our developments compliment their local setting.

Our designs combine modern living spaces for convenience, with a range of energy efficient and low maintenance features. Our new homes are distinctive in appearance and individual in character, offering stylish and practical accommodation to the discerning home buyer, with the guarantee of a 10 year NHBC warranty.

To enhance the communities it builds Abel Homes commissions a piece of public art to form a focal point for each of its new developments. These are always commissioned from artists living and working in Norfolk.

As a local business we work hard to source materials and labour locally, and we have developed a **Good Neighbour Charter** to ensure that the impact on local people is minimized during construction. Our **Customer Charter** explains how we look after each prospective home owner before, during and after the purchase. More details are available on our website: [www.abelhomes.co.uk](http://www.abelhomes.co.uk)

### Our Design Team

Planning Consultant: Savills, Cambridge  
Architects: Lucas Hickman Smith, Wymondham  
Engineers: Plandescil, Attleborough

**Left:** Our project Hus 22 at Drayton won the 2011 Broadland Design Award  
**Below:** The specially commissioned artwork at Hus 22

