

Land south of  
**Norwich Road, Hingham**



# Welcome

## Welcome to this event

Welcome to Abel Homes’ public consultation event on emerging proposals for high-quality new homes, significant new public open space, pedestrian improvements, and associated infrastructure on land south of Norwich Road, Hingham.

Abel Homes is keen to consult with key local stakeholders and the wider public about the future plans for this allocated site. **Your feedback is important to us.**

Additional information about the proposals can be found on the information boards. If you have any questions, members of the project team are on hand to assist.

After looking at the materials on display, please fill in a feedback form and leave it with us or return it using our Freepost address by Friday 5 July 2024. Feedback we receive will be taken into consideration wherever possible, prior to a planning application being submitted.

**Further information**

Keep up-to-date, visit our website or scan the QR code  
[www.hinghamconsultation.co.uk](http://www.hinghamconsultation.co.uk)





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# About us

## About Abel Homes

Abel Homes has worked hard to establish our reputation for building award-winning, contemporary, energy efficient, homes with high specification and outstanding quality. Each individual Abel home is carefully thought through by our architects for practical living with low energy consumption and low maintenance.

We also care for the environment in which we live and work. We create communities where the development enhances the surroundings and often brings new life to neighbourhoods. Our architects are selected on local knowledge and experience.

Furthermore, our Good Neighbour Charter ensures that we minimise disruption to the local area while we are building new homes. We really do make a careful effort to be considerate to everyone, and everywhere we work.

Abel Homes is based in Watton and has delivered high quality new developments at The Hops in Hingham, Swan's Nest and Cygnet Rise in Swaffham, Three Squirrels in East Harling and Taursham Park in Taverham.

Learn more about Abel Homes [www.abelhomes.co.uk](http://www.abelhomes.co.uk)

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## Energy efficiency

The new homes will feature modern technologies and sustainable design, incorporating air source heat pumps, solar PV panels, as well as loft, cavity wall and floor insulation, under floor heating and triple glazed windows which will enable each home to have an EPC 'A' rating. This is the highest band for energy efficiency.





# About the site

## Site location/context

The site is located on the edge of Hingham, directly to the east of The Hops and is allocated in the Greater Norwich Local Plan 2024 (GNLP) under policy reference GNLP0520, for residential development.



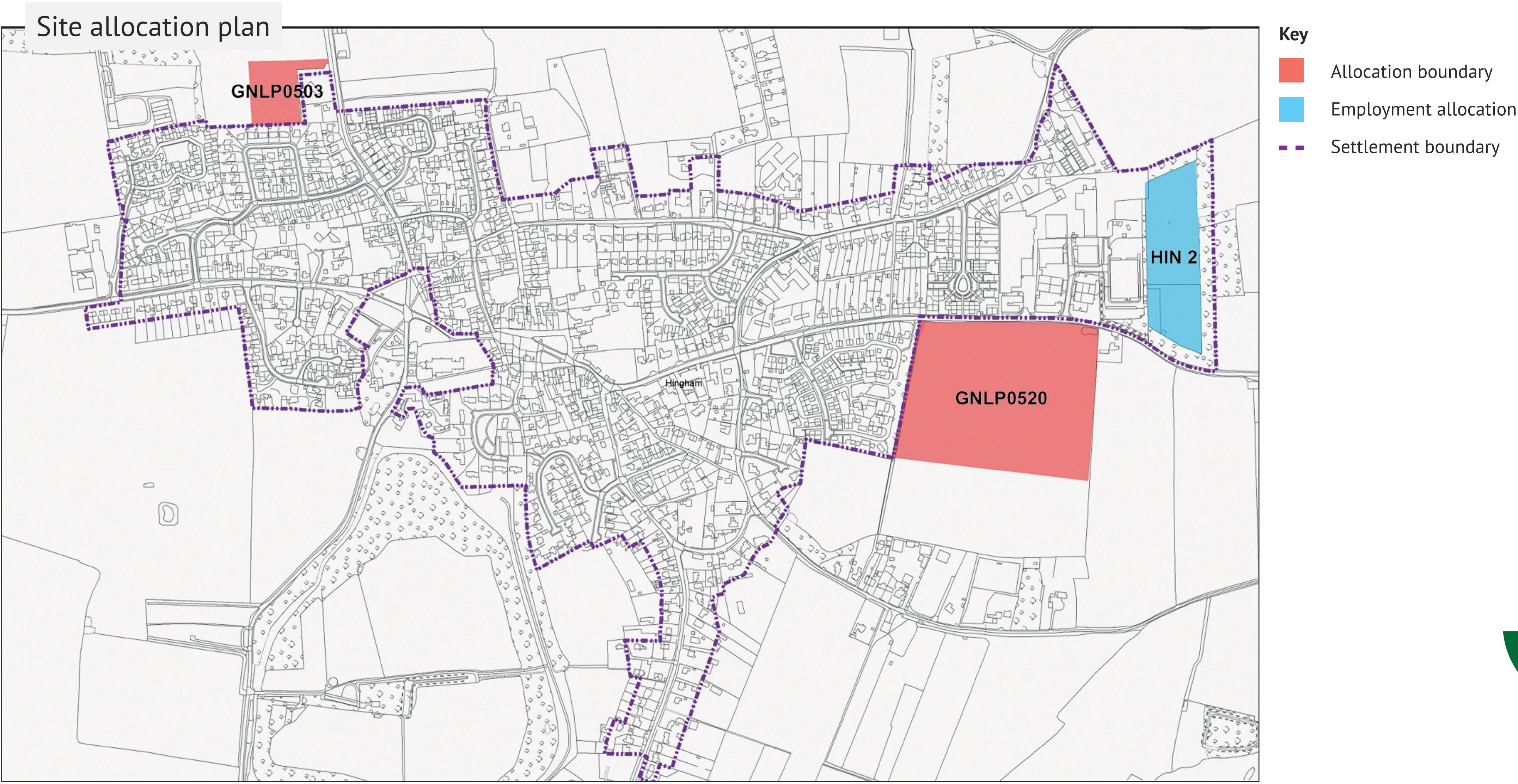
The proposals will deliver a number of benefits, building on the success of The Hops development.

This development will also remain compliant with the following site-specific policies as contained within the GNLP:

1. TPO oak trees on south side of Norwich Road to be retained.
2. Design and layout of the site to create properties that front onto the footway along Norwich Road and show regard to the site's gateway role.
3. Provision of adequate visibility splays, and a footway alongside the site frontage.
4. Pedestrian refuge in the proximity of Ironside Way, to access local employment opportunities.
5. Connectivity of the site to Public Right of Way (PRoW) Hingham F9.
6. Avoid development in areas at risk of surface water flooding and provide flood mitigation measures that significantly reduce the existing surface water flood risk.
7. Avoid contamination of groundwater.
8. Mitigation of impacts on Sea Mere SSSI.
9. Any development must conserve and, where opportunities arise, enhance the significance of Lilac Farmhouse and Blenheim Cottage to the south of the site, including any contribution made to that significance by setting. This includes but is not limited to landscaping along the southern edge of the site.

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# Our proposals

## Key benefits

The development will deliver a number of key benefits including:

-  A mix of 110 high-quality new homes.
-  33% affordable homes (36 homes).
-  Mix of 2-, 3-, 4- and 5-bedroom homes.
-  A 15 acre public park and green space.
-  10% biodiversity net gain.
-  New footpath along the south of Norwich Road connecting The Hops to Bears Lane and the Co-op.
-  Air source heat pumps and solar panels. Every home to have an EPC 'A' rating for energy efficiency, the most efficient band available.
-  circa. £1 million in local infrastructure and services contributions.

### Further information

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## Site masterplan

Abel Homes is proud to be bringing forward detailed proposals that will deliver a mix of 110 high-quality new homes, 33% of which are affordable.

The scheme will also deliver 15 acres of open space for new and existing residents to enjoy as well as a new footpath to the south of Norwich Road, between The Hops and Bears Lane, connecting to Hingham's wider footpath and cycle path networks to encourage active travel.

The scheme has been designed to reflect the character of the local area and to meet the needs of local residents, including a mix of high-quality house types and varied tenures to provide opportunities for residents to upsize, move into a family home or to downsize.





# Transport and access

## Access

Entry to the site will be from Norwich Road, adjacent to the northern boundary. The onsite carriageway width will be policy compliant at 5.5m wide and also provide two 1.8m wide footway links to the development. These principles of access have been agreed with Norfolk County Council (Highways).

Additional roads will connect from the main entrance via wide spur roads, creating a pedestrian-friendly environment with slower traffic flows. All onsite roads will meet Norfolk County Council standards and be offered for adoption by Norfolk County Council under a Section 38 agreement.

The junction at the entrance of the site will have a 90m visibility splay in both directions, exceeding the 70m requirement for a 30mph road, and ensuring safety on and off the site.

## Footpath and cycleway links

Further to the offsite highway improvements, a 2m wide footway and a controlled toucan crossing will be added on Norwich Road to provide a safer crossing for pedestrians. Two bus stops will also be relocated for safer pedestrian routes.

Another 2m wide footway and a pedestrian island will be built to connect to the industrial park (Ironsides Way) to the north of the site via a safe crossing point on Norwich Road.

Pedestrian paths will connect throughout the development, providing easy and seamless access to public open spaces and neighbouring areas including a direct footpath link built between The Hops and Bears Lane.

## Travel planning

A Transport Assessment will be submitted with the planning application which will include an assessment of traffic impacts as well as the impact on the sustainable transport network of which we are working on obtaining updated traffic surveys.

In addition, a Travel Plan will also be submitted with the application. This will set out details of measures that will be introduced to ensure sustainable travel is promoted from the outset, thereby reducing impact on the surrounding roads network.

### Further information

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# Drainage

A new drainage system will be installed throughout the site to manage surface water and reduce flooding risks during heavy rainfall.

## Surface water drainage strategy

The development will be designed to both national and local design standards. This will comprise of SuDS (Sustainable Urban Drainage Systems) to enhance the area and create a bio-diverse drainage system.

A traditional below ground piped surface water system will collect rainfall from surfaces such as roads, permeable driveways and rooftops which will flow into the proposed attenuation basin, ensuring that the water will be stored onsite and slowly discharged to the ditch network at a rate no greater than the green field run-off rate.

In addition to the SuDS and Attenuation Basins, there will be enhanced green spaces that will be designed as drainage swales providing natural flow routes. These will be landscaped and planted to provide accessible amenity space throughout the development.

## Flooding to Overland Flow Route

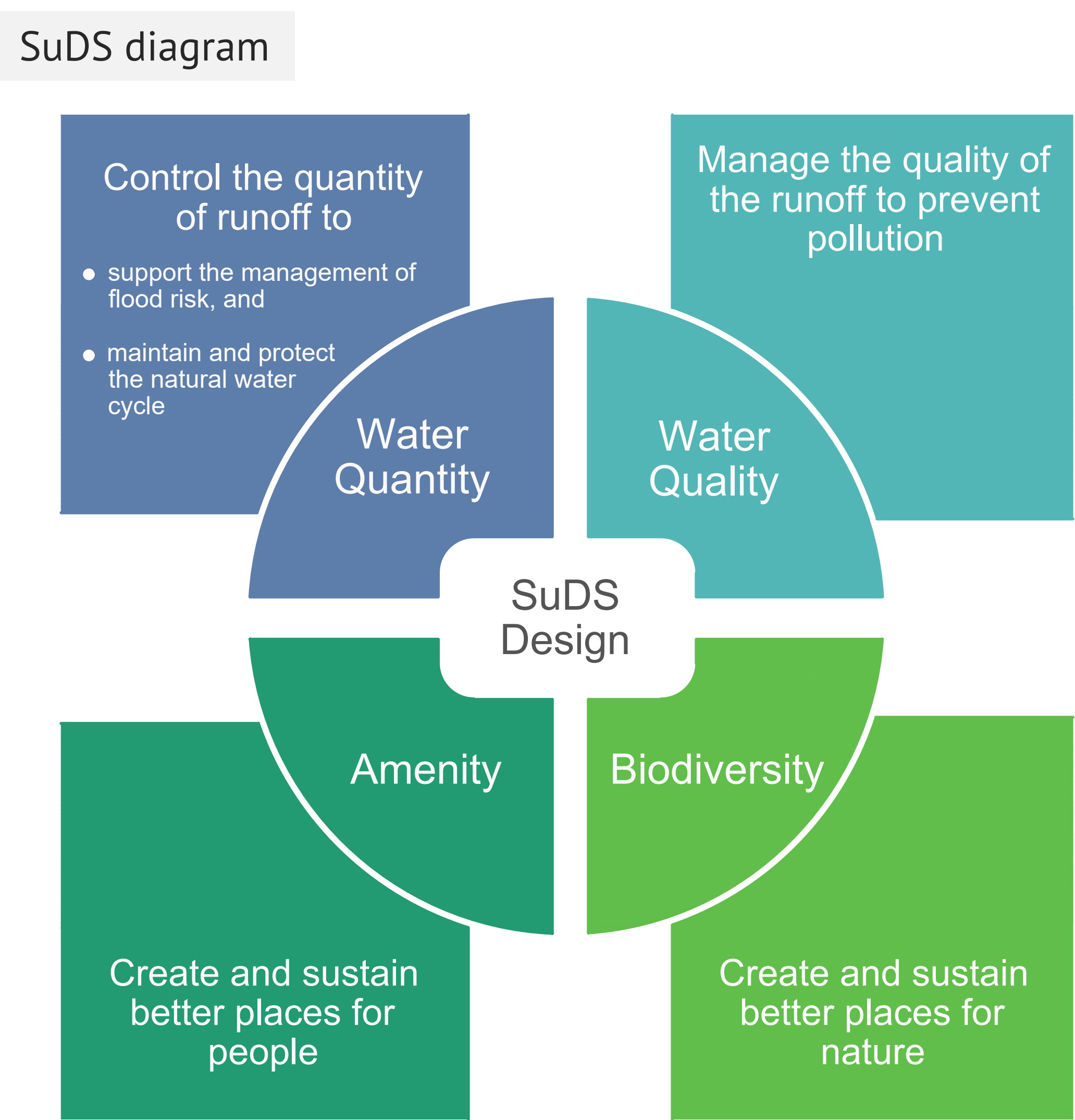
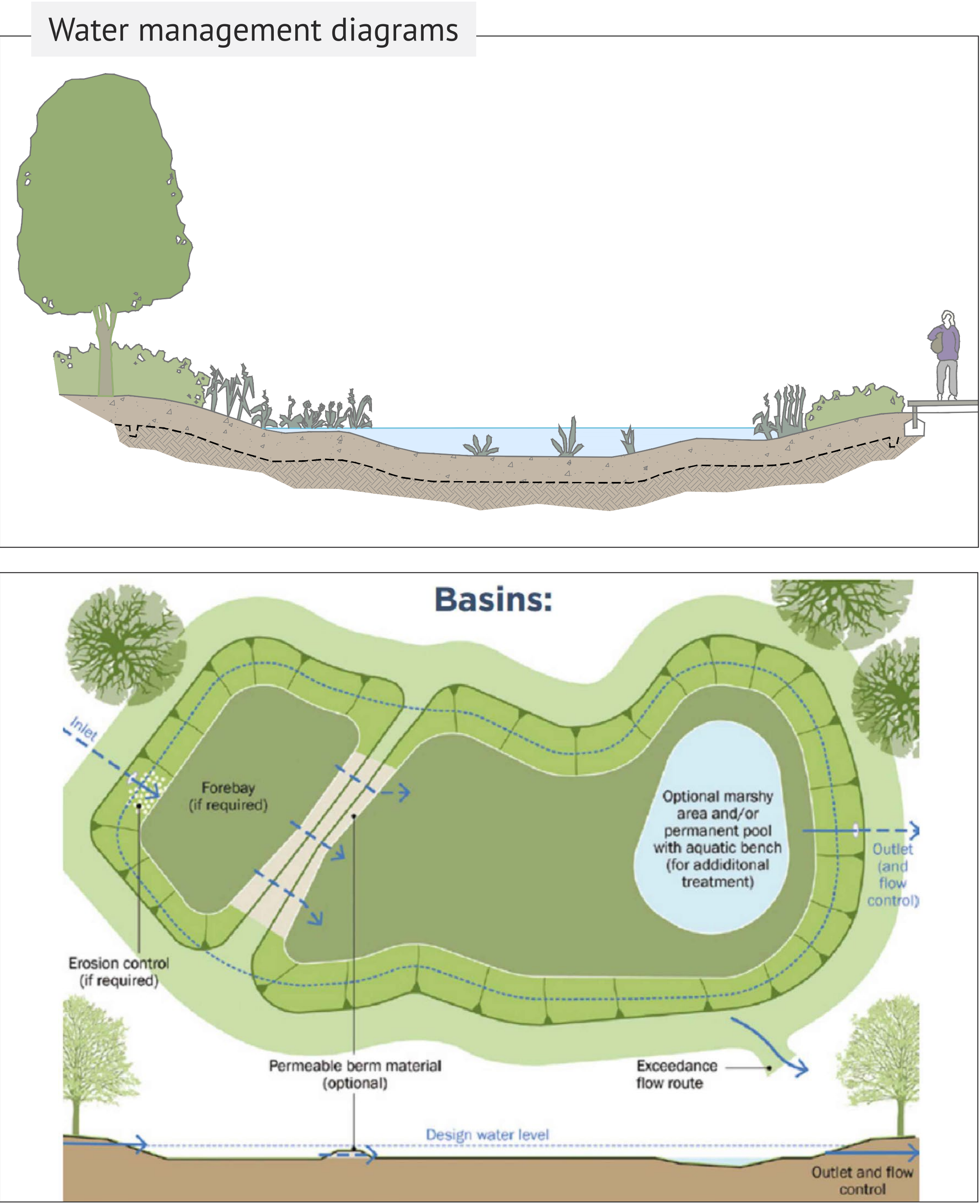
The proposed development has been carefully planned to take into account the potential for an offsite Overland Flow Route in order to ensure that there is no increased risk to either existing properties or proposed properties from flooding.

As part of the development, drainage gullies will be installed along Norwich Road to collect rainfall and significantly reduce the risk of overland flows along Norwich Road to the north of the site's boundary. A new piped drainage system will be installed to route these flows below ground to a new onsite drainage system in a controlled manner.

Alongside these new proposed works to Norwich Road, the existing Overland Flow Path across the site has been incorporated into the development design to further ensure there are no increased risks to neighbouring properties or the proposed properties.

### Further information

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# Ecology

## Open space and Biodiversity

As part of our proposals, the development will deliver a public park and green open space spanning a total of 15 acres of parkland for both new and existing residents to enjoy.

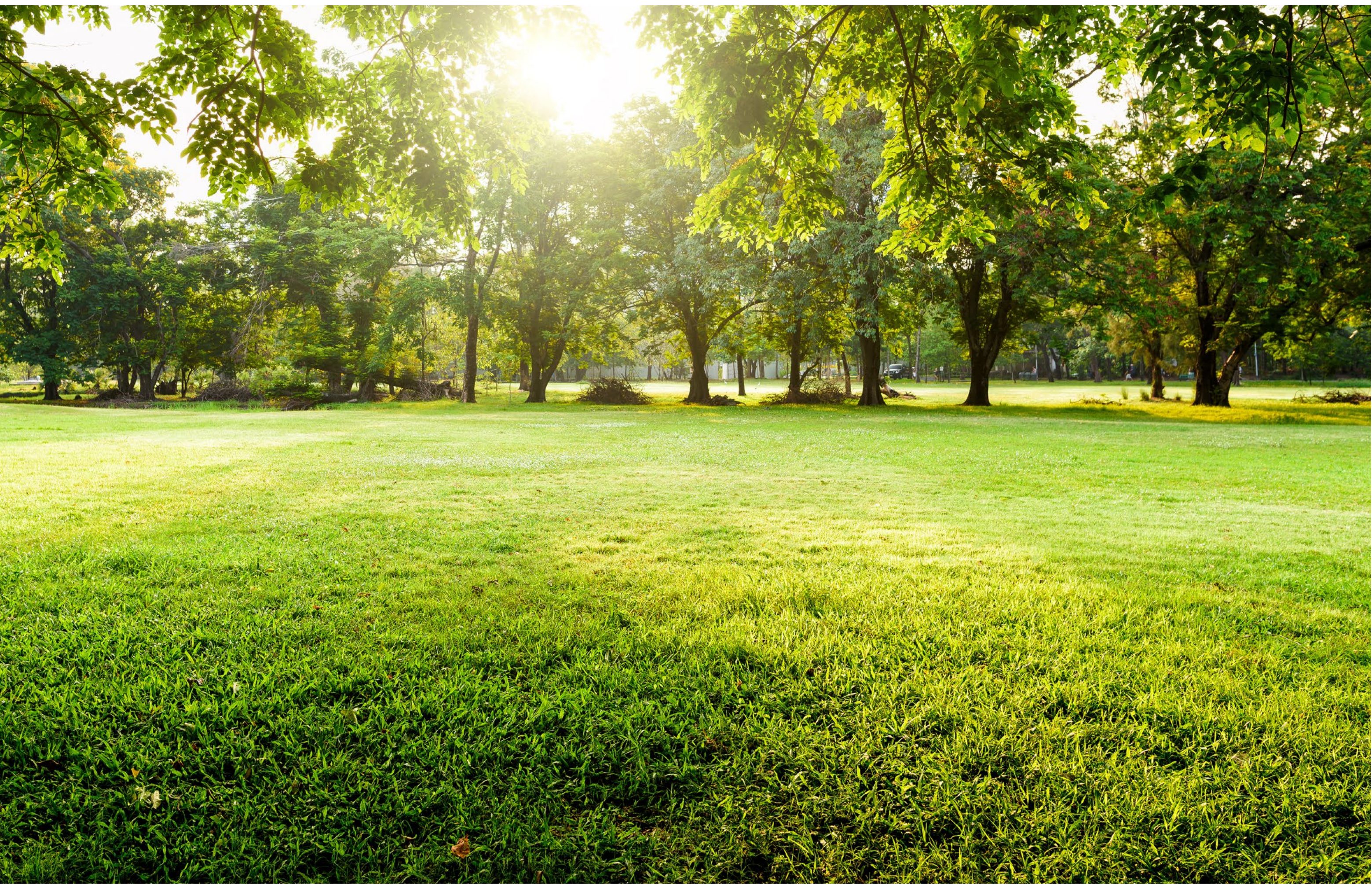
We will ensure that visual impact is limited through screening provided by both established and new planting creating a strong landscaped buffer along the boundaries of the site.

Bird boxes, swift boxes, bat boxes and hedgehog highways will be provided through the proposed development.

The site will provide biodiversity net gain of at least 10%, meeting policy requirements.

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# Next steps

## Thank you for attending our consultation event

We appreciate your feedback, so please fill out a feedback form and either hand it to a member of staff or leave it in the box provided. Alternatively, take it with you and return it via our Freepost address at the bottom of this banner.

We will consider all feedback provided during the consultation and will take on board comments wherever possible.

A planning application will be submitted in autumn and we will continue to keep residents updated with the progress through our dedicated project website.

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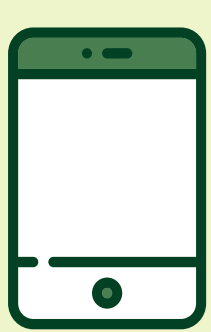


## Timeline

- Summer 2024**  
Consultation on initial proposals
- Autumn 2024**  
Planning application intended to be submitted to South Norfolk District Council and statutory consultation process
- Spring 2025**  
Currently anticipated planning committee determination of planning application
- Summer 2025**  
Legal agreements signed and condition discharge
- Late 2025 / Early 2026**  
Anticipated start on site

### Get in touch

If you have any questions regarding the proposals, then please do contact using the details below:



Call us on our dedicated Freephone line (Monday – Friday 9am – 5.30pm):  
**0800 148 8911**



Visit our website:  
**[www.hinghamconsultation.co.uk](http://www.hinghamconsultation.co.uk)**



Email us at:  
**[info@hinghamconsultation.co.uk](mailto:info@hinghamconsultation.co.uk)**



Write to us at:  
**Freepost Meeting Place CONSULTATION**  
(no stamp necessary)

