

# WELCOME

# LOVELL HOMES



## Thank you for attending this public consultation

Norfolk County Council secured outline consent for 140 dwellings on their land at Norwich Road, Acle in May 2018. Norfolk Council's development company, Repton Developments, and their development partner, Lovell Homes, are now bringing forward proposals for a Reserved Matters application for 138 dwellings.

Lovell Homes are currently consulting on proposals for a new residential development on land off Norwich Road in Acle. The development will provide a total of 138 new homes, together with landscaped open space.

The development will include 45 affordable homes to help meet local needs.

Please take your time to look through the proposals and to ask any questions you may have.



Site Location

## Context of Development

A planning application is currently being prepared for submission to Broadland District Council to develop land to the North of Norwich Road, Acle.

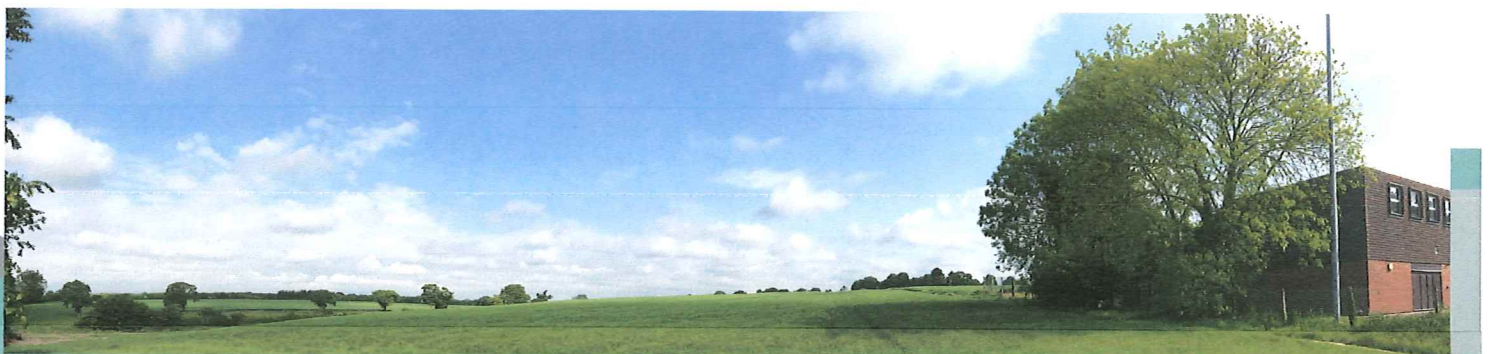
The site is currently used as an agricultural field with a small number of agricultural buildings.

Bound to the South by Norwich Road, Mill Lane and existing residential dwellings to the North and East and by arable farmland to the West, the site provides an ideal location for new housing in the area; reflected by the site's allocation in the Council's Development Plan and grant of outline planning permission in 2018.



Concept Plan

***“We don’t just build homes -  
we build communities”***



View into site from Norwich Road



# MASTERPLAN

**LOVELL**  
HOMES



## Norwich Road, Acle

Proposal for a new residential development

Lovell uses sustainable products wherever possible. So not only do our homes help look after the environment, but for homeowners, they also offer excellently insulated properties, minimal maintenance and they stand the test of time.

Following approval of an outline application, reference: 20172189, in 2018, we are proposing a residential development of 138 new homes, including 45 affordable homes.

The site is located 20.9km East of Norwich with a site area of approximately 5.8 hectares. The site will comprise of a mix of 1, 2, 3 and 4 bedroom homes, along with public green space and associated infrastructure.

Landscaping along the boundaries will be retained and enhanced with new landscaping added amongst the proposed built form.

The North, East and West boundaries of the site consist of a large number of existing trees with associated root protection areas.

Principal vehicle access into the site will be provided via Norwich Road, with a secondary emergency access onto Mill Lane.

Parking will be provided in accordance with Council standards and provision will be made for visitor spaces.





## Norwich Road, Acle

### Proposal for a new residential development

The building character of Acle and its surrounding communities and villages contain an abundance of building forms and styles. While it is important to design a scheme that relates to and continues the pattern of its immediate built environment, a strong design influence is taken from Norfolk vernacular as a whole.



Indicative Visualisation



Parkland Edge



Village Green



Urban

The development has evolved to incorporate linked green spaces with focal point dwellings to aid the visual progression through the scheme.

Our proposals provide a subtle mix of styles and details commonly found within Norfolk. These include casement and sash windows, segmental and rubbed arches, panel doors, flat roof dormers, pentice boards, black painted plinths and brick dressing.

The scale of the development offers the opportunity to provide a range of characters and styles through the site.

There are 3 main character areas:

- Parkland Edge
- Village Green
- Urban

Materials will vary throughout the development between brickwork and render. The concept of providing different brickwork to match existing stock bricks, along with subtle render colours will help to create a development that will appear to have grown over a period of time, yet will look in keeping within Acle and the surrounding areas.



Existing buildings within the local community





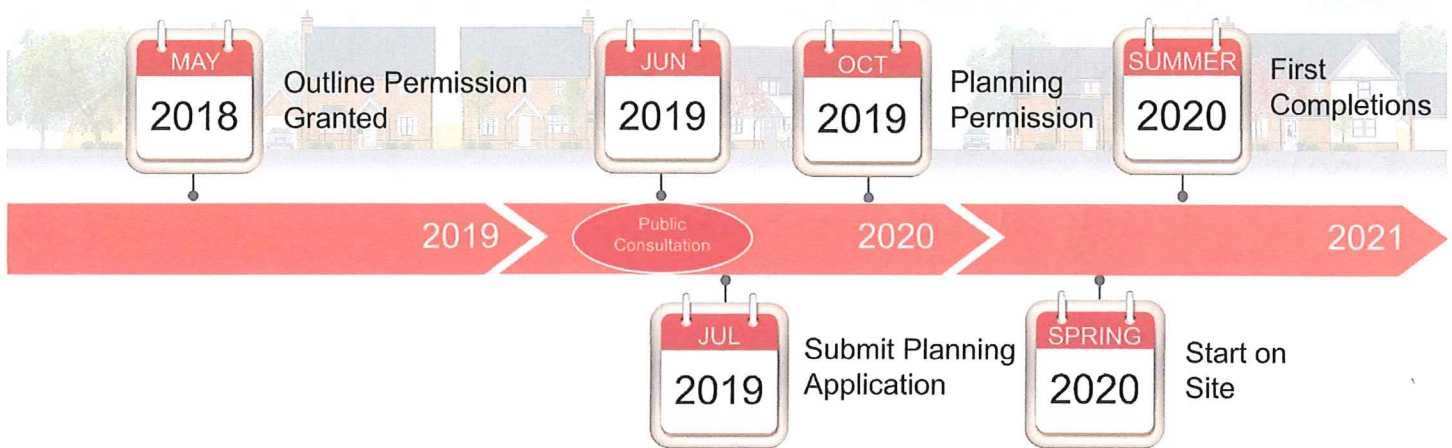
# NEXT STEPS

**LOVELL  
HOMES**



## Next Steps

This planning application is part of the on-going development programme for the site which is set out in the timeline below.



## Thank you for attending this public consultation

Please take your time to fill in one of the feedback forms provided. Your views are important to us and will be considered as part of the consultation process



Following the submission of the planning application, Broadland District Council will undertake a period of statutory consultation on the proposals. You will then have a further opportunity to submit your comments on the application.

**For more information please contact Lovell Homes East Anglia Office on 01603 709800**

## Lovell Homes

Lovell Homes is a well established and highly respectable national house builder with deep roots in the East Anglia region.

At Lovell we believe your home should be more than about the right place at the right price. It should also reflect your personality and tastes.

That's why every Lovell home has Style, Quality and Value built-in from the start, making your new home somewhere you'll be proud to call your own.

All our homes are of extremely high quality and specification. Surround yourself with the comfort that comes from carefully considered contemporary design, combined with rigorous build quality.

Lovell homes are always designed with flair, character and attention to detail.



## Proposal for a new residential development on land north of Norwich Road, Acle

### We are seeking your views...

Please provide your feedback to the questions listed below;

1. Is your main residence in, or nearby to, Acle? Yes No
2. Is your place of work in, or nearby to, Acle? Yes No
3. Do you feel there is a need for more affordable housing in Acle? Yes No
4. Do you feel the proposed development offers a good mix of dwelling types? Yes No
5. Which type of property are you primarily looking for?  
(e.g. 2 Bed House, 3 Bed House, 3 Bed Bungalow, etc.)
6. What particular features would you most like to see in a new development? (e.g. More open space, Parking, etc.)
7. How would you rate the current site layout?  

★  
Bad

★  
Inefficient

★  
No Opinion

★  
Good

★  
Excellent
8. Do you have any comments you would like to make on the site layout? P.T.O. for comments box. Yes No
9. Overall, would you support the proposed development? Yes No
10. Finally, do you have any other comments you would like to make regarding the proposal? P.T.O. for comments box. Yes No

Thank you for your time.