

GNDP Joint Core Strategy Examination in Public

Additional hearing 9th December

Statement by Beyond Green Developments Ltd.

Flexibility

1. Beyond Green Developments (formerly Blue Living) supports the changes to the draft JCS proposed by GNDP in response to the Inspector's comments on flexibility in RF75. Although the scope for policy flexibility is limited by the available evidence base and the need to keep any changes minor, the proposed changes allow that development in the Growth Triangle can be commenced prior to the delivery of the Northern Distributor Road (NDR) and that there is an opportunity for a fuller 'Plan B' in advance of the NDR to be explored in depth through an Area Action Plan (AAP) or similar process.
2. Although we acknowledge and support its intent, we question whether the revised Policy 10 wording "Delivery of the **growth triangle in its entirety** is dependent on..." is ambiguous. An effective alternative wording might be "Delivery of the **growth triangle to its full extent** is dependent on...".

Plan B

1. As promoters of a significant area within the Growth Triangle on behalf of several landowners, Beyond Green Developments looks forward to playing an active part in the preparation of an AAP and the discussion and analysis of sustainable transport options in support of it. The following comments are intended not to forerun or prejudge that process but merely to demonstrate to the Examination that interested parties in the process are already giving consideration to how the JCS as amended could be implemented to deliver significant growth in the area.
2. The proposals for the NDR result from a comprehensive programme of analysis and a further process is unlikely to yield a 'silver bullet' providing similar levels of traffic capacity, and thus the full basis for NATS, without the NDR or something very similar. Moreover in these financially constrained times any infrastructure-heavy or otherwise costly strategy is likely to face the same medium-terms challenges of certainty of funding faced by the NDR package.

3. In our view, an effective Plan B for unlocking further growth prior to the delivery of the NDR and full NATS will need to have regard to the factors such as the following:
 - a. integrated land-use planning within the Growth Triangle to promote accessibility over mobility, minimise the need to travel generated by new development, and significantly reduce the number and proportion of journeys that are outside of cycling and walking distances or along routes not served by good public transport;
 - b. comprehensive modal split and modal shift targets which drive decision-making, encompass existing as well as new development and travel patterns where appropriate, and recognise that compact cities like Norwich can achieve (and in many parts of northern Europe *have* achieved) sustained shifts in travel patterns over timescales akin to that covered by the JCS;
 - c. the potential delivery through phased development of an inner east-west cross route in an urban condition which enables east-west movement for local traffic, and for strategic traffic in advance of the delivery of the NDR;
 - d. demand-side measures (such as parking restraint) to mitigate unnecessary vehicular travel, help negate net traffic growth from new development and promote low-carbon vehicle use for essential journeys; and
 - e. area-wide sustainable travel planning across and beyond the Triangle to help promote a culture of walking, cycling and public transport use and to lock-in sustainable travel behaviour from first occupation.
4. These are all matters which might contribute to an affordable and sustainable Plan B and which can be fully analysed and explored through an AAP process.

Beyond Green Developments Ltd.

3 December 2010