

Broadland and South Norfolk Non- residential sites

Unallocated non-residential sites with reasons for rejection

(Sites highlighted in grey were shortlisted through the site assessment process as reasonable alternatives and therefore subject to SA)

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
Urban Fringe				
Colney				
University of East Anglia, Colney	GNLP0140-A	2.50	Proposed clubhouse, pavilion and pitch site	This site is not allocated as consent has already been granted under planning application reference 2016/0233.
University of East Anglia, Colney	GNLP0140-B	0.80	Proposed car park extension	This site is not allocated as consent has already been granted under planning application reference 2016/0233.
South-east of Norfolk & Norwich University Hospital	GNLP0331R-A	14.80	Employment-led mixed use	This site is not allocated due to townscape and landscape constraints. It currently acts as an area of open land between the hospital and existing/proposed residential development. There are also high voltage power lines running across the site.
Land at Colney Lane, Cringleford	GNLP0244	7.30	University relate	This site is not allocated due to landscape constraints and concern about the loss of open space. Development in this location would significantly change the character of the area.
Costessey				
Costessey Park and Ride, Bawburgh	GNLP0376	1.05	Employment & Commercial use	This site is not allocated. To justify a local plan allocation in this location more evidence

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				is needed of likely end-user businesses who would bring forward development, as well as evidence to show there is no conflict with the overarching Transport for Norwich strategy. Without this information the site is not suitable for allocation at the current time.
Cringleford (including Keswick)				
A140/Mulbarton Road, Keswick	GNLP3047	16.10	Employment	This site is not allocated. Evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan. This area is outside the planning application boundary for the extended KES2 allocation in the South Norfolk Local Plan.
Drayton				
Land off Norwich Northern Distributor Road. Felthorpe	GNLP0465	5.04	Commercial	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan.
Easton and Honingham				
No unallocated non-residential sites				

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Hellesdon				
Rear of Heath Crescent, Prince Andrews Road	GNLP1021	2.07	Leisure	This proposal was considered as a reasonable alternative through the Regulation 18C consultation alongside alternative plans for residential use put forward by the landowner to allow for further consideration of both proposals. It has been decided not to allocate either site and leave the land as 'white land' within the settlement boundary to be dealt with through the planning or Neighbourhood Plan process. The need for open space in Hellesdon is recognised but there does not seem to be any agreement between the Parish Council and the landowner about the future use of the site so it was considered that delivery for open space could not be guaranteed.
West of Hellesdon Park Industrial Estate	GNLP2142	5.71	Extension to industrial estate, burial ground, open space, car park	This site is not considered to be suitable for allocation as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan.
Old Catton				
No unallocated non-residential sites				
Rackheath				
No unallocated non-residential sites				

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Sprowston				
Sprowston Park and Ride	GNLP0383	5.19	High school (or housing if a school is not required).	This site is currently in use as a park and ride facility. The risk of surface water flood risk across the site makes development challenging both as a school and for new housing. For reasons of the site's current use and its constraints the site is not allocated for residential or for education provision.
White House Farm	GNLP3024	6.04	Multi Use Community Hub	There is already a farm shop and commercial activities at White House Farm and residential development is located nearby, with additional residential growth planned for the future. However, it is not preferred for allocation at the current time as more evidence is required about the need for the proposal and how the development will come forward.
Taverham				
No unallocated non-residential sites				
Thorpe St Andrew				
No unallocated non-residential sites				
Trowse (including Bixley and Whitlingham)				
Land at junction Loddon Road/Bungay Road, Bixley	GNLP3051	7.91	Park and Ride Site	This proposal was considered as a reasonable alternative in the Regulation 18C consultation to allow for further consideration of the long term plan for the provision of park and ride facilities through the Transport for Norwich Strategy. There are no plans for a park and ride site in this location therefore

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
				deliverability cannot be demonstrated and the site is not allocated.
Land at and adjacent to Whittingham Country Park	GNLP3052	200.00	Recreation and tourism associated with the existing Country Park	This proposal was considered as a reasonable alternative in the Regulation 18C consultation to allow for further consideration regarding the exact nature of the plans. As the majority of the site area is within the Broads Authority it is not considered appropriate for allocation in this plan. The Broads Authority Plan contains policies relating to Whittingham Country Park
Main Towns				
Aylsham (Blickling, Burgh & Tuttington and Oulton)				
No unallocated non-residential sites				
Diss (including part of Roydon)				
Victoria Road, Diss	GNLP2067	0.42	Repair and retail warehouse, business and offices	The site is not allocated as it is subject to flood risk constraints and it is considered that there is already sufficient employment land allocated in Diss in the current South Norfolk Local Plan still to be developed.
Quaker Wood, Factory Lane	GNLP4021	2.19	Locally valued public space	The submission seeks Quaker Wood's allocation as a public space, but this is more appropriately addressed through other planning solutions. These include: an audit of important local open spaces followed by review of the Development Management Policies DPD; a specific Local Green Space Designation; or, specifically in this case allocation by the Diss and District Neighbourhood Plan. Given the existing

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
				planning permission and other solutions for allocation GNLP4021 is not a reasonable alternative for further consideration under the GNLP.
Land at Station Road/Nelson Road	DIS8	2.89	Employment use	This site was included as a carried forward allocation in the Regulation 18C consultation. It is not allocated as decision over carried forward and new allocations are deferred to the neighbourhood plan process
Land at Sandy Lane(north of Diss Business Park)	DIS9	4.22	Employment uses B2 and B8	This site was included as a carried forward allocation in the Regulation 18C consultation. It is not allocated as decision over carried forward and new allocations are deferred to the neighbourhood plan process
Redenhall with Harleston (including well related parts of Needham)				
No unallocated non-residential sites				
Hethel Strategic Employment				
East of Potash Lane	GNLP2097	1.18	Employment	This site is proposed for employment to be used by Tml Precision Engineering and other local businesses. As of spring 2018, the promoter reports that the industrial development permitted is nearing completion (planning reference: 2011/1041). The development by Tml Precision Engineering will create 3,000 sqm of employment space, complementing the existing long-standing advanced engineering activities in Hethel. Given the existing planning permission and

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
				current build out it is not necessary to consider the site further for allocation.
North of Potash Lane,	GNLP4026	8.56	Employment led mixed use with up to 8 dwellings	Hethel remains a significant strategic employment location, yet a substantial amount of allocated land remains as yet undeveloped. On this basis a new substantial employment land is not appropriate. Residential development here is also inappropriate due to the disconnection from local facilities by a safe pedestrian route.
Long Stratton (including parts of Tharston and Hapton)				
Tharston Industrial Estate, Long Stratton	GNLP0272	7.55	Employment	This site is promoted as an extension to the Tharston Industrial Estate and would be in addition to employment land already allocated in the Long Stratton Area Action Plan (policy LNGS2). This site is not considered to be suitable for allocation as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan.
Wymondham				
Land north of Carpenters Barn, Wymondham	GNLP0285	15.38	Recreational Use	This site is not preferred for allocation as consent has already been granted under planning application reference 2014/0799 for a clubhouse with sports pitches.

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
Stanfield Road, Wymondham	GNLP0116	2.99	Employment	<p>This proposal appears to be for the expansion of operations at the Goff Petroleum Fuel Depot as per expired planning permission 2010/2232 for offices, workshops, warehousing and distribution. Due to the specific nature of these proposals and the depot's location some distance from the built-up area of Wymondham this site is not considered to be suitable for allocation and would be better dealt with through the planning application process.</p>
	GNLP0116R	4.88	Energy research centre for low carbon innovation built and managed by Goff Petroleum and attenuation/open space on high ecology value area to south	<p>This site is owned by Goff Petroleum who are seeking to diversify their existing operations on the adjacent land. Development of this site has good prospects to come forward given that the end-user is already known. There are clear commercial advantages to expanding on the current site rather than relocating. Uses involved on the site require consultation with the Health & Safety Executive, and it is unlikely that an alternative suitable site is readily available. Positive discussions have been held with the Development Management team and continued progression of a planning application is encouraged, and so the site not to be allocated.</p>

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
Key Service Centres				
Acle				
No unallocated non-residential sites				
Blofield				
No unallocated non-residential sites				
Brundall (including Postwick)				
Land south A1042 Yarmouth Road, Postwick	GNLP0371	3.08	Commercial	This site is not allocated as consent has already been given under planning application reference 20180504.
East of Brundall Memorial Hall, Brundall	GNLP2069	8.67	Recreation and Leisure	This site is not allocated. The current BRU3 allocation is being carried forward. It is noted however that a recent appeal is allowed. The scheme permits 170 dwellings (ref: 20171386).
Land adjacent Postwick Interchange, Postwick with Witton	GNLP3029	3.12	Mixed use including leisure, roadside, retail	This site is well located, being surrounded on all sides by strategically important roads. To the immediate west is the Postwick Interchange and the site itself would be accessed from the A1042. At the time of writing a planning application (reference 20190300) has been submitted for a petrol filling station and two drive through restaurants. This site is not allocated as it is recognised that a proposal of this nature is better dealt with through the development management process.

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
Land North of Yarmouth Road, Brundall	GNLP3049	1.71	Employment	This site has the potential to provide local employment opportunities but is not allocated at the current time. To justify a local plan allocation in this location more evidence would be required about the need for the proposal and how it would be delivered. A proposal of this scale would probably be better dealt with through the planning application process.
Hethersett (including Thickthorn)				
Land around Thickthorn Roundabout. Either side of A11	GNLP0177-BR / GNLP0358R	134.00	Outdoor leisure, residential care assisted living, renewable energy generation	This site is not allocated. Although the A11 is strategically important for growth there are already significant allocations and commitments in place nearby at Colney, Cringleford and Hethersett and further land of this scale is not needed at the current time. This site includes heritage assets such as Thickthorn Hall set within historic parkland. It is also within the strategic gap separating Hethersett and Cringleford and the Norwich Southern Bypass Landscape Protection Zone.
Land south east and west of Hethersett	GNLP0177BR	95.69	Open space, care, business	The previous proposal for GNLP0177 measured 134 ha, whereas this revised proposal measures 95 ha and has a different mix of uses. Three areas of development are proposed: (a) Community Business Hub Site A (1.4 ha); (b) Community Business Hub Site B (2.2 ha); and (c) Limited Scale Care Use (7.6 ha). The remainder is proposed as an

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
				<p>“area for controlled permissive pedestrian and cycle routes with new outdoor recreational and leisure facilities.” Sites A, B, and C within GNLP0177BR are located in close proximity to the existing Thickthorn Park & Ride facility, its proposed extension, and the planned Highways England A11/A47 Thickthorn junction improvements. However, to justify a local plan allocation in this location more evidence is needed of likely end-user businesses to bring forward Sites A and B, and likewise evidence about the deliverability of the care village on Site C. The suitability of GNLP0177BR for development should also become clearer once funding and scheme layout decisions are made about the Highways England Thickthorn junction scheme (for which submission of the development consent order to the Planning Inspectorate is expected early 2021). Due to the uncertainties described, GNLP0177BR is not considered to be a reasonable alternative at the current time.</p>
Land north of Norwich Road, Hethersett	GNLP0486	14.83	Employment	<p>This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan. Development in this location would impact on</p>

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
				the Southern Bypass Landscape Protection Zone and the strategic gap between Hethersett and Cringleford.
Little Melton Business Park - Site A (land to west)	GNLP1023-A	2.90	Food-led industrial	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan
Little Melton Business Park - Site B (land to east)	GNLP1023-B	10.70	Food-led industrial	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan.
	GNLP1023BR	16.05	Food Hub	GNLP1023-B originally measured 10.70 ha and this revised proposal includes an additional 6 ha to the south. Despite the change in site area the conclusion reached about GNLP1023BR remains the same in that evidence suggests current land commitments are more than sufficient to meet the employment growth needs of Greater Norwich. On this basis GNLP1023BR is not considered a reasonable alternative for employment-related development.

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
Hingham				
South of Watton Road, rear of GNL0335	GNLP4007	4.24	Community Woodland	GNLP4007 is unreasonable to consider for allocation in its own right and should instead be assessed in conjunction with GNL0335 (which is a site measuring 5.81 ha promoted for 100-200 homes).
Loddon and Chedgrave				
Land to the south of the A146, Loddon	GNLP0347	3.41	Storage and distribution hub	This site is not allocated as it is disconnected from the built edge of Loddon and there are concerns that it is not possible to achieve a suitable access. In addition, evidence suggests that current committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich meaning there is no need to allocate any additional large scale employment sites in the new local plan.
Poringland (including part of Bixley)				
Park Farm, Bungay Road, Bixley	GNLP0323	9.83	Employment & Commercial use	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan. Constraints on development include highways access, surface water flood risk on part of the site, and heritage issues to the setting of the Church of St Wandregelius (Grade II* listed).

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Reepham				
The Old Rectory Meadow, Reepham	GNLP1007	1.69	Infrastructure extension	This site is not allocated as no identified need exists and this proposal could be dealt with by a planning application if needed.
South of the high school, Whitwell Road	GNLP4055	0.84	School playing field	GNLP4055 is undeliverable in its own right and unreasonable to consider for allocation. Instead, the inclusion of the additional playing field needs to be considered in conjunction with a planning application for developing REP1.
Wroxham				
No unallocated non-residential sites				
Broadland Villages				
Blofield Heath and Hemblington				
No unallocated non-residential sites				
Buxton with Lamas and Brampton				
No unallocated non-residential sites				
Cantley				
No unallocated non-residential sites				
Cawston, Brandiston and Swannington				
No unallocated non-residential sites				
Coltishall, Horstead with Stanninghall and Belaugh				
No unallocated non-residential sites				
Freethorpe, Halvergate and Wickhampton				
No unallocated non-residential sites				
Frettenham				

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Adjacent 10 Buxton Road, Frettenham	GNLP2076	0.39	Employment	This site is not allocated. To justify a local plan allocation in this location more evidence would be required about the need for the proposal and how it would be delivered. A proposal of this scale would probably be better dealt with through the planning application process.
Foulsham and Themelthorpe				
No unallocated non-residential sites				
Great and Little Plumstead				
North of Octagon Business Park, Gt & Lt Plumstead	GNLP2107	1.62	Office, storage	This site is not allocated. To justify a local plan allocation in this location more evidence would be required about the need for the proposal and how it would be delivered. A proposal of this scale would probably be better dealt with through the planning application process.
East of Brook Farm, Gt & Lt Plumstead	GNLP3034	36.84	Employment B1, B2, B8	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan.
Great Witchingham, Lenwade, Weston Longville, Alderford, Attlebridge, Little Witchingham and Morton on the Hill				
Land North of Council field, Heath Lane (west of Hall Walk), Great Witchingham/Lenwade	GNLP0586	2.94	Open space	This site is not allocated as there is no evidence of the need for additional open space in Great Witchingham/Lenwade. In addition, the adjacent site promoted for

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				housing is considered to be unreasonable due to highway constraints.
Adjoining Fakenham Road, Attlebridge	GNLP2144	1.23	Industrial	This site is proposed for industrial development and would be accessed from the nearby roundabout with the Broadland Northway, however there are concerns about the suitability of the access. The site could potentially provide local opportunities but to justify a local plan allocation in this location more evidence would be needed about the likely end user businesses who would bring forward development. The site is not allocated.
Hainford and Stratton Strawless				
No unallocated non-residential sites				
Hevingham				
No unallocated non-residential sites				
Horsford and Felthorpe				
Glebe Farm North, Horsford	GNLP2133	26.23	Employment/mixed	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan.
South of Drayton Lane, Horsford	GNLP2154	2.30	Retail/car parking	This site is not allocated. It is promoted specifically for a supermarket with associated car parking. The site is not preferred for allocation as it is not within an accessible

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				walking distance of Horsford and there is no evidence of an end user being in place to assure delivery of the scheme.
Lingwood and Burlingham, Strumpshaw and Beighton				
No unallocated non-residential sites				
Marsham				
No unallocated non-residential sites				
Reedham				
No unallocated non-residential sites				
Salhouse, Woodbastwick and Ranworth				
Land to the north of Salhouse Road, Salhouse	GNLP0157	22.51	Tourism	Salhouse Broad is already a visitor attraction for sailing, canoeing, walking and camping. However, the site's allocation is not integral to achieving the GNLP's strategic objectives. Neither is sufficient evidence available to define what exactly is planned for. Note: The site is also partially within the Broads Authority administrative area.
South Walsham and Upton with Fishley				
No unallocated non-residential sites				
Spixworth and Crostwick				
No unallocated non-residential sites				
South Norfolk Village non-residential sites				
Bunwell				
Land at Little Green, Bunwell	GNLP0224	2.50	Employment	This is a freestanding site some distance from the village core and not particularly well related to the settlement. There are no

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
				known end-user businesses and therefore the site is not allocated.
Gillingham (including Haddiscoe)				
Willow Farm. Haddiscoe	GNLP0455	0.48	Employment	This is a small remote site located in the northern part of the parish towards Lower Thurlton. It is not considered to be suitable for allocation as it located within fluvial flood zones 2 and 3 and is therefore heavily constrained. It has been proposed for employment uses connected to the adjacent business and would be better to come forward through the planning application process.
Mulbarton (including Bracon Ash, East Carleton and Hethel)				
Land off Station Lane, Ketteringham	GNLP0245	7.92	Commercial	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan.
Wymondham Road, East Carleton	GNLP2165	1.15	Employment	This site is not allocated as its remoteness to core services and the inadequacy of the road network are significant constraints.
Newton Flotman (including Swainsthorpe)				
Land West of A140, Adjacent Hickling Lane, Swainsthorpe	GNLP0604R	10.99	Workshops, stores, offices, agricultural sales	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
				to allocate any additional large-scale employment sites in the new local plan. The site is also subject to a planning application by Ben Burgess agricultural machinery (reference 2018/2631) and would be better dealt with through the development management process.
West of A140	GNLP0604R	12.31	Employment	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan. The site is also subject to a planning application by Ben Burgess agricultural machinery (reference 2018/2631) and would be better dealt with through the development management process.
Seething (including Mundham)				
Land at Seething Airfield, Mundham	GNLP0071R	4.91	Employment	No change in land use proposed, allocation appears unnecessary. Site is not allocated.
Stoke Holy Cross				
East of Ipswich Road, Stoke Holy Cross	GNLP2158	49.90	Commercial	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to meet the employment growth needs in Greater Norwich. There is therefore no need

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				to allocate any additional large-scale employment sites in the new local plan.
Tacolneston				
Tacolneston Conservation Area	GNLP0545	19.68	Preservation as local green space	This site is not allocated. It is not considered to be suitable for allocation as a local green space because as submitted it is too large and does not meet the requirements as defined in the National Planning Policy Framework. This proposal would be more appropriate as part of a Conservation Area Appraisal, Local Green Space Designation, or Neighbourhood Plan.
Tacolneston Manor House Area Local Green Space	GNLP0546	6.86	Preservation as local green space	This site is not allocated. It is not considered to be suitable for allocation as a local green space because as submitted it is too large and does not meet the requirements as defined in the National Planning Policy Framework. This proposal would be more appropriate as part of a Conservation Area Appraisal, Local Green Space Designation, or Neighbourhood Plan.
Tivetshall St Mary and St Margaret				
Former waste transfer station, Tivetshall	GNLP2128	1.80	Retail/petrol station	This site is not allocated. More evidence would be required to demonstrate need and the likely end-user businesses who would bring forward development.
Wreningham (including Ashwellthorpe)				
Adjacent Ashwellthorpe Industrial Estate	GNLP2182	6.10	Employment	This site is not allocated as evidence suggests that currently committed land is more than sufficient in quantity and quality to

Address	Site Reference	Area (Ha)	Proposal	Reason for not allocating
				meet the employment growth needs in Greater Norwich. There is therefore no need to allocate any additional large-scale employment sites in the new local plan. Access to the site appears to be constrained.