

Proposals for

# Martham East Broiler Farm and adjoining land



## Welcome

Welcome to Amber Real Estate Investments Limited's consultation on proposals for 55 new homes and public open space on the Martham East Broiler Farm site and adjoining land. The site has been earmarked as potentially suitable for development by Great Yarmouth Borough Council and this is your chance to have your say and make sure this is the best possible development for the area.

After looking through the material on display, please fill out a feedback form and leave it with us. Members of the project team are on hand to answer any questions you may have.



Aerial view - Martham

## Planning policy

Nationally, there is a recognised need for housing. More locally, Great Yarmouth Borough needs more homes to meet local people's needs and have plans in place to ensure homes are delivered sustainably in appropriate locations.

The Council is in the final stages of producing a new Core Strategy and its Main Modification which will guide development in the Borough until 2029. As part of this process, the Council undertook a Strategic Housing Land Availability Assessment (SHLAA) to identify possible sites for the new homes required. The SHLAA concluded the Broiler Farm site is suitable for residential development.

In the draft Core Strategy:

- The Council have identified the need to provide at least 7,140 new homes over the plan period at an average rate of about 420 per year to 2030.
- These new homes will be split across the main towns, key service centres and primary villages in the Borough.
- Martham is identified as a primary village – a location with a good range of everyday services and facilities and where further development could be supported.

## Your views

Your feedback is important to us and we are keen to know your views. You can let us know what you think by filling in a feedback form and leaving it with us on your way out or by posting it to:

**FREEPOST  
MPC Consultation**

You can also let us know your feedback by emailing our event organiser [nikkidavies@meetingplacecommunications.com](mailto:nikkidavies@meetingplacecommunications.com) or calling the Freephone information line, **0800 148 8911**.



Artist impressions of the homes proposals for the Martham East Broiler Farm and adjoining land

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## Proposals



The proposals include 55 new homes with public open space to the north of the development.

The site will be accessed by vehicles via Acacia Avenue.

The development would consist of a range of homes, a proportion of which will be affordable housing. This will include 2, 3 and 4 bedroom houses, bungalows, and apartments all with associated parking.

The site is well located and within walking distance of a variety of village amenities including the post office, children's play area, local shops, primary school and Flegg High School.



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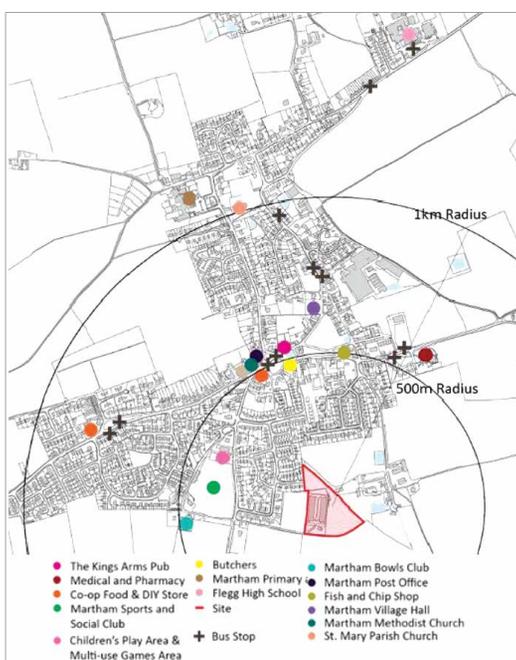
## Transport

The internal site layout has been developed with all road users in mind; it will allow residents and visitors to reach their homes on foot, by bicycle or by car.

### Access

The proposed development will be accessed via Acacia Avenue.

There are a number of pedestrian routes which run through Acacia Avenue and nearby roads, which make the local area permeable and conducive to pedestrian movements from the proposed development. The journey into the village from the site is shorter using pedestrian routes than vehicular routes.



## Sustainability

As a primary village, Martham has a good range of everyday services and facilities to support further growth many of which are within walking distance from this site, will reduce the dependency on car use and ensure for a sustainable development. Amenities like the sports and social club, children's play area and shops are located within 500m of the development.

## Public transport

A number of frequent bus services are within a short walk from the development which run along Repps Road and provide access to Lowestoft and Great Yarmouth. These will enable the use of public transport by those who do not have access to a car but need to make a longer journey or are less able to walk or cycle.

## Parking

All homes will have dedicated car parking and some homes will benefit from garages which will be generously sized in order to cater for the needs of today's families, with room for bicycles. A total of 141 parking spaces will be made available on the site, in line with parking standards set by the Local Highway Authority

## Landscape & Ecology

The site is a mixture of brownfield previously developed land and arable farmland. To establish the biodiversity value of the site a full suite of ecological surveys have been undertaken.

The layout has been designed to retain the features of value in order to ensure no loss in biodiversity on site.

The proposals seek to:

- Retain existing trees and supplement this with additional planting to provide a soft edge.
- Retain the southern boundary hedgerow and supplement with additional planting to fill gaps along the full length of the southern boundary.
- Retain the oak tree on the southwest corner of the site with additional oak trees being planted within public spaces for the benefit of wildlife and the enjoyment of local residents.



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## Drainage

### Sustainable urban drainage

Filter drains will be installed near the western boundary of the site to divert the flow of surface water, these will be connected to the site drainage system.

It is proposed to use permeable pavements. The permeable pavements will be provided with an overflow to the existing watercourse that the site is already connected to.

Discharge to the watercourse will be limited to rates not exceeding the existing situation and as close as possible to greenfield rates.

Water barrels for the new homes will be provided to encourage rainwater re-cycling, and the in-built overflow system will re-direct further rainwater through the drainage pipework.

### Flood Risk

The site is entirely within flood zone 1, the lowest category of flood risk from river sources and it is also in the lowest flood risk category for surface water flooding.

### Foul water

Anglian Water has confirmed that there is sufficient capacity within their existing infrastructure to take foul drainage from the development.

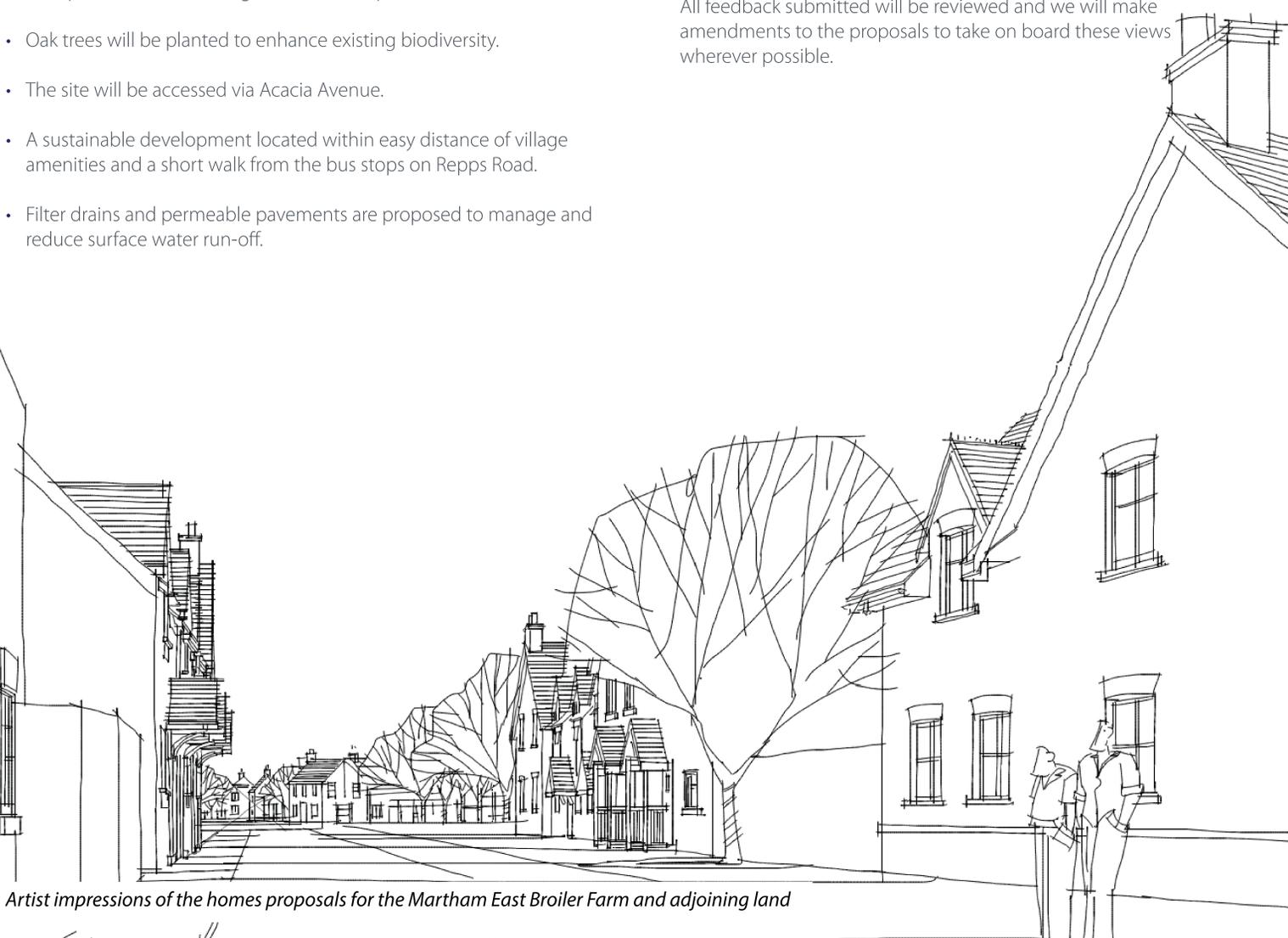
## Summary

- The proposals include 55 new homes, consisting of a range of 2, 3 and 4 bedroom houses, bungalows, and apartments with dedicated parking spaces and public open space.
- Existing hedgerows at the edge of the site will be retained and incorporated into the design of the development.
- Oak trees will be planted to enhance existing biodiversity.
- The site will be accessed via Acacia Avenue.
- A sustainable development located within easy distance of village amenities and a short walk from the bus stops on Repps Road.
- Filter drains and permeable pavements are proposed to manage and reduce surface water run-off.

## Thank you

Thank you for attending today's event.

All feedback submitted will be reviewed and we will make amendments to the proposals to take on board these views wherever possible.



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