

<<Name>>
<<Address 1>>
<<Address 2>>
<<Address 3>>
<<Address 4>>
<<Postcode>>

9th March 2020

Information line: 0800 298 7040

Dear <<Salutation>>,

Proposals to improve housing choice for the local community in Arundel

The Norfolk Estate, working alongside Savills and its development team, will shortly bring forward proposals to develop the land off Ford Road, Arundel with approximately 90 new dwellings, including affordable homes, new green infrastructure, and public open space.

Land off Ford Road, Arundel, which falls within the designated built-up boundary of Arundel, was allocated for residential development within the recently adopted *Arundel Neighbourhood Plan 2 (2018 – 2031)*, which was **approved by 80% of Arundel residents at a referendum in November 2019**. The Norfolk Estate is committed to the key requirements for this land as set out within the Neighbourhood Plan, and therefore proposes to develop with site with a mix of open market, affordable, and Community Land Trust homes, with an emphasis on properties suitable for first-time buyers and those looking to rent their first home.

In line with its historic commitment to the town, the Norfolk Estate will be consulting with the wider community on its draft proposals for land off Ford Road in April this year. Before this, and given your role within Arundel, the Norfolk Estate would like to invite you to **an individual meeting on Wednesday 18th March to discuss its initial plans for the site**. These meetings will be available on an appointment-only basis and will allow you to view and discuss the scheme with members of the project team prior to the main public consultation.

We will be allocating appointments on a first-come, first-served basis and I would encourage you to call the project's freephone information line – **0800 298 7040** – at the earliest opportunity.

I look forward to meeting with you on **Wednesday 18th March**. However, if you are unable to attend one of these meetings, or if you have any additional questions at this stage, please contact our freephone information line on **0800 298 7040** and ask to speak to **Miles Willshire**.

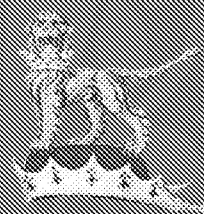
Yours sincerely,



Miles Willshire
For and on behalf of The Norfolk Estate

Public Consultation

Working to deliver much-needed new homes
at Ford Road, Arundel



savills



The Norfolk Estate and Savills are working together to bring forward proposals to develop land at Ford Road on the southwest edge of Arundel with new homes and public open spaces. We are circulating this newsletter to invite you to take part in our community consultation on our proposals prior to the submission of a planning application.

Before an application is submitted, the project team is keen to engage with residents and other local stakeholders. To ensure we provide a safe and inclusive consultation within the current restrictions, we are undertaking a virtual consultation on our project website. There will also be an opportunity to book to attend a socially distanced drop-in session, to comply with Covid-19 guidelines, should you wish.

Virtual public exhibition

To ensure we provide a safe and inclusive consultation within the current restrictions, we are undertaking a virtual public exhibition on our project website that will enable you to explore our proposals in detail and respond to them with your comments and suggestions.

The virtual consultation will be open for comments:

At: fordroad.consultationonline.co.uk

Between: **Thursday 13th August 2020 –**
Thursday 3rd September 2020

You can also leave feedback by:

-  Submitting the feedback form on our project website: fordroad.consultationonline.co.uk
-  Emailing our project team via: thenorfolkestate@besg.com
-  Calling our freephone information line on **0800 298 7040** and leaving a message, and our project team will ring you back

If you do not have access to the internet, please contact us via our freephone information line and a member of our project team will post the exhibition materials and a feedback form out to you, enabling you to view and comment on our draft plans

Pre-booked socially distanced drop-in sessions

The project team will also be holding socially distanced drop-in sessions for residents and stakeholders who want to discuss the proposals in person on **Wednesday 19th August 2020 and Thursday 20th August 2020**. They will take place in **The Atherley Chamber**, which is the large upstairs **Georgian chamber at Arundel Town Hall, Maltravers St, Arundel BN18 9AP**.

In order to comply with Government guidelines regarding the Coronavirus, these sessions will be arranged on an appointment-only basis and will be conducted at a social distance. Other COVID-secure measures, including the provision of hand sanitiser and the provision of face masks, will also be in place to ensure your safety.



What is proposed

The Ford Road site has been identified as suitable for development as part of the recently updated Arundel Neighbourhood Plan, which had **80% support at Referendum**.

The proposed scheme would provide up to **90 new homes**, of which **30 per cent would be designated as affordable housing**. The Norfolk Estates is working alongside the Arundel Community Land Trust, who will be bringing forward some of the affordable homes on the site.

It is intended that the appearance of the homes would be inspired by the design and materials seen on Arundel's existing buildings to ensure the development respects the town's heritage and blends in sympathetically with the rest of the historic community.

By bringing forward this high-quality development, Arundel can be provided with the new homes it needs whilst preserving the historic town's special character. The project would also feature new public open spaces and a range of significant improvements, including:

- A new children's play area
- New allotments
- Land for community use, to be agreed with the Town Council
- New parkland and open space for the whole community to enjoy



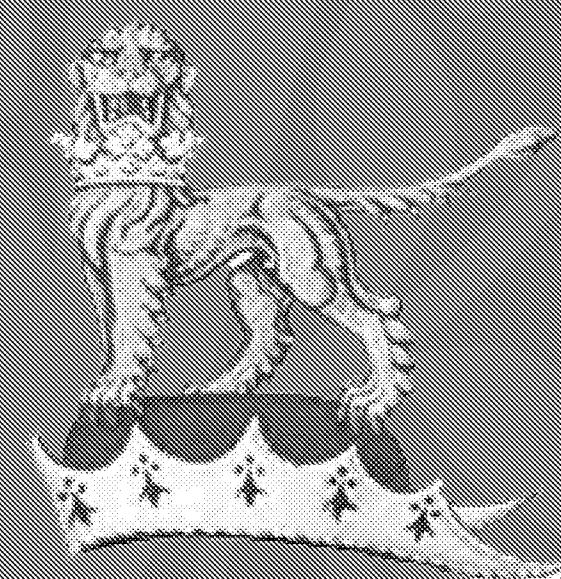
The Norfolk Estate

With a proud history dating back to the 11th century, The Norfolk Estate has played its part in the development of Arundel through the years, always respecting the town's special character. Our approach at Ford Road will be no different and we are committed to a high-quality development which benefits the local community and makes a positive contribution to Arundel.

Our plan would create a new neighbourhood, providing much-needed open market and affordable housing along with new public open spaces for the recreation and enjoyment of all.

Welcome

Working to deliver much-needed new homes at Ford Road, Arundel



savills



Aerial view of the site

Welcome

Thank you for visiting our public consultation, displaying our draft proposals for the development of land at Ford Road, Arundel.

The Norfolk Estate and Savills, working in partnership with the Arundel Community Land Trust, are bringing forward proposals to develop the site, with the provision of 90 much-needed new homes, including 30% affordable housing, alongside allotments, public open space, a community space and green infrastructure.

This exhibition has been arranged to provide you with an opportunity to view our draft plans for the site and give your feedback on the proposals prior to the submission of an Outline planning application to Arun District Council.

As this consultation will support an Outline application, it relates to the principle of development. Detailed matters such as design and layout will be considered through subsequent Reserved Matters applications at a later date, when further consultation will take place on these details.

Please provide your feedback by the 3rd September 2020 by either completing the feedback form available on our project website – fordroad.consultationonline.co.uk/have-your-say/ or by emailing your comments to thenorfolkestate@becg.com

We look forward to receiving your comments.

The Norfolk Estate

With a proud history dating back to the 11th century, The Norfolk Estate has played its part in the development of Arundel through the years, always respecting the town's special character. The Estate's approach to this site will be no different, and we are committed to delivering a high-quality development that benefits the local community and fits in with Arundel's distinctive character.

Our plan would create a new neighbourhood, providing much-needed open market and affordable housing along with new public open spaces for the recreation and enjoyment of all.

Arundel Community Land Trust

The Norfolk Estate is working alongside the Arundel Community Land Trust (CLT), who will own the rented affordable homes in perpetuity for the community.

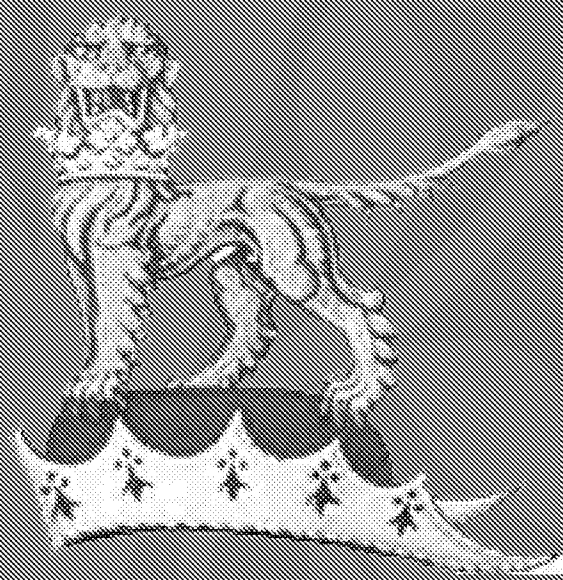
Community Land Trusts are organisations set up to bring forward affordable housing to benefit the communities in which they operate. They are community owned and controlled, open and democratic, and help to provide permanently affordable homes.

Arundel's CLT was born when the updated Neighbourhood Plan highlighted the pressing need for affordable housing. Its scope also extends to developing community facilities such as food growing areas or workspaces.

If you would like to find out more about Arundel CLT, please visit www.arundelclt.org/.

Planning background and context

Working to deliver much-needed new homes at Ford Road, Arundel



Planning Background

The site is located to the south west of Arundel town. It is bounded to the north by residential development and allotments, to the east by Ford Road, to the south by Priory Lane and to the west by mature hedgerows and trees.

Policy Context

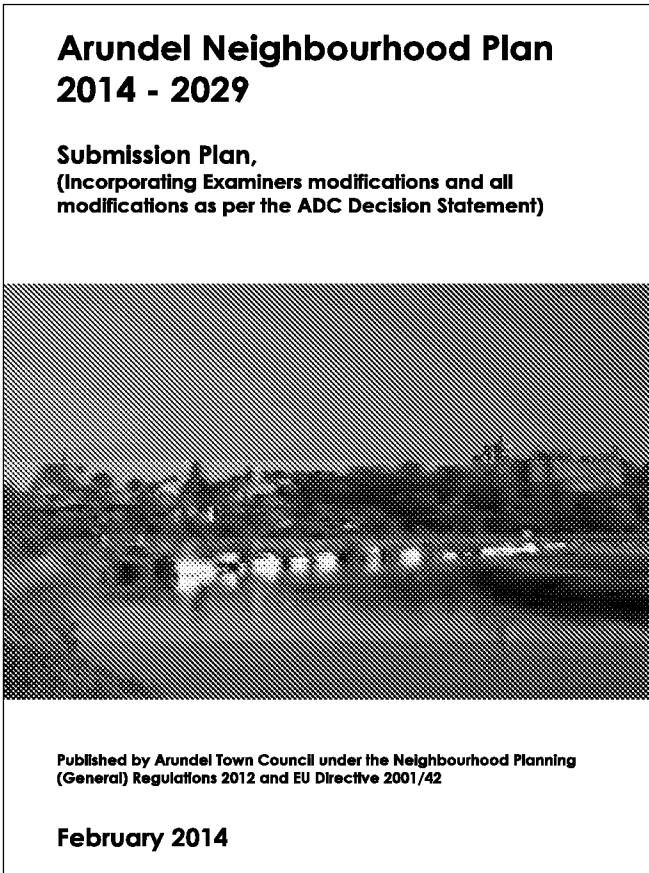
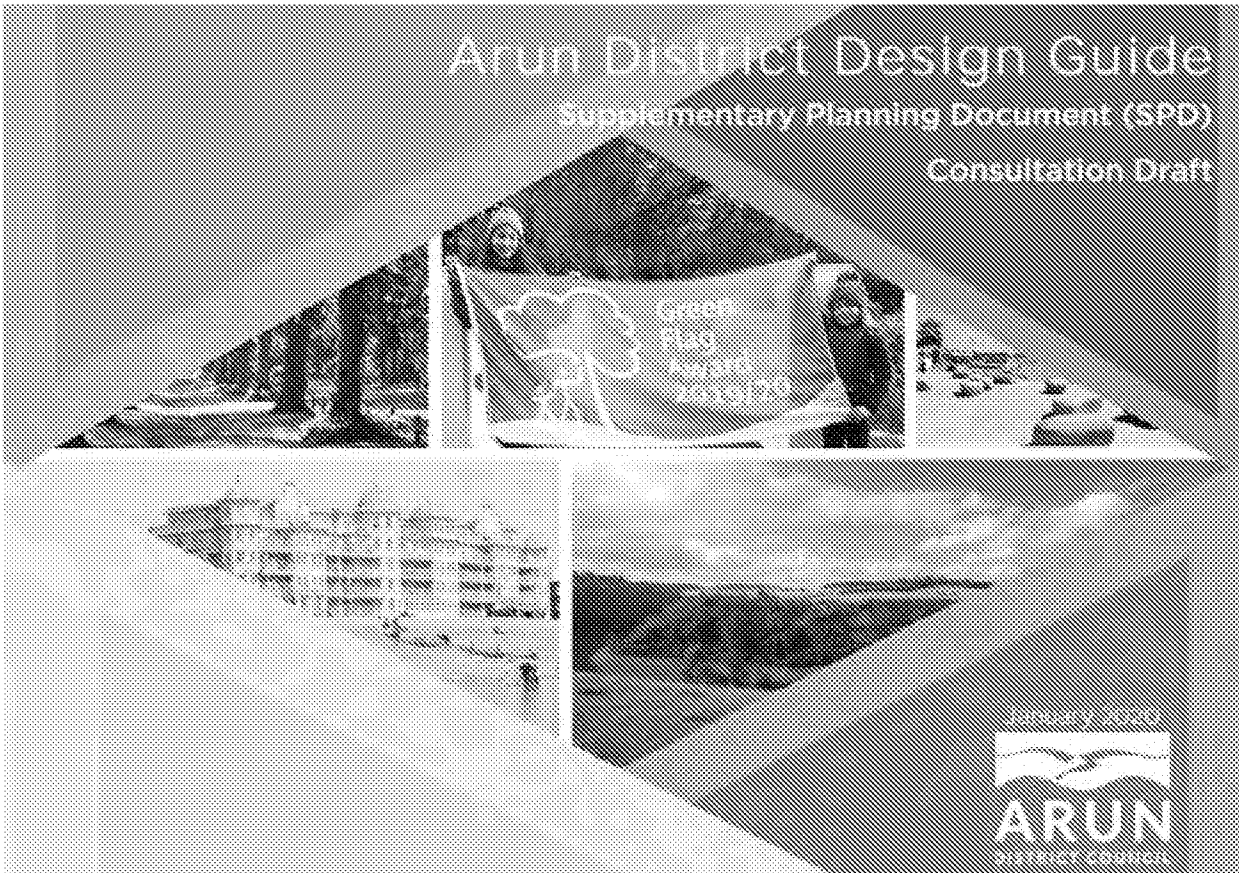
There is a significant need to deliver new homes in the local area. Arun District Council has identified a need to deliver 20,000 new homes over the twenty-year period between 2011 to 2031.

The Arundel area has been identified in the Arun Local Plan as having an important, unique character owing to the Castle and Cathedral as well as its rural setting. However, it also highlights that development which is sensitive to the historic nature of the town will be enabled as part of the Arun spatial strategy.

Part of the site was included within the extended Built-Up Area Boundary for Arundel as part of Policy AR1 and was allocated for residential development within the recently adopted Arundel Neighbourhood Plan 2 (2018 – 2031). The Neighbourhood Plan had 80% support at Referendum in November 2019.

We are committed to delivering new homes on this site, in accordance with the Neighbourhood Plan, and propose to develop the site with a mix of open market and affordable housing. We are working alongside the Arundel Community Land Trust, with an emphasis on truly affordable rents and properties suitable for first-time buyers and those looking to rent their first home.

Policies Map



Our proposals

Working to deliver much-needed new homes at Ford Road, Arundel



- 1. Central public open space & children's play area
- 2. Parkland
- 3. Main access road through gap in existing trees
- 4. Primary vehicle access onto Ford Road
- 5. Priory Farm
- 6. New allotments
- 7. Pedestrian link to High Ridge Close
- 8. Emergency access and pedestrian link to Dalloway Rd
- 9. Sustainable drainage feature
- 10. River Arun
- 11. Pedestrian link to Priory Road
- 12. Local shops and primary school
- 13. South Downs National Park
- 14. Castle and Town Centre
- 15. Avenue creates attractive gateway into the scheme

Artist's impression – Aerial view

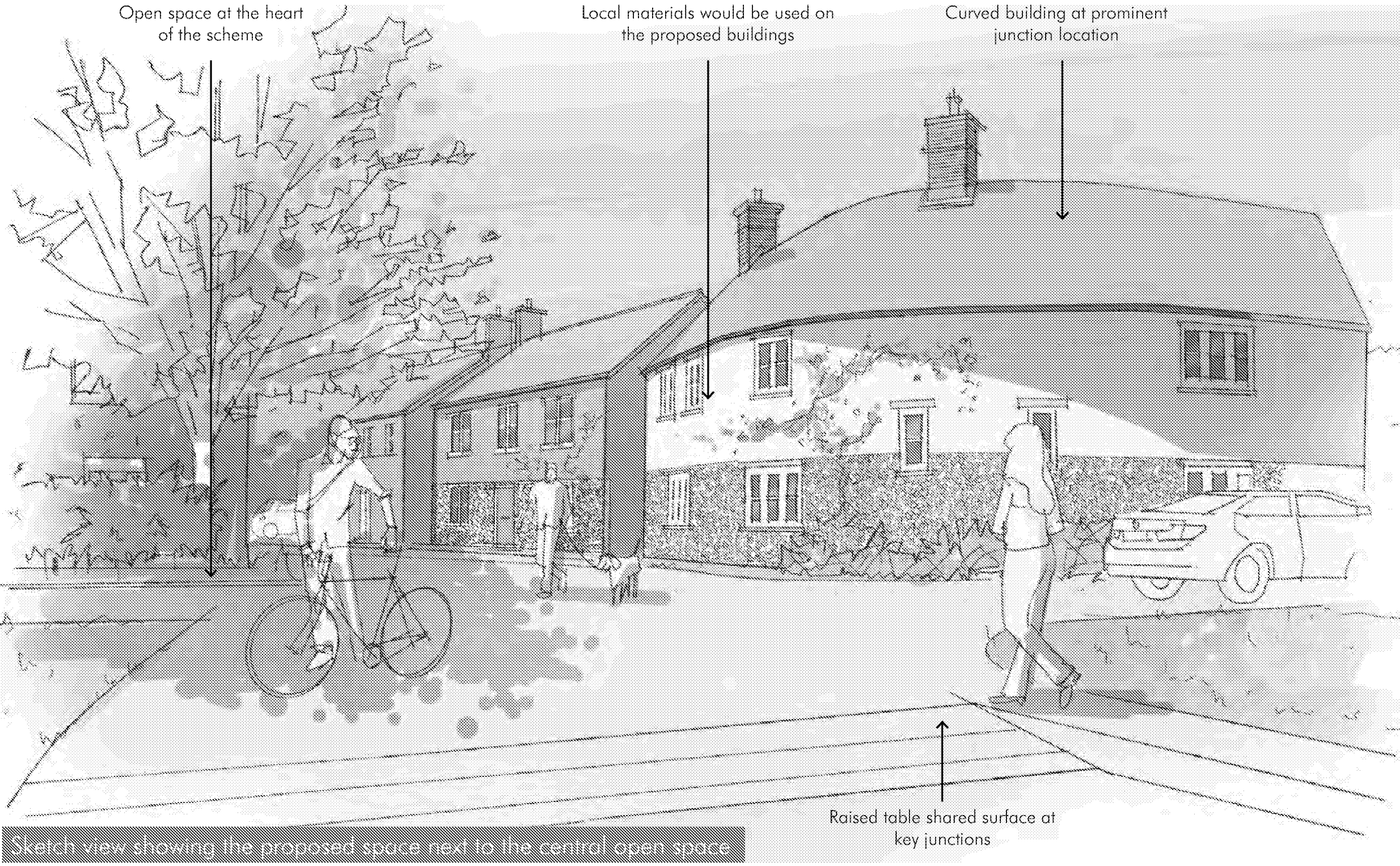
Proposals

We are working towards the submission of an Outline planning application for this site. As such, our proposals seek approval for the principle of developing this site with new homes, open space and the associated access for the scheme. Whilst the proposals are for an Outline application, due regard has been given at this early stage, to the design of the proposals.

Our landscape-led approach to delivering new homes on this site has sought to respect the site's features, such as the existing mature field boundaries, hedgerows, and woodland areas, to minimise the visual impact of the plans and to use the landscape to create a distinctive neighbourhood.

Our proposals include:

- A total of 90 new homes, of which 30% would be designated as affordable, working in partnership with the Arundel Community Land Trust
- A new Village Green, which accommodates a new play area and new street trees
- An extensive public open space to the south of the site as well as the retention of existing trees and hedgerows, where possible, to provide a strong landscape setting to the development
- A network of footpaths and cycle-paths that will link to the existing network, as well as the opportunity for circular walks and activity trails in the public open space on-site
- Car parking will be provided in accordance with Arun District Council standards
- Integrated use of sustainable drainage systems, including ditches and ponds, to manage surface water drainage and water quality
- The provision of community allotments
- Land for community use, to be agreed with the Arundel Town Council
- A new tree-lined vehicle access from Ford Road



Design

While design will be considered as part of future Reserved Matters applications, we have carefully considered how the proposals will reflect the architecture seen in the historic town. There are a number of locally distinctive features that will be reflected in the design of the new neighbourhood, as appropriate, including:

- Materials used for boundaries to include parkland and split chestnut post and rail fencing
- Public spaces to include a range of soft and hard landscaping materials, with native species and climbing plants
- Common building styles seen in the area, including half timbering, flint and brick banding, weatherboarding and coping details alongside plain clay and slate roof tiles
- A mixture of red and yellow London bricks, as well as painted brick and painted render
- A gateway tree-lined entrance to the site with views up to the new development

Example materials and features



Working to deliver much-needed new homes at Ford Road, Arundel



Landscaping and Ecology

The site has a unique landscaped setting, and as such, it is important that the proposals positively respond to the area and provide an attractive and appropriate approach to Arundel.

The site is characterised by the wooded field boundaries, which are important for both wildlife and helping to screen views of the settlement boundary, providing a suitable transition between the development and the wider area.

Our landscaping proposals will provide a range of character, recreational, and biodiversity benefits, including:

- The retention and enhancement of existing native boundary hedgerows, woodland and mature trees
 - A central green wildlife corridor that will help create an immediate sense of place and provide green links across the development into the wider area
 - The retention and enhancement of existing habitats, including the existing wet marshland habitat along Ford Road
 - The restoration of the degraded floodplain habitat closest to Ford Road
 - The creation of new habitats, including bat boxes, wetland areas as part of the Sustainable Drainage Systems and new areas of scrub and woodland to increase the site's biodiversity
 - The extension of the existing allotments by 1,250m² to enable the community to plant and grow their own food
 - Public open space to the south of the development

As part of the landscape framework for the proposals, a development buffer area of 15 metres has been applied to the TPO tree belt and the ancient woodland. An additional 10 metre buffer has also been outlined along the Priory Lane tree line to continue the wooded character to the north of the lane.

We are committed to ensuring that these plans have minimal impact on existing plants and wildlife and increase the site's biodiversity. We will carry out comprehensive ecological survey work, to ensure our landscaping proposals will result in a net gain for the wildlife and biodiversity of the site.

As part of the landscape framework for the proposals, a development buffer area of 15 metres has been applied to the TPO tree belt and the ancient woodland. An additional 10 metre buffer has also been outlined along the Priory Lane tree line, to continue the wooded character to the north of the lane.

We are committed to ensuring that these plans have minimal impact on existing plants and wildlife and increase the site's biodiversity. We will carry out comprehensive ecological survey work, to ensure our landscaping proposals will result in a net gain of the wildlife across the site.

Public Open Space and Play Facilities

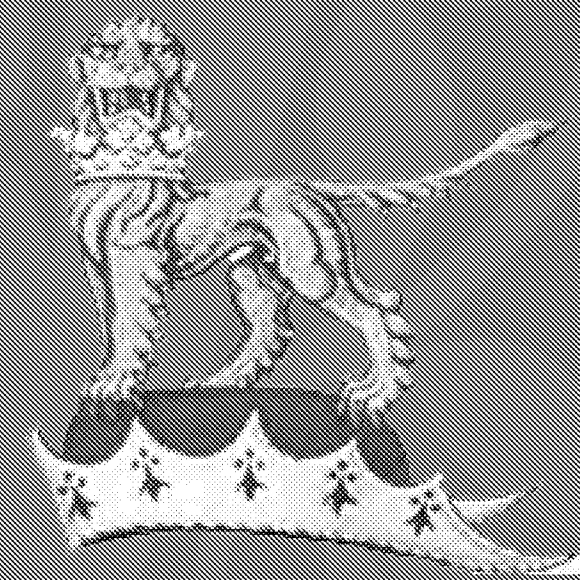
Alongside a network of public open space and new recreational paths, it is proposed that these plans also include:

- New areas of designed natural play, which will make use of natural materials such as boulders, logs and land forming to create exciting play experiences
- Formal play equipment

ARJUN DISTRICT COUNCIL ARJUN SEC SCHOOL

Drainage

Working to deliver much-needed new homes at Ford Road, Arundel



Drainage

We have carefully considered both surface water and foul water drainage in the proposals to ensure that there is no impact on the surrounding area.

The site falls largely within Flood Zone 1 with the exception of the eastern section closest to Ford Road, which falls within Flood Zone 3 due to its proximity to the River Arun. This section of the site is less suitable for residential dwellings and has been excluded from the developable area. The area for residential development is deemed to have very low risk of flooding, even when accounting for climate change.

The proposed development will incorporate a Sustainable Drainage System (SuDS), which seeks to mimic the site's natural hydrology whilst offering biodiversity, recreational and water quality benefits. Surface water runoff from roads and rooftops will be collected and conveyed by use of green swales into a number of surface water ponds located in the proposed amenity green space.

The proposed ponds will provide temporary storage for rainwater, before discharging flows at a controlled rate to an existing watercourse along Priory Lane. The proposed drainage strategy regime will additionally consider utilising permeable paving within parking courts and shared surfaces which will provide additional storage and pollution control benefits.

These SuDS will also offer opportunities to deliver focal points of landscaping and wildlife enhancements in various areas of the site, which will boost the biodiversity on the site.

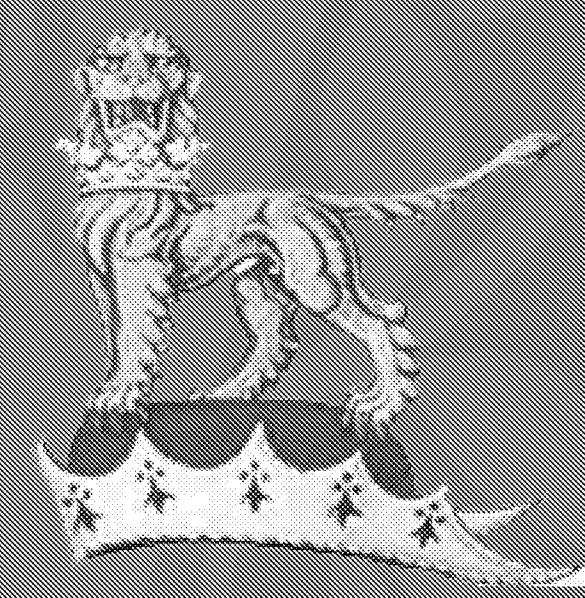
All SuDS features will be designed to cater for volumes generated by a 1 in 100-year storm event with an allowance for 40% Climate Change.



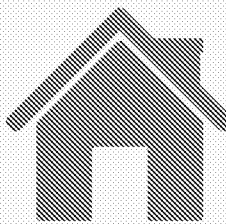
Example of SuDS

Key benefits and next steps

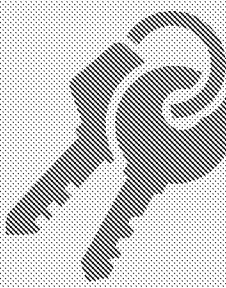
Working to deliver much-needed new homes at Ford Road, Arundel



Key Benefits



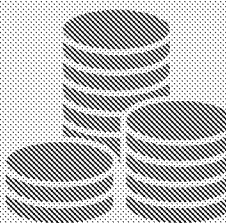
Delivery of 90 much-needed new homes on a site that has been identified within the Arundel Neighbourhood Plan, significantly contributing to the District Council’s housing needs



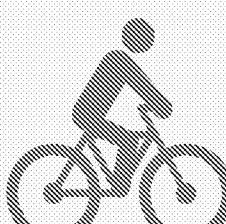
Provision of 30% affordable homes, working in partnership with the Arundel Community Land Trust to help local people get on to the housing ladder



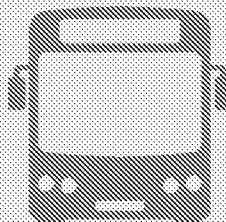
Financial contributions towards the improvement of community facilities, such as education, sports facilities and road improvements (to be agreed with Arun District Council)



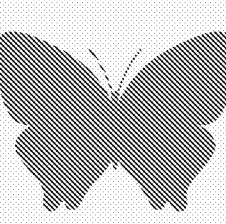
Funding for local projects through the Town Council



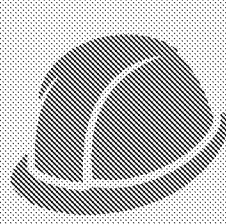
New pedestrian and cycle pathways through to the wider area, as well as contributions towards safe cycle and pedestrian routes to Ford station



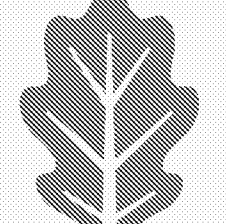
Contributions towards improving local bus services in the area



Significant new landscaping, wildlife habitats and play facilities



Employment opportunities for local people created on site during the construction process



New public open space and allotments

Next steps

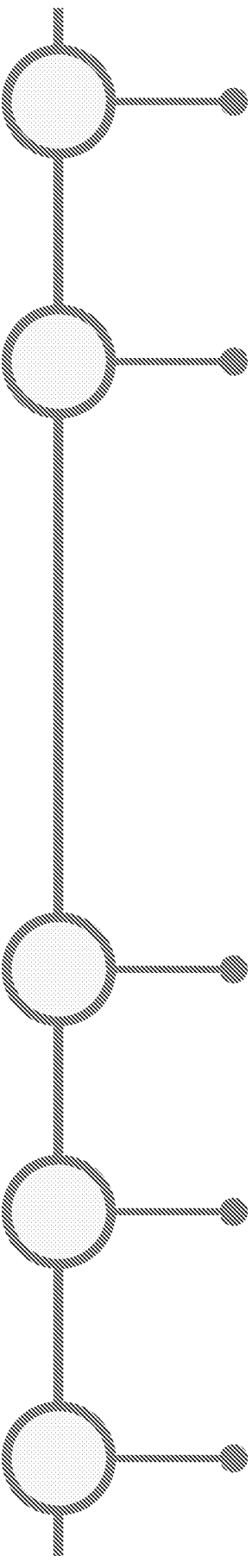
We would like to thank you for visiting our exhibition displaying draft proposals for land at Ford Road. The project team hope that you found these consultation materials informative and would be grateful if you could take the time to leave comments using one of the methods described below.

Once the consultation period has closed on **Thursday 3rd September**, we will review the feedback received, and take this into consideration before we submit an Outline planning application to Arun District Council.

If you provide us with your details, you will be kept up to date on our progress as the plans for the site move forward.

Thank you for your time.

Timescales



Summer 2020

- Consultation with the local community
- Review of consultation feedback

Autumn 2020

- Further liaison with Arun District Council Planning Officers and Stakeholders
- Submission of an Outline Planning Application to Arun District Council
- Arun District Council undertakes statutory public and stakeholder consultation
- Review of consultation responses

Early 2021

- Anticipated timescale for Arun District Council decision on the Outline planning application

Mid 2021

- Reserved Matters planning application consultation and submission

Early 2022

- Construction begins on-site

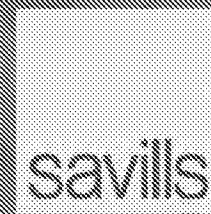
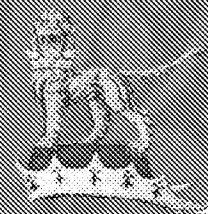
Feedback

Please ensure that you leave feedback by midnight on Thursday 3rd September. You can do this by:

What if I don’t have access to the Internet?

If you have requested to receive these consultation materials and you are viewing these boards in paper form, please return your comments on the feedback form using the enclosed freepost envelope.

Proposals for new homes on land at Ford Road, Arundel



About the Consultation

We would like to hear your views on our emerging plans for the development of this site with new homes. Your feedback is important to us and your comments will be taken into consideration, where possible, prior to us submitting an outline planning application to Arun District Council.

Please take the time to complete this form and return it to us using the freepost envelope provided. Please return your forms and feedback to us by **3rd September 2020**.

Privacy Statement

By filling in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with The Norfolk Estate and Savills for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG, The Norfolk Estate and Savills will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made.

BECG acts on behalf of The Norfolk Estate and Savills to run public consultation activities.

Your Details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other):

First Name or Initial:

Surname:

Postcode:

Age Group (please circle):

Under 13 13-17 18-24 25-34 35-44
45-54 55-64 65-74 75-84 85+

Your Contact Details

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address:

Telephone:

Email:

Do you support the proposals to develop this site with a quality residential scheme, including Affordable Housing?

Supportive

Partially Supportive

Against

Unsure

Comments

The proposals include substantial areas of public open space with new and enhanced habitats for wildlife. Do you support the landscaping and biodiversity proposals?

Supportive

Partially Supportive

Against

Unsure

Comments

There is an opportunity for a new community use on-site, which will be brought forward by Arundel Town Council, are there any particular features you would like to see in this space?

Do you support the provision of new sustainable connections to the wider area, including improved bus services as well as cycle and walking routes?

Supportive

Partially Supportive

Against

Unsure

Comments

Do you have any general comments or observations about the proposals that you would like us to consider?

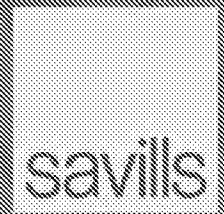
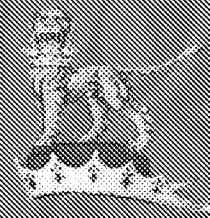
Drainage

Vehicle Access

Parking

Other

VIRTUAL PUBLIC CONSULTATION



As part of our commitment to engaging with the community, we would like to invite you to view our plans for the proposed **development of land at Ford Road**, through our virtual public consultation at:

fordroad.consultationonline.co.uk

The virtual consultation will be open for comments from **13th August** until **3rd September 2020**. **You can leave feedback by:**



Submitting the feedback form on our project website



Emailing our project team via: [REDACTED]



Calling our freephone information line [REDACTED]

and leaving a message, and a member of our team will call you back. **Please note that hard copies of the plans and a feedback form are available on request**