

REASONABLE ALTERNATIVES: NORWICH

Address	Site Reference	Area (ha)	Promoted for	Reason for not allocating
Norwich				
Land east of King Street (King Street Stores & Sports Hall site)	GNLP0377	0.33	Residential development for a minimum of 40-50 dwellings with re provision of existing sports facility/centre	In the absence of evidence that the sports hall is surplus to requirements or any detailed information on how it might be replaced or re-provided allocation of the whole site would be premature and contrary to emerging policy. Existing allocation CC8 on the King Street Stores site only is suitable to carry forward in isolation and any future proposals to develop the sports hall could be progressed through a planning application.
Norwich Airport Park & Ride	GNLP0381	3.40	Redevelopment of site for small scale retail/food store, hotel, business/office use or mixed-use development	There is no requirement for the development proposed and no basis for the release of the Park and Ride site pending decisions on its replacement and the form of the future Park and Ride network in the context of the ongoing Transport for Norwich strategy review. However, once these decisions are clarified the site would be appropriate for release.
Site of Former Church, Heartsease Lane	GNLP0570	2.44	Residential as an alternative to church redevelopment	Site was previously a private sports club and most recently a (now demolished) place of worship. Site could be appropriate for a carefully designed and integrated housing development although proposals for redevelopment as a church with no residential element have recently been approved. Given the uncertainty over whether any housing is likely to be deliverable, the site is a reasonable alternative but is not preferred for allocation at the current time.
Land at Riverside	GNLP2137	11.68	Mixed use development including residential offices, increased leisure and recreational activities, hotels and retail	A more permissive and flexible policy is being taken forward for the city centre as a whole which should allow for diversification of uses and intensification of development. This site is considered to be a reasonable alternative but in the absence of further evidence on the precise form of development and the quantum of housing which might be deliverable a specific allocation is not considered appropriate at the current time.
Sainsbury Homebase Site, Hall Road Retail Park	GNLP3050	2.28	Residential	Development solely for residential purposes would result in an awkward and inappropriate relationship with neighbouring uses however site is considered to be a reasonable alternative to allow development potential to be assessed in the context of options for the retail park as whole but is not preferred for allocation. Current proposals to retain the retail use and subdivide the unit will mean that the site is now unlikely to come forward for alternative forms of development.