

Transport for Norwich — Strategy —

Supporting Growth Areas



Chapter Nine - Supporting Growth Areas

Highlights of this Chapter

This section sets out what the main difference the policies set out in this chapter will make, and some of the key commitments and interventions that the strategy will bring about:

- This chapter sets out how the strategy supports growth areas
- The policies – whilst important – are largely a continuation of existing policy, trying to make sure that growth is located in places where people can easily reach a range of services, and that where needed connections to growth areas are improved, principally through bus and active travel networks.

Context

Introduction

- 9.1 Norwich and the strategic growth areas are experiencing significant growth in jobs and housing and is planned to continue to grow throughout the TfN strategy period. As Norwich is the primary jobs hub with a travel to work area of over 30 miles, the city centre can become congested, particularly at peak times, causing delays and reducing the efficiency of buses. The planned growth in Norwich will place increased demand on the city's transport network.
- 9.2 Planning for new development needs to continue to be coordinated with transport in order to ensure that it is sited within places people can easily get to, and that it is served well by transport connections. Poorly planned locations for development can lead to complex transport patterns, making places difficult to serve, especially by



public transport. Well-planned development provides an excellent opportunity to encourage the uptake of sustainable transport from the outset in new growth areas through the provision of well-designed and well-connected neighbourhoods.

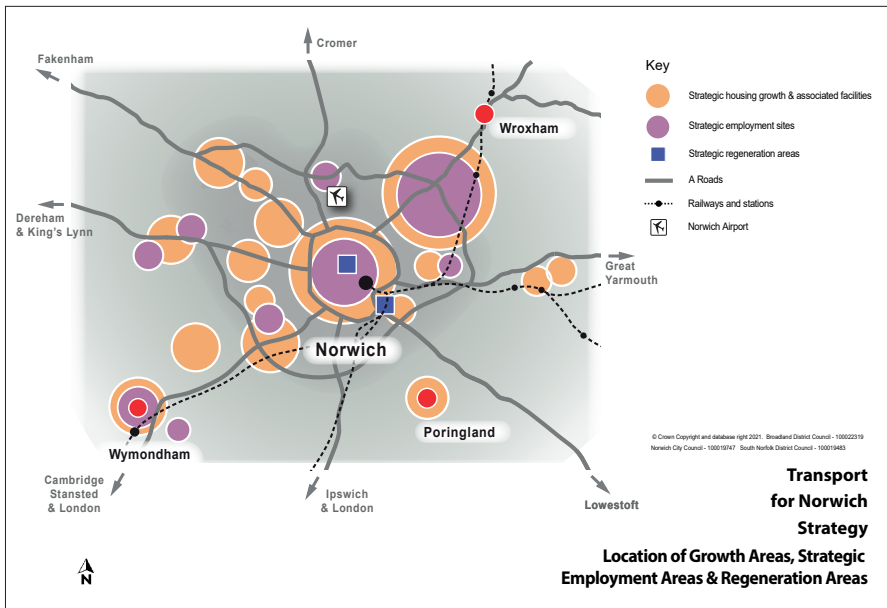
- 9.3 The A to Better initiative provides travel plan advice for residents of new developments in order to encourage sustainable travel behaviours. The initiative also works with developers to help create communities where it is easier to choose to travel sustainability. This initiative changes the travel hierarchy to make modes such as walking, cycling and public transport a priority as these modes are key to achieving good health, improved air quality, a more efficient transport network and a healthy environment, which are key local and national priorities. This is supported by the Greater Norwich Local Plan which acknowledges the need to shift away from the use of the private car in the Norwich's urban areas and the need to create places which are safe, attractive and well-designed for pedestrians, cyclists and public transport.
- 9.4 The Greater Norwich Local Cycling and Walking Infrastructure Plan also supports Norwich's growth areas by providing strategic connections between existing and planned residential areas, areas of employment, education facilities, transport hubs, as well as other key destinations in the Norwich area. This facilitates sustainable travel to and from growth areas, meeting the ambitions of the Greater Norwich Local Plan and National Planning Policy Framework requirements (NPPF, 2019).
- 9.5 The TfN strategy aligns with these policies and seeks to support the growth areas across the city and its surrounding areas, easing the impact of large-scale growth on the transport network and promoting sustainable movements in and around the city.



Strategy and Policy

Supporting Growth Areas, Regeneration Areas and Strategic Employment Areas and Location of New Development

9.6 Norwich has significant planned growth. The draft Greater Norwich local plan identifies 49,500 new homes and 33,000 new jobs to 2038. 74% of this growth is planned to take place within Norwich and its strategic growth area. Our transport strategy recognises that growth of this scale is dependent on developing the transport system to provide sustainable connections to growth areas and employment areas.



Statement of Policy

SUPPORTING GROWTH AREAS, REGENERATION AREAS & STRATEGIC EMPLOYMENT AREAS

We will proactively plan to meet the transport requirements of planned growth areas, regeneration areas and strategic employment areas and their associated transport commitments.

Statement of Policy

LOCATION OF NEW DEVELOPMENT

New development will be located and designed to support the objectives of the TfN strategy, and the primary focus will be on achieving connectivity through walking, cycling and public transport and maximising the proportion of trips made by these modes.

Key Actions

- 9.7 We will ensure that existing transport infrastructure commitments associated with planned growth and redevelopment areas are delivered. We commit to continued working in partnership with local planning authorities in devising suitable transport measures to support planned growth as part of the implementation of the Greater Norwich Local Plan. Emphasis will be on promoting connectivity through public transport, walking and cycling. We will ensure that the TfN action plan effectively considers and gives appropriate priority to capital investment in infrastructure that will support planned growth.



Supporting Actions

9.8 We will also:

- Work with district Local Planning Authorities to support masterplans, development briefs and design codes / guides that are aligned with TfN strategy. This could include securing infrastructure for electric vehicle charging
- Work with partners to future proof new development to ensure sustainable transport interventions can evolve over time
- Seek to encourage high density development where there is good access to transport hubs, local services and employment opportunities
- Implement the planned interventions agreed within the Transforming Cities Programme and the Norwich Walking and Cycling Infrastructure Plan.





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