

4. Developed Masterplan

4.1. Concept

The outline consent established the principle for a landscape-led development with up to 670 homes. It states that the scheme is to be:

A landscape led development, in which the conventional boundaries between dwellings and nature are blurred, forming a transitional urban area as a soft feathered edge to the city - which aims to:

- *Locate development in the areas of "least flood risk" and to create a visual buffer to the railway line*
- *Extend the marsh between development to create a multi-functional landscape that can provide flood storage, ecological enhancement and semi-public space*
- *Create a series of new neighbourhoods each with its own unique identity...and a place where people live and play next door to nature*

The outline consent established 3 character areas, May Gurney, Marsh Reach and Wensum Riverside. These have been renamed as Yare Edge, The Views, and Wensum Edge respectively.



Wensum Edge (formerly Wensum Riverside)

Characterised by taller buildings, public spaces and distinct riverfront. The Wensum Edge is the focal point of the development, containing a public square complete with commercial units for dining and shopping.



The Views (formerly Marsh Reach)

A transition from the lower scale of Trowse to the Wensum Edge. A mix of dwellings arranged in mews streets, and home zones. The building line is interspersed by nature corridors reducing the visual prominence.



Yare Edge (formerly May Gurney)

Two storey buildings in close knit terraced arrangements, similar to parts of Trowse.



Concept Sketch

4.2. Framework Masterplan

The vision is to create an integrated solution that provides space for water, ecology and play. Site landscaping is intended to reduce flood-risk and create safe areas for play.

This masterplan is updated in response to various changes over the last 10 years. The overall concept remains largely the same.

When assessed in more detail it was apparent that it would be difficult to achieve 160-180 homes in The Views area without substantially increasing the proportion of apartments and reducing the number of houses. Therefore apx 150 homes are proposed.

A key change is that the car parking, which was previously located remotely from the houses, has been redistributed amongst the dwellings to improve accessibility, reduce the potential eyesore of large parking area, reduce the potential for crime and allow for the installation of EV charging points. There is no change in the overall number of parking spaces provided and therefore no change to the impact on the highway network.

The updated masterplan seeks to build upon the initial concepts to create a nuanced plan which creates a sense of place. The architecture of the scheme, inspired by the local context, establishes people friendly neighbourhoods with well articulated junctions, key buildings and uses tailored to the immediate context.



4.3. Character Areas

The site is a total of 11.36 ha
The overall density is: 59 d/ha

Site is divided into three character areas (four development areas) as indicated opposite. These are:

1. Yare Edge

- Site Area: 1.90 ha

2-3. The Views

- Site area: 3.48 ha
- Site area incl landscape buffer: 4.41 ha

3. Wensum Edge

- Site area: 5.05 ha



WENSUM EDGE

- Industrial chic
- 3-8 storeys
- Formal boulevards/avenues
- 450 dwellings (c150 houses/ duplex & c300 flats)
- Density: 89 d/ha



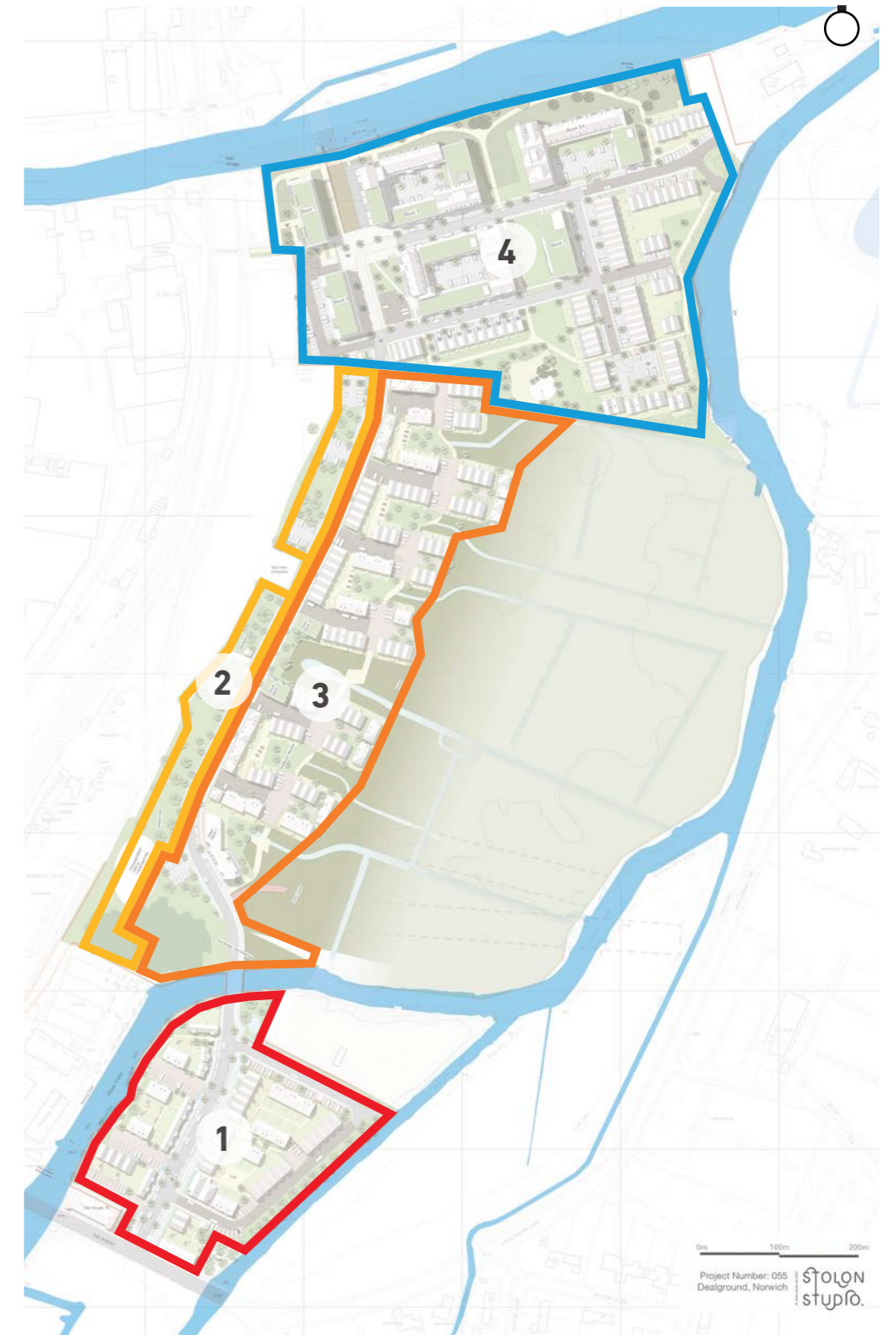
THE VIEWS

- Modern vernacular
- 2-3 storeys
- Family home zones
- Connection with nature
- 140 dwellings
- Density: 43 d/ha



YARE EDGE

- Modern vernacular
- 1-2 storey houses, with loft
- Family friendly home zones/streets + some shared gardens
- 80 dwellings
- Density: 38 d/ha



Character Area Plan

Project Number: 055
Dealground, Norwich
STOLON
STUDIO

4.4. Principles

In developing the reserved matters application, the principles of the plan have been revisited and thoughtfully updated.

These are set out below:

1. Integrated and diverse communities
2. Active and accessible neighbourhoods
3. Flood resilient and drought tolerant
4. Fair and sustainable development
5. Vibrant and varied places
6. Sociable and equitable spaces
7. Healthy homes and workplaces
8. Environmental and biodiverse

Integrated and diverse communities

The scheme has been further updated to provide better integration with its surroundings. Provision has been made for the future connections through to Carrow Works and the opportunity to cross the River Yare near the Carrow Yacht Club. These new connections will make the Broads and Whitlingham Country Park more accessible for a wider range of residents in Norwich.

The riverside has been improved and a community facility along the river added (within 10 minutes walk from any part of the site and also the adjacent ENSRA sites). The housing mix has been updated to suit needs and the opportunity for social integration on site enhanced.

Active and accessible neighbourhoods

Vehicular access to the Deal Ground is to be created by a new bridge crossing the River Yare and accessed from the main entrance to the May Gurney site. This extends along the line of the 'spine road' to the North of the site turning East to maintain access to Carrow Yacht Club. An new opening pedestrian-and-cycle bridge is to be erected across the River Wensum. This will provide access to the North Bank of the river, connecting with the riverside walk and Sustrans cycle network. Once completed the bridge will allow pedestrians to walk to Norwich Station in 15-20 mins and cycle in 5 mins.

The position of the spine road and Yare Bridge are fixed through planning consent and in a legal Access and Infrastructure Deed (AID) agreement. This AID agreement also sets out the provision that a vehicular (all-modes) bridge can be erected across the River Wensum to support access to the Utilities Site.

The scheme prioritises Active Travel, whereby walking, wheeling

and cycling is promoted through integrating the infrastructure within the masterplan. This has been designed in conjunction with improvements to the parking layout to ensure that people of all abilities are catered for, including the elderly and those with disabilities. The cycle/footway at the centre of the OPA has been retained. A loop road has been added to the north to allow access for a bus service and provision for EV charging added throughout.

Flood resilient and drought tolerant

Too little, too much. This development is affected by too much water as peak rainfall is increasing with climate change and too little water as average rainfall is declining across the region.

The solution to flood-risk was central to the proposal. Land levels were proposed to be raised in parts and lowered in others. This would create development areas safe from flooding and that could be safely accessed even in the event of a flood. The lowered areas would create open space between development for amenity, views and an extension to the marsh habitat. This has been revised, tested and improved using the latest flood data and modelling in accordance with updated assessments for climate change, sea level rise and increased precipitation. This work has been carried out by JBA consulting who provided the Strategic Flood Risk Assessment for Norwich City Council. The outcome is that flood-risk has been reduced more than at the outline stage without increasing flooding elsewhere.

The sustainable drainage scheme (SuDS) proposed in the outline application has been completely redesigned. It now provides a scheme in line with current (2023) guidance, with near green-field run-off rates across the whole site, including the existing areas that are/were hard-standing, and allowing for a higher increase in rainfall. The scheme will now improve

against both the existing situation and the Outline Planning Consent (OPC) scheme, reducing run-off rates considerably and use harvested rainwater to rewet the Marsh (as opposed to discharging it into the rivers).

Water butts will be provided rainwater harvesting to each house. Communal below ground rainwater harvesting tanks will be provided to each block to support irrigation of planting in the associated landscape.

Fair and sustainable development

Building upon the OPC's ambition to provide a sustainable development the proposals are now intended to be sustainable both in construction and use. Whole Life Carbon has been considered throughout the scheme, using materials with a low embodied carbon and specifying low carbon technology throughout. Solar panels will be proudly conspicuous but beautifully integrated. Heat pumps will be discreetly present throughout. Local materials are prevalent in the material palette, helping to support local trades and reducing carbon miles.

Vibrant and varied places

The former coach drop off (designed for visitors to the formerly planned biomass power station on the Utilities Site) has been changed to a public square and dining quarter. Located in the NW of the site it will be a destination for residents of all the ENSRA sites.

The buildings have been carefully designed such that the architecture of each building is of high quality on its own right

yet together the buildings create a stunning and cohesive neighbourhood. Buildings vary in height to articulate the hierarchy of place and in response to site conditions. The scheme rises from the elegant low-density housing in the South to arrive at a stunning ensemble of chic modern buildings, inspired by the warehouses along the Wensum but playful in colour and detail.

Sociable and equitable spaces

Shared gardens and shared spaces have been introduced into the scheme in support of Sociable architecture. Sociable Architecture creates opportunity for social interaction between residents to enhance a sense of community and belonging and contribute to well-being. Sociable housing offers collective rather than communal living, creating a set of spaces that naturally facilitate choice for families and individuals who can choose how and when they would like to interact.

Healthy homes and workplaces

Access to daylight, amenity, natural ventilation, outlook, privacy, overheating, noise, flood-risk, fire, energy bills and inclusive access have all been considered to support healthy homes and workplaces. The siting and orientation of each home has been considered and refined to reduce overshadowing and overheating, with all N to S facing homes dual aspect and the number of single aspect homes kept to a minimum.

Almost all of the homes have been designed to Part M4(2), well above the 10% required, to make homes more accessible and for the lifetime of the residents. Potential for home working has been considered with many homes having spaces that

would suit a home office or making room.

Environmental and biodiverse

By relocating much of the parking out of the landscape buffer area, it can now be used for landscaping and to support wildlife. A variety of habitats have been created throughout the peripheral areas and shared gardens. Buildings along the River Wensum have been set back to preserve trees and habitat along the river edge. All buildings with flat roofs are to have wildflower rich green and brown roofs.

This application to discharge the reserved matters, evolves and refines the best features of the outline consent to create a very carefully considered and elegant development plan for the site. It provides the detail for the delivery of these major regeneration sites.