

8. Identity

8.1. Identity Strategy

The National Model Design Code states:

On larger sites the first step in enhancing and creating local identity is to create a distinctive masterplan for the site. Masterplans can take many forms and will need to be influenced by the character of the surrounding area..

The masterplan for Deal Ground and May Gurney has been thoughtfully developed in response to the context and character of the surrounding area.

The four different character areas were established to identify these different characters. However, it is important that there is also commonality in the character of the whole. The main variation between area is the scale and setting.

The National Model Design Code states: *'The character of an area is also influenced by the variety of building forms. This relates to the*

size and uniformity of the buildings....'

A number of house types are used throughout the site. These have been developed to marry with the blocks of flats through roof pitch, form (in places) and mostly in materials. This will help to make the development of its place.

The house types in the Yare Edge are also found in the Views and the Wensum Edge. However, the taller (merchant) houses in the Wensum Edge are not found in the Views or Yare Edge.

The landscape character varies more distinctly. In the Yare Edge it is simple deriving from the space between the houses and the setting, as is common.

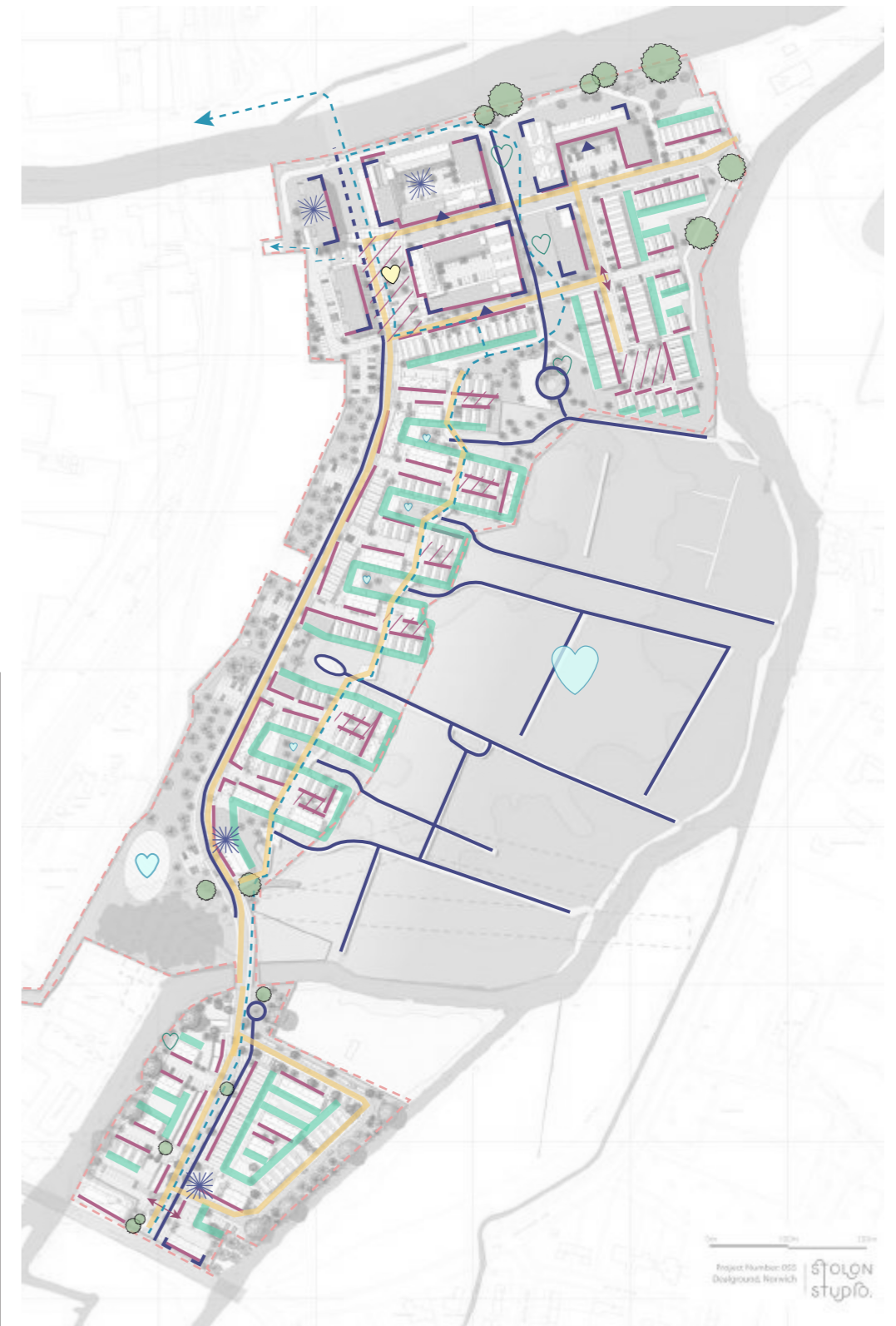
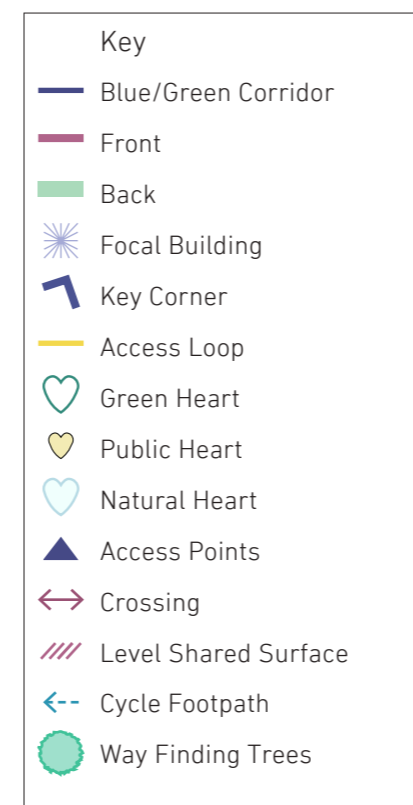
In The Views the landscape is unique. A blend of marsh and shared gardens set between houses, defines a culture as much as character, supporting community and

harmony with nature.

In the Wensum Edge the landscape is strongly tied to the water - the rivers edge, the river banks, the flood channels - and the interplay and enjoyment of blue space.

The adjacent plan illustrates some of the key principles of the master plan identity. These include:

- Street Hierarchy
- Neighbourhoods & Home Zones
- Nodes & Hearts
- Focal Points
- Intensity & Density
- Paths and Wayfinding
- Fronts and Backs
- Landmarks
- Service/Access Loops



Indicative identity strategy: Deal Ground & May Gurney

8.2. Yare Edge, identity

Yare Edge

Yare Edge is located at the entrance to the site. The design approach and layout is also described in the Built Form Section.

The character is simple, modest and unpretentious.

Small terraces of 2 storey houses are arranged in open blocks characteristic of Trowse Village. These are akin to workers cottages or rural hamlet houses. Parking is along the street or dedicated parking areas, akin to Trowse. Rear lanes provide access to back gardens.

A small shop is located shortly within the development. This is an opportunity for interaction.

Materials

A linear line of houses takes cues from the barn vernacular, using a brick base and painted weatherboard cladding.

Materials are derived from a

local palette including brick, slates, pantiles and flint.

These are gradually interspersed with materials used on other parts of the site to add to the continuity.

The block plan aids clear fronts and backs.

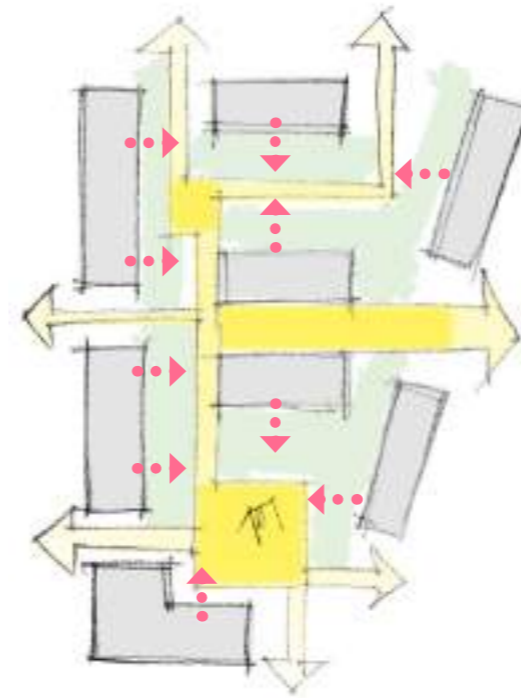
Multi-functional /shared space

A Local Area of Play is provided to the rear of the houses. In addition the back lanes and access to the houses/cottages creates an opportunity for play.

The LAP also doubles as an attenuation area for SuDS.

Summary of approach

- Small lines of terraces, semi-detached and the detached houses
- 2 - storey
- Cue from Trowse
- Materials complement local vernacular.



Key	
	Blue/Green Corridor
	Front
	Back
	Focal Building
	Key Corner
	Access Loop
	Green Heart
	Public Heart
	Natural Heart
	Access Points
	Crossing
	Level Shared Surface
	Cycle Footpath
	Way Finding Trees



View along eastern edge of the site, showing new planting, footways and a shared surface drive with permeable paving.



View from South East of the site looking towards the entrance. This shows the pocket orchard proposed along side the old Oak House and a row of new cottages on the opposite side, framing the entrance.

8.3. The Views, identity

The Views

The Views sits on the edge of the marsh. The development is shaped by the interplay between the higher land and the marsh.

A series of mews streets accessed from the main spine road meets the edge of the marsh. The streets are linked by a cycle and footway that runs north to south.

To the west of the cycle / footway are multi-functional shared gardens around which homes are located. To the east, low-lying land sits between the buildings and beyond the back gardens of the homes.

The views is predominantly formed from family homes. However there are three apartment blocks. These are all located to enhance the character of the development.

The block to the south of the development is envisaged as a local landmark, marking the

arrival into the site from the Yare crossing. This building is 3 storeys with a fourth floor in the roof space.

Materials

The homes are to be finished in predominantly red brick but with a mix of other bricks used on some house types to provide variety.

The mews streets are to be block paved with space for parking, people and plants.

Multi-functional space

Shared spaces are provided for interaction and play. East of the foot/cycleway the cars are excluded and a shared yard provided at the front.

West of the foot/cycleway a shared garden is created to the rear of the houses, complete with orchard trees, raised allotment beds and rain garden.

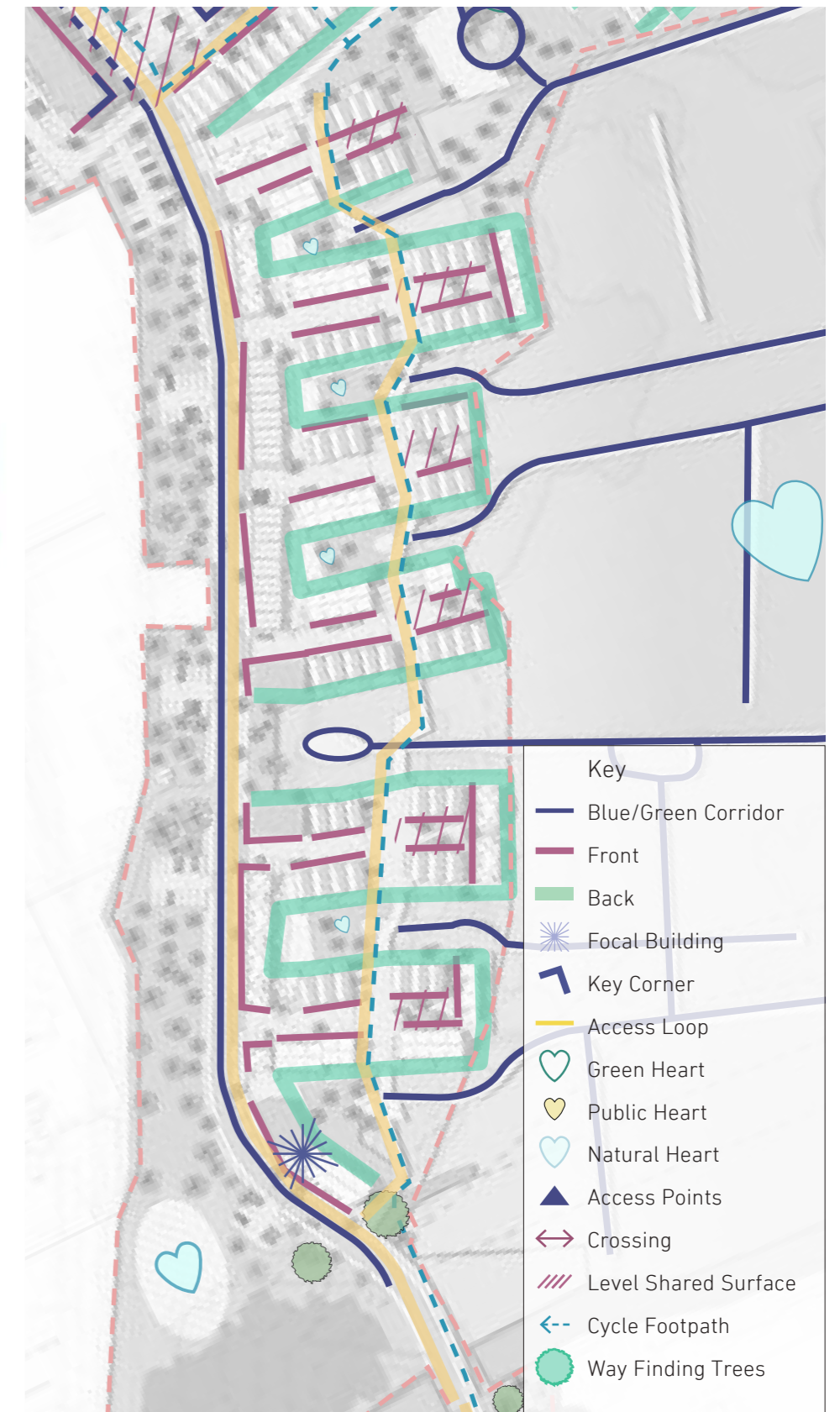
SuDS is provided through permeable at the front that discharges into a raingarden at the rear (see sketch).

Summary

Predominantly formed from 2-3 storey houses arranged along mews streets.

Includes 3 flat blocks, 1 of which is a feature building at the gateway into the site

- Houses arranged in short terraces / pairs
- Gaps between offering glimpsed views through.
- Earthy hues complement the setting.



8.4. The Views, Identity

View of shared
entrance yard



View over the cycle and footway
towards the shared garden

View of shared
garden



8.5. Wensum Edge, Identity

Wensum Edge

The Wensum Edge sits at the northern most part of the site. It has four different fronts, each of which inform the character and identity.

The River Wensum front at this point is strongly influenced by the warehouse and industrial character to the west and north. The built form reflects this.

The River Yare and the frontage to the marsh are more naturalistic in character and therefore the buildings proposed are similar in character to those in the Views.

The west is bordered by the railway line and built industry. The proposed buildings have the scope to be more modern in character marking the gateway into Norwich.

The area is composed of apartment blocks up to 8 storeys and 2-4 storey houses.

Materials

The blocks and the houses use the same material palette and as used elsewhere - brick weatherboarding, slates, tile, zinc.

The form and shape of the houses complements the blocks and visa versa. A flat roofed house type is introduced in this location for this reason.

Multi-functional space

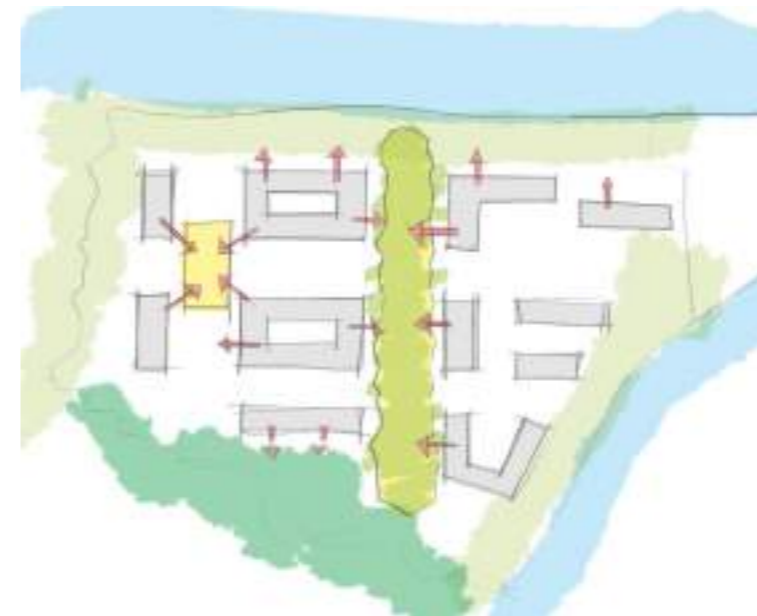
Public spaces are abundant throughout the Wensum Edge and provide a key part of the identity, as sketched.

- a river front promenade
- a blue/green linear
- park public square
- Bottle Kiln park

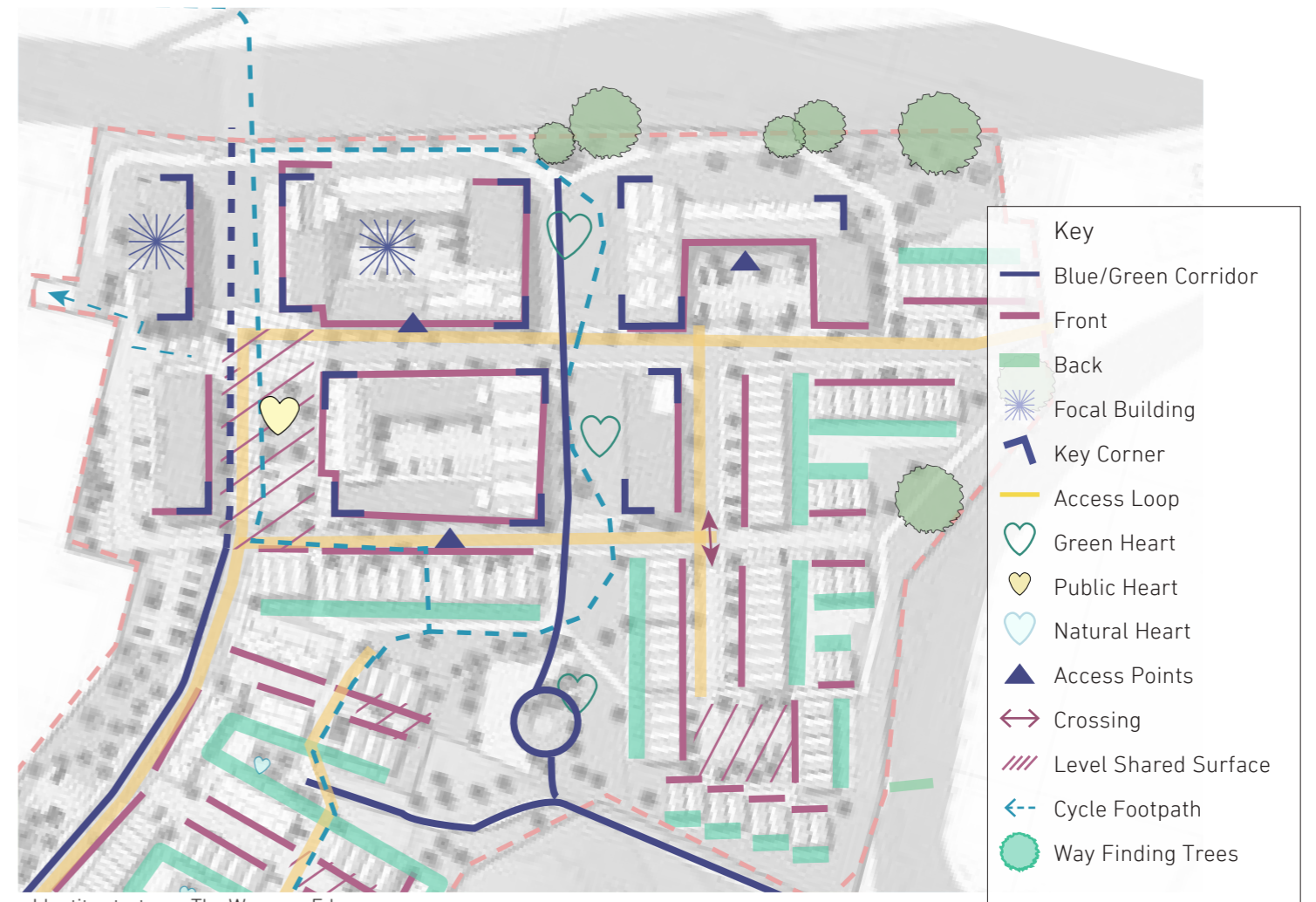
In addition to public space, shared spaces are provided within access areas and some of the blocks, akin to outdoor living rooms.

Summary

- Urban character, giving way to rural fringes
- 4-8 storey courtyard blocks
- 2-4 storey terraces
- Cue from industrial buildings
- Regularity in individual buildings



Colman's Factory, Norwich



Identity strategy: The Wensum Edge

8.6. Wensum Edge

View of the public square from Block 1



View from the North of the River Wensum towards Block 1 and 2



8.7. Materials

Material Palette

The National Model Design Code states:

New developments should be able to successfully integrate with the local area whilst also establishing its own character and identity. To do this, the design strategy should respond to the local charm and character whilst using contemporary methods of design and construction. This merges the old and new: an extension to the existing features on the site, whilst preventing either area overshadowing the other.

The proposed material palette has been derived from local materials and/or to complement the character of the local area.

- Red pantile roof tiles from Trowse
- Red brick from Trowse and Norwich
- Timber cladding and shingles from The Broads
- Sheet metal, akin to warehouses in Norwich

Brick and tiles are an essential part of the suburban English character, and as such are used to help root the proposal into the setting.

Contemporary detailing, and combinations of materials help to identify the buildings in their time period.

Approach

Generally houses within a streets are built predominately from the same materials to provide continuity.

The larger L-shaped or Courtyard blocks contain a range of materials however, within a single block/ elevation they are consistent.

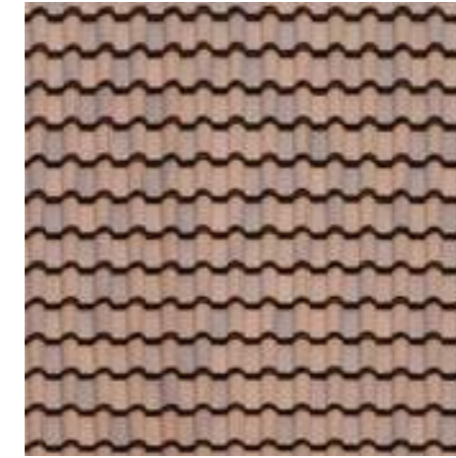
Brick detailing is added to various buildings to articulate features, reduce visual repetition and add variety. Some buildings are more articulate than others to create a hierarchy.



R1 - Roof tiles



R2 - Natural zinc roofing / cladding



R3 - Pan tiles



R4 - Slates



C1 - Metal cladding/roofing



Painted metal and C2 - Flint



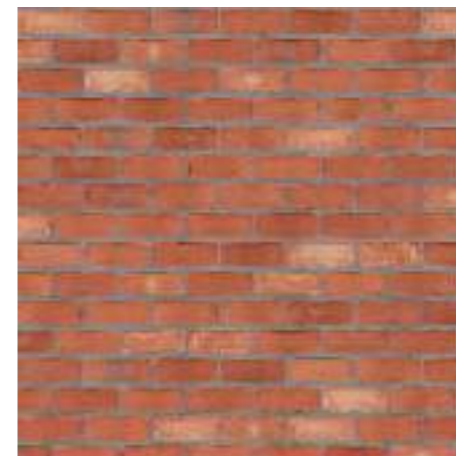
C3 - Pigmented zinc roofing / cladding



C4 - Timber Weatherboard



B1 - Lighter brick to complement local brick



B2 - Red brick to complement Norfolk stock



B3 - Mid to dark multi stock brick



B4 - Darker wire cut brick

8.8. Elevation Treatment - Public Square

Dining Quarter Elevation Treatment

Street elevations comprise a mix of materials from the overall site palette.

Hues and tones of materials have a bearing over the context so darker tones have been used sparingly.

To the dining quarter glazed duplex retail units add large areas of glazing. Brick and metal framing help to create a more robust character to the buildings.

Light toned brick and stone paving should create a sense of significance in contrast to darker toned home zones.

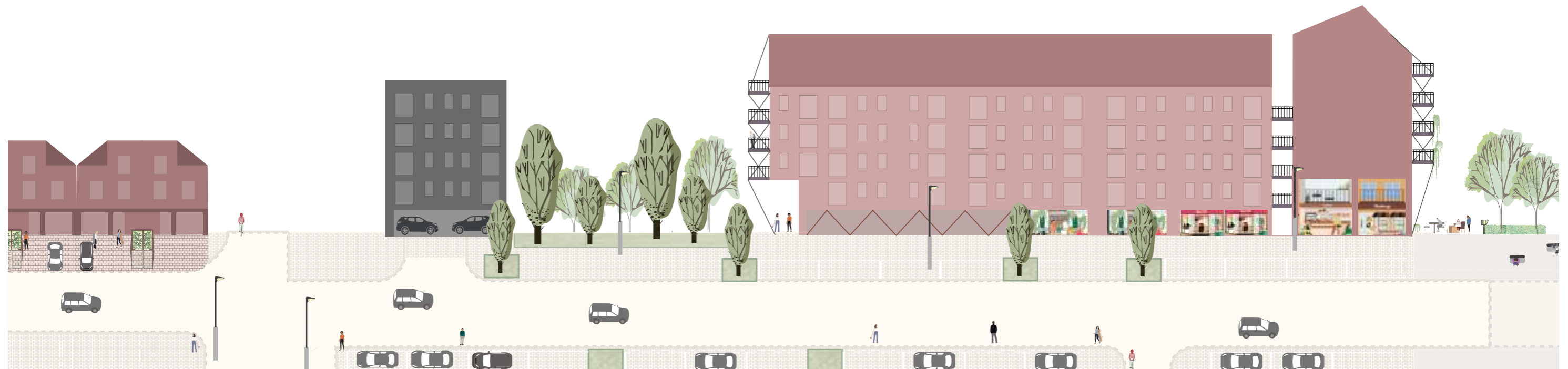


Illustrative Elevations, please refer to Submission drawings

8.9. Elevation Treatment - Wensum Edge main street

Residential Street Elevation Treatment

Elevations are comprised of materials drawn from the same material palette to increase the legibility of the area. Within elevations different materials i.e. metal may be used to delineate areas such as bin stores or other ancillary entrances/spaces.



Illustrative Elevations, please refer to Submission drawings

8.10. Elevation Treatment - Wensum Edge, riverside

Riverside Elevation Treatment

Riverside elevations should include animation and oversight at low levels to provide an elevated landscape with activity down to the river's edge.

Brick with metal clad detailing to create a more robust character to the buildings.



Illustrative Elevations, please refer to Submission drawings

8.11. Elevation Treatment - Materials



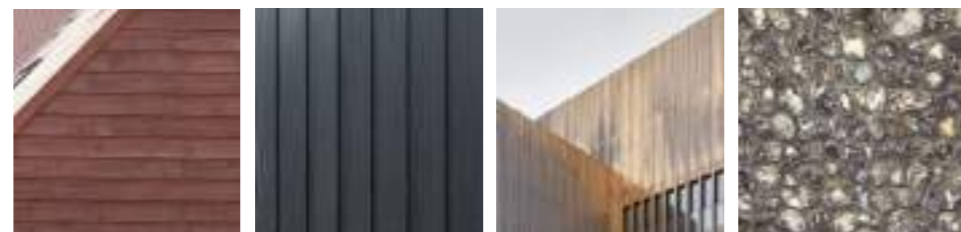
RF01 - Pigmented zinc
RF02 - Natural zinc
RF03 - Roof tiles
RF04 - Pan tiles



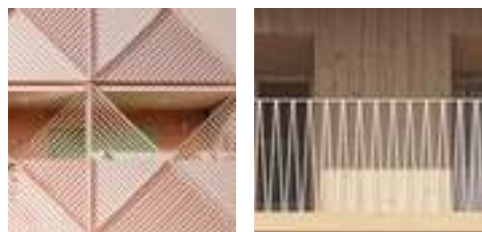
RF05 - Slates
RF05 - Slates
RF05 - Slates



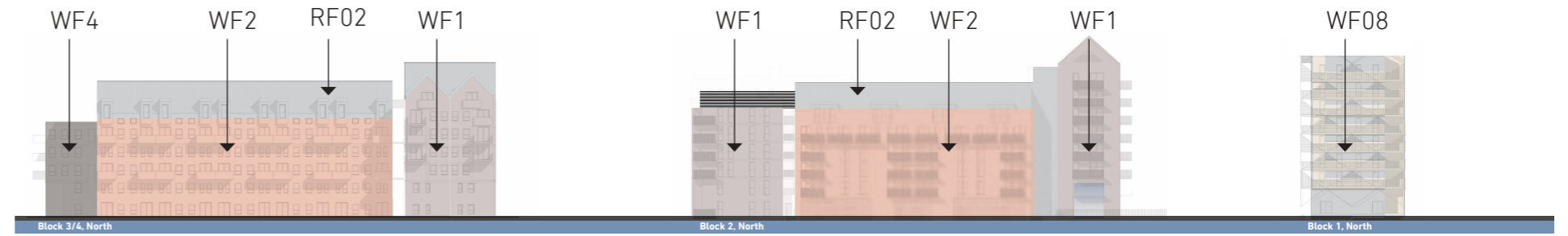
WF01 - Lighter brick
WF02 - Red brick
WF03 - Mid brick
WF04 - Dark brick



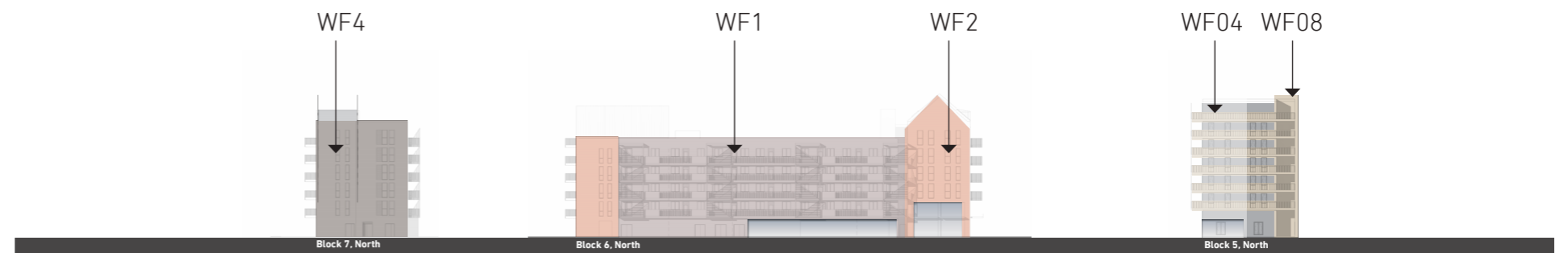
WF05 - Weatherboard
WF06 - Weatherboard
WF07 - Metal cladding
WF08 - Flint



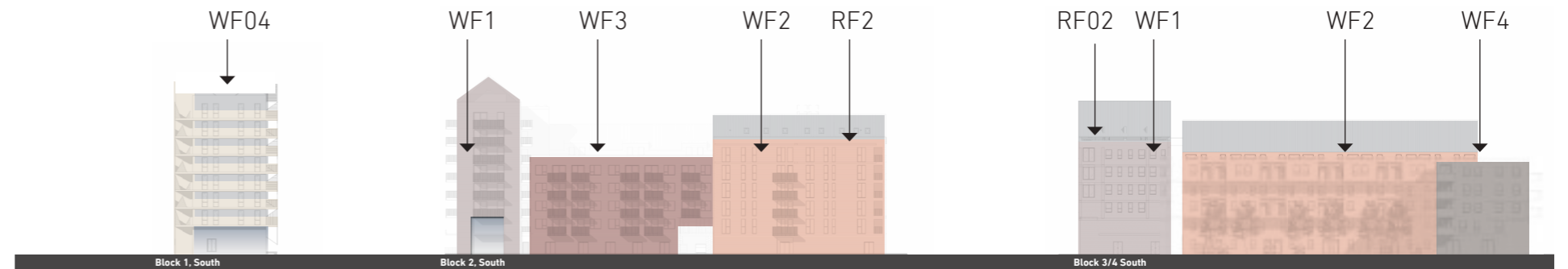
MF01 - Painted metal
MF01 - Painted metal



North (river front) elevation

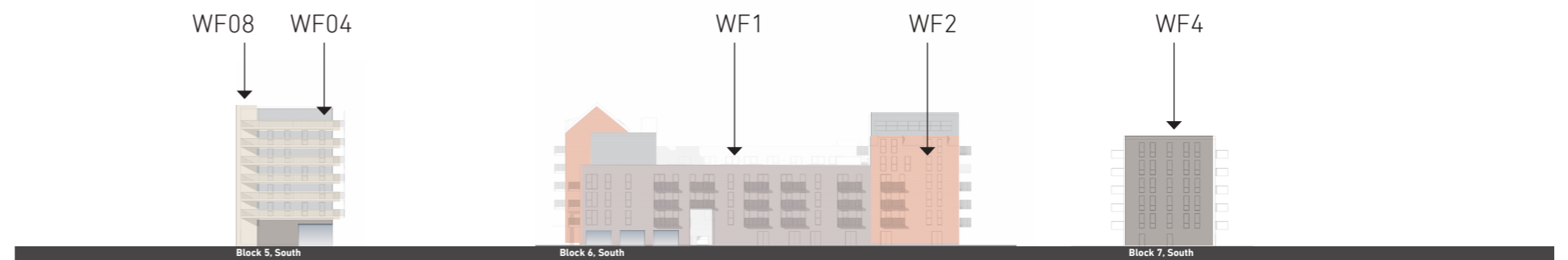


North (street front) elevation



South Elevation

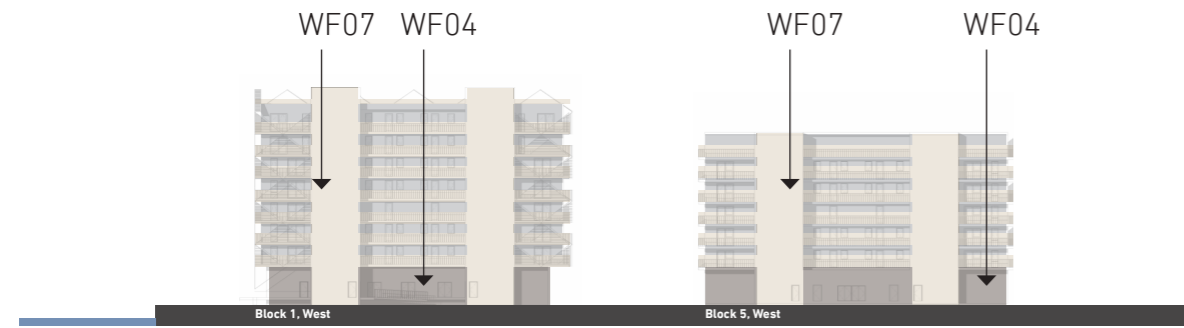
South (street front) elevation



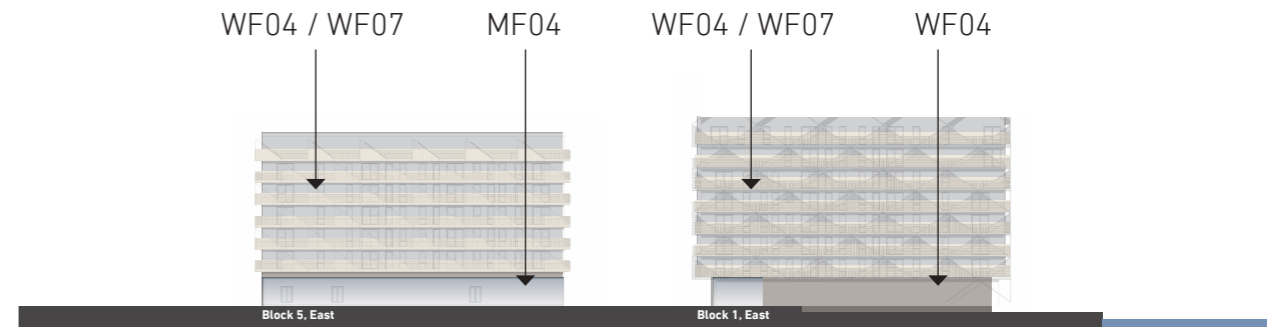
South Elevation

South (street front) elevation 2

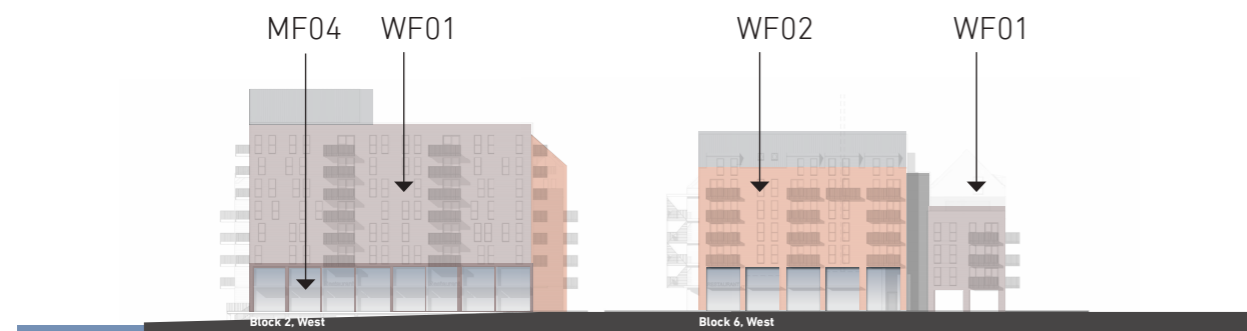
8.12. Elevation Treatment - The Views



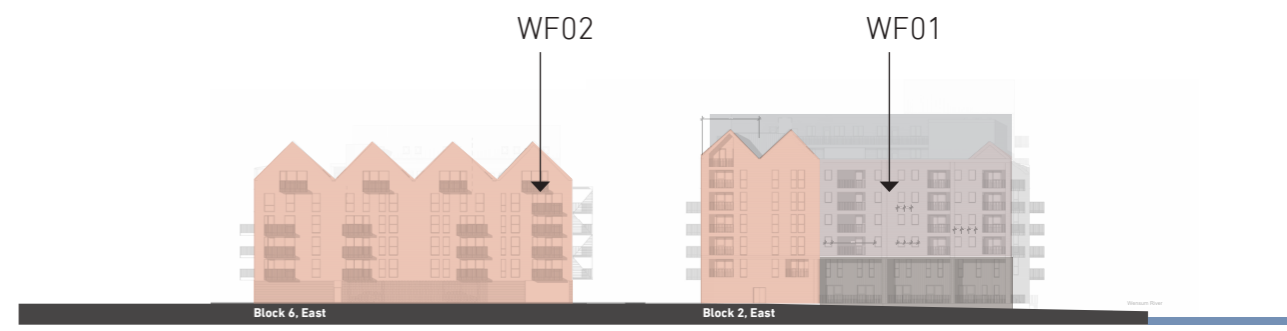
West (railside) elevation



East (railside) elevation



West (dining quarter) elevation

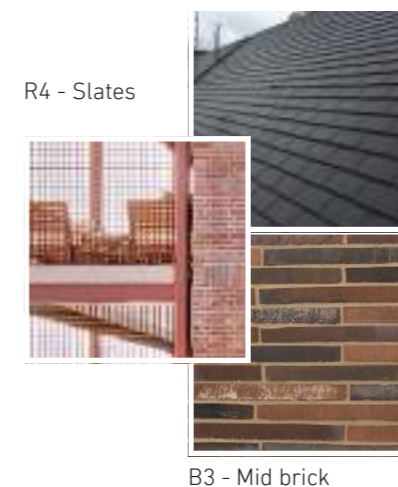
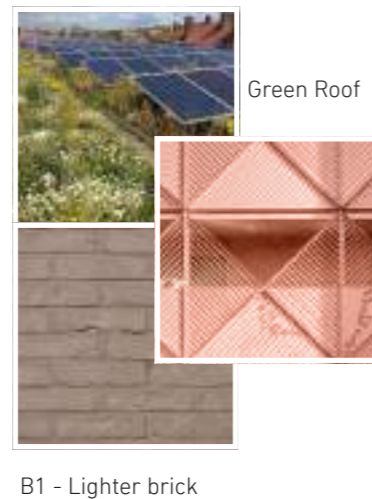


East (park front) elevation



West (park front) elevation

8.13. Elevation Treatment - Details



Metalwork and balustrade details are designed to complement the adjacent finishes and ensemble.

The images above provide coloured / rendered impressions of bay elevations of the main blocks in the Wensum Edge.

It also shows typical colour swatches. These materials are then repeated on other blocks throughout the development.

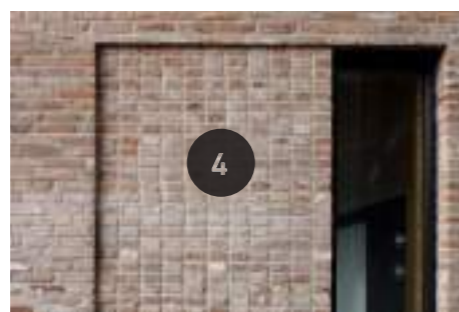
The following page shows some of the brick detailing used.

8.14. Elevation Treatment - Details, apartment blocks

The buildings have been designed with subtle changes in coursing to articulate specific parts.

These include:

1. Projecting brick courses to create reticulated base.
2. 2x Soldier course band at slab/ balcony level
3. Projecting intermittent bricks
4. Rebated brick course, squint or rebated brick
5. Rebated brick course, soldier or header
6. Hit and miss open brick course
7. Soldier header course above opening



Rebated window border details



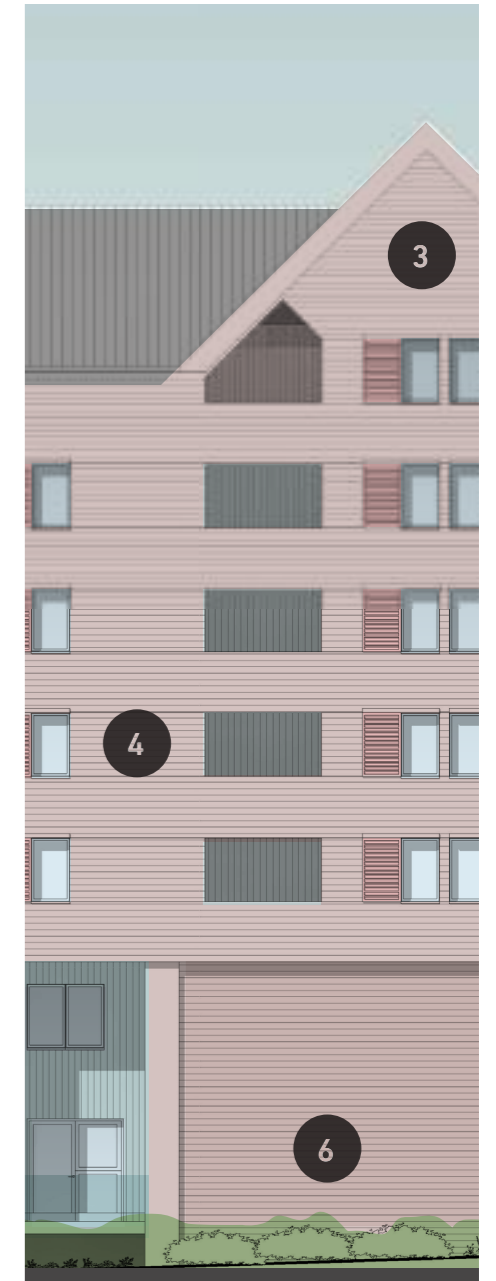
Soldier course runner



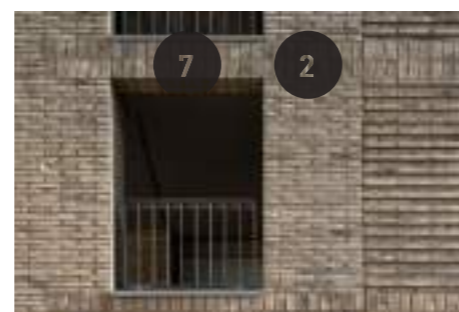
Projecting brick work



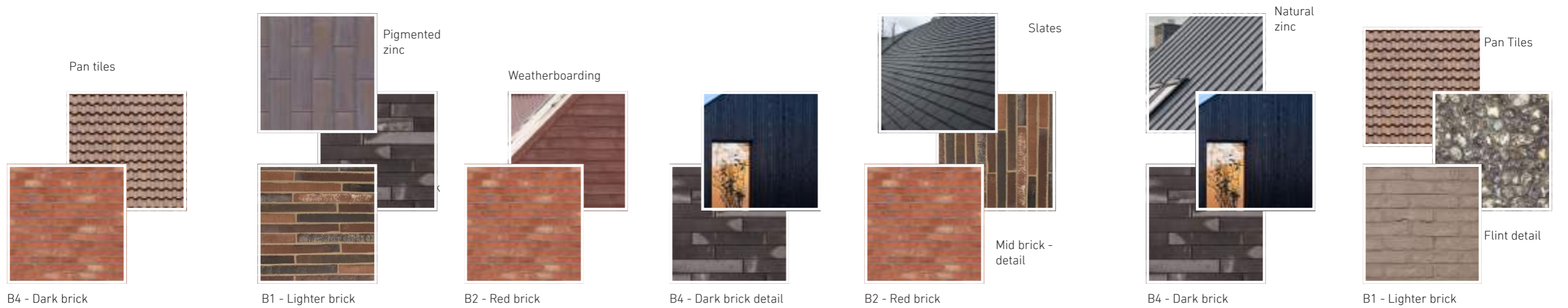
hit and miss brick



Projecting



8.15. Elevation Treatment - Details



The images above provide coloured / rendered impressions of some of the houses. It also shows typical colour swatches. These materials are repeated on other houses throughout the

development. The following page shows some of the detailing used.



Elevation Treatment - Details, houses

The houses have been designed to complement the taller buildings. Therefore similar materials, details and forms are used.

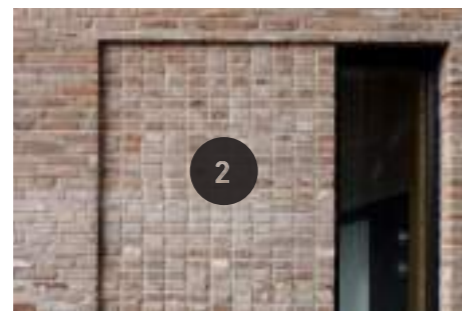
Projecting brick courses articulate the base course. Changes in materials help to create relief in longer elevations and to add interest.

Detailing

1. Projecting brick courses to create reticulated base.
2. Rebated brick panel, soldier or header
3. Soldier header course above opening
4. Soldier base course below opening
5. Base flint course
6. Verge soldier course
7. Verge diagonal course



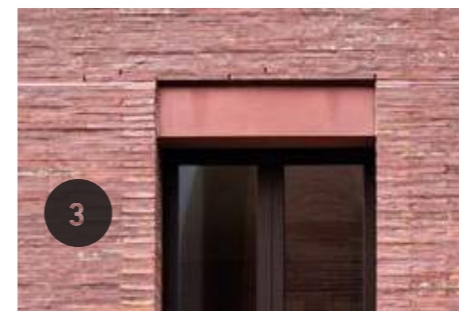
Cobbled wall section



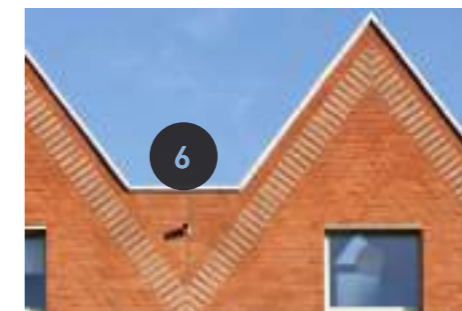
Rebated entrance detail



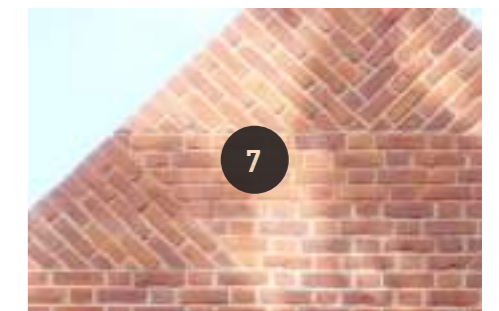
Soldier base



Soldier course runner



Verge soldier



Verge diagonal

8.16. Privacy + Communal Gardens

Private Gardens

50% of the homes will have conventional fenced private gardens. The others will have small private gardens that either look out onto open space or onto a shared garden. Some (within the Wensum Edge) also contain terraces / balconies.

Shared Spaces

Shared spaces are those that contribute towards the amenity of a home but may be used by multiple adjoining households.

Shared Gardens

Shared gardens are for the use of multiple households adjoining the garden, and offer the benefits of shared maintenance and a sense of community.

Communal Gardens

Communal gardens are those that can be used by anyone who lives within the scheme and has access. These may be appropriate in locations where public open space can't be adopted. They are typically maintained by a management company but may also be maintained by a group of residents or a community organisation.



Shared courtyard garden (Stolon)



Shared front garden area, The Views



Private Gardens, with shared yard area (Goldsmiths, Norwich)



Shared rear garden area, The Views

8.17. Fenestration, Shutters and Baffles

Fenestration

The NMDC states:

'The façade needs to relate to both the external context and the arrangement of internal spaces. Windows need to be composed to reflect the daylight needs and hierarchy of these spaces.'

Houses

The adjacent modern developments vary in both architectural style and quality, not all of which contribute positively to the local identity. The windows in the older houses are more simple and regular.

This is respected in the House Type designs. House Type A, being the simplest with more contemporary designs introduced within The Views and then Wensum.

Flats

The nearby warehouses are characterised by a semi-utilitarian character. That is to say that they have regularly

sized and spaced windows but with some articulation, typical of Victorian and early 20th Century factory buildings.

Looking at the buildings closest to, and lying on, the southern bank of the river the windows are regular within a given building but each building may have different window arrangements to the next. This creates variety when seen as a collection. This approach is adopted for the proposed buildings.

Three approaches to windows are used.

- Tall windows of varying size
- Windows set into wider reveal
- Squarer windows above railing height

Set back from the Wensum River the regularity of window sizes and spacing is relaxed to create greater variety and articulation within some of the apartment buildings and houses.

Shutters + Baffles

Shutters and baffles can be used in an array of building types, from industrial buildings to residential homes to provide solar shading and privacy, where needed.

Both shutters and baffles can be designed in response to the assessed potential for overheating and/or overlooking. They allow for natural light to pass through whilst blocking glare and excess heat. Their ability to regulate sunlight, heat and ventilation helps to make buildings more adaptable to changing climates. This can make buildings more energy efficient by reducing the need for mechanical heating and cooling systems.

It should also bring an increased sense of privacy to homes, where needed.

Details are provided in the 'Homes and Buildings' chapter.



Block fenestration concept sketches



Block fenestration precedents



Baffle and shutter precedents



Stables Yard Baffles, Stolon Studio



8.18. Roofscapes

Roofscapes

Three different roof character types are established:

- Pitched roof with gable end facing towards front and rear
- Pitched roof with eaves facing towards front and rear
- Flat roof with raised parapet, to conceal solar PVs and roof level plant. These have living roofs.

Application

Along the frontage to the River Wensum the roofscape draws its cue from existing buildings up stream. Buildings on the south side of the river are fairly closely packed and built close to the rivers edge. They have a mix of flat and pitched roofs parallel to the river with the occasional pitched gable end facing the river.

Away from the river the dwellings are predominately pitch roofed with a mix of gable-end and linear, similar to the dwellings in the The Views and Yare Edge areas.

Pitch

Roof pitches are in excess of 35 degrees a. For houses, the height of the roof does not typically exceed 4m.

Verge and Ridge

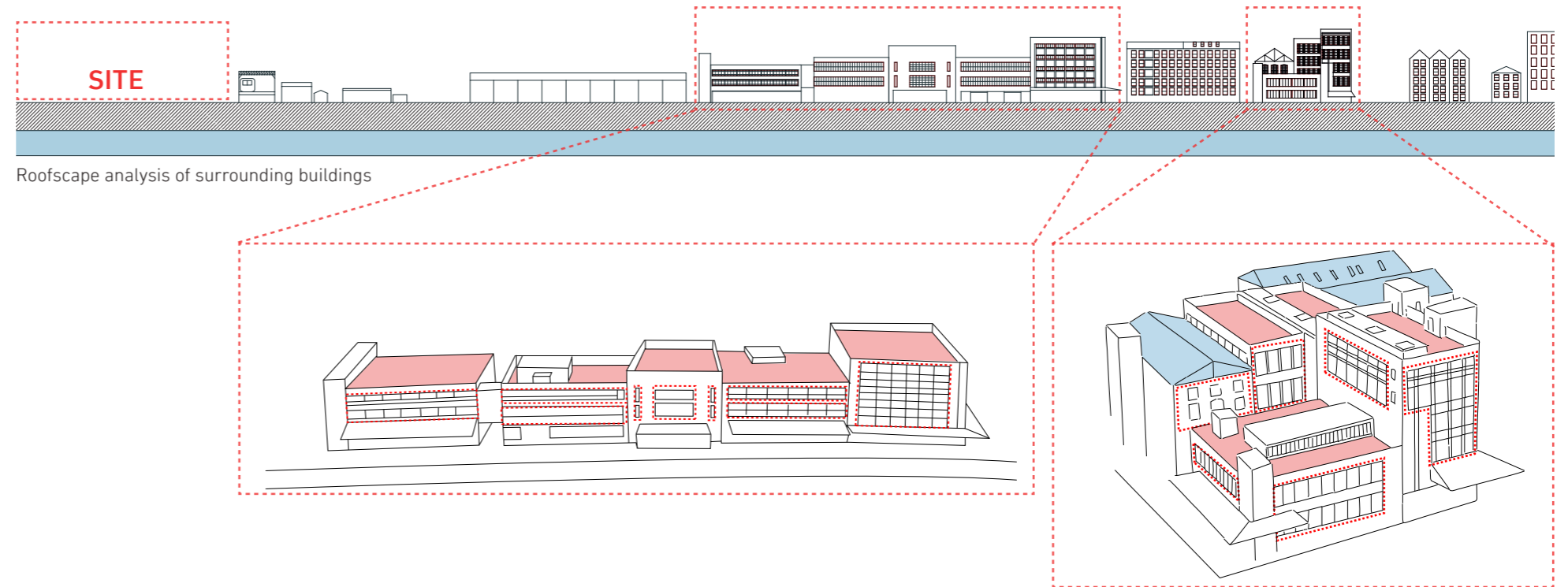
The verge designs have a minimal projection to create a clean and classic finish.

Eaves and Rain Water Pipes

Eaves have minimal projection or in-line with the roof, not boxed in. Gutters are half round or square to maintain clean lines, with circular or rectangular down pipes respectively. These are located to achieve a predominately straight line with change in direction only where unavoidable.

Solar Panels

Solar panels are arranged in gridded banks, without isolated panels. They are located in the same direction and follow the line of the roof.



8.19. Courtyard Blocks

Approach

Block 2 & 6 are perimeter / courtyard blocks, with car-parking and other services are hidden out of sight.

Block 3/4 is designed as an open perimeter block.

The space of the courtyard has been carefully considered to allow daylight and sunlight into apartments.

A balance between active frontage at ground floor (i.e. access from outside the block) vs positive outlook. In The Wensum Edge the outlook to the river and park is highly appealing therefore some fronts are within the courtyard.

Planting has been introduced within the courtyards to add interest. The deck access has been oversized by apx 0.4m to allow residents to install planting in front of their homes adding to the visual appeal.

Articulation

Entrance

Entrances are located at junctions with the building and/or articulated by double height spaces (see precedent)

Windows

Window types are used within block such that there is variability of types but regularity and repetition of use, this provides a coherent but attractive balance.

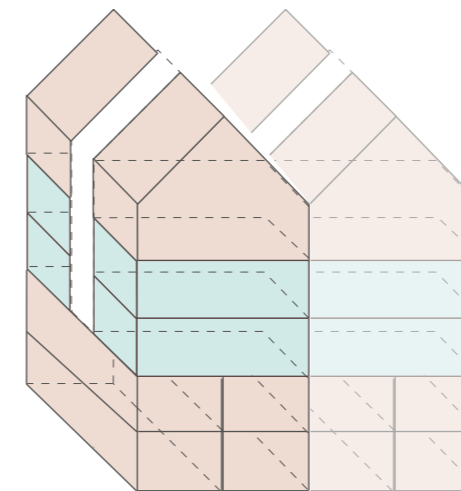
Balconies

Balconies are in character with concept (i.e. not afterthought). They are a mix of linear and angles, celebrating the simple utility of their function but detailed elegantly - ie straight for enclosure or angled to articulate bracing.

Detailing

Where dormers are used they are intended to appear elegant and simple using matching roof or wall materials.

Brick detailing is used sparingly to add character without seeming contrived.



Configuration with:

- 2x duplex at Ground and 1st
- 4x flats at 2nd and 3rd
- 2 x duplex at 4th and 5th (in roof)



Elevation studies

8.20. Deck Access

Deck Access

Deck access has often been synonymous with low-quality housing. However this is largely to do with the design detail rather than the principle and there are good examples recently as well as from history. It is now rising again in popularity as a solution to providing high quality safe and attractive development.

Designed well, deck access provides a safe means of access, with additional amenity, vantage point and articulation. Some precedent examples of high quality deck access are given opposite.

Decks should be deep enough to allow people to pass safely and conveniently. When they are deeper this may provide the opportunity for planting or breakout spaces - so long as they do not block the access/ egress.

Dual aspect units that also provide two means of escape in event of fire are almost reliant on the use of deck access. It also allows cross ventilation and shading, both of which are crucial to mitigating overheating, therefore it is seen as inevitable requirement for buildings with a N/S aspect.

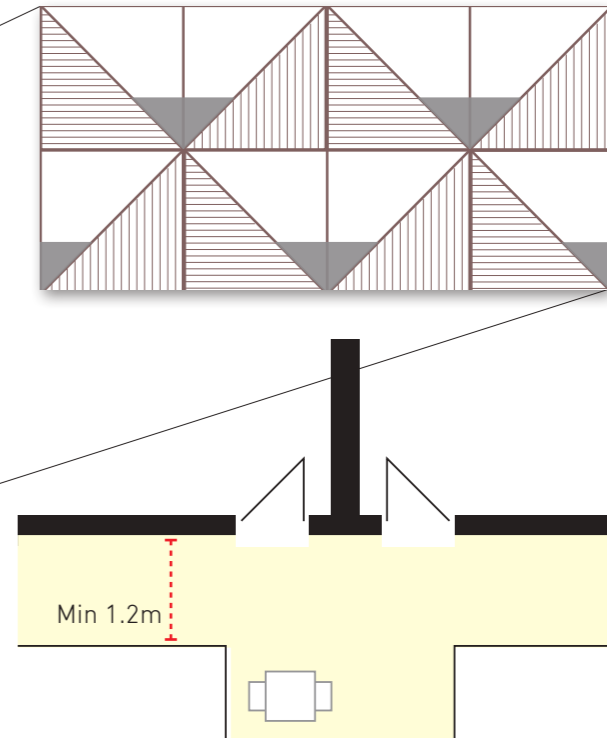
These have been incorporated into the scheme and demonstrate that overheating is managed.

Proposal

- All decks are a minimum of 1.2m deep
- Incorporate bays to allow sociable space for interaction.



Deck Access



Example of articulated balconies and access.



Deck access with panels to increase privacy / sense of enclosure



Deck access on a refurbishment building containing private balcony spaces (NL)



Projecting deck access
Strong material character

8.21. Balconies

Balconies

Balconies may be the only private amenity for residents in apartments. They should be deep enough to accommodate a table and chairs. Minimum 1.5m deep but partly or fully recessed within building footprint in places.

Simple projecting balconies are combined with inset balconies to respond to the context of the block design and add variety.

Projecting balconies are typical located on the south or west façades to provide shade to rooms below. They are also used on the north façades to allow views over the river and amenity and such that they receive some sunlight at the beginning and end of the day in the summer time.

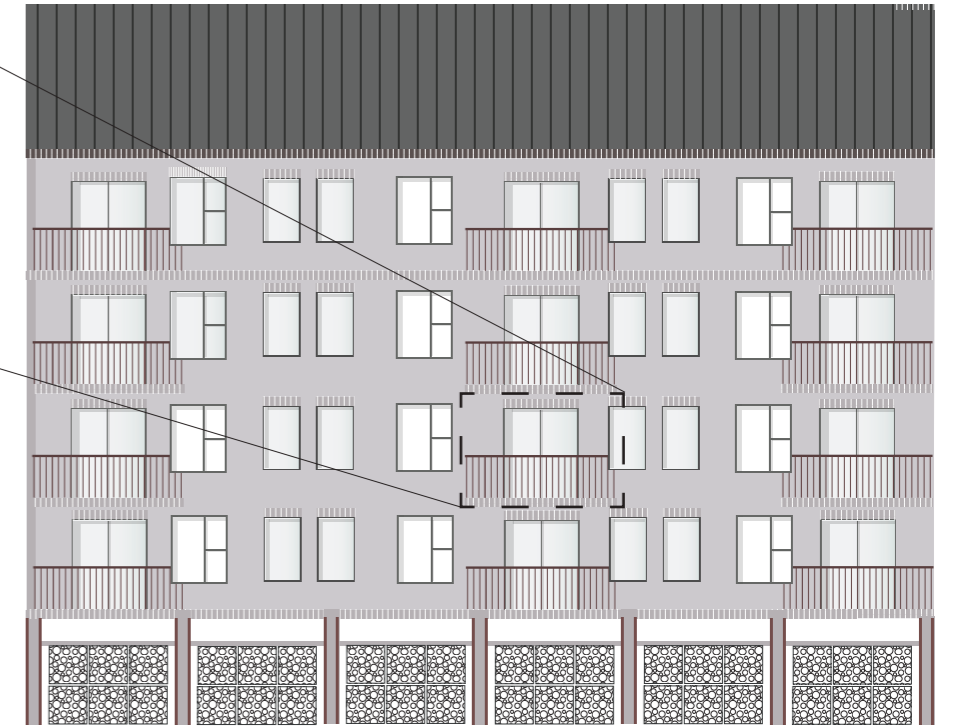
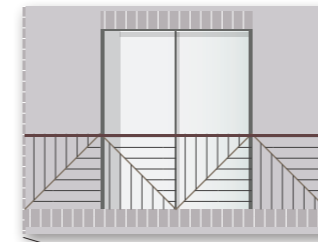
Inset balconies are used where they are above inset duplexes or at corners. This is to avoid unduly shading the duplexes and to avoid a conflict in hierarchy of façades at corners respectively. This helps to create a more simple built form in contrast to the projecting balconies, in places.

Additionally Blocks 1 & 5, which front onto the railway line use continuous balconies. This is in deliberate contrast to the other buildings. The balcony design is elegant and filagree, using angled geometry that reflect the simple diagonal bracing used. This creates a strong identity to these buildings. Examples are given opposite.

All balconies are proposed to be made from railings, not solid metal panels, and generally extend over the floor plate.



Local projecting bay over river.



Balconies



Projecting balconies: Integrated with building framing. Different sizes creates interest



Continuous balconies: This simple building is interesting for it's sweeping balcony design



Continuous balconies: This simple building is interesting for it's sweeping balcony design



Inset balconies:

8.22. Servicing Functions

Main Entrances

Well articulated entrances that are differentiated from the rest of the building through colour, detail or scale help with legibility.

Hierarchy can also help such as double height or wider entrances for lift cores, while fire escape stair cores may be simpler.

Convenient for post, delivery, intercom.

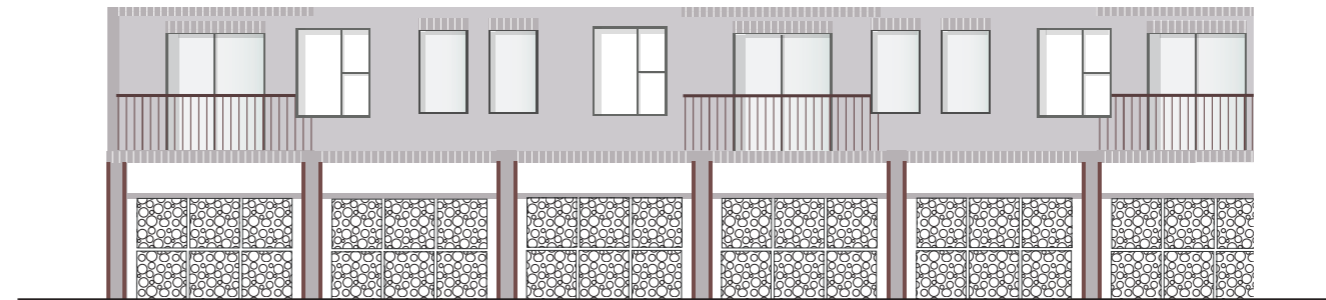
Bin and Bike Stores

Bin and bike storage are conveniently and readily accessible, secure and well lit.

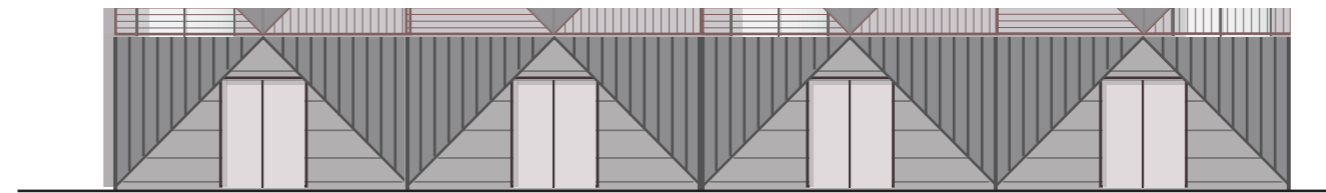
Due to access for refuse collection, this inevitably means that bin stores are along main façades. This means that these façades have been designed to be discreet and elegant. Bin stores and bike stores are also opportunities for social interaction.

Parking

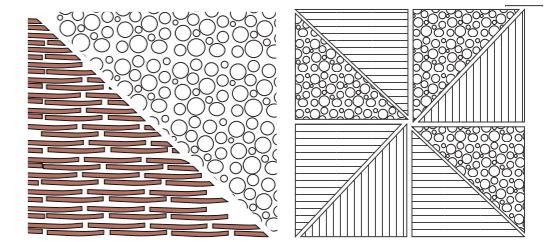
Gateways for parking may be subservient. However, generous and inviting access points are preferable.



Parking (North Elevation)



Deck Access



Gabions could be made with material sourced during site clearance



Gabions conceal parking



Attractive double height entrance



Bins should be in dedicated space to avoid overspill and conflict of uses. Top example shows bin store, discreetly integrated into building facade.



Bike stores should be secure, physically and visually. Top example is better than the bottom example, which may encourage anti-social behaviour.



8.23. The Wensum Rise

Wensum Bridge

A bridge is required to connect the Deal Ground with the north bank of the River Wensum and beyond. The bridge may be for pedestrians and cyclists as well as provide access for wheelchairs and mobility scooters.

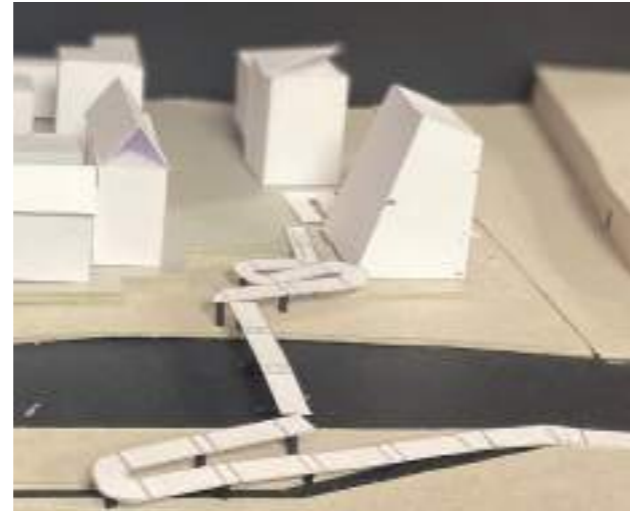
The principle behind the bridge over the Wensum River is to create a fluid pedestrian/cycle connection, one which will become an extension of the boardwalk, and hover over the marsh below, touching the ground lightly.



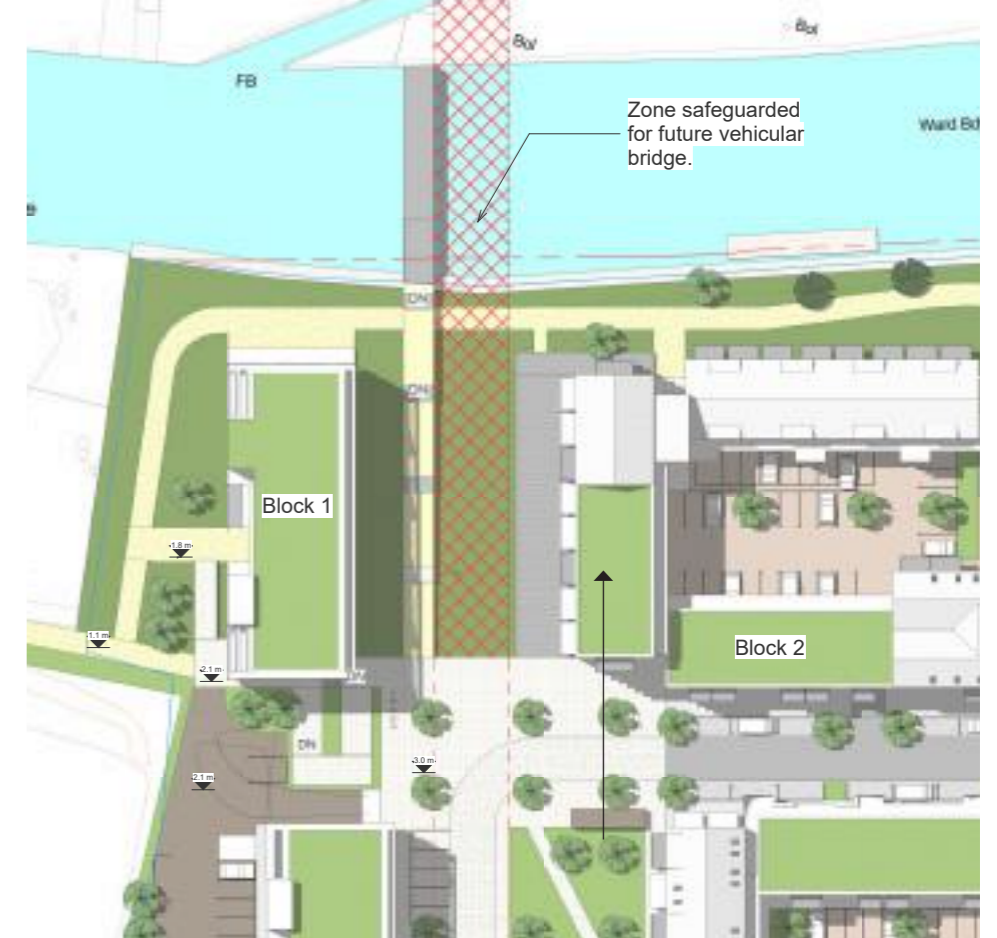
The River Wensum



Site photo of the underpass



Bridge studies



Requirements

- High point - 5.9m AOD
- Opening 1/3 of river width
- Inclusive access
- Gentle gradients, max 1:20 preferred
- Continuity with adjoining routes
- Connection with underpass if possible
- Preserve space for future road bridge



Pedestrian/cycle bridge. Hringbaut, Iceland. The bridge provides both stepped and sloped access and compliments the natural environment.



Boardwalk in marsh, Morden Hall Park. The bridge may inform the connection with the cycle/footway through the extended marsh



Pedestrian/cycle bridge. Simple coloured surface clearly identifies bridge deck



Pedestrian bridge within trees. Integration within natural environment



Boardwalk, to restaurants in adjacent block.