

MADDOX PLANNING

**PLANNING
STATEMENT**

LONDON & MANCHESTER

0345 121 1706

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Deal Ground and May Gurney (Reserved Matters)

Description of development

The proposal seeks the approval of the reserved matters for application ref: 12/00875/O and 2011/0152/O in relation to scale, layout, appearance and landscaping pursuant to outline planning application (full details of access) for a mixed development consisting of a maximum of 670 dwellings; a local centre comprising commercial uses (A1/A2/A3): a restaurant/dining quarter and public house (A3/A4); demolition of buildings on the May Gurney site (excluding the former public house); an access bridge over the River Yare; new access road; car parking; flood risk management measures; landscape measures inc earthworks to form new swales and other biodiversity enhancements including the re-use of the Grade II Listed brick Kiln for use by bats.

Type of application

Approval of reserved matters

Applicant

SERRUYS PROPERTY COMPANY LIMITED

List of supporting documents

1. Application forms
2. Plans and drawings
3. Planning statement (including affordable housing statement)
4. Design and access statement
5. Air quality assessment
6. Archaeology assessment
7. Ecology
8. Flood risk assessment (including SUDs)
9. Sustainability and energy statements
10. Habitat regulations assessment
11. Heritage impact assessment
12. Land contamination assessment
13. Noise and vibration
14. Landscape assessment
15. Statement of community involvement
16. Transport assessment and interim travel plan
17. Arboricultural assessment (AIA,AMS,TPP)
18. Fire statement
19. Nutrient neutrality calculation record

Development plan

The adopted development plan comprises:

1. Norwich Site Allocations and Site-Specific Policies Local Plan (adopted December 2014);
2. Norwich Development Management Policies Local Plan (adopted December 2014);
3. Joint Core Strategy for Broadland, Norwich, and South Norfolk (adopted March 2011);
4. South Norfolk Development Management Policies Document (adopted October 2015);

The emerging development plan comprises:

1. Emerging Greater Norwich Local Plan (Examination stage)
2. Emerging Trowse Neighbourhood Plan. The Neighbourhood Plan is yet to go to through Examination and Referendum and is therefore, afforded no weight as part of this application.

Policies map

The following designations on the policies map are particularly relevant:

1. R9: The Deal Ground, Trowse (site allocation) (Norwich site specific policies plan)
2. East Norwich Strategic Regeneration Area (emerging site allocation) (Greater Norwich Local Plan)

Planning policies

The following adopted and emerging planning policies are particularly relevant:

Document	Policy number	Policy title	Referred to in paragraph number of this statement
Norwich Site Allocations and site-specific policies plan	R9	The Deal Ground – residential led mixed use development	4.3
Norwich Development Management Policies Local Plan	DM1	Achieving and delivering sustainable development	4.8, 4.27
Norwich Development Management Policies Local Plan	DM2	Amenity	4.38
Norwich Development Management Policies Local Plan	DM3	Design Principles	4.9, 4.11, 4.18
Norwich Development Management Policies Local Plan	DM4	Renewable energy	4.33
Norwich Development Management Policies Local Plan	DM5	Flooding	4.25
Norwich Development Management Policies Local Plan	DM6	Natural environmental assets	4.40

Norwich Development Management Policies Local Plan	DM7	Trees and development	4.21
Norwich Development Management Policies Local Plan	DM8	Open space	4.23
Norwich Development Management Policies Local Plan	DM9	The historic environment and heritage assets	4.18
Norwich Development Management Policies Local Plan	DM11	Environmental Hazards	4.36
Norwich Development Management Policies Local Plan	DM12	Principles for all residential development	4.4
Norwich Development Management Policies Local Plan	DM16	Employment and business development	4.7
Norwich Development Management Policies Local Plan	DM28	Encouraging sustainable travel	4.27
Norwich Development Management Policies Local Plan	DM31	Car parking and servicing	4.29
Norwich Development Management Policies Local Plan	DM32	Car free and low car housing	4.29
Joint Core Strategy for Broadland, Norwich and South Norfolk	Policy 1	Addressing climate change and protecting environmental assets	4.18, 4.19
Joint Core Strategy for Broadland, Norwich and South Norfolk	Policy 2	Promoting good design	4.9
Joint Core Strategy for Broadland, Norwich and South Norfolk	Policy 3	Energy and water	4.33
Joint Core Strategy for Broadland, Norwich and South Norfolk	Policy 4	Housing delivery	4.4, 4.13
Joint Core Strategy for Broadland, Norwich and South Norfolk	Policy 5	The economy	4.7
Joint Core Strategy for Broadland, Norwich and South Norfolk	Policy 6	Access and transportation	4.27
South Norfolk Development Management Policies DPD	DM 1.1	Ensuring development management contributes to achieving sustainable development in South Norfolk	4.8
South Norfolk Development Management Policies DPD	DM 1.4	Environmental quality and local distinctiveness	4.40
South Norfolk Development Management Policies DPD	DM 1.5	Existing commitments	4.5
South Norfolk Development Management Policies DPD	DM 2.1	Employment and business development	4.7
South Norfolk Development Management Policies DPD	DM 3.1	Meeting housing requirements and needs	4.13

South Norfolk Development Management Policies DPD	DM.3.8	Design Principles	4.11
South Norfolk Development Management Policies DPD	DM 3.10	Promotion of sustainable transport	4.27
South Norfolk Development Management Policies DPD	DM 3.12	Provision of vehicle parking	4.29
South Norfolk Development Management Policies DPD	DM 3.13	Amenity, noise, and quality of life	4.38
South Norfolk Development Management Policies DPD	DM 3.14	Pollution, health, and safety	4.42
South Norfolk Development Management Policies DPD	DM 4.1	Renewable Energy	4.33
South Norfolk Development Management Policies DPD	DM 4.2	Sustainable drainage and water management	4.25
South Norfolk Development Management Policies DPD	DM 4.3	Facilities for the collection of recycling and waste	4.31
South Norfolk Development Management Policies DPD	DM 4.8	Protection of Trees and Hedgerows	4.21
South Norfolk Development Management Policies DPD	DM 4.9	Incorporating landscape into design	4.21
South Norfolk Development Management Policies DPD	DM 4.10	Heritage Assets	4.19
Emerging Greater Norwich Local Plan	Policy 1	The sustainable growth strategy	4.4
Emerging Greater Norwich Local Plan	Policy 2	Sustainable communities	4.33
Emerging Greater Norwich Local Plan	Policy 3	Environmental protection and enhancement	4.19
Emerging Greater Norwich Local Plan	Policy 5	Homes	4.4
Emerging Greater Norwich Local Plan	Policy 6	The economy	4.7

Other material considerations

Other material considerations (such as national planning policy and supplementary planning documents, area action plans and design briefs) include:

1. National Planning Policy Framework (The Framework)

Relevant planning decisions

Reference/address	Description	Status/decision date
12/00875/O	Outline planning application (full details of access) for a mixed development consisting of a maximum of 670 dwellings; a local centre comprising commercial uses (A1/A2/A3): a restaurant/dining quarter and public house (A3/A4); demolition of buildings on the May Gurney site (excluding the former public house); an access bridge over the River Yare; new access road; car parking; flood risk management measures; landscape measures inc earthworks to form new swales and other biodiversity enhancements including the re-use of the Grade II Listed brick Kiln for use by bats.	12 July 2013
2011/0152/O	Outline planning application (full details of access) for a mixed development consisting of a maximum of 670 dwellings; a local centre comprising commercial uses (A1/A2/A3): a restaurant/dining quarter and public house (A3/A4); demolition of buildings on the May Gurney site (excluding the former public house); an access bridge over the River Yare; new access road; car parking; flood risk management measures; landscape measures inc earthworks to form new swales and other biodiversity enhancements including the re-use of the Grade II Listed brick Kiln for use by bats.	12 July 2013
12/00996/O	Outline planning application for a pedestrian, cycle and emergency access bridge (4.3m aircraft to soffit) over the River Wensum with associated ramps and transitions on the Deal Ground and Utilities sites.	25 October 2013
23/00261/D	Details of Condition 13: design code of previous permission 12/00875/O.	Yet to be determined
2023/0517	Details of condition 10 of 2011/0152 - (10)Wensum character area DOC 10 South Norfolk	Yet to be determined
23/00183/NMA	Amendment to permission 12/00875/O to alter wording of condition 8 to change timing of submission of Environmental Action Plan	8 March 2023
2023/0326	Non material amendment to 2011/0152 - amendment to wording for condition 38.	3 March 2023
22/01040/NMA	Amendment to permission 12/00875/O to change timing of when the proposed access / main spine road is required to be begun.	12 December 2022
2022/1574	Non-material amendment to condition 2 of 2011/0152 - to amend timing of when the proposed access / main spine road is required to be begun.	13 December 2022

23/00666/NMA (NCC)	Amendment to Condition 13 of planning permission 12/00875/O.	13 June 2023
2023/1544 (SN)	Non material amendment of 2011/0152 - Amendment to trigger point for submission of details for condition 10.	14 June 2023

Environmental Statement

An Environmental Statement Addendum has been prepared by Triptych PD and supports this planning application, which has been informed by Scoping Opinions from both Norwich City Council and South Norfolk District Council.

The Environmental Statement is comprised of the following chapters:

- 02 Introduction
- 03 EIA Addendum Methodology and Limitations
- 04 Site and Surroundings
- 05 Proposed Development
- 06 Alternatives Considered
- 07 Planning Policy Context
- 08 Landscape and Visual Impact Assessment
- 09 Ecology
- 10 Transport
- 11 Air Quality
- 12 Hydrogeology, Hydrogeology, Flood Risk and Surface Water Drainage
- 13 Socio-economic and health
- 14 Built Heritage
- 15 Climate Change
- 16 Cumulative
- 17 Summary and Conclusions

Contents of this statement

1. Site and area description
2. Pre-application engagement
3. Proposed development
4. Considerations
5. Conclusions

Site and area description

- 1.1 The site address is The Deal Ground and Former May Gurney, Bracondale, Norwich, NR1 2EG. The site area is approximately 12 Hectares.
- 1.2 The site is in East Norwich, on the edge of Trowse Newton, bordering the Norfolk Broads. It straddles three local Authorities: Norwich City Council, South Norfolk Council, and the Broads Authority (by virtue of crossing the River Yare and Wensum). The site currently comprises of undeveloped land which is bounded by the river Wensum to the north and Trowse Newton village to the south.
- 1.3 Pedestrian and vehicular access can be gained to the south of the site via Trowse Newton village. The site lies approximately 1km to the south east of Norwich Railway Station. There is no existing car or cycle parking spaces on site.
- 1.4 The site lies within a flood zone 1, 2 and 3 meaning there are different probabilities of flooding within different areas of the site. There are several listed buildings to the south of the site (adjacent site) and one listed building within the site (Timber-drying bottle kiln at NGR TG247500748), all of which are of Grade II listing. The site does not lie within a conservation area and the site is not subject to any other policy allocations.
- 1.5 The Deal Ground site lies at the centre of four distinct areas, in accord with the Proposed Development Areas plan each with their own specific character. To the north the site is bordered by the Wensum River, the east by the banks of the Old Yare and Whitlingham, the south by the historic village of Trowse Newton and the west by the industrial monuments of Norwich's past which sit alongside more contemporary sites of heavy industry. The May Gurney part of the site lies at the Southern part of the site, off of Bracondale Road.
- 1.6 There are no existing highways markings or controlled parking zones.
- 1.7 Further details of the site and its surrounding context can be found in the accompanying design and access statement.

Pre-application engagement

- 2.1 The applicant has undertaken extensive consultation on the proposed development with Planning Officers at Norwich City Council and South Norfolk Council through formal pre-application meetings in relation to the masterplan associated with the reserved matters, and meetings to discuss the design code which is currently under determination.
- 2.2 The applicant has also undertaken extensive consultation with other local stakeholders with a strong interest in the future of the site. This included meetings with the local Councillors, including, but not limited to Norwich Society and Trowse with Newton Parish Council. Further detail on these meetings can be found within the accompanying SCI report.
- 2.3 The applicant has also sought to engage with neighbours and residents prior to the submission of this application, with several public consultation events held in May 2023, both in person and through an online webinar. Consultation with residents is currently on-going following the submission of this application. Further information on these can be found within the accompanying SCI report.

Proposed development

- 3.1 The proposal seeks the following:

“The proposal seeks the approval of the reserved matters for application ref: 12/00875/O and 2011/0152/O in relation to scale, layout, appearance and landscaping pursuant to outline planning application (full details of access) for a mixed development consisting of a maximum of 670 dwellings; a local centre comprising commercial uses (A1/A2/A3): a restaurant/dining quarter and public house (A3/A4); demolition of buildings on the May Gurney site (excluding the former public house); an access bridge over the River Yare; new access road; car parking; flood risk management measures; landscape measures inc earthworks to form new swales and other biodiversity enhancements including the re-use of the Grade II Listed brick Kiln for use by bats.”

Layout

- 3.2 In terms of layout, the site is separated into three main character areas. The Wensum Edge is to the north of the site and will comprise a total of 450 dwellings, with 80 houses and 370 apartments/duplexes, ranging from 3-4 storeys. This area will also have industrial style blocks up to 8 storeys in height. Generally, the character of this area will be quieter residential streets with blue/green corridors linking the marsh and the River Wensum.
- 3.3 The second of the three character-areas is The Views, which is the middle part of the site adjacent to the County Wildlife Site. This area will comprise family home zones between 2-3 storeys in height and will provide 147 dwellings.
- 3.4 The third of the three character-areas is the Yare Edge, which is also known as the May Gurney site, and will comprise of 1-2 storey houses which will be family friendly homes with some shared gardens, and a total of 72 dwellings are proposed in this area.
- 3.5 Further information on layouts can be found within the accompanying design and access statement.

Scale and massing

- 3.6 The Wensum Edge will be most urban in character with bold perimeter blocks. In term of heights, the industrial style blocks will be 5-8 storeys in height, with the residential properties ranging from 2-4 storeys. The general arrangement is that the taller blocks are located towards the north of the area fronting onto the river.
- 3.7 The Views will comprise a village edge and will predominantly comprise a mix of dwellings arranged in mews streets, and close-type home zones, ranging from 2-3 storeys in height.
- 3.8 The Yare Edge will comprise a mix of terraces, semi-detached and detached homes with private and shared gardens to create a more spacious arrangement, with building heights generally ranging from 1-2 storeys.

Mix and tenure

- 3.9 In terms of the mix throughout the entire site, the total homes is broken down into 273 houses, 72 duplexes and 325 apartments. The proposed mix is: 1-Bed down to 16%, 2-Bed 34%, 3-Bed 40%, 4-Bed 7% and 5-Bed 3%.

External appearance

- 3.10 For the dining quarter, the glazed duplex retail units will add large areas of glazing and brick and metal framing is proposed which will help to create a more robust character to the buildings. Light toned brick and stone paving is also proposed to create a sense of significance in contrast to darker toned home zones. The residential street elevations will comprise lighter brick tones comprised of materials drawn from the same material palette to increase the legibility of the area. Brick with metal clad detailing is proposed on the riverside elevations to create a more robust character to the buildings. Further details on the specific material palette can be found in the accompanying design and access statement.

Landscaping and amenity

- 3.11 For the Wensum Edge the strategy is to enhance the landscape character of the river, and to weave areas of planting between and around the development. This will involve removing plants that have self-seeded on the old spoil site and replacing them with predominantly native species throughout the area. Such features include parks, pond areas, private and shared gardens, roadside swales, riparian habitat, Local Areas of Play, and integrated SuDS. For the Views, landscaping features are introduced through an extension to the marsh habitat between development, through private and shared gardens, wetland basins, and local areas of play. The Yare Edge will be a network of green infrastructure, incorporating private and shared gardens, pocket parks, Local Areas of Play, and integrated SuDS.
- 3.12 Most houses will contain private gardens as part of the required private amenity. Shared gardens are proposed for the use of multiple households or property owners within the development and offer the benefits of shared maintenance and a sense of community. Communal gardens could be maintained by a group of residents or a community organisation and can be used by anyone who lives within the scheme.

Access and parking

- 3.13 The access details were granted consent as part of outline and are not subject to this reserved matters application. Access is still from the street to the South, with the main spine road running through the site and a bridge connecting the two Deal Ground and May Gurney parcels. A total of 640 spaces (as consented as part of the outline) are provided.

Accessibility

- 3.14 The proposed development has applied several measures to achieve Part M4(2) compliance, which includes a level access to all properties via a compliant ramp. Additionally, access to all entrances are via the communal circulation core which has both a lift and a staircase.

Refuse and servicing

- 3.15 Each dwellinghouse will typically store the following: For waste: 1x1100L bin per 6x 2 bed houses, 5x 3 bed houses and 4x 4 bed houses. For recycling: 3x360L bin per 6x 2 bed houses, 5x 3 bed houses and 4x 4 bed houses. In relation to the flats and duplexes, the following has been assumed each for refuse and recycling: 1 Bed Flat: 100L, 2 Bed Flat: 150L, 3 Bed Flat: 200L, 4 Bed Flat+: 250L

Considerations

- 4.1 Section 38(6) of the Planning Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the development plan unless material considerations indicate otherwise. This section therefore assesses the proposal against the development plan policies outlined above and examines relevant material considerations where appropriate. The assessment draws upon the suite of application documents listed at Section 1 of this statement. The main planning considerations are:
1. Principle of development
 2. Design
 3. Housing mix and tenure
 4. Heritage
 5. Trees, landscaping, and open space
 6. Flood risk
 7. Transport, highways, and servicing
 8. Energy/sustainability
 9. Contamination
 10. Noise
 11. Ecology/biodiversity
 12. Air quality

Principle of development

- 4.2 The principle of development has been accepted by the Local Authority from the fact that the site benefits from an outline permission for the development of the site for 670 residential dwellings along with commercial uses (the relevant outline permissions are referred to in the planning history section). Therefore, it has been clearly demonstrated that the development will have full compliance with the Council's development Plan with regards to principle and the application submitted only relates to the matters reserved as part of the outline applications.
- 4.3 Additionally, the site is allocated within the Norwich Site Allocations and site-specific policies plan under policy 'R9 – The Deal Ground – residential led mixed use development', which clearly sets out that the site is allocated for a major residential-led mixed use development to secure the beneficial, sustainable regeneration of this key gateway site on the eastern fringe of Norwich.
- 4.4 Furthermore, policy DM12 of Norwich's Development Management Policies emphasises the fact that residential development will be permitted on land that is specifically designated for such purposes. This is also reiterated in policy 4 of the Joint Core Strategy, which sets out that allocations will be made to ensure at least 36,820 new homes can be delivered between 2008 and 2026. Policy 5 of the Emerging Greater Norwich Local Plan also sets out the target of providing for a minimum of 49,492 new homes between 2018 and 2038.
- 4.5 Policy DM 1.5 of the South Norfolk Development Management Policies sets out that if planning applications on sites currently identified as commitments or allocations in any of the South Norfolk Local Plan documents, as identified on the Policies Map, should lapse, then applications for renewal of these permissions will be considered favourably in principle subject to consideration against other policies in the Development Plan. The site is identified as a committed site and therefore, this application for reserved matters should be considered favourably.
- 4.6 The site is also allocated within the East Norwich Strategic Regeneration Area (ENSRA) as part of the Emerging Greater Norwich Local Plan, which sets out a variety of key development considerations such as

the need for substantial new transport infrastructure to provide connectivity and permeability within and between the sites in the East Norwich Strategic Regeneration Area, enhancing key areas of landscape and biodiversity value, green infrastructure assets, corridors and open spaces within the area, and high-quality exemplar, energy efficient design which builds at high densities and maximises the riverside regeneration potential. The current intention of the ENSRA is to deliver 4000 homes across the three sites, including 1,260 on the application site.

- 4.7 It is pertinent to note that the proposed development will also provide high quality commercial uses as part of the scheme, in the form of offices spaces and a dining quarter, which is encouraged in policy DM16 of the Norwich Development Management Policies and policy DM 2.1 of South Norfolk's Development Management Policies. This is also reiterated in Policy 5 of the Joint Core Strategy which sets out a target of at least 27, 000 additional jobs in the period 2008-2026. Policy 6 of the Emerging Greater Norwich Local Plan also states that small scale retail and leisure developments serving local needs are encouraged to serve new residential developments and, subject to impact on local amenity, in existing residential areas and to support village life and promote active travel.
- 4.8 The proposed development will also undoubtedly contribute to the principles outlined in Policy DM1 in achieving sustainable development, such as enhancing opportunities for employment and support businesses whilst enabling balanced, sustainable economic growth in the Norwich economy. The need to ensure development management contributes to achieving sustainable development is also reiterated in policy DM 1.1 of South Norfolk's Development Management Policies.

Design

- 4.9 Policy DM3 of Norwich Development Management Policies sets out that proposals should respect, enhance, and respond to the character and local distinctiveness of the area. It goes on to state that the design of all development must have regard to the character of the surrounding neighbourhood and the elements contributing to its overall sense of place, giving significant weight to the uses and activities around it, the historic context of the site, historic street patterns, plot boundaries, block sizes, height, and materials. This is reiterated in Policy 2 of the Joint Core Strategy, which sets out that all development will be designed to the highest possible standards, creating a strong sense of place. Policy DM.3.8 of the South Norfolk Development Management Policies also goes on to state that the Council will work with applicants to achieve high quality design and positive improvement from all development, protect and enhance the environment and existing locally distinctive character and encourage innovation.
- 4.10 The design of the proposed scheme has been carefully considered to ensure it is of high quality and respects local character. The scale of the proposed buildings has been set in accordance with the approved parameters under the outline consent, which as a result ensures there will be no detrimental visual impact upon the wider area as a result of the proposed height, scale, and massing of these buildings.
- 4.11 In terms of materiality, policy DM3 of Norwich's Development Management Policies sets out that proposals for new development will be required to demonstrate that appropriate consideration has been given to the selection and choice of materials and decorative colour (including hard and soft landscape materials). It goes on to state that in choosing materials developers should have regard to the prevailing materials of the area. Development will be encouraged to make the maximum practical use of sustainable and reused/recycled materials. Policy DM 3.8 goes on to state that developments should be created with high standards of design, building materials, finishes and landscaping reflecting the use of distinctive local building traditions, materials, and heritage assets where relevant; or innovative contemporary design solutions reflecting local context and reinforcing or creating local distinctiveness.
- 4.12 Please refer to the accompanying design and access statement for further details on materiality and external appearance.

Housing mix and tenure

- 4.13 Policy 4 of the Joint Core Strategy also sets out that proposals for housing will be required to contribute to the mix of housing required to provide balanced communities and meet the needs of the area. Policy DM 3.1 of the South Norfolk Development Management Policies also sets out that all housing proposals should help contribute to a range of dwelling type and bed spaces to meet the requirements of different households.
- 4.14 The proposed development comprises a mix of units throughout the scheme to meet the requirement of different households. This mix has been based on the latest available housing need evidence to ensure it reflects local requirements. The proposed mix is now: 1-Bed down to 16%, 2-Bed 34%, 3-Bed 40%, 4-Bed 7% and 5-Bed 3%.

Affordable housing statement

- 4.15 In a planning agreement (S106) made on 12 July 2013, the provisions for Affordable Housing (AH) were agreed.
- 4.16 The agreement allows for 27 Affordable Housing units to be provided. All AH units are to go onto the May Gurney part of the site, with no AH units on the Deal Ground.
- 4.17 The agreement acknowledged that due to viability constraints the development does not provide the full amount of Affordable Housing. It made provisions, in the alternative, for revenue streams to go to Norwich City Council (shared between itself and South Norfolk Council and Norfolk County Council in pre-agreed proportions) in certain circumstances. Namely, in the event of a sale of the land by Serruys Property Company (as owner) and in the event that the viability has improved (tested at development stages). The sums going to Norwich City Council and South Norfolk Council to be used for AH and the sum going to Norfolk County Council to be used for educational purposes.

Heritage

- 4.18 Policy DM3 of the Norwich Development Management Policies sets out that development proposals should respect, enhance, and respond to the character and local distinctiveness of the area. The design of all development must have regard to the character of the surrounding neighbourhood and the elements contributing to its overall sense of place, giving significant weight to the uses and activities around it, the historic context of the site, historic street patterns, plot boundaries, block sizes, height, and materials. Policy DM9 goes on to state that all development must have regard to the historic environment and take account of the contribution heritage assets make to the character of an area and its sense of place, and that development shall maximise opportunities to preserve, enhance, or better reveal the significance of designated heritage assets. Core policy 1 of the Joint Core Strategy sets out that heritage assets, and the wider historic environment will be conserved and enhanced through the protection of buildings and structures which contribute to their surroundings. Policy DM 4.10 of the South Norfolk Development Management Policies sets out that all development proposals must have regard to the historic environment and take account of the contribution which heritage assets make to the significance of an area and its sense of place. The emerging Greater Norwich Local Plan also sets out that development proposals will be required to conserve and enhance the built and historic environment through avoiding harm to designated and non-designated heritage assets and historic character, unless there are overriding benefits from the development that outweigh that harm or loss and the harm has been minimized.
- 4.19 Core policy 1 of the Joint Core Strategy sets out that heritage assets, and the wider historic environment will be conserved and enhanced through the protection of buildings and structures which contribute to their surroundings. Policy DM 4.10 of the South Norfolk Development Management Policies sets out that all development proposals must have regard to the historic environment and take account of the contribution which heritage assets make to the significance of an area and its sense of place. The emerging Greater

Norwich Local Plan also sets out in policy 3 that development proposals will be required to conserve and enhance the built and historic environment through avoiding harm to designated and non-designated heritage assets and historic character, unless there are overriding benefits from the development that outweigh that harm or loss and the harm has been minimised.

- 4.20 The application is accompanied by a heritage statement, which sets out the heritage impact that the proposed scheme may have on any designated heritage assets. The report goes on to conclude that no harm to the significance of any designated heritage assets, including the listed bottle kiln on site has been identified, and that the proposed re-development of the site is considered positive in heritage terms.

Trees, landscaping, and open space

- 4.21 Policy DM3 of the Norwich Development Management Policies sets out that all new development will be expected to make appropriate provision for both the protection of existing and the provision of new green infrastructure as an integral part of the overall design which complements and enhances the development, and careful consideration must be given to the choice of hard and soft landscaping and boundary treatments and should be used to clearly define public and private space. Policy DM7 also sets out that where the loss of trees is accepted in these circumstances, developers will be required to provide at least equivalent replacement in terms of biomass. It goes on to state that major development proposals that have a frontage onto a new or existing highway of more than ten metres will only be permitted where they provide for the planting and maintenance of street trees of appropriate species at intervals appropriate to the site. Furthermore, policy DM 4.8 of the South Norfolk Development Management Policies sets out that the Council will safeguard and promote the appropriate management of protected and other significant trees and hedgerows, unless the need for, and benefits of, a development clearly outweigh their loss. Policy DM 4.9 of South Norfolk's Development Management Policies also sets out that detailed development proposals must demonstrate a high quality of landscape design, implementation, and management as an integral part of the new development.
- 4.22 Significant tree planting and landscaping is proposed throughout the scheme. A variety of meadow, shrub mixes, turf grass and lawn mixes are provided throughout the site, along with a variety of tree types across all character areas. Typical tree pit details can be found within the accompanying landscape drawings and a landscape masterplan is accompanied with this application submission which sets out the specific landscaping proposals in further detail. Both Councils are aware of the recent tree removal undertaken on site and it will be noted comprehensive tree replacement will be provided to create a new landscape perimeter around the site and in particular the Yare Edge.
- 4.23 In terms of open space, policy DM8 of Norwich's Development Management Policies sets out that all development involving the construction of new dwellings (or their provision through conversion or change of use) is required to contribute to the provision, enhancement, and maintenance of local open space.
- 4.24 Natural green spaces are provided throughout the development, particularly adjacent to the County Wildlife site, along with green amenity spaces. Allotments are also provided at the centre of the site, along with play spaces within all three character-areas. Parks and gardens are predominantly located to the north of the site, and a total of 13.24 ha of on-site provision is offered throughout the scheme. Further detail is provided within the accompanying landscape documentation.

Flood risk

- 4.25 Policy DM5 of Norwich's Development Management Policies sets out that all development proposals will be assessed and determined having regard to the need to manage and mitigate against flood risk from all sources. It goes on to state that mitigation measures to deal with surface water arising from development proposals should be incorporated to minimise the risk of flooding and where possible reduce the risk, otherwise at least minimise the risk, within the surrounding area. This is reiterated in the Joint Core Strategy

under policy 1, which sets out that development should minimise flood risk, mitigating any such risk through design and implementing sustainable drainage. Policy DM 4.2 of the South Norfolk Development Management Policies goes on to state that sustainable drainage measures must be fully integrated within design to manage any surface water arising from development proposals, and to minimise the risk of flooding on the development site and in the surrounding area.

- 4.26 The proposed development comprises several mitigation measures to minimise the risk of flooding which are outlined in the accompanying flood risk assessment (FRA) report which incorporates surface water drainage. This has been aided from discussions with both the Environment Agency and Lead Local Flood Authority. The report sets out the design principles and parameters to be adopted to make the development and users / occupants safe from flooding and a sustainable strategy on how surface water drainage will be managed.

Transport, highways, and servicing

- 4.27 Policy DM28 of the Norwich Development Management Policies sets out that new development will be expected to be consistent with the criteria for sustainable development set out in policy DM1, particularly in relation to reducing the overall need to travel, and that cycle and pedestrian links and public transport corridors are incorporated to maximise the opportunity for sustainable transport. This is reiterated in policy 6 of the Joint Core Strategy, which sets out that development should incorporate facilities to encourage walking and cycling as the primary means of travel with public transport for wider access. The South Norfolk Development Management Policy 3.10 also sets out that all development should support sustainable transport and development objectives, utilise all opportunities to integrate with local sustainable transport networks, be designed to reduce the need to travel and to maximise the use of sustainable forms of transport appropriate to the location.
- 4.28 The proposed development provides a variety of features to encourage sustainable means of travelling, particularly with cycle and pedestrian routes. At the Yare Edge, a 1.8m wide footway is to be provided along the western edge of the spine road, whilst a 4.0m wide segregated footway / cycleway is proposed along the eastern edge of the spine road. Along the eastern edge of the spine road the southernmost junction will comprise of a 6.0m wide shared surface to provide a suitable low speed environment for pedestrians and cyclists. Within the Views character area, a 1.8m wide footway is provided adjacent to the western side of the carriageway, at a location just north of where the segregated footway / cycleway spurs east away from the spine road. Within the Wensum edge, a 3.0m shared footway / cycleway has been proposed on the northern section of the loop of the spine road, with a 2.0m footway proposed adjacent to the southern carriageway.
- 4.29 In terms of car parking, policy DM31 and DM32 of the Norwich Development Management Policies set out the car parking requirements for major developments. Policy DM32 specifically sets out the criteria in which car free or low car housing would be acceptable. Policy DM 3.12 of South Norfolk's Development Management Policies sets out that planning permission will be granted where appropriate parking provision is provided by the developer to serve the needs of the proposed development. Development should provide sufficient parking provision to avoid highway safety problems and to protect living and working conditions locally.
- 4.30 A review of the car parking provision has been provided for each of the parcels of development within the accompanying transport assessment. The total development is being provided with 640 parking spaces, which accords with the approved vehicle trip rate for the site and the approved outline consents.
- 4.31 With regard to servicing, policy DM 4.3 of the South Norfolk Development Management Policies sets out that all new developments should ensure that sufficient facilities are available for each property to simply store and dispose of their recycling and waste and is well integrated into the design of the development, and such development should include space for waste collection from points accessible by a collection vehicle. The servicing arrangements for each parcel of development are set out in the accompanying transport statement.

- 4.32 The application is also accompanied by a transport assessment, which sets out that the assessment that supported the outline permission is still valid, and it has been demonstrated that the content within it presented a worst-case scenario assessment with regard to the developments impact on the local highway network. The report concludes that the development is still considered suitable from a highways and transport perspective.

Energy/Sustainability

- 4.33 Policy DM4 of the Norwich Development Management policies sets out that renewable energy generation schemes will be strongly promoted and encouraged as part of development proposals where reasonably practicable. This is reiterated in policy 1 of the Joint Core Strategy, which sets out that all development will be located and designed to use resources efficiently and minimise greenhouse gas emissions and will therefore be energy efficient. Policy 3 of the Joint Core Strategy also sets out that all development proposals of a minimum of 10 dwellings or 1,000m² of non-residential floorspace will be required to include sources of 'decentralised and renewable or low-carbon energy' providing at least 10% of the scheme's expected energy requirements. Policy DM 4.1 of the South Norfolk Development Management Policies go on to state that development should generate and utilise renewable energy in appropriate ways to maximise environmental sustainability and minimise impact on scarce resources and environment. Policy 2 of the emerging Greater Norwich Local Plan also sets out the need to minimise energy demand through the design and orientation of development and maximise the use of sustainable energy, local energy networks and battery storage to assist growth delivery.
- 4.34 The accompanying energy statement which comprises this application submission sets out measures that maximise environmental sustainability and minimise impact on scarce resources and environment. The report also includes a summary of the key energy efficiency features and LZC technologies proposed for the development. This included the provision of Air Source Heat Pumps and Solar PVs. As a result, the scheme could achieve a 69% reduction over Part L 2021 target emission rate.
- 4.35 An overheating assessment has also been undertaken, which concludes that the analysis results show that all the sample rooms, assessed against the DSY1 weather data, comply with the overheating criteria.

Contamination

- 4.36 Policy DM11 of Norwich's Development Management Policies sets out that permission for development within locations where it is known or suspected that land is contaminated will only be granted where it can be demonstrated by site investigations that there is no evidence of contamination which is likely to prevent the grant of planning permission. Alternatively, where evidence of contamination exists, provision is made for any site remediation measures necessary to deal appropriately with that contamination before commencement.
- 4.37 A contamination report has been provided as part of this application, which outlines a set of recommendations, including a targeted site investigation and quantitative risk assessment to be carried out to the north and southern part of the site. This includes soil sampling and appropriate testing to be undertaken, potential subsequent remediation and trial pitting. This work will follow as part of the discharge of conditions.

Noise

- 4.38 Policy DM2 of the Norwich Development Management Policies sets out that development will be permitted where it would not result in an unacceptable impact on the amenity of the area or the living or working conditions or operations of neighbouring occupants, and new development should provide for a high standard of amenity, satisfactory living and working conditions, adequate protection from noise and pollution. Furthermore, policy DM 3.13 of South Norfolk's Development Management Policies sets out that in

considering applications which may result in an increase in noise exposure, account will be taken of the operational needs of the proposed and neighbouring businesses, the character and function of the area including background noise levels at different times of day and night and the need to protect areas of rural tranquility. Development will not be permitted where the proposed development would generate noise or artificial light which would be significantly detrimental to the amenity of nearby residents.

- 4.39 A noise assessment has been undertaken and accompanies this application submission. The report sets out that acceptable levels of acoustic amenity would be achieved, provided that the recommendations in this report are followed. Good acoustic design principles have generally been followed in the proposed development layout, particularly in terms of the use of buffer zones and the use of buildings nearest to the main noise sources to screen other buildings further away. With the mitigation included, the development would comply with the noise-related planning conditions imposed on the outline planning approvals issued by both Norwich and South Norfolk.

Ecology/biodiversity

- 4.40 Policy DM6 of the Norwich Development Management Policies sets out that appropriate proposals which deliver significant benefits or enhancements to local biodiversity or geodiversity will be strongly supported and encouraged, and that opportunities should be taken to incorporate and integrate biodiversity, green infrastructure, and wildlife friendly features in the design of individual schemes. Policy DM 1.4 of the South Norfolk Development Management Policies sets out that all development should take reasonable opportunities to enhance biodiversity.
- 4.41 The Phase 1 habitat survey which accompanies this application has confirmed that the survey area supports a number of Priority Habitats of ecological importance, namely, eutrophic floodplain fen and wet woodland, in addition to the River Yare which lies adjacent to the east of the survey area. It is also pertinent to note that a number of ecological surveys are on-going and will form part of the application when complete.

Air quality

- 4.42 Policy DM 3.14 of South Norfolk Development Management Policies sets out that all development should minimise and where possible reduce the adverse impact of all forms of emissions and other forms of Pollution. It goes on to state that developments which may impact on air quality will not be permitted where they have an unacceptable impact on human health, sensitive designated species or habitats, and general amenity, unless adequate mitigation can be ensured.
- 4.43 An air quality assessment has been included as part of this application submission, which sets out that assuming the implementation of relevant mitigation measures which are set out within the report, the overall effect of the development in terms of existing sensitive receptors surrounding the proposed development is predicted to be 'not significant'. The mitigation measures include, but are not limited to, dust control measures during construction, specific demolition measures and the operation of vehicle machinery.

Conclusions

- 5.1 This statement accompanies a full application on behalf of Serruys Property Company Limited for the proposed development at the Deal Ground and Former May Gurney, Bracondale, Norwich, NR1 2EG. The proposal is for the following:

“The approval of the reserved matters for the approval of siting, layout, appearance and landscaping for 670 dwellings pursuant to outline planning application (full details of access) for a mixed development consisting of a maximum of 670 dwellings; a local centre comprising commercial uses (A1/A2/A3): a restaurant/dining quarter and public house (A3/A4); demolition of buildings on the May Gurney site (excluding the former public house); an access bridge over the River Yare; new access road; car parking; flood risk management measures; landscape measures inc earthworks to form new swales and other biodiversity enhancements including the re-use of the Grade II Listed brick Kiln for use by bats”.

- 5.2 The proposal has responded positively to pre-application discussions with officers Norwich City Council and South Norfolk Council, and the benefits of the proposal are listed below:

Benefits of the proposal

- The provision of 670 high quality homes contributing to the Borough’s housing need;
 - The delivery of a vacant, brownfield site that has lay dormant for several years.
 - Provision of high quality commercial offer in the form of offices and the dining quarter;
 - Significant landscaping enhancements and open spaces throughout the site; and
 - New and improved walking and cycling routes throughout the development.
- 5.3 The application is supported and has been informed by several technical reports listed within the introduction that demonstrates the proposal is acceptable and comprises a valid planning application.
- 5.4 This planning statement demonstrates that the proposal is in accordance with the relevant local, strategic and national planning policies. It is therefore urged that this planning application be approved without delay.