



LAND AT DEAL GROUND AND MAY GURNEY

Environmental Statement Addendum – Chapter 06: Alternatives Considered

Serruys Property Company Limited

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6 ALTERNATIVES CONSIDERED

6.1 INTRODUCTION

The parameters of development were set by the 2013 planning approval. Therefore, for the reserved matters application, alternatives were considered within those set parameters and taking account of environmental factors. The design evolution that has culminated in the proposals for this application are clearly and quite appropriately set out in the Design and Access Statement that forms part of the application and prepared by Stolon. Whilst there is no guidance relating to ES addendum within the Regulations, this section has been included for clarity and robustness to 'bridge the gap' from the previous to the 2017 Regulations. In that respect, Regulation 18(3)(d) requires for an ES to include:

...a description of the reasonable alternatives studied by the developer, which are relevant to the proposed development and its specific characteristics, and an indication of the main reasons for the option chosen, taking into account the effects of the development on the environment.

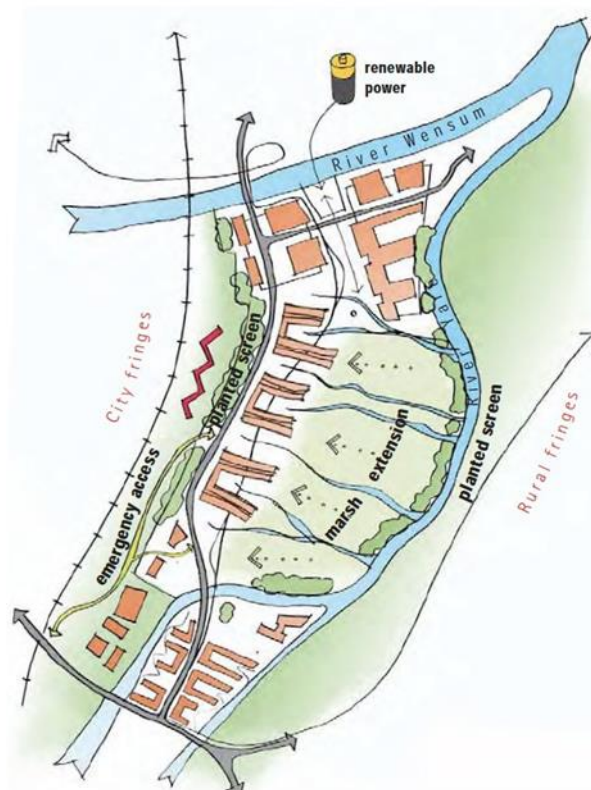
There is no requirement (for an ES) to list all reasonable alternatives.

6.2 DO-NOTHING

The reality and practicality of not progressing with the reserved matters application for an allocated site (R9: The Deal Ground, Trowse (site allocation) (Norwich site specific policies plan) and East Norwich Strategic Regeneration Area (emerging site allocation) (Greater Norwich Local Plan)) would not meet the aims of the relevant plan policies nor the identified housing need.

6.3 OUTLINE PLANNING APPROVED MASTERPLAN

Figure 6.1 – Outline Approved Masterplan



The concept set out in the outline planning application was to set development around the marsh, rising from the lowest buildings in the south up to the tallest buildings in the north, onto the River Wensum. It incorporated dense terraces of housing in the May Gurney site, mews type fingers of development extending towards the marsh in the middle and blocks of development in the north. The concept incorporated a flood channel running South to North from the marsh to the River Wensum and to create floodable swales between fingers of development. In developing the reserved matters application the original concept was revisited and alternative approaches considered.

Since the outline application was consented in 2013 NCC developed the East Norwich Strategic Regeneration Area. This indicated an alternative layout without the need for the flood flow channel and this was tested through flood modelling by the council.

Alternatives were explored with the aim to better integrate the parking, improve the access to the north east of the site and to create a better mix of units and spaces, as well as meet current planning policies.

6.4 EVOLUTION OF ALTERNATIVES INCLUDING ENVIRONMENTAL CONSIDERATIONS

Alternative plans explored arrangements in which the coach drop off area was reconfigured, the Wensum Edge and The Views were more continuous and the May Gurney site is less dominated by long lines of terraces. In one a secondary road was proposed with housing backing onto the marsh. In another the flood channel was changed to a park and the housing was arranged into clusters to create

home zones. Subsequent flood modelling by JBA indicated that the removal of the flood channel could increase flood levels off site and therefore needed to be reinstated. The LPA also asked that the development be more closely aligned with the Development Areas indicated in the Outline Consent. Therefore, a third alternative, which forms the basis of this reserved matters application, included a blue/ green corridor connecting the Marsh and River Wensum. The May Gurney site is reconfigured as are the Views and Wensum to meet the stated aims and to create an attractive high quality and sustainable development.

Figure 6.2 – Third Alternative



Alternative Plan 03

The reserved matters application has been developed closely in coordination with a comprehensive expert team, in liaison with the local authority and the statutory consultees. Factors considered (but not limited to) included:

- Use;
- Access;
- Highways including parking;
- Character and design;
- Flooding and sustainable urban drainage;
- Materials;
- Landscaping; and
- Ecology.

6.5 FINALISED MASTERPLAN

The extensive design and consultation process taking into account technical assessments and solutions has resulted in the masterplan that forms this reserved matters application as shown in Figure 6.3.

Figure 6.3 – Finalised Masterplan



NB Not to scale