



DEVELOPMENT BRIEF

Adopted 22 May 2007



Blue Boar Lane S p r o w s t o n

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8.0 STRATEGIC DESIGN PRINCIPLES

8.1 The Vision

The Vision for the scheme is to provide a sustainable extension to Sprowston which integrates with the existing community. A new edge to the city will be created. The built form and open spaces must respond to the existing urban edge, presenting a new edge to the rural landscape beyond.

It will be a distinctive development that responds to the local landscape characteristics and countryside surroundings. A unique sense of place will be achieved by incorporating elements of local character in the architecture and building layout. The objective is to create a community that forms its own identity and will become part of the existing fabric of the city.

The aspiration is to provide place making infrastructure which will facilitate the emergence of a new community-focused development. It will be a development which encourages sustainable lifestyles.

The built development will be framed within a landscape setting which will capitalise on the natural features of the site, creating spaces which are attractive with appropriate landscaping. Every opportunity will be taken to link the new community to the existing neighbourhood, through a green network of lanes, cycleways and footpaths running through and around the scheme.



8.0 STRATEGIC DESIGN PRINCIPLES



8.2 Design Objectives

The development at Blue Boar Lane will:

1. Maintain important visual links to the surrounding countryside through the site and from the site;
2. Retain important landscape features such as the plantations, mature trees and hedgerows and incorporate them into areas of public open space and strategic landscaping;
3. Maximise opportunities to encourage walking and cycling within the scheme, through linking open spaces and areas of interest.
4. Reduce the reliance on private car travel through the provision of alternatives such as public transport, walking and cycling facilities. Bus stops should generally be within a 400m walk from dwellings;
5. Provide connections to the immediate surroundings for use by pedestrians and cyclists;
6. Provide a high quality development that responds to the local architectural and landscape distinctiveness of the surrounding areas;
7. Deliver a range of house types to provide an appropriate mix and which distributes affordable housing throughout the development;
8. Have a density of no less than 30 dwellings per hectare. A range of densities across the site will be employed, from 30 – 45 dwellings per hectare in appropriate locations;
9. Maximise energy efficiency through the layout and orientation of buildings and adopt appropriate materials to support these principles;
10. Provide formal and informal recreation across the site, to meet the needs of existing and new residents;
11. Maximise the opportunity to provide passive surveillance from dwellings onto public open spaces, footways and cycleways, within the scheme and surrounding public areas;
12. Minimise dominance of the car through layout, design and the provision of a variety of car parking solutions;
13. Provide recycling facilities to assist in reducing the amount of household waste going to landfill;
14. Consider the need to integrate bin storage and meter cupboards carefully, so to minimise the effect on the street scene;
15. Ensure that dwellings, parking areas, landscape and open spaces are well related to each other and provide a safe and attractive environment; and
16. Ensure that the site benefits from sustainable drainage techniques.

8.0 STRATEGIC DESIGN PRINCIPLES

8.3 Response to Site

Public Open Space

Pedestrian/cycle routes will cross the site through areas of strategic landscaping and pass through areas of public open space. This network of open space includes existing landscape features such as the mature trees and hedges. The areas of public open space also have the potential to act as wildlife corridors, providing a movement network for existing wildlife.

Important views from the site to the surrounding countryside and plantations have been maintained and incorporated into the public open space network. This enables the majority of dwellings to have a good aspect onto landscaped areas and the plantations. Views of the development into the site from Blue Boar Lane are contained by a new tree belt which will, over time, screen much of the development. The development is set back from Blue Boar Lane, so to maintain the open nature of the street at this point.

Neighbourhood Areas

The new neighbourhood will include a number of distinct character areas. These areas will be linked through a cohesive framework of movement corridors, built form, strategic open spaces and a legible street structure.

Pedestrian/Cycle Access

A key design objective of the scheme is to maintain and improve pedestrian/cycle access into, through and out of the site to the surrounding areas. A network of pedestrian/cycle routes will connect to local facilities and areas of interest such as: Tesco; schools; the Park & Ride, employment areas and woodland.

New Link Road

A new link road will be provided in the first phase of the development. The road will link Wroxham Road to Salhouse Road and will provide direct vehicular access into the site via three entrances. Arrival into the development will be marked with focal buildings and squares, creating strong gateway features. The link road will be based on a type 1 link road, 40mph design speed and 6.5m carriageway. The link road would also include a 3m combined footway/cycleway separated from the carriageway by a 2m verge.

A New Primary School

A new primary school, of 2 ha, will be required and will become the focus of the development. The school will be delivered as part of phase 1 and will be strategically located within the heart of the development, central to community facilities and adjacent to public open spaces.

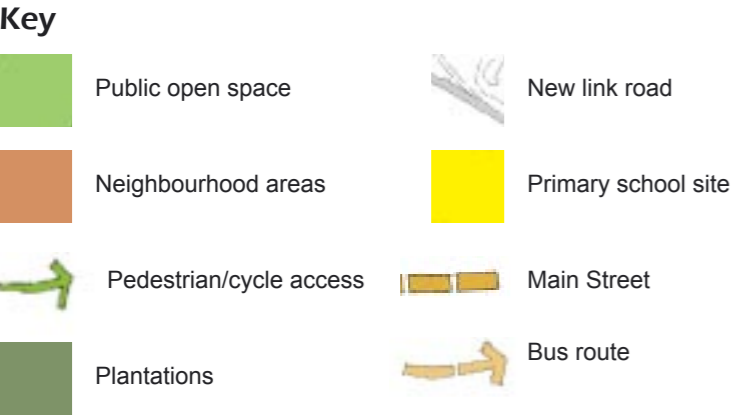


Figure 11 Concept Masterplan

8.4 Dwelling & Tenure Mix

As advised in PPS3, the Government believes that it is important to help create mixed and inclusive communities, which offer a choice of housing and lifestyle. Planning authorities are advised to encourage the development of mixed and balanced communities, and ensure that new housing developments help to secure a better social mix by avoiding the creation of large areas of housing of similar characteristics.

Policy HOU9 of the Local Plan requires a range of house types and sizes to be provided. The range and type of market housing proposed for the site will have regard to the latest housing market assessment. Affordable housing will be provided throughout the development in accordance with policy HOU4. This policy seeks to achieve the best and most appropriate mix possible. It also seeks that the affordable housing should be distributed in small groups as defined in the Local Plan except where justified by site specific layout considerations for example, specialist needs housing, flatted accommodation and development off a private drive.

8.5 Sustainability Objectives, Eco Homes & Build for Life Standard

The proposals for the development take into consideration the social, economic and environmental consequences and meet Broadland District Council's key sustainability objectives as identified in both the Sustainability Scoping Report and the Sustainability Appraisal (further details of this may be found in the Appendix Document). The development will meet the sustainability objectives by:

- Considering the effects of the development on groundwater and surface water resources and providing soakaways such as SUDS and permeable paving;
- Identifying significant changes to the landscape character due to development and, through a considerate design response, reduce the visual impact of the development;
- Taking into account the need to protect and improve the condition of wildlife habitats, by including as much as possible of the existing landscape features into public open spaces, and strategic landscaping without fragmenting them, by creating wildlife corridors;
- Establishing best practice design principles to ensure a high quality built environment;
- Providing a mix of housing types and tenures to meet current housing needs;
- Providing viable alternatives to the private vehicle, by improving public transportation and providing pedestrian/cycleways that are safe, attractive and direct;
- Reducing the amount of waste going to landfill by providing community recycling facilities on site and storage areas for recyclable waste within the home; and
- Creating a safe and secure environment by meeting Security By Design Standards.

The impact of the development has on the environment, social infrastructure and economics of the locality must be managed. The Council would encourage developers to produce and work to a Construction Environmental Management Plan (CEMP) to ensure pollution does not occur as a result of the development and to seek to minimise disruptions. Additionally a proportion of the dwellings built throughout the development will meet Eco Homes and Lifetime Homes standards.

EcoHomes

EcoHomes is part of the Building Research Establishment's Environmental Assessment Method (BREEAM). EcoHomes assess the environmental qualities of new dwellings, including houses and flats. The scheme rewards developers that have taken into consideration and improved the overall environmental performance of a development. It emphasises the importance of good design and demonstrates the developer's commitment to improving sustainability through design.

The EcoHomes standard is highly regarded amongst professionals as a way to balance climate changes, resource use, and the impact of development on wildlife, with the need to provide development. The positives for owners of or occupiers of EcoHomes rated dwellings, include improved energy and water efficiency, therefore reducing household running costs.

It is the council's aspiration to achieve an Eco Homes rating in excess of the current building regulation standards, with a target of 'very good' being sought in this development.

Build for Life Standard

The design of the dwellings will aim to meet the Build for Life Standard. The Build for Life standard is supported by the Government and the housing industry and is considered a national benchmark for good design and sustainable development. Housebuilders are awarded the standard based on meeting 70% of criteria set down by the Building Research Establishment. Schemes are assessed based on the following four criteria; character; roads, parking and pedestrians; design and construction; environment and community. Build for Life Standards represent a commitment to high standards in design, good place making and sustainable development.

8.6 Waste Recycling

Waste is a major environmental concern. All dwellings within the development will be provided with storage areas for domestic refuse and recycling in accordance with the Council's strategy. Currently, this involves the provision of a grey bin for dry recyclables and an optional brown bin for garden waste. Developers are advised to make contact with the Council's Environmental Services team to agree an approach to domestic waste collections and ensure this is incorporated into the design and layout of the development. In addition the type and location of the recycling centres should also be agreed in consultation with the Environmental Services team. With respect to the development of Phase 1, Broadland District Local Plan states that the development will be expected to provide a recycling facility at an agreed stage in the development.

Provision for a community waste recycling facility will be made at a central and accessible location within the scheme.

8.7 Security & Safety

The design of the masterplan for the new development has been developed to create a safe and secure environment, where crime and anti-social behaviour are discouraged, and a place where people can flourish as individuals and as part of the community.

The illustrative masterplan reinforces the principles of the perimeter block throughout the scheme. Continuous frontages, where appropriate, to main and secondary streets will create a strong building line and will establish a clear definition between public and private spaces. Natural surveillance of public spaces from windows to dwelling frontages and gables is encouraged.

It is widely accepted that the perimeter block layout assists in reducing crime and creating safer streets, by making it more difficult for unauthorised access to be gained through the rear of properties and increasing surveillance of the public realm.

9.0 STRATEGIC LANDSCAPE PRINCIPLES

9.1 Landscape Strategy

High quality public open spaces play an important part in encouraging respect and enjoyment of the countryside. The provision of variety in high quality green and open spaces can also be linked with developing the educational and cultural awareness of the community. For this reason, the development of a strong landscape strategy to cater for a variety of informal/formal, play, leisure and educational open space requirements throughout the development, is an important feature of the masterplan.

The landscape strategy has been developed on the basis of the following design objectives to reinforce the distinctive and cohesive landscape character of the area and to meet the needs of the new and existing community:

- A network of public open space running across the site, that maintain existing landscape features such as hedges and mature trees, connect areas of activity and create a series of circular walks;
- The linked networks of open space and woodlands create wildlife corridors. These are safe areas that act as routes for wildlife to move around the site;
- The variety of woodlands within the site will be reinforced by creating different landscape character areas throughout the development. New planting will be native species only and will reinforce existing species found within adjacent woodlands. This will increase the biodiversity value of the woodlands and support the existing landscape setting of the site;
- Opportunities to bring the existing ditch into the scheme by incorporating swales as part of the sustainable urban drainage system will create a varied landscape and add to the biodiversity of the site;
- The Local Plan requires developers to provide a scheme of management and arrangements for future maintenance of the woodland will be required; and
- Outdoor recreation space to meet the National Playing Fields Association (NPFA) 6 acre standard.

Public open space will unify the development and have the following functions:

- to provide the landscape setting to the development;
- to allow views out to the open countryside;
- to accommodate cycling and walking routes;
- they will incorporate the majority of the children's playspace;
- they will form corridors for wildlife; and
- they will accommodate swales for drainage.

Given these differing functions, there will be areas where uses could conflict and will need to be kept separate e.g. where swales and children's play spaces are located.



Figure 12 Landscape Strategy

9.0 STRATEGIC LANDSCAPE PRINCIPLES

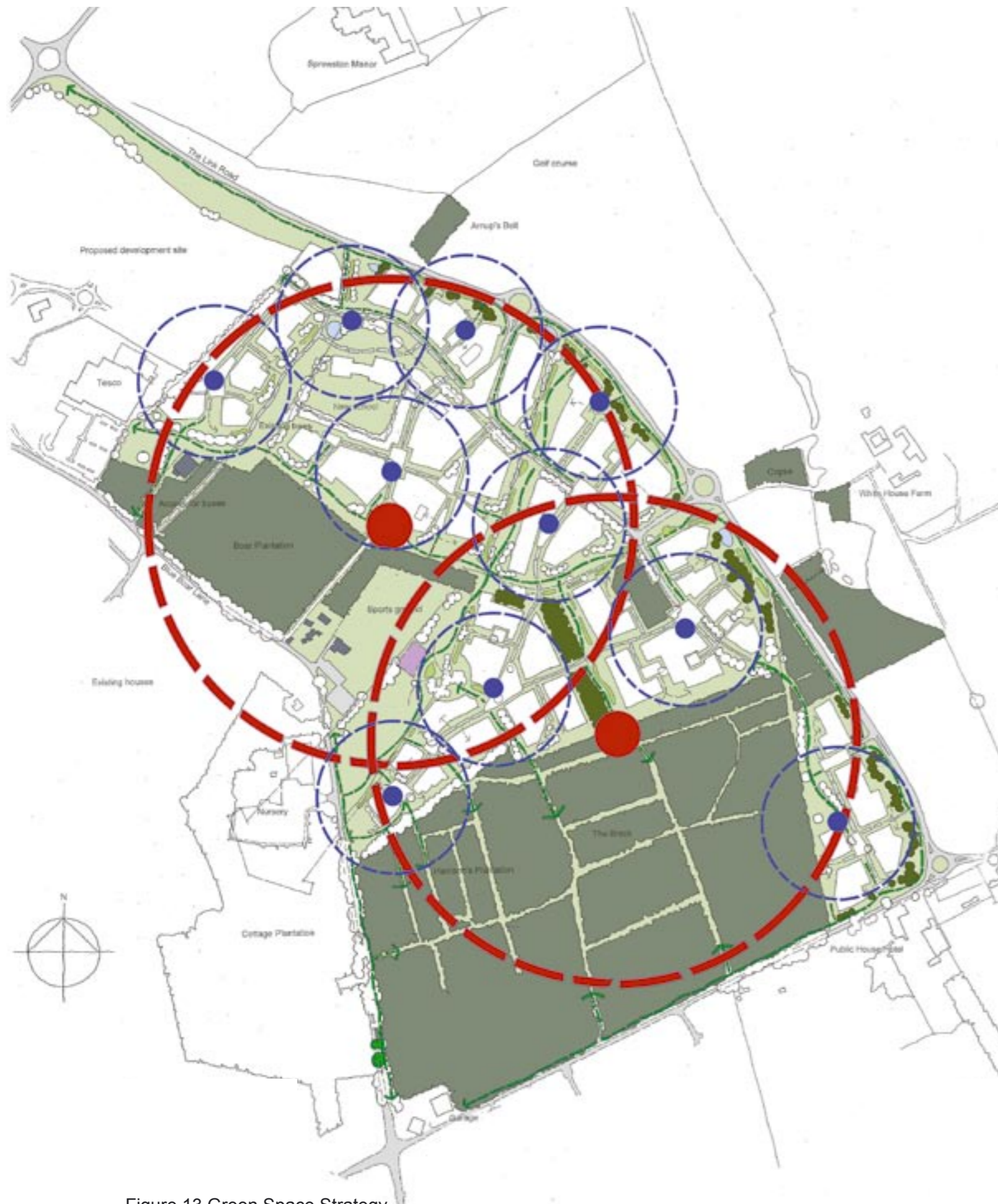


Figure 13 Green Space Strategy

9.2 Public Open Space Strategy

Throughout the scheme, several layers of public open space are combined within the Landscape Strategy to meet the Council's and the NPFA standards. Included within the open space strategy are:








- Structural landscaping between dwellings and along the Link Road; and
- Recreational areas and public open space;

The strategic positioning of recreational areas, including adult outdoor space and children's play facilities ensures accessibility for new and existing residents. Throughout the site, every dwelling is situated within a five minute walk (400 metres) of a Locally Equipped Area of Play (LEAP) and the majority of dwellings are situated within a one minute walk from a Local Area of Play (LAP). A Neighbourhood Equipped Area for Play (NEAP) serves the development and is within 1000 metres or a fifteen minute walk of all dwellings within the site. As part of the public open space provision, an area to the south of the site (near Blue Boar Lane) has been set aside for outdoor recreation, the use of which will be determined by the Parish Council depending upon the recreational needs of the area. Based on the local plan's assumption of a total area of 2 hectares for outdoor recreation, the NPFA standards would expect a ratio of children's plan to outdoor sports of 1:2. This would approximate as 0.7 hectares children's play areas and 1.3 hectares of outdoor recreation. The final area will only be determined once detailed house types are known;

The public open space strategy is based on the pedestrian/cycle routes running across the site within which, a network of open spaces, existing mature trees and hedgerows have been maintained; and

- Management plans for the woodland areas, firstly Boar Plantation, and secondly Harrison's Plantation and The Breck, will be drawn up. These will be designed to improve the wildlife potential of the area, as well as accommodating public access.

Key

-  Public Open Space
-  Strategic planting
-  Pedestrian/cycle Routes
-  NEAP (Neighbourhood Equipped Area for Play)
-  LEAP (400m walking distance)
-  LAP (100m walking distance)
-  Plantations

9.3 Surface Water Drainage

The principles of Sustainable Urban Drainage Solutions (SUDS) will be applied to the key surface water drainage for the development site. The term SUDS incorporates best management practice and drainage processes to ensure that there is no detrimental effect to the development from surface water rainfall on the site, developers are referred to CIRIA C523 'Sustainable Urban Drainage System: Best Practice Manual' for further detailed guidance on SUDS.

The need to address the surface water disposal from the site is best dealt with at the source. In fact the local and national guidance provides for source control measures to be provided where possible. Source control involves the introduction of infrastructure to deal with rainfall water at the point it falls. By providing water butts, other attenuation features and soakaways at appropriate points, these will help minimise the surface water run off from the site. The use of SUDS also helps utilise rainwater, minimize volume of run off, the rate of discharge and the pollution impact that the surface water discharge may have.

Through best management techniques and creative design the SUDS can provide sympathetic surface water control which will manage water quantity, water quality and help provide amenity areas, in line with the high quality urban design envisaged for the site.

SUDS will create an interlinked network of swales, dipping ponds and catchments areas. The incorporation of SUDS within the development will increase opportunities to improve the biodiversity of the site, adding significant ecological value and encouraging wildlife penetration of the site. Any new planting required in the creation of SUDS should be of native species. Public safety will be an important consideration in the creation of swales and ponds.

Through the introduction of the SUDS the effect of the surface water on the downstream ditch and land will be minimised. By managing the surface water run off in this way there will be no detrimental effect downstream and the water will be correctly managed.

The developers will be expected to agree arrangements for future maintenance of these areas. The council suggests the model agreement in CIRIA C625 could be the basis of an agreement to ensure the long term management and maintenance of SUDS.



Figure 14 Swales



10.1 Pedestrian/cycle Network

The key aim of the pedestrian/cycle strategy is as follows:

- To ensure the safety and convenience of pedestrians, and
- Link the development with the wider network of footways and cycleways within the vicinity.

By providing segregated (where possible) pedestrian and cycle links adjacent to the main infrastructure and also within public open space, safe routes can be achieved. Further links to Linacre Avenue, to Blue Boar Lane, local amenities and to the north of the development will facilitate good connections into the existing neighbourhoods providing sustainable integration. These routes will also allow greater access to open spaces, shopping facilities and local schools.

For safety reasons these footpaths will be well lit, particularly where links penetrate the landscaping adjacent to the existing community providing essential sustainable links. Where possible, key routes will be designed to be overlooked by adjoining properties to enhance security.

10.2 Public Transport

The existing public transport provision in the area is good with frequent services through Sprowston which travel along the main infrastructure routes adjacent to the development. Public transport routes should be Norfolk County Council Type 2 feeder road with a carriageway of 6m, with a single way bus gate at the junction with Blue Boar Lane, Linacre Avenue. By extending the existing services with additional infrastructure, the frequency of buses can be maintained and routes can be shown to penetrate the whole site. The addition of the extended services will ensure that the requirement for all dwellings to be within approximately 400m of a public transport route will be met. Therefore this will ensure the maximum sustainable penetration and accessibility is made available. The developer will be expected to ensure continuity in a bus service for the development. This will take the form of an agreement to underwrite a service for the site running to and from the City Centre for an agreed period, should the current operator withdraw the existing service.

In addition to these services, public transport together with footway/cycleway only links will be provided from Blue Boar Lane into the development, giving the more sustainable modes of transport significant advantages over private car and other vehicular modes of transport. This facility will provide a clear route and benefit those wishing to use a more sustainable form of transport.

Key



Pedestrian/cycle routes



Public transport route

Figure 15 Movement

10.3 Street Hierarchy

The access and circulation proposals follow the principles set out below:

(i) The promotion of sustainable modes of transport by creating safe, direct and attractive routes for pedestrians and cyclists. Promoting sustainable modes of transport has extended to careful consideration of land use location to maximise the number of residents within easy walking distance of facilities and public transport routes. Independent footpath/cycleway links will be implemented, where possible, to link the residential development to the adjacent existing conurbation of Sprowston and will form an important part of the sustainable transport for the area;

(ii) The highway design is integrated with the overall design of the development and emphasis on creating urban quality and sense of place. Key strategic routes which give primary access for public transport will form the main street through the site with secondary roads providing access to residential areas leading to mews court or home zone neighbourhoods;

(iii) The flow, speed and circulation of traffic are controlled to create a safe residential environment within the housing parcels. Within these areas, pedestrians and cyclists have priority over motorists. Safety is not considered in isolation but forms an integral part of the approach to the design of the development.

Once within the site, the highway network will be dictated by the size of development served by each access route. The hierarchy of the routes will be easily identifiable with their character becoming increasingly more contained as the site is penetrated, into the mews court and home zone areas (home zones aim to fundamentally change the role and function of the street giving priority to pedestrians and cyclists). Target speeds of 20mph or lower will be achieved in the areas designated for both pedestrian and motor vehicle access to provide a shared environment.

Key





-  Main Street
-  Secondary Street
-  Mews and Lanes
-  Dedicated bus route from the main street to Blue Boar Lane



Figure 16 Street Hierarchy

11.0 CREATING A DISTINCTIVE PLACE



Figure 17 Urban Design Principles

11.1 Creating a Sense of Place

Every development can have a unique sense of place as can individual areas within it. This may be described as a feeling of appreciation for your surroundings and the distinct character of place. It is agreed amongst design professionals that creating a successful sense of place in new developments depends on incorporating key design principles. Urban design principles such as legibility, variety and richness. How these elements are applied to the masterplan are discussed in the following sections.

11.1.1 Legibility

A legible place is a place that is easy to find your way around, it can be easily understood by its users, whether travelling by foot, cycle or in a motor vehicle.

There are many design techniques used to create a legible development. The precedent for the use of the following design principles has been established through the Character Study (section 6.0), which highlights their use in existing towns/settlements in Norfolk.

Gateway Buildings

Gateway buildings mark the entrance into the site from the main vehicular access off the Link Road. These buildings will be located on opposite sides of the road and will stand out from the remainder of the development. Gateway buildings are usually taller than other buildings in the remainder of the development.

Arrival Points

Arrival points will be incorporated within the development at key nodes. They represent a sense of reaching a destination or event in the development. The illustrative masterplan for the Blue Boar development has drawn on the characteristics of local towns and villages in Norfolk. On arriving into the town or settlement, the road widens to reveal a variety of hard or soft landscaped areas. Hard areas of open space in historic villages nearby, were often market places that are now used as a shared surface, where vehicles, pedestrians and cyclists have equal priority. They include informal car parking, planting and street furniture such as benches. A modern interpretation of these former market places, in the form of squares have been incorporated into the masterplan and assist in creating not only a sense of arrival, but also create a legible environment.

Landmark/Focal Buildings

Distinctive buildings provide important visual reference points for the organisation of the streetscape to enable visitors and residents to navigate their way around the new development. Their location will be used to create an architectural focus at the end of streets, to create a feature and to reinforce spatial events. The detailing of these buildings will take reference from local buildings.

11.1.2 Variety

Creating variety is a key design principle that has been applied to the masterplan. Variety is used to create a development that offers something different from its surroundings. Providing choice and variety in the development may be achieved in a number of ways:

- A variety of open spaces, including formal play and informal open spaces, provide a range of recreational opportunities for the new and existing community;
- A number of alternative routes for pedestrians/cyclists, motor vehicles and car parking options that support best practice design principles;
- The built form throughout the development will reflect the character of existing nearby settlements and will include contemporary designs, creating a mixed and varied street scene. Dwellings will also vary in height, size and prominence on the street; and
- A mix in dwellings types and tenures will create more choice for residents and will attract a variety of people to the development, promoting a balanced and sustainable community.

Variety in built form, is created through applying a variety of building set backs from the street, variety in spaces between buildings, distinctive corner buildings and incorporating a variety of materials that reinforce the character of the locality.

11.0 CREATING A DISTINCTIVE PLACE

11.2 Density

The development at Blue Boar Lane is primarily residential development. The density of the development has been informed by several factors:

- Policy SPR4 of the Broadland District Local Plan (replacement), which allocates the site for housing, includes a requirement for the overall net density to be not less than 30 dwellings per hectare;
- The Advice in PPS3 Housing, which requires Local Planning Authorities to make efficient use of land allocated for housing to ensure, its use is maximised;
- The need to create a centre of community activity to support community facilities that are easily accessed from across the site;
- To facilitate the sensitive integration of the new development into the existing parish of Sprowston and maintain the open views to the countryside and from Blue Boar Lane;
- The requirement to provide a range of densities across the site in order to create a distinctive and legible environment and introduce variety and richness in the street scene; and
- The importance attached to creating a mixed and balance community by providing a variety of dwelling types and sizes.

The proposed density ranges across the site will fall between 30 – 45 dwellings per hectare (please refer to Figure 18). Further detailed information regarding proposed building heights is discussed within the individual character areas in the following sections.



Figure 18 Indicative Density Ranges

12.0 CHARACTER AREAS



12.1 Main Street

Density & Form

The design intent is to make the Main Street reminiscent of a traditional village high street. Whilst not having many of the uses associated with such a high street, it will be the main spine of the development and will be a key corridor for movement.

The Main Street character area will generally be of a higher density than other aspects of the masterplan, especially at key nodes such as bus stops/ routes and around The Green. A higher density core along the street will frame the street with continuous built frontage. Densities will filter down from the Main Street to the centre of the development block. Dwelling types will support the urban form and will include terraced houses, apartments and some semi-detached dwellings. Overall the density will range between 40 – 45 dwellings per hectare.

Building height will be between 2 and 3 ½ storeys for focal buildings. Building setbacks will be limited to reinforce the importance of the street. They will range between ½ to 2 metres.

Movement

The Main Street will create a clearly defined, safe and direct route through the scheme. Focal points and squares, incorporated as an integral part of the street, add variety to the street scene. The main street will disperse into secondary streets and lanes of adjacent character areas.

Car-Parking

The number of car parking spaces will reflect Council policy. Parking will be provided through a variety of arrangements such as on plot recessed behind the building line and within attractively designed interior car parking courts.

Landscaping

Existing healthy trees will be maintained wherever possible and will form an integral part of the street scene. Formal street planting of semi-mature trees and well designed planting areas at key nodes will soften the street edge and assist in reducing traffic speeds. Swales will be incorporated into the open spaces running parallel to the street where appropriate.

Limited gardens to the front of dwellings will provide defensible space between the public and private realm, creating variety within a strong street scene.

12.0 CHARACTER AREAS

12.2 Garden Village

Density & Form

The character of this area will reflect the existing development on Blue Boar Lane and will generally be a lower density than other aspects of the masterplan. This area will have a character of its own, defined by lower densities and larger detached and semi-detached dwellings. Overall the density will range between 35 – 40 dwellings per hectare, incorporating building heights between 2 – 2 ½ storeys (focal buildings).

Building setbacks from the internal street will vary between 1- 5 metres, reflecting the character of existing sub-urban development nearby.

Movement

The Main Street extends for a short distance into this character area, before linking back. At this point, the street hierarchy changes, becoming lanes where streets are narrower and the pedestrian/cyclist has priority over motor vehicles as they travel through this part of the development to the adjoining areas of woodland and recreation space. These lanes filter down into mews areas that incorporate focal points and squares as an integral part of the street.

Car-Parking

The number of car parking spaces will reflect Council policy. Parking will predominantly be on plot, in the form of designated spaces or garages. In both respects, parking will be recessed behind the building line. Attractively designed car parking spaces will provide further parking within the mews and squares.

Landscaping

Soft landscaping is key in reinforcing the unique characteristic of this part of the scheme. A heavily planted area to the top of the ridge line, will limit views from Blue Boar Lane to the remainder of the housing beyond. The green open space identified for recreation falls within public open space that maintains views into and out of the site.

The planting theme for this character area is informal. Existing healthy trees will be maintained wherever possible and will form an integral part of the development. Existing planting will be reinforced with additional planting which includes native species, emphasising the unique landscape character of the surrounding plantations.

Front gardens will be planted with attractive native species. Planting pits will be included to the front of dwellings within mews areas.





12.3 Neighbourhood Edge

Density & Form

This character area will present a new edge to this part of Sprowston. The rural feel of the character area will be reinforced through lower densities, 30 – 35 dwellings per hectare and building heights between 2 – 3 ½ storeys (focal buildings). Larger detached and semi-detached dwellings will define the edge of the development. Gateway buildings will clearly mark the vehicular entrances into the development from the new link road.

Building setbacks will generally be generous to create opportunities for private drives and on plot parking.

Movement

In this character area green lanes will provide vehicular access to the Countryside Edges. Narrow street widths, strategic on street planting and passing bays will assist in reducing traffic speeds. Access to private drives, serving a handful of dwellings, will be taken from the Green Lanes.

Car-Parking

The number of car parking spaces will reflect Council policy. Parking will predominantly be on plot, in the form of designated spaces or garages. In both respects, parking will be recessed behind the building line. Limited on street parking (not on designated bus routes) will be complemented with landscaping, to reinforce the countryside characteristics of this part of the development.

Landscaping

Landscaping is key to reinforcing the countryside characteristics of this part of the development. A substantial ribbon of strategic landscaping will soften the edge between dwellings and the new link road, reinforcing the countryside edge characteristics, whilst providing an attractive outlook. Swales will be included within the strategic landscaping, adding interest and variety.

Planting schemes within front gardens will be attractive, softening the edge of the scheme, allowing glimpses of the development from the link road. Planting pits will be included to the front of dwellings within mews areas.

12.0 CHARACTER AREAS

12.4 Park Edge

Density & Form

Development within the Park Edge will overlook public open spaces that form a network of pedestrian/cycle routes through these areas. The suburban characteristic is reinforced by supporting lower densities of 35-40 dwellings per hectare, generating building heights of between 2 – 3 storeys. A range of housing including terraced, detached and semi-detached dwellings will frame areas of open space. Landmark focal buildings will play an important role in creating a legible environment and creating a unique sense of place.

Building setbacks will be limited to between 1 – 3 metres, to improve surveillance from dwellings to public open spaces.

Movement

Green Lanes and private drives will provide vehicular access to dwellings, where narrow street widths, strategic on street planting and passing bays will assist in reducing traffic speeds.





12.5 Woodland Edge

Density & Form

Here dwellings will front the existing woodlands, creating a leafy setting to the development and a distinct backdrop. Dwellings will be sufficiently set back from the woodlands so that any shadow from these areas do not affect the quality of light received. The woodland character of the development will be strengthened by lower densities of between 35-40 dwellings per hectare and will include some detached, but predominantly semi-detached and terraced houses. Building heights will range between 2 – 3½ storeys and will be set back from the street between 2 – 5 metres to allow more generous front gardens.

Movement

Green lanes will provide vehicular access to dwellings within the Woodland Edge character area. Narrow street widths, strategic on-street planting and passing bays will assist in reducing traffic speeds. Access to private drives serving a handful of dwellings and mews court areas will be taken from green lanes.

Car-Parking

The number of car parking spaces will reflect Council policy. Parking arrangements will include a combination of on plot spaces and/or garages recessed behind the building line and integral car parking courts. Limited visitor on-street parking will be complemented with landscaping, to assist in reducing vehicular speeds but will not compromise the bus route.

Landscaping

Large areas of strategic landscaping are not necessary within this character area, due to the vast areas of woodland. However, subtle planting between dwellings and the woodlands will soften the transition between development and woodland. Planting to the front of dwellings and additional Landscaping should not prejudice the safety and security of pedestrians and cyclists using the pedestrian/cycle routes.

12.0 CHARACTER AREAS

12.6 Neighbourhood Areas

Density & Form

Neighbourhood areas are located within the heart of the new community, integral to the main development blocks. Medium densities of 35-45 dwellings per hectare are appropriate and building heights of between 2 – 3 storeys (focal buildings). Housing is predominantly terraced, semi-detached and apartments. Landmark focal buildings and spaces will play an important role in creating a legible environment within the heart of the development block.

Building setbacks will be limited to between 1 – 3 metres, to reinforce the urban nature of these character areas.

Movement

Lanes and mews will provide vehicular access to dwellings, where narrow street widths, strategic on-street planting and passing bays will assist in reducing traffic speeds.



13.0 MASTERPLAN

13.1 Illustrative Masterplan

The illustrative layout has taken into consideration the opportunities and constraints of the site, the Vision and the Design Objectives. The illustrative masterplan demonstrates the deliverability of the requirements as established within the Local Plan.

The illustrative masterplan is an indication of the possible form of future development at the site. It will provide the structural framework for the phased development of the site and will form the foundation for future planning applications.

This Development Brief highlights various aspects of the masterplan and how these meet the Local Planning Authority's objectives and the objectives of creating a high quality, sustainable development.

The illustrative masterplan illustrates:

- The accommodation of over 1000 dwellings including highway infrastructure, open space and a primary school;
- A new link road providing direct accesses into the site; and
- A development that responds to current best practice standards in masterplanning, urban design and sustainability as identified within Government Guidance.

The fundamentals of good design stem from an understanding of the existing landscape and local character. From this basic understanding, design develops in response to the existing environment and reinforce the character of the area.

The illustrative masterplan for the development capitalises on the existing woodland, hedgerows and attractive landscape features within the site. These provide the basis for a network of public open spaces that reinforce the links between the new development and the existing landscape. The masterplan builds on the existing sense of place, by physically and visually linking areas of open spaces together to create a permeable network of pedestrian and cycle links.

Through reinforcing the connections between the new development and the existing landscape features, an enjoyable living environment, is created where outdoor activities are promoted and are available to new and existing residents.

The illustrative masterplan is not the only solution for the site but illustrates an acceptable interpretation of the policy and design principles of the Local Plan, as they relate to this site.



Key

	Primary School		NEAP (Neighbourhood Equipped Area for Play)
	Housing		LAP (Local Area for Play)
	Existing Landscape		LEAP (Locally Equipped Area for Play)
	Strategic planting		Swale
	Square/arrival points		Ponds
	Pedestrian/cycle Routes		Landscaping

Figure 19 Illustrative Masterplan

14.0 IMPLEMENTATION

14.1 Delivery & Timescales

It is likely that an outline planning application will be made on the entire site. Reserved Matters applications will be made containing the finer details of the scheme and the site will be developed over time on a phased basis. As stated in section 2, the first phase of the development will occur in the period up to mid 2011. The Strategic Land Reserve part of the site will not commence until after mid 2011. However the council may be prepared to allow an early commencement if monitoring of housing land supply demonstrates less than 2 years supply of immediately available land in the Norwich Policy Area as a whole.

The indicative phasing plan outlines the potential phasing of the masterplan to achieve the objectives of the development and to ensure the deliverability of the project in an appropriate manner.

Each area under the two different allocations (SPR6 Phase 1 & GS6 phase 2) will be phased, so that the houses are built strategically in response to housing needs. Not all of the houses will be built at the same time. Therefore an indicative phasing plan has been prepared.

Phase 1

This phase will include:

- Key highways infrastructure such as the link road and public transport link to Blue Boar Lane;
- Social infrastructure in the form of the primary school;
- Strategic landscaping on the eastern boundary;
- The initial phase of residential development is concentrated around the northerly access into the site. Initial components of the Main Street will be implemented including the Village Green and the first part of the strategic footpath/ cycleway network; and
- The remaining residential areas adjoining Tesco and Boar Plantation/the Sports ground and associated footpaths and cycleways.

Phase 2

The second phase will include:

- Areas of adult outdoor space adjacent to Blue Boar Lane;
- Improvements to woodland areas in order to enhance their recreational value to the new/ growing community and for wildlife;
- Residential development including the proposed strategic footpaths and cycleways; and
- Residential areas to the west of the new link road, north of The Breck and the remaining area north of Salhouse Road. The footpath and cycleways in this phase will complete the network which runs through and around the development.

Planning permission for the site will be granted subject to a binding legal obligation which will cover the provision of social and physical infrastructure. Assuming a total development of 1,000 dwellings the legal obligation will include:

- Construction of a new road linking Wroxham and Salhouse Roads;
- 40% of the dwellings to be affordable housing, within the District Council's Local Plan definition;
- The provision of formal recreational open space in accordance with the Council's Local Plan policy, and a sum for future maintenance;
- The provision of landscaping areas and a sum for future maintenance;
- The future long term management and maintenance of the woodlands;
- A contribution to library provision;
- The provision of fire hydrants;
- The provision of a primary sector school (this will require a site of 2 hectares);
- The underwriting of a public transport service;
- A maintenance sum for the sustainable Urban Drainage System;
- The provision of recycling facilities; and
- A phasing mechanism to control the release of the strategic land reserve.

The council has received a request from the Police Authority for a standard contribution towards the capital costs of policing. The council is considering its approach to such payments and may seek a contribution if it agrees to apply such a mechanism, depending on the timing of a planning application covering the whole site.

Key



Phase 1



Phase 2

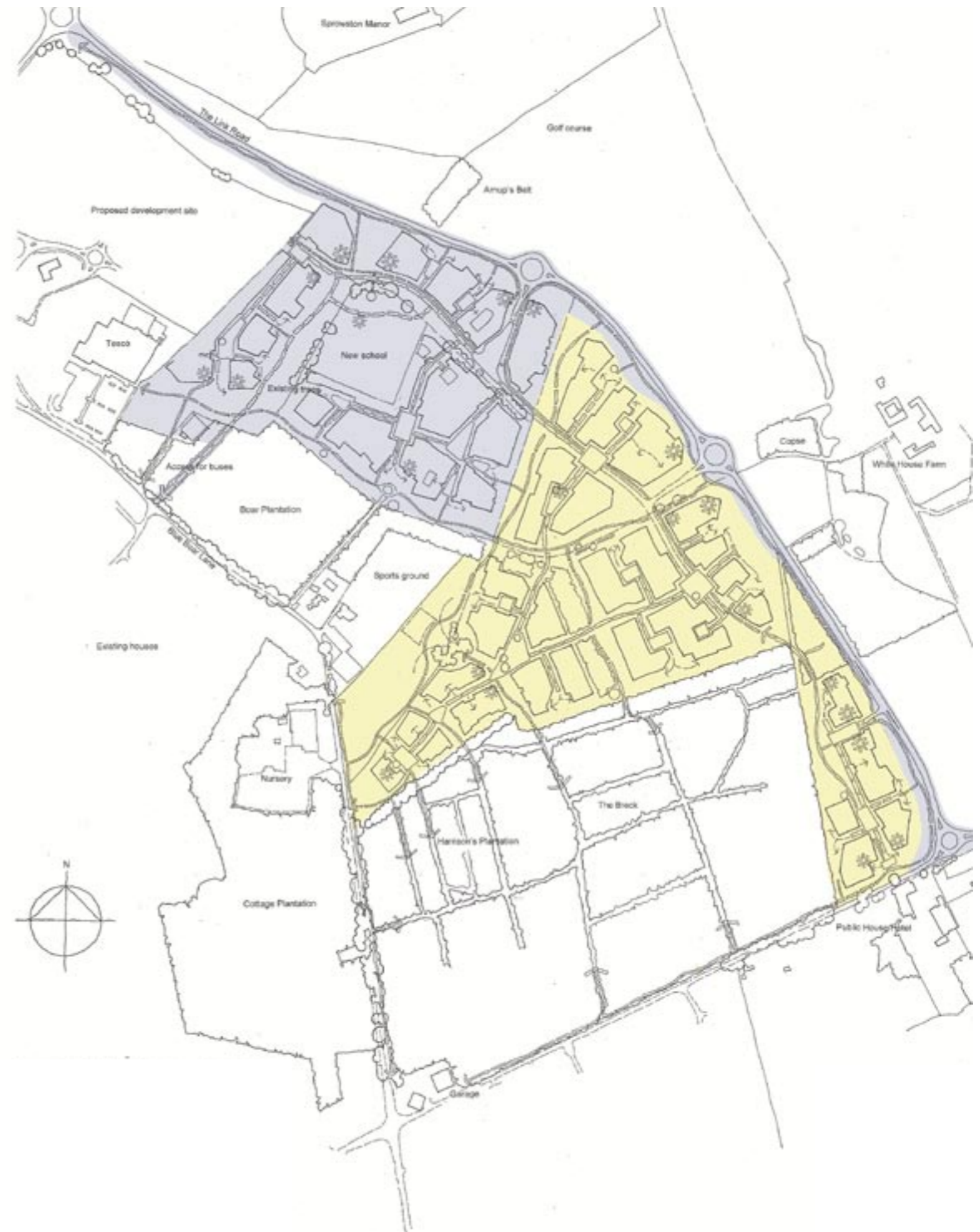


Figure 20 Indicative Phasing Plan

14.2 Partners in Delivery

Persimmon plc, the UK's leading housebuilder, established in 1972 and celebrated its 30th Anniversary in 2002. Persimmon's core operations are truly nationwide, with 27 regional offices from Exeter to Edinburgh.

"We don't just build houses - we help to create communities."



As the largest independent housebuilders in the region, Hopkins Homes have established an enviable reputation for developing award winning homes, whether contemporary city centre apartments, stunning riverside town houses, traditional style homes in market towns or peaceful east Anglian villages, all harmonise with their neighbours and surroundings whilst creating homes of character and individuality.



Taylor Woodrow is a leading developer of high quality homes in sustainable communities across the UK. It is the second largest UK based homebuilder and is at the forefront of design, construction and engineering innovation and in taking environmental initiatives.

"Our aim is to be the homebuilder of choice".

