

# ANNEX 8

## Norwich Site Allocations and Site Specific Policies Development Plan Document

Regulation 22 Submission Plan

Deleted: 19 Pre-

Deleted: Draft

Deleted: for consultation



# Foreword

Norwich is going through a challenging period of rapid change and development. Over the past few years, the Council has been working to prepare planning strategies and local policies to shape and deliver the growth Norwich needs sustainably and responsibly.

This document, the Site allocations plan, identifies sites across the city to accommodate growth between now and 2026. These site allocations will help secure the supply of land for new homes and employment opportunities in Norwich. The site policies set out in the document will also guarantee our natural and historic environment is preserved and the needs of our communities are met.

Alongside the Development management policies plan, the plan will set the parameters for the council's decisions on new development proposals in the city over the next fifteen or so years. Both documents will replace the previous City of Norwich Replacement Local Plan adopted in 2004.

We have considered and responded to the many valuable suggestions for change and improvement to the plan put forward through consultation over the last few years. We are confident that this version of the document we now propose to submit to the Secretary of State for examination will provide a strong and effective planning framework to move Norwich forward into the next decade, offering the right balance of certainty and flexibility to respond to the changes and challenges we face.



**BRENDA ARTHUR**  
Leader of the city council



**BERT BREMNER**  
Portfolio holder, environment and development

[April 2013](#)

Deleted: August 2012

# CONTENTS

FOREWORD .....	3
CONTENTS .....	<u>4</u>
1. INTRODUCTION.....	<u>8</u>
The Local Plan for Norwich.....	<u>8</u>
Purpose of this plan .....	<u>11</u>
How to use this document.....	<u>12</u>
Where are we now, and what happens next? .....	<u>13</u>
2. POLICY CONTEXT .....	<u>15</u>
National planning policy.....	<u>15</u>
Local policy.....	<u>18</u>
3. SITE SELECTION .....	<u>21</u>
How the plan has evolved.....	<u>21</u>
The “call for sites” .....	<u>21</u>
First stage of consultation: potential development sites .....	<u>21</u>
Second stage of consultation – shortlisted sites .....	<u>23</u>
Additional stage of consultation .....	<u>23</u>
The evidence base .....	<u>23</u>
Deliverability and viability.....	<u>24</u>
Appropriate assessment.....	<u>27</u>
Sustainability appraisal.....	<u>27</u>
The proposed site allocations.....	<u>28</u>

Deleted: Regional Spatial Strategy 189



<b>4. MONITORING.....</b>	<b><u>29</u></b>
<b>5. SUBMISSION OF THE SITE ALLOCATIONS PLAN (REGULATION 22) .....</b>	<b><u>30</u></b>
How to comment .....	<u>31</u>
<b>6. INTRODUCTION TO THE SITE-SPECIFIC POLICIES .....</b>	<b><u>32</u></b>
Overview of proposed city centre site allocations .....	<u>32</u>
Overview of proposed site allocations in the remainder of the city.....	<u>34</u>
Policy cross-references in site specific allocation policies .....	<u>35</u>
Approach to allocating sites with planning consent.....	<u>37</u>
Requirements for new development proposals.....	<u>37</u>
<b>7. CITY CENTRE SITE SPECIFIC ALLOCATIONS .....</b>	<b><u>39</u></b>
CC1: 60 – 70 Ber Street .....	<u>40</u>
CC2: 84 – 110 Ber Street .....	<u>43</u>
CC3: 147 - 153 Ber Street .....	<u>46</u>
CC4: 10 - 24 Ber Street .....	<u>49</u>
CC5: Land at Rose Lane and Mountergate .....	<u>52</u>
CC6: Land at Greyfriars Road/ Rose Lane .....	<u>56</u>
CC7: St Anne’s Wharf and adjoining land .....	<u>59</u>
CC8: Land at Hobrough Lane, King Street.....	<u>63</u>
CC9: King Street Stores.....	<u>67</u>
CC10: 144-162 King Street.....	<u>70</u>
CC11: Land at Garden Street .....	<u>73</u>
CC12: Land at Argyle Street.....	<u>76</u>
CC13: Land at Wherry Road .....	<u>79</u>
CC14: Land at Lower Clarence Road .....	<u>82</u>
CC15: Bussey’s Garage site, Thorpe Road and Lower Clarence Road .....	<u>85</u>
CC16: Norwich Mail Centre, 13-17 Thorpe Road.....	<u>88</u>
CC17: Land adjoining Norwich City Football Club, Kerrison Road.....	<u>92</u>
CC18: Former Hunters Squash Club, Edward Street .....	<u>97</u>
CC19a: Barrack Street.....	<u>100</u>
CC19b: Whitefriars .....	<u>103</u>
CC20: 140-154 Oak Street .....	<u>106</u>
CC21: Furniture Store, 70-72 Sussex Street.....	<u>109</u>
CC22: Oak Street and Sussex Street commercial sites, 160-162 Oak Street .....	<u>112</u>
CC23: Duke’s Wharf, Duke Street (Former EEB offices).....	<u>115</u>
CC24: Barn Road Car Park .....	<u>118</u>
CC25: Norfolk House, Exchange Street <a href="#">(this site has been removed from the plan)</a>	
CC26: Pottergate Car Park.....	<u>125</u>
CC27: Land to rear of City Hall.....	<u>128</u>
CC28: Fire Station, Bethel Street .....	<u>131</u>

Deleted: CONSULTATION ON THE PRE-

Deleted: VERSION

Deleted: 96

Deleted: 112

CC29: Chantry Car Park .....	<a href="#">134</a>
CC30: Former Mecca Bingo, All Saints Green .....	<a href="#">138</a>
CC31: St Stephens <a href="#">Street</a> .....	<a href="#">141</a>
CC32: Land and buildings at the junction of St Stephens Street and Westlegate .....	<a href="#">145</a>
CC33: Westlegate Tower .....	<a href="#">149</a>
CC34: Land at Queens Road and Surrey Street.....	<a href="#">153</a>
CC35: Westwick Street Car Park .....	<a href="#">156</a>

**8. SITE SPECIFIC ALLOCATIONS IN THE REMAINDER OF THE CITY..... [159](#)**

R1: The Neatmarket, Hall Road .....	<a href="#">160</a>
R2: Norfolk Learning Difficulties Centre, Ipswich Road .....	<a href="#">164</a>
R3: Hall Road District Centre .....	<a href="#">167</a>
R4: Hewett Yard, Hall Road .....	<a href="#">170</a>
R5 Part of school playing field of Hewett School.....	<a href="#">174</a>
R6: Former Lakenham Sports Ground (this site has been removed from the plan)	
R7: 138a Hall Road and land to the rear.....	<a href="#">177</a>
R8: John Youngs Limited, 24 City Road.....	<a href="#">179</a>
R9: Aviva Car Park, Southwell Road/Brazen Gate.....	<a href="#">182</a>
R10: The Deal Ground, Trowse.....	<a href="#">185</a>
R11: Utilities Site, Cremorne Lane.....	<a href="#">192</a>
R12: Kerrison Road/ Hardy Road, Gothic Works .....	<a href="#">198</a>
R13: 233 - 277 Aylsham Road.....	<a href="#">203</a>
R14: Chalk Hill Works, Rosary Road.....	<a href="#">206</a>
R15: Gas Holder at Gas Hill.....	<a href="#">209</a>
R16: Land east of Bishop Bridge Road .....	<a href="#">212</a>
R17: Land at Ketts Hill and Bishop Bridge Road.....	<a href="#">216</a>
R18: 124-128 Barrack Street .....	<a href="#">219</a>
R19: Van Dal Shoes, Dibden Road .....	<a href="#">223</a>
R20: Former Start Rite Factory Site, 28 Mousehold Lane.....	<a href="#">226</a>
R21: Sprowston Road / land north of Windmill Road.....	<a href="#">229</a>
R22: Starling Road .....	<a href="#">232</a>
R23: Land at Aylsham Road .....	<a href="#">235</a>
R24: 165 - 187 Aylsham Road.....	<a href="#">238</a>
R25: Former Pupil Referral Unit, Aylsham Road.....	<a href="#">241</a>
R26: Land adjoining Lime Kiln Mews .....	<a href="#">244</a>
R27: 81-93 Drayton Road .....	<a href="#">247</a>
R28: Site north of Raynham Street.....	<a href="#">250</a>
R29: Goldsmith Street .....	<a href="#">253</a>
R30: 231- 243 Heigham Street .....	<a href="#">256</a>
R31: Two sites at Hurricane Way, Airport Industrial Estate.....	<a href="#">259</a>
R32: The Paddocks, Holt Road.....	<a href="#">262</a>
R33 Heigham Water Treatment Works, Waterworks Road.....	<a href="#">265</a>
R34: Land at Northumberland Street (this site has been removed from the plan)	
R35: 120-130 Northumberland Street.....	<a href="#">268</a>
R36: Site at former Earl of Leicester Public House, 238 Dereham Road.....	<a href="#">271</a>
R37: Land adjacent to and including 349a-349b Dereham Road.....	<a href="#">274</a>
R38: Land at Havers Road.....	<a href="#">277</a>

R39: Mile Cross Depot.....	<a href="#"><u>280</u></a>
R40: Part of Norwich Community Hospital, Bowthorpe Road .....	<a href="#"><u>284</u></a>
R41: Three Score, Bowthorpe .....	<a href="#"><u>287</u></a>
R42 Earlham Hall .....	<a href="#"><u>291</u></a>
R43 Former Blackdale School, University of East Anglia.....	<a href="#"><u>295</u></a>
R44: Land between Suffolk Walk and Bluebell Road, University of East Anglia...	<a href="#"><u>298</u></a>
R45: Land west of Bluebell Road (this site has been removed from the plan)	
R46: Land at Pointers Field.....	<a href="#"><u>301</u></a>
<b>APPENDIX 1: SITES NOT CARRIED FORWARD INTO THIS PLAN .....</b>	<b><a href="#"><u>304</u></a></b>
<b>APPENDIX 2: SITE IMPLEMENTATION TABLE .....</b>	<b><a href="#"><u>315</u></a></b>

# 1. Introduction

## The Local Plan for Norwich

- 1.1 The emerging Local Plan for Norwich is made up of a number of policy documents which will guide and manage development in the city (see figure 1). This includes:
  - **Development plan documents** setting out detailed planning policies and proposals for the city and the wider Norwich area. For Norwich these are the Joint Core Strategy (JCS), for Broadland, Norwich and South Norfolk, the Development Management Policies plan, Site Allocations plan, and area action plans including the Northern City Centre Area Action Plan; and
  - **Supplementary planning documents** giving more detailed advice about how particular policies will work in practice.
- 1.2 The Local Plan is supported by a number of procedural documents, setting out our timetable for producing the Local Plan (the Local development scheme), how we will consult people about it (the Statement of community involvement) and how successfully it is being implemented (the Annual monitoring report and other regular monitoring reports).
- 1.3 In Norwich, emerging local planning policies are set out in two separate development plan documents (DPDs). This document, the Site Allocations and Site Specific Policies DPD, (referred to for convenience as the *Site Allocations Plan*) contains detailed, site specific policies and proposals for individual change sites, and will operate alongside the Development Management Policies DPD which sets out general policies to guide development, which apply across the whole city.
- 1.4 These two main planning documents dovetail together and will be complemented by the existing adopted area action plan for the Northern City Centre and a limited number of supplementary planning documents. The adopted Joint Core Strategy (JCS) sets the strategic context for all of these documents and is itself part of the local plan for Norwich. Within this document, the umbrella term “the local plan” will be used to refer to all the relevant development plan documents which will apply in Norwich and the wider area, including this one. The documents making up the local plan are shown in Figure 1 below.

- 1.5 The Northern city centre area action plan, which was adopted by the city council in March 2010, covers one of the areas identified for significant urban regeneration and change in the JCS. There are a number of sites allocated separately in the Northern city centre area action plan. These sites form part of the local plan as a whole and are therefore shown on the Policies Map (city centre inset) apart from one site at Sussex Street which is currently being developed.
- 1.6 Under the provisions of the Localism Act 2011, local communities now have the opportunity to independently prepare their own neighbourhood plans. At present there are no neighbourhood plans being developed in Norwich. If produced, such plans will be required to be in general conformity with the strategic objectives of the JCS and to explain their relationship with the policies and proposals in the Site Allocations and Development Management Policies DPDs. The role of neighbourhood plans is discussed in more detail in the introduction to the Development Management Policies DPD.

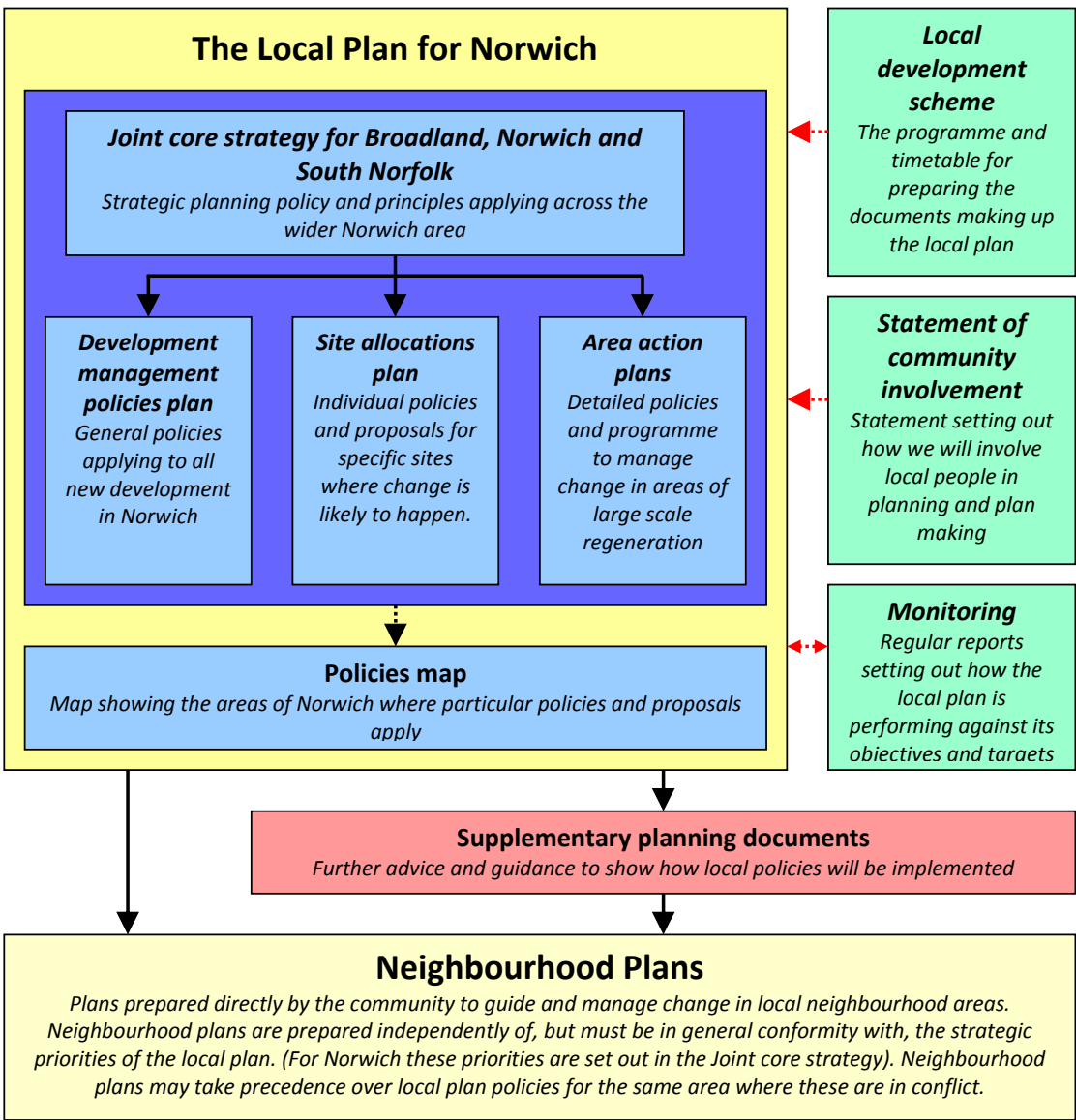


Figure 1: Documents making up the local planning framework for Norwich

## Purpose of this plan

- 1.7 The purpose of the Site allocations plan is to ensure that sites are identified and made available to meet the development needs of Norwich in accordance with the policies and proposals set out in the adopted JCS, and must also align with the policies of the Development Management Policies plan. The Site allocations plan sets out detailed policies and proposals on sites where change is anticipated or proposed, and sets out preferred land uses for those sites including housing and employment. In common with the other key planning documents referred to above, this plan has an end-date of 2026.
- 1.8 The JCS sets out the council's vision, objectives and strategic policies on important issues such as housing, employment and shopping. Its spatial planning objectives are derived from the Sustainable community strategies for each of the three districts and are in brief:
- Objective 1: to minimise the contributors to climate change and address its impact
  - Objective 2: to allocate enough land for housing, and affordable housing, in the most sustainable settlements
  - Objective 3: to promote economic growth and diversity and provide a wide range of jobs
  - Objective 4: to promote regeneration and reduce deprivation
  - Objective 5: to allow people to develop to their full potential by providing educational facilities to support the needs of a growing population
  - Objective 6: to make sure people have ready access to services
  - Objective 7: to enhance transport provision to meet the needs of existing and future populations while reducing travel need and impact
  - Objective 8: to positively enhance the individual character and culture of the area
  - Objective 9: to protect, manage and enhance the natural, built and historic environment, including key landscapes, natural resources and areas of natural habitat or nature conservation value
  - Objective 10: to be a place where people feel safe in their communities
  - Objective 11: to encourage the development of healthy and active lifestyles

- Objective 12: to involve as many people as possible in new planning policy.

1.9 In developing this Site allocations plan, the Council has considered different options for potential sites, carried out a number of public consultations, and undertaken Sustainability Appraisal and Appropriate Assessment. This is further explained below in chapter 3 ('Site Selection').

1.10 This plan allocates a total of 78 sites for development in the plan period for a mix of uses. Land is identified sufficient for in the region of 3,350 new homes and seven hectares of additional land reserved for employment and business uses. The housing sites are in addition to sites already allocated, but not yet developed, through the City of Norwich Replacement Local Plan (adopted 2004) and the Northern City Centre Area Action Plan (adopted 2010).

Deleted: 79

Deleted: 7

1.11 During the lifetime of the plan (to 2026), proposals for new development or redevelopment will come forward not only on sites allocated for development in this plan, but also on a number of other sites within the plan area which may come forward in the future, but whose exact location cannot be determined at this time. There will also be small scale development opportunities on sites which are too small to allocate individually. Such unplanned development is known as windfall development. Norwich has a high level of windfall housing development, which has averaged 35% of housing completed over the period 2001 – 2011. The requirement in the Joint Core Strategy for Norwich to find additional land for at least 3000 homes only takes account of those sites which can be allocated in this plan and does not include an allowance for windfall development. However, the contribution of windfall sites to achieving the housing target for Norwich is nevertheless expected to remain fairly significant over the plan period, though perhaps diminishing over time as a proportion of the total housing built.

## How to use this document

1.12 This document sets out in chapter 2 the national and local policy context for the proposed site allocations, and in chapter 3 explains the process by which the council has arrived at the final set of allocations.

Deleted: Chapter 4 explains the purpose of the current consultation and how to comment on it.

1.13 This document should be read in conjunction with the draft Development Management Policies plan, which sets out proposed planning policies for the city council area, and informs the content of the proposed site allocation policies; and the adopted Northern City Centre Area Action Plan, which makes site allocations in that area which are not included in this plan. [Policies and proposals from this Site Allocations Plan, the DM Policies Plan and the adopted Northern City Centre Area Action Plan are all illustrated on a combined Local Plan Policies Map which accompanies this document.](#)



## Where are we now, and what happens next?

1.14 The following table shows the current stage reached in the plan-making process for the Site Allocations plan.


	Evidence gathering (including a call for sites)	Opportunities for the public to put forward sites for development or change	2009
	Public consultation (1)	Consultation based on initial sites proposals	Nov 2009 – Feb 2010
	Public consultation (2)	Consultation based on the shortlisted sites after the first round of public participation	Jan – Mar 2011
	Public consultation (2a)	Consultation on additional and amended sites following second round of public participation	July - September 2011
	Pre-submission consultation	Opportunity for public comments on the soundness of the proposed submission document	Aug – Oct 2012
<b>We are here</b> 	<b>Submission</b>	<b>Submission to the Secretary of State and independent public examination</b>	<b>April 2013</b>
	<a href="#">Independent public examination</a>	<a href="#">Hearing to consider outstanding objections to the plan</a>	<a href="#">Summer 2013</a>
	<a href="#">Publication of Inspectors Report</a>	<a href="#">Report of examination with recommendations for change</a>	<a href="#">Autumn 2013</a>
	Adoption	The council adopts the Site Allocations plan	<a href="#">Late 2013</a>

Figure 2: Key stages of the *Site Allocations plan*

1.15 Published alongside this Site Allocations plan are the following documents:

- A **Policies Map** illustrating the individual sites proposed in the Site Allocations plan and the policies in the Development Management Policies plan alongside those policies and proposals in the adopted

**Deleted:** <#>As well as inviting representations on the soundness of this final draft ('pre-submission' version) of the Site Allocations plan, the council is also currently inviting representations on its final draft Development Management Policies plan. The council has also produced a Policies Map showing where various policies and allocations apply. This will form part of the formal submission documents for both the Development Management Policies and Site Allocations plan.¶

**Deleted:** We are here¶

**Deleted:** Spring-summer

**Deleted:** Autumn

**Deleted:** and

Northern City Centre Area Action Plan which will continue to apply. The policies map forms part of the plan and must be read alongside it;

**Deleted:** the individual sites proposed in the Site Allocations plan

- The **sustainability appraisal** of the Site Allocations plan;
- a **statement of consultation and publicity** incorporating a detailed summary of the comments received at all stages of consultation and the council's formal response to those comments;
- a series of background **topic papers** and **technical studies** which provide further evidence and explanatory material to support and justify the plan's policies and proposals.

**Deleted:** <#>a **statement of representations procedure** setting out how people can respond to this plan; ¶  
<#>the online **representation form** enabling comments to be made on the plan; and¶

1.16 The plan will be formally submitted for consideration at an independent public examination which will cover issues of soundness and legal compliance and hear any outstanding objections to the document on those grounds.

**Deleted:** After the end of the statutory period for representations on this version of the Site Allocations plan, the council will consider whether any further changes need to be made to the document before it is submitted to the Secretary of State.

1.17 Following the examination, if the document is found to be sound, the council will formally adopt it as part of the local plan. This is expected to be in late 2013.

**Deleted:** then

**Deleted:** during the autumn of

## 2. Policy context

### National planning policy

- 2.1 The Government published the National Planning Policy Framework (NPPF) in March 2012, which aims to simplify national planning guidance and which supersedes all previous planning policy statements. The NPPF is part of a wider series of changes to the planning system that the government is introducing to both streamline and simplify the planning process and enable local communities and neighbourhoods to become more fully involved in it. These include the Localism Act (which provides for the abolition of Regional Spatial Strategies and the housing growth and jobs targets contained within these plans), proposed amendments to the General Permitted Development Order to allow additional types of development and changes of use without the need to apply for permission. Alongside the NPPF the government has also published a new national policy statement on Planning for Travellers.
- 2.2 The NPPF is strongly pro-development, and creates a presumption in favour of sustainable development. Local plans are considered to be the key to delivering sustainable development, and they must seek opportunities to achieve each of the economic, social and environmental dimensions of sustainable development. Local planning authorities are required to prepare local plans on the basis that objectively assessed development needs should be met, with sufficient flexibility to respond to rapid shifts in demand or other economic changes. Local plans should be aspirational but realistic.
- 2.3 Key NPPF requirements that are particularly relevant to this Site allocation plan are that Local plans should:
- allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on the form, scale, access and quantum of development where appropriate
  - deliver a wide choice of high quality homes that people want and need, and increase the supply of housing
  - create sustainable, inclusive and mixed communities, including through the regeneration and renewal of areas of poor housing
  - plan proactively to meet the development needs of business and support an economy fit for the 21st century
  - promote the vitality and viability of town centres, and meet the needs of consumers for high quality and accessible retail services, and

Deleted: recently

Deleted: ,

Deleted: )

- ensure viability and deliverability of development.

- 2.4 The requirement to identify and maintain a rolling five year supply of deliverable housing sites and a longer-term supply of developable sites is retained from previous government guidance (Planning Policy Statement 3: Housing), as are its key tools and mechanisms to assess the local need for market and affordable housing and to calculate the sufficiency of the housing supply and delivery over time. When calculating this five year supply on an annual basis the council will normally seek to identify an additional buffer of 5% to ensure choice and competition in the market for land, in accordance with advice in the NPPF.
- 2.5 Strategic Housing Land Availability Assessments (SHLAAs), Strategic Housing Market Assessments (SHMAs) and Housing Trajectories within monitoring reports continue to be a key part of the council’s evidence base, both to monitor the implementation of housing policies and allocations in this plan and other DPDs and to ensure that the delivery of new housing is keeping pace with plan requirements and meeting identified needs. The NPPF emphasises that the housing supply should come in the main from identifiable sites in the short and medium term and identified broad locations in the longer term. Windfall sites should not be allowed for in the first ten years of housing supply unless there is compelling evidence to show that specific sites cannot be identified.
- 2.6 National minimum density standards for housing development do not appear in the NPPF: instead local planning authorities are advised to “set out their own approach to housing density to reflect local circumstances”. The re-use for residential purposes of empty housing and other buildings is strongly supported (making use of Empty Homes Strategies to identify opportunities and using compulsory purchase powers to acquire property where necessary).
- 2.7 The delivery of a wide choice of quality homes requires local planning authorities to plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community. Local planning authorities should identify the size, type, tenure and range of housing that is required in particular locations, reflecting local demand. In relation to affordable housing they should set policies for meeting this need on site, unless off-site provision or a financial contribution of broadly equivalent value can be robustly justified. Site specific policies for housing sites allocated in this plan require compliance with policy 4 of the adopted JCS and its affordable housing requirement of up to 33%, a target informed by evidence of affordable housing need in the greater Norwich area taking account of the economics of provision. Additionally particular sites in the plan make provision for family housing (for example in the Northern City Centre Area Action Plan area) where a need has been identified.

2.8 Planning positively and strategically to support business, ensuring an adequate supply of land and premises for economic growth and promoting inward investment and innovation (particularly in key sectors and clusters) are emphasised in the NPPF. The guidance advises against long term protection of employment allocations stating that “applications for alternative uses of designated land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities”. Allocation of land for development in this plan must take account of the strategic longer term needs and priorities in the Joint Core Strategy, including the need to support significant levels of job growth through identifying business development opportunities and (in particular) by retaining employment land for its designated purpose (JCS Policy 5).

**Deleted:** such as land prices and housing affordability, and set out a clear strategy for allocating sufficient land which is suitable for development in their area, taking account of the needs of the residential and business communities

2.9 The government’s National Planning Policy Statement on Travellers was issued in March 2012. It requires local authorities to work collaboratively with their neighbours to assess and provide for the needs of the traveller community. In particular, it requires local plans to identify a specific deliverable supply of sites for travellers as part of the overall housing requirement. Local planning authorities should make their own assessment of need, and identify land in plans in accordance with such assessments.

2.10 Evidence from the Greater Norwich Gypsies and Travellers Accommodation Assessment (published August 2012) suggests an immediate requirement in Norwich between 2011 and 2016 for a maximum of 11 additional pitches. This is part of an overall five year requirement across greater Norwich for 51 pitches, the remainder being distributed between Broadland and South Norfolk. There is likely to be an ongoing requirement for up to 30 additional pitches in the greater Norwich area over the remainder of the plan period. The report indicates no requirement for additional plots for travelling showpeople.

**Deleted:** A

**Deleted:** has been commissioned by the GNDP to assess the need for Gypsy and Traveller sites in the Greater Norwich area, including Norwich, Broadland and South Norfolk. This is not yet finalised so the level of need is unclear.

2.11 Policy DM14 in the Development Management Policies Plan sets out the Council’s approach to this issue. The policy states that the existing gypsy and traveller site at Swanton Road and the travelling showpeople’s site at Hooper Lane will be retained and reserved for those purposes, and that proposals for their upgrading over the plan period will be permitted where in accordance with other plan policies. Three additional pitches were permitted and provided at the Swanton Road site in 2011 but any further provision there has been ruled out for operational reasons. The council is consequentially exploring options to accommodate the immediate requirement of 8 pitches on an alternative site. The criteria-based approach set out in DM14 will provide flexibility in assessing proposals as they come forward over the plan period.

**Deleted:** DM14 also sets out a range of criteria for development of additional sites over the plan period. In addition the council will work with its partners to provide pitches in line with the needs identified in the accommodation assessment once it is completed.

## Local policy

- 2.12 The JCS was prepared by the Greater Norwich Development Partnership (GNDP), a partnership of the three councils of Broadland, Norwich and South Norfolk, working together with Norfolk County Council. [The now revoked Regional Spatial Strategy \(revoked January 2013\) set the context for the JCS in relation to a number of key areas including housing provision, affordable housing, and provision for gypsies and travellers.](#)
- 2.13 The JCS was adopted in March 2011 and sets out a strategy for growth of the Norwich policy area. Objective 2 of the plan is 'to allocate enough land for housing, and affordable housing, in the most sustainable settlements'.
- 2.14 The JCS promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre (policy 11).
- 2.15 As noted in paragraph 2.7 above, affordable housing requirements are set out in JCS policy 4; the proportion of affordable housing will vary dependent on the total number of homes proposed in a scheme, up to a maximum of 33%.
- 2.16 The JCS also states, in policy 8 ('Culture, leisure and entertainment'), that development will be expected to provide for local cultural and leisure activities, including new or improved built facilities.
- 2.17 It identifies the Norwich policy area (defined as the Norwich urban area and the first ring of fringe villages) as the focus for major growth and development over the lifetime of the plan, with a requirement to deliver 21,000 new dwellings between 2008 and 2026. In the city of Norwich alone, policy 9 requires at least 3000 new dwellings to be delivered over the plan period to accommodate this level of growth.
- 2.18 The requirement for a minimum of 3,000 new dwellings for Norwich is in addition to the 5,592 dwellings which could have been built from housing commitments existing at 31st March 2008, this being the base date of the Joint Core Strategy. It is also the date from which overall housing provision figure in this Site allocations plan is initially calculated and provides the context for the level of allocations to be delivered through its policies, taking account of housing development which has already occurred in the period between 2008 and 2012.
- 2.19 The housing commitment figure of 5,592 dwellings at the March 2008 base date includes undeveloped sites which were already allocated in the 2004 Local Plan and sites where permission had been granted for housing before

Deleted: Regional Spatial Strategy¶

¶

<#>The East of England Plan (May 2008) is the adopted Regional Spatial Strategy for the East of England, however it is due to be abolished in 2012 following enactment of the Localism Act 2011. Abolition is intended to take place in 2012. The EEP specifies the number of new homes and jobs to be provided in the area to 2021. It identifies Norwich as a main focus for growth in the East of England for new homes, jobs, leisure, cultural and educational development, and set the context for the adopted JCS in relation to a number of key areas including housing provision, affordable housing, and provision for gypsies and travellers. ¶

Deleted: developed

that date, but development had either not yet started or which was only partially complete.

- 2.20 JCS policy 11 deals specifically with Norwich City Centre, proposing housing growth 'to meet need and to further promote a vital and vibrant city centre community'. Taking account of committed development and new allocations, a minimum of 2,750 dwellings is required in the city centre between 2008 and 2026. It is expected that around a third of these would need to come from new city centre allocations brought forward through this plan.
- 2.21 The Strategic Housing Land Availability Assessment (SHLAA) demonstrates that there are sufficient deliverable and developable sites available to meet Joint Core Strategy housing requirements in the Norwich Policy Area, and in particular demonstrates the realistic capacity of Norwich to accommodate housing and thus minimise the need for greenfield development outside the city.
- 2.22 Policy 4 in the Joint Core Strategy also requires proposals for housing to contribute to the mix of housing required to provide balanced communities and meet local needs, addresses the need for affordable housing, housing with care, and provision for gypsies and travellers. Policy 6 promotes the concentration of development close to essential services and facilities to encourage walking and cycling as primary means of travel, and use of public transport for wider access.
- 2.23 As well as housing, it is important that business development is promoted within the city. Objective 4 promotes economic growth and diversity and provision of a wide range of jobs. Existing employment sites will be safeguarded and enough land for employment development will be allocated to meet the needs of inward investment, new businesses and existing businesses wishing to expand or relocate. Norwich city centre will continue to exert a powerful economic influence over the wider area. Its growth will be further encouraged, so that the centre remains one of the best in the country for retail and employment. The Airport is listed within a range of key locations in the Norwich Policy Area for strategic employment growth.
- 2.24 Policy 5 of the Joint Core Strategy sets out a number of separate policy strands to implement this objective and provide for the forecast need for 27,000 additional jobs in the period 2008-2026. This includes providing appropriately for the needs of (and maintaining a supply of premises for) small and medium sized businesses; allocating sufficient employment land in accessible locations to meet larger scale needs; overcoming constraints to the release and development of key sites and protecting land already identified for employment purposes only for uses which are ancillary to and supportive of their employment role. It also provides for the expansion of further and higher education and training; enterprise hubs in selected locations (including the University and Norwich Research Park) and support for tourism, leisure and the cultural and creative industries. Policy 9 requires

that land be identified to deliver a net increase of 100,000 square metres of new office floorspace in the city centre by 2026.

- 2.25 The Joint Core Strategy aims to strike a balance between the need for additional jobs and housing growth in the city to 2026 with the need to protect the city's environmental assets and high quality of life. The level of new development proposed in this plan reflects this consideration, and will provide for new growth to meet JCS targets (which are based on evidence such as the SHLAA and 2008 Employment Growth and Sites and Premises study) whilst maximising the high quality of life that we currently enjoy and mitigating against any adverse impacts of growth.
- 2.26 The local policy context to this plan is also provided by the pre-submission draft of the Development Management Policies DPD for Norwich (prepared alongside this document) and the adopted Northern City Centre Area Action Plan. Both of these also form part of the local plan for Norwich and should be read in conjunction with this plan. The DM Policies plan sets out general policies to guide development which apply across the city and contains policies to protect Norwich's assets including its open spaces and historic buildings. Many of the policies in the Development Management Policies Plan are relevant to the site allocations, and are referred to in chapter 7 & 8 which introduces the site specific allocations.



## 3. Site Selection

### How the plan has evolved

- 3.1 This section of this chapter shows how the plan has evolved and how it addresses the tests of soundness required of a development plan.
- 3.2 All the sites proposed in the Site allocations plan have gone through a selection process comprising a number of stages. This included several rounds of public consultation. These representations received through consultations form part of the evidence base for the site selection process.
- 3.3 All the allocations satisfy the following tests of soundness:
  - They are in compliance with the JCS and with national policy, particularly the NPPF;
  - They are based on a robust evidence base which has been determined both by research and through several stages of public consultation;
  - They are considered to be the most suitable allocations when considered against a range of reasonable alternatives;
  - They have undergone the processes of Sustainability Appraisal and Appropriate Assessment to test their suitability for development;
  - They are considered capable of being delivered within the plan period.

### The “call for sites”

- 3.4 The initial stage of the Site Allocations plan was to identify potential sites for development. A “call for sites” exercise was undertaken between February and April 2009. Developers, agents, community groups and the public were asked to suggest sites for possible development or change. The sites put forward, along with sites identified through the Local Plan and background studies, were all included in the initial list of sites published for public consultation. These sites were proposed for a variety of uses, including housing, employment and mixed uses.

### First stage of consultation: potential development sites

- 3.5 In accordance with Regulation 25 of the local development regulations then in force, an initial round of public consultation took place between November 2009 and February 2010. This involved a wide range of

consultees, including statutory and special interest bodies and residents across the city. Around 400 representations were received to this stage of consultation.

- 3.6 Following consideration of consultation responses to this first stage of consultation, all sites were then assessed against three key objectives - suitability, sustainability and availability.
- 3.7 Suitability assessment was undertaken by officers using a qualitative approach, and involved both desktop study and site visits. Full details of the methodology used are set out in the 'Site Selection Background Document' which forms part of the documentation for this consultation.
- 3.8 Sustainability assessment examines social, economic and environmental issues and was considered separately through the sustainability appraisal process (see paragraphs 3.30 - 3.34 below).
- 3.9 Ownership information was also gathered for sites, regarding their availability and likely timescale for delivery. This information reinforced the assessment process and helps to form a robust evidence base for the deliverability of the potential development sites.
- 3.10 As part of the assessment process, a number of sites which were included in the first round consultation were not carried forward into the second stage, or were carried forward but with amended boundaries. The reasons why particular sites were not carried forward into the next version of the plan are included in the Site Selection background document. In summary these are:
  - Sites more appropriate for consideration in the Development Management Policies Plan (e.g. in cases where a site currently in employment use had been proposed for reallocation for the same purpose, the site was not included, since it would already be adequately covered under DM policy DM16 applying to all established employment areas in the city);
  - Sites constrained by their size and/or shape which would be difficult to develop viably and beneficially on their own, but which would be acceptable if integrated into or combined with a larger neighbouring site to achieve a comprehensive scheme, thus avoiding piecemeal and stand-alone development;
  - Sites assessed to be 'unsuitable' or 'less suitable' for development, on the basis of the suitability and sustainability criteria referred to above. A list of these sites and reasons for discounting them is attached at Appendix 1.
  - Sites considered too small to allocate: the original minimum size threshold for a site to be allocated was set at 0.1 hectare in the city

centre and 0.2 hectare in the rest of the city. However, because some smaller sites were assessed as capable of accommodating relatively high density development, the threshold has been relaxed to include any site that could reasonably deliver 10 or more dwellings even if it is smaller than the minimum threshold. Sites below the size threshold which are assessed as likely to provide fewer than 10 dwellings have not been carried forward; should proposals be brought forward on such sites they will be treated as windfall development.

### **Second stage of consultation – shortlisted sites**

- 3.11 The second stage of statutory consultation on the plan narrowed the initial long list of potential development sites for inclusion down to a shortlist of preferred sites. This “consultation on shortlisted sites”, took place between January and March 2011. All these sites were assessed as being appropriate for their intended purpose on the basis of the suitability, availability, and sustainability assessments referred to above. The Council received approximately 100 responses to this stage of consultation.

### **Additional stage of consultation**

- 3.12 Significant changes were proposed to a number of sites put forward for the consultation on shortlisted sites. These included requests for amendments to site boundaries to respond to various changes in planning circumstances and suggestions for consideration of possible alternative uses. A further round of consultation was then carried out on these sites (between July and September 2011). The sites in this additional stage have also been assessed against the criteria referred to above (suitability, sustainability and availability) and therefore have the same ‘preferred sites’ status as the sites originally shortlisted.
- 3.13 This further period of consultation ended on 30 September 2011. Over 200 responses were received [to](#) this consultation.

Deleted: on

### **Soundness (pre-submission) consultation**

- 3.14 [The final stage of consultation on the plan \(the Regulation 19 consultation\) took place from August to October 2012. Individuals and organisations were able to comment on the soundness and legal compliance of the plan. It should be noted that prior to consultation on the Pre-submission plan, a decision was taken by members at Cabinet in July 2012 to omit two sites from the plan: R6 \(former Lakenham Sports and Leisure Centre\) and R45 \(land west of Bluebell Road\). A further site CC09 \(King Street Stores and adjacent Lincoln Ralphs sports centre\) was amended by Cabinet, to remove the Lincoln Ralphs Sport Centre site from the allocation.](#)

- 3.15 [A total of of 141 representations were received to this period of consultation. The representations and the council’s responses to them are set out in the Statement of Consultation and Publicity, which is part of the submission documentation and is available on the council’s website.](#)

## The evidence base

- 3.16 It is important to ensure that this plan (and the local plan as a whole) is supported by up-to-date and relevant evidence and supporting information.
- 3.17 The Site allocations and Development Management Policies plans have both been informed by evidence covering a wide range of environmental, housing, social and economic issues. Much of the evidence commissioned to inform and support the JCS relates specifically to the city council area.
- 3.18 The Council has also produced a series of topic papers which provide information about the way that planning policies and proposals in the Development Management Policies Plan and Site Allocations Plan have been developed and how they respond to the Joint Core Strategy and national policy. These cover the following topic areas:
- Housing
  - Transport
  - Retail and town centre development
  - Employment
  - Open space, sport and recreation

- 3.19 The full evidence base is set out on the Council’s website and forms part of the supporting documentation to inform the independent public examination into both plans.

Deleted: will

Deleted: (in 2013).

- 3.20 The evidence base also takes account of representations made at the various stages of consultation of the plan, as set out above. These are detailed in the Council’s Statement of Consultation and Publicity, one of the [submission documents as referred to above](#).

Deleted: background documents for this consultation

## Deliverability and viability

- 3.21 Deliverability and viability are key elements of the planning process. The NPPF states that plans should be deliverable and therefore ‘the sites and scale of development identified in the plan “should not be subject to such a scale of obligations and policy burdens that their ability to be developed viably is threatened”.
- 3.22 The Site allocations plan looks ahead to 2026, during which period many changes could take place in the property market and in the general economic outlook. It is important that the site specific policies in the Site

Allocations Plan should not impose unrealistic burdens on developers that could stall the development process. However, it is equally important that the site proposals do not simply take a short term view with an undue focus on current market conditions, as these will change. It therefore follows that the plan must be realistic and flexible, and able to respond to changing economic circumstances.

3.23 The viability studies undertaken to support the introduction of a Community Infrastructure Levy (CIL), anticipated to be in place by Spring 2013, are key pieces of evidence to support the growth proposed in the JCS<sup>1</sup> and have helped shape the Council's approach to viability issues in the Site Allocations and Development Management Policies Plans.

Deleted: late 2012

3.24 The viability study carried out in 2010<sup>2</sup> assessed the impact of the introduction of CIL on the viability of development on an area-wide basis, and concludes that CIL is achievable for the majority of future development schemes under normal market conditions. A wide range of local developers and agents inputted into this study through a series of workshops and other consultations.

3.25 The initial viability study is supplemented by a report setting out further evidence from local developers to test the impact of CIL on viability<sup>3</sup>. Supplementary reports deal variously with viability issues around provision and build costs of flats in Norwich, the impact of garages on the sale price of new build housing and the viability of large scale convenience goods based retail development. The main report examined a range of local scenarios to illustrate the impact of various assumptions on residual land value. It concluded that in most cases the proposed residential CIL charges could be accommodated whilst still allowing the full requirement for affordable housing to be delivered and a viable residual land value retained. Collectively, the studies and supplementary evidence have been considered at examination and have informed the final CIL charging schedule. There is likely to be an early review of the CIL charges, after an initial operating period of two to three years, during which the CIL impacts can be further evaluated and any implications of changed market conditions incorporated.

Deleted: examines

Deleted: concludes

Deleted: can

3.26 The Council has taken a realistic, albeit flexible, approach to viability and deliverability issues in the Site Allocations Plan and in the Development Management Policies Plan. Throughout the process of developing the Site Allocations Plan the Council has liaised with developers, landowners and agents to gain an appreciation of realistic development aspirations for their sites and any potential barriers to development. This plan also

<sup>1</sup> see <http://www.gndp.org.uk/our-work/joint-core-strategy/evidence-base/>

<sup>2</sup> *Viability Advice on CIL/ Tariff for Broadland, Norwich and South Norfolk*, GVA Grimley, December 2010

<sup>3</sup> *Supplementary evidence on residential viability*, GNDP, December 2011

stresses the importance of regular monitoring of development activity as a means to identify barriers to delivery (see section 4 below, on monitoring).

3.27 When considering planning applications which involve a planning obligation, the Council ~~has taken~~ a flexible approach through its adopted planning obligations prioritisation framework which sets out the relative priorities for the delivery of planning obligations in the event that these, in combination, will have a significant impact on viability and deliverability<sup>4</sup>. Although the framework will cease to operate once CIL comes into force, a realistic and responsible approach to viability and deliverability will be maintained, taking account of the principles applying to planning obligations as set out in the NPPF and reflected in policy DM33 of the Development Management Policies Plan.

Deleted: takes

3.28 In the interests of delivering sustainable and viable development, policy DM33 recognises that the requirements for planning obligations may be relaxed in circumstances where the viability of a scheme is compromised. This will mainly impact on the level of affordable housing which can be delivered under JCS policy 4 and must be justified by an affordable housing viability appraisal. Further information about CIL and planning obligations is set out in the supplementary text following policy DM33 of the DM Policies plan.

3.29 This flexible approach aims to ensure that that planning obligations and policy requirements do not threaten the viability of individual sites. The approach acknowledges that development viability will vary over time; for this reason the site-specific policies are not based on individual site viability appraisals, although they are informed where possible by relevant evidence.

3.30 It is important to note that the plan-making process itself can improve viability for individual sites. In the current economic climate developers and agents may be very cautious about the development value that can be achieved in particular locations, which can lead to commercial caution to an extent that inhibits innovation and place-making. Through its site-specific policies, the Site Allocations Plan aims to strike a balance between the values on individual sites that are likely to be achieved based on current market performance, and the extent to which market perceptions can be altered by the plan-making process through a robust understanding of the local context and opportunities, maximising environmental improvements, co-location of uses, and general place-shaping.

---

<sup>4</sup> Planning Obligations Prioritisation Framework, Norwich City Council, May 2009 (revised February 2011)

## Appropriate assessment

- 3.31 To comply with European legislation, Appropriate Assessment (AA) under the Habitats Regulations 1994 is mandatory for all relevant development plan documents. This is to ensure that policies and proposals will avoid adverse effects on certain habitats of national and international significance, whether these are already protected by a formal designation or are sites proposed for such protection (candidate sites). The council may only adopt a plan after it has been shown that the plan will not adversely affect the integrity of the sites concerned.
- 3.32 An Appropriate Assessment screening report of the Site Allocations Plan has been undertaken by independent consultants. Their report<sup>5</sup> concluded that site proposals within the Site Allocations Plan either alone or in combination with other growth proposals identified by the JCS, would be unlikely to have an adverse effect upon the integrity of any European site, subject to the delivery of the necessary mitigation as set out in the Appropriate Assessment of the JCS.

## Sustainability appraisal

- 3.33 As part of the plan making process it is necessary to carry out a Sustainability Appraisal (SA) in parallel with the development of the plan. SA is a process to ensure that environmental, economic and social impacts of preferred policies and proposals and any reasonable alternatives are fully documented and taken into account in plan making.
- 3.34 A scoping report, setting out a proposed SA framework, was published by the City Council for consultation in November 2009.
- 3.35 The city council has appointed and retained specialist planning consultants (Land Use Consultants - LUC) to undertake the SA exercise for both this plan and the Development Management Policies Plan. LUC's independent appraisal follows the recommended SA process and best practice. A draft SA report (December 2010) was published alongside the draft Site Allocations Plan for consultation between January and March 2011. That report set out the outcome of the sustainability assessment of the draft policies for consultation and the alternative options. LUC produced a further SA report in July 2011 to accompany the additional sites consultation (July – September 2011).
- 3.36 A further stage of sustainability appraisal was undertaken by the same consultants to accompany the Pre-Submission plan consulted upon between August and October 2012. This has been further reviewed in the

<sup>5</sup> Appropriate Assessment for Norwich City Council Site Allocations Development Plan, The Landscape Partnership, November 2010

**Deleted:** on the revised draft policies included in this pre-submission version of the plan

**Deleted:** h

**Deleted:** been

**Deleted:** As previously, a sustainability appraisal report has been produced and is published alongside this document. The report makes a small number of recommendations for changes to the plan to improve its sustainability. These recommendations have been addressed by the Council and are reflected in this plan where relevant.

[light of the generally minor changes made to the plan in response to that consultation. The latest iteration of the sustainability appraisal report is published alongside this document as part of the submission documentation.](#)

## The proposed site allocations

- 3.37 The site selection process explained above has resulted in allocations for a total of ~~78~~ sites, many of which are for mixed use development and for housing, with a small number of sites allocated for employment, and for other uses. New allocations sufficient to accommodate ~~around 3,350~~ new houses and flats are proposed (~~1,162~~ of these in the city centre and 2,186 in the remainder of the city) together with an additional seven hectares of employment land. Total housing provision exceeds the JCS housing allocation target of 3,000, which allows for some flexibility should the practicality of achieving housing targets on individual sites need to be reappraised as a result of physical or market constraints.
- 3.38 Chapter 6 provides an introduction to the site specific policies; the policies themselves are set out in chapter 7 (city centre sites) and chapter 8 (sites in the remainder of the city). Appendix 1 lists sites which are not being carried forward into the plan. Appendix 2 is an implementation table setting out the likely phasing of delivery of all sites over the plan period, and is based on information about availability and delivery provided by landowners and developers.
- 3.39 The structure of this plan reflects the Joint Core Strategy's emphasis in policy 11 on the promotion of Norwich City Centre through an integrated approach to economic, social, physical and cultural regeneration to enable greater use of the city centre, including redevelopment of brownfield sites. The city centre will be the main focus of retail, leisure and office development in the sub-region during the plan period.
- 3.40 Each site schedule includes a site description and context, explanatory text covering the background to the policy and any site constraints, and a site allocation policy.

**Deleted:** <#>The changes to the plan in response to the SA recommendations amend a number of site specific policies: these include, as appropriate, provisions to improve biodiversity, respect the setting of listed buildings, mitigate flood risk in Critical Drainage Areas, and to require noise mitigation.¶

**Deleted:** <#>A final SA Report will accompany the submission version of the plan and an environmental statement summarising the input of SA into plan making will be produced when it is adopted.¶

**Deleted:** 9

**Deleted:** 73

**Deleted:** 87



## 4. Monitoring

- 4.1 Reviewing and monitoring how well the local plan is performing is an essential element of the planning system. By assessing how well the policies are being achieved against clear targets, decisions can be made as to whether policies or documents need reviewing or replacing. Effective monitoring is also part of a flexible approach to managing changing circumstances by highlighting issues at early stages which may need a rapid response by the Council.
- 4.2 The implementation of site specific policies in this plan will be monitored as part of the Greater Norwich Development Partnership's Annual Monitoring Report (AMR) once the plan is adopted. This is produced in December each year to cover the twelve month monitoring period up to the previous March, and covers the Greater Norwich area including Broadland, South Norfolk and Norwich districts.
- 4.3 The Joint Core Strategy's spatial planning objectives (set out in paragraph 1.6 above) provide the framework for monitoring the overall success of the Local Plan for Norwich. In addition the Council monitors a number of local indicators set out in the AMR which provide the basis for the monitoring framework for the Development Management Policies DPD.
- 4.4 The key AMR indicators that are relevant to this plan are:
- 5 year land supply for Norwich city
  - Housing completions and the housing trajectory
  - Progress on delivery of individual site allocations in this plan and in the Northern City Centre Area Action Plan
- 4.5 In addition the Council will monitor delivery of housing, employment, mixed use and other development on the sites proposed in this plan, set out in the implementation table in appendix 2.

Deleted: NCCAAP

## 5. Submission of the Site Allocations Plan (Regulation 22)

- 5.1 The plan as submitted sets out the council's proposals for site allocations to meet the Joint Core Strategy's targets to 2026. The council considers that in preparing the plan it has given full consideration to the issues facing the Norwich. It has engaged with stakeholders during the plan's development, and has positively and collaboratively worked with its neighbours throughout the plan making process.
- 5.2 The inspector is only likely to give significant weight to objections based on the extent to which this plan complies with legal requirements and meets the four tests of soundness set out below. Alongside this plan, the council has set out in detail its formal responses to individual representations made at draft stage and the reasoning for the changes to policies proposed in this submission version, explaining how these changes relate to comments received and if suggested changes have not been made, the reasons why. The inspector may wish to take account of any further relevant comment on policies which objectors have already commented on at an earlier draft stage if they assist his overall assessment of the plan, but will need to focus chiefly on comments which relate to soundness and legal compliance, concern new or amended policies or raise new issues not previously addressed. It is open for objectors whose objections are considered by the Inspector during the examination of the plan to propose further changes to policies or other plan content if it is considered that these would improve the soundness of the plan as a whole. The council may propose any mutually agreed changes to the inspector before or during examination.
- 5.3 The four tests of soundness as set out in the published National Planning Policy Framework, are:
- Whether or not this plan has been **positively prepared** – the policies in the plan should be framed based on a strategy which seeks to meet objectively assessed development and infrastructure requirements for Norwich, including unmet requirements from neighbouring authorities where it is practical to do so consistently with the presumption in favour of sustainable development set out in the NPPF;

**Deleted:** Consultation on the pre-submission version

**Deleted:** is

**Deleted:** report

**Deleted:** This stage of the plan is known as the *pre-submission* stage, which is a final draft version of the plan published for consultation under regulation 19 of the 2012 Planning Regulations, and therefore also often referred to technically as the *Regulation 19* version. The consultation on this pre-submission draft is the last chance for public comment before the plan is submitted for independent examination. Individuals and organisations now have the opportunity to comment on the *soundness* and *legal compliance* of the individual development allocations, the accompanying draft policies for each site, the supplementary text and the plans showing these proposals. Comments can also be made on the detail of the sustainability appraisal and on the process followed in the consideration of reasonable alternative options.

**Deleted:** <#>At this stage the council can only take into account objections based on the extent to which this plan complies with legal requirements and meets the four *tests of soundness* set out below. Alongside this Site allocations plan, the council has set out in detail its formal responses to individual representations made at each stage of consultation and the reasoning for the changes to policies proposed in this submission version. The document explains how these changes relate to comments received and if suggested changes have not been made, the reasons why. Accordingly there will be no opportunity for the council to take account of any further detailed comment on policies, unless they raise soundness issues. It is open to objectors who wish to have their objections considered by the Inspector during the examination of the plan to propose further changes to policies or other plan content if it is considered that these would improve the soundness of the plan as a whole.¶

**Formatted:** Bullets and Numbering

**Deleted:** we are now inviting comments on,

- Whether or not this plan is **justified** – the plan should set out the most appropriate development management strategy for Norwich, when considered against the reasonable alternatives, based on proportionate evidence
- Whether or not this plan will be **effective** – the plan should be deliverable over its period (in this case the period up to 2026) and based on effective joint working on cross-boundary strategic priorities for greater Norwich; and
- Whether or not this plan will be **consistent with national policy** – the policies set out here should enable the delivery of sustainable development in accordance with the national policies in the NPPF.

5.4 Additionally, [the inspector must assess](#) whether the plan is legally compliant – that is, whether the procedures followed in producing the plan have taken account of the legal requirements for plan preparation in the relevant regulations. These include providing sufficient and timely opportunities for public involvement, preparing an appropriate and thorough sustainability appraisal to accompany the plan and ensuring that reasonable alternatives to the policies now proposed have been properly considered, assessed and discounted as part of the appraisal process. In addition, the newly introduced “Duty to co-operate” requires the council to work with neighbouring authorities to ensure strategic co-ordination of plans. The plan should demonstrate that this duty has been met.

5.5 [The plan and its supporting documents can be accessed online via the city council’s website at \[www.norwich.gov.uk\]\(http://www.norwich.gov.uk\).](#)

**Deleted:** there is an opportunity to make comments on

**Deleted: How to comment¶**

¶  
 <#>Please use the response form provided to make comments and ensure that your comment relates to an issue of legal compliance or the duty to co-operate, or to one or more of the tests of soundness listed above. You should state clearly how you consider the plan as a whole, its policies or other content (including the proposals map), would or would not meet the tests of soundness, and any changes necessary to make the plan more sound. ¶  
 <#>This document and its supporting documents as detailed in paragraph 1.16 above can be accessed online via the city council’s website at [www.norwich.gov.uk](http://www.norwich.gov.uk) (follow the link on the front page to “Current Consultations”). ¶  
 <#>You can respond in several ways: ¶  
 <#>by clicking on the link to the PDF version of the response form, filling it in and sending it to us by email at [LDF@norwich.gov.uk](mailto:LDF@norwich.gov.uk) You may find it easiest to download a blank copy of the response form to your computer and complete it later on. It would help us if you could use a separate form for each policy or proposal you are commenting on, but this is not essential; ¶  
 <#>by printing out a copy of the completed response form and posting it to the **Planning policy and projects team, room 336, City Hall, St Peters Street, Norwich, NR2 1NH.** ¶  
 <#>by submitting your response form in person by coming to the second floor planning reception at City Hall (address above) during normal opening hours ¶  
 <#>You are welcome to support your response with additional information in a covering email or letter. ¶  
 <#>Please call us via the council’s customer contact centre on **0344 980 3333** if you need further advice or guidance on how to respond, or would like consultation documents in alternative formats. ¶  
 <#>The consultation will close at **5pm on 26 October 2012.** ¶

## 6. Introduction to the site-specific policies

- 6.1 JCS policies cover the city centre in Policy 11 and the remainder of the Norwich urban area (including the suburbs and fringe parishes outside the city boundary) in Policy 12. To reflect the difference in JCS policy approach, the proposed allocations in this document are organised into two main sections: sites proposed for development in the city centre, and sites in the remainder of the city. The scale of new development proposed in the city as a whole aims to deliver the growth proposed in the JCS whilst balancing this against the need to protect the city's character and environment. The JCS requires urban intensification in Norwich, with the effective use of brownfield sites for housing, whilst at the same time accepting there is a need to retain land for city centre retail, commercial and leisure uses, other forms of employment and green infrastructure. The Site Allocation Plan therefore makes best use of available land in the city, with mainly higher density housing and mixed use development in the city centre and around district centres, local centres and public transport corridors, and medium density housing elsewhere. In order to promote biodiversity, and to ensure good local access to recreation and employment opportunities, considerable areas of the city are protected as open spaces and employment areas.

### Overview of proposed city centre site allocations

- 6.2 This plan will allocate 35 sites in the City Centre as defined in the Development Management Policies Plan. These are numbered CC1 – CC35, with CC19 in two parts (CC19a and CC19b). Overall, these sites will help to deliver the policies of the JCS by promoting a vibrant city centre, which will continue to function as the main focus in the sub-region for retail, leisure and office development. One city centre site which appeared in the Pre-submission plan has not been carried forward into this plan: CC25 (Norfolk House, Exchange Street). The site has changed hands recently and the new owner has clarified that the site is not available for development in the plan period.

Deleted: 636

- 6.3 Most of the sites proposed for development in the city centre will deliver mixed use development, which will contribute to the vibrancy of the city centre and strengthen the city's sub-regional role. Housing is a key element in many of these allocations, along with office and commercial uses, and retailing and other uses as appropriate. A number of allocations, such as at Rose Lane/Mountergate and at St. Stephens, propose the redevelopment of poor quality outdated offices for a mix of uses, including grade A offices and flats. Such redevelopment will lead both to an intensification of uses and to

the provision of the high quality office accommodation in the most sustainable location in the area, as required by the JCS. For the most part, the site specific policies in this plan do not specify the type and size of housing to be achieved on individual sites; policy DM12 in the Development Management Policies Plan states that proposals should provide for a mix of dwellings in terms of size type and tenure, including a proportion of family housing where the size and configuration of the site makes this practicable and feasible. In some allocations in this plan, family housing is considered to be particularly suitable, such as in the northern city centre area, and this is reflected in the relevant site specific allocation policies. The allocated sites will deliver in the region of 1192 additional dwellings to 2026.

- 6.4 The majority of proposed mixed use allocations are focused in the south and south-east of the city centre. These include major allocations to achieve comprehensive regeneration in the Rose Lane area including the Rose Lane / Mountergate site (CC05) and St Anne's Wharf (CC07). The Rose Lane area is identified in the JCS as being a major focus for commercial-led mixed use development, with major improvements to the public realm.
- 6.5 Other comprehensive regeneration areas identified in the JCS include the St Stephen's area and the Northern City Centre. The latter is covered by the adopted Northern City Centre Area Action Plan which contains a number of allocations including the redevelopment of Anglia Square; some further allocations are proposed in this Site Allocations Plan in the northern city centre area which are additional to those in the area action plan.
- 6.6 The JCS specifies that the St Stephen's area will be developed in accordance with the St Stephen's Street Area Outline Masterplan, to promote retailing, offices and housing, and to create an improved pedestrian environment. The Site Allocations Plan will allocate a number of sites in this area; the individual site specific policies for these sites have been informed by the masterplan.
- 6.7 The JCS has identified the need to build on the city centre's importance for key economic sectors including financial and general insurance services, retailing and creative and media services, and on maintaining its successful role as one of the top 10 retail centres in the UK. Most of the sites proposed for development in the city centre will deliver mixed use development. Housing is a key element in many of these allocations, along with office and commercial uses, and retailing and other uses as appropriate. The Development Management Policies Plan identifies an office priority area in the city centre (policy DM19) in which new office development will actively be encouraged – all proposed allocations over 0.25 hectare within this area seek to deliver a proportion of office floorspace as part of the mix of development.
- 6.8 The city centre area also includes some allocations which are solely for housing. These are located mainly towards the edge of the centre, in the Oak

Deleted: Regulation 19 version of the

street area and in the Ber Street / King Street area and, along with the mixed use sites referred to above, will help to deliver the JCS housing requirement for the city centre (2750 units 2008 - 2026, which takes account of committed development as well as new allocations). Undeveloped sites allocated in the Northern City Centre Area Action Plan, committed sites with consent and additional windfall sites emerging over the plan period will also contribute to achieving the overall target. Between 2008 and March 2011, 333 new dwellings were completed in the city centre.

## Overview of proposed site allocations in the remainder of the city

6.9 The Site Allocations Plan will allocate 43 sites in the remainder of the city (site references R1 – R46<sup>6</sup>), outside the defined city centre area. Their development for a range of uses including housing (in the region of 2244 new dwellings to 2026), employment, and open space, will help deliver the Joint Core Strategy targets for new housing and employment. Joint Core Strategy Policy 12 focuses on the existing suburbs (and urban/rural fringe) which are home to significant numbers of people businesses and environmental assets. They provide a wide range of opportunities for redevelopment regeneration and environmental enhancement.

6.10 Please note that site R34 (land at Northumberland Street) was not carried forward into the pre-submission plan as the landowner clarified that he no longer wishes to develop the site. In addition, following consideration at Cabinet in July 2012 the Council decided to remove two other sites from the Pre-submission plan: R6 (the former Lakenham Sports Ground) and R45 (Land west of Bluebell Road).

- Deleted: has
- Deleted: been
- Deleted: isthis
- Deleted: has recently
- Deleted: has
- Deleted: isthis

6.11 The sites proposed for allocation in this plan include the strategically important East Norwich sites, including the Deal Ground and Utilities sites, identified as a priority for regeneration in JCS policy 12. These sites present major physical regeneration opportunities for mixed use development and enhanced green linkages from the city centre to the Broads, which require area-wide coordination. Also included are sites in the west of the city around the University of East Anglia, and in the northern part of the city, stretching from the northern city centre to Mile Cross and New Catton.

6.12 The plan contains some sites which were previously in (or proposed for) employment use but are now proposed to be reallocated for other uses. Such reallocations are generally for other purposes which will retain employment

---

<sup>6</sup> Three sites which were originally proposed to be included in the plan for the 'remainder of the city' have now been taken out of the plan, as explained in paragraph 6.10. The decision has been made not to renumber sites in the 'remainder of the city' to avoid potential confusion where comments have already been made against a specific site reference number, and also to allow for the eventuality of further sites being added or deleted before the plan is adopted. Site numbering will be finalised at adoption stage.

as part of a mix of uses and can secure wider regeneration benefits, such as the Deal Ground (R10) and Mile Cross Depot site (R39).

### **Policy cross-references in site specific allocation policies**

- 6.13 The proposed site allocations are in accordance with the broad policy approach set out in the NPPF and with the local policy approach set out in the JCS, the Northern City Centre Area Action Plan and the DM policies plan. In general, the site-specific policies do not repeat relevant policies in higher level documents or material covered in other plans, but focus chiefly on the specific policy requirements as they apply to each site. This means that the Site Allocations Plan must be read in conjunction with other relevant development plan documents making up the local plan for Norwich as a whole.
- 6.14 Development proposals must therefore have regard to the detailed policies within the Development Management Policies Plan and the Joint Core Strategy, and the NCCAAP if located in that area.
- 6.15 Although not mentioned specifically in the site policies set out below, many JCS policies are relevant to individual site allocations. These include:
- JCS policy 1 which addresses climate change and protection of environmental assets, and defines the green infrastructure network for the Greater Norwich Area;
  - JCS policy 2 which seeks a high quality of design for all new development;
  - JCS policy 3 which requires renewable and low carbon energy and water efficiency in all major development. To achieve this, it requires major schemes to provide at least 10% of their energy requirements from decentralised low carbon and renewable energy sources and for other proposals to demonstrate that they have taken opportunities to maximise the contribution of such sources. It also requires new housing development to achieve Code for sustainable homes Level 4 for water efficiency and for schemes over 500 dwellings to achieve level 6 by 2015;
  - JCS policy 4 which seeks to achieve a proportion of affordable housing on all sites, dependent on the number of units of housing proposed;
  - JCS Policy 5 which seeks to address the needs of small, medium and start up businesses by requiring a range and choice of small and medium employment sites to be retained;
  - JCS policy 6 which requires concentration of development close to essential services and facilities to encourage walking and cycling as the primary means of travel, with public transport for wider access;
  - JCS policy 11 which focuses on Norwich City Centre: in order to support its integrated approach to economic, social, physical and cultural regeneration in the city centre, the JCS promotes improvements to the public realm, improved open spaces and green linkages, improved walking and cycling provision, and

sustainable transport links in accordance with NATS;

- JCS policy 12 which focuses on the remainder of the Norwich urban area including the suburbs, and identifies regeneration priorities such as the East Norwich area.

6.16 The majority of policies in the Development Management Policies Plan will be relevant to the site-specific allocations set out in this plan. Some of these key policies are set below (this is not an exhaustive list):

- Policy DM2, which is concerned with protection of amenity;
- Policy DM3, which sets out design principles applying to new development, including layout, density, scale and massing, green infrastructure and landscaping, energy efficiency and climate change;
- Policy DM4, which encourages renewable energy schemes as part of new development;
- Policy DM5, which is concerned with issues around flooding and sustainable drainage;
- Policy DM6 which covers the protection of natural environmental assets;
- Policy DM12 which sets out principles for residential development, encouraging mixed use development on individual sites where practical and achievable as part of a sustainable approach to the use of land. To accord with this policy (and to deliver the numbers of homes provided for on specific allocations in this plan), housing densities in the city centre are generally expected to be high, to make the most efficient use of land in a sustainable and accessible location. Some of the proposed allocations fall within the northern city centre area, and are therefore subject to the policies of the Northern City Centre Area Action Plan which promotes family housing on certain sites, especially in the Oak Street area, to meet a shortfall of such housing in the area overall.
- Policy DM28, which encourages and promotes sustainable transport and accessibility.

Deleted:

6.17 Other DM policies which will be relevant in specific cases, dependent on scale or location of development, include: DM5, where a flood risk assessment is required for sites over 1 hectare in size, in flood risk zones 2 or 3, or identified Critical Drainage Areas; DM8, which requires on-site provision of publicly accessible open space as an integral part of the landscaping and design of development on larger sites; DM9 which sets out principles for the protection and enhancement of heritage assets (relevant where allocated sites include, or will have an impact on, such assets) and DM19 which requires an element of new office development on sites over 0.25 hectare in size. Most sites within the city centre fall within the City Centre Conservation Area and the Area of Main Archaeological Interest (both subject to DM9), as defined on the proposals map. Policy DM32 encourages car free or low car housing subject to a number of locational criteria.



## **Approach to allocating sites with planning consent**

- 6.18 The site allocations in this plan include some sites with current planning permission where development has not yet commenced. As there is no guarantee that sites with planning permission will be developed, particularly in the current economic climate, the general approach taken is that such sites are included in this plan as proposed allocations in order to establish the principle of development that will be acceptable on them, should consented schemes not proceed.
- 6.19 The nature of the site-specific allocation in such cases, in terms of proposed uses, number of units etc, may or may not reflect the content of existing consented schemes. Other factors are also taken into consideration if they indicate that the consented scheme is not likely to be deliverable (if for example significant time has elapsed since the permission was granted, during which time land and property values may have fallen to an extent that is likely to make a consented scheme unviable, In these circumstances a different use may be considered more appropriate in the future in the event that a planning permission is not taken up.
- 6.20 Sites with planning permission where development has commenced are normally excluded from the final allocation list as they are no longer available for development. However for a small number of sites, where development has technically commenced, for example where a trench has been dug, or foundations laid, but there does not seem to be any prospect of the site being fully developed for the consented scheme, this site will be considered to be available for the purposes of this plan. Such judgements are made on the merits of individual sites and planning consents.

## **Requirements for new development proposals**

- 6.21 The allocations in this plan set out a number of site specific requirements which will vary depending on the location, scale and nature of development. These may include, for example, the requirement for an archaeological investigation if the site falls within the Area of Main Archaeological Interest, or where there is some known archaeological interest. They may also include the requirement for a flood risk assessment taking account of specifically identified risks (for example from surface water flooding), or the need for site investigation to appraise ground stability, subsidence risk or land contamination, where appropriate. Such requirements will generally be referred to in the explanatory text rather than the policy.
- 6.22 However it is important to note that there will be additional information and documentation required to support individual development proposals. The Council's validation checklist, which is available on its website, sets out details about the information and documentation required to support

planning applications, so it is important that this is referred to (in addition to the site-specific requirements set out in this plan), to ensure that development proposals are fully supported by the necessary documentation.

## 7. City Centre site specific allocations

## **CC1: 60 – 70 Ber Street**

### **Description**

The site is 0.19 hectare in size and is located on the eastern side of Ber Street at its junction with Horns Lane. The site is currently occupied by a temporary retail unit occupied by a cash and carry retail shop and another building fronting Ber Street, and includes open space to the rear, currently used for staff and customer parking. The site also includes part of the Ber Street escarpment, which forms a wooded ridge on Richmond Hill, a prominent natural landscape feature and an ecological link in the Wensum Valley.

There are a number of listed and locally listed buildings directly opposite the site on the west side of Ber Street.

Ber Street has been a major route out of the city since at least the 12<sup>th</sup> century, and is thought to have originally been a Roman Road. Its use as a cattle drove to the old cattle market adjacent to the Castle is reflected in its unusual width. Today, following bomb damage during the Second World War and subsequent redevelopment, the street is fragmented in character. There are remnants of its earlier character, together with much mid 20<sup>th</sup> century housing. The area is predominantly residential with some office development, and other commercial uses along Ber Street.

### **Explanatory text**

The Joint Core Strategy promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre. The key diagram for the city centre identifies the site as being within an 'area of change' where the focus of change is through mixed use development, including commercial and residential development.

Redevelopment of this site for a mix of uses including residential, offices and retail will help deliver the wider policy objectives of the Joint Core Strategy by contributing to the improved vibrancy of this part of the city centre and strengthening the city's sub-regional role.

Development of the site must address a number of constraints including its location with the city centre conservation area and the area of main archaeological interest, its location adjacent to wooded ridge referred to above, and ground conditions including possible former chalk workings on the site.

The development of the site provides an opportunity to deliver a vibrant mixed use site fronting Ber Street, which will contribute positively to the character of the street, and will remove two 'negative' buildings which currently detract from its streetscape and character.

The site is suitable for around 20 dwellings as part of a mixed use development, with some retail development, ideally along the Ber Street frontage, and / or an element of office development. Development must enhance the setting of the neighbouring listed buildings and reflect its location in the city centre conservation area. Its design must re-instate a strong building line along the street frontage, whilst respecting the area's important topography. Development must retain and enhance the wooded ridge for biodiversity.

Vehicular access should be taken from Horns Lane.

An archaeological investigation will be required prior to development.

### **Deliverability**

This site is owned by Norwich City Council and is suitable and available for development within the plan period.

#### **POLICY CC1: 60 to 70 Ber Street – mixed use development**

The site at 60-70 Ber Street is allocated for redevelopment for a mix of uses including:

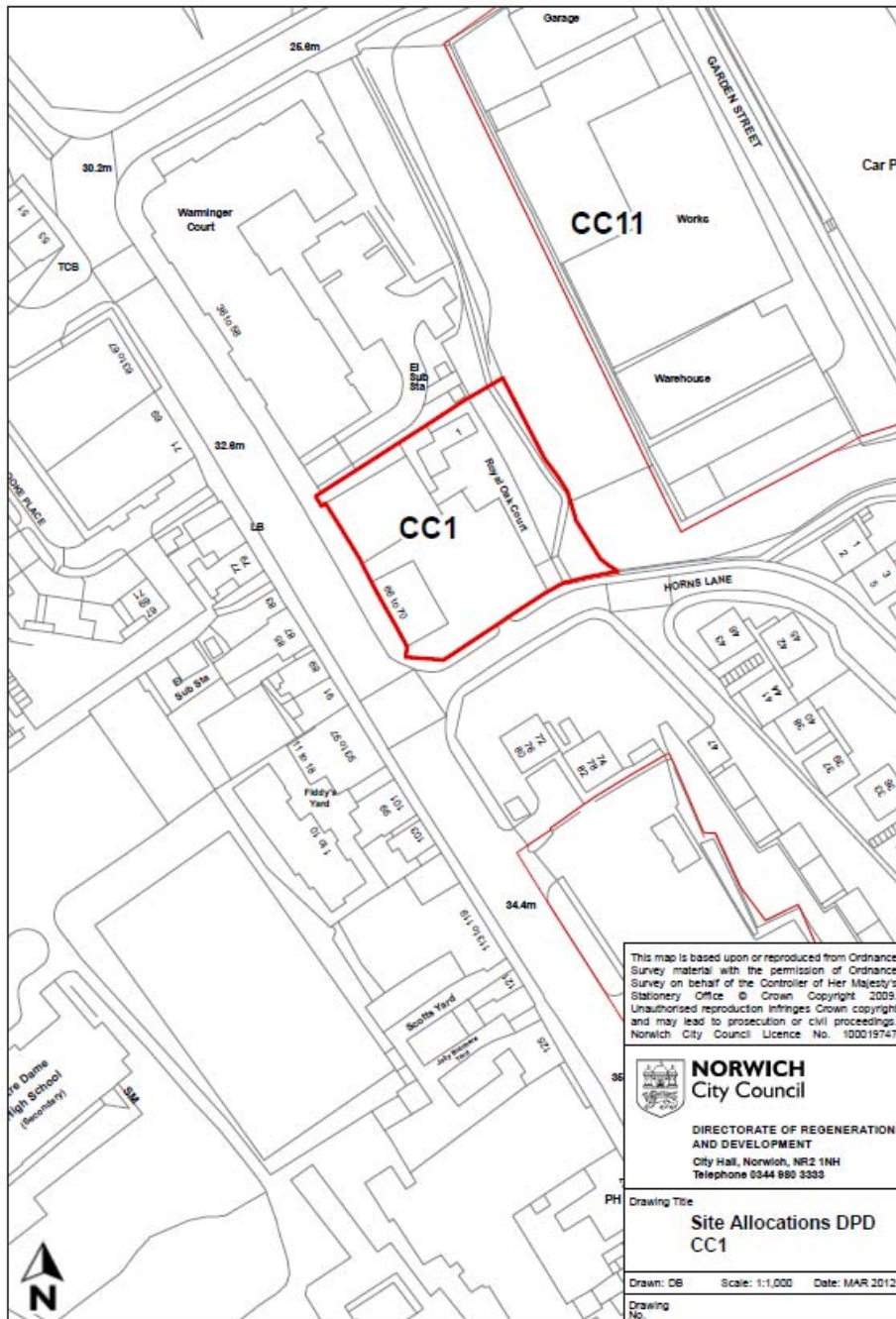
- a minimum of 20 units of housing; and
- retail development (at ground floor level) and/or office development.

Access to the site will be from Horns Lane.

The development must be designed to :

- strengthen the building line along Ber Street;
- enhance the setting of the listed and locally listed buildings in the vicinity;
- respect the topography of the area, particularly the wooded ridge;
- retain and enhance the portion of the wooded ridge on site for biodiversity;
- the public footpath and green link on the wooded ridge on the north-east side of the site should be retained and enhanced.

# Site plan



## **CC2: 84 – 110 Ber Street**

### **Description**

The site is 0.62 hectares in size and is located on the eastern side of Ber Street between Horns Lane and Mariners Lane. The site is currently occupied by garage buildings and car parking.

The Council's City Centre Conservation Area Appraisal identifies the garage building as a 'negative building', which detracts from the character of the area. There is a locally listed building on the site frontage, and a number of listed and locally listed buildings near the site on the west side of Ber Street.

Ber Street is thought to be a Roman road and has been a major route since the 12<sup>th</sup> century. Its use as a cattle drove is reflected in its width. Today, following bomb damage during the Second World War and subsequent redevelopment, the street is fragmented in character, with remnants of its earlier character apparent but with much mid 20<sup>th</sup> century housing. The area is predominantly residential with some office development, and other commercial uses along Ber Street.

### **Explanatory text**

Redevelopment of this site for housing will help deliver the wider policy objectives of the Joint Core Strategy by contributing to the improved vibrancy of this part of the city centre, helping to strengthen the city's sub-regional role, and by helping to achieve its target for new homes.

Development of the site must address a number of constraints including its location with the city centre conservation area and the area of main archaeological interest, site ground conditions, [possible contamination](#), trees, and its prominent location on the wooded ridge. The site also falls within the emerging Development Management Policies plan proposed office area and, as such, its development should include a significant proportion of office floorspace.

The redevelopment of the site provides an opportunity to sensitively regenerate this part of Ber Street, contributing positively to the character of the street, and to remove a 'negative' building which currently detracts from its streetscape and character.

The site is suitable for around 120 dwellings in a mix with employment and potentially ancillary office use. Development must enhance the setting of the neighbouring listed buildings and reflect its location in line with the City Centre Conservation Area Appraisal. Its design must re-instate a strong building line along the street frontage, whilst respecting the area's important topography.

An archaeological assessment will be required prior to development.

## **Deliverability**

The northern part of the site was originally allocated in the adopted City of Norwich Local Plan (2004), under policy HOU12 A34, for 25 dwellings.

The site currently has planning permission, granted in March 2011, for 151 dwellings. The consent also includes land on the south side of Ber Street (147-153 Ber Street) which has permission for educational uses.

This site is suitable and available for development within the plan period.

### **POLICY CC2: 84 to 110 Ber Street – housing led mixed use development**

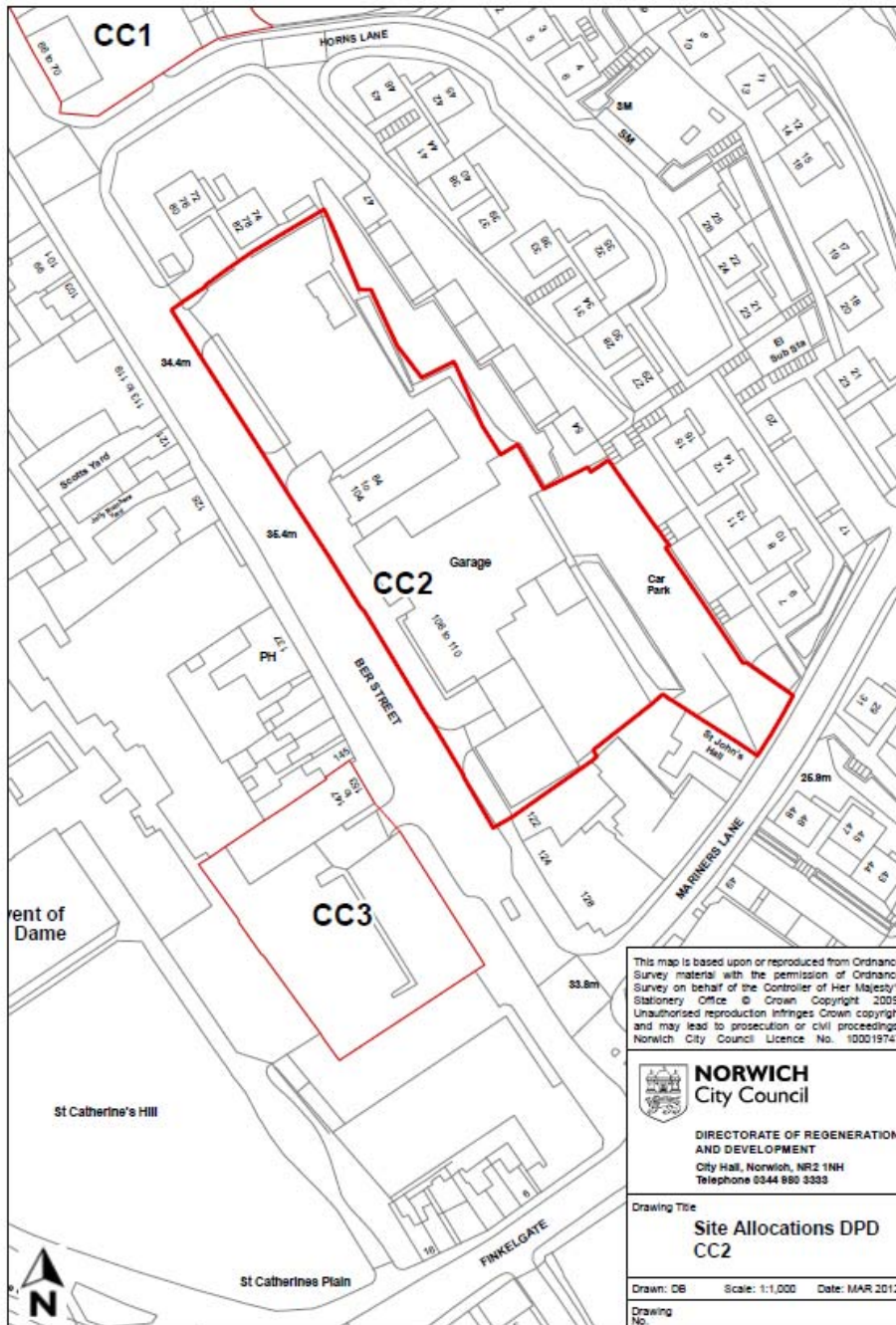
The site at 84-110 Ber Street is allocated for housing development (a minimum of 120 dwellings). Some ancillary office development may also be acceptable.

The development must be designed to :

- strengthen the building line along Ber Street
- enhance the setting of the listed and locally listed buildings in the vicinity, and
- respect the topography of the area particularly its location on the top of the wooded ridge.



Site plan



### **CC3: 147 - 153 Ber Street**

#### **Description**

The site is 0.18 hectares in size and is located on the western side of Ber Street. The site is currently occupied by garage buildings and parking.

There are a number of listed and locally listed buildings in the vicinity of the site along Ber Street, Finklegate, and to its rear at Notre Dame School.

Ber Street has been a major route out of the city since at least the 12<sup>th</sup> century, and is thought to have originally been a Roman road. Its use as a cattle drove to the old cattle market adjacent to the Castle is reflected in its unusual width. Today, following bomb damage during the Second World War and subsequent redevelopment, the street is fragmented in character, with remnants of its earlier character apparent but with much mid 20<sup>th</sup> century housing. The area is predominantly residential with some office development, and other commercial uses along Ber Street.

#### **Explanatory text**

Redevelopment of this site for housing will help deliver the wider policy objectives of the Joint Core Strategy by contributing to the improved vibrancy of this part of the city centre, helping to strengthen the city's sub-regional role, and by helping to achieve its target for new homes.

Development of the site must address a number of constraints including its location with the city centre conservation area and the area of main archaeological interest, site ground conditions, possible contamination, and its location near to the wooded ridge.

The redevelopment of the site provides an opportunity to sensitively regenerate this part of Ber Street, contributing positively to the character of the street.

The site is suitable for around 20 dwellings, and is also potentially suitable for commercial, offices, and/or educational uses. Development must enhance the setting of the neighbouring listed and locally listed buildings and reflect its location in the city centre conservation area, in line with the City Centre Conservation Area Appraisal. Its design must re-instate a strong building line along the street frontage, whilst respecting the area's important topography.

An archaeological assessment will be required prior to development.

#### **Deliverability**

This site is suitable and available for development within the plan period.

The site currently has planning permission, granted in March 2011, for educational uses. The consent also includes land on the eastern side of Ber Street (84 -110 Ber Street) which has permission for housing.

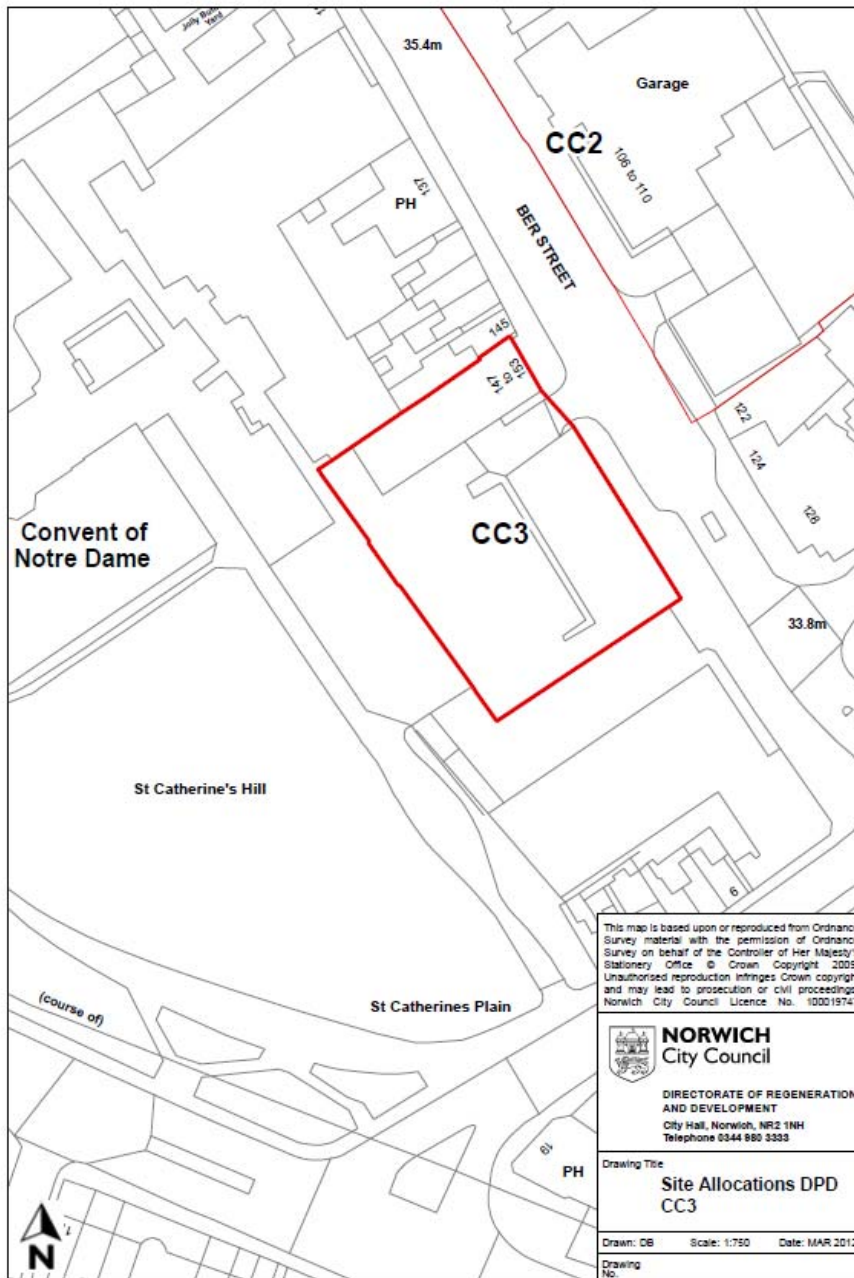
**POLICY CC3: 147 to 153 Ber Street – housing development**

The site at 147 -153 Ber Street is allocated for housing development (a minimum of 20 units). Commercial, offices, and/or educational uses may also be acceptable.

The development must be designed to :

- strengthen the building line along Ber Street;
- enhance the setting of the listed and locally listed buildings in the vicinity;
- take account of mature trees on the site to the rear, and;
- respect the area’s topography, particularly the wooded ridge.

Site plan



## **CC4: 10 - 24 Ber Street**

### **Description**

The site is 0.25 hectares in size and is located on the eastern side of Ber Street close to the junction with All Saints Green and Golden Ball Street. It comprises a range of uses, including open storage, warehouse, residential and retail units.

This site is on the fringe of the primary shopping area. It has an open, incoherent street frontage and the buildings are dated and of poor quality. The City Centre Conservation Area Appraisal identifies the buildings on the site as 'negative buildings', detracting from the character of the conservation area. There are a number of listed and locally listed buildings directly opposite the site on the west side of Ber Street.

Ber Street has been a major route out of the city since at least the 12<sup>th</sup> century, and is thought to have originally been a Roman road. Its use as a cattle drove to the old cattle market adjacent to the Castle is reflected in its unusual width. Today, following bomb damage during the Second World War and subsequent redevelopment, the street is fragmented in character, with remnants of its earlier character apparent but with much mid 20<sup>th</sup> century housing. The area is predominantly residential with some office development, and other commercial uses along Ber Street.

### **Explanatory text**

The Joint Core Strategy promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre. The key diagram for the city centre identifies the site as being within an 'area of change' where the focus of change is through mixed use development, including commercial, retail and residential uses.

Redevelopment of this site for a mix of uses will help deliver the Joint Core Strategy's wider policy objectives by contributing to the improved vibrancy of this part of the city centre and strengthening the city's sub-regional role. In this location, a mix of appropriate commercial uses could successfully link with the promoted regeneration of the Westlegate and Timberhill areas.

The site provides an opportunity to deliver a vibrant mixed use site fronting Ber Street, which will contribute positively to the character of the street, and will remove 'negative' buildings which currently detract from its streetscape and character. The St Stephens Street Outline Masterplan promotes retail uses at ground floor level along Ber Street, with residential units and private gardens to the rear of the site at ground floor level, and residential uses on upper floors. It proposes that the scale of buildings on the site should be 3 storeys to reflect the scale of surrounding development.

Development of the site must address a number of constraints including its location within the city centre conservation area and the area of main archaeological interest, its location adjacent to listed buildings and possible contamination.

The site is suitable for around 30 dwellings as part of a mixed use development, with some retail and/or office development along the Ber Street frontage, and an element of office development. Development must enhance the setting of the neighbouring listed buildings and reflect its location in the city centre conservation area. Its design must re-instate a strong building line along the street frontage, whilst respecting the area's important topography and neighbouring uses. Opportunities for provision of on-street parking and servicing on Ber Street should be considered, including, if appropriate, provision of a car club space.

The site is suitable for car free housing given its sustainable location. Any vehicular access to the site should be via the carriage arch off Ber Street.

The development must also enhance the public realm and streetscape in line with the St Stephens Street Outline Masterplan.

An archaeological investigation will be required prior to development.

### **Deliverability**

The site was formerly part of Local Plan allocation for housing development of 30 dwellings in mix with retail, office, or leisure uses. This site is owned by Norwich City Council and is suitable and available for development within the plan period.

### **POLICY CC4: 10 to 24 Ber Street – mixed use development**

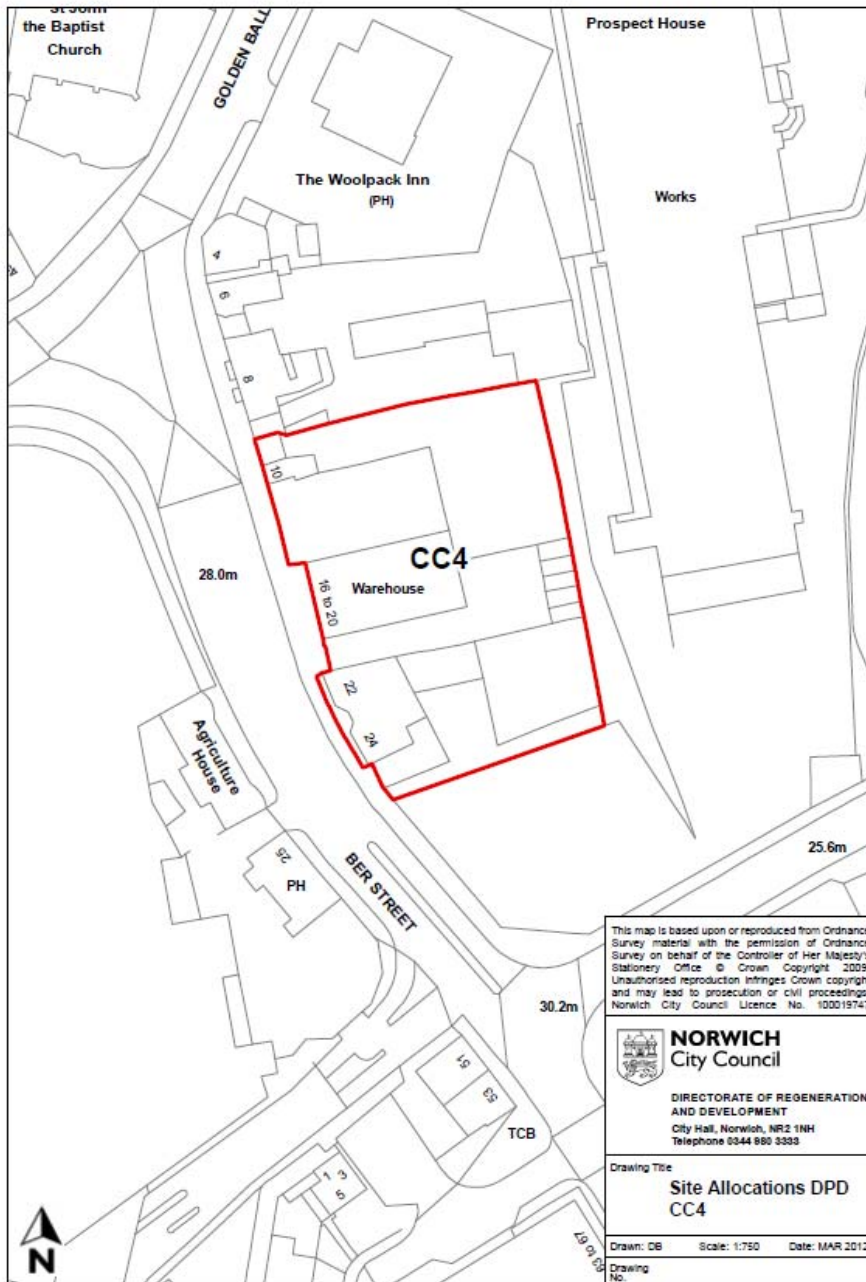
The site at 10-24 Ber Street is allocated for redevelopment for a mix of uses including:

- Retail or complementary uses in A2, A3; (at ground floor level)
- Office development;
- Residential uses on upper floors (a minimum of 30 dwellings).

The development must be designed to :

- be well integrated with the sites to the north and south;
- strengthen the building line along Ber Street;
- enhance the setting of the listed and locally listed buildings in the vicinity;
- respect the topography of the area;
- be accessed from Ber Street towards the southern end of the site.

Site plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright 2009. Unauthorized reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD  
CC4**

Drawn: DB Scale: 1:750 Date: MAR 2012  
Drawing No.

## **CC5: Land at Rose Lane and Mountergate**

### **Description**

This large strategic site (4.08 hectares) contains a number of existing uses, including offices, light industrial uses and shops fronting Prince of Wales Road. There are generally located in poor quality buildings. It also contains two substantial grade II seventeenth and eighteenth century listed buildings providing offices and small scale industrial units in the locally listed former fish market. In addition, there are surface car parks within the site.

To the south of the site is the strategic brownfield regeneration site of St Anne's Wharf. The site is adjacent to flats to the west, a hotel and flats to the east and a variety of uses to the north of Rose Lane, including late night uses in the Prince of Wales Road area. Tudor Hall, to the north-west of the site, is a grade II listed building.

The site is located partly within the King Street character area of the City Centre Conservation area, with the northern part fronting Rose Lane in the Prince of Wales Road character area. The King Street area has historically significant buildings interspersed with former industrial buildings. The area is undergoing significant change as many of the buildings formerly associated with industry and the river are either being replaced or converted, mostly into residential use.

The Rose Lane / Mountergate site itself was historically occupied by a mixture of workers housing, factories and port based industries. With the exception of the listed buildings, it was entirely redeveloped in a piece-meal fashion in the twentieth century and is defined as "degraded" in the conservation area appraisal and suitable for redevelopment. The great majority of the buildings on site, with the exception of the listed and locally listed buildings, are defined as negative buildings and the approach to Mountergate from Rose Lane is identified as a negative view.

### **Explanatory text**

As a large, highly accessible site close to the railway station, the area is currently underused. It is suitable for sustainably accessible mixed used redevelopment, with the main focus on office development. A significant element of high density residential development should be provided. Some food/drink, small scale retail and non late night leisure uses should be included in the development, though these uses should not be dominant.

Any redevelopment proposed should take account of adjoining uses and planned development at St Anne's Wharf. It should make best use of the listed buildings, taking into account the City Centre Conservation Area Appraisal. Appropriate historic interpretation information should be incorporated into the development and an archaeological assessment will be required.



Development fronting Rose Lane should be designed to take account of noise from the busy road and close proximity to the late night activity zone.

Development should re-create street frontages to Mountergate and deliver public access to the river, by linking to the riverside walk and to the core pedestrian and cycle network at Lady Julian Bridge via neighbouring developments. Accessible open space as an integral part of the landscaping and design of the development will be required.

In this highly accessible city centre location, car free housing could be provided. As far as possible, vehicular access should be via Mountergate rather than Rose Lane. Some public car parking will be provided to make up for some of the spaces lost resulting from redevelopment.

There is one tree, a maple, protected by a Tree Preservation Order on site, in front of Charles House on Rose Lane.

As part of the site is within flood zone 2, it could be affected by fluvial flooding. Therefore a flood risk assessment and appropriate mitigation measures will be required. An archaeological assessment will also be required.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site.

Deleted: a

### **Deliverability**

The site was allocated in the 2004 Replacement Local Plan for a mix of uses including leisure, housing, restaurants or hot food uses and employment.

The site is suitable and available for development within the plan period.

### **POLICY CC5: Rose Lane/Mountergate – mixed use development**

The site of 4.08 hectares is allocated for comprehensive mixed use development. To achieve this, the development will:

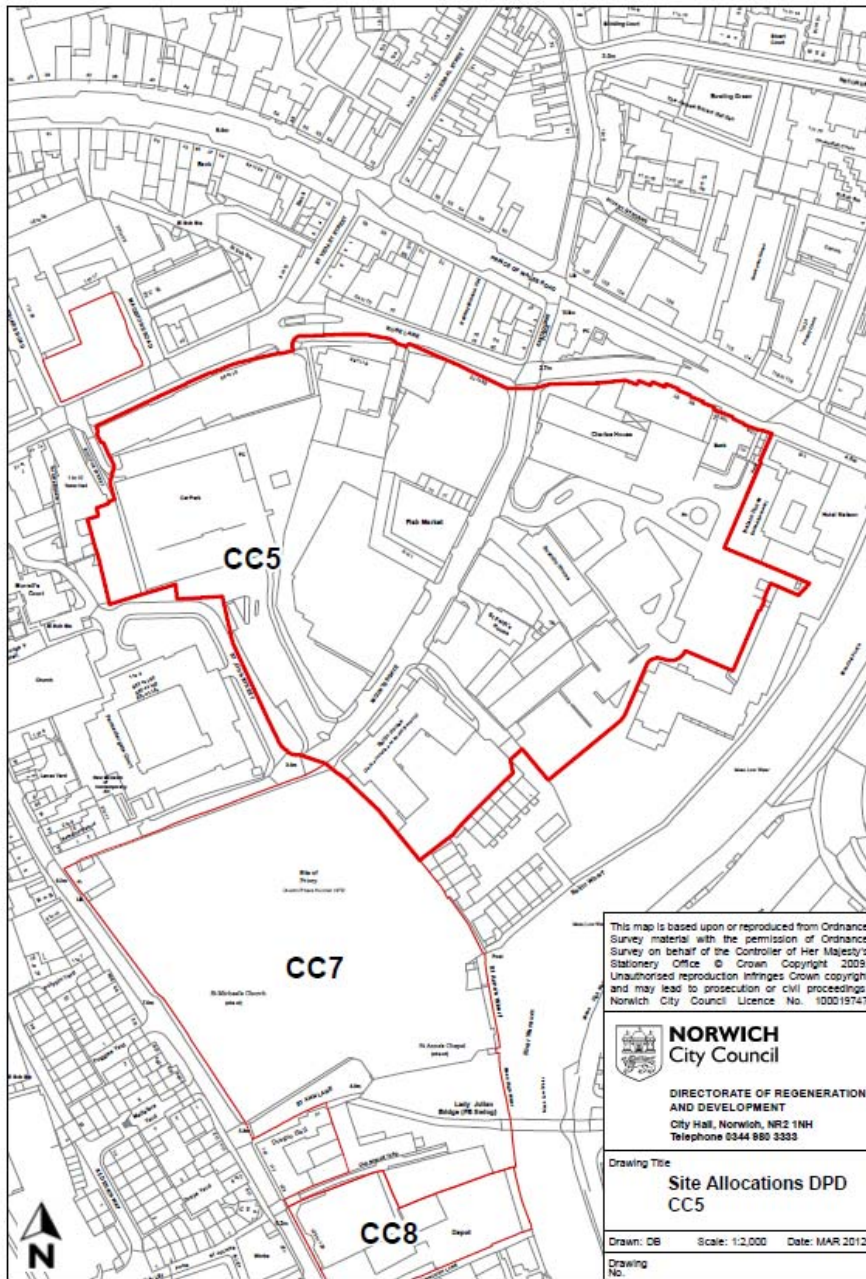
- be mainly office-led, integrated with residential uses (in the region of 300 dwellings)
- include other uses such as food/drink, small scale retail and non late night leisure uses (which should not dominate the development)
- provide some replacement public car parking
- provide an enhanced public realm, including an open space and pedestrian/cycle links to the riverside walk.

- respect the setting of on site listed buildings and be designed as far as possible to reflect the historic building plots and streets and to recreate street frontages

A noise assessment is required and the development must be designed to mitigate the impact of noise from the main road and from the late night activity zone.

A development brief or supplementary planning document will be produced to guide the comprehensive redevelopment of this strategic site.

# Site Plan



## **CC6: Land at Greyfriars Road/ Rose Lane**

### **Description**

The site is located on the north side of Rose Lane, between Maidstone Road and Greyfriars Road, and is 0.11 in size. The site has been cleared and it is currently vacant.

The site is surrounded by a mixture of residential and city centre type uses, including residential, offices, bars, pubs, takeaways, clubs and restaurants. New apartments are currently being constructed to the rear of the site. The site fronts Rose Lane which is a main route into the city centre.

The site is located within the Prince of Wales Road character area of the City Centre Conservation area. This part of Rose Lane is close to Prince of Wales Road and contains a mixture of uses including residential, offices and leisure uses. The appraisal identifies this site as being within a 'neutral' area in townscape terms, The wider area has many historically significant buildings, including the grade II listed Tudor Hall, interspersed with former industrial buildings, and contains a number of large office buildings.

### **Explanatory text**

Development of this site for a mix of uses will help deliver new housing, office and small scale retail development in this sustainable location, contributing to the targets in the Joint Core Strategy.

Development must address the site's constraints which include its location in the City Centre conservation area, and the area of main archaeological interest. An archaeological investigation will be required prior to development.

Development of the site offers opportunities to improve the townscape in this area, through high quality design, including providing a street frontage to Rose Lane. The development must be designed to take account of noise from the busy road at Rose Lane and its proximity to the late night activity zone.

### **Deliverability**

This site is part of a larger site which was allocated in the 2004 Replacement Local Plan for mixed use development including housing, employment and leisure uses. The remainder of the site has been developed.

The site currently has planning permission for 24 dwellings with retail development on the ground floor. The site is suitable and available for development in the plan period.

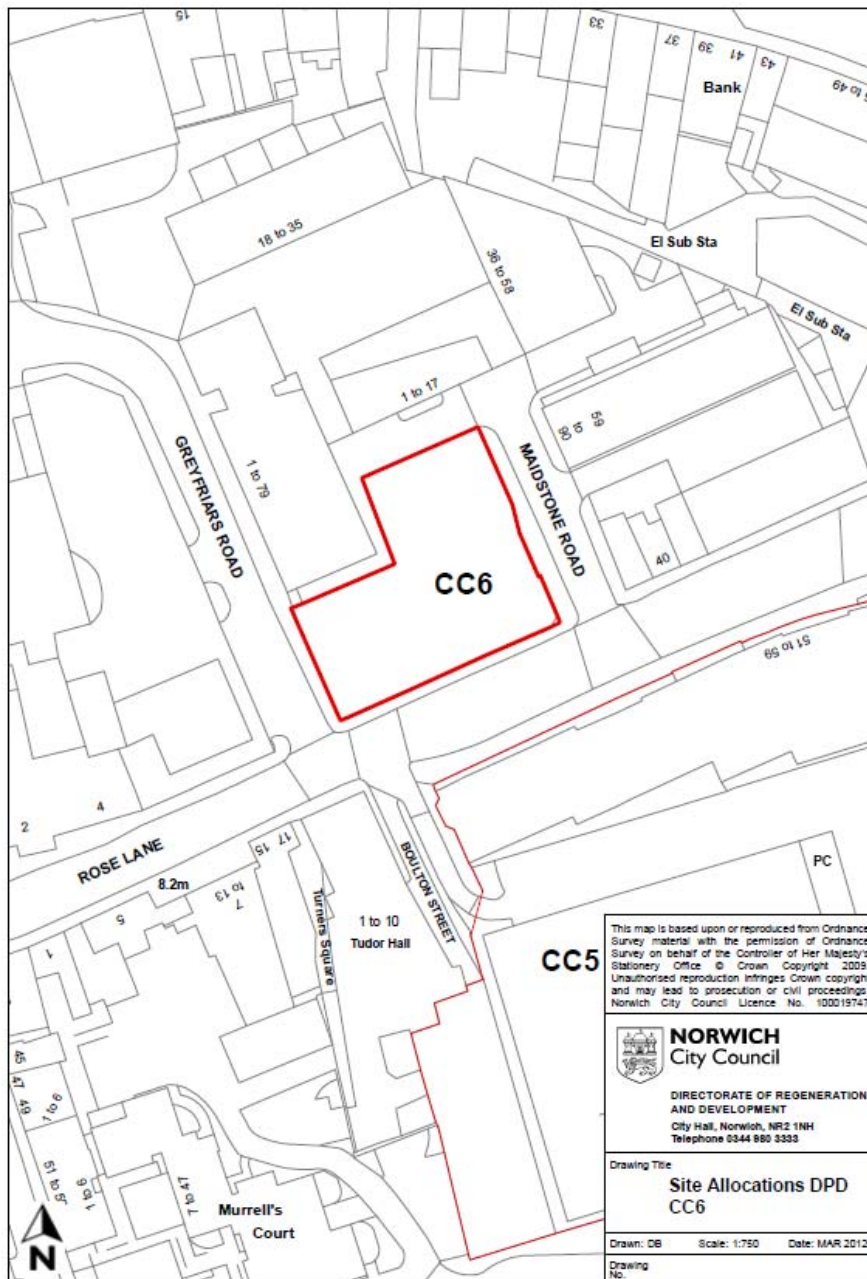
**POLICY CC6: Land at Greyfriars Road/ Rose Lane**

Land at Greyfriars Road/ Rose Lane is allocated for a housing led mixed use development, to provide a minimum of 20 dwellings.

Small scale office and retail units could also be provided as part of the mix, fronting Rose Lane.

A noise assessment will be required, and the development must be designed to take mitigate the impact of noise from Rose Lane and from proximity to the late night activity zone.

Site Plan



## **CC7: St Anne's Wharf and adjoining land**

### **Description**

This strategic brownfield regeneration site of 2.07 hectares has been cleared of its former brewery buildings. Historically it was the site of a monastery and church until sixteenth century and then during the nineteenth century a Jewish Synagogue and residential street named 'Synagogue Street'. The only remaining building is the at-risk grade II\* listed seventeenth century building of Howard House, in the north-west corner of the site. A strategic pedestrian and cycle link, currently routed along St Ann Lane, crosses the south of the site to Lady Julian Bridge, linking the leisure and retail area of Riverside with the primary retail area at Castle Mall.

The site is adjacent to a mix of uses to the north and west, and a mix of offices and light industrial and residential development to the north-east. The River Wensum is to the east of the site, and small scale industrial uses, allocated for housing redevelopment under policy CC8 in this plan, lie to the south.

The site is located within the King Street character area of the City Centre Conservation area. The King Street area has historically significant buildings interspersed with former industrial buildings. The area is undergoing significant change as many of the buildings formerly associated with industry and the river are either being replaced or converted, mostly into residential use.

As well as Howard House within the site, there are a number of listed buildings on King Street neighbouring the site. The grade I listed building of Dragon Hall dating from the twelfth century onwards, is south-west of the site, and two further neighbouring listed buildings currently suffer from a poor setting. There is a cluster of listed and locally listed buildings north of Howard House. This northern part of King Street, partly thanks to recent conversions and investment, forms a coherent townscape.

### **Explanatory Text**

The Joint Core Strategy identifies this large, strategic site as being within an area for comprehensive regeneration with a focus on residential with some office development and improvements to the public realm. It is within the office and leisure areas of the city centre.

Redevelopment of the site offers the opportunity to make better use of this valuable city centre site and to continue the development of a vibrant mixed use quarter in King Street, extending office, housing and tourism/leisure uses close to Dragon Hall and completing the strategic pedestrian and cycle link between Riverside and the rest of the city centre.

Design should take account of the City Centre Conservation Area Appraisal and particularly the retention of key views into and out of the site towards the river and the castle. Development must restore Howard House to a viable use and enhance the setting of Dragon Hall and other listed buildings. The historic street frontage of King Street should be reinstated at a scale sympathetic to existing buildings on King Street. The development should also take account of the adjacent Rose Lane / Mountergate (CC5) and Hobrough Lane (CC8) redevelopments. As there is a shortage of children's play facilities in the area, on-site provision will be required.

Appropriate historic interpretation information should be incorporated into the development and an archaeological assessment will be required.

In this highly accessible city centre location, car free housing could be provided. Vehicular access should be primarily made from Mountergate. Development should deliver shared surface paving and public realm improvements along the frontage to King Street as part of the scheme, with a continuation of the strategy adopted on King Street. Permanent closure of Mountergate to vehicles must also be part of the development.

The strategic pedestrian cycle link is integral to the design of the development, preferably taking the most direct route between Lady Julian Bridge and St Peter Parmentergate church along King Street or through the site. Public open space (in the region of 1200 square metres in size) and a riverside walk should also be provided as part of the development.

Although there are no Tree Preservation Orders on the site, an assessment will have to be undertaken of the value of trees on the river frontage, with appropriate mitigation measures included in any planning application.

As part of the site is within flood zone 2, it could be affected by fluvial flooding. In addition, as it is located between the Ber Street ridge and the river Wensum it could be affected by surface water flooding. ~~Therefore a flood risk assessment and appropriate mitigation measures will be required.~~ Since the site is over 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site.

Deleted: a



## **Deliverability**

The site is in a single ownership and is suitable and available for development within the plan period and has the capacity to deliver in the region of 300 dwellings.

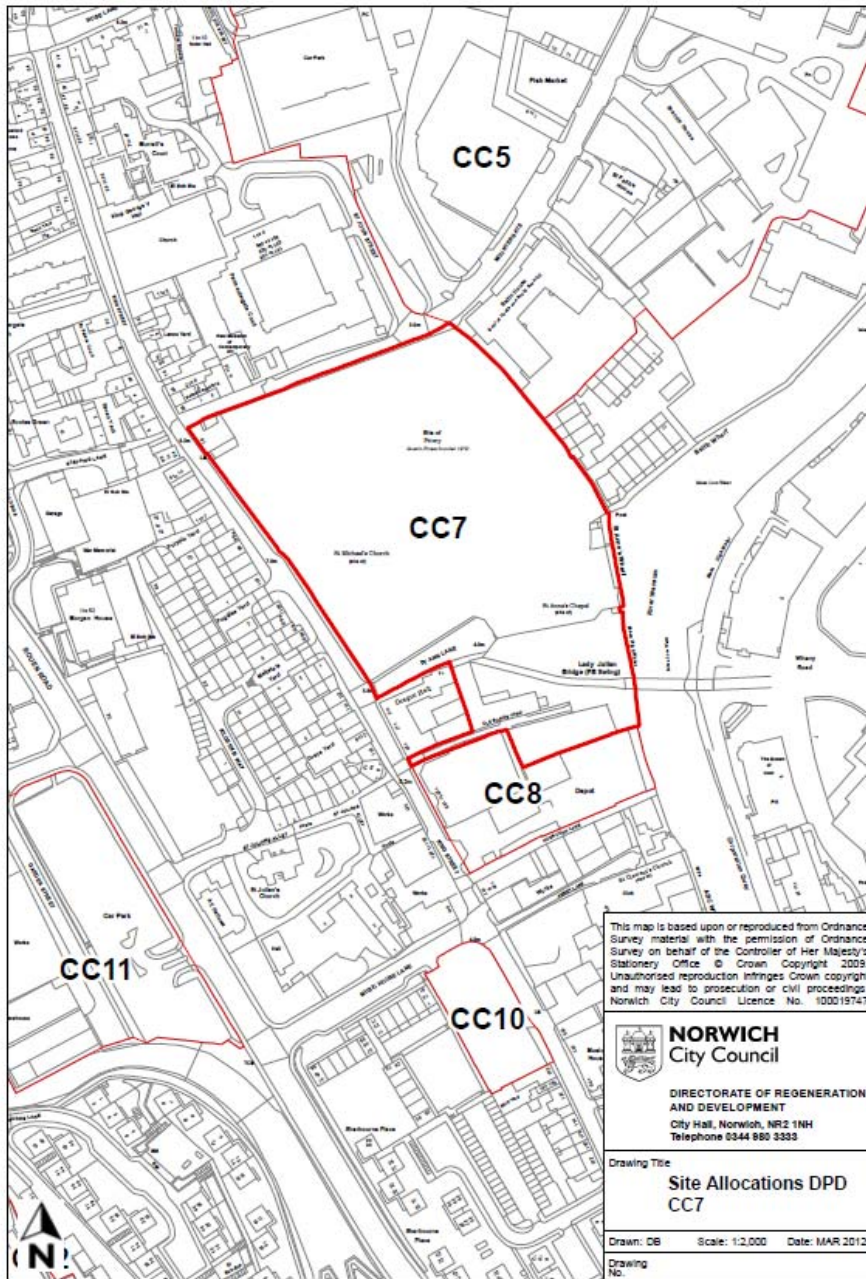
This site has planning permission for mixed use development including provision of 437 dwellings and A1, A2, A3 and D2 uses; however this has not been implemented to date.

### **POLICY CC7: St Anne's Wharf and adjoining land – mixed use development**

The site of 2.07 hectares is allocated for comprehensive mixed use development. To achieve this, the development:

- Will be mainly residential (approximately 300 dwellings), including some family housing, with offices;
- May include other uses such as culture, leisure and/or food and drink, hotel and tourist uses, particularly at ground floor level along key routes through the site;
- Will provide an enhanced public realm, including a public open space, play space, pedestrian/cycle links to Lady Julian Bridge, a riverside walk as an integral element of the design, and a high quality streetscape on the part of King Street fronting the development;
- Will recreate street frontages and enhance the setting of on site and neighbouring listed buildings, including restoring Howard House.

# Site Plan



## **CC8: Land at Hobrough Lane, King Street**

### **Description**

The site fronts King Street adjacent to Hobrough Lane and extends down to the river Wensum. It is 0.35 hectares in size. It is adjacent to the listed local landmark of Dragon Hall and is close to a strategic pedestrian and cycle link and Lady Julian Bridge, linking the leisure and retail area of Riverside with the primary retail area at Castle Mall.

The frontage of the site consists of two disused grade II\* listed buildings “at risk” (125-127 King Street). These are early 16th century first floor buildings, with a poor quality 20<sup>th</sup> century arcaded ground floor conversion and rear industrial extensions, surface parking and delivery areas, and are currently unoccupied.

In the immediate area around the site there are a significant number of sites available for further regeneration, including the adjacent strategic brownfield site of St Anne’s Wharf allocated under policy CC7.

The wider King Street area has many historically significant buildings interspersed with former industrial buildings. The area is undergoing significant change as many of the buildings formerly associated with industry and the river are either being replaced or converted, mostly into residential use. The northern part of King Street retains a greater number of traditional buildings and forms a more coherent townscape.

### **Explanatory text**

The Joint Core Strategy identifies the site as being within an area of change, with a focus on residential and office development with possibly small scale retailing and improvements to the public realm, including an enhanced principal green link along the river. It is within the main leisure area of the city centre.

Redevelopment of the site offers the opportunity to make better use of this valuable city centre site and to continue the development of a vibrant mixed use quarter in King Street, extending housing, leisure office and small scale retailing uses along King Street.

Development proposals should take account of the City Centre Conservation Area Appraisal. The layout and design of the development should ensure the reuse and enhancement of the listed buildings fronting King Street to reveal their significance, and seek to enhance the setting of the adjacent Dragon Hall. The development should also take account of the adjacent St Anne’s Wharf redevelopment and provide a publicly accessible riverside walk linking to the core pedestrian and cycle network at Lady Julian Bridge.

Development should help to regenerate the King Street area by reinstating the historic street frontage of King Street (ground floor of 125-127 King Street and missing frontage at 131-133 King Street).

In this highly accessible city centre location, car free housing could be provided. If this approach is not taken, vehicular access should be via the south of the site/Hobrough Lane.

Appropriate historic interpretation information should be incorporated into the development and an archaeological assessment will be required.

Although there are no Tree Preservation Orders on the site, an assessment will have to be undertaken of the value of trees on the river frontage, and appropriate mitigation measures included in any planning application.

As part of the site is within flood zone 2, it could be affected by fluvial flooding. In addition, as it is located between the Ber Street ridge and the river Wensum it could be affected by surface water flooding. Therefore a flood risk assessment and appropriate mitigation measures will be required. Development should also take into account possible site contamination.

Deleted: its

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

### **Deliverability**

This site has planning permission for demolition and redevelopment of site with three to six storey building to provide 25, two and three-bedroom apartments; 1, retail unit (Class A1); 1, bar/restaurant (Class A3) and associated parking and landscaping.

The site is suitable and available for development within the plan period.

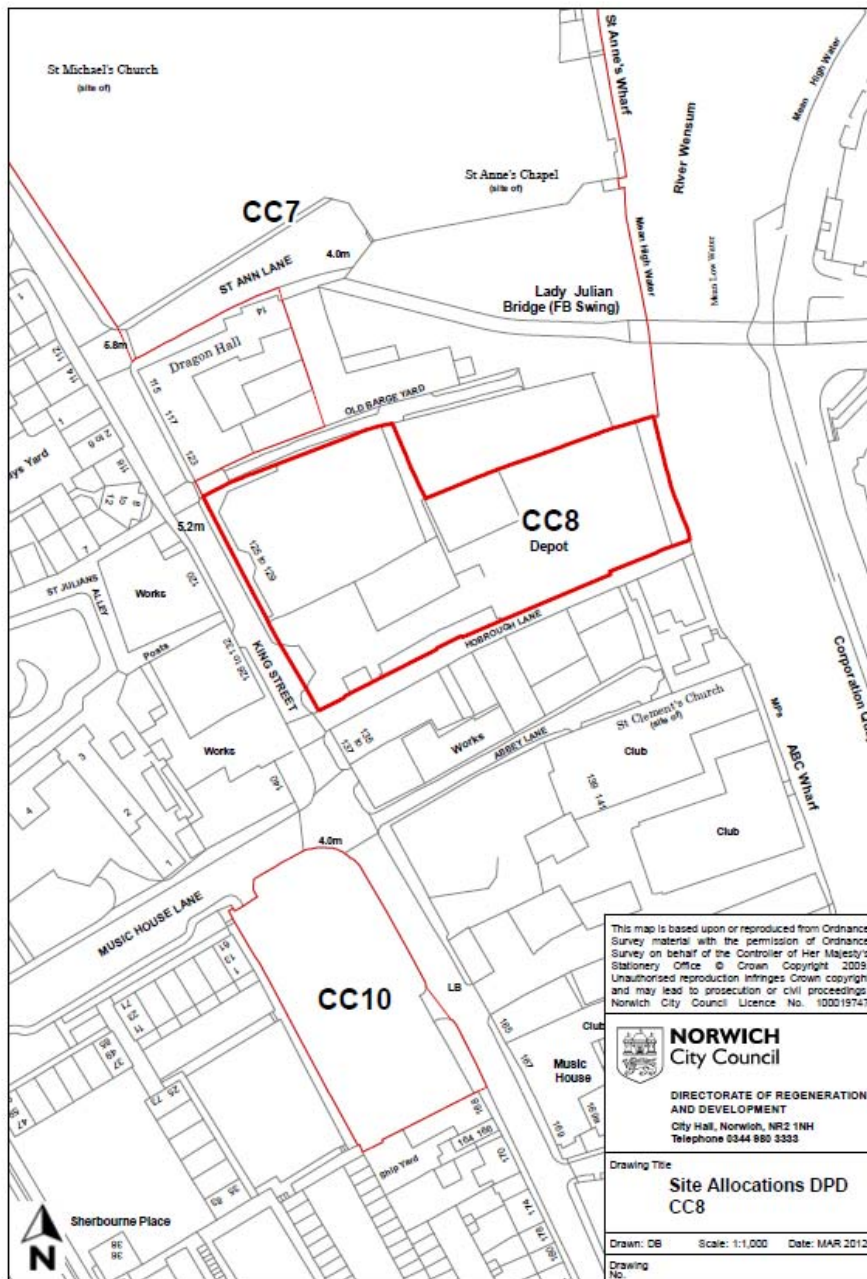
**POLICY CC8: Hobrough Lane/King Street – mixed use development**

The Hobrough Lane/King Street site (0.35 hectares) is allocated for redevelopment for a mix of uses including:

- Residential development (minimum of 20 dwellings);
- Small scale retail and / or offices, food and drink, and tourist uses.

Development will involve conversion of the historic buildings fronting King Street providing small ground floor office/retail/food and drink units as part of a mix of uses, partly within the historic buildings fronting King Street, and will complete the King Street frontage to Hobrough Lane. The development will enhance the public realm along King Street and Hobrough Lane and provide a riverside walk linking to the cycle/pedestrian route to Lady Julian Bridge.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 980 3333

Drawing Title  
**Site Allocations DPD**  
**CC8**

Drawn: DB Scale: 1:1,000 Date: MAR 2012  
Drawing No.

## **CC9: King Street Stores**

### **Description**

The site is approximately 0.2 hectares in size and is located between King Street and the River Wensum. The allocation site is currently occupied by a warehouse building with a courtyard, which includes a locally listed building fronting the river.

The King Street area is mixed in character, with some very important old domestic buildings interspersed with more recent industrial buildings. There are many listed and locally listed buildings along the length of the street. King Street is an area of great change, with many buildings formerly associated with industry or the river being replaced or converted, many of these for residential use.

### **Explanatory text**

The Joint Core Strategy promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre. The key diagram for the city centre identifies the site as being within an 'area of change' where the focus of change is through mixed use development including commercial and residential development.

King Street has been promoted as a regeneration priority by the Council for a number of years, and continues to undergo significant change as many older industrial buildings are replaced or converted, many into residential use. The ongoing regeneration and enhancement of the area, including reinstatement of many building lines and reuse of traditional buildings, will create a more cohesive townscape and a strategically important area linking Riverside with the city centre.

Redevelopment of the site must address a number of constraints including its location within the city centre conservation area and the area of main archaeological interest. Its redevelopment provides an opportunity to sensitively regenerate this part of King Street, by contributing positively to the character of the street.

In accordance with the conservation area appraisal, the scale of development should reflect the existing traditional buildings, and public realm works should help create a high quality and unified streetscape. Any demolition would require conservation area consent.

Development proposals should be informed by a heritage assessment of the locally listed building to assess its significance. It should be retained as part of the development scheme if appropriate.

Development must provide access to the river and a riverside walk. If the locally listed building is retained as part of the development, consideration should be given

to innovative methods of delivering this section of riverside walk. This could include a structure over the river (which would require consent from the Broads Authority) or possibly provision of a route through the building adjacent to the river frontage.

A flood risk assessment and appropriate flood risk mitigation measures are required. Given its proximity to the King Street frontage the site will require an archaeological evaluation through trial trenching prior to its development.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

The site is suitable for high density development given its location; a minimum of 20 dwellings is expected.

### **Deliverability**

This site is in a single ownership, and is suitable and available for development within the plan period. It is being actively promoted by the landowner.

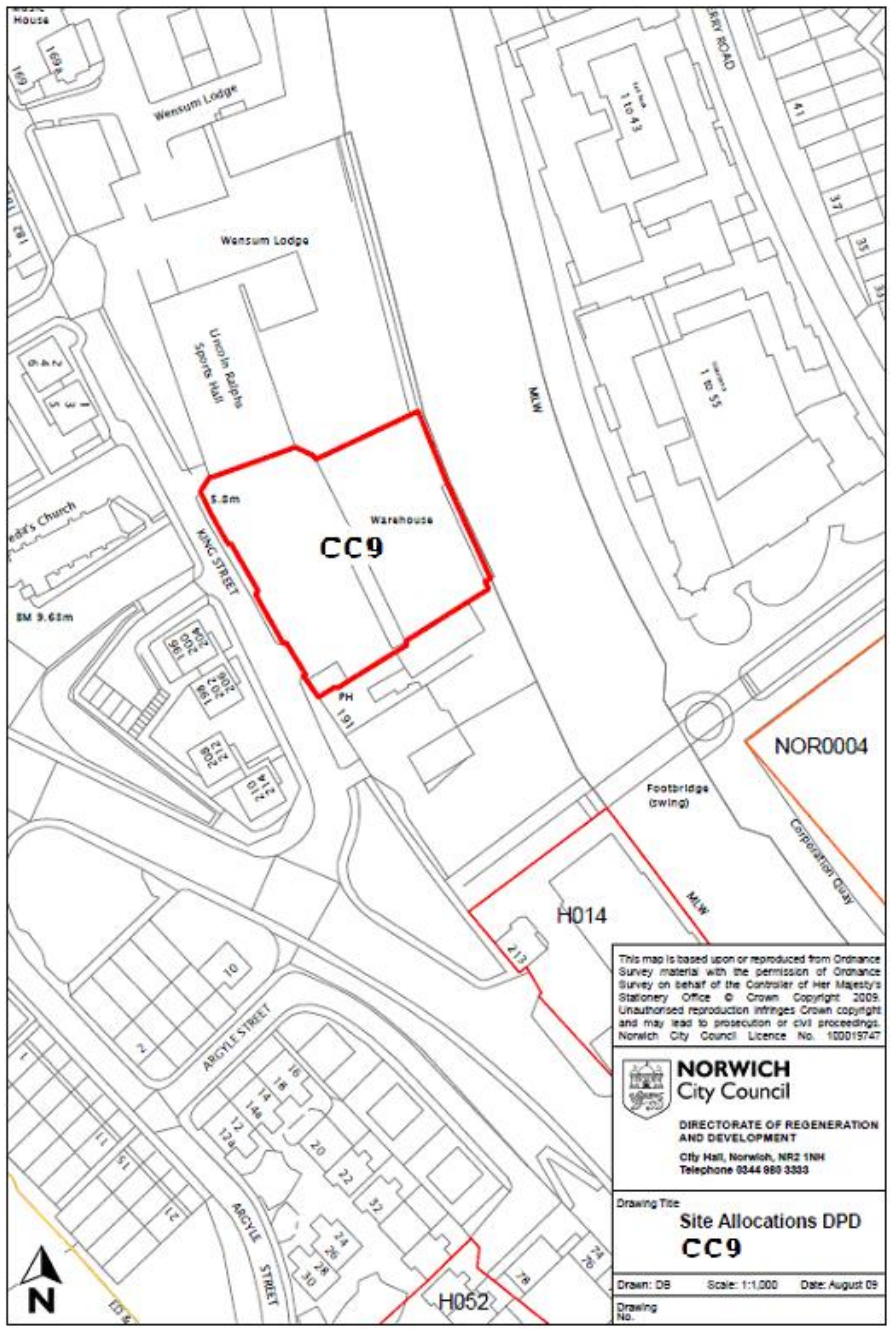
### **Policy CC9: King Street Stores – Housing development**

The King Street Stores site is allocated for housing development, to include a minimum of 20 housing units.

Development proposals will contribute to the regeneration of the King Street area by reinstating the historic street frontage of King Street, providing access to the river and a riverside walk, and should be designed to respect the setting of adjacent listed and locally listed buildings.



Site plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright. 2005. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council  
DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 680 3333

Drawing Title  
**Site Allocations DPD**  
**CC9**

Drawn: DB Scale: 1:1,000 Date: August 09  
Drawing No.

## **CC10: 144-162 King Street**

### **Description**

The site is located on the corner of King Street and Music House Lane and is 0.19 hectares in size.

The site has been cleared for development. It is surrounded by residential development to its west and south, and is opposite the Waterfront music venue. The site is in a sustainable and accessible location, being within walking distance of the railway station and city centre. It is immediately adjacent to the proposed Norwich cycling network, which runs along King Street and Music House Lane.

The King Street area is mixed in character, with some very important old domestic buildings interspersed with more recent industrial buildings. There are many listed and locally listed buildings along the length of the street. King Street is an area of change, with many buildings formerly associated with industry or the river being replaced or converted, many of these for residential use.

### **Explanatory text**

The Joint Core Strategy promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre. The key diagram for the city centre identifies the site as being within an 'area of change' where the focus of change is through mixed use development including commercial and residential development.

King Street has been promoted as a regeneration priority by the Council for a number of years, and continues to undergo significant change as many older industrial buildings are replaced or converted, many into residential use. The ongoing regeneration and enhancement of the area, including reinstatement of many building lines and reuse of traditional buildings, will create a more cohesive townscape and a strategically important area linking Riverside with the city centre.

The site is currently vacant and contributes to a visually fragmented street frontage. Development of this site will help reinstate the street frontage of King Street and help achieve regeneration in the wider King Street area.

Redevelopment of the site must address a number of constraints including its location within the city centre conservation area, the area of main archaeological interest and noise from the Waterfront music venue opposite the site. Development will need to be of an appropriate scale in relation to surrounding buildings, enhance the setting of neighbouring listed and locally listed buildings, and contribute to the enhancement of the conservation area. Its design should contribute to an improved

public realm and streetscape. A flood risk assessment is required prior to development.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

### **Deliverability**

This site has an existing planning permission for residential development with a ground floor commercial unit on the corner of King Street and Music House Lane. This site is suitable and available for development within the plan period.

#### **POLICY CC10: 144 – 162 King Street**

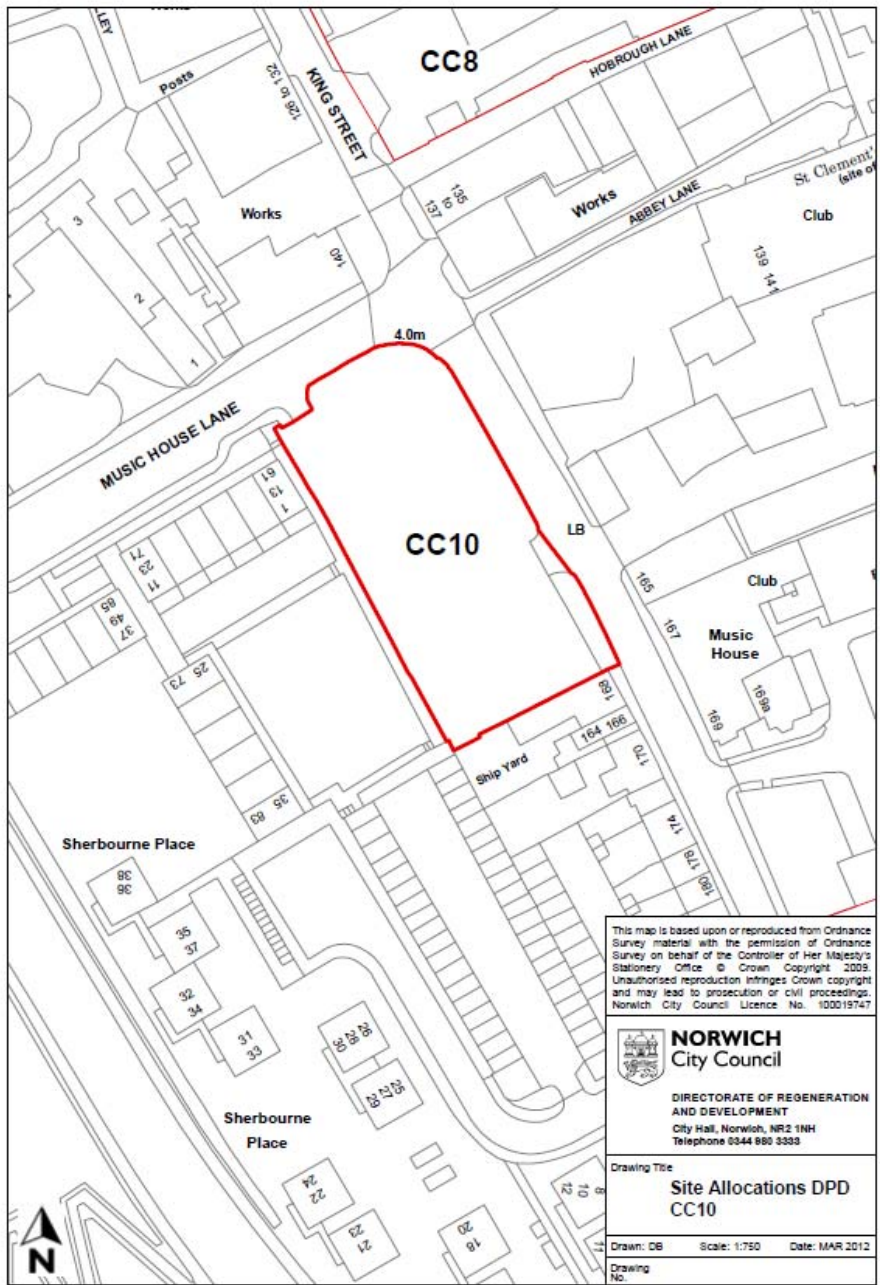
The land at 144-162 King Street is allocated for mixed use development to include a minimum of 15 dwellings, and may include small scale retail or commercial units at ground floor level.

Design of the development will ensure that it:

- recreates street frontage to King Street;
- is of an appropriate scale in relation to surrounding buildings; and
- contributes to the enhancement of the conservation area.

A noise assessment is required and the scheme must be designed to mitigate noise impact from the Waterfront music venue.

Site plan



## CC11: Land at Garden Street

### Description

The site includes land on both sides of Garden Street and is 1.08 hectares in size. The site contains a surface car park and light industrial buildings, mainly used for motor related businesses. The conservation area appraisal identifies the buildings on the site as 'negative buildings', detracting from the character of the conservation area.

The site is surrounded by a mix of uses, predominantly residential flats and some office and light industrial buildings. The site is partially surrounded to the east and south by the Ber Street wooded ridge which is an ecological link and a publicly accessible open space.

This part of the city centre is a very mixed area with a combination of industrial and residential uses. There is a large housing area set back from the main streets, mostly in cul-de-sacs off Rouen Road. The houses are in blocks, often surrounded by empty green spaces and parking areas or garage blocks. This lay out provides very little visual enclosure to the street, with few buildings directly fronting onto it. The repetitive design together with the lack of detailing of much of this housing forms a contrast with the remaining traditional properties. A large section of the west side of Rouen Road is surface car parking, again providing no enclosure. Normandie Tower, a large residential tower block, is to the south of the site.

### Explanatory text

The Joint Core Strategy promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre. The key diagram for the city centre identifies the site as being within an 'area of change' where the focus of change is through mixed use development including small scale offices/business units and residential development.

This area is identified as an area of change and development will positively contribute to the regeneration of the Ber Street and Rouen Road area. Development will also present an opportunity to improve the townscape of Rouen Road and enhance green infrastructure.

Development must address the site's main constraints which include its location in the City Centre conservation area and area of main archaeological interest, [possible contamination](#), its topography with land sloping down to the south east of the site and its location adjacent to the Ber Street wooded ridge. Ground conditions are a potential constraint as this is the site of former chalk workings. Long leases on some of the existing light industrial units may also be a constraint.

Relatively high density development is possible in this highly accessible city centre site.

The large surface car park, although presenting a negative view along Rouen Road, serves an important function in this part of the city centre and public parking should be incorporated into redevelopment, possibly by incorporating it into the lower levels with a visual curtain of active frontage to the street. Redevelopment should also cater for the needs of small businesses in the city centre area by providing small business units as part of the comprehensive development.

The design principles of the development should establish street frontages onto Rouen Road and Thorn Lane. It should also enhance the adjacent Ber Street wooded ridge, and provide for enhanced green infrastructure and landscaping within the site and links to the proposed Norwich Cycle Network which runs along this section of Rouen Road. Vehicular access should be taken from Garden Street, not onto Thorn Lane.

Given its location, an archaeological investigation will be required prior to development of the site. Since the site is over 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

### **Deliverability**

The land is owned by the City Council and available for redevelopment in the plan period.

### **POLICY CC11: Land at Garden Street – mixed use development**

Land at Garden Street is allocated for housing led mixed use development including:

- in the region of 100 dwellings;
- an element of small scale office/business units to cater for small businesses.

Replacement public parking spaces will be provided as part of the scheme.

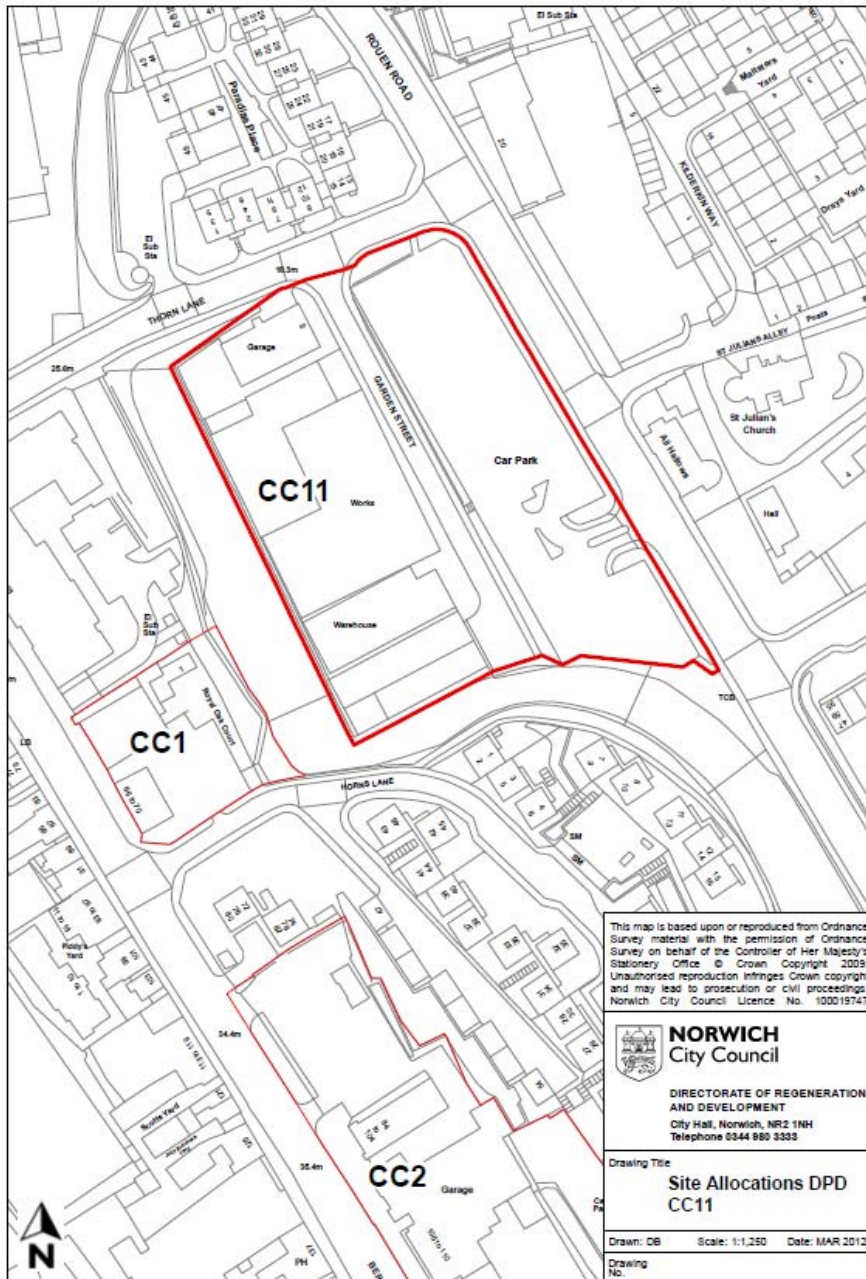
Vehicle access should be via Garden Street and not off Rouen Road.

Development must be designed to protect and enhance the wooded ridge to the east and south of the site, and to provide enhanced landscaping, green infrastructure and improved pedestrian and cycle links through the site.


An archaeological assessment is required prior to development. A flood risk assessment and any necessary flood mitigation measures are required.



# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

 <b>NORWICH</b> City Council	
DIRECTORATE OF REGENERATION AND DEVELOPMENT City Hall, Norwich, NR2 1NH Telephone 0344 980 3333	
Drawing Title <b>Site Allocations DPD</b> <b>CC11</b>	
Drawn: DB	Scale: 1:1,250
Date: MAR 2012	
Drawing No.	

## CC12: Land at Argyle Street

### Description

The site is located in the southern part of the city centre and is 0.32 hectares in size. The site is part of the Argyle Street housing estate and contains 19 housing units. These units are now vacant as the buildings have become structurally unsound due to subsidence.

The site is adjacent to a housing area to the north and neighbours the remains of St Peter Southgate Church (grade II listed) and its former churchyard, which is a designated public urban green space with play equipment. It is also adjacent to the Ber Street wooded ridge on its south-western boundary.

Argyle Street is in the Rouen Road/King Street area and is covered by King Street section of the City Centre Conservation Area Appraisal. The area is undergoing significant change and many former industrial buildings close to the river have been replaced or converted to residential uses. The wooded ridge which runs from Thorn Lane to Argyle Street forms an important ecological link within the city centre and extends along the south of the site through the historic churchyard.

### Explanatory text

The allocation of this site for housing development will bring it back into use and help regenerate this part of the King Street area. It will also contribute to delivery of the Joint Core Strategy's housing target.

Development must address the site's constraints. The site's history of subsidence means that the existing buildings must be demolished to make way for new development; future development must address the ground condition issue requiring significant ground conditions investigations and any necessary mitigation prior to development.

Development should have regard to the conservation area appraisal.

The wooded ridge should be protected and development should seek to enhance the green corridor network which runs adjacent to the site.

An archaeological investigation will be required.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a



**Deliverability**

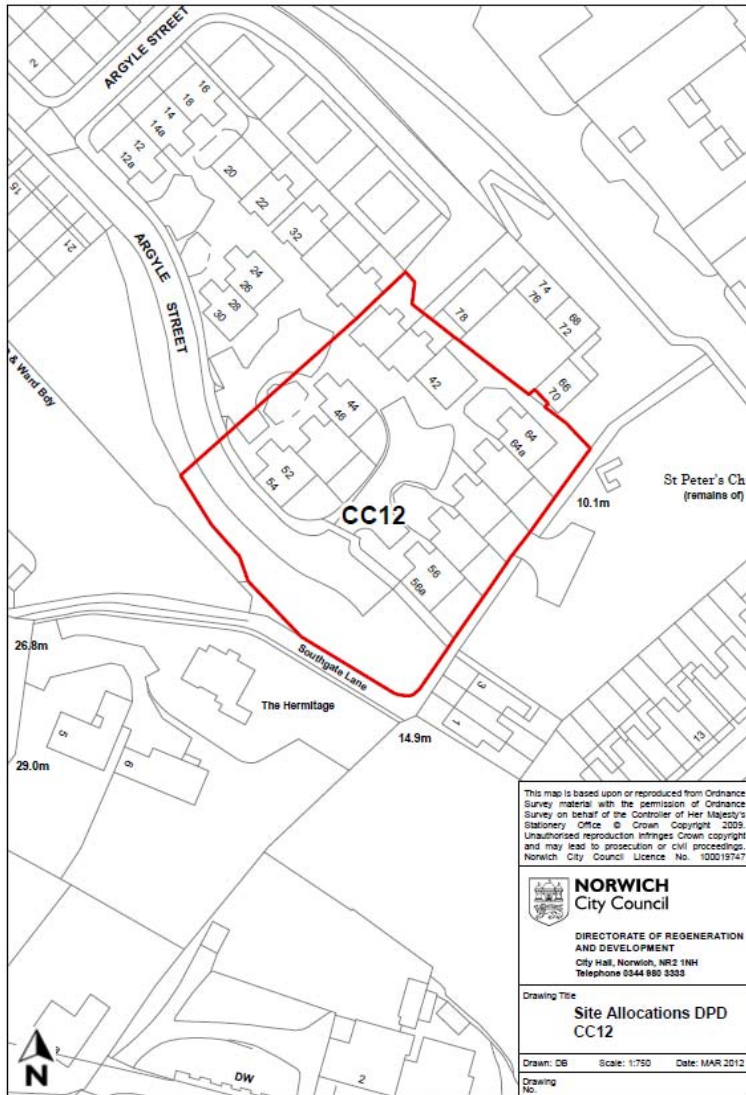
The site is owned by Norwich City Council. The site is suitable and available for development.

**POLICY CC12: Land at Argyle Street**

Land at Argyle Street is allocated for housing redevelopment, for a minimum of 12 dwellings.

The design of development must respect the adjacent wooded ridge and the setting of neighbouring listed and locally listed buildings.

# Site Plan



## **CC13: Land at Wherry Road**

### **Description**

This land off Wherry Road is a small undeveloped site on the east bank of the River Wensum and is 0.23 hectares in size. The site is currently vacant.

The site is within the edge-of-centre Riverside development - a mixed use regeneration scheme on 17 hectares of former industrial land completed between 1998 and 2003. The site immediately adjoins the Riverside Retail Park and is within the curtilage of the Riverside Swimming Centre.

The surrounding area is characterised by modern retail, commercial leisure and housing development and is still undergoing large scale regeneration, particularly the area around the football club to the south-east and the King Street frontage sites on the opposite bank of the river. Although much of Riverside is modern and somewhat car-dominated, the King Street riverbank is of more mixed historic character with refurbished industrial port buildings and other historic properties as well as further new build development.

The Wherry Road site is prominent and accessible, being situated next to the the Novi Sad pedestrian bridge which links Riverside to King Street and the south-eastern quadrant of the city centre.

### **Explanatory text**

The site has been vacant for some time and development will help to utilise the land and achieve wider regeneration benefits for this area. It is suitable for high density housing development and will help deliver the Joint Core Strategy's housing target. The site is located in the city centre office area and leisure area, so office and/or leisure development may also be acceptable on the site.

Development of this site has to overcome a number of constraints. The site falls within flood zone 2 therefore a flood risk assessment will be undertaken for this site and appropriate mitigation measure should be provided as part of the development. Being adjacent to the River Wensum, development should be designed to enhance the river gateway towards the city centre. Development should take into account the adjacent core cycling and walking network.

This site is adjacent to the City Centre Conservation Area so its development will need to preserve and enhance the character and appearance of the conservation area and be of appropriate scale, form and massing.

This is an edge of centre site in a highly accessible location, close to the railway station and in an area where the local highway network is already at or near

capacity. A car-free development may be appropriate here, given its sustainable location.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

### **Deliverability**

The site is in a single ownership and has recently been granted planning permission for housing development. It is suitable and available for development in the plan period.

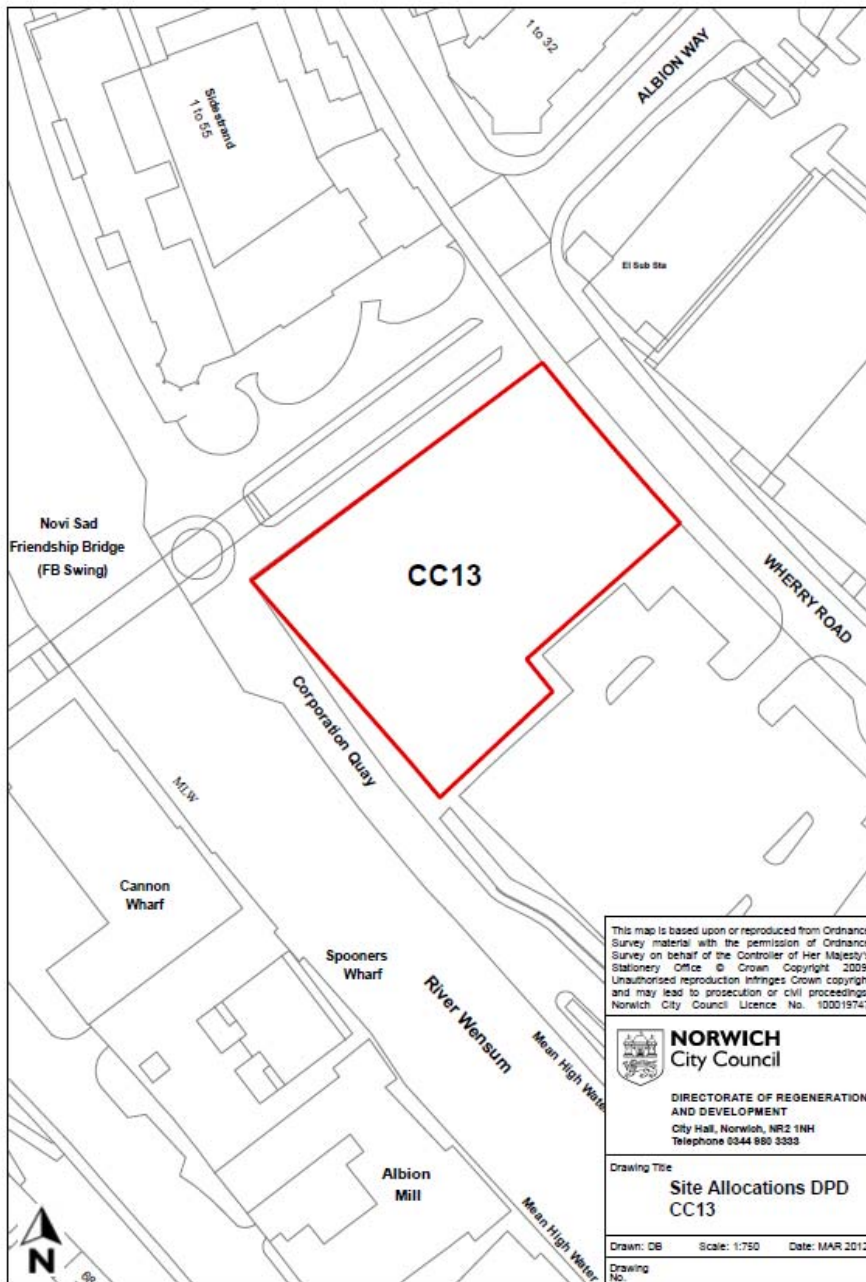
#### **POLICY CC13: Site at Wherry Road**

Land at Wherry Road is allocated for housing development, for a minimum of 65 dwellings.

Other uses may also be acceptable including office, leisure uses or hotel development.

Design of the development should enhance the river gateway to the city centre.

Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright 2009. Unauthorized reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council  
DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 980 3333

Drawing Title  
**Site Allocations DPD  
CC13**

Drawn: DB Scale: 1:750 Date: MAR 2012  
Drawing No.

## CC14: Land at Lower Clarence Road

### Description

The site is located on the edge of the city centre and is 1 hectare in size. The majority of the site is currently used as a long-stay surface car park. A small part of the site is currently used by Network Rail's maintenance delivery unit, with a two storey building and some temporary structures on site.

The site lies between the railway line and Lower Clarence Road and is within easy walking distance of Norwich train station. The vehicular entrance to Norwich Mail Centre is opposite the site on Lower Clarence Road. Also fronting the northern side of Lower Clarence Road is residential property extending to Stracey Road, with predominantly terraced houses. Norwich Mail Centre and the adjacent Busseys Garage site are both identified for future development under policies CC16 and CC15 respectively.

There is a steep slope to the southern edge of the site descending to the railway line. The site has good views towards the river and the conservation area beyond.

### Explanatory text

The site is close to a range of city centre facilities and the train station. It represents a good opportunity to provide housing development in a sustainable location.

Although the site is immediately adjacent to the railway line, in practical terms it is separated vertically by the slope on the southern boundary. Development of the site should address its constraints which include noise generated by the railway, and its topography.

The site is on the northern side of the river valley and development would be visible from a wide area and will affect the setting of the City Centre and potentially Bracondale conservation areas. Therefore the design, including height and layout of the development, should take this into account. Given its accessible location there is scope for some car free housing in this location.

Since the site is 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development.

In addition, given the site's location adjacent to the railway, a noise assessment and appropriate mitigation measures will also be required.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that

Deleted: throughout the development of the site

Deleted: a

proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

### **Deliverability**

The site is suitable and available for development.

The site was originally allocated in the Replacement Local Plan (2004). The landowner has confirmed his intention to develop this site during the plan period.

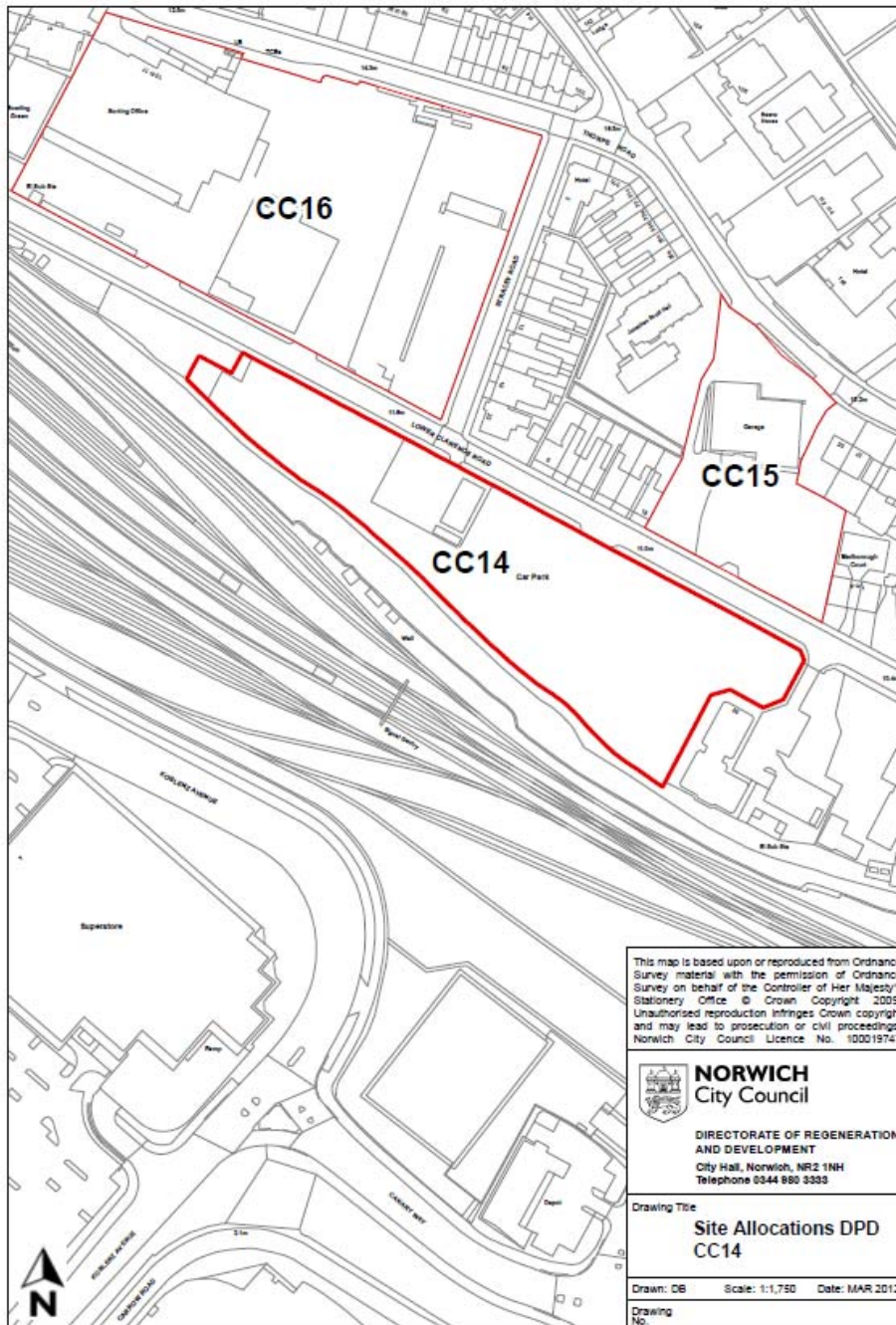
### **POLICY CC14: Land at Lower Clarence Road**

The site at Lower Clarence Road is allocated for housing development, for a minimum of 45 dwellings.

Design of the development should take account of the topography of the site and any potential impact on the setting of nearby conservation areas.

A noise assessment is required and the development must be designed to mitigate the impact of noise from the railway.

# Site Plan





## CC15: Bussey's Garage site, Thorpe Road and Lower Clarence Road

### Description

The site is located on the eastern edge of the city centre and is 0.45 hectares in size. The northern part of the site is currently occupied by Bussey's Garage and the southern part is currently used for staff parking by MoneyFacts Group.

The surrounding area is mixed use in character and is close to a range of facilities and the train station. The site itself is surrounded by a mix of uses. It borders Thorpe Road to the north, which includes a range of businesses, hotels and residential uses, and is part of the city's cycle network. To the east and west are mainly residential uses and a former church, now converted to office use. An adjacent site on the south side of Lower Clarence Road, currently used for long stay surface car parking, is also proposed for future development under policy CC14.

### Explanatory text

The redevelopment of this site presents an opportunity to improve this prominent site which is located on a major route into the city centre, and will contribute to meeting the housing target for Norwich set out in the Joint Core Strategy.

Development proposals must address the site's constraints which include trees with preservation orders, the need for demolition of existing buildings, possible contamination, and potential noise generation.

The site is close to a number of conservation areas, including St Matthews and the Thorpe Ridge. It is important that the setting of the conservation areas and the characteristics of the other buildings in the vicinity are respected in the design of the development.

Development should create a new street frontage to Thorpe Road and Lower Clarence Road for this gateway site, and create a new pedestrian and cycle link between Thorpe Road and Lower Clarence Road. The scale of buildings on site should be in keeping with surrounding development at between 2 and 3 storeys.

Primary vehicular access should be from Lower Clarence Road rather than Thorpe Road. There is scope to reduce parking provision in recognition of the site's particularly high accessibility and proximity to the rail station and the Thorpe Road public transport corridor.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner

Deleted: throughout the development of the site.

Deleted: a

| [which protects the water environment.](#)

### **Deliverability**

The site is suitable for development, and is owned by two parties both of whom have indicated that the site will be available for development during the plan period.

#### **POLICY CC15: Bussey's Garage site, Thorpe Road and Lower Clarence Road**

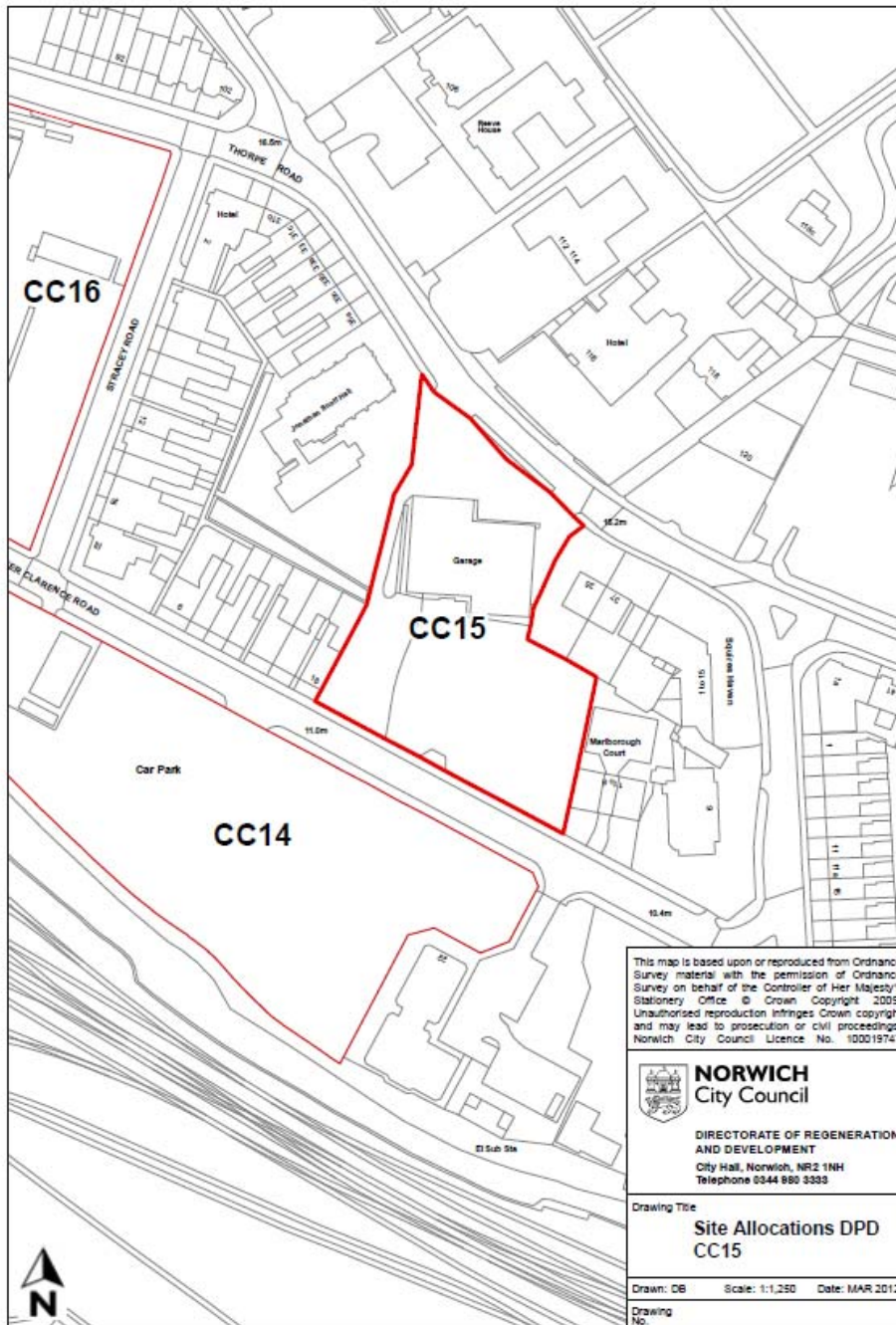
The site is allocated for housing development, for a minimum of 25 dwellings.

Design of the development should ensure that

- The development is in keeping the scale of existing development in the area;
- Frontages are created to Thorpe Road and Lower Clarence Road;
- The layout takes account of existing trees on site;
- Vehicular access is taken from Lower Clarence Road; and
- A new pedestrian and cycle link is provided between Lower Clarence Road and Thorpe Road.

A noise assessment is required and the development must be designed to mitigate the impact of noise from the main road.

Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2008. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD  
CC15**

Drawn: DB    Scale: 1:1,250    Date: MAR 2012  
Drawing No.

## **CC16: Norwich Mail Centre, 13-17 Thorpe Road**

### **Description**

The site is 1.52 hectares in size and is located in the eastern part of the city centre on the south side of Thorpe Road (A1242), a busy and heavily trafficked radial route serving the east side of the city.

The site has frontages to Thorpe Road, Lower Clarence Road and Stracey Road. It is currently occupied and operated by Royal Mail Group and accommodates Royal Mail's Norwich sorting office, ancillary office and storage uses and vehicle parking. The substantial main building dates from the 1950s.

Thorpe Road is characterised by late Victorian three and four-storey terraces (partly within St Matthews Conservation Area) accommodating a mix of uses including offices, small hotels, guest houses, flats and houses in multiple occupation, interspersed with larger scale office development including a substantial refurbished 1970s office building (Yare House) opposite the site. There are recent housing developments directly to the west (Great Eastern Court and Regency Court), which incorporate locally listed buildings. The site is immediately adjacent to the St Matthew's Conservation area to the west.

The site is accessible to a range of city centre facilities including the Riverside retail and leisure complex and has convenient and direct access to the rail station. Vehicular access is taken from Lower Clarence Road which acts as a service road running to the rear of the site: land on the south side of Lower Clarence Road is currently used for long stay public car parking and is also proposed for future development. The Lower Clarence Road frontage overlooks the main platforms and marshalling yards on the approach to the rail station. The site is at present dominated by semi-industrial post-war buildings of little architectural merit with large areas of car and lorry parking which do little to respect the character and context of the area.

### **Explanatory Text**

The existing mail centre site is proposed for redevelopment subject to the relocation of Royal Mail's operational facilities, which is planned to take place during the plan period. The opportunity exists for a high density, high quality mixed use redevelopment in an established zone of offices and housing which is well related to the city centre, taking advantage of its location on a public transport corridor.

Housing with a mix of sizes and types should predominate, with a site capacity of in the region of 150 dwellings. There is also potential for an element of office development to complement the office employment base already in the area and to compensate for the loss of local employment displaced by the relocation of the mail centre. A mix of building heights may be appropriate but the prominence of the

Thorpe Road frontage on a key approach to the city centre requires development of particularly high quality which has regard to the setting of the adjoining St Matthews Conservation Area and the largely domestic scale of Stracey Road. Opportunities should be taken to re-establish a continuous built frontage on all three street elevations, retaining existing trees and providing for enhanced green infrastructure and landscaping within the site. The site is on the northern side of the river valley and development may be visible from a wide area and could affect the setting of the City Centre and potentially Bracondale conservation areas. Therefore the design, including the height and layout of the development, should take this into account.

Vehicular access should be taken from Lower Clarence Road with pedestrian and cycle links established through the site from Thorpe Road and Stracey Road. Mitigating traffic noise from Thorpe Road and the impact of noise from the train station and rail yards to the south will need to be considered in the detailed design of development.

There is scope to reduce parking provision in recognition of the site's particularly high accessibility and proximity to the rail station and public transport corridor.

The 2007 Open Needs assessment identifies a shortfall of publicly accessible open space and play provision in this sector of the city. The Football in the Community Centre at the football club is not considered sufficiently accessible for any future housing in this location due to topography and main roads forming physical and perceived barriers. On site provision is therefore essential for future residents of this scheme, and should be reflected in the layout, design and access arrangements for the site.

Since the site is over 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site.

Deleted: a

### **Deliverability**

The site is in single ownership (Royal Mail Group) and is suitable and available for development during the plan period.

**POLICY CC16: Royal Mail Centre site, 13-17 Thorpe Road – housing led mixed use development**

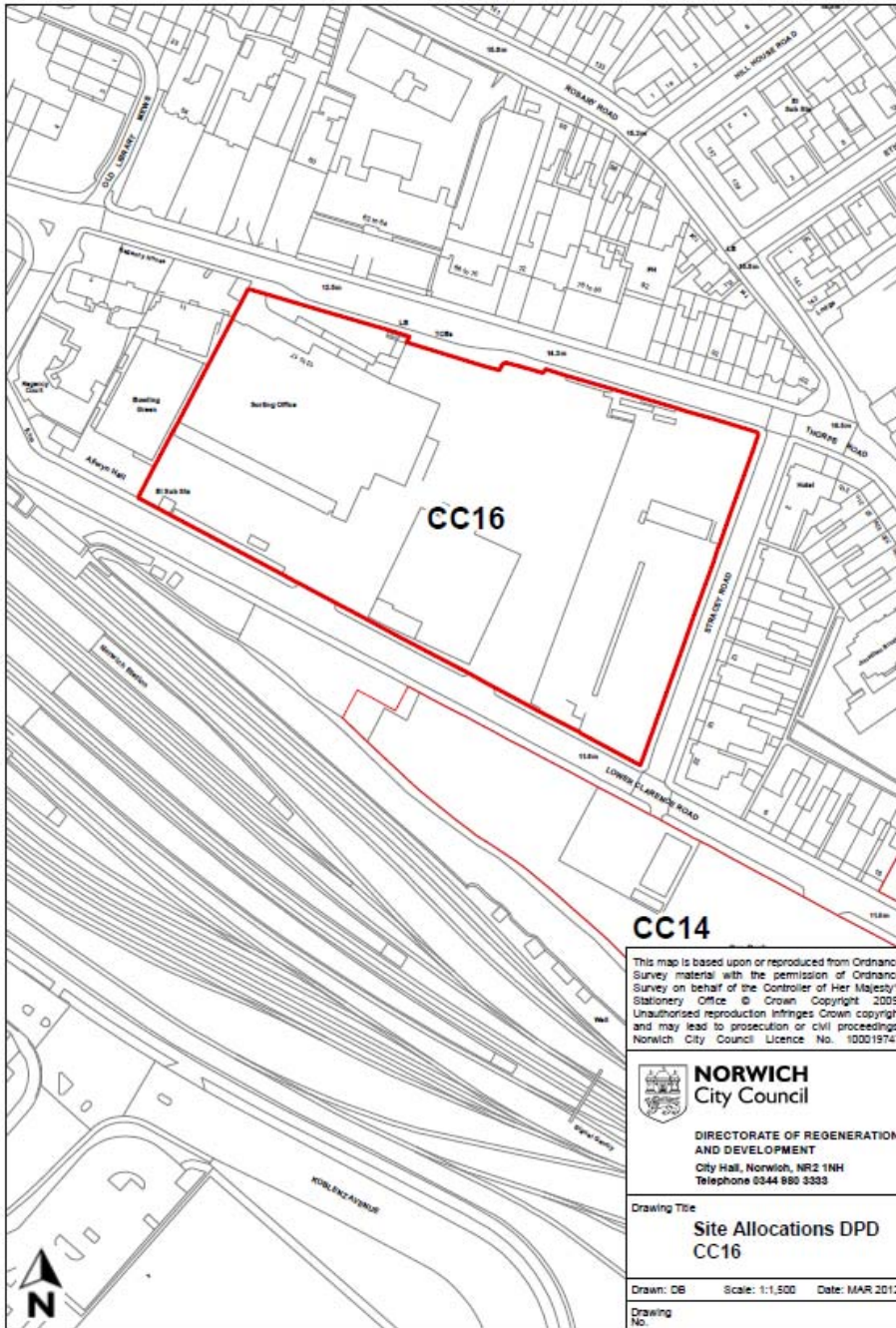
The Royal Mail Centre site, 13-17 Thorpe Road (1.52 hectares) is allocated for redevelopment for a mix of uses including:

- housing (in the region of 150 dwellings); housing should predominate with a mix of sizes and types;
- on-site open space and play space; and
- offices.

Development must re-establish built frontages to Thorpe Road, Lower Clarence Road and Stracey Road, with enhanced landscaping and green infrastructure and improved pedestrian and cycle links through the site.

A noise assessment is required and the development must be designed to mitigate the impact of noise from the main road and the train station.

Site Plan





## **CC17: Land adjoining Norwich City Football Club, Kerrison Road**

### **Description**

The site is located to the east of city centre and is 3.24 hectares in size. It straddles the city centre boundary with most of the western part of the site within the defined city centre area. The majority of the land is currently used as surface car parking.

Norwich City Football Club's Carrow Road stadium is immediately to the west of the site, and the southern part of the site is adjacent to the River Wensum, with factory and food processing at Carrow Works opposite. To the north and east is ATB Laurence Scott's buildings at both the Gothic Works site and the engine test bed building. Further north is a residential area with mainly two-storey Victorian terraced houses. The main point of access to the site is from the north-west corner at the junction of Carrow Road and Kerrison Road.

This part of the city has traditionally been a manufacturing area; however it is increasingly being developed for housing and a mix of uses. This site is close to other proposed major mixed use developments: Gothic Works site at Hardy road (the R12), the Utilities site (R11) and the Deal Ground (policy R10), and potentially future expansion of the stadium.

### **Explanatory text**

The Joint Core Strategy identifies east Norwich (the city centre to the Deal Ground/Utilities sites) for major physical regeneration providing opportunities for mixed use development and enhanced green linkages from the city centre to the Broads.

The development of this site for a mix of uses will deliver high density housing and contribute to the regeneration of the wider east Norwich area, making efficient use of its highly accessible location close to public transport routes, the railway station, and the strategic cycle route network. Its current use for surface car parking is an inefficient use of the site.

Development must address the site's constraints which include flood risk, possible contamination, noise issues relating to industrial uses close to the site, access and location of a small part of the site being within Trowse railhead consultation area.

The majority of the site is in Flood Zone 2 whilst a small portion on the western side is in Flood Zone 3. Development therefore needs to take account of flood risk and provide appropriate mitigation measures.

Other constraints of the site also include its location adjacent to the River Wensum, possible contamination and access capacity. The south of the site along the river, and the south eastern corner is vulnerable to noise from the railway and especially its bridge, and the operations of the factory opposite (Carrow Works), therefore



appropriate mitigation measure are required to mitigate the noise impact on the proposed development.

The site should be housing-led but could also include other ancillary uses including small-scale office and retail units to serve local needs only; any non-residential uses will be expected to provide minimal and operational parking needs only.

The future development of this site is critical to unlocking the regeneration of the wider area, specifically the Kerrison Road / Gothic Works site (R12), Utilities site (R11), and Deal Ground (R10), all of which are constrained in terms of access. Development of all these sites requires a comprehensive approach to be taken to access, particularly in terms of public transport links and pedestrian and cycle links.

The development must provide access for public transport and an associated interchange on site, and include a public transport strategy for the wider east Norwich area. This will enable the proposed development sites referred to above to link with the railway station / riverside area and the city centre. It will include an upgraded adopted route to the west of the site for public transport access. General vehicular access will be via Kerrison Road only, and access will be provided through to the adjacent Gothic Works site (R12).

Given the site's highly accessible location and the intention to provide new public transport links it is considered suitable to include car-free housing. In any event car parking levels should be kept low.

The development must also provide for access to the river, and provision of riverside walk along its river frontage, as part of the proposed strategic cycle and pedestrian link from the city centre to Whitlingham Broad.

The development must be designed to minimise the impact of noise generation, light and odour pollution from adjacent industrial uses on new residential occupiers.

A small part of the site is within the Bracondale Conservation Area and there are also several listed factory buildings adjacent to the south of the river. The impact of development on the conservation area and river frontage must be carefully considered. The site is also adjacent to important Palaeolithic deposits which will require archaeological evaluation.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency. Since the site is over 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore

Deleted: throughout the development of the site

Deleted: a

the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Consideration should also be given to the safe and successful continued functioning of the football club, creating a high quality design overall. The site's development should only be proposed within the context of a wholesale comprehensive masterplanned approach, with landscape and function at the site being integral to the site's operations.

Much of the site has a long planning history for its redevelopment, and some parts may still be covered by existing planning permissions, and it is likely to be developed in phases. The northern portion of the site directly adjacent to the engine test bed on the Gothic Works site (part of proposed allocation R12) should ideally be developed comprehensively with the test bed site to achieve a properly integrated scheme.

### **Deliverability**

The site is in multiple ownership and is actively being promoted for development. It is suitable and available for development within the plan period.

#### **POLICY CC17: Land adjoining Norwich City Football Club, Kerrison Road**

Land adjoining Norwich City Football Club is allocated for mixed use development to include residential, leisure, community, office and ancillary small retail uses.

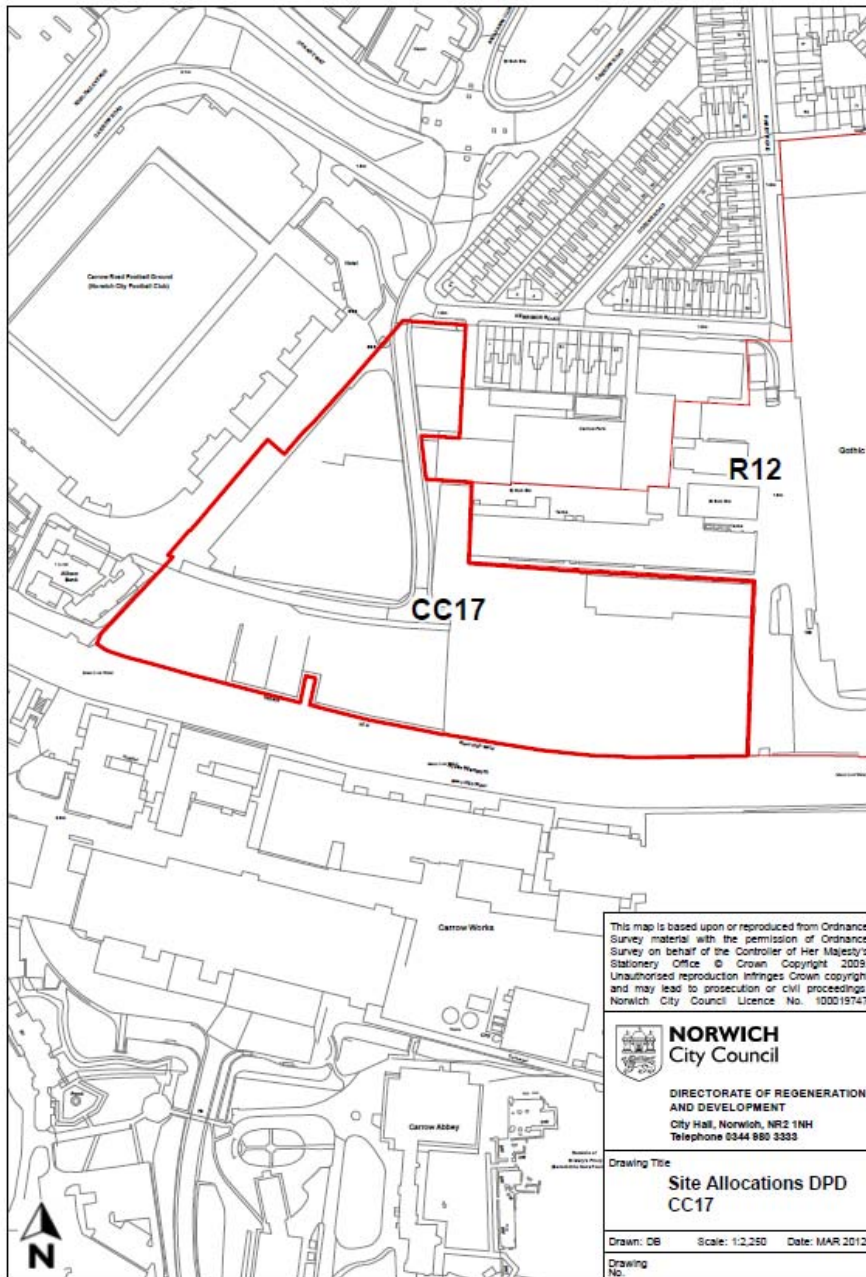
Private vehicular access will be taken from the north of the site, off Kerrison Road, and the site's development will provide for access to the adjoining development site at Gothic Works (R12) and will facilitate the provision of a new public transport route through the site and across to Wherry Road to the west with appropriate bus priority measures.

The development must:

- Provide a public transport interchange on site and a public transport strategy for the wider east Norwich area;
- Provide public access to the river and a riverside walk/cycle link, connecting to the riverside link from the Deal Ground development through to the city centre;
- Enhance the river frontage as a gateway to Norwich city centre;
- Facilitate a masterplan-led design approach for the whole site's comprehensive redevelopment;
- Be designed to mitigate the impact of noise generation, light and odour pollution from adjacent industrial uses and the railway; and
- Landscaping should be integral, showing enhancements to the setting of the stadium and its operations and promoting the use and connections to the river.

The development should provide in the region of 400 dwellings.

# Site Plan



## **CC18: Former Hunters Squash Club, Edward Street**

### **Description**

This 0.1 hectare site was formerly in use as Hunters Squash Club. The site has been cleared and is now vacant and used as car parking.

The site is located in the northern city centre area. It sits at the junction of Edward Street and the newly established gyratory road which links Edward Street to Pitt Street and St Augustine's Street. The site is immediately surrounded by a number of long-stay surface car parks and some vacant land. The site lies to the north of the Anglia Square Shopping Centre which was developed in the 1970s. Anglia Square is an important local shopping centre (a defined Large District Centre) which fulfils an important local retail and leisure need for northern city centre and provides a significant amount of open space. The adjacent site to the east has planning permission to accommodate the relocation of Surrey Chapel from Anglia Square should the comprehensive development of Anglia Square take place.

The key buildings at Anglia Square, including the shopping centre, cinema and the multi-storey car park together with Sovereign House form a distinctive group of buildings of similar age. These buildings are identified in the conservation area appraisal as having a negative impact on the character and appearance of the wider conservation area. Some or all may be removed as part of the Anglia Square regeneration, and redevelopment of the Edward Street site should consider the latest proposals for the wider redevelopment in the area and adjoining sites.

### **Explanatory text**

This allocation will help to deliver the regeneration of the northern city centre area, and complements the proposals for comprehensive regeneration and development set out in the adopted Northern city centre area action plan.

The site is suitable for housing development. A car free housing scheme would be preferable in this location, to provide a minimum of 20 dwellings. However, if a family housing scheme is proposed, any vehicular access should be from Beckham Place.

Development of the site should address a number of constraints including its location in the City Centre Conservation Area and area of main archaeological interest, and access should be careful to avoid conflict with the movements of the New Botolph Street link road.

A pedestrian and cycle link should be provided linking Beckham Place to Edward Street to link up with the wider cycle network for this area.

Given the proximity of the link road and its anticipated increased use following redevelopment of the Anglia Square large district centre, it will be necessary to demonstrate suitable noise and air quality defence for residents from use of the link road and use of the future bus interchange facility on Edward Street.

The immediate area surrounding the site is dominated by 'negative buildings' as identified in the conservation area appraisal. Opportunities should be taken to enhance this part of the conservation area, with the creation of a street frontage, and the use of a high quality design and a landscaping scheme for the site. An archaeological assessment will be required prior to development of the site.

Part of the site is located in a Critical Drainage Area therefore a flood risk assessment and appropriate mitigation measures are required.

### **Deliverability**

The site is in a single ownership and is actively promoted for development. The site is suitable and available for development.

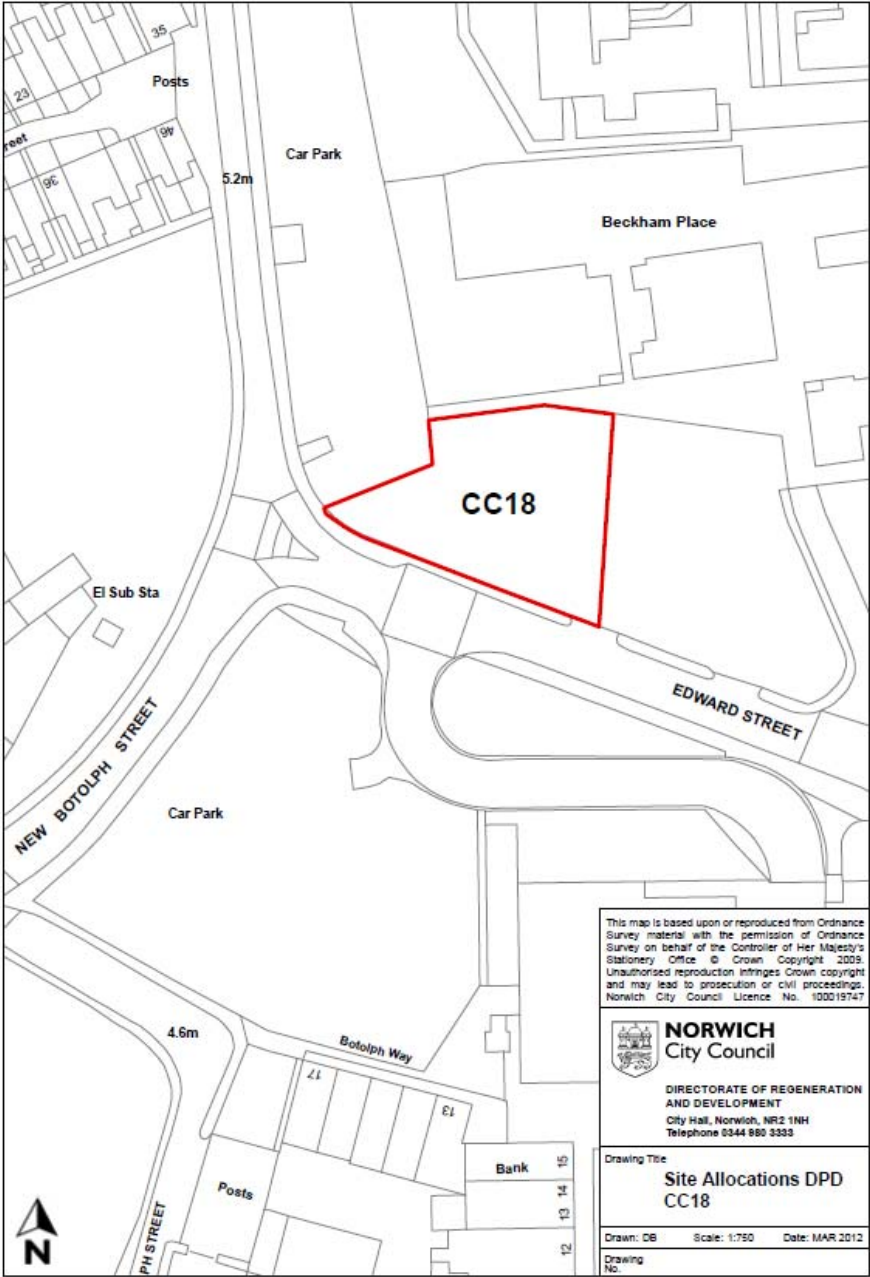
#### **POLICY CC18: Hunters Squash Club, Edward Street**

The site of former Hunters Squash Club at Edward Street is allocated for housing development, for a minimum of 20 dwellings.

Design of the development and access arrangements should integrate this site with the surrounding area and enhance the street scene, whilst protecting residents from the impact of the link road and Edward Street interchange.

A flood risk assessment and appropriate mitigation measures are required.

Site Plan



## **CC19a: Barrack Street**

### **Description**

The site includes the eastern part of the former Jarrolds printing works site and the site of the former housing fronting Barrack Street. The site is 2.81 hectares in size. It is now cleared and largely used as temporary surface car parks. It contains the remains of the historic city wall, a scheduled ancient monument.

This is a large site which sits in an 'edge of city centre' location just inside the inner ring road and is surrounded by a wide range of uses. The site contains the newly developed offices of Dragonfly and Kingfisher House with an area of surface car park to the east, which was also formerly part of the printing works site. Further east is a leisure centre with associated car parks and housing development on the riverside. This site is adjacent to the Whitefriars / Barrack Street site, which is also part of the former Jarrolds printing works and is allocated in this plan under policy CC19b. These sites are being treated separately in this plan as they are physically separated by the line of the City Wall, have separate access arrangements, and have different site constraints.

There has been significant development along the riverside recently. The development has seen improvements to the riverside walks and a newly constructed pedestrian and cycle bridge (Peter's Bridge). It connects the site with the core of the city centre via the Cathedral Close and the riverside walk on the south bank of the Wensum.

### **Explanatory text**

The site offers an important opportunity to bring forward an accessible office led mixed use development in the city centre. It will be important that housing is provided within the scheme to encourage sustainability and easy access for people from home to work.

The City Wall lies to the west of the site and the design of the development should enhance the setting of this scheduled ancient monument, potentially with a public square close adjacent to the city wall. Since the site is adjacent to the City centre conservation area development should take into account the recommendations in the City Centre Conservation Area Appraisal, including to:

- maintain, enhance and create river footpaths;
- maximise the views across, from and of the river;
- retain the existing embankment line and historic features and enhancement of river access.

A Strategic Cycle Route runs from the new bridge in an easterly direction towards the leisure centre and on to the inner ring road via a toucan crossing. A proposed new route will run from the new bridge along the river in a westerly direction and up



past the City Wall to meet the inner ring road at the Silver Road junction. This should be integrated into the site layout design. The design should also integrate river access, riverside walk and appropriate landscaping along the river.

The entire site falls into Flood Zone 2 whilst a small part of the land adjacent to the river is in Flood Zone 3a. The site is also over 1 hectare in size. Therefore a flood risk assessment is required for this site and appropriate mitigation measures must be provided as part of the development. The site may also be subject to possible contamination.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

An archaeological assessment will be required prior to development.

Development should take into account some mature trees on the borders of the site mainly fronting Barrack Street and the River Wensum.

### **Deliverability**

The site has planning permission for redevelopment to include offices, retailing, residential units, a hotel and associated parking spaces. The site is suitable and available for development.

#### **POLICY CC19a Barrack Street**

Land at Barrack Street is allocated for a comprehensive mixed use development to include:

- offices (with ancillary retail uses); and
- housing (in the region of 200 dwellings) together with associated public open space and playspace provision.

Deleted: ; and

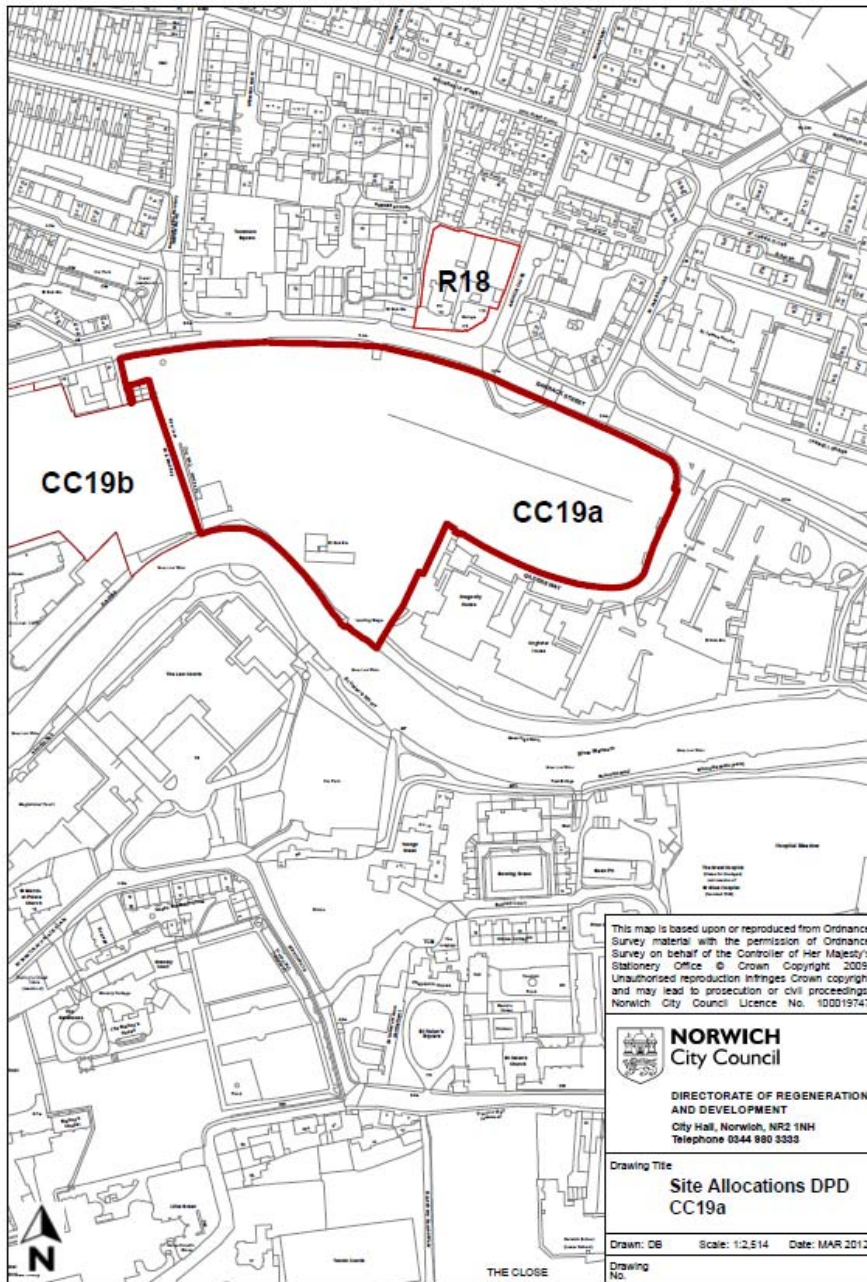
Subject to viability, development could also include a hotel as part of the mix.

Deleted: The

The development should:

- Integrate and enhance the cycle link as part of the scheme;
- Provide access to the river and riverside walk;
- Respect the setting of the city wall and the adjacent conservation area and; and
- Provide a public square to enhance the setting of the city wall.

# Site Plan



## **CC19b: Whitefriars**

### **Description**

The site includes part of the former Jarrolds printing works site fronting Whitefriars and is 0.9 hectares in size. The site has vehicle access via St James Court off the north end of Whitefriars. The site is now cleared and is largely used as a temporary surface car park up to the City Wall to the east.

This site is adjacent to the Barrack Street site, also part of the former Jarrolds printing works and allocated in this plan under policy CC19a. These sites are being treated separately in this plan as they are physically separated by the line of the City Wall, have separate access arrangements, and have different site constraints.

The site sits in an 'edge of city centre' location just inside the inner ring road and is surrounded by a wide range of uses. It borders the Puppet Theatre (within the converted grade I listed St James' Church), which is adjacent to the Whitefriars roundabout, and the former Priory site which is currently used for offices with a newly erected office building fronting Whitefriars. There are also some small retail and takeaway units fronting Barrack Street, including those within the grade II listed buildings, 77-79 Barrack Street. This part of the site is also in close proximity to the grade I listed St James' Mill.

The site is also on the edge of the northern city centre as defined in the Northern City Centre Area Action Plan. The NCCAAP proposes a new key pedestrian route linking Magdalen Street to Whitefriars as part of new development (Policy WW1).

### **Explanatory text**

The Whitefriars site offers another important opportunity for an office led development in the city centre. The site is suitable for office development although it has a temporary permission for a replacement surface car park.

The site is within the City Centre Conservation area and the area of main archaeological interest, and is adjacent to a number of listed buildings and the city wall. The design therefore should respect the setting of the conservation area, these listed buildings, and the scheduled ancient monument. An archaeological assessment should also be undertaken.

Development of the site should take into account the recommendations in the City Centre Conservation Area Appraisal, including:

- Maintain, enhance and create river footpaths at rear of St James Mill
- Maximise the views across, from and of the river
- Enhance the setting of the City wall and neighbouring listed buildings.

The entire site falls into Flood Zone 2 and is over 1 hectare in size. Therefore a flood risk assessment is required for this site and appropriate mitigation measures must be provided as part of the development.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency. The site may also subject to possible contamination.

Development should take into account any mature trees on the river edge.

### **Deliverability**

The site is suitable and available for development.

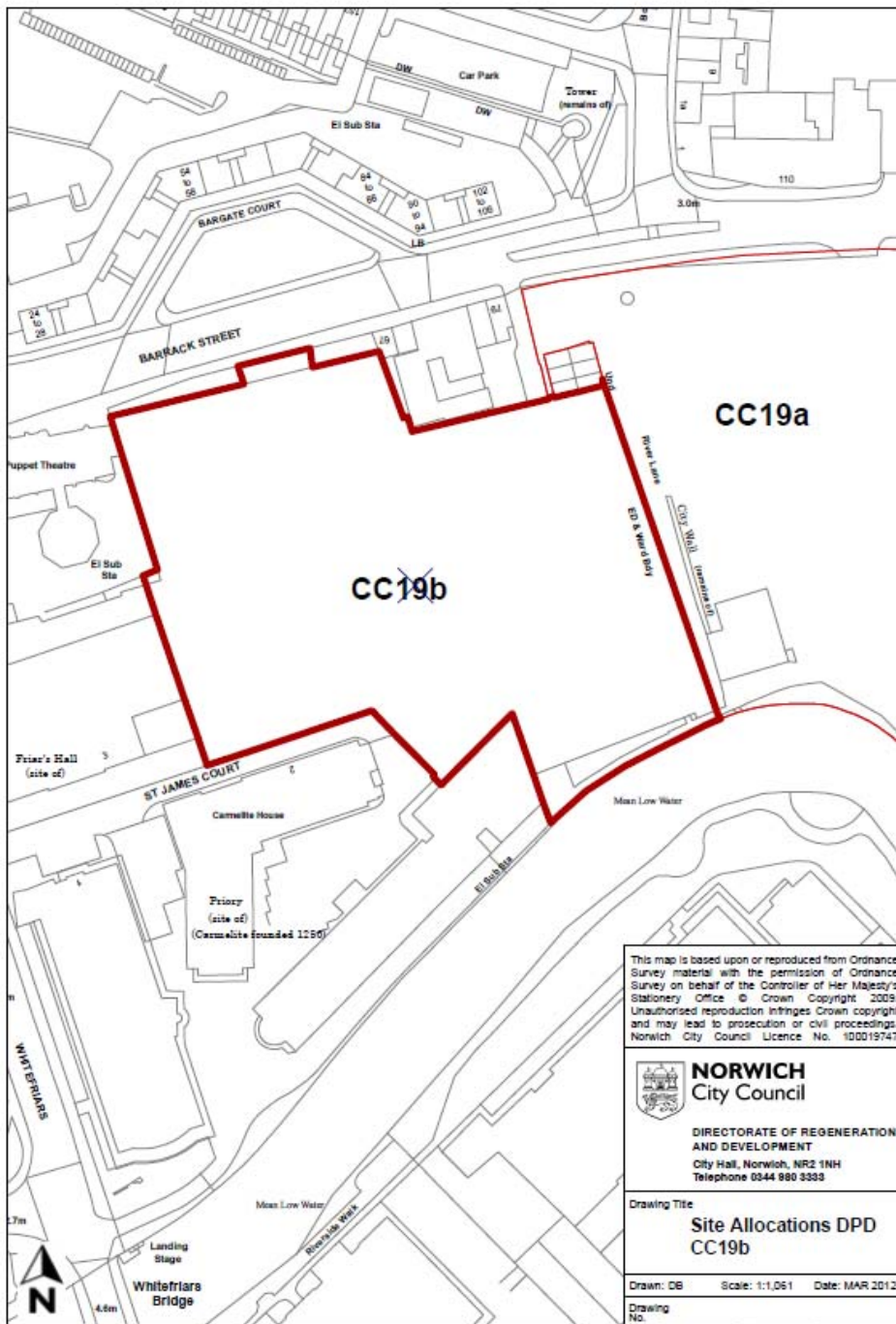
### **POLICY CC19b Whitefriars**

Land at Whitefriars is allocated for office led mixed use development.

The development should:

- Provide access to the river and a riverside walk;
- Respect the setting of the conservation area, neighbouring listed buildings and the City Wall;
- Be accessed from St James Court; and
- Provide space to accommodate the Jarrolds Print Museum and associated heritage interpretation.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD  
CC19b**

Drawn: DB Scale: 1:1,051 Date: MAR 2012  
Drawing No.

## **CC20: 140-154 Oak Street**

### **Description**

This brownfield site of 0.15 hectares was occupied by housing prior to the Second World War and is currently in industrial and business use, consisting of low quality single storey industrial buildings and hardstanding.

The site lies within a mixed residential, industrial and commercial quarter in the north-east of the city centre. It lies on the east side of Oak Street with recent housing and older industrial units opposite, disused industrial premises to the north and the residential gardens of comparatively recent terrace housing in Chatham Street to the east.

The site immediately adjoining to the north (70-72 Sussex Street) has planning permission for redevelopment for 9 houses, 8 apartments and commercial floorspace. The nightclub premises to the south (The Talk), together with the adjoining industrial site at 114 Oak Street, have outline planning permission for redevelopment for 58 dwellings providing a mix of houses and flats. Both permissions were issued in 2009.

### **Explanatory Text**

The site provides the opportunity for new housing on a brownfield site with excellent access to jobs and services in the city centre and neighbouring shopping facilities within the nearby Large District Centre centred on Anglia Square. The adopted Northern City Centre Area Action Plan identifies the Oak Street North sub area within which the site lies as an area of change and shows a number of opportunity sites for potential redevelopment within it (including the site to the south) but does not allocate this site specifically. Policy LU3 of the Northern City Centre Area Action Plan requires housing development outside the core area of Anglia Square to provide at least 50% of units suitable for occupation by a family with children.

The site is on the strategic cycle network defined in the Norwich Area Transport Strategy (NATS).

The city centre conservation area appraisal identifies the site as being part of the "Northern Riverside" area of the centre, in which former industrial and commercial uses are steadily being converted to or replaced by housing. The Oak Street area north of the inner ring road is particularly identified as a major development opportunity. The appraisal identifies the site itself as having negative buildings and contributing to negative vistas along Oak Street. Redevelopment provides the opportunity for a significant enhancement of the street scene. Consideration should be given to retaining the willow tree, the importance of which is highlighted in the appraisal, on the street frontage.

The form of development could reinstate the historic pattern of yards and courts and could be integrated with the site to the north (CC21, 70-72 Sussex Street). Access should be taken from Oak Street. The location of the site within an area of main archaeological interest requires an archaeological investigation to be carried out prior to development. [In addition development may need to address possible contamination issues.](#)

### **Deliverability**

The site is owned by Norwich city council and is suitable and available for development within the plan period.

### **POLICY CC20: 140-154 Oak Street – housing development**

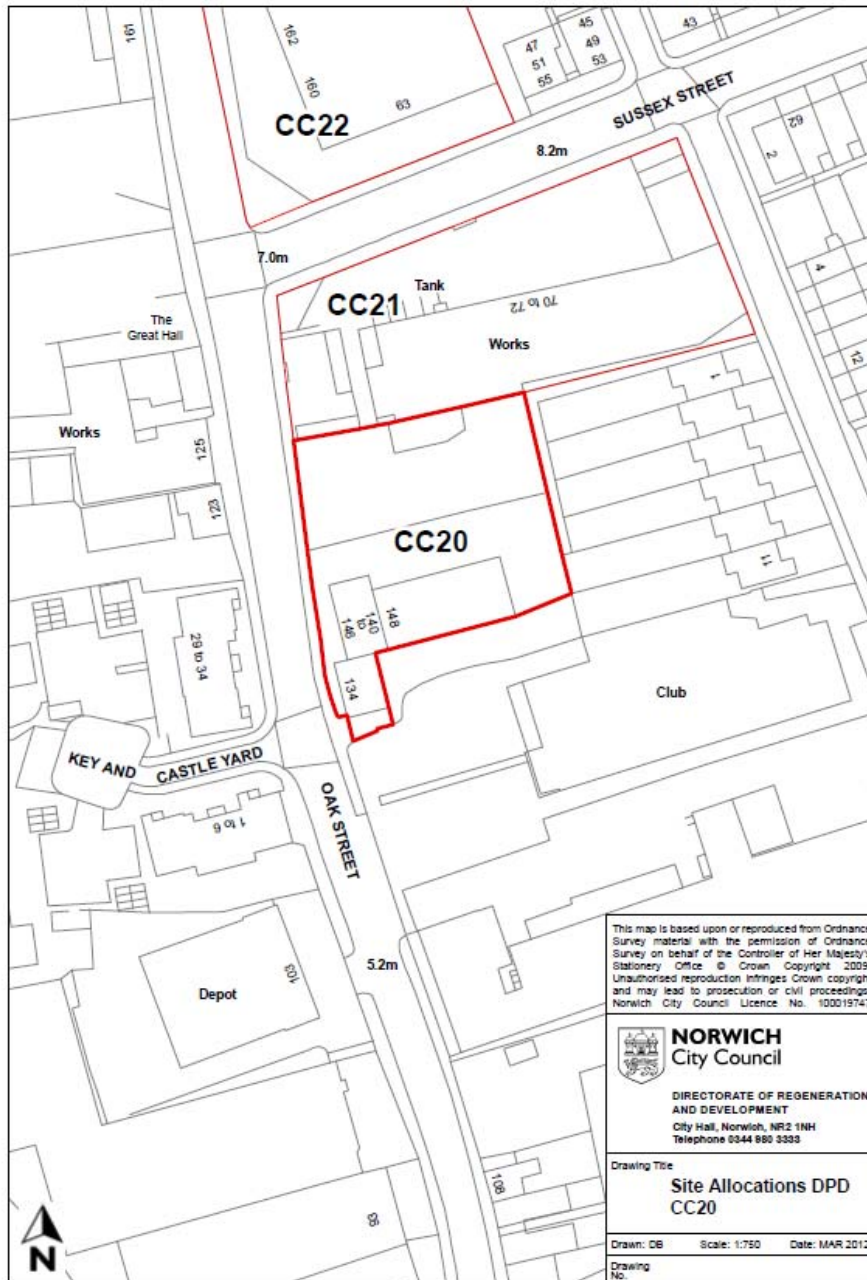
The site (0.15 hectares) is allocated for housing (in the region of 10 dwellings).

Development will:

- be two to three storeys;
- include at least half of the dwellings as family housing;
- create a frontage to Oak Street and, if feasible, reinstate historic layouts by grouping buildings around an internal courtyard; and
- include pedestrian links to adjoining sites.



Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 980 3333

Drawing Title  
**Site Allocations DPD  
CC20**

Drawn: DB Scale: 1:750 Date: MAR 2012  
Drawing No.



## **CC21: Furniture Store, 70-72 Sussex Street**

### **Description**

This brownfield site of 0.21 hectares was occupied by housing and gardens prior to the Second World War and is currently in industrial and business use. It consists of low quality single and two-storey industrial buildings and surface car parking. It lies within a mixed residential, industrial and commercial area of the city centre.

The site is bounded by Oak Street to its west, Sussex Street to the north and Chatham Street to the east. There is housing surrounding the eastern side of the site and commercial uses to the west and south, along with the listed Great Hall on the opposite side of Oak Street.

### **Explanatory Text**

The site is located in northern part of the city centre and is covered by the adopted Northern city centre area action plan (NCCAAP). Therefore the principle of development in this area should be consistent with the proposals in the NCCAAP, to reinstate the residential street frontage and provide family housing in this part of the northern city centre.

The site provides the opportunity for new housing on a brownfield site with excellent access to jobs and services in the city centre and neighbouring shopping facilities at Anglia Square/St Augustines/Magdalen Street Large district centre.

The City centre conservation area appraisal identifies the site as being part of the "Northern Riverside" area of the city centre, in which former industrial and commercial uses are steadily being converted to or replaced by housing. The Oak Street area north of the ring road is particularly identified as a major development opportunity.

Mid 19<sup>th</sup> century terraced houses to the east of the site on Sussex Street and Chatham Street are locally listed and houses further east on Sussex Street are listed. The appraisal identifies the rest of Sussex Street as a positive frontage and as one of the most interesting streets of its type in the city centre. Chatham Street beyond the site is identified as providing a positive vista towards landmarks within the city centre. The Great Hall, west of the site on the opposite side of Oak Street, is a 15<sup>th</sup> century grade II listed building.

However, the appraisal identifies the site itself as containing negative buildings and negative vistas on Sussex Street and Oak Street.

As a result, redevelopment of this site represents an opportunity to reinstate the historic building line along Sussex Street, as well as Oak Street and Chatham Street.

This will complete the terrace on the south of Sussex Street and provide an improved setting for the Great Hall listed building.

An archaeological investigation will be required prior to development. [In addition development may need to address possible contamination issues.](#)

The main access should be from Sussex Street.

### **Deliverability**

The site has planning permission for residential units with an element of commercial development, but development has not yet commenced.

The site is suitable and available for development.

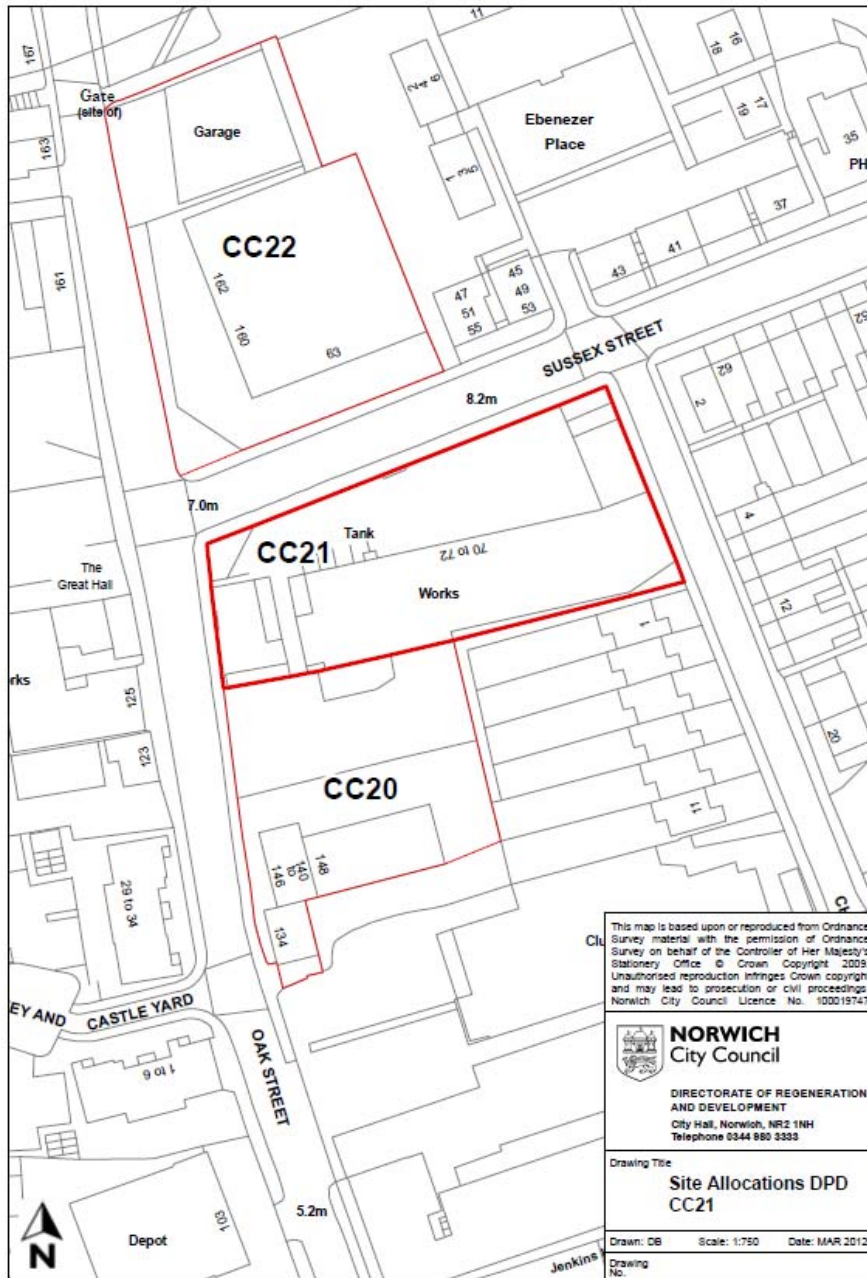
### **POLICY CC21: Furniture Store, 70 to 72 Sussex Street**

The site (0.21 hectares) is allocated for housing development (approximately 15 dwellings), with at least 50 per cent of units for occupation by families with children.

Access will be taken from Sussex Street.

Design of the development should ensure reinstatement of historic building lines on Sussex Street, Oak Street and Chatham Street.

# Site Plan



## **CC22: Oak Street and Sussex Street commercial sites, 160-162 Oak Street**

### **Description**

This brownfield site of 0.23 hectares was occupied by housing prior to the Second World War and is currently in commercial and garage uses. It consists of functional single and two storey warehouse and workshop buildings and surface car parking. It lies within a mixed residential, industrial and commercial area of the city centre.

The site is bounded by Oak Street to its west and Sussex Street to the south. St Martins at Oak Wall Lane, next to the former line of the city wall, which lies within an open space, is to the north and flats are to the east.

### **Explanatory Text**

The adopted Northern City Centre Area Action Plan identifies the Oak Street North sub area within which the site lies as an area of change and shows a number of opportunity sites for potential redevelopment within it but does not allocate this site specifically. Policy LU3 of the Northern City Centre Area Action Plan requires housing development outside the core area of Anglia Square to provide at least 50% of units suitable for occupation by a family with children.

This site provides the opportunity for new housing on a brownfield site with excellent access to jobs and services in the city centre and neighbouring shopping facilities at Anglia Square/St Augustines/Magdalen Street Large district centre.

The City centre conservation area appraisal identifies the site as being part of the “Northern Riverside” area of the city centre, in which former industrial and commercial uses are steadily being converted to or replaced by housing. The Oak Street area north of the ring road is particularly identified as a major development opportunity.

Mid 19<sup>th</sup> century terraced houses to the south east of the site on Sussex Street are locally listed and houses further east on Sussex Street are listed. The conservation area appraisal identifies the rest of Sussex Street as a positive frontage and as one of the most interesting streets of its type in the city centre. However, the appraisal identifies the site itself as providing negative buildings and negative vistas on Sussex Street and Oak Street.

As a result, redevelopment of this site represents an opportunity to reinstate the historic building line along Sussex Street and Oak Street and provide an improved setting for the City Wall, which is situated in close proximity on both sides of Oak Street and is a scheduled ancient monument.

An archaeological investigation will be required prior to development. [In addition development may need to address possible contamination issues.](#)

Access to the site should be taken from Sussex Street.

### **Deliverability**

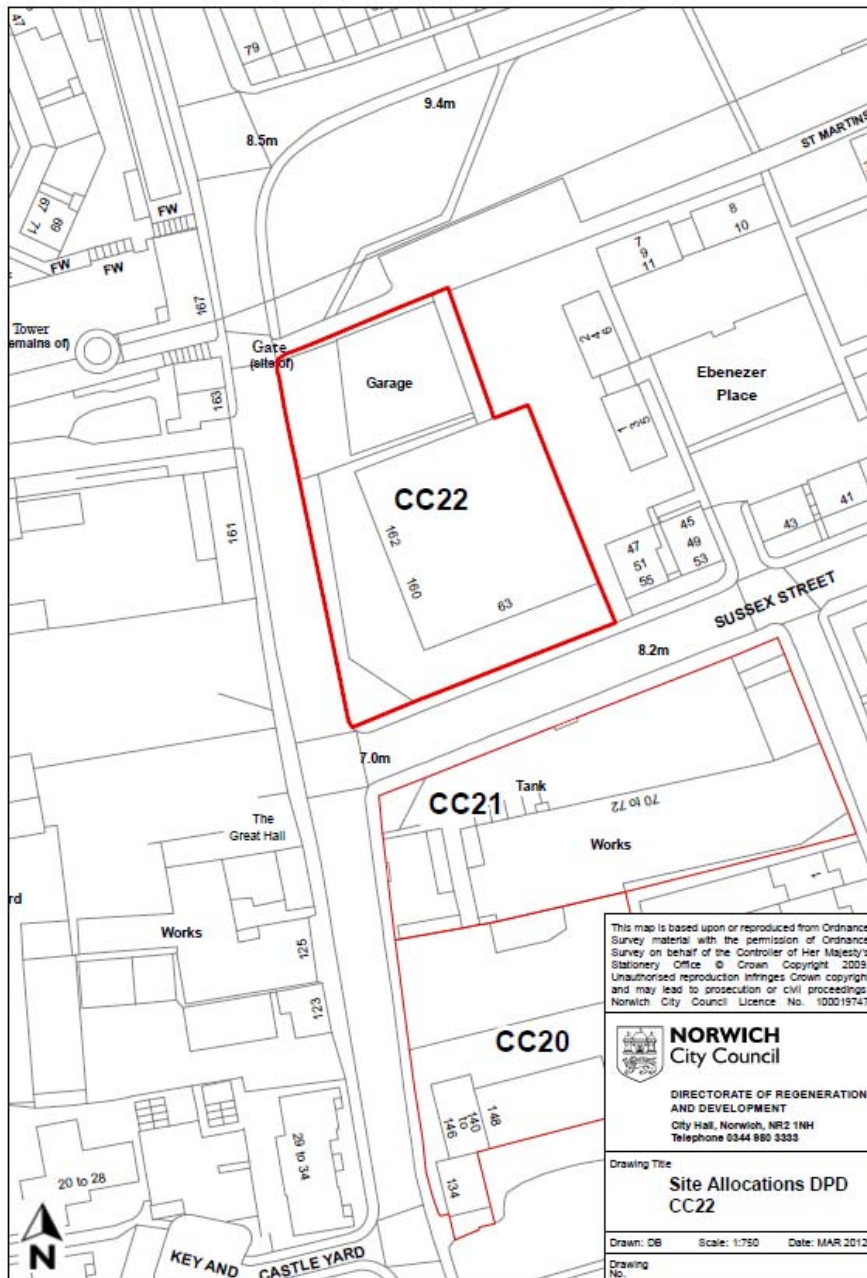
The site is owned by Norwich City Council and is suitable and available for development.

#### **POLICY CC22: Oak Street and Sussex Street commercial sites, 160-162 Oak Street**

The site (0.23 hectares) is allocated for housing for a minimum of 15 dwellings, with at least 50 per cent of units for occupation by families with children.

Development must take account of its location close to the City Wall Scheduled Ancient Monument.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2008. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council  
DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 980 3333

Drawing Title  
**Site Allocations DPD**  
**CC22**

Drawn: DB Scale: 1:750 Date: MAR 2012  
Drawing No.

## CC23: Duke's Wharf, Duke Street (Former EEB offices)

### Description

The former Eastern Electricity Board (EEB) site is located on the south bank of River Wensum and is 0.84 hectares in size. The site contains the vacant electricity buildings along the river and the former Boardman buildings fronting Duke Street. The site has two main vehicular access points, from Duke Street and Westwick Street. The site frontage on Duke Street and adjacent to the river is identified as 'positive' in the City Centre Conservation Area Appraisal.

Deleted: derelict

The site borders existing residential development on the west side. Duke Street is part of the city's one way system. Adjacent to and south of the site are 1-25 Charing Cross which is dominated by professional services, including estate agents and law firms. In the middle of the site is a large open space which is currently in use as a temporary car park.

The riverside area has been the focus of activity for most of Norwich's history and contains remnants of its former importance. Today, the focus of this activity has shifted from industrial concerns to leisure pursuits and the area is rapidly becoming a popular residential location with many new developments currently underway or in the pipeline.

### Explanatory text

Office led mixed use development of this derelict site will support the city centre's employment role and bring the site back into productive use, helping improve the vitality of this part of the city centre. The site is suitable for either conversion or full-scale redevelopment, involving demolition of existing buildings. The Employment sites and premises study (2008) identified this site as having the potential to deliver Grade A office floorspace in the city. Therefore, a significant element of office development would potentially address the future demand of office floorspace in the city centre as identified in the Joint Core Strategy. Given its sustainable location the site is also suitable for other uses, including an element of residential, small scale retail, and possible food and drink uses.

Development of the site must take account of its constraints which include its location adjacent to the River Wensum and inclusion in flood zones 2 and 3, its location in the City Centre Conservation Area and Area of Main Archaeological Interest, possible contamination, access, site levels and scale of adjoining development and buildings.

Design of the development must be of high quality, respecting adjacent buildings and its riverside setting. In particular it must respect the setting of listed buildings adjacent to the river, and maintain views of the grade II listed building which is part of the former Bullards Brewery site to the west, and long distance views of St Margaret's Church. A strong frontage to Duke Street and the river should be created or reinforced. Development proposals that retain and convert the building on the

Duke Street frontage will be given favourable consideration. The design of development must also include landscaping to enhance its appearance and setting. Demolition would need to be clearly justified on the grounds of the quality of any new development, although the demolition of the former Eastern Electricity Board offices is likely to be acceptable.

The scheme should be designed to be permeable providing links through the site from Westwick Street to Duke Street at Duke's Palace Bridge, as well as providing for the riverside walk (subject to demolition of the building fronting the river).

The site is adjacent to the river Wensum and part of it falls within flood zones 2 and 3. A flood risk assessment is therefore required and development should not take place without appropriate mitigation measures. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

**Deleted:** majority of the site is in Flood Zone 2 whilst a small part of the site is in Flood Zone 3

**Deleted:** ¶

**Deleted:** This site lies adjacent to the River Wensum.

An archaeological assessment will also be required prior to development.

### **Deliverability**

Although the site was originally allocated for housing development (70 dwellings) in the Replacement Local Plan 2004, planning permission was subsequently granted for a mixed use development, including construction of offices, restaurant/cafes, retail floorspace, D1 Art Gallery and 16 residential units. This consent has not been implemented.

The site is however being actively promoted by the developer and the policy allows a degree of flexibility over uses to facilitate the delivery of development on this site.

### **POLICY CC23: Duke's Wharf, Duke Street (Former EEB offices) - mixed use development**

The Duke's Wharf site is allocated a mix of uses including offices, and potentially:

- residential use (in the region of 30 dwellings); and
- small scale retail units, possible food and drink uses, and professional services at ground floor level on the Duke Street frontage.

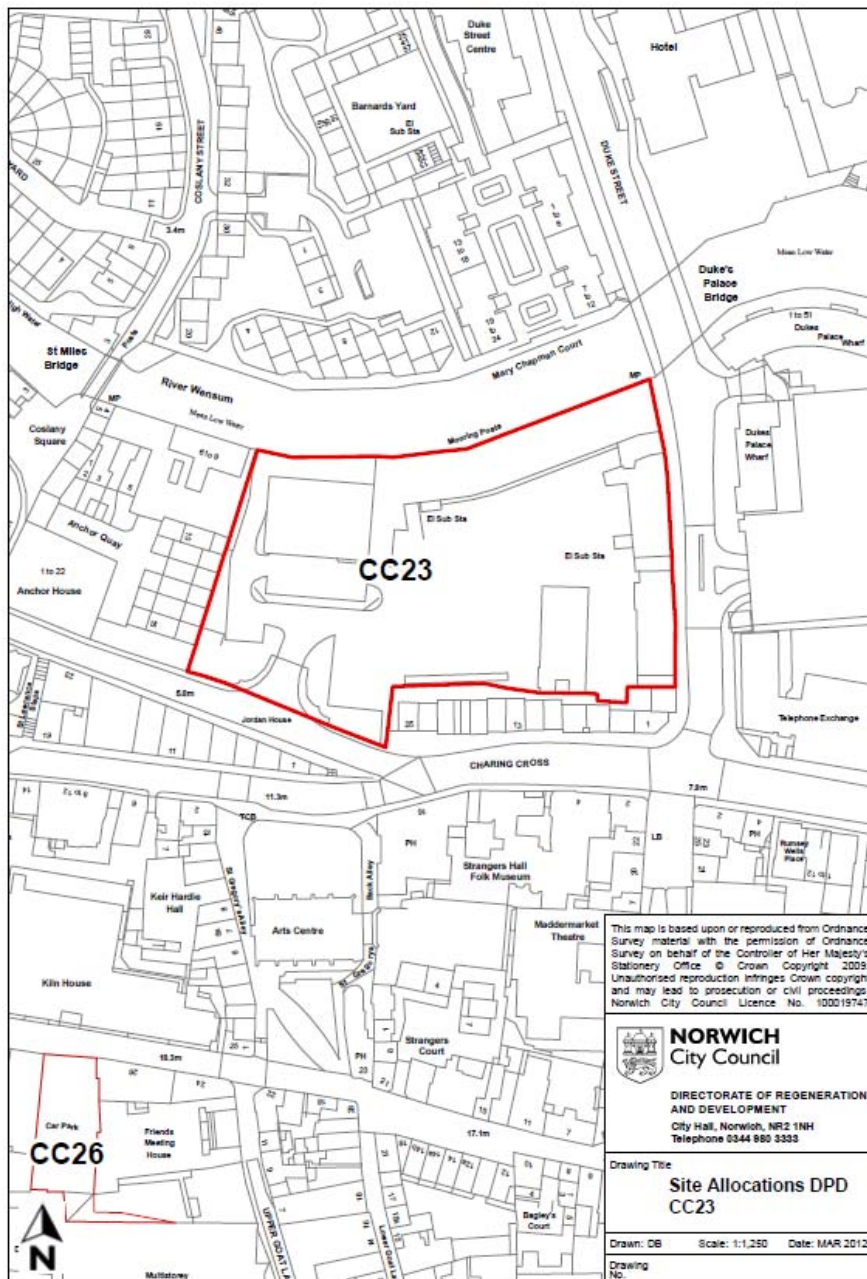
Uses falling within Class D1 (non residential institutions) and hotel use may also be acceptable on this site.

**Deleted:** Hotel use may also be acceptable on this site.¶

Development may include either the conversion of existing buildings or redevelopment. The scheme should be designed to integrate with the surrounding area and to provide links through the site from Westwick Street to Duke's Palace Bridge, as well as providing for the riverside walk along the northern boundary if existing buildings are demolished.



# Site Plan



## **CC24: Barn Road Car Park**

### **Description**

The site is a gateway to the city centre, located adjacent to the inner ring road and the remains of the city wall, close to the former St Benedict's Gate, the main western entrance to the historic city centre.

The site is currently occupied by a surface car park accessed from St Swithin's Road, a main route into the city centre from the inner ring road. The City Centre Conservation Area Appraisal identifies neighbouring commercial 'shed' units as negative buildings.

### **Explanatory text**

The Joint Core Strategy promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre.

Redevelopment of the site offers the opportunity to make more efficient use of this valuable city centre site and to continue the development of a vibrant mixed use quarter, extending retailing/leisure and commercial or housing uses from St Benedicts Street.

Development should address the site's constraints which include its location adjacent to the city wall, location within the City Centre Conservation Area, the area of main archaeological interest, and office priority area, noise generation from the main road and from neighbouring uses, trees on site, and proximity to the pedestrian and cycle network.

As a main gateway to the city centre, the quality of buildings here has a major impact on impressions of the city centre. High density mixed use development, possibly 3 or 4 storeys, is appropriate. Like recent development opposite the site, development on the site should be designed to take account of historic and recent development on St Benedict's Street and the need to enhance the setting of the city wall. Trees on the edge of the site should be retained. Appropriate historic interpretation information should be incorporated into the development and an archaeological assessment will be required.

Car free housing would be acceptable on this site given its sustainable location. Since the existing surface car park is important to the commercial success of the area, replacement car parking should be incorporated within the development. It is possible that some additional parking capacity may be provided taking into account of the redevelopment of Westwick car park. The total car parking space will be consistent with the DM31 to keep the parking spaces provision level at 1995 levels.

The design of the development will need to take account of noise from the neighbouring Inner Ring Road and should link to the neighbouring core pedestrian and cycle network. A noise assessment and associated mitigation measures will be required prior to development.

Vehicular access should be taken from St Swithin's Road only.

Given its location an archaeological assessment will be required for the site.

### **Deliverability**

The site is suitable and available for development. It is owned by Norwich City Council and, subject to replacement car parking being provided in proposals for the site, is available for sale to enable development of the site to be achieved within the plan period.

### **POLICY CC24: Barn Road Car Park – mixed use development**

The Barn Road car park (0.42 hectares) is allocated for redevelopment for a mix of uses including:

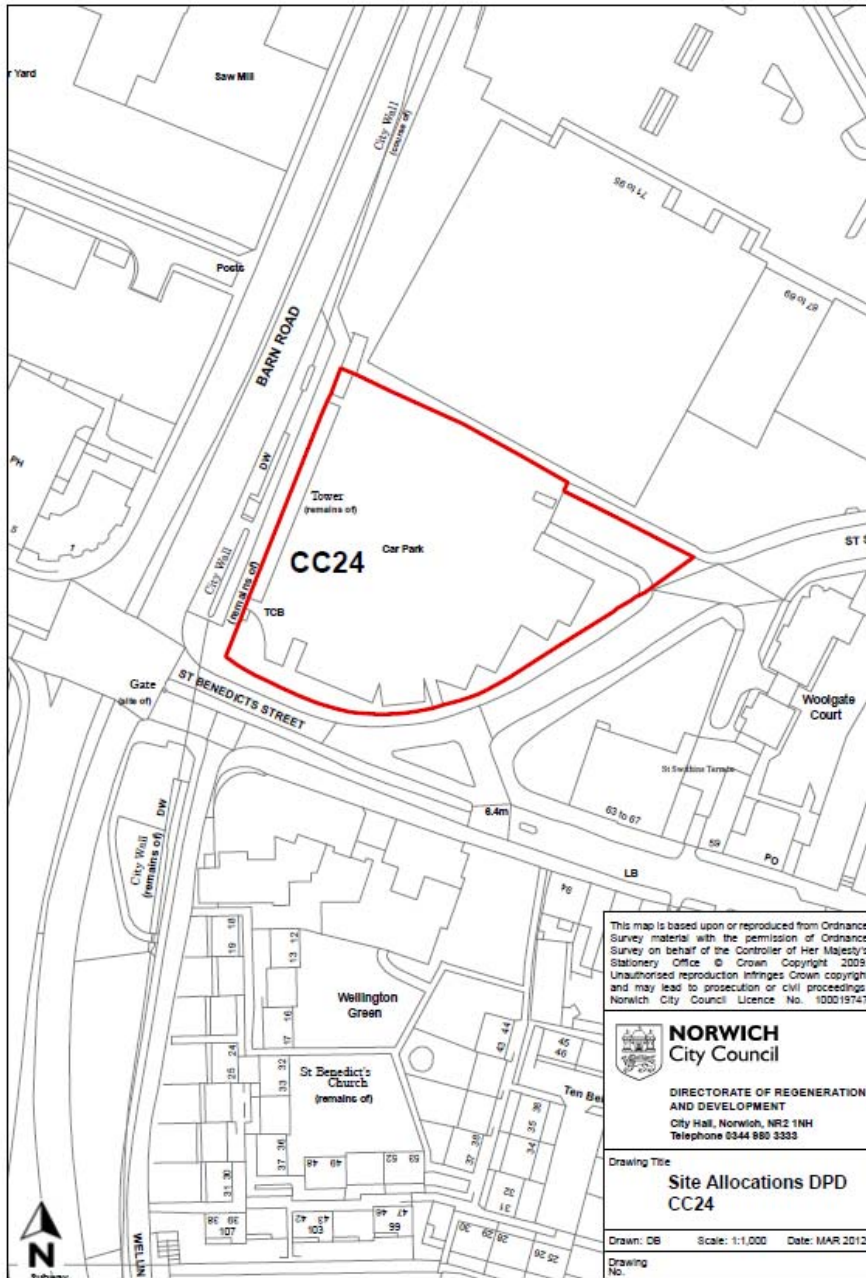
- Retail uses at ground floor level;
- Housing development (a minimum of 40 dwellings);
- Office development; and
- Integrated car parking with public parking operating on a short term tariff.

Development must provide improved pedestrian links and associated public realm improvements to ensure that the site is well integrated with the surrounding area, particularly to St Benedicts Street and St Swithin's Road. Development should also respect the setting of nearby listed and locally listed buildings and the City wall.

A noise assessment is required and the development must be designed to take mitigate the impact of noise from the inner ring road.

Vehicular access will be taken from St Swithin's Road.

### **Site Plan**



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office © Crown Copyright 2005. Unauthorized reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD**  
**CC24**

Drawn: DB Scale: 1:1,000 Date: MAR 2012  
Drawing No.

## CC25: Norfolk House, Exchange Street

To be deleted as the site is no longer available.

### **Description**

~~This brownfield site of 0.14 hectares comprises Norfolk House, a four/five storey 1950's red brick office building and its surface level car park on the Exchange Street frontage.~~

~~The site lies within a mixed residential, retailing and office area of the city centre. Neighbouring buildings provide a continuous frontage to Exchange Street. This frontage is broken by Norfolk House itself and a neighbouring listed building south of the site on Exchange Street. The majority of the neighbouring buildings are listed or locally listed. To the west of the site the building fronts St. John Maddermarket and has a self-contained commercial unit at ground floor level.~~

~~The City centre conservation area appraisal identifies the site as being part of the "Elm Hill/Maddermarket" area of the city centre, a vibrant area characterised by small specialist shops and cafes. The appraisal shows that the site lies within has a tight urban grain with strong building lines between Exchange Street and St John Maddermarket, both of which descend northwards towards the river.~~

~~St John Maddermarket is a narrow, medieval route, whilst Exchange Street, formed in the early nineteenth century to ease access to the market, is wider. Exchange Street on both sides of the site is identified as a positive frontage.~~

~~Exchange Street is currently an access route through the city centre. However, the adopted Norwich Area Transportation Strategy (NATS) identifies it as a route for pedestrianisation, with access only for residents and businesses.~~

### **Explanatory Text**

~~The Joint Core Strategy promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre. The key diagram for the city centre identifies the site as being in the main retail area, with a focus on retail and commercial development, and improvements to the public realm including enhanced green links.~~

~~The site provides the opportunity for highly accessible new housing, retail units, offices and other complementary city centre uses (which could include education) on a brownfield site within the city centre. This may be achieved either by redevelopment of the site or by conversion of existing buildings.~~

Development on, or redevelopment of, the site must address its constraints which include its location in the conservation area and area of main archaeological interest, proximity to listed buildings, and would need to justify any proposed loss of office space given that the city centre has an identified need to retain higher quality office floorspace. It must also address amenity which is an issue of concern to local residents and businesses. In addition development may need to address possible contamination issues.

The City Centre Conservation Area Appraisal recommends that the 'close grained character' of this area must be retained through new development. Although Norfolk House is of some architectural interest for its modernist architecture, it is not locally listed or listed. Therefore redevelopment to create a new frontage to Exchange Street could be acceptable as it could benefit the street by repairing the missing section of an otherwise continuous built frontage.

To add the vibrancy of the area, the ground floor frontage on Exchange Street should include retail/leisure units or offices. Given the NATS traffic proposals for Exchange Street and the tight urban grain, car free development would be suitable. Should this not prove possible, vehicular access should be from Exchange Street. Redevelopment must also protect the setting of St John Maddermarket church and churchyard, so particular attention should be paid to the frontage on St John Maddermarket if redeveloped. The setting and approach to the listed buildings adjoining the site to the north and boundaries should also be protected and enhanced. The existing trees on Exchange Street should be protected where possible.

In accordance with the Conservation Area Appraisal new buildings on the site must respect the setting of neighbouring listed and locally listed buildings, and should respect the amenity requirements of nearby residents and businesses, in particular ensuring the prevention of overlooking and loss of privacy where appropriate. A high standard of sound insulation will be required between uses.

The potential loss of some lower quality office space through this development will be offset by any redevelopment scheme which makes more efficient use of this city centre site, providing for a mix of uses (including an element of office use) to support the vibrancy of the city centre, and potentially providing a street frontage to Exchange Street and improved frontage to St John Maddermarket.

### **Deliverability**

The site was proposed for allocation by the owners at a late stage of the plan-making process and is available for development.

**POLICY CC25: Norfolk House, Exchange Street**

The site (0.14 hectares) is allocated for mixed use development to include:

- ♦— retail/leisure/office uses on ground floor and
- ♦— a mix of residential (minimum of 20 dwellings) and offices on upper floors.

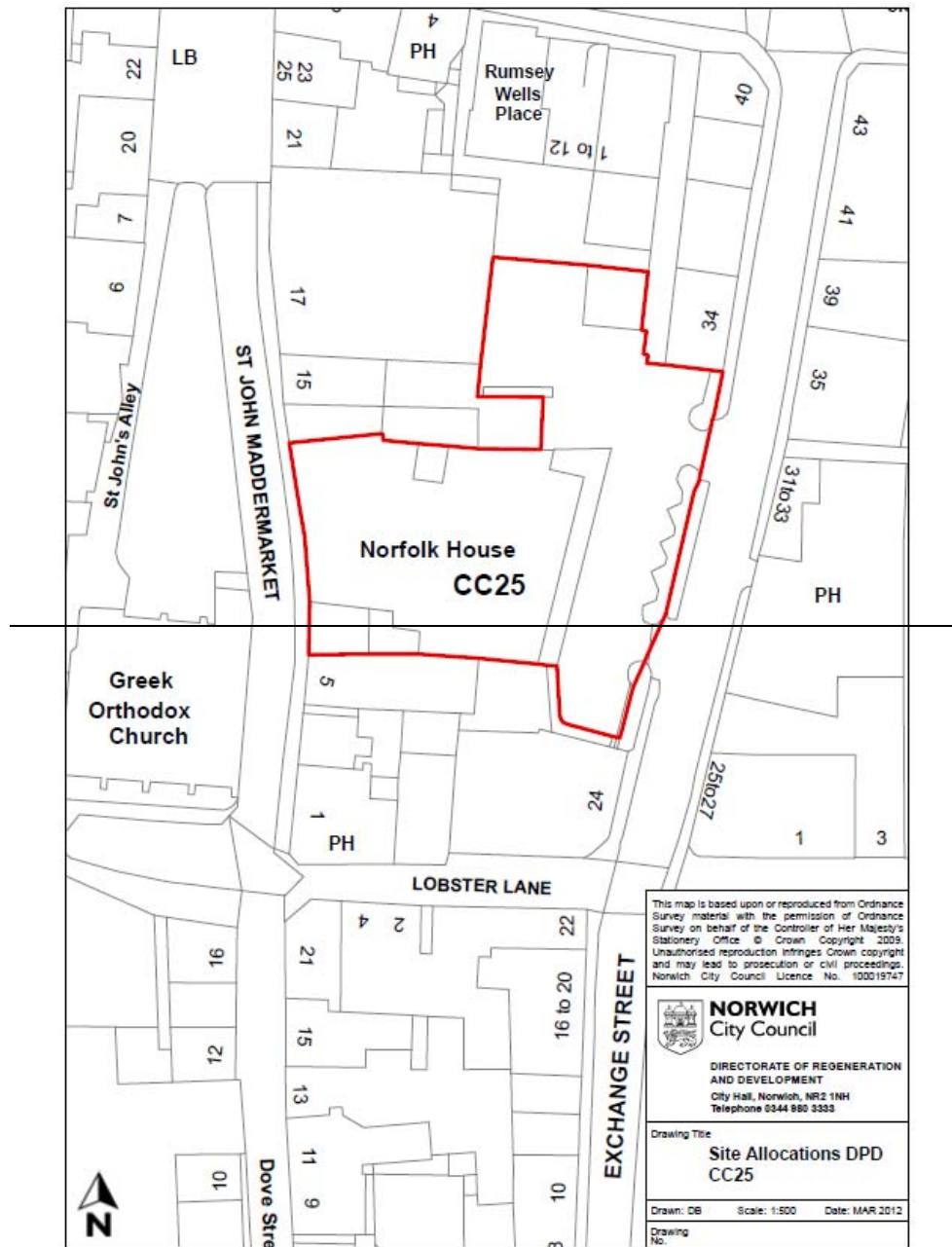
It is also potentially suitable for educational or other city centre uses.

Redevelopment could include conversion of existing buildings or redevelopment to create a new frontage to Exchange Street. If development takes the form of a conversion scheme, landscaping improvements will be required to the area in front of the site.

Redevelopment must enhance the setting of neighbouring listed and locally listed buildings and respect the amenity of neighbouring residents at Rumsey Wells Place. The development should be a car free scheme should a redevelopment of the site be proposed.

All proposals should acknowledge and provide interpretation of the historic interest of the site, perhaps using historic recording to promote awareness of the modernist architecture and its significance to Norwich.

**Site Plan**



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 980 3333

Drawing Title  
**Site Allocations DPD  
CC25**

Drawn: DB Scale: 1:500 Date: MAR 2012  
Drawing No.



## **CC26: Pottergate Car Park**

### **Description**

The site is a small public surface car park located on the south side of Pottergate. It is 0.07 hectares in size. The car park is currently in use and is operated by the City Council. There are a number of mature trees on the western and southern edge of the site.

The site is surrounded by a wide range of uses including retail, café/restaurant, residential and offices. The Friends Meeting House to the east and the adjacent buildings are listed buildings. To the west, there is a recently completed residential development. The St Giles multi-storey car park lies immediately to the south of the site. Opposite on Pottergate, Kiln House is identified as a negative building in the Conservation Area Appraisal.

### **Explanatory text**

This site is part of a larger previous Local Plan (2004) allocation for housing development, much of which has now been developed. Development of the site offers the opportunity to make more efficient use of this valuable city centre site, will help reinstate the historic building line along Pottergate, and will contribute to meeting the housing target set out in the Joint Core Strategy.

Development will help to consolidate the traffic flow in the city centre and direct motorists to car parks with easy access from the inner ring road.

Development must be designed to enhance the setting of the neighbouring listed buildings, reflecting its location in the Conservation Area. Appropriate historic interpretation information should be incorporated into the development and an archaeological assessment will be required.

Development must relate well to adjacent sites and buildings including the adjacent multi-storey car park, and appropriate screening should be integrated into the design. On-site amenity open space could be provided to fulfil this between the development and the multi-storey car park.

Other constraints include ground conditions, trees on the edge of the site and being adjacent to strategic cycling network.

### **Deliverability**

This site is owned by the City Council. The site is suitable and available for development.

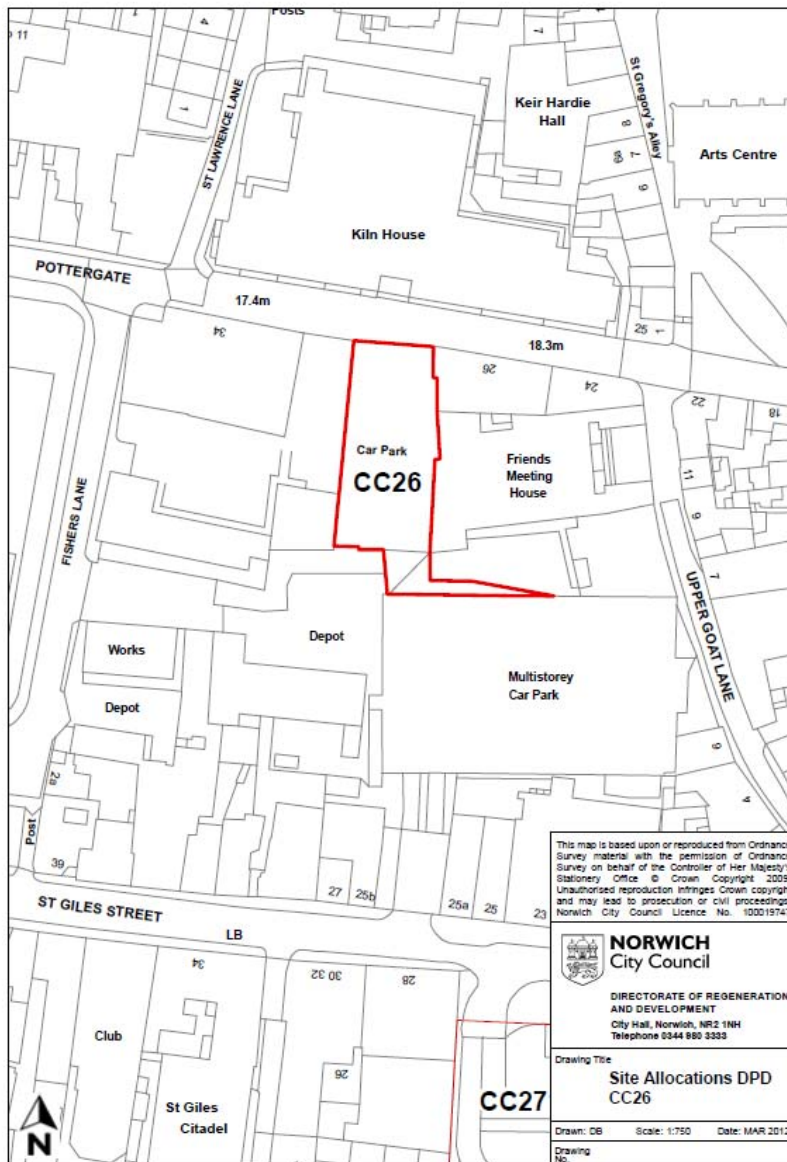
### **POLICY CC26 Pottergate Car Park**

The Pottergate car park site is allocated for a housing-led mixed use development, to provide a minimum of 20 dwellings. Small scale office units or retail uses (A1 / A2/ A3) could be part of the mix fronting Pottergate at ground floor level.

Design of the development will ensure that it:

- recreates a street frontage to Pottergate;
- is of an appropriate scale in relation to surrounding buildings; and
- contributes to the enhancement of the conservation area.

# Site Plan



## **CC27: Land to rear of City Hall**

### **Description**

The former City Hall car park site is located to the rear of City Hall and is 0.4 hectares in size. The site was previously used as a surface car park and is currently used by Norfolk Constabulary for parking and other police activities.

This open site is dominated by large scale civic buildings. There is some relatively recent housing to the west, whilst St Giles Street to the north retains its mixed historic character. There are green areas and mature trees on the site's northern boundary. The site is in the city centre conservation area, the area of main archaeological interest, and is surrounded by listed buildings.

The immediate surroundings of the site contain main public buildings forming the civic heart of Norwich. These include the Police Station and former Fire Station, the refurbished market place, and the Forum building. There is easy pedestrian access to the site.

### **Explanatory text**

The redevelopment of the former City Hall car park site presents an opportunity to make efficient use of land that is in a sustainable city centre location and has the potential to bring greater activity into this area.

Development should address a number of constraints, including its location within the city centre conservation area and the area of main archaeological interest, trees on the northern part of the site, topography, access, the setting of listed buildings, and its relationship with neighbouring housing development.

The site is suitable for a range of uses including residential, office, leisure or limited retail provision, which should be directed to the St Giles Street frontage. Development may require the demolition of existing on-site structures. Its design must respect and enhance the adjacent City Hall and Police Station building which is grade II\* listed. There are significant opportunities to enhance views into and across the site.

The site is adjacent to the core pedestrian network, therefore development should seek to enhance the existing north-south pedestrian link between St Giles Street and Bethel Street. The site is suitable for car free development.

The site is currently below surrounding ground levels. Given the significant change in topography across the site, it may be necessary to raise the 'active' parts of the development to above existing ground levels. This could present an opportunity to provide basement car parking or residential / commercial storage, subject to careful designs for access provision.

## **Deliverability**

The site is owned by Norwich City Council and is suitable and available for development during the plan period.

### **POLICY CC27: Land to rear of City Hall**

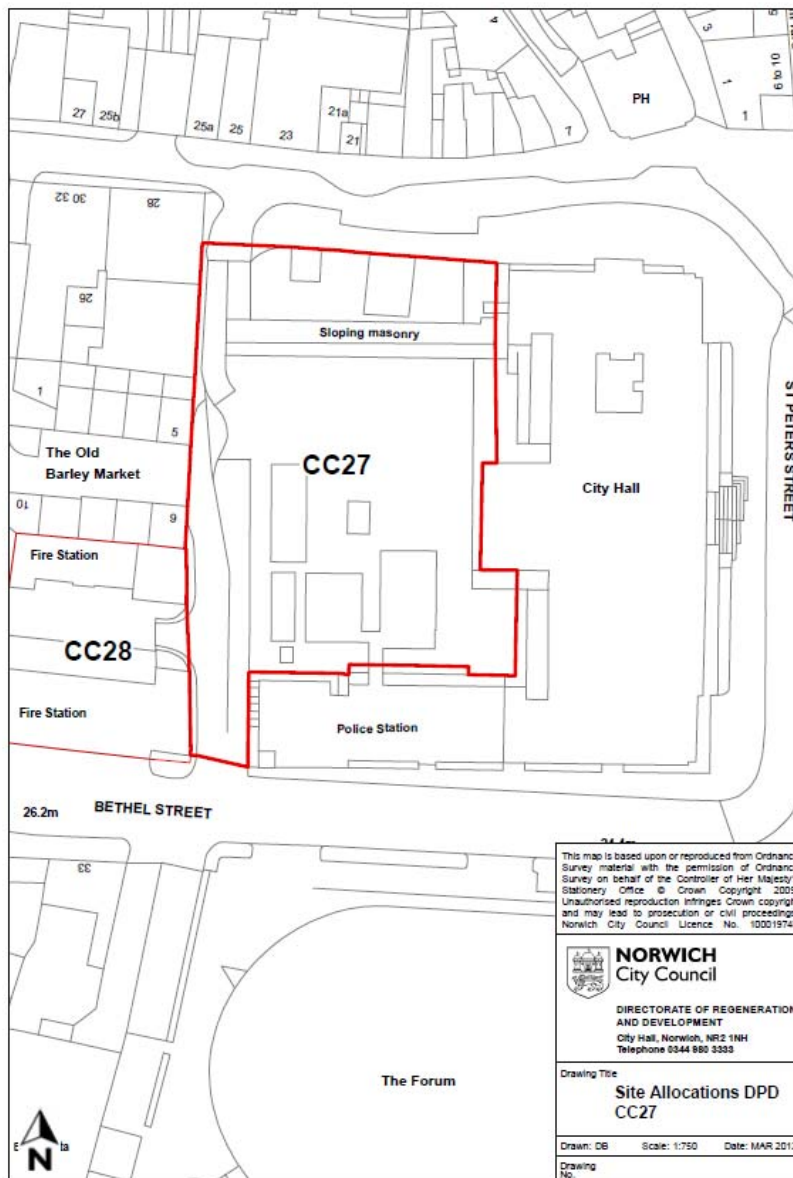
Land to rear of City Hall is allocated for mixed use development. The mix will include residential, office, leisure and/or limited retail provision.

Development should take account the following:

- Design should respect the City Centre Conservation Area Appraisal and the existing relationship with City Hall;
- The north-south pedestrian link should be enhanced.

A minimum of 20 dwellings could be provided on this site, as part of a mixed use development scheme.

# Site Plan



## **CC28: Fire Station, Bethel Street**

### **Description**

The site and is 0.14 hectares in size and comprises the vacant three storey fire station building, which is Grade II listed, with its main frontage to Bethel Street.

The site borders the Police Station on the western side of City Hall; land to the rear of City Hall is also allocated for future development under site policy CC27. On its northern boundary, the site abuts a recent housing development on the Old Barley Market site. On its western boundary the site is opposite a furniture store and exhibition space, which was the former Victorian ice rink building. Opposite the site on Bethel Street is a public car park at the Forum and the listed Bethel Hospital site.

The City Centre Conservation Area Appraisal identifies the site as being within the civic conservation character area. The site is close to a number of listed buildings including the Police Station, City Hall, and Bethel Hospital (all grade II\*), the former ice rink, and 33 and 38 Bethel Street (all grade II). Its immediate surroundings contain many of Norwich's main public buildings, including City Hall, the refurbished market place and the Forum, which are at the civic heart of Norwich. There is easy pedestrian access to the site.

### **Explanatory text**

The Joint Core Strategy promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre. It promotes the early evening economy, supporting leisure and hospitality uses (although not late night drinking establishments) in this part of the centre, and promotes walking and cycling and improvements to the public realm.

Subject to a proposal's ability to preserve and enhance the listed building, the former fire station is suitable for conversion to a range of uses including retail, office, leisure, community uses and residential. Development of the site must address its constraints which include its location in the conservation area and area of archaeological interest, and the fact that the former fire station building is Grade II listed. Nonetheless a high quality scheme can provide a high quality of development design by embracing the opportunities at the site, by enhancing the setting of the fire station building within the large frontage to Bethel Street, utilising the opportunities offered for landscaping and amenity space within the internal courtyard, and providing features from the historic layout, including utilising the tall fire tower.

The redevelopment of the redundant fire station also presents an opportunity to improve the vibrancy of Bethel Street. Its central location means that it has potential and flexibility to bring much needed activity to this area. The provision of leisure,

community and public recreation uses is encouraged at ground floor level in this location to reinforce the cultural and civic area of the city centre and at first floor level of the Bethel Street building where the open-plan nature of the southern frontage should be preserved. The setting of the tower on the site should be preserved as part of the development.

The public realm immediately to the front of the site requires improvement as part of a development scheme, to unify it with the surrounding public realm on this part of Bethel Street.

Car free housing is required on this site given its highly accessible location and the need to provide a high-quality landscaped courtyard amenity space for future residents, perhaps to be shared as a part of the non-residential uses.

Future uses should demonstrate regard for the future potential development at sites to the east.

### **Deliverability**

The site is suitable and available for development during the plan period.

#### **POLICY CC28: Fire Station, Bethel Street**

The former fire station site on Bethel Street is allocated for mixed use development through conversion of the listed building.

A minimum of 15 dwellings will be provided.

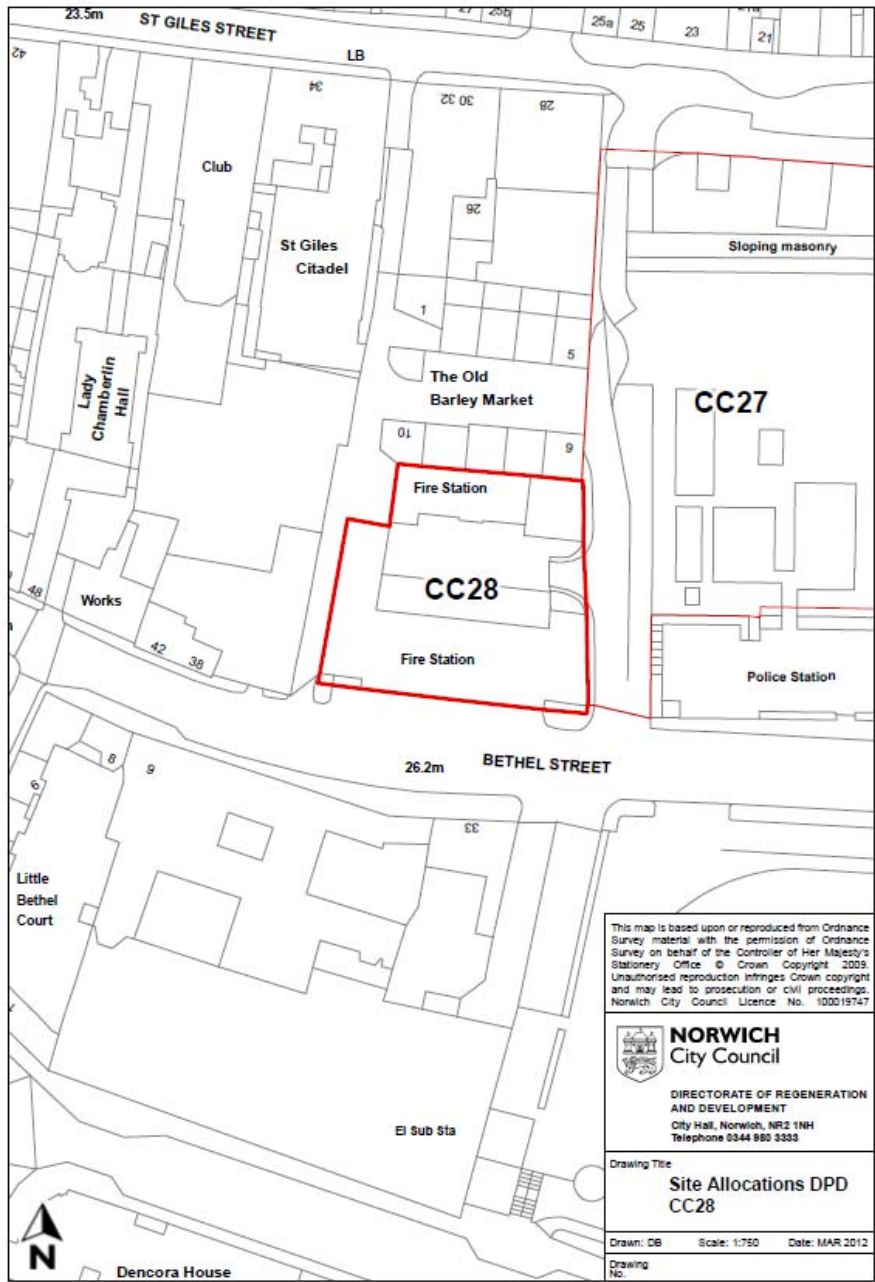
Town centre and other commercial uses will be acceptable on ground floor including retail, office, community and leisure uses.

The development will improve the public realm to the front of the site.

The development should provide car-free housing with a functional high quality landscaped courtyard amenity space within the central inner courtyard predominantly for the benefit of residents.

### **Site Plan**





## **CC29: Chantry Car Park**

### **Description**

The site (0.28 hectares in size) is currently occupied by a surface car park accessed from Theatre Street and is also used as an informal pedestrian link into the Chapelfield shopping centre. It occupies a strategic location between the major local landmarks and cultural destinations of the Forum, the Theatre Royal, St Stephens and St Peter Mancroft churches and the Assembly House and between the major retail destinations of Chapelfield shopping centre, the market and Norwich Lanes.

The lack of development on this site, apart from the isolated 3 storey office building in its north-east corner, reduces the enclosure of Theatre Street and has a negative impact on the setting of the neighbouring grade 1 listed buildings of the Assembly House to the west and St Stephens church and its churchyard to the east of the site.

There are 2 storey pavilion style buildings, occupied by shops and restaurants, flanking Chapelfield Plain to the south of the site and the Chantry church administration building to the south-west. Poorly defined spaces to the rear of neighbouring buildings provide inactive negative frontages.

Significant improvements to the public realm have been made in recent years in surrounding areas, including Theatre Street, Millennium Plain, St Stephens churchyard and Chapelfield Plain and there is a positive vista from the north west of the site to St Peter Mancroft church to the north.

### **Explanatory text**

The Joint Core Strategy promotes the city centre as the main focus in the sub-region for retail, leisure and office development, with housing and educational development also adding to the vibrancy of the centre. It states that this part of the city centre should be developed in accordance with the St Stephens Street Area Outline Masterplan.

Redevelopment of the site offers the opportunity make better use of this valuable city centre site and to continue the development of a vibrant mixed use quarter, extending retailing, leisure and commercial or housing uses from Chapelfield. Ideally development should include redevelopment of the office building on site to achieve a comprehensive scheme; this is what is envisaged in the masterplan.

The masterplan sets out an indicative layout for the site which includes two 3-storey buildings flanking a north-south pedestrian link, and a triangular shaped open space to the south of the site linking to Chapelfield Plain. It also identifies the potential for an east-west pedestrian route between the Assembly House and St Stephens churchyard and the Chantry.

The masterplan proposes that 1,420 square metres of ground floor space could be provided for retail, leisure, entertainment or hospitality uses, with 3,840 square metres on upper floors for a further mix of uses. It states that the proposed building in the illustrative layout in the north-east of the site, located next to St Stephens churchyard, and therefore adjacent to an important greenspace and habitat, should have a green roof or wall. This would complement the green wall on the Marks and Spencer development east of the churchyard.

The Norwich Area Transportation Strategy Implementation Plan (NATSIP) identifies the car park, which currently provides 90 spaces (with 1250 other spaces in the immediate vicinity), as being appropriate for redevelopment. This is part of the overall policy of retaining city centre parking at 1995 levels (10,002) spaces, freeing capacity for sites elsewhere within the city centre for new car parking facilities with better access from the inner ring road.

NATSIP also identifies the potential for relocation of more bus stops to Theatre Street as part of the wider proposals to use Rampant Horse Street as a bus and cycle only route to promote sustainable transport, with restricted general vehicle access to the site. Access should preferably be from the servicing yard for Chapelfield from the south. No car parking should be provided on site. The potential for east–west pedestrian links between the Chantry/Assembly House and St. Stephens churchyard should be assessed as part of the development proposals.

There are two lime trees on site, by the southern boundary and close to the western boundary. As “grade b” trees, proposals for their removal will have to be justified and mitigated in accordance with policy.

Development must be designed to enhance the setting of the neighbouring listed buildings, reflecting its location in the conservation area. Appropriate historic interpretation information should be incorporated into the development. The site abuts the boundary of a scheduled ancient monument (the Assembly House) and as there is a possibility of archaeological remains extending under the site which may require preservation in situ an archaeological assessment will be required prior to development.

### **Deliverability**

The site is suitable and available for development. Other than the office building in its north-east corner, the site is owned by Norwich City Council and is available for sale to enable development within the plan period. Although it has been allocated for development through the Local Plan since November 2004, development potential will be increased by the implementation of new traffic proposals for the area and the co-ordinated approach to redevelopment set out in the St Stephens Masterplan.

### **POLICY CC29: Chantry Car Park – mixed use development**

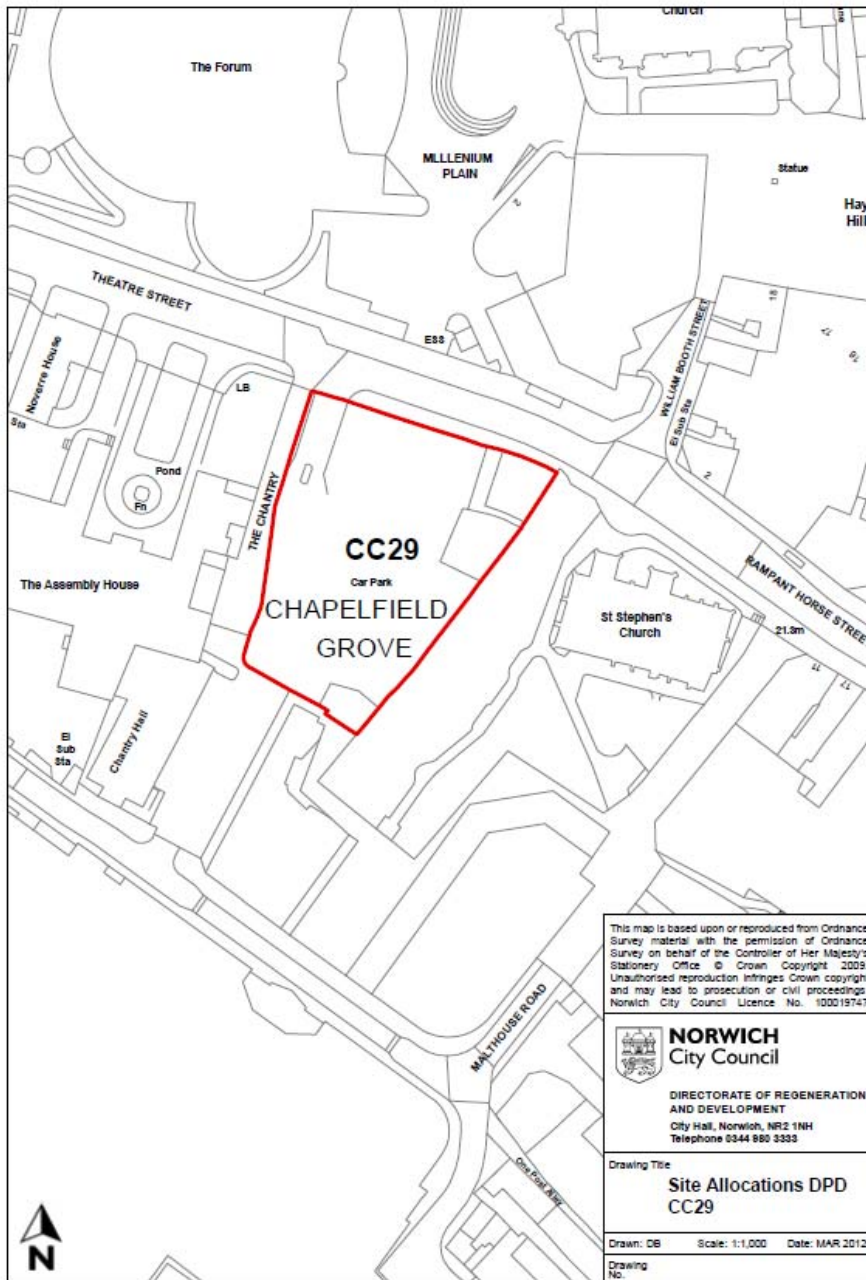
The Chantry car park (0.28 hectares) is allocated for redevelopment for a mix of uses including:

- Retail/café/leisure/ art/ entertainment uses on ground floors; and
- Mixed uses (including retail and/or offices) on upper floors.

Design of the development should be consistent with the approach as set out in the St Stephens Street Area Outline Masterplan. In particular development must:

- enhance the public realm, with improved pedestrian and cycle links between Chapelfield Plain and Millennium Plain designed to enable views to St Peter Mancroft church from the north of the route;
- provide a public open space in the south-east of the site;
- reinstate building lines to Theatre Street;
- be of an appropriate scale and design to enhance the setting of the grade one listed St Stephens church and the Assembly House;
- respect the setting of St Stephens churchyard;
- provide access for servicing; and
- be car free.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright 2009. Unauthorized reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 850 3333

Drawing Title  
**Site Allocations DPD**  
**CC29**

Drawn: DB Scale: 1:1,000 Date: MAR 2012

Drawing No.

## **CC30: Former Mecca Bingo, All Saints Green**

### **Description**

The site is 0.18 hectares in size and located in the southern part of the city centre. It was most recently used by Mecca Bingo but was formerly the Gaumont Cinema (previously the Carlton), built in 1932. The building has some local community history value which is peculiar to Norwich.

The site is located on All Saints Green, opposite John Lewis department store and a group of listed buildings identified as a positive frontage in the City Centre Conservation Area. Overall, however, the character of the street is fragmented due to the lack of continuous street frontage and juxtaposition of historic buildings with newer ones.

This part of the city centre is characterised by groups of good 18<sup>th</sup> and 19<sup>th</sup> century houses. These are now mostly dominated by office uses and their settings are largely dominated by the late 20<sup>th</sup> century office developments of considerable scale.

### **Explanatory text**

The Joint Core Strategy identifies the Stephen's Street area (which this site falls within) as an area of change; it states that the St Stephens area will be developed for mixed uses in accordance with its masterplan, to promote retailing, offices and housing and to create an improved pedestrian environment.

The site is promoted in the outline St Stephens Street Area Outline Masterplan as part of the Surrey Street mixed use quarter. Redevelopment of this site for office use will help deliver the wider policy objectives of the Joint Core Strategy by improving employment opportunities in the city centre, and provides an opportunity to enhance the character of the street and the public realm.

Development of the site must address a number of constraints including its location in the city centre conservation area and area of main archaeological interest.

Its location means that the site has the potential to be a high density development. The masterplan sets forward indicative proposals for the site including provision of 6,200 square metres of office floorspace, with a building height of 5 storeys overall, two of which should be set back from the road to mitigate the height of the Aviva building to the rear.

Given its location in the area of main archaeological interest, the site will require an archaeological assessment prior to its development, together with a photographic record of the building prior to demolition, where original features may remain. In recognition of the local community history value of the site, heritage interpretation would be appropriate on the site.

## **Deliverability**

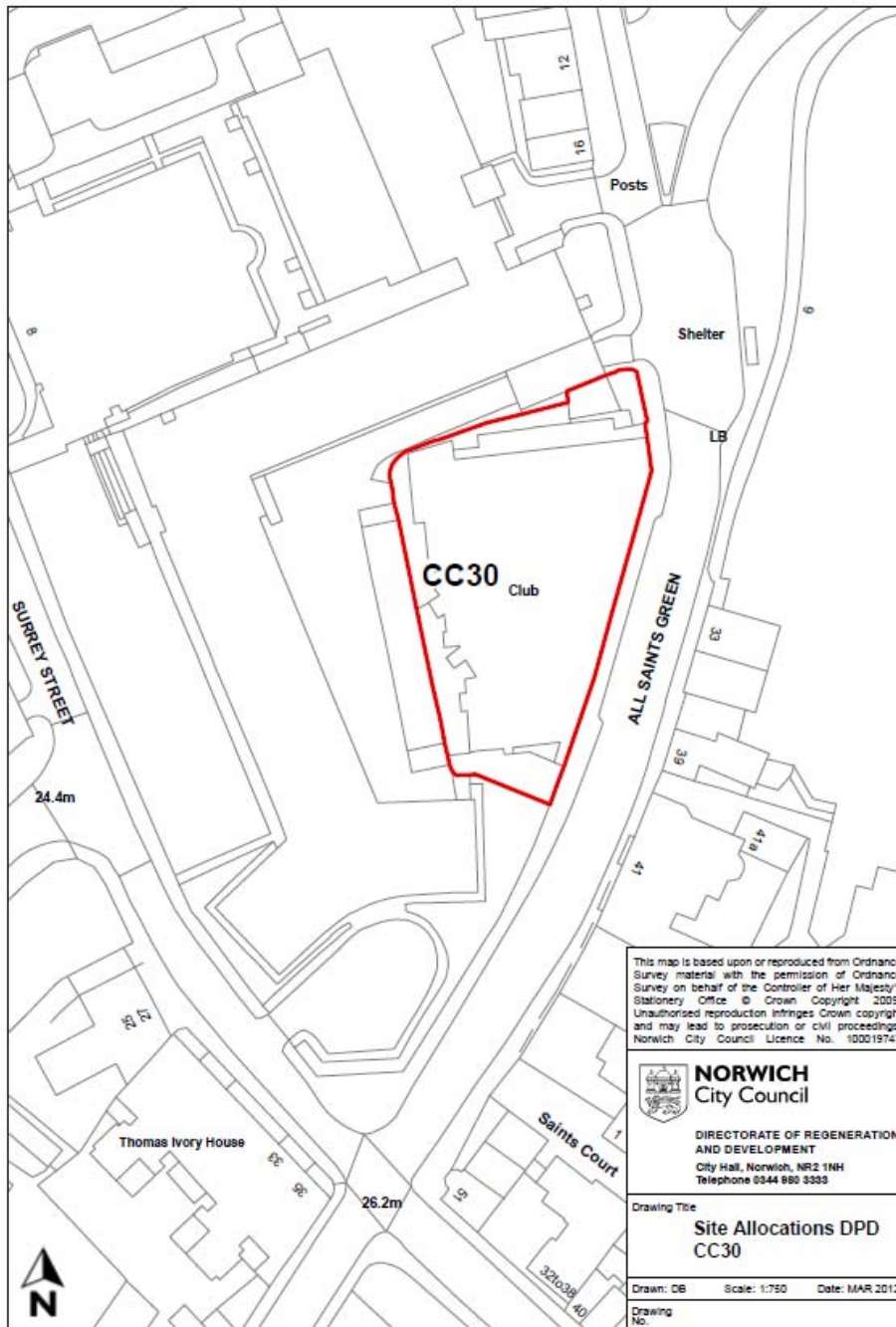
The site is suitable and available for development within the plan period. The building has recently been granted Conservation Area consent for demolition, as it is structurally unsound.

### **POLICY CC30: Former Mecca Bingo, All Saints Green**

The site and building formerly occupied by Mecca Bingo at All Saints Green is allocated for high density office development.

Design of the development should be consistent with the approach as set out in the St Stephens Street Area Outline Masterplan.

Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationary Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD**  
**CC30**

Drawn: DB Scale: 1:750 Date: MAR 2012

Drawing No.



## CC31: St Stephens ~~Street~~

### Description

The site is located in the St Stephens Street area and is 1.5 hectares in size. The site mainly comprises shops along St Stephens Street and two seven-storey towers which are currently empty but were previously used as offices. The site also contains the grade II\* listed Bignold House on Surrey Street, and a multi-storey car park on the corner of St Stephens Street and Queens Road.

The site is surrounded by a wide range of uses. The bus station is located immediately east of this site adjoining the inner ring road. The recent Chapelfield shopping mall development opposite is the largest retail development in Norwich and also contains residential apartments.

The wider St Stephens area is almost exclusively in retail use, although service industries (banks, estate agents, etc) and restaurants, cafés and bars are also spread throughout. Some buildings are in office use above ground floor level. The area contains the majority of large department stores, shopping malls and national chains in the city centre. St Stephens Street is the major route into the city from the south-west.

As a result the street is busy with both pedestrians and traffic and is characterised by large buildings or blocks of buildings. While many of the buildings on the site date from the mid to late 20<sup>th</sup> century, it includes historic buildings and the area is also important archaeologically. The main routes are wide with spaces often at the junction of streets, indicating the former market uses of the area. The adopted Norwich Area Transportation Strategy (NATS) includes the removal of general traffic from St Stephen's Street and the designation of nearby Surrey Street as a strategic cycle route.

The City Centre Conservation Area Appraisal identifies the majority of buildings on the site as 'negative buildings', including the two tower blocks; the view towards the St Stephens roundabout from St Stephen Street is also identified as a 'negative vista'. However the street frontage on St Stephens Street is defined as 'positive', and the north part of the site also contains some listed and locally listed buildings.

### Explanatory text

The Joint Core Strategy identifies the Stephen's Street area as an area of change requiring comprehensive regeneration. It states that the St Stephen's area will be developed for mixed uses in accordance with the St Stephen's Street Area Outline Masterplan, to promote retailing, offices and housing and to create an improved pedestrian environment.

The development of this site has the potential to make a significant contribution to the regeneration of the wider area. It presents an opportunity to secure major enhancement of the St Stephen's gateway area through creation of a high quality streetscape, with a more attractive public realm and pedestrian friendly environment.

Development proposals should address the site's constraints which include its location in the city centre conservation area and area of main archaeological interest; its location as a gateway site to the city centre, the need for major demolition, and existing shop leases and parking arrangements.

The St Stephen's Street Outline Masterplan sets out indicative principles for the development of this site as part of the overall regeneration of the area, The "high intervention" scheme put forward in the masterplan proposes eventual demolition of a significant part of the site including the two towers and some shops, and redevelopment for 250 dwellings, offices, new retail units and underground parking spaces. Retail uses are promoted at street level with a mix of uses on upper floors.

Deleted: sets out indicative plans for development of the site

Deleted: . This

Deleted: 8,270 m<sup>2</sup> of

Deleted: 470 m<sup>2</sup> of retailing

Deleted: 92

A new pedestrian linkage is proposed, from St Stephens Street to the Bus Station to improve accessibility; this could potentially include a new public open space to act as a focal point in the scheme. Scale of development would vary, ranging from 3 – 4 storeys along the St Stephen's Street frontage up to 7-storey at its junction with the inner ring road.

Deleted: , subject to viability

Deleted: will

Notwithstanding that the scale of redevelopment proposed in the St Stephens Street Outline Masterplan is unlikely to be viable or achievable in the short term, future proposals should nevertheless acknowledge the significant potential of the area as a focus for city centre mixed use regeneration, including housing, the expansion of employment and provision of appropriate main town centre services and facilities. The policy for the site follows this principle by promoting mixed use development with a pedestrian link to the bus station, but acknowledges that the precise mix of uses which are deliverable will depend on viability.

Deleted: F

Deleted: be consistent with the overall approach set out in the St Stephens Street area masterplan

Development should also take account of the City Centre Conservation Area Appraisal. Given that development is likely to be phased due to existing long leases on some shops, a development brief should be produced to guide subsequent planning applications.

Deleted: and

As the site is more than 1 hectare in size, a flood risk assessment and appropriate mitigation measures will be required. In addition an archaeological assessment will be required prior to development.

### Deliverability

The entire site and buildings are in a single ownership by Aviva Investors. The landowner has intention to bring the development forward during the plan period. The site is therefore suitable and available for development.

**POLICY CC31 St Stephens ~~Street~~**

The St Stephens ~~Street~~ site is allocated for a comprehensive mixed use development, which is to include:

- primarily retail development at ground floor level;
- office and residential uses on upper floors;

~~Subject to viability, development will provide a minimum of 250 dwellings and include a new pedestrian link to the bus station from St Stephens Street.~~

**Deleted:** Towers

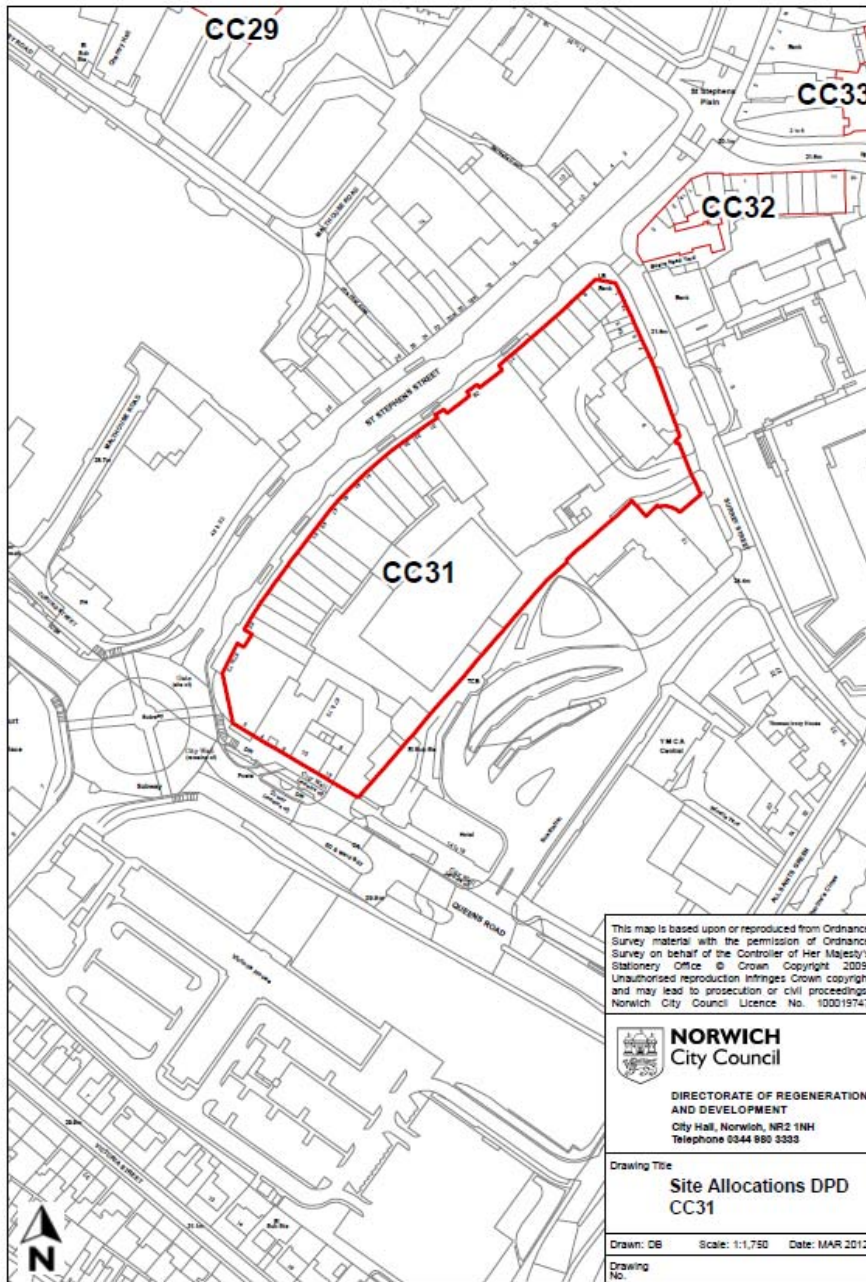
**Deleted:** Towers

**Deleted:** a new pedestrian link to the bus station from St Stephens Street.

**Deleted:** ¶  
A

**Deleted:** will be provided

Site Plan



## **CC32: Land and buildings at the junction of St Stephens Street and Westlegate**

### **Description**

The site is located in the St Stephens Street area and is 0.13 hectares in size. The site mainly comprises shops along St Stephens Street and Westlegate and office floorspace on the upper floors.

The site is surrounded by a wide range of uses from retail units to banks and restaurants. It is located at the busy junction of Westlegate, Rampant Horse Street and St Stephens Street.

The St Stephens area is almost exclusively in retail use, although service industries (banks, estate agents, etc) and restaurants, cafés and bars are also spread throughout. Some buildings are in office use above ground floor level. This area contains the majority of large department stores, shopping malls and national chains in the city centre, and includes the city's main bus interchange. St Stephens Street is a major route into the city from the south-west.

As a result the street is busy with both pedestrians and traffic and is characterised by large buildings or blocks of buildings. It is modern in feel, although it includes many historic buildings; the area is also important archaeologically. The main routes are wide with spaces often at the junction of streets, indicating the former market uses of the area.

There is a great variation in the character and quality of existing frontage development within the site: the frontage development facing St Stephens Street comprises locally listed buildings while the Westlegate frontage buildings are regarded as "negative buildings" in the City Centre Conservation Area Appraisal.

Westlegate is currently an access route through the city centre. However, the adopted Norwich Area Transportation Strategy (NATS) identifies it as a route for pedestrianisation, with access only for residents and businesses.

### **Explanatory text**

The Joint Core Strategy identifies the St Stephen's Street area as an area of change requiring comprehensive regeneration. It states that the St Stephen's area will be developed for mixed uses in accordance with the St Stephen's Street Area Outline Masterplan, to promote retailing, offices and housing and to create an improved pedestrian environment.

The development has the potential to make a significant contribution to the regeneration of the wider area, through the creation of a high quality streetscape which respects and enhances the character of this part of St Stephen's Street and

Westlegate, contributing to a more attractive public realm and a more pedestrian friendly environment, and complementing the NATS proposals for a traffic-free Westlegate.

Development proposals should address the site's constraints which include its location in the city centre conservation area and area of main archaeological interest, and the requirement for off-street servicing.

The locally listed building fronting St Stephen's Street and extending into Westlegate should be retained, whilst the building on Westlegate identified as a 'negative building' in the City Centre Conservation Area Appraisal may be demolished as part of a redevelopment scheme.

The site is suitable for continued retail use at street level, with office provision suitable on upper floors given its highly accessible location adjacent to the bus station. The vacant upper floor office space should ideally be retained and refurbished to suit future uses. However, if other uses other than offices are proposed, consideration should be given to development that could bring regeneration benefits to the St Stephens Street area, which might include hotel use.

Future proposals should be consistent with the overall approach set out in the St Stephens Street Area Outline Masterplan and take account of the City Centre Conservation Area Appraisal.

An archaeological assessment will be required prior to development.

### **Deliverability**

The site is in single ownership and is actively being promoted for development. The site is suitable and available for development during the plan period.

### **POLICY CC32: Land and buildings at the junction of St Stephens Street and Westlegate**

The site is allocated for mixed use development of up to four storeys.

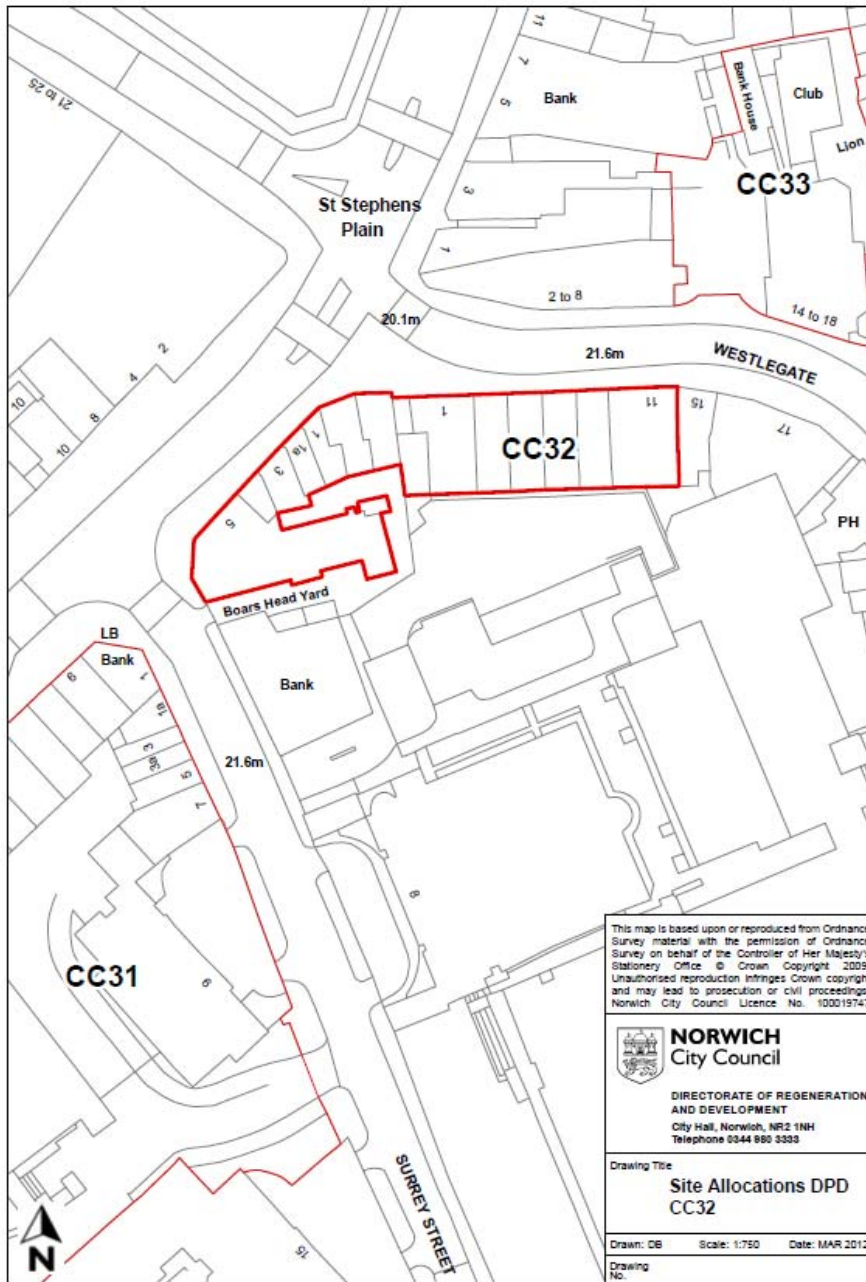
Development should:

- retain the locally listed building which fronts St Stephen's Street and extends into Westlegate;
- provide retail units at ground floor level; and
- provide upgraded office floorspace on upper levels.

Hotel use would also be an acceptable use for upper levels.



Site Plan





## **CC33: Westlegate Tower**

### **Description**

The site is located in the St Stephens Street area and is 0.17 hectares in size. The site comprises the derelict Westlegate Tower which has been vacant for a long period of time. It also comprises a vacant site at Timberhill, a service yard accessed from Westlegate and Bank House, a dwelling situated within this yard.

The site is surrounded by a wide range of uses including retail units, banks and restaurants. It fronts both Westlegate and Timberhill, the latter being a pedestrianised street.

The St Stephens area is almost exclusively in retail use, although service industries (banks, estate agents, etc), offices, and restaurants, cafés and bars are also spread throughout. Some buildings are in office use above ground floor level. This area contains the majority of the city's large department stores, shopping malls and national chains in the city centre, and includes the city's main bus interchange. St Stephens Street is a major route into the city from the south-west.

As a result the St Stephens Street area is busy with both pedestrians and vehicular traffic and is characterised by large buildings or blocks of buildings. It is modern in feel, although it contains many historic buildings; the area is also important archaeologically. The main routes are wide with spaces often at the junction of streets, indicating the former market uses of the area.

Westlegate Tower itself is identified as a “negative landmark” in the City Centre Conservation Area Appraisal, which also identifies the vista towards Lion & Castle Yard from Timberhill as a “negative vista”.

### **Explanatory text**

The Joint Core Strategy identifies the St Stephen's Street area as an area of change requiring comprehensive regeneration. Policy 11 states that the St Stephen's area will be developed for mixed uses in accordance with its masterplan, to promote retailing, offices and housing and to create an improved pedestrian environment.

Redevelopment of Westlegate Tower has the potential to make a very significant contribution to the regeneration of the wider area. Replacement or improvement of this negative and highly visible landmark with sympathetic new development will also allow the creation of a high quality streetscape which respects and enhances the character of this part of Westlegate, contributing to a more attractive public realm and a more pedestrian friendly environment. Westlegate is currently an access route through the city centre but is identified in the adopted Norwich Area Transportation Strategy (NATS) as a route for pedestrianisation, with access only for residents and businesses.

Development proposals should address the site's constraints which include its location in the city centre conservation area and area of main archaeological interest. The site is immediately adjacent to a number of listed buildings including All Saints Church (grade I listed), 2- 4 Lion & Castle Yard (grade II listed), 19-25 and 31 Timberhill (grade II listed), and 20 Westlegate (grade II listed).

Ideally this site should be redeveloped as a whole, including demolition of the existing tower. However if this is not feasible then any partial re-development should not compromise the redevelopment of the remainder of the site.

The site is located within the primary retail area and leisure area as defined on the proposals map for the Development Management Policies plan, and its frontages on Westlegate and Timberhill are defined as retail frontage. Therefore the site should primarily be developed for retail floorspace for comparison goods at ground floor level, with a mix of other development on upper floors. A car free scheme will be acceptable. The St Stephens Street Area Outline Masterplan has suggested that 680m<sup>2</sup> of retail floorspace could be provided in this development, with housing on upper floors. Office provision is also suitable in this highly accessible location, and could also be provided as part of the mix on upper floors. The masterplan suggests that development of between 2 and 3 storeys is appropriate on the site (if fully redeveloped), although retention of the existing tower is an option as noted above.

The site has the potential to improve pedestrian circulation within the retail centre by the provision of a link between Westlegate and Timberhill/Castle Mall. This will provide much improved pedestrian accessibility to Castle Mall from areas to the south.

Future proposals should be consistent with the overall approach set out in the St Stephens Street Area Outline Masterplan and take account of the City Centre Conservation Area Appraisal. Development of the site should seek to reinstate the historic street pattern and grain of the area, re-establish a street frontage to Timberhill, and enhance the setting of the listed buildings in close proximity to the site. It should also contribute to a high quality streetscape and public realm on Timberhill and Westlegate.

An archaeological assessment will be required prior to development.

### **Deliverability**

The site is promoted through the St Stephens Masterplan and is likely to come forward in the plan period. The site is suitable and available for development. Planning permission for housing led mixed use development has been granted subject to section 106 agreements.

**POLICY CC33: Westlegate Tower**

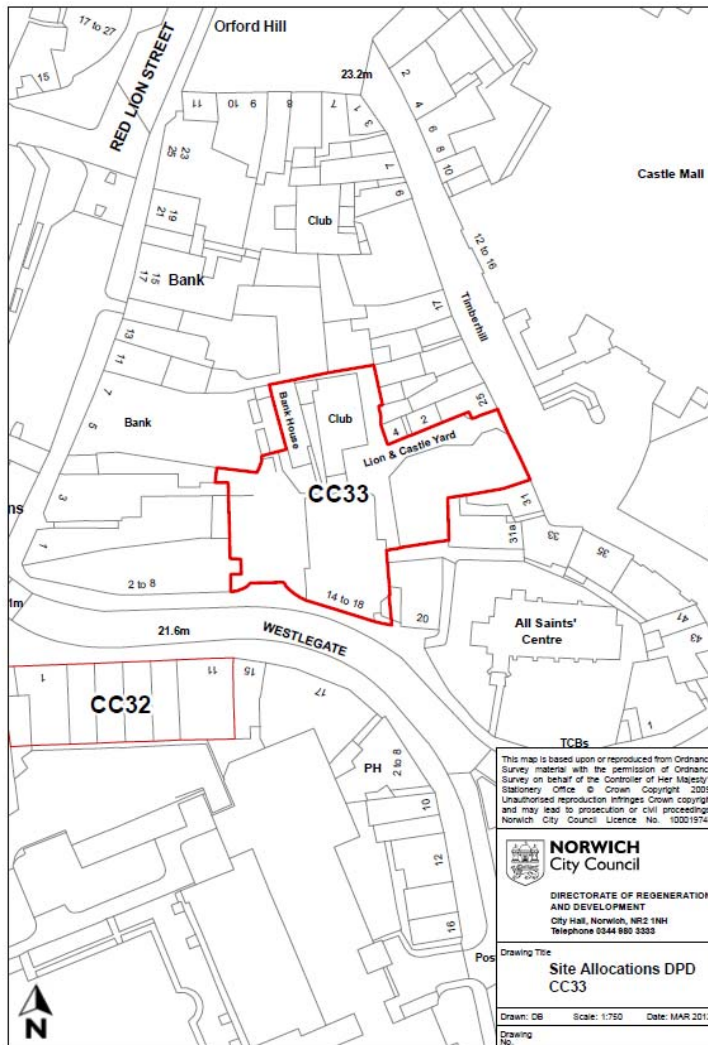
The site is allocated for mixed use development, primarily for retail uses at ground floor level, with residential units and offices on upper floors.

A minimum of 30 dwellings could be provided as part of the mix of uses.

The design of the development should:

- provide a pedestrian link between Westlegate and Timberhill;
- create high quality streetscape to enhance Westlegate and Timberhill; and
- recreate a street frontage on Timberhill.

# Site Plan



## **CC34: Land at Queens Road and Surrey Street**

### **Description**

The site is located at the junction of Surrey Street and Queens Road near the edge of the city centre, and is 0.5 hectares in size. The site is vacant and is currently used as Sentinel House and Queens Road surface car parks.

The site borders Queens Road which forms part of the city's inner ring road. The strip of land which forms Queens Road car park is owned by Norfolk County Council and was acquired to facilitate future widening of the inner ring road; it is now surplus to requirements. On the Surrey Street side, the site is adjacent to a row of 19<sup>th</sup> century paired residential terraces known as Carlton Terrace which presents a strong building line and positive frontage. These buildings are locally listed. An office block, Sentinel House, lies to the north of the site. This is identified as a negative building in the City Centre Conservation Area Appraisal. Office uses extend further to the north of Surrey Street.

Surrey Street is a mixed use quarter of All Saints Green and St Stephens Area. The area is largely dominated by office use though it also contains a major school and some residential properties together with a single public house. This area is characterised by groups of good 18<sup>th</sup> and 19<sup>th</sup> century houses, together with the Edwardian headquarters of Norwich Union. However, their settings are largely dominated by late 20<sup>th</sup> century office developments of considerable scale. Consequently the townscape is rather fragmented due to the juxtaposition of buildings of varying scale, over-assertive newer buildings on odd building lines and areas of open land and surface car parking.

### **Explanatory text**

The Joint Core Strategy identifies the Stephen's Street area (which this site falls within) as an area of change. It states that the St Stephens area will be developed for mixed uses in accordance with the St Stephen's Street Area Outline Masterplan, to promote retailing, offices and housing and to create an improved pedestrian environment.

Redevelopment of this site for a mix of uses will help deliver the wider policy objectives of the Joint Core Strategy and help regenerate this area by providing employment and housing growth in a central location, and will create a more attractive frontage on both Queens Road and Surrey Street.

Development of the site must address a number of constraints including its location in the city centre conservation area and area of main archaeological interest, its location adjacent to the line of the city wall, topography, the relationship with neighbouring locally listed buildings and noise generation from Queen's Road.

Development should follow the design principles set out in the St Stephens Area Outline Masterplan to achieve successful regeneration of this prominent site. The masterplan's indicative proposals for the site include the creation of new continuous frontage on Queens Road for office development, and a row of terraced residential development fronting Sentinel House with a block of flats facing Surrey Street. In terms of scale the development fronting Queen's Road is proposed to be 4 storeys high, with 2 -3 storey residential development on the remainder of the site. A pedestrian link is also proposed between Surrey Street and Queens Road that emerges opposite Chapel Loke.

The site would be suitable for car-free development given its accessible location near to the bus station and to Sainsburys Queens Rd secondary retail area. However if vehicular access is required this should be taken from Surrey Street, possibly through a carriage arch.

Green landscaping should be retained or provided along the Queens Road stretch. The small and narrow stretch of land in use as a car park in the south-east of the site should be landscaped as part of the wider site proposals, as indicated in the masterplan.

Given the site's location on the line of the city wall, there will need to be an archaeological investigation prior to the development of proposals for the site; this is likely to require preservation in situ of any remains of the wall and a presumption that those remaining will not be built over. For this reason the policy does not specify a minimum site capacity for housing.

### **Deliverability**

The site is identified through St Stephens Area Outline Masterplan with landowners actively involved in the process. The site is suitable and available for development during the plan period.

### **POLICY CC34: Land at Queens Road and Surrey Street**

Land at Queens Road and Surrey Street is allocated for office led mixed use development to include an element of residential development (potentially 40 dwellings).

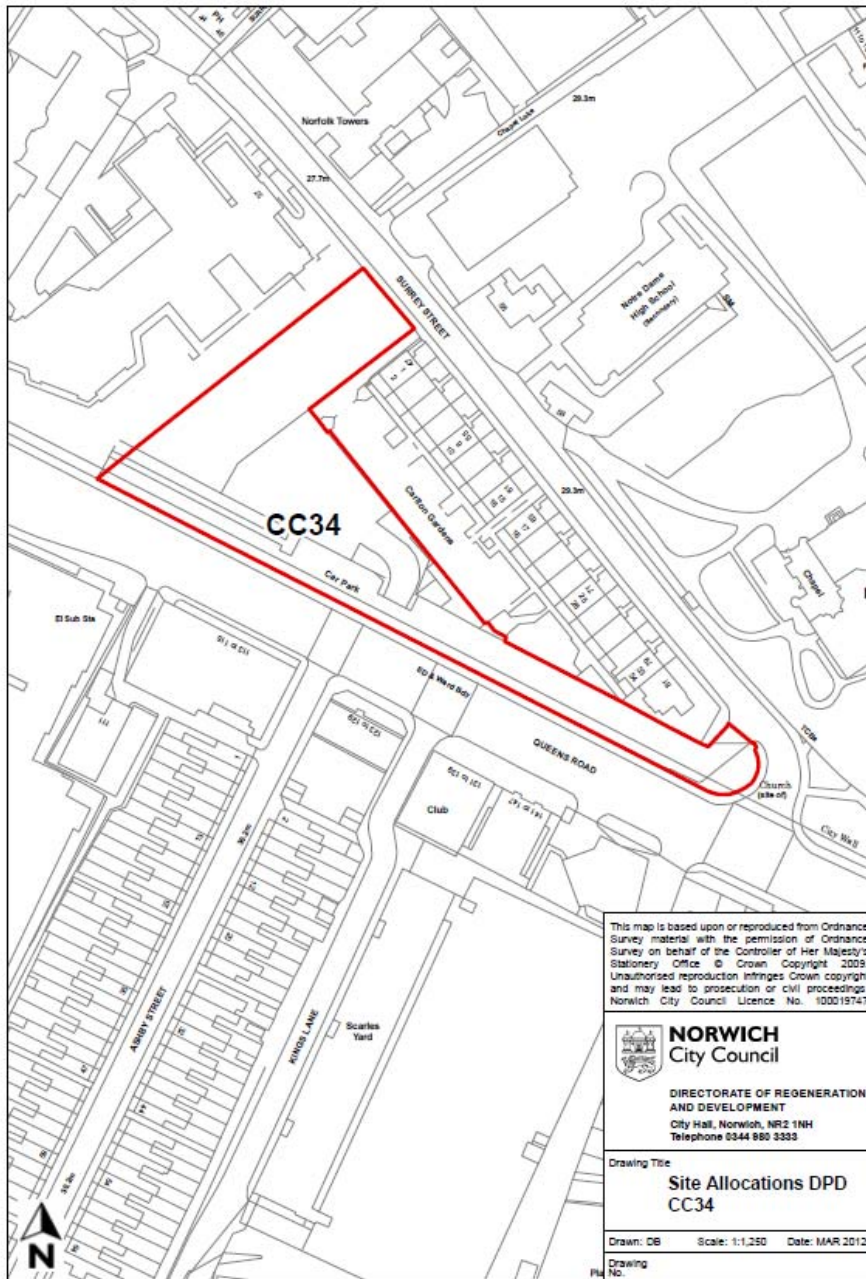
The site should be developed in line with the design principles set out in the St Stephens Masterplan. Development should respect the setting of nearby locally listed buildings and the line of the City Wall.

A noise assessment is required and the development should be designed to mitigate the impact of noise from the main road.


Vehicular access should be taken from Surrey Street.

Deleted: ¶

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

 <b>NORWICH</b> City Council	
DIRECTORATE OF REGENERATION AND DEVELOPMENT City Hall, Norwich, NR2 1NH Telephone 0344 980 3333	
Drawing Title <b>Site Allocations DPD          CC34</b>	
Drawn: DB	Scale: 1:1,250
Date: MAR 2012	
Drawing No.	

## **CC35: Westwick Street Car Park**

### **Description**

This 0.3 hectare site is currently occupied by a surface car park accessed from Westwick Street, a route into the city centre from the inner ring road. It is bordered by the ring road to the north and west, by the River Wensum and the riverside walk to the east and by a residential night shelter to the south-east. Parking for neighbouring retail units is to the south.

The site is a gateway to the city centre, located adjacent to the remains of the city wall, close to the former Heigham Gate and the former City Station.

### **Explanatory Text**

Redevelopment of the site offers the opportunity to make better use of this valuable city centre site to continue the development of a vibrant mixed use quarter providing further housing in Westwick Street, and to extend the riverside walk.

As a main gateway, the quality of buildings here has a major impact on impressions of the city centre. High density development would be appropriate on the site, possibly of 3 or 4 storeys fronting Barn Road but stepping down to 2 or 3 adjacent to Highwater House and the river. A prominent corner building may be appropriate as part of a development scheme.

Development should address the site's constraints. The site should be designed to take account of the height of neighbouring buildings and views of churches from the Barn Road roundabout. As the line of the former City Wall runs across part of the site, this should be demarcated.

The conservation area appraisal identifies the river and the riverside walk to the east of the site as providing positive vistas. Development should retain and if necessary improve footways around the site, linking to the neighbouring pedestrian and cycle network, and investigate the possibility of extending the riverside walk so that there is direct access to New Mills Yard. The development should seek to enhance the security and setting of the riverside walk.

New Mills Pumping Station near the site is grade II listed. Given its location adjacent to the remains of the city wall, a Scheduled Ancient Monument, the site may have archaeological interest; therefore an archaeological assessment is required prior to development on this site. Appropriate historic interpretation information should be incorporated in the development.

Development proposals will need to take account of noise from the neighbouring inner ring road; a noise assessment is required to inform the layout and design specification of development. Vehicular access should be from Westwick Street only



and should take account of access to the Cathedral Retail Park opposite and the junction of Barn Road.

The site is within Flood Risk Zone 2, therefore a flood risk assessment will be undertaken for this site and appropriate mitigation measures should be provided as part of the development.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

Given the site's location adjacent to the inner ring road and proximity to Grape's Hill, which has acknowledged air quality issues, an air quality assessment will be required prior to development.

### **Deliverability**

The site is suitable for development. It is owned by Norwich City Council and it is anticipated that its development will be achieved within the plan period.

### **POLICY CC35: Westwick Street Car Park – housing development**

The Westwick Street car park (0.3 hectares) is allocated for redevelopment for housing for a minimum of 30 dwellings.

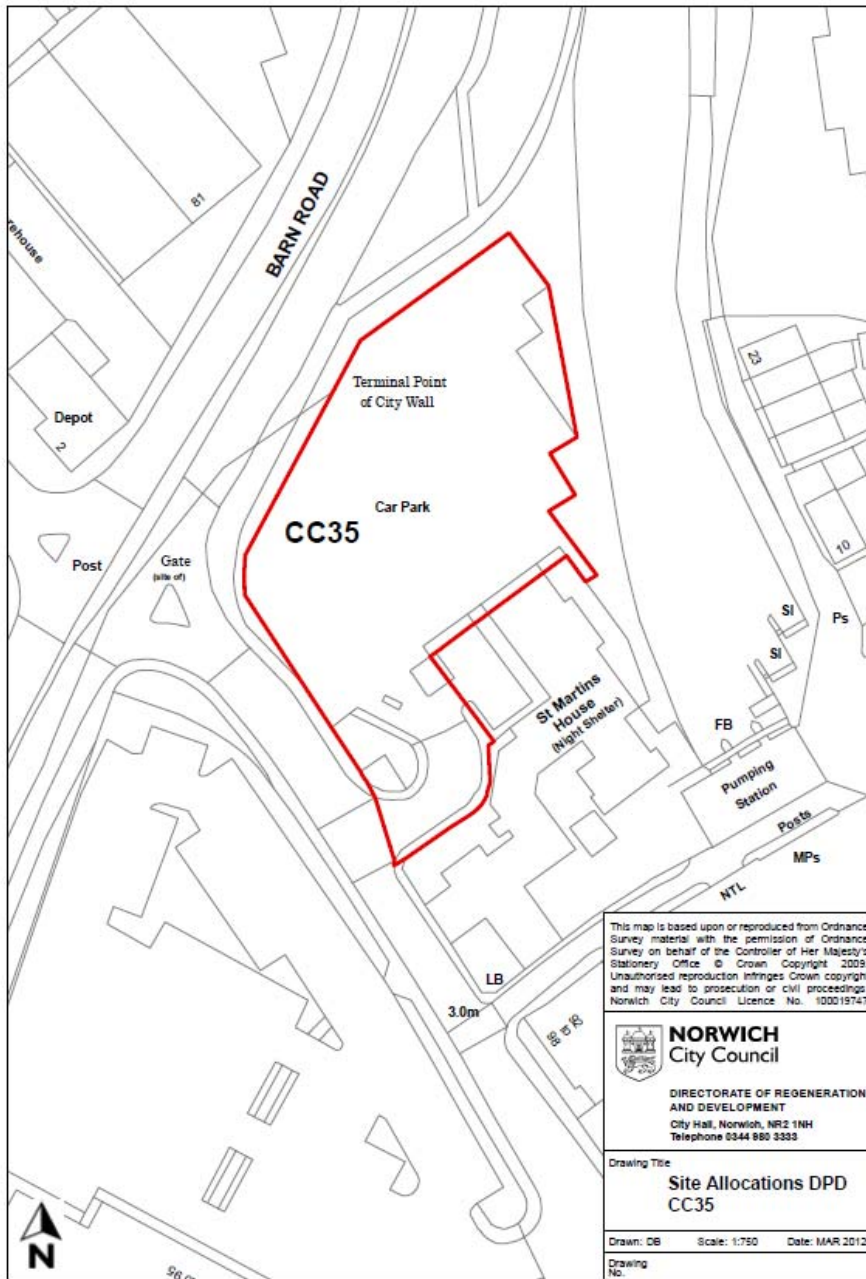
Vehicular access should be taken from Westwick Street.

Development should be designed to:


- provide links with the surrounding pedestrian and cycle network, particularly along the riverside walk; and
- improve the setting of and interpretation of the city wall.

A noise assessment is required and development must be designed to mitigate the impact of noise from the inner ring road.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

 <b>NORWICH</b> City Council		
DIRECTORATE OF REGENERATION AND DEVELOPMENT City Hall, Norwich, NR2 1NH Telephone 0344 980 3333		
Drawing Title <b>Site Allocations DPD</b> <b>CC35</b>		
Drawn: DB	Scale: 1:750	Date: MAR 2012
Drawing No.		

## 8. Site specific allocations in the remainder of the city

## **R1: The Neatmarket, Hall Road**

### **Description**

The site is part of the former Livestock Market site and is 4.5 hectares in size. Some of the original livestock market structures still remain in use and the large surface car park on the south is partly used by Royal Mail as a temporary lorry parking area, whilst the northern part of the site is largely vacant. A gas storage facility is on the eastern part of the site and a Health and Safety Executive consultation zone exists around this part of the site. There are mature trees bordering the northern boundary of the site.

The site is neighboured to the north by commercial uses, with a mixture of business units, warehouses and car showrooms. There is a large single storey retail unit to the south-west, the majority of which is occupied by a DIY store and the remainder of which is vacant. The site borders railway lines to the south and east and there are houses and a hotel to the west of the roundabout on Hall Road which forms the entrance to the site. The site is within 250 metres of a former landfill site to the south.

The roundabout on Hall Road was constructed as part of the DIY store development. The junction of Hall Road and Ipswich Road is to the south-west of the entrance and the site is approximately 1.5 miles from the A47 Norwich southern by-pass.

### **Explanatory text**

The Greater Norwich Employment Sites and Premises Study identifies Hall Road as a major employment site of strategic importance and emphasises the importance of retaining such sites for employment uses to meet growth needs in the face of pressure for retail use. Located close to the southern by-pass, the site is therefore allocated for general industrial (B2) and/or warehouse (B8) uses to ensure sufficient employment opportunities are created in the city. There may be some limited scope for car showroom development on the site frontage with Hall Road which would conform with other similar uses to the north.

The site is part of the larger Replacement Local Plan (adopted 2004) allocation for a high quality business park. Since adoption of the Local Plan, part of the original allocation site has been developed for retailing with a new access and associated car park.

The access arrangements currently serving the site, including the Hall Road junction with Ipswich Road, may need to be upgraded to accommodate greater vehicle movements associated with any redevelopment, depending upon the nature and scale of the development proposed.

Development must address the site constraints of potential contamination, risks associated with the proximity to hazardous substances (if a phased redevelopment is proposed), demolition of existing buildings, protection and/or replacement of trees on or adjacent to the site and noise due to proximity to the railway lines and wider impacts arising from the redevelopment itself on nearby housing in Tuckswold. Since the Yare Valley is a sub-regional green infrastructure corridor, the development will be required to provide a pedestrian and cycle link across the site from Hall Road to the River Yare riverside walk to the east.

As the site is over 1 hectare in size, a flood risk assessment and any necessary flood mitigation measures are required.

### **Deliverability**

The site was recently sold by the City Council to a private owner. Parts of the site are subject to leasehold and tenancy agreements and lease options and relocation of the remaining Livestock Market are likely to occur within the Plan period. Therefore there is a reasonable prospect that the site will be delivered during the plan period, although redevelopment is likely to be phased to accommodate site occupant relocation.

### **POLICY R1 The Neatmarket, Hall Road**

The Neatmarket site is allocated for employment development. Development will predominantly be for general industrial (B2) and/or warehouses (B8) and may include ancillary office uses (B1) and some limited car showroom development to the site frontage with Hall Road.

A comprehensive scheme for the whole site is preferred. If this is not achievable then a phased scheme will be accepted if supported by a comprehensive strategy for the site which demonstrates that account has been taken of existing uses and their impacts and requirements, including access.

The main site roadway and pedestrian and cycle link should be delivered as part of a first phase of any phased development

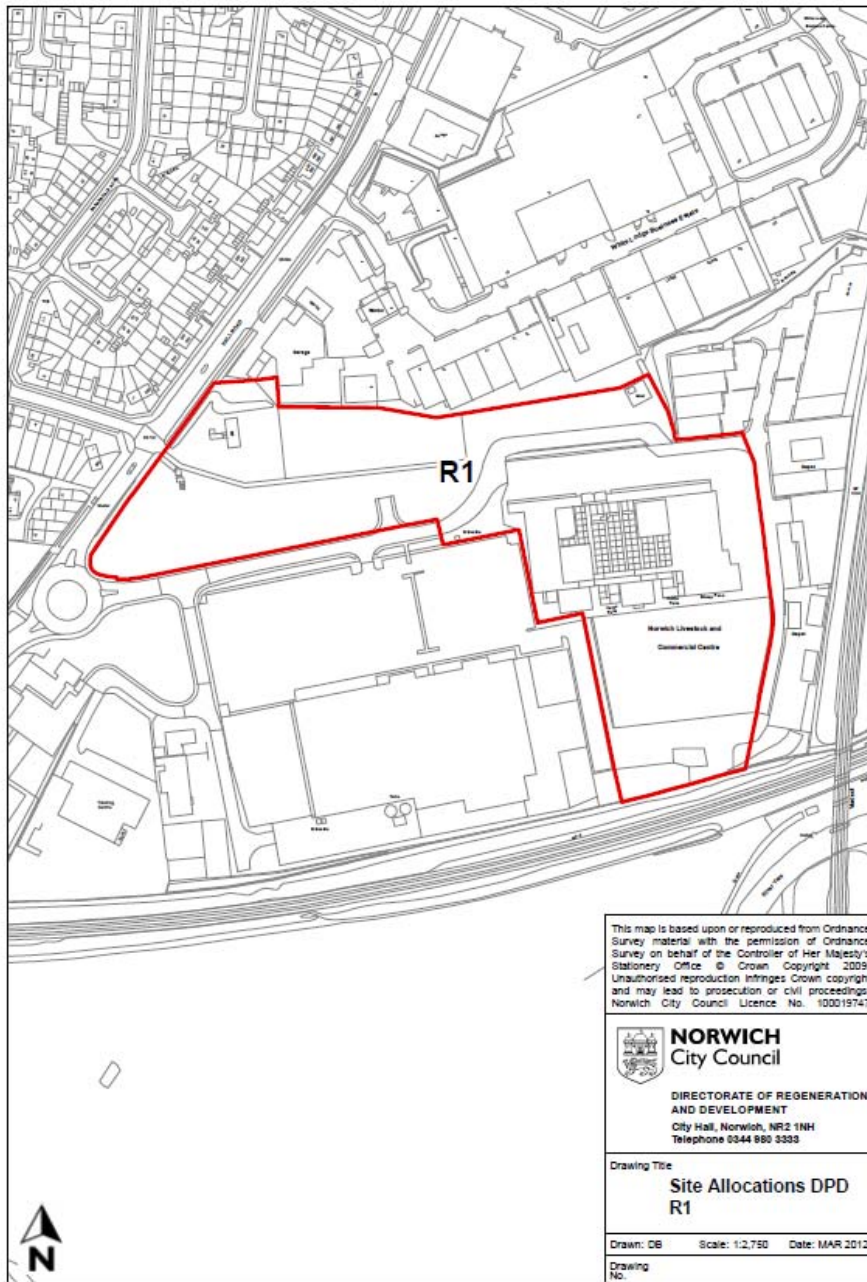
Appropriate vehicular access to serve the development proposed from Hall Road will need to be provided. The development will also need to facilitate on-site and provide financial assistance towards off-site works to enable a pedestrian and cycle link across the site from Hall Road to link to the River Yare riverside walk.

A noise assessment is required and the design of development must mitigate the impact of noise from the neighbouring railways.

Development should take into account the existing trees on or near the site which may be affected by the proposals and should make provision for mitigatory planting

and appropriate enhancement.

# Site Plan



## **R2: Norfolk Learning Difficulties Centre, Ipswich Road**

### **Description**

This site of 0.8 hectares is presently occupied by educational and employment uses, housed in mainly single storey prefabricated buildings. The site also includes car parking and greenhouses.

The A140 Ipswich Road, which forms a main arterial route to the city, is to the east of the site. Housing is set back from the road opposite the site.

The steeply sloped publicly accessible former chalk works of Danby Wood County Wildlife Site and Local Nature Reserve are to the west of the site, with an additional small open space to the south, which includes a Roadside Nature Reserve. These and the allocation site form part of the Yare Valley.

A footpath accessing Danby Wood and Park runs along the northern border of the site. The publicly accessible Danby Park is to the north-west. A former petrol filling station site is to the north on which site buildings have been cleared, with the site currently operating as a car wash facility.

### **Explanatory Text**

The priority for re-use of the site should be for a Norfolk County Council function, for housing with care and/or a community facility. Alternatively, the site could be developed for housing for a minimum of 31 dwellings.

Access onto Ipswich Road needs careful and appropriate design and an additional pedestrian crossing point will be required as part of redevelopment to enhance pedestrian access across Ipswich Road to the site. To ensure site safety the redevelopment shall include a single point of access and be suitably designed and laid out to ensure servicing and turning of vehicles within the site to avoid conflict with the main A140.

Design should reflect the site's location as a "gateway" on a major road into Norwich. The presence of trees in and around the site must be taken into account in the design of the development. Development should also be landscaped to reflect its setting adjacent to green spaces in the Yare Valley, identified as a key green infrastructure corridor in the Joint Core Strategy. The design of the development should also enhance the setting of the footpath to the north of the site which provides access to the valley. The southern edge of the site should be designed as a transition space between green space and any new built form to reduce visual impact on the river valley. Opportunities for additional public access and suitable links through the site should be investigated as well as the potential to link with land to the north to enable that site's potential re-use.



The development should be designed to minimise noise for future residents from the A140 and commercial uses, which will include adequate screening of the site and setting development back from the road.

Since the site is adjacent to former chalk workings and may have been subject to contamination, ground conditions and contamination surveys will be required to inform the design of development.

### **Deliverability**

The site is a new allocation owned by Norfolk County Council and is suitable and available for development within the plan period. The former garage site to the north is owned by Norwich City Council. Developers should investigate the potential for developing the two sites together to enable a more comprehensive scheme.

### **Policy R2: Norfolk Learning Difficulties Centre, Ipswich Road**

The site of 0.8 hectares is allocated for development of:

- a housing with care scheme; and/or
- community facilities; or
- housing development (in the region of 30 dwellings).

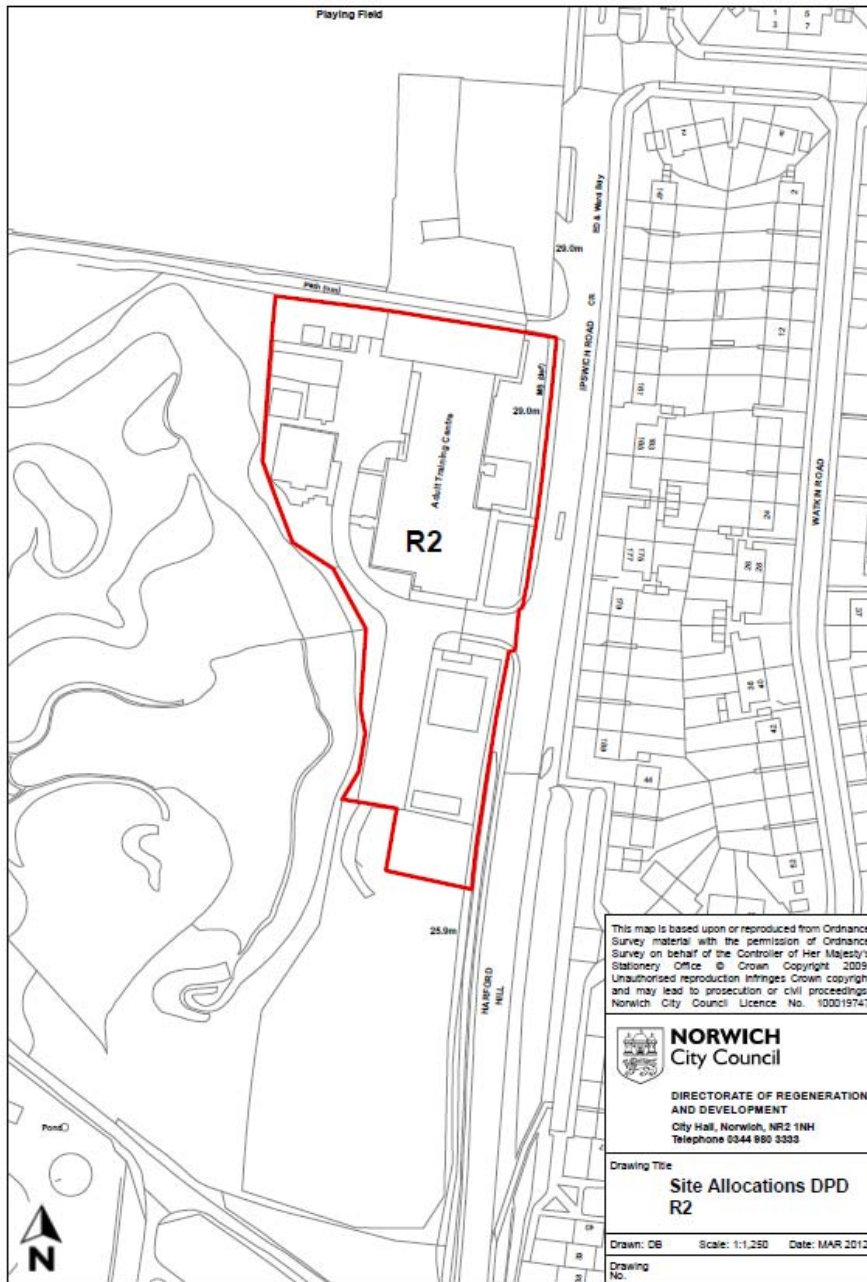
The development will be designed to reflect its gateway location, to protect and enhance the setting of neighbouring green spaces, designated woodlands, footpaths and the Yare Valley. A noise assessment is required, and design must mitigate the impact of noise for future residents.

Public access should be provided through the site to provide links to the Yare Valley and the setting of the footpath to the north of the site should be enhanced.

Access to the site must minimise impact on the A140 and include a pedestrian refuge in the road.

**Deleted:** Developers should investigate the potential for developing the site together with the former garage site to the north to enable a more comprehensive, co-ordinated scheme. ¶

Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

 <b>NORWICH</b> City Council		
DIRECTORATE OF REGENERATION AND DEVELOPMENT City Hall, Norwich, NR2 1NH Telephone 0344 860 3333		
Drawing Title <b>Site Allocations DPD</b> <b>R2</b>		
Drawn: DB	Scale: 1:1,250	Date: MAR 2012
Drawing No.		

### **R3: Hall Road District Centre**

#### **Description**

This vacant former shoe factory site is 3.43 hectares in size.

The site lies between the Hall Road retail area and an employment area including depots, builders' merchants and car sales on Hall Road and Bessemer Road. Tuckswold housing estate is to the west of the site, set back from Hall Road. The junction of Hall Road and Ipswich Road is to the south-west and the junction of Hall Road and the outer ring road to the north. The site is approximately 1.5 miles from the A47 Norwich southern by-pass.

#### **Explanatory text**

Development presents the opportunity to regenerate the Hall Road area to provide a new district centre to meet the everyday shopping needs of the south of Norwich with retailing, employment and community facilities. This is promoted in policy 19 of the Joint Core Strategy.

It is important both that the retailing part of the development does not consist only of a supermarket and does not reduce the attractiveness of the city centre for retailing. Therefore a variety of retail units and A1 uses are required, which might include uses such as cafes, banks and take-aways. Since the main function of a district centre is to meet everyday shopping needs, the amount of retailing of "Comparison goods," such as clothes stores, will be limited. As promoted by policy 11 of the Joint Core Strategy, the main focus for comparison goods shopping should remain in the city centre.

Employment development would be most suitable to the east of the site to integrate with the existing employment area focussed on Bessemer Road. Any residential development on the site will have to be carefully designed to ensure that it provides an attractive living environment for future residents, including the provision of open space.

The development will have to provide a new access to Hall Road or could be accessed from Sandy Lane. It must be designed to be easily accessible on foot and by bicycle, providing pedestrian crossings and links across the site to the strategic cycle network (the Outer Circuit (purple) pedalway and the Lakenham Way). The overall design of the development must not be dominated by car parking.

Redevelopment will require demolition of existing buildings. Design must take account of trees with preservation orders on site and make best use of the sloping site to take account of the long views to and from the site from the Yare Valley. Landscaping of the site is very important as it is adjacent to Tuckswold housing

estate to the west, with Hall Road currently well landscaped to separate the housing from the industrial zone to the east.

Since the development site is over 1 hectare in size, a flood risk assessment and appropriate flood mitigation measures are required. The site's former industrial uses mean that a contamination assessment and appropriate mitigation will also be required.

### Deliverability

There is a reasonable prospect that the site will be delivered during the plan period. Planning permission has been granted for a new district centre, including retail, commercial, ~~leisure and~~ community uses.

Deleted: ,

Deleted: and residential

Deleted: , with 231 dwellings

### POLICY R3 Hall Road District Centre

The Hall Road site (3.43 hectares) is allocated for comprehensive redevelopment for a new district centre with a mix of uses.

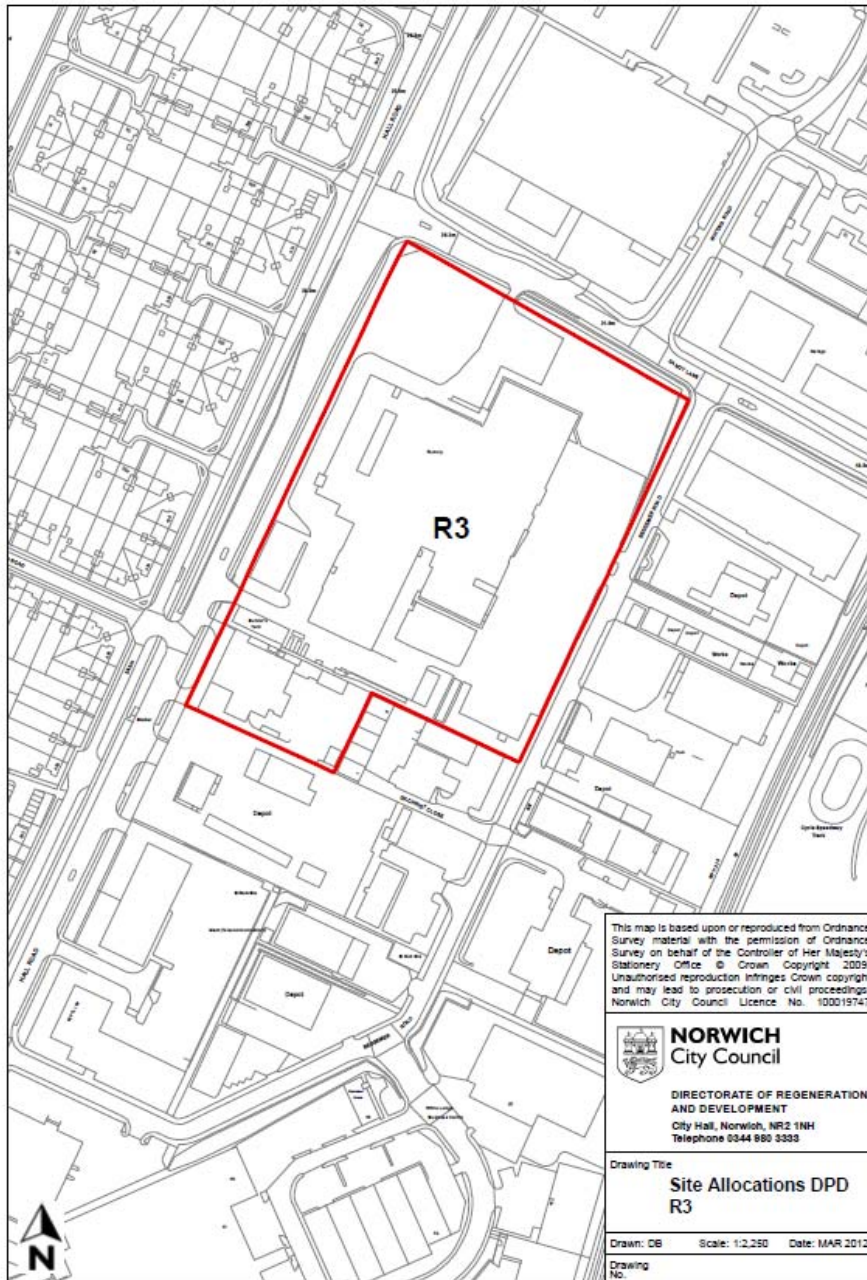
Development will include:

- retailing, with an anchor food store (maximum 4,000 square metre gross internal area, with comparison goods floorspace limited to 500 square metres net);
- a minimum of 6 other units in A1, A2, A3 or A5 use (comparison retail goods units shall be limited to 300 square metres net each);
- employment uses focused on the Bessemer Road frontage;
- community uses.

Housing may also be provided if it can be well integrated into the development to provide an attractive living environment with open space to serve residents.

Pedestrian and cycle routes across the site and crossings on neighbouring main roads will be required as appropriate. The overall design of the development must not be dominated by car parking.

Development will be designed to have regard to existing trees on the site.



## **R4: Hewett Yard, Hall Road**

### **Description**

This city council owned site is 0.44 hectares in size and is currently occupied by a range of small business uses including motor repairs, car spraying/ valeting, printing and domestic appliance servicing. The buildings on site date from the Second World War. They are mostly single storey and of utilitarian brick and blockwork construction, comprising functional industrial units and garaging. There is a mature tree belt screening the west side of the site on the frontage to Hall Road and trees along the southern boundary separating the site from the adjoining McDonalds drive through restaurant and petrol filling station (162 Barrett Road). The lime trees along the southern boundary are protected by a Tree Preservation Order (TPO 269). Vehicular access from Hall Road is via an unmade service road which operates one-way circulation with access at the south end and egress at the north end of the site.

Hewett Yard is located on the east side of Hall Road just north of its junction with the outer ring road (A146). Hall Road is a busy radial road serving the south part of the city including the major employment areas and retail park lying south of the ring road. The area to the east is predominantly residential, characterised by low density local authority housing built in the 1940s and 50s. There is a local police beat base station just to the north. Land on the west side of Hall Road accommodates the school buildings and extensive playing fields of Hewett School. The recently developed "Goals" football centre occupies part of the former playing field land directly opposite Hewett Yard.

### **Explanatory text**

Hewett Yard was originally constructed in the 1940s during World War Two as a local civil defence HQ and ambulance station, the latter role continuing in peacetime. The buildings were adapted as lock up garages and low cost accommodation for small businesses in the early 1980s. The site operates with benefit of planning permission for light industrial and warehousing use dating from 1982. In recognition of its early civil defence role in the local community it is proposed for inclusion on the council's expanded local list of buildings of architectural and historic interest. If confirmed as locally listed it would then be subject to development management policy DM9 which will require justification for the loss of a locally identified heritage asset and providing (in the event of redevelopment) for the appropriate recording of the heritage interest of the site and its inclusion in the Heritage Environment Record. Some form of on site heritage interpretation is also likely to be required. Policy DM7 provides for the protection of trees along the southern and as appropriate the western boundaries.

Although established for many years as a small business site, the Hewett Yard buildings are of poor quality and it is unlikely to be practicable or cost-effective to upgrade them in the long term for modern business requirements. Redevelopment

for residential purposes would give the opportunity for beneficial regeneration of a site in an accessible and sustainable location with good access to public transport, located in a predominantly residential area. Any scheme for comprehensive redevelopment should investigate opportunities to provide for the relocation of viable local businesses to alternative accessible sites or premises in the area

The site is served by regular bus service along Hall Road. It is close to a range of facilities in the nearby St Johns Close local centre, Tuckswood surgery, Hall Road Retail Park and the proposed Hall Road district centre, Development will help to enhance the character and appearance of this part of Hall Road and complement existing residential development in the surrounding area.

Development proposals must address the site's constraints. These include the potential impact on protected lime trees along the northern boundary of the adjacent site, trees along the frontage to Hall Road, noise from main road traffic and activity at the adjacent drive through restaurant, potential contamination from existing and previous uses and the need for demolition of existing buildings. Since it is not considered economically viable, practicable or justifiable to retain any part of the existing structures as part of redevelopment of the site, the heritage significance of Hewett Yard should be recognised through appropriate photographic recording of the site and its inclusion on the Heritage Environment Record. Some form of heritage interpretation to commemorate the former wartime civil defence role of the site would be appropriate in redevelopment proposals.

Vehicular and pedestrian access should be taken from Hall Road although it will be necessary to upgrade and widen any access road to adoptable standard. In view of the cluster of existing vehicular accesses and egresses serving neighbouring premises close to a busy roundabout junction, there may be potential to replace the two existing access points to Hewett Yard with a single vehicular access at the north end of the site which could also serve the adjoining police station. Any new access should seek to retain and enhance the existing tree belt along the road frontage.

It is understood that there may be established rights of access across the site to residential rear gardens in Randolph Road.

### **Deliverability**

The site is owned by Norwich City Council. Subject to the surrender of the existing leases, the relocation of existing business users to appropriate alternative premises and a possible need to investigate and address existing access rights, it is considered to be suitable and available for development within the plan period.

#### **POLICY R4: Hewett Yard, Hall Road**

Hewett Yard, Hall Road is allocated for housing development. In the region of 20 dwellings will be provided.

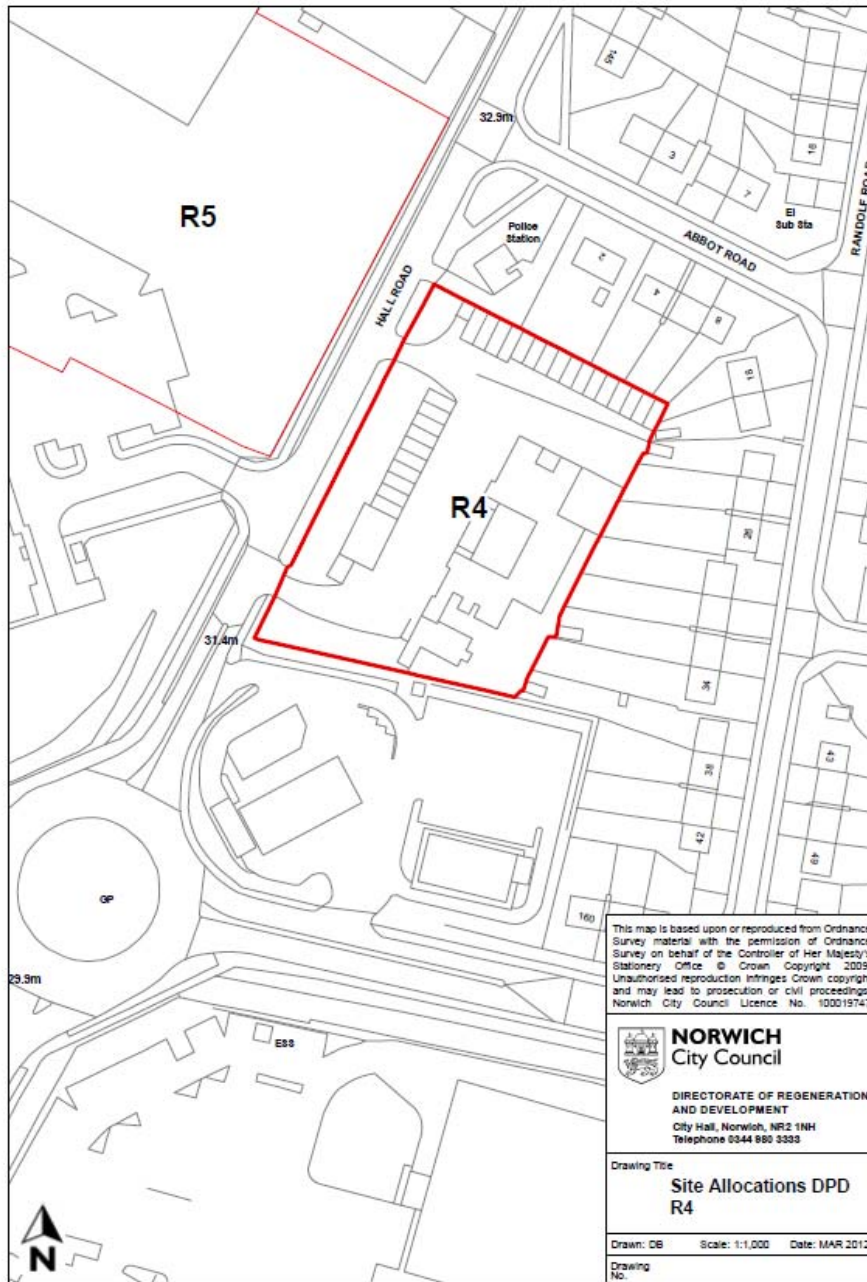
Development will:

- take vehicular and pedestrian access from Hall Road (seeking, where practicable, to rationalise the number of separate vehicular access points serving the site and adjoining sites);
- retain and enhance the established tree belt along the Hall Road frontage and safeguard the Tree Preservation Order trees alongside the southern boundary of the site during construction;
- address any identified need for decontamination and remediation of the site; and
- provide for the recording of the heritage significance of existing [locally listed] buildings and include appropriate heritage interpretation within the site.

A noise assessment is required, and design must mitigate the impact on future residents of traffic noise and noise from neighbouring uses.



Site Plan



## **R5 Part of school playing field of Hewett School**

### **Description**

The 1.36 hectare site consists of hard court tennis courts and part of a grassed playing field. It is within the Hewett school campus, located between the recently developed Goals Soccer Centre / Norwich Dragons hockey pitches, developed on former school playing fields, and the southern buildings of Hewett School. The main Hewett School playing field is to the north-west, separated from the site by a row of trees. Hall Road is to the east of the site, with a local police station and the Hewett Yard business area, allocated in this plan for housing development in this plan (site R4), opposite the Hall Road frontage of the site. The road links through to the outer ring road and the southern by-pass further south.

This part of Hall Road includes a mixture of residential uses with a warehouse retail park and a proposed new district centre nearby to the south of the outer ring road.

### **Explanatory text**

The site was allocated in the 2004 Local Plan primarily for urban green space. The site is now being allocated as a community facility. The Council seeks to protect and improve the provision of viable community facilities that play an important role in the social infrastructure of the city.

The site has been put forward by the Hewett School for a family and community support centre for both students and the local community.

The disposal of school playing field should be addressed through Section 77 of the School Standards and Framework Act 1998 prior to any subsequent planning application. It is a requirement that any proceeds from the disposal of school playing fields are used for specific projects to improve or enhance sports or educational facilities.

Whilst the development would involve the loss of the tennis courts and green space, it is considered that the provision of new community facilities would be of greater benefit to the school and community, contributing to general amenity. In addition, the extensive remaining school fields provide a wide range of sports pitches and facilities, including grass tennis courts.

Hall Road is an important arterial route. The access to the site and car parking provision should be shared or integrated, where appropriate with the access to the football and hockey pitches and no new vehicle access should be taken from Hall Road. Design and layout should improve cycle and pedestrian access from Hall Road. A link should also be provided to and from the School.

Design of buildings needs careful consideration. Any scheme should involve the enhancement of on site landscaping and street trees to soften any visual impacts. The loss of existing trees along Hall Road and to the west of the site should be avoided

Since the site is over 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development.

### **Deliverability**

The community project is actively being pursued by the school. The site is suitable and available for community facility development.

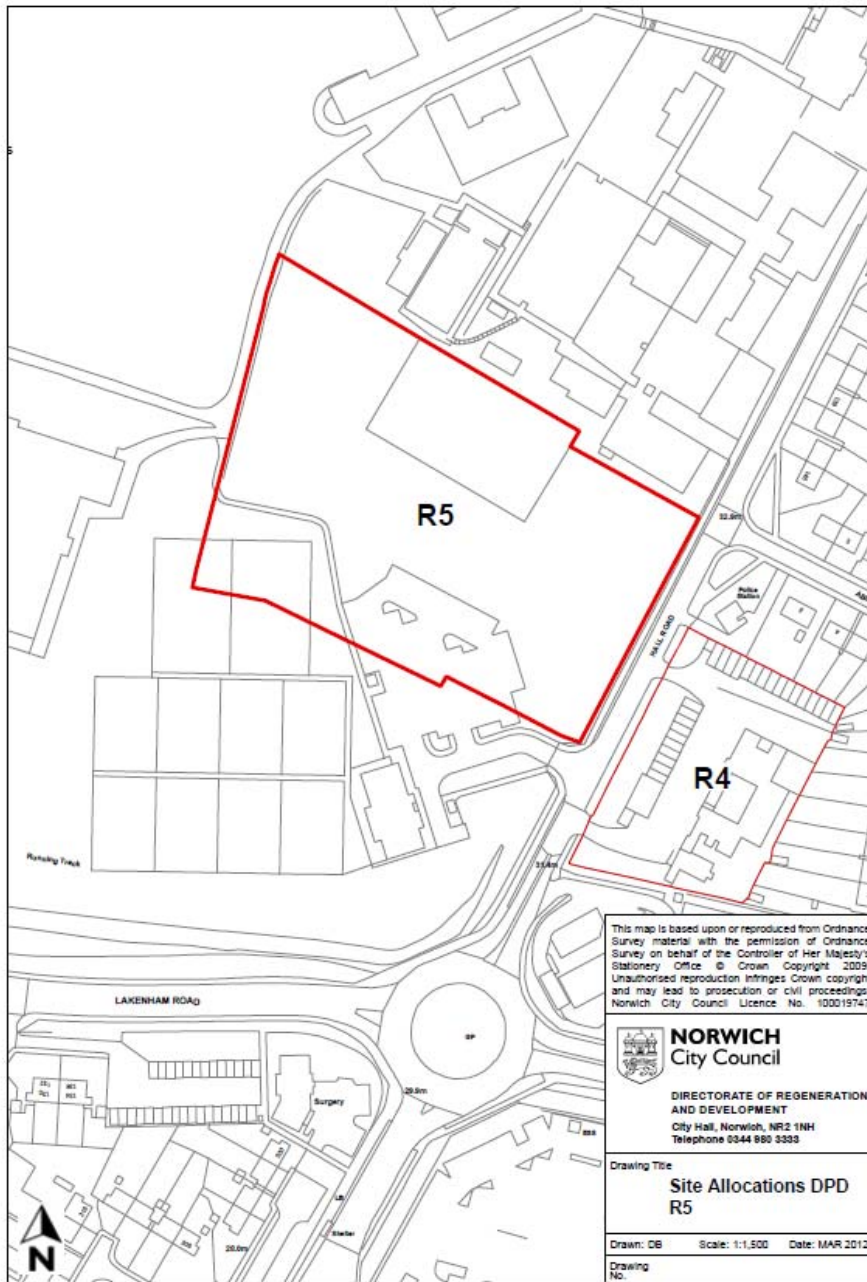
### **POLICY R5 Part of school playing field of Hewett School**

The site on part of Hewett School playing field is allocated for the development of a community facility. The facility will be primarily a family and community support centre although other equivalent forms of community facilities could also be provided on this site.

Development should be designed to:

- share the access and parking with recent neighbouring sports development;
- provide an active street frontage;
- provide a pedestrian and cycle link to the school; and
- be well landscaped and to protect trees on site.

# Site Plan



## **R7: 138a Hall Road and land to the rear**

### **Description**

This site (0.22 hectares), currently in use by Norfolk County Council, contains a former school and outbuildings with parking areas. The site fronts both Hall Road and Hatton Road and is neighboured by housing to the south, west and north. To the east, on the other side of Hall Road, is Lakenham Reservoirs. This consists of covered reservoirs, a pumping station and detached buildings in a landscaped setting, identified as open space and a historic park/garden in the Development Management policies plan.

This part of Hall Road is mainly residential, with a local centre north of the site a park east of the reservoirs and two schools nearby.

### **Explanatory Text**

The site is an accessible location for housing. It is close to a local centre and other local services and is on a bus route.

Design will have to take account of the neighbouring housing and trees and will need to retain the boundary wall. Demolition or conversion of existing buildings will be required and a contamination assessment and appropriate mitigation will be necessary.

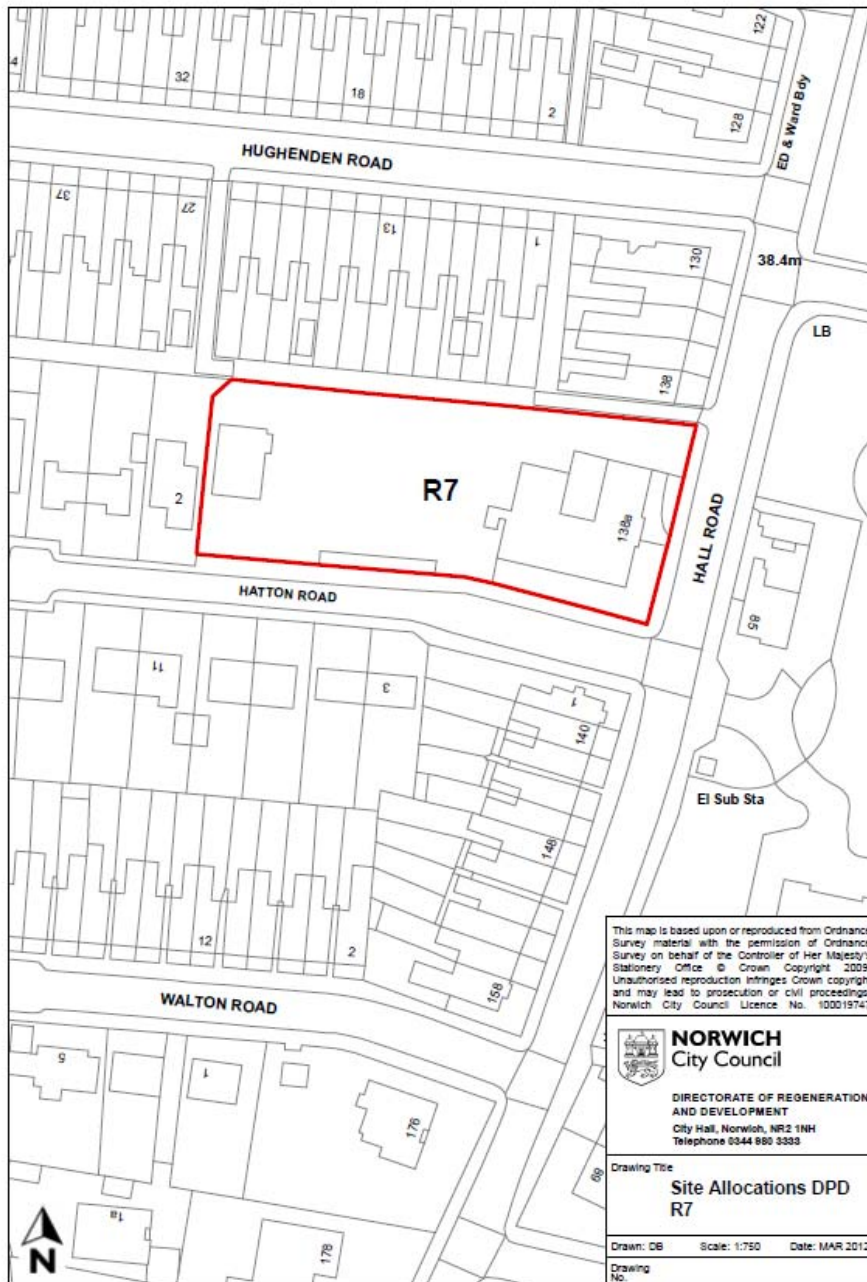
### **Deliverability**

The site is suitable and available for development within the plan period. It was allocated in the Replacement Local Plan and there is consent on the site for a total of 12 dwellings, 8 through conversion of the former school with 4 new build to the rear.

### **Policy R7: 138a Hall Road and land to the rear**

The site of 0.22 hectares is allocated for housing development to provide in the region of 10 dwellings.

Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright 2009. Unauthorized reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD**  
**R7**

Drawn: DB Scale: 1:750 Date: MAR 2012  
Drawing No.

## **R8: John Youngs Limited, 24 City Road**

### **Description**

The site is 0.89 hectares in size and is currently occupied by John Youngs Ltd. for employment purposes. The buildings on site comprise mostly functional industrial buildings, including buildings used for a machine-hire business, with some ancillary offices in the north of the site. There are trees and historic walls along its southern boundary.

This site is between Hall Road and City Road in the south of the city and is located in a predominantly residential area. There are terraced houses to the east and north of the site and flats to the west. The site borders the Grade II listed St Mark's Church and its churchyard to the south.

### **Explanatory text**

The site is close to the city centre and a range of facilities in the nearby Local Centre and is close to good public transport services; development will help enhance the character of the predominantly residential City Road area.

Development proposals must address the site's constraints. On site constraints include trees along the southern boundary, possible contamination and the need for demolition of existing buildings. The Victorian building in the north of the site is of some conservation value and should be retained and converted as part of comprehensive redevelopment of the site.

The design of the development must also protect and enhance the setting of St Mark's Church, including its graveyard and historic walls, protecting its value as a listed building, as an open space and its biodiversity and habitat value.

The site is close the orange route of the strategic cycle network in Hall Road. Development should provide a cycle and pedestrian link between Hall Road and City Road via the strip of land along the southern part of the site providing a connection through the site to local facilities in the wider area. Vehicular access should be from City Road. Its design should reduce the current number of access points onto City Road to improve highway safety within this area.

### **Deliverability**

The site is in a single ownership and is being actively promoted for development by the landowner. It is suitable and available for development within the plan period.

**POLICY R8: John Youngs Limited, 24 City Road**

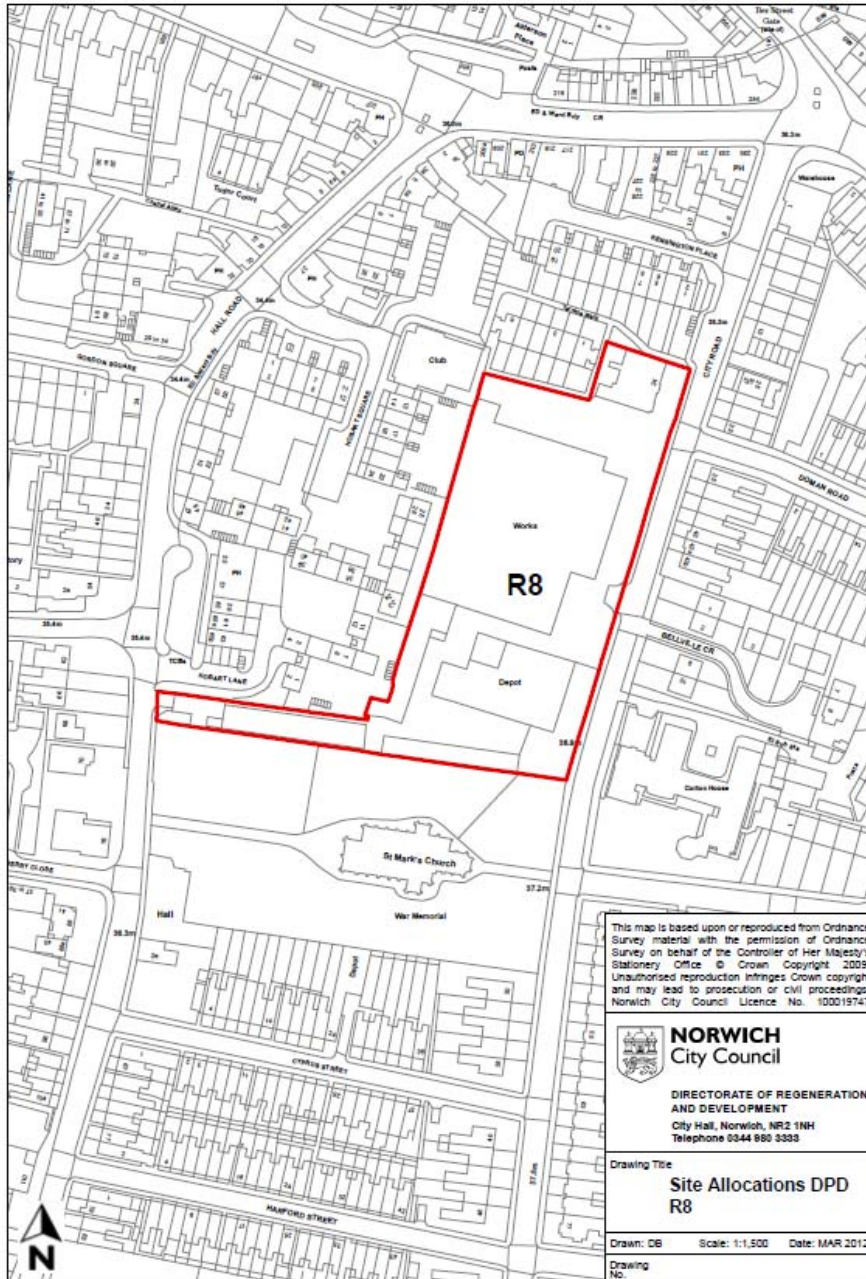
24 City Road is allocated for housing development. In the region of 45 dwellings will be provided.

Development will:

- provide a pedestrian/cycle link between Hall Road and City Road;
- have vehicular access from City Road;
- convert the Victorian building in the north-east corner of the site for residential uses, as part of the comprehensive development of the site;
- protect trees along the southern boundary and enhance the landscape setting of the site; and
- protect and enhance the setting of St Mark's Church and graveyard.



# Site Plan



## **R9: Aviva Car Park, Southwell Road/Brazen Gate**

### **Description**

This former railway coal yard site is 1.12 hectares in size and is currently used as a private surface car park for Aviva employees.

The Lakenham Way pedestrian cycle route and Brazen Gate, the supermarket and car park access road, follow the former railway to the east of the site. Housing and gardens are to the south, with a scout hall and further housing to the west. Southwell Road crosses the former railway line on a bridge to the north.

The site itself is sloping, has changes of level, and is at a significantly lower level than surrounding development. The site is well screened by mature planting, with a retaining wall to the south and landscaping on the east of the site.

The neighbouring Lakenham Way is dominated by trees and forms a green corridor with a pedestrian cycle route.

### **Explanatory Text**

The site provides the opportunity for new housing on a brownfield site with excellent access to jobs and services in the city centre and neighbouring shopping facilities at Grove Road local centre and Sainsbury's supermarket.

Development should address the site's constraints which include possible contamination, the significant change in levels within the site, access, and its location adjacent to a green corridor and the cycle network.

As the site is adjacent to the Lakenham Way, which is part of the core cycling network and forms an important green infrastructure corridor, development should be well landscaped and should promote biodiversity. The site itself provides an informal cycle and pedestrian route from Lakenham Way to Southwell Road, which should be retained in any development scheme to provide links to the Grove Road local centre and routes to the west.

The site is suitable for medium to high density housing, with a minimum of 70 dwellings. Development should be designed to protect the amenity and outlook of surrounding residential areas, making use of existing screening and the difference in levels.

The main access should be from Brazen Gate. Due to the excellent local access to services and public transport, options to minimise car parking should be explored.

Since the site is a former coal yard, a contamination survey will be required and any contaminants will have to be removed prior to development.

Although the site is not in a flood risk zone, as it is more than 1 hectare in size a flood risk assessment will be undertaken and appropriate mitigation measures should be provided as part of the development.

### **Deliverability**

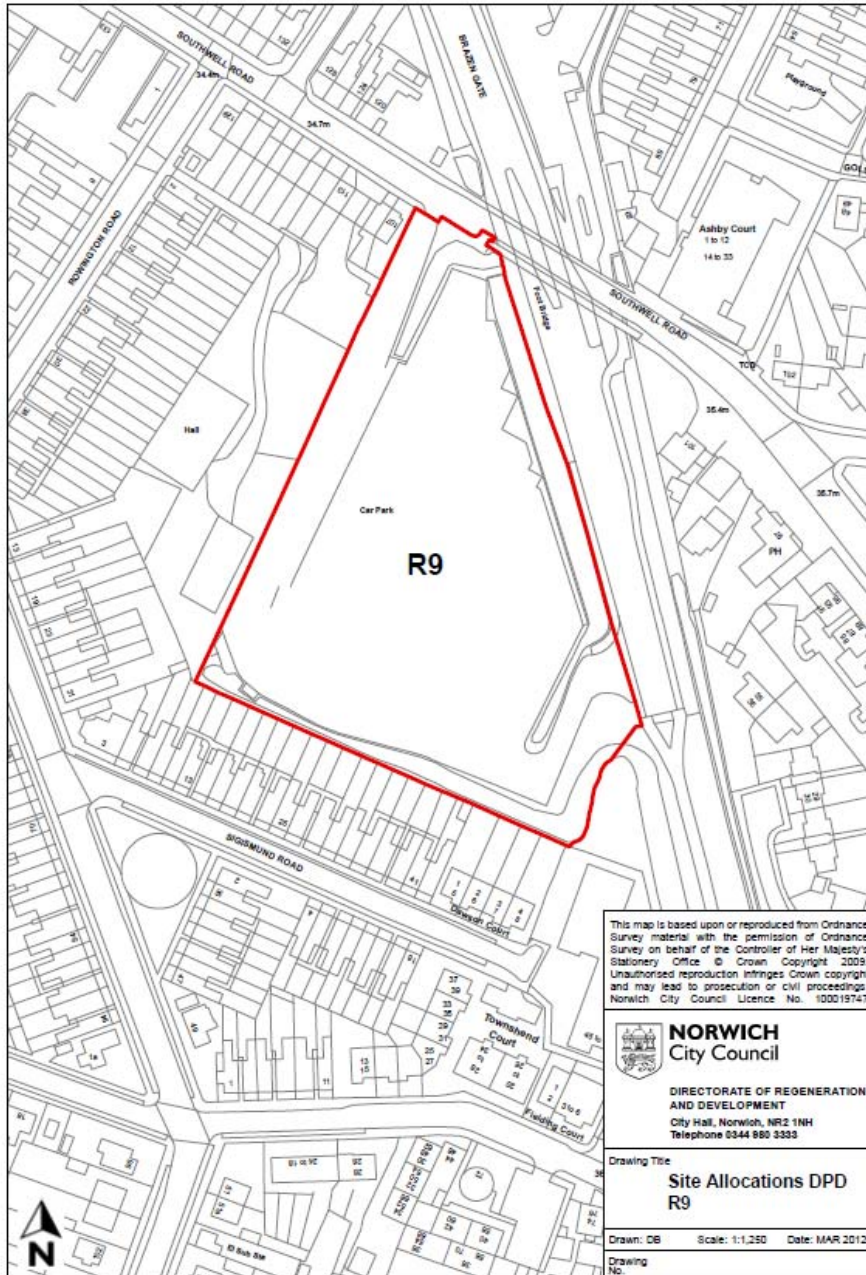
The site is an existing Local Plan allocation owned by Aviva. The landowners have stated that it is available for development within the plan period.

### **Policy R9: Aviva car park, Southwell Road/Brazen Gate**

The site of 1.12 hectares is allocated for housing development to provide in the region of 70 dwellings.

Development must be designed to create a new pedestrian/cycle access to the Lakenham Way from Southwell Road and to promote biodiversity, including retaining landscaping between the site and Brazen Gate.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright 2008. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD**  
**R9**

Drawn: DB Scale: 1:1,250 Date: MAR 2012

Drawing No.

## R10: The Deal Ground, Trowse

### Description

The Deal Ground comprises an extensive area of disused former industrial land and buildings on the south-eastern fringe of Norwich situated between the main Norwich-London rail line and the confluence of the rivers Wensum and Yare. The majority of the site has been tipped to raise its level: the lower lying eastern edge of the site adjoining the river Yare (including Carrow Abbey Marsh) falls within the river valley and is largely rural in character. Adjoining the site to the west is an operational minerals aggregate railhead and asphalt plant, situated alongside the railway. This railhead site is safeguarded under Core Strategy Policy CS16 in the adopted Minerals and Waste Core Strategy (September 2011). The railhead currently receives the majority of crushed rock deliveries for Norfolk. It benefits from deemed consent and is not subject to any restrictions to operating hours, noise limits etc. The asphalt plant has the benefit of permanent planning permission (ref. C/4/2010/4003), which contains conditions regarding noise limits, operational hours etc. This railhead site is safeguarded in the adopted Norfolk Minerals Local Plan and emerging Minerals and Waste Development Framework and land is reserved for the potential extension of the facility.

**Deleted:** depot and processing plant, situated alongside, and served from, the railway.

Vehicular access to the Deal Ground is currently taken from the south from Bracondale using an indirect and substandard route adjacent to Trowse Pumping Station. Further to the east, beyond the city boundary, are Whitlingham Country Park and the open river valley landscape beyond, which is within the Broads National Park.

The Deal Ground extends partly into South Norfolk. The area at the extreme eastern end of the site at the confluence of the two rivers falls within that district and accommodates Carrow Yacht Club. The area within Norwich which is allocated for development in this plan excludes the eastern half which will remain protected as part of the river valley and county wildlife site designation around the marsh. The site contains the grade II listed Bottle Kiln. The allocated development area extends to approximately 8.1 hectares.

Any planning applications for the Deal Ground site may need to include, or be accompanied by, an application for bridges over the River Yare connecting to the May Gurney site in South Norfolk. The land to the south of the site – the former May Gurney site – is currently in the same ownership as the Deal Ground; any application on this land will likely be determined by South Norfolk Council. Any bridges over the Wensum would require applications to both Norwich City Council for the bridge footings and to the Broads Authority for the bridge span.

To the north of the Deal Ground, on the far side of the River Wensum is the Utilities site which is allocated for mixed use development in this plan under policy R11.

## Explanatory text

The Joint Core Strategy identifies east Norwich (the city centre to the Deal Ground/Utilities sites) for major physical regeneration providing opportunities for mixed use development and enhanced green linkages from the city centre to the Broads.

The Deal Ground is one of three adjoining and closely related strategic regeneration sites in east Norwich, the other two being the Utilities site on the north bank of the Wensum (R11 in this plan) and the May Gurney site on the south east bank of the Yare (in South Norfolk District) which is intended to provide the principal road access into the site via a new river bridge. The development of these three “gateway” sites needs to be approached comprehensively and carefully coordinated in order to overcome significant constraints, maximise the sites’ potential for sustainable economic and physical regeneration and integrate and link them effectively with the surrounding area.

The Deal Ground has been identified for many years as a strategic priority for regeneration, initially allocated in both the City of Norwich Local Plan 1995 and the City of Norwich Replacement Local Plan 2004 mainly for employment purposes, although limited housing was anticipated in the 2004 Replacement Local Plan along the northern part of the site. In recognition of the strategic importance of both the Deal and Utilities sites and their potential for mixed use regeneration of east Norwich, an Initial Options Appraisal was undertaken in 2007. The appraisal set out principles and opportunities for development and took account of a number of detailed evidence studies and the results of public consultation. The government-funded evidence studies prepared alongside and subsequent to the Appraisal included a flood risk assessment, a sustainability appraisal, a contaminated land (stage 1) desktop study, a transportation assessment, an ecological study, a high level archaeological review, a report on title, and a viability review (although these are dated in some respects).

A pre-application planning advice note has been produced to provide guidance for developers who may prepare planning applications for development on the Deal Ground and Utilities sites. This was prepared jointly by Norwich City Council, Norfolk County Council [in its capacity as the Highway Authority](#), South Norfolk Council and the Broads Authority, and was published in 2009 and updated in August 2010. This officer level guidance note brought together former planning policies, guidance, and evidence studies and should be read alongside this policy.

Viability and deliverability are key considerations in the delivery of the regeneration project and individual proposals capable of delivery will not be allowed to prejudice the comprehensive sustainable development of the east Norwich area as a whole.

A revised outline planning application (reference 12/00875/O) for the redevelopment of the Deal Ground and adjacent May Gurney site was submitted to



the three relevant planning authorities (South Norfolk and the Broads Authority in addition to the City Council) in April 2012. This proposes a maximum of 670 dwellings (76 of which would be on the May Gurney site and the remainder on the Deal Ground) and a local centre with commercial uses on the May Gurney site. The applications illustrated a need for any scheme of this size to be able to provide a principal access through the May Gurney site with pedestrian/cycle/vehicular bridge over the River Yare, and a new bridge for pedestrian cycle and emergency vehicular use over the River Wensum to provide connection to the city centre via the Riverside area and the riverside walk extension, eventually also linking to Whitlingham Country Park as a strategic cycle route. Any bridge over the Wensum should demonstrate feasible linkages to the Utilities site.

The site has potential to deliver a new section of the “purple route”; the outer orbital cycle route forming part of the strategic cycle network. The cycle route should be expanded primarily via the Deal Ground to Whitlingham Country Park and the National Cycle Network route no.1. Whilst this may be initially via Trowse, proposals should also investigate direct links to the Whitlingham area from the east of the site.

Key development considerations and constraints are:

- Need for substantial new transport infrastructure to serve the site including a new all purpose road access from the south via a bridge over the River Yare, and a new bridge over the River Wensum to provide cycle, emergency and pedestrian links, north to the Utilities site, and cycle and pedestrian links east-west along the river corridor.
- Any new bridge or bridges should allow adequate clearance for river craft and provide river moorings and de-masting points along the River Wensum.
- Need to manage the transport impact of the development on the strategic highway network, and on the nearby village of Trowse, and provide for sustainable accessibility by modes other than the car. In particular the development must provide for access to public transport, and enable a link through from the Deal Ground to the Riverside area and the railway station.
- Need to address and mitigate potential environmental impacts from adjacent uses and activities and ensure that new development will not compromise their continued operation. Relevant issues include the impact of noise from the railway, asphalt plant and railhead, especially where this may occur at anytime, dust from the mineral operations, and odour from the asphalt plant, Britvic factory to the west of the site, and the sewage treatment works to the east,
- Need to address and remediate site contamination and remove redundant utilities infrastructure from previous industrial uses.
- Need to respect, promote and enhance the key areas of landscape and biodiversity value adjoining the River Yare, in particular the established County Wildlife Site and protected woodland, and demonstrate means to retain and maintain these assets in perpetuity.
- Need to respect and enhance the setting of the designated heritage assets within and adjoining the site: including the grade II listed brick “bottle kiln” in

**Deleted:** Need to manage the transport impact of the development on the strategic highway network and provide for

**Deleted:** dust from the aggregate depot and odour nuisance from the Britvic factory to the west and the sewage treatment works to the east

the north part and Trowse Pumping Station within Trowse Millgate conservation area to the south. Development must preserve and enhance the character and appearance of the adjacent conservation area, and be of appropriate scale, form and massing. There is also potentially significant archaeological interest from early settlement around the confluence of the rivers Wensum and Yare which will require further site investigation prior to development. Development must be designed to respect and preserve the city's heritage assets in long views from, into and across the site;

- Need to address and mitigate flood risk: parts of the site are in Flood Zone 3 and the remainder are in Flood Zone 2. A flood risk assessment must be undertaken prior to development and appropriate flood mitigation measures provided.
- Development should make appropriate provision for sustainable drainage;
- Need for high quality design and sensitivity in the overall form and configuration of development: the site occupies a prominent position at the confluence of two rivers forming the eastern approach to Norwich; the form of development needs to respect its riverside setting, acknowledge the proximity of Whitlingham Country Park and the village of Trowse, and manage the potential impact on long views toward and away from the urban edge.
- The height and design of bridge should avoid compromising navigation.
- Need to demonstrate a strategy for removing overhead power lines.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

Development need to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

### **Deliverability**

The site is in single ownership although delivery of a comprehensive development will require the close involvement and cooperation of adjoining site owners and constituent planning authorities to overcome identified constraints and mitigate the impacts.



### **POLICY R10: The Deal Ground**

The Deal Ground (8.1 hectares) 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.

Development will:

- Be approached on a comprehensive basis as part of an overall scheme for the “river gateway” sites in east Norwich. Piecemeal development will not be acceptable and proposals for the Deal Ground should not prejudice the future development of the Utilities site or the wider regeneration of the east Norwich area;
- In particular, the development of this site is conditional on the resolution of access issues, including access to public transport and the riverside area and city centre via links across the Wensum to the Utilities site (R11), and via the May Gurney site to The Street;
- Provide a mix of uses to include housing, small scale local employment, local shops and services and local community facilities, of a scale to serve the residents of the Deal Ground (and the May Gurney site as appropriate). The housing element could provide in the region of 600 dwellings, with a balanced mix of housing types across the scheme as a whole;
- Provide local retail and community facilities limited to a scale appropriate to serve the immediate needs of the future residential population of the site only. Any local centre to be provided within the scheme (if in Norwich) will be subject to development management policies DM18 and DM21 to manage the scale and form of future development, with particular consideration given to siting and scale of development to avoid impacts on the city centre vitality and viability, and to avoid increases in traffic movements to and from the site;
- Be planned as an exemplar development providing for high standards of design, energy efficiency and flood resilience (including addressing identified risks from fluvial and surface water flooding, providing for sustainable drainage);
- A noise assessment will be required. The development must be designed to mitigate and protect against potential sources of noise and air pollution from adjoining industrial and minerals processing uses to the west);
- Provide for sustainable accessibility and permeability through the site including
  - (a) a vehicular access road, most likely from the south through the adjacent May Gurney site, via a new bridge over the River Yare, which must be capable of servicing both the Deal and Utilities site;
  - (b) cycle routes integrating with and connecting to the existing strategic cycle network, a new bus route or routes and a network of attractive and walkable pedestrian routes providing for safe and convenient movement within and between proposed housing areas, retail and community facilities and along the frontages to the rivers Yare and Wensum;
  - (c) a bridge connection over the river Wensum to link to the Utilities site, to

cater for vehicular traffic including cycles, emergency vehicles, and potentially buses. This should be in place prior to any substantial development of the site; and

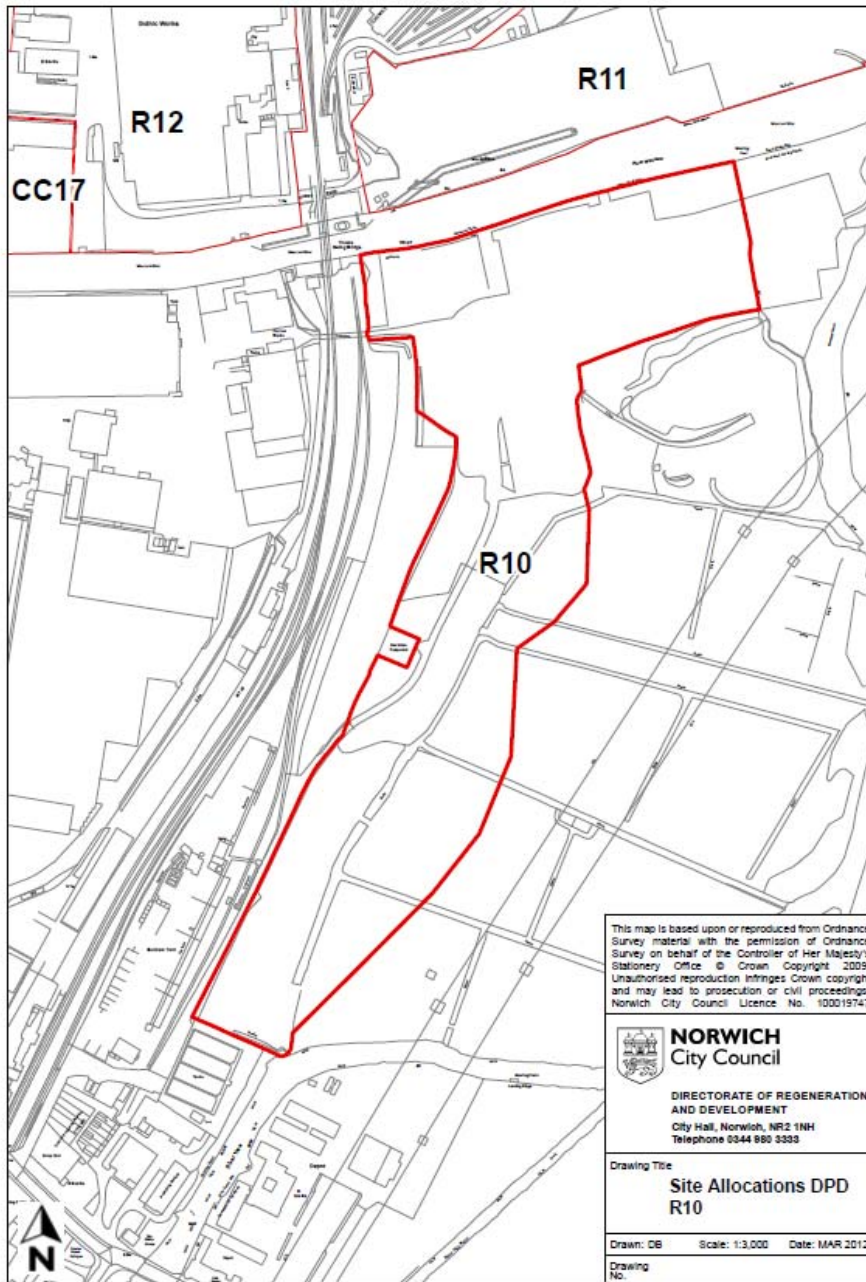
(d) access through the site to the Carrow Yacht club, so long as it is operational.

- Establish a strong frontage to the northern edge of the site alongside the river Wensum. Development in this part of the site may include marinas, ~~public moorings and/or private moorings serving new residential development~~, and opportunities for water based leisure and recreation;
- Protect, retain and enhance the wooded landscape character and wildlife and biodiversity interest of the eastern fringe of the site around Carrow Abbey Marsh, and provide for opportunities for formal and informal recreation;
- Provide a network of green infrastructure throughout the site including areas of formal and informal open space and playspace to serve new residential areas;
- Seek to maximise the use of renewable and low carbon energy sources, which must include the provision of district wide heating and CHP;
- Conserve and enhance the heritage and archaeological significance of the site and surrounding area (including the retention of listed structures and the provision of appropriate heritage interpretation within the scheme) in accordance with development management policy DM9;
- Preserve the open character of the Yare valley, the fringe of the Broads and the rural areas to the south and east, and maintain strategic long views through and beyond the development site; and
- Treat contamination arising from former uses on the site.

Deleted: and/or

Deleted: residential moorings

# Site Plan



## **R11: Utilities Site, Cremorne Lane**

### **Description**

The Utilities site (6.9 hectares) lies on the south-eastern fringe of Norwich situated between the main rail line and the confluence of the rivers Wensum and Yare. It was formerly used to accommodate the power station and gas works, the majority of which are now redundant and the power station has been demolished.

The area of land is largely inaccessible to the public, the only access roads being Hardy Road, (which passes under a very low rail bridge next to the river, preventing access by large vehicles, and which is known to flood), and Cremorne Lane, which crosses the railway on a single track bridge and is also unsuitable for heavy traffic.

The site is bounded by the railway line and depot to the north and west and the river to the south-east. Further to the east and downstream along the river are Whitlingham Country Park and the open river valley landscape beyond, which is within the Broads [Authority area](#). ~~National Park~~.

The Utilities site extends partly into the Broads Authority area to the east. The area within Norwich is allocated for development in this plan whilst the remaining part of the site to the east will be covered by the Development Plan of the Broads Authority.

### **Explanatory text**

The Joint Core Strategy identifies east Norwich (the city centre to the Deal Ground/ Utilities sites) for major physical regeneration providing opportunities for mixed use development and enhanced green linkages from the city centre to the Broads.

The Utilities Site is one of three adjoining and closely related strategic regeneration sites in east Norwich, the other two being the Deal Ground site on the south bank of the Wensum (site R10 in this plan) and the May Gurney site on the south east bank of the Yare (in South Norfolk District) which is intended to provide the principal road access into the Deal Ground site and a new river bridge to the Utilities land. The development of these three “gateway” sites needs to be approached comprehensively and carefully coordinated in order to overcome significant constraints, maximise the sites’ potential for sustainable economic and physical regeneration and integrate and link them effectively with the surrounding area.

The Utilities Site has been identified for many years as a strategic priority for regeneration, initially allocated in both the City of Norwich Local Plan 1995 and the City of Norwich Replacement Local Plan 2004 mainly for employment and power regeneration from renewable sources. In recognition of the strategic importance of both the Deal Ground and Utilities sites and their potential for mixed use regeneration of east Norwich, an Initial Options Appraisal was undertaken in 2007. The appraisal set out principles and opportunities for development and took account

of a number of detailed evidence studies and the results of public consultation. The government-funded evidence studies prepared alongside and subsequent to the Appraisal included a flood risk assessment, a sustainability appraisal, a contaminated land (stage 1) desktop study, a transportation assessment, an ecological study, a high level archaeological review, a report on title, and a viability review (although these are dated in some respects).

A pre-application planning advice note has been produced to provide guidance for developers who may prepare planning applications for development on the Deal Ground and Utilities sites. This was prepared jointly by Norwich City Council, Norfolk County Council, South Norfolk Council and the Broads Authority, and was published in 2009 and updated in August 2010. This officer level guidance note brought together former planning policies, guidance and evidence studies and should be read alongside this policy.

Viability and deliverability are key considerations in the delivery of the regeneration project and individual proposals will not be allowed to prejudice the comprehensive sustainable development of the east Norwich area as a whole.

An outline planning application (reference no 10/02172/O) for the redevelopment of the Deal Ground and the adjacent May Gurney site, was submitted in December 2010 to the three relevant planning authorities. In addition to the proposed housing development, the application(s) demonstrated a need for development south of the River Wensum to include a new pedestrian/cycle/vehicular bridge over the River Yare, and a new bridge for pedestrian cycle and at minimum an emergency vehicular use over the River Wensum, linking to the Utilities site.

The site has potential to deliver a new section of the outer orbital cycle route forming part of the strategic cycle network, which would also benefit from cycle links through the Deal Ground and May Gurney site to Whitlingham.

Any applications for a bridge over the River Wensum will need to be submitted to both Norwich City Council (for the bridge footings) and the Broads Authority (for the bridge span).

Key development considerations and constraints are:

- Need for substantial new transport infrastructure to serve the site including a new bridge to ensure emergency vehicular, cycle and pedestrian access from the south from the Deal Ground site;
- Any housing development should ideally be car-free given the site's constrained vehicular access;
- Need to manage the transport impact of the development on the strategic highway network and provide for sustainable accessibility by modes other than the car. In particular the development must provide for access to public transport, and enable a link through from the Deal Ground to the Riverside area and the railway station.

- Need to address and mitigate potential environmental impacts from adjacent uses including the impact of noise from the railway and dust from the aggregate depot to the south-west;
- Need to address and remediate site contamination and remove redundant utilities infrastructure from previous industrial uses.
- Need to respect and enhance the key areas of landscape and biodiversity value adjoining the River Wensum and River Yare, including the adjacent Cary's Meadow;
- Need to address and mitigate flood risk: parts of the site are in Flood Zone 3 and remainder in Flood Zone 2. A flood risk assessment must be undertaken and appropriate flood mitigation measures provided.
- Development should make incorporate appropriate provision for sustainable drainage;
- Need for high quality design and sensitivity in the overall form and configuration of development: the site occupies a prominent position at the confluence of two rivers forming the eastern approach to Norwich; the form of development needs to respect its riverside setting, acknowledge the proximity of Whitlingham Country Park and the village of Trowse, and manage the potential impact on long views toward and away from the urban edge;
- Development of part of the site for power generation is likely to be subject to environmental impact assessment and, dependent on its scale, may be considered by the Infrastructure Planning Commission;
- Height and design of bridge should avoid compromising navigation;
- Need for the design and layout of the scheme to ensure that any residential and employment uses are going to be compatible with both the railway noise and the future power station. This is a pre-requisite of the masterplanned design stages and should be masterplanned for all uses if only parts of the scheme come forward independently.
- Need for investigation of on-site archaeology: an archaeological assessment will be required prior to development.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

A permit is required for the power generation element of the development from the Environment Agency. It is recommended that developers engage in early discussions on this matter.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

## Deliverability

The site is in multiple ownership. However, the developer is working closely with the council to promote the site. The site is therefore developable in the plan period.

### **POLICY R11: Utilities site**

The Utilities site (6.9 hectares) is allocated for a major mixed use development to secure the beneficial, sustainable regeneration of this key gateway site on the eastern fringe of Norwich.

Development will:

- Be approached on a comprehensive basis as part of an overall scheme for the “river gateway” sites in east Norwich. Piecemeal development will not be acceptable and proposals for the Utilities site should not prejudice the development of the Deal Ground and May Gurney site or the wider regeneration of the east Norwich area;
- In particular the development of this site is conditional on the resolution of access issues, including access to public transport, on adjacent Kerrison Road site (R12);
- Provide a mix of uses to include housing, employment and power regeneration from renewable sources. The housing element should provide a minimum of 100 dwellings;
- Be planned as an exemplar development providing for high standards of design, energy efficiency, flood resilience (including addressing identified risks from fluvial and surface water flooding, providing for sustainable drainage) and enhancement of natural assets;
- Provide for sustainable accessibility and permeability through the site including a new section of riverside walk along the site frontage, and a new vehicular/pedestrian/cycle bridge over the River Wensum, to link with Deal Ground. This bridge must be in place prior to substantial development on either site;
- Provide for a vehicular access to the site via the Gothic Works site (R12) either over or under the Norwich to London railway line, for emergency access and servicing;
- Be designed to provide accessibility to public transport;
- Establish a strong frontage to the southern edge of the site alongside the river Wensum. Development in this part of the site may include public moorings and/or private moorings serving new residential development, and opportunities for water-based leisure and recreation, and make provision for water-borne freight access and processing;
- Provide a network of green infrastructure throughout the site including areas of formal and informal open space and playspace to serve new residential areas;
- Seek to maximise the use of renewable and low carbon energy sources including the provision of district wide heating and CHP;
- Address and remediate site contamination;

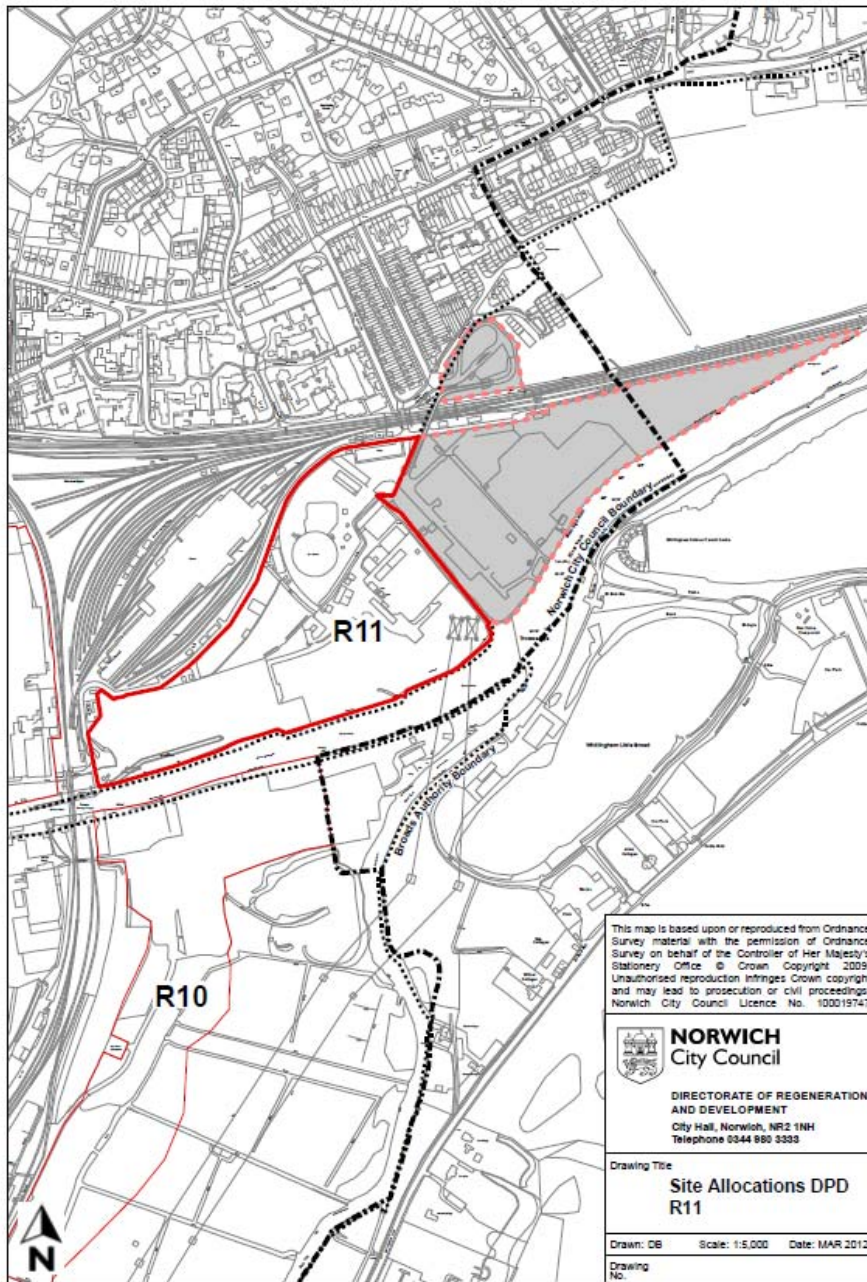
Deleted: in the region

Deleted: residential moorings

- Conserve and enhance the heritage and archaeological significance of the site and surrounding area;
- Preserve the open character of the Yare valley, the fringe of the Broads and the rural areas to the south and east, and maintain strategic long views through and beyond the development site;
- Must demonstrate appropriate regard and compatibility to the neighbouring site within the Broads Authority LPA area;
- A noise assessment is required and the development should be designed to mitigate the impact of noise from the adjacent uses and potential noise from the future power station.



# Site Plan



## **R12: Kerrison Road/ Hardy Road, Gothic Works**

### **Description**

The site is 4.49 hectares in size and is currently occupied by ATB Laurence Scott as a manufacturing operation on both the Gothic Works and Engine Test Bed sites.

This site is adjacent to the railway line to the east and borders the River Wensum on the south. It is in an accessible and sustainable location being close to public transport routes, the railway station, and the strategic cycle route network.

This part of the city has traditionally been a manufacturing area, but is increasingly being developed for housing and mixed uses. The site is surrounded by residential development with a mixture of terraced houses and more recent high density housing including conversions of former industrial buildings. It is close to other proposed major mixed use developments including the Deal Ground (policy R10), the Utilities site (R11) and the land adjoining the football ground at Kerrison Road (CC17).

### **Explanatory text**

The Joint Core Strategy identifies east Norwich (the city centre to the Deal Ground/ Utilities sites) for major physical regeneration providing opportunities for mixed use development and enhanced green linkages from the city centre to the Broads.

The current owner of the land and buildings has been operating on this site for over 100 years. As the premises are in an increasingly residential area to which access for heavy goods vehicles is becoming less manageable, current occupiers ATB Laurence Scott may wish to relocate to new or modern premises in the Norwich area. Redevelopment of the site will be subject to successful prior relocation of ATB Laurence Scott.

Whilst ATB Laurence Scott is still operating on this site, proposals for associated extensions and alterations to their premises will be acceptable in principle. However if the company relocates, proposals for the site must accord with this allocation policy.

Although this proposal will reduce the extent of currently-occupied employment land, opportunities remain for smaller-scale light industry to use existing infrastructure. The allocation of the site for housing-led mixed use development offers an opportunity to contribute to the regeneration of east Norwich through a high quality mixed use development scheme which will enhance this key gateway to the city. The surrounding area is increasingly being developed for residential and mixed uses and it is appropriate that the site should reflect this whilst ensuring continued provision for some light industrial uses. Its redevelopment will help resolve existing conflicts between its industrial operations and adjoining residential

uses. Redevelopment also offers the potential to encourage an element of recreational and leisure use of the river.

Development must address the site's constraints which include access, possible contamination, location in flood risk zones 2 and 3, its location adjacent to the river and railway including noise generation from the railway, the need to retain historical features, and the site's river gateway location.

The current buildings on this site form part of Norwich's historical industrial quarter and contain a rich industrial heritage. Most of the factory buildings are coming towards their end of life span and have low architectural and conservation value; however some of the buildings, whilst not listed, are of some architectural and local historic value. The site is also immediately adjacent to a group of grade II listed railway cottages to the north on Cozens Road and Hardy Road. The setting of these buildings will therefore need to be considered and enhanced in the design of any new scheme.

This site is critical, in access terms, to unlocking the regeneration of the wider area, specifically the Utilities site (R11), and Deal Ground (R10), which are constrained in terms of access. Development of all these sites requires a comprehensive approach to be taken to access, particularly in terms of public transport links and pedestrian and cycle links.

The development of this site is conditional on the delivery of key elements of the Kerrison Road site allocation (CC17) in particular the provision of a public transport interchange and access, production of a public transport strategy, and provision of vehicular access from the adjacent site (CC17).

The site at present has only one vehicular access via the junction of Carrow Road and Kerrison Road. The scale of future development is constrained by the limited capacity of this junction and significant access improvements will be required to enable future development of this site. This will require suitably upgraded vehicular access from the west of the site to be integrated with the accessing and servicing arrangements for the adjoining development site at Kerrison Road (CC17). The development will also require reservation of sufficient land within the scheme to enable an emergency access to be provided from Hardy Road under the railway line to serve the Utilities site (R11).

Noise from the factory operations opposite, south of the river (at Carrow Works), and from the railway to the east (and especially the bridge) should be accounted for by both a proposal's layout and informed mitigation in the design specification.

[This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.](#)

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

The majority of the site is located in Flood Zone 2 whilst small part of the site is in Flood Zone 3a. The site is over 1 hectare in size. A flood risk assessment will be required and development should not take place without appropriate mitigation measures.

An archaeological evaluation through trial trenching will be required, due to the site's proximity to the river and to the nationally important palaeolithic deposits uncovered at Carrow Road.

The site has a potential to deliver in the region of 400 dwellings; some minor elements of non-residential uses might also be appropriate, such as small scale food and drink units, river related leisure, and small employment uses such as live-work units. A high standard of design will be particularly important given its gateway location. The site should be designed to provide access to the river and a new pedestrian and cycle route beside the River Wensum to facilitate extension of the pedestrian and cycle network along the river corridor to the east. It should also provide for enhancement of the river frontage and retain those parts of the site that are of heritage interest. Design of development should also respect the setting of the listed cottages to the north of the site.

There is a known shortage of open space and play provision in the east of the city and proposals should be made with demonstrable regard to an up-to-date open space and needs assessment for the area.

### **Deliverability**

The site is within a single ownership. It is suitable for development and, subject to the successful relocation of the business, is available for development within the plan period.

### **POLICY R12: Kerrison Road/ Hardy Road, Gothic Works**

The Kerrison Road/Hardy Road Gothic Works site is allocated for housing led mixed use development, potentially including provision of small-scale employment and river-related leisure uses.

The development of this site is conditional on the resolution of access issues, including access to public transport, on the adjacent football club / Kerrison Road site (CC17), and significant improvements to the Kerrison Road / Carrow Road junction.

Access will be taken from the west of the site, and will be integrated with the accessing and servicing arrangements for the adjoining development site at Kerrison Road (CC17). The development will also require reservation of sufficient land within the scheme to enable an emergency vehicular access to be achieved from Hardy Road to the Utilities site (R11).

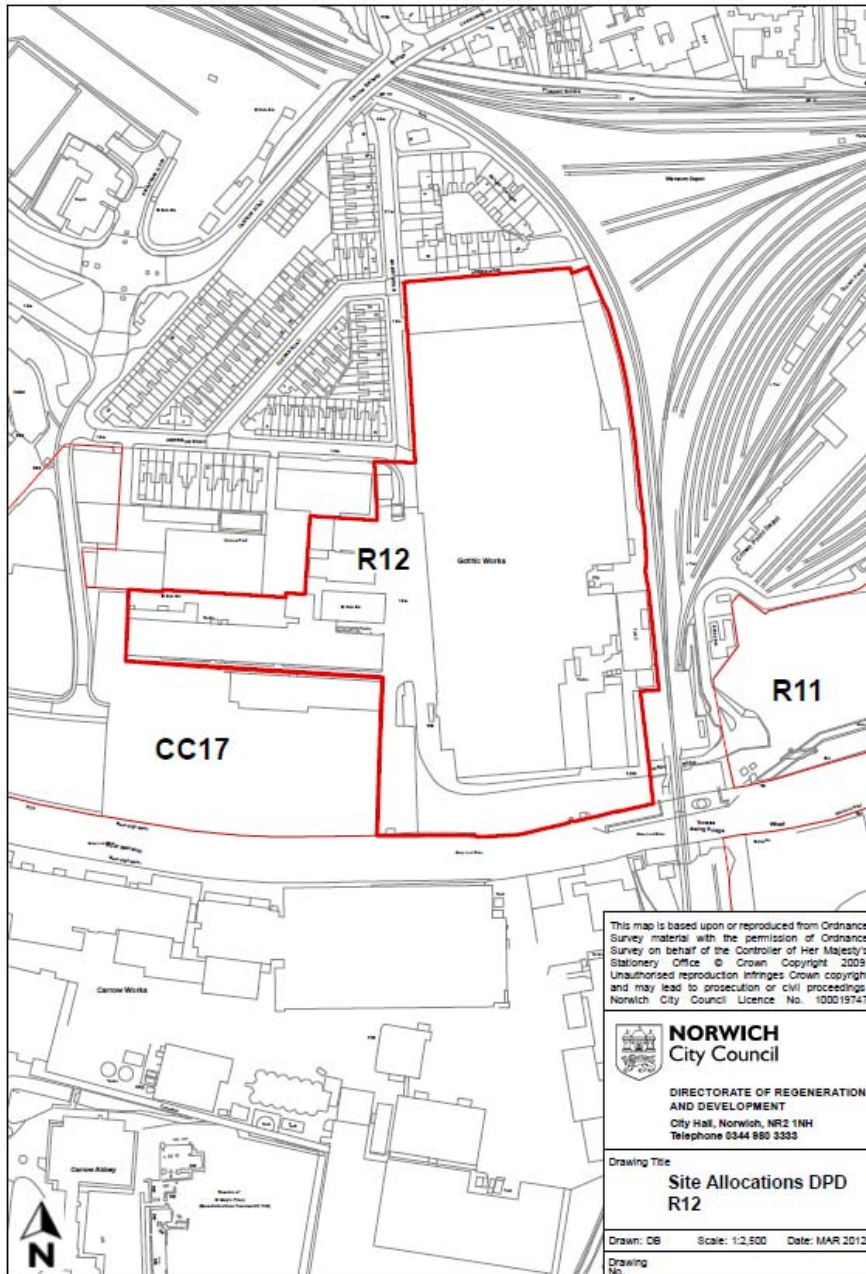
The development must:

- Be designed to provide accessibility to public transport;
- Be designed for limited car ownership;
- Provide public access to the river and a riverside walk/cycle link, connecting to the riverside link from the Deal Ground development;
- Enhance the river frontage as a gateway to Norwich city centre being designed within an integrated high quality landscaped strategy;
- Retain and convert those buildings considered to be of heritage interest, or if this is demonstrated to be impractical or unviable, provide for their recording and inclusion on the Historic Environment Record;
- Respect and enhance the setting of listed buildings, including proposing a scale of development at the north of the site appropriate to the residential character of the area; and
- Provide on-site open space and play space facilities.

A noise assessment is required and the development must be designed to mitigate the impact of noise from the railway.

The development should provide in the region of 400 dwellings, with appropriate provision of family housing.

### **Site Plan**



## R13: 233 - 277 Aylsham Road

### Description

The site is in the north of the city and is 1.49 hectares in size. It is currently occupied by a range of industrial units and motor sales and repair uses.

The site has a frontage to Aylsham Road to its west, and borders the rear gardens of housing in Palmer Road to the north-east and recent housing development at Copenhagen Way to the east. A Bingo Hall and its car park are north-west of the site, beyond which is a large site allocated in this plan for comprehensive development (R23).

Aylsham Road is a busy radial road with a mixture of business, residential and retail uses, including a range of local services and shops in the Aylsham Road local and district centres neighbouring the site.

### Explanatory Text

Development presents the opportunity to contribute to regeneration of the Aylsham Road area. Since this is a highly accessible location on a public transport corridor, housing development should be of medium to high density to meet the requirements of Joint Core Strategy policies promoting higher density development close to local services and public transport.

Development could also include starter employment units. If such small scale business units are included, the development must be carefully designed to ensure there is no conflict between housing and business uses.

The development should be designed both to create an attractive frontage to Aylsham Road and to minimise noise for residents from the road. Trees on the frontage should be retained if this is feasible, with the existing access from Aylsham Road being used.

Since the site is over 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development. Development should also take into account possible contamination on the site.

Deleted: its

### Deliverability

The site is in multiple ownership. However, it is being actively promoted for development and is therefore suitable and available for development during the plan period.



**Policy R13: 233 - 277 Aylsham Road**

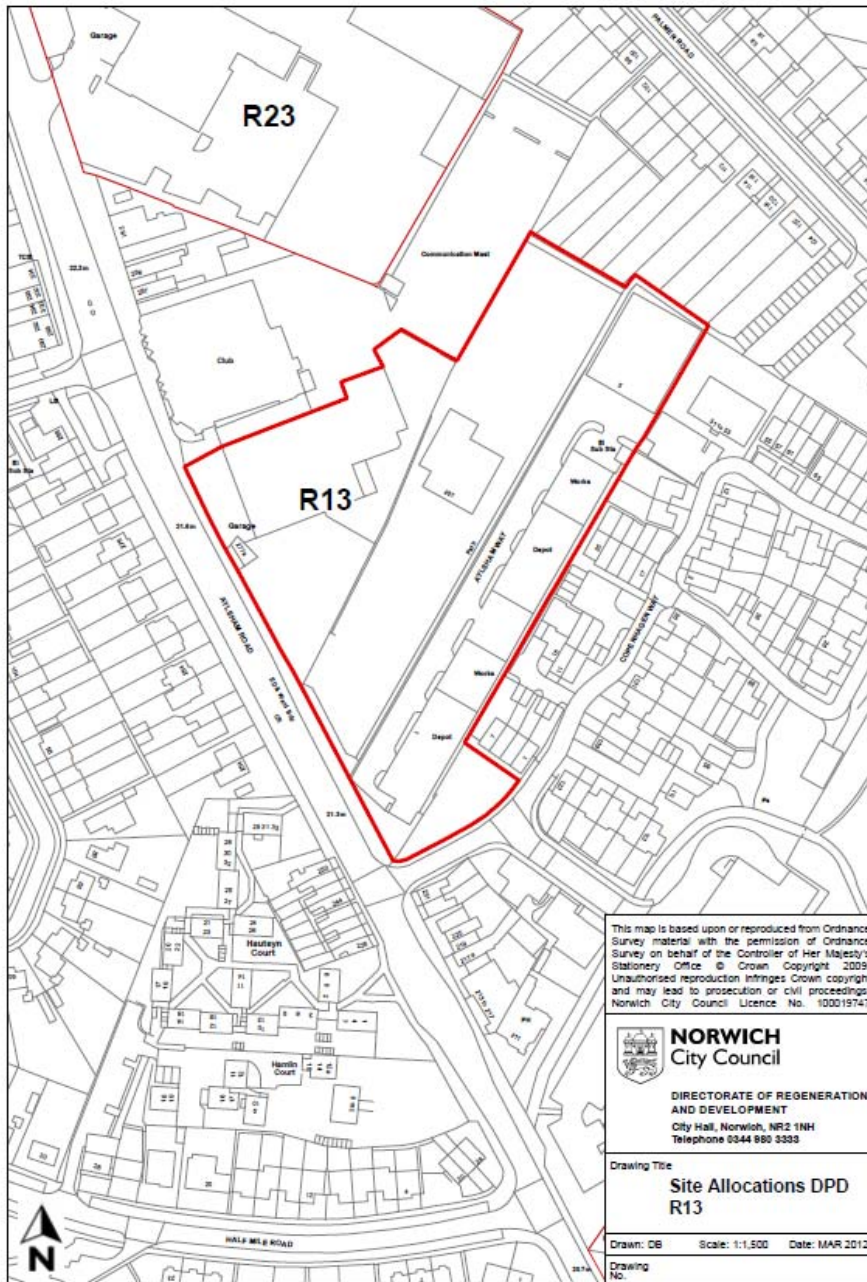
The site of 1.49 hectares is allocated for housing development, to provide in the region of 75 dwellings.

The development could also include starter employment units.

Design of the development must mitigate the noise impact from Aylsham Road; a noise assessment will be required. Design must also create a street frontage to Aylsham Road.



Site Plan



## R14: Chalk Hill Works, Rosary Road

### Description

This cleared former industrial site is in the east of the city and is 0.58 hectares in size.

The site is below the Thorpe wooded ridge, which includes the remains of the Benedictine St Leonards Priory to its east. The former Bertram Books site is being developed for 110 dwellings to its south. There is housing to the north and west which includes a grade 2 listed building, Chalk Hill House to the north and a number of locally listed houses on the opposite side of Rosary Road.

The site is between the St Matthews conservation area and the Thorpe Hamlet conservation area. The Rosary Road area is characterised by quiet streets of terraced housing, which form an attractive landscape background for the site, along with some commercial uses. The steeply sloping terraced streets between Riverside Road and Rosary Road produce a stepped roofscape which overlooks the City Centre conservation area.

### Explanatory text

Development will bring the site back into use and provide residential development to meet housing need in a sustainable location close to the city centre, the railway station, public transport routes and local services.

The site is in close proximity to a number of conservation areas and tall development could be visible from the Cathedral Close. Therefore, the design and layout of the proposals should involve consultation with English Heritage from the earliest stages if development of more than 3 storeys is proposed.

Design will also have to take account of the site's topography and trees on and around the site, with a focus on [the protection of geodiversity and](#) the promotion of biodiversity as Thorpe wooded ridge is identified as part of a green infrastructure corridor in policy 1 of the Joint Core Strategy. The development must not have a negative impact on views to and from the ridge.

The development will have to address specific on site constraints relating to its former uses. Ground conditions, contamination and archaeological assessments will be necessary. In addition, it will be necessary to survey the chalk tunnels as there is the possibility that they form a habitat for bats.

Access to the site will be via the existing access from Rosary Road.

[Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions](#)

Deleted: throughout the development of the site

Deleted: a

over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

### **Deliverability**

The site has a pending planning application (ref. 11/00113/F) and is being actively promoted for development. The site is suitable and available for development.

#### **POLICY R14: Chalk Hill Works, Rosary Road**

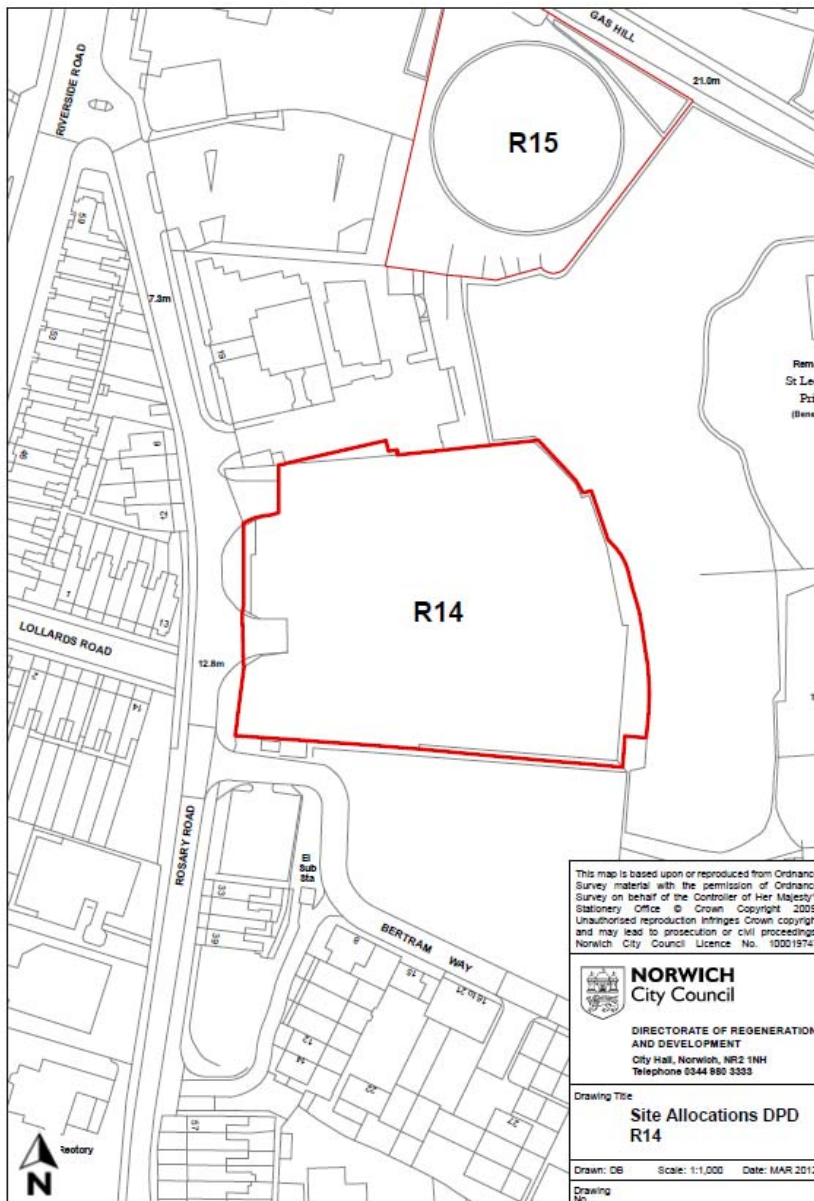
The former Chalk Hill Works, Rosary Road is allocated for housing development, providing in the region of 25 dwellings.

The development will be designed to:

- take account of the topography of the site and protect views; and
- promote biodiversity and protect trees
- protect geodiversity.

A bat survey will be required.

# Site Plan



## **R15: Gas Holder at Gas Hill**

### **Description**

The site is located to the east of the city centre, on the steep slope of Gas Hill. It is 0.3 hectares in size. The site, consisting of the disused gas holder itself and small areas of incidental land, is flat. It is within an area with a mix of uses. It lies below the Thorpe wooded ridge, which includes the remains of the Benedictine St Leonards Priory to its east. It is above a pub, DIY store and housing to the west and south. There is also housing to the north of the site.

The site is between the St Matthews conservation area and the Thorpe Hamlet conservation area. The steepness of the chalk escarpment east of the site has prevented any major development, resulting in a 'green wedge' of trees and greenery, creating an important refuge for wildlife and open space. The ridge provides excellent views to and from the city centre, though there is no public access to the Thorpe wooded ridge at this point.

### **Explanatory text**

This brownfield site is in an accessible location for housing, close to Bishop Bridge local centre, the city centre, bus routes and the railway station.

The gas holder has been disused for a number of years. The site, along with the former gas holder site to its north (site R16), has been proposed for development through this plan by the National Grid as they are no longer in use.

Design will have to take account of the site's topography and must not have a negative impact on geodiversity or on views to and from the Thorpe wooded ridge. As the ridge is identified as part of a green infrastructure corridor in policy 1 of the JCS design of the development should promote biodiversity.

Since the gas holder is a significant local landmark, consideration should be given to retaining the existing gas holder structures as part of the design of the housing development. If this is not possible, it will be important to ensure its heritage interest is fully documented on Historic Environment Record.

The development will also have to address specific on site constraints relating to its former uses. Decommissioning of existing structures and removal of the hazardous substance consent will be required. If it does not prove possible to design a housing scheme which makes use of the existing gas holder structure, demolition will be required. Ground conditions and contamination assessments will also be necessary.

Access to the site will be via the existing access from Gas Hill.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

### **Deliverability**

The site is being actively promoted by the owner, National Grid and is therefore judged to be capable of delivery during the plan period.

#### **POLICY R15: Gas Holder at Gas Hill**

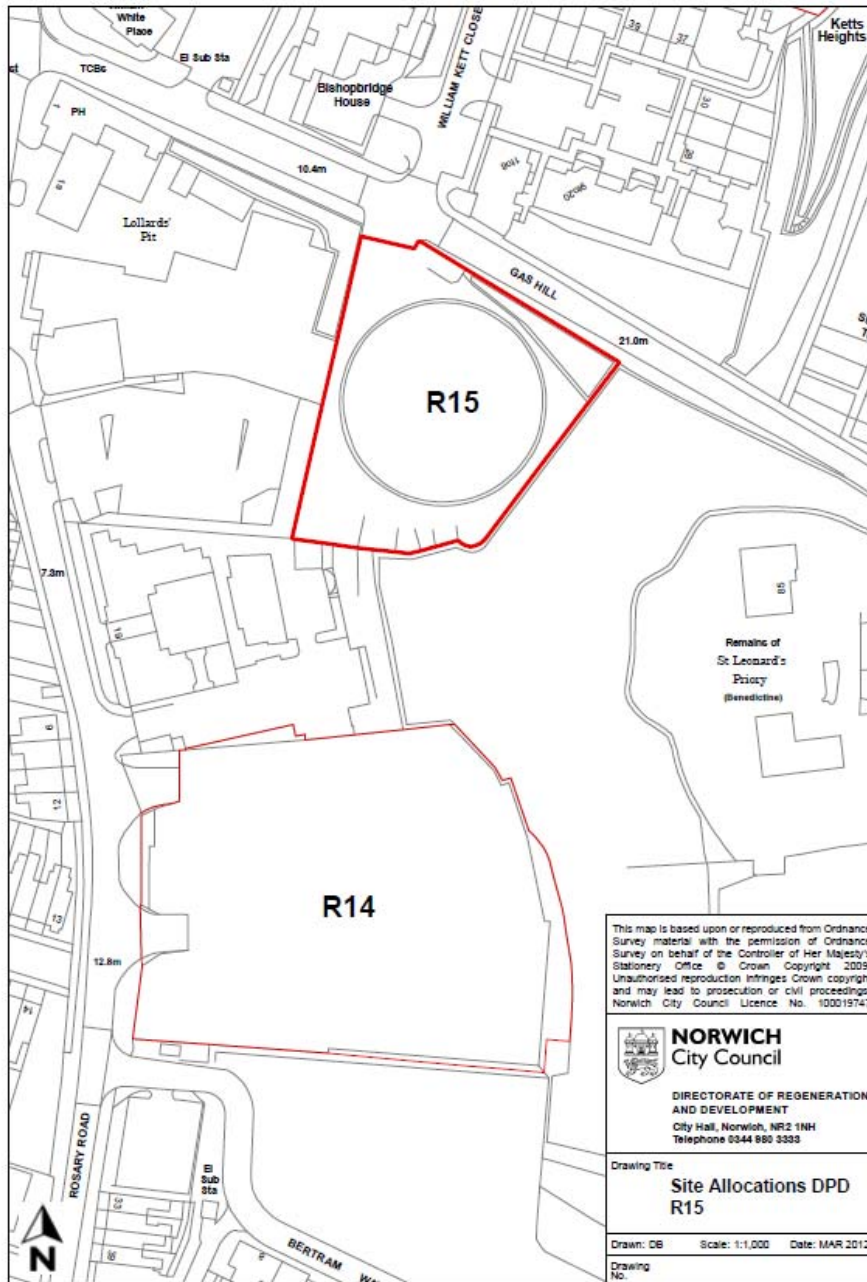
The Gas Holder site at Gas Hill (0.3 hectares) is allocated for housing development. A minimum of 15 dwellings will be provided.

Development will not take place prior to the revocation of the hazardous substance consent and decommissioning of the site.

Design of the development must reflect its location adjacent to the Thorpe wooded ridge and must protect and enhance biodiversity and protect geodiversity.



# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 860 3333

Drawing Title  
**Site Allocations DPD  
R15**

Drawn: DB Scale: 1:1,000 Date: MAR 2012  
Drawing No.

## R16: Land east of Bishop Bridge Road

### Description

The site is located to the east of the city centre area and is 1.01 hectares in size. The northern part of the site is known as the former Box and Barrel works and is now cleared. The southern part of the site is owned by National Grid and comprises a disused gas holder, a gas pressure reduction station and a residential property.

The site borders Kett's Heights, an historic park on the Thorpe wooded ridge to the east and newly developed residential properties and supported housing schemes to the south. A car sales site, which is also allocated for future development in this plan (site R17), is to its north. The inner ring road and the Bishop Bridge Road local centre are to the west.

The site is between the St Matthews conservation area and the Thorpe Hamlet conservation area. Traffic is busy on the inner ring road, especially close to the roundabout. The steepness of the chalk escarpment east of the site has prevented any major development, resulting in a 'green wedge' of trees and greenery, creating an important refuge for wildlife and open space. The ridge provides excellent views to and from the city centre.

### Explanatory text

The site is an accessible location for housing, opposite a local centre, close to the city centre and on a bus route.

The site was formerly allocated in the Replacement Local Plan 2004 for housing development as two separate sites. The northern part of the site has a part implemented planning permission for 19 apartments. National Grid has put forward further extensions to the original local plan allocation to include the house at 27 Bishop Bridge Road and the gas pressure reduction station. The site is covered by the Health and Safety Executive consultation zone for the gas holder. Development of the southern part of the site will depend on the successful decommissioning of the gas holder and revocation or surrender of its hazardous substance consent. Allocation of this site will help to secure comprehensive site development.

Deleted:

Deleted: dwellings

Deleted: Therefore d

Deleted: entire

Design will have to take account of the site's topography and must not have a negative impact on geodiversity or on views to and from the Thorpe Ridge - Kett's Heights is identified as an important long view in appendix 8 of the Development Management Policies plan and the site lies between two conservation areas. Kett's Heights is also identified as part of a green infrastructure corridor in policy 1 of the Joint Core Strategy. Therefore the design of development must take account of existing trees on site and create a habitat link to Kett's Heights.



The development will also have to address specific on site constraints relating to its former uses and location. Decommissioning and demolition of existing structures will be required and ground conditions and contamination assessments will be necessary. Since the site is over 1 hectare in size, a flood risk assessment is required and appropriate mitigation measure must be provided as part of the development. Design of the development must minimise the impact of noise from the inner ring road. An archaeological assessment will also be required.

Access to the majority of the site should be from the existing unused junction neighbouring 27 Bishop Bridge Road. Since this access point is likely to also be used to access site R17 to the north, development should be designed to enable this. Inclusion of the gas pressure reduction station means that the south-eastern part of the development could be accessed via William Kett Close.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

### Deliverability

The site is in two different ownerships, both of which are promoted for development. A planning permission has been granted for the northern part of the site (north of 27 Bishop Bridge Road) for 19 dwellings, which is dependent on the formal revocation of the hazardous substance consent for the gas holder. Since National Grid has indicated its intention to decommission this site and have the consent removed, the site is capable of delivery during the plan period.

#### **POLICY R16: Land east of Bishop Bridge Road**

The site east of Bishop Bridge Road (1.01 hectares) is allocated for housing development. In the region of 50 dwellings will be provided.

Development will not take place prior to the revocation or surrender of the hazardous substance consent or decommissioning of the gas holder.

Deleted: and

Deleted: site.

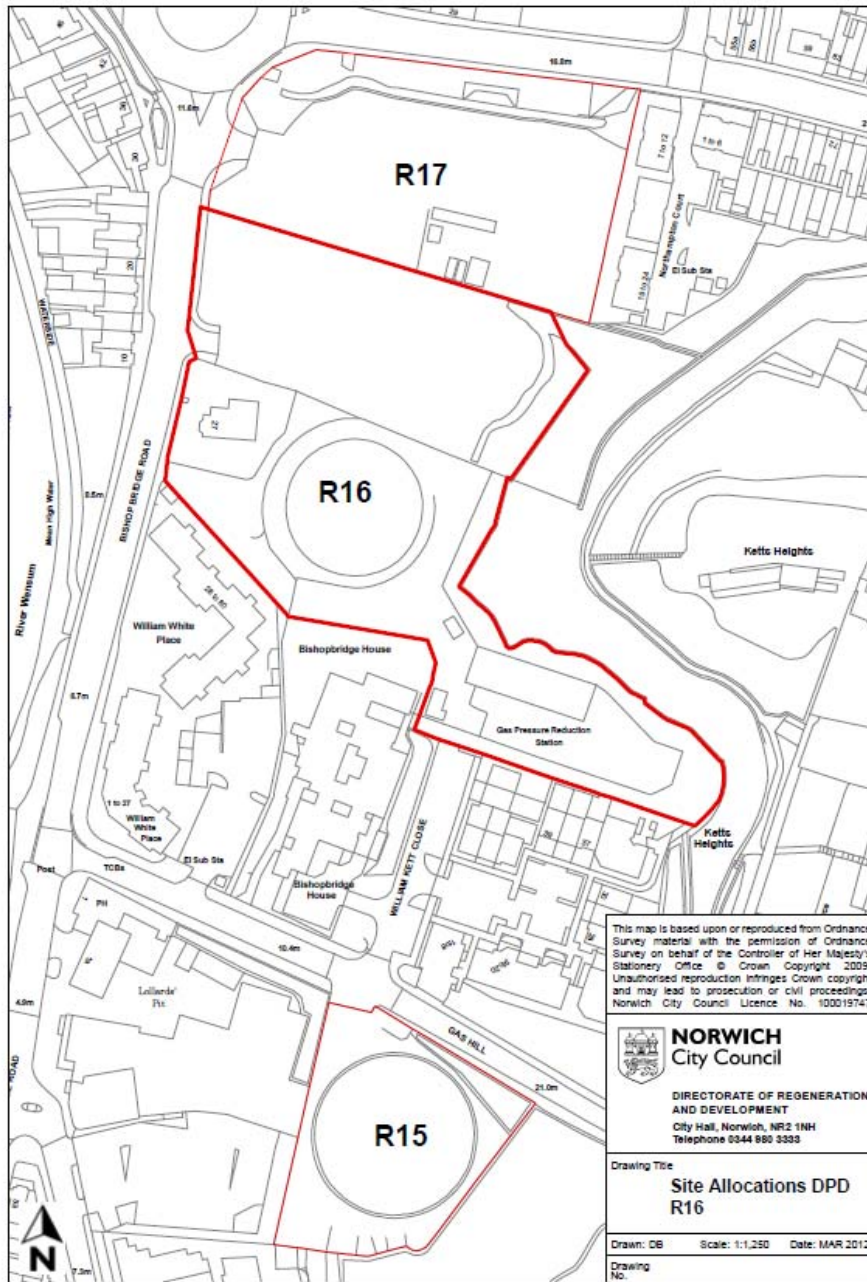
Development proposals should provide for potential future vehicular access to allocated site R17 to the north.

Design of the development must reflect its location adjacent to the Thorpe wooded ridge and protect and enhance biodiversity and protect geodiversity.

A noise assessment is required and the development should be designed to mitigate the impact of noise from the inner ring road.

|

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 860 3333

Drawing Title  
**Site Allocations DPD**  
**R16**

Drawn: DB Scale: 1:1,250 Date: MAR 2012  
Drawing No.

## **R17: Land at Ketts Hill and Bishop Bridge Road**

### **Description**

The site is located to the east of the city centre adjacent to the Ketts Hill roundabout on the inner ring road. It is 0.6 hectares in size and is currently used for car sales.

Access to the site is from an entrance on the inner ring road (Bishop Bridge Road) just off the roundabout.

The site is mainly flat, with slopes to the north and east, including an established landscaped strip with trees on Ketts Hill. There is recent residential development above the site to its east and the Thorpe wooded ridge is to the south-east. The vacant former Box and Barrel works site, which has planning permission for housing development and is allocated in this plan as site R16, is to the south of the site. The Bishop Bridge Road local centre is to the west of the site, on the opposite side of the inner ring road.

The site is in an area characterised by a mix of uses, including housing and local services. It is between the St Matthews conservation area and the Thorpe Hamlet conservation area and is close to the open spaces of the Thorpe wooded ridge at Kett's Heights and Mousehold Heath. Traffic is busy on both the neighbouring inner ring road and Ketts Hill.

### **Explanatory text**

The site is an accessible location for housing, opposite a local centre, close to the city centre and on a bus route.

Access issues are key to development of the site. The current access to the inner ring road is not capable of catering for the proposed housing development. Therefore, it is essential that vehicular access should be through the former Box & Barrel site to the south, part of site allocation R16 in this plan. Should it not be possible to gain access from site R16, car free housing would be acceptable on this site.

Design will have to take account of the site's topography and must not have a negative impact on [geodiversity or on](#) views to and from the Thorpe ridge - Kett's Heights is identified as an important long view in appendix 8 of the Development Management Policies plan. Kett's Heights is also part of a green infrastructure corridor under policy 1 of the JCS. Therefore the design of development should both retain existing trees on site, including those on the landscaped buffer to Kett's Hill, and create additional habitat links to Kett's Heights.

The development will also have to address specific on site constraints relating to its former uses and location. Ground conditions and contamination assessments will be

necessary and design of the development must minimise the impact of noise from the inner ring road. An archaeological assessment will also be required.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site.

Deleted: a

### Deliverability

This site is suitable and available for housing development.

#### **POLICY R17: Land at Ketts Hill and Bishop Bridge Road**

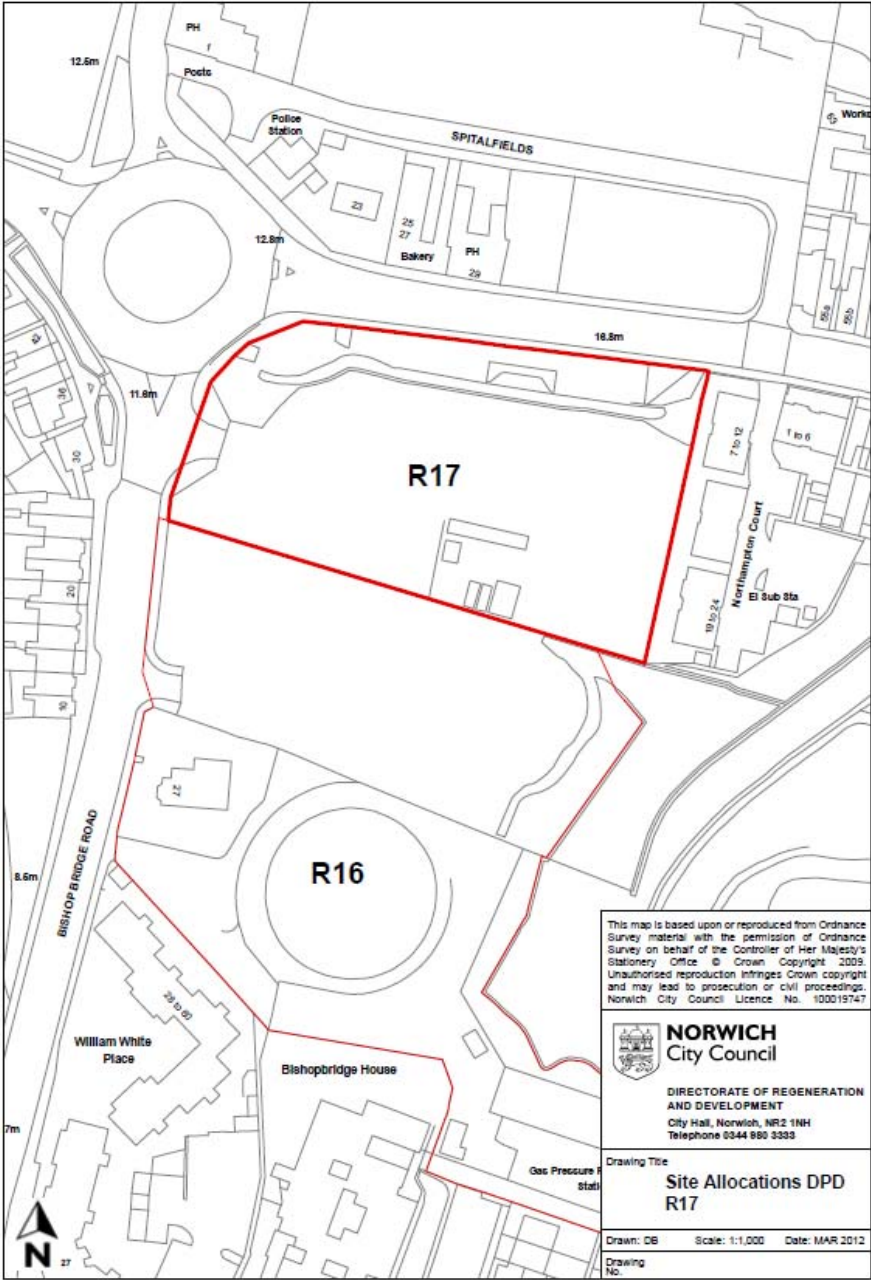
Land at Ketts Hill and Bishop Bridge Road (0.6 hectares) is allocated for housing development. In the region of 30 dwellings will be provided.

The development should take account of the following:

- Trees and landscaping on the northern boundary must be retained and enhanced;
- Design of the development must reflect its location adjacent to the Thorpe wooded ridge, protect and enhance biodiversity and protect geodiversity;
- Access will be via the adjacent site to the south (R16). Car-free development would be acceptable if the site were developed on its own.

Deleted: and

Site Plan



## **R18: 124-128 Barrack Street**

### **Description**

This brownfield site of 0.23 hectares is located on the north side of Barrack Street between Silver Road and Anchor Close. It comprises separate adjoining sites: a former 1930s pub at number 124 Barrack Street subsequently converted for coroner's office use, and what remains of a motor repair and sales trade site (126-128) with frontages to Barrack Street and Anchor Close.

The site lies within a mixed commercial frontage along this part of Barrack Street. The former pub has planning permission for use as a dental practice and permission for a substantial extension to the rear. The former pub building has some architectural merit but is at present neither listed nor locally listed: it is however proposed for inclusion on an extended local list. The original motor trade premises on the main road frontage have recently been demolished. The site is now largely given over to open vehicle storage, servicing and display, with post war buildings in the rear part from which the taxi office operates.

Much of the immediate surrounding area to the north and east is in residential use having undergone comprehensive redevelopment for housing in the 1960s and 70s, with predominantly bungalow / single storey styles. The motor sales site has permission for redevelopment for 15 flats, granted in April 2009. The land immediately to the west includes a substation and footpath to the residential neighbourhood behind.

Barrack Street is a busy and heavily trafficked single carriageway road forming part of the inner ring road defining the northern edge of the city centre. The extensive former Jarrold Printers site allocated in this plan (CC19a) on the south side of Barrack Street is undergoing phased redevelopment for offices and housing.

### **Explanatory Text**

The site provides the opportunity for new housing on a brownfield site with good access to employment opportunities and services in the city centre and to neighbourhood shopping facilities within the nearby large district centre focused on Anglia Square and the local centre at Bishop Bridge Road.

The site is close to the strategic cycle network (the pink route) defined in the Norwich Area Transport Strategy (NATS). There are opportunities to enhance and divert this route as part of the regeneration of the Jarrold Printers site, providing a pedestrian and cycle link to the city centre via Peter's Bridge.

The principle of housing development on the eastern half of the site has already been established through the 2009 planning permission. The site is well related to the surrounding residential area and housing remains the most appropriate use for

the whole site should this partial scheme not proceed. There may be an opportunity to amalgamate the two sites for a more viable comprehensive scheme, although they could be developed in isolation.

The former Sportsman pub (dating from 1937) has been put forward for potential inclusion on the council's expanded local list of buildings of architectural and historic interest. Its inclusion would bring the building within the scope of development management policy DM9 as a locally identified heritage asset, accordingly consideration should be given to retaining it within any development scheme, either for housing or for an appropriate alternative community use if not required for a dental surgery.

The form of development on the western half of the site should respect the character of the existing building, if retained, and the design of the development scheme as a whole should reinstate a strong frontage to Barrack Street in particular, given the site's prominent location on the inner ring road, and to Anchor Close. Vehicular access should be taken from Anchor Close, including where possible access to the rear of the former pub. Pedestrian/cycle access should be taken from the Brewers Court side of the site and Barrack Street.

The part of the site nearest to Barrack Street falls within flood zone 2. Therefore a flood risk assessment is required for this site and appropriate mitigation measures should be provided as part of the development.

Contamination from the existing motor trade uses is likely to be an issue and this should be addressed through site investigation and appropriate remediation: account should also be taken of the need to mitigate traffic noise from the main road to protect amenities for future residents. If development is taking place at the rear of the site adjacent to properties in Brewers Court then site layout should be arranged to ensure that these lower level properties are not adversely overshadowed or overlooked. Redevelopment at no. 124 should also have regard to minimising impacts which might arise from the proximity of the sub station site to the west.

The site has potential for a minimum of 30 units of housing. However the policy is written in a flexible way to reflect the existing permissions in place on the site; it is likely that between 15 and 30 units of housing will be provided overall. The number of housing units could be optimised if some premises were 'car-free', which would be acceptable given the site's close proximity to Anglia Square and the Barrack Street redevelopment and public transport, and the ease of cycle and pedestrian access to the city centre.

### **Deliverability**

The site is in two separate ownerships. The eastern half has planning permission for 15 flats; the western half has permission for conversion and extension of the



pub/office to provide a dental surgery. As of February 2012 neither scheme had been commenced.

**Policy R18: Land at 124-128 Barrack Street**

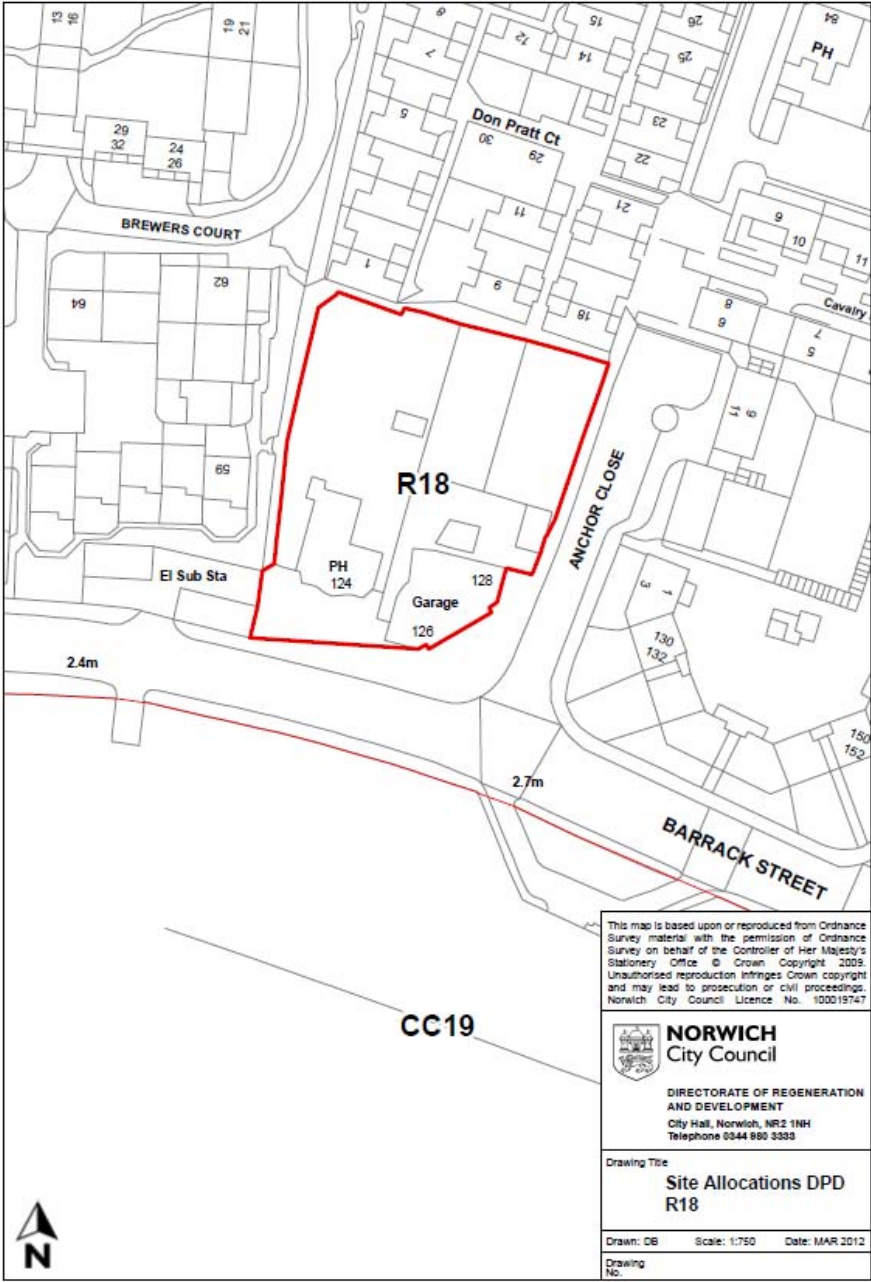
124-128 Barrack Street (0.23 hectares) is allocated for housing, or a mix of housing and community uses.

Development will:

- Reinststate a strong built frontage to Barrack Street and Anchor Close;
- Take vehicular access from Anchor Close and provide pedestrian links from Barrack Street and Brewers Court;
- Retain and convert the former public house at 124 Barrack Street for housing or other beneficial community use, or if this is demonstrated to be impractical and unviable, provide for its recording and inclusion on the Historic Environment Record in accordance with development management policy DM9;
- A noise assessment will be required. Soundproofing measures will be provided for residential units fronting Barrack Street and those on Anchor Close closest to the inner ring road, which are adequate to mitigate against traffic noise;
- Ensure that the disposition and height of buildings will minimise amenity impacts on existing properties;
- Ensure the design takes account of any likely impacts on amenity from the proximity of the adjoining substation;
- Provide adequate on-site landscaped amenity space for any flats.

A minimum of 30 dwellings will be provided if the site is redeveloped wholly for housing. In the event that the former public house is retained for an alternative use, a minimum of 15 dwellings will be provided on the eastern half of the site.

Site Plan



## **R19: Van Dal Shoes, Dibden Road**

### **Description**

This brownfield site consists of two storey industrial buildings with associated outbuildings on the northern part of the site and a surface parking area to the south. There is an adopted road central to the site which splits the two areas of land and the sites including the road extend to 0.54 hectares. The site is currently in use as a shoe factory with a factory retail outlet. The historic factory backs onto the footpath along Dibden Road. This site is located in a residential area largely surrounded by a mixture of terraced houses and flats. There is a new hostel development to the south-west of the site and open space to the south.

### **Explanatory Text**

The site provides the opportunity for new housing on a brownfield site with excellent access to employment opportunities and services in the city centre and nearby shopping facilities on Sprowston Road and at the Anglia Square large district centre. Housing development is suitable on this site within a predominantly residential area.

The heritage significance of existing buildings should be recognised and assessed to consider whether they are suitable for conversion in part or as a whole. Following assessment development should involve either conversion of existing buildings, which are proposed for local listing, or redevelopment if this is not practical. If redeveloping the site the heritage significance should be recorded and included on the Heritage Environment Record. Some form of heritage interpretation to commemorate the former use of the site would be appropriate in redevelopment proposals. New development should be designed to integrate well with surrounding housing and to make the best of the potential for views over the city.

Prior to development, assessment and remediation of any possible contamination should take place. Development must also take account of the existing electrical sub-station fronting Dibden Road and the mast on the open space to the south. Consideration should also be given to the retention of trees in the north of the site which provide amenity value to this part of the site and wider area.

Development will need to address access issues including the potential stopping up or diversion of the highway. Existing pedestrian links should not be affected and pedestrian and cycle links should be enhanced, linking to Mousehold Avenue and Gertrude Road, providing a link to the pink route of the Strategic Cycle Network. Footpath access to Gertrude Road from the end of Dibden Road should be retained.

A contamination assessment and any necessary mitigation measures are required.

### **Deliverability**

The site is being promoted for housing development by the land owner and is likely to be available for development within the early part of the plan period.

**Policy R19: Van Dal Shoes, Dibden Road**

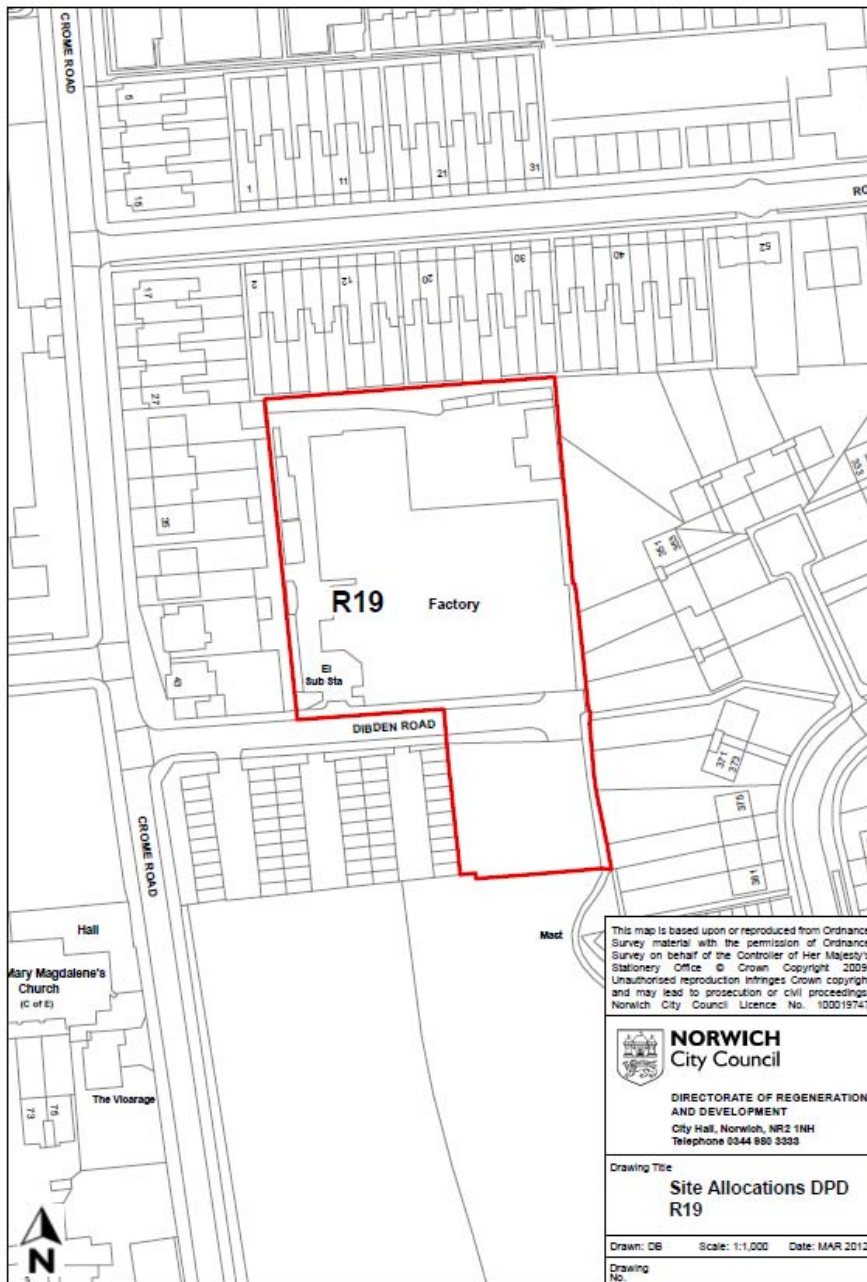
The site (0.54 hectares) is allocated for housing development. Depending on the nature of the scheme in the region of 20 to 25 dwellings will be provided on this site through conversion of existing buildings or new build.

An assessment the heritage significance of existing buildings on-site to consider whether they are suitable for conversion in part or as a whole will be required.

Development will:

- Address access issues including the potential stopping up or diversion of the highway;
- Provide enhanced pedestrian and cycle links to Mousehold Avenue and Gertrude Road;
- Be designed to promote biodiversity links between neighbouring green spaces, and to take account of existing trees on-site and the site's prominent location.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright 2009. Unauthorized reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD  
R19**

Drawn: DB Scale: 1:1,000 Date: MAR 2012

Drawing No.

## **R20: Former Start Rite Factory Site, 28 Mousehold Lane**

### **Description**

The site is located on the south-west side of Mousehold Lane (the A1042) between Sprowston Road and Moorland Close. Mousehold Lane forms part of the Norwich outer ring road and is on a principal distributor route serving the northern and eastern suburbs and major employment areas around the airport and Sprowston. The site extends to 0.87 hectares and slopes down from north-east to south-west. It is currently cleared and vacant, having previously been a shoe factory.

The surrounding area is predominantly residential with low and medium density housing areas adjoining the site on three sides. Further housing on the opposite frontage to Mousehold Lane on its north-east side is within Sprowston in Broadland district. Immediately adjoining the site to the north-west is a former 1930s pub, the Duke of Norfolk, now converted to a restaurant.

The south-eastern boundary of the site is steeply banked up to the rear gardens of properties in Moorland Close. Additionally there is a reserved strip of land for an easement and right of way for services alongside the south-western boundary adjoining residential properties in Templemere.

### **Explanatory Text**

A medium density housing development is appropriate on this brownfield site close to local services. The site has unconstrained capacity for approximately 60 dwellings. In practical terms the constraints imposed by site levels and easements, the need to respect the suburban character of the surrounding area and minimise overlooking to Templemere will reduce the achievable maximum number of dwellings to around 40. Development should include a mix of dwelling sizes and types with a maximum of three storey building height.

The existing belt of woodland and scrub runs along the length of the south-west and south-east boundaries and this should be retained and opportunities taken to enhance landscaping and green infrastructure through the site. This belt forks to the south-east and south-west thereby linking to Mousehold Heath and towards the Spowston Road allotments. There is the potential for this belt to function as a biodiversity corridor as part of the proposal to extend Mousehold Heath to the north-east. In terms of visual amenity it represents a significant landscape feature which should be retained and enhanced.

A pedestrian link to Templemere is desirable to provide a more convenient and direct link to the local retail centre. Vehicular access should be taken from Mousehold Lane with appropriate junction improvements to enable a right turn for eastbound traffic using Mousehold Lane and a pedestrian crossing point.

Investigation has shown evidence of some contamination from previous industrial uses which will require remediation prior to commencement of development. Traffic noise and possibly noise from the adjacent restaurant use could be an issue on the Mousehold Lane frontage and appropriate sound insulation measures and suitable layout of development will be required to overcome any amenity impacts.

### **Deliverability**

The site has been cleared and is available for immediate development. A scheme of redevelopment for 39 dwellings, was accepted in principle subject to the implementation of off-site highway works and the completion of a planning obligation agreement to secure affordable housing, contributions for library and playspace provision. This application was withdrawn in September 2008. Beneficial redevelopment is a priority and is supported by the site owner and local residents.

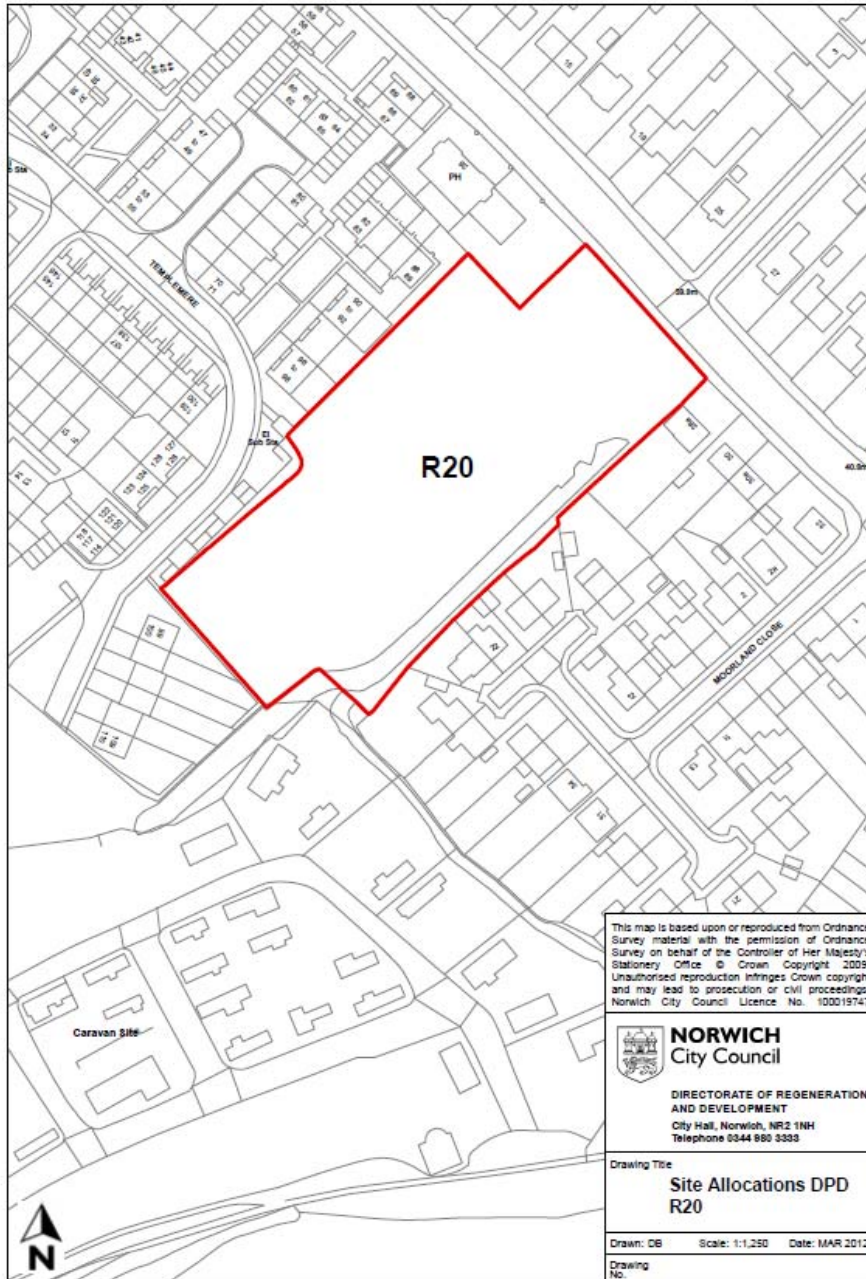
#### **Policy R20: Former Start Rite Site, 28 Mousehold Lane**

The site of 0.87 hectares is allocated for redevelopment for housing.

Development should include:

- Housing (in the region of 40 dwellings);
- Enhanced green infrastructure and landscaping;
- A pedestrian/cycle link to Templemere;
- Vehicular access from Mousehold Lane, associated highway and junction improvements to enable right turn into site and a pedestrian crossing point;
- Potential rationalisation of access/servicing arrangements with neighbouring restaurant premises to remove the need for a separate access to Mousehold Lane; and
- A noise assessment to ensure suitable protection of residential amenity including mitigating the noise impact from the ring road.

# Site Plan





## **R21: Sprowston Road / land north of Windmill Road**

### **Description**

The site is in the north of the city and is 1.02 hectares in size. While the majority of the site is vacant, there are shops on part of the Sprowston Road frontage. Windmill Road links Sprowston Road and Templemere through the site via a privately owned and unsurfaced track.

The site is surrounded by housing which is a mixture of 2 storey semi-detached housing and Victorian terraces. There are 3 storey flats adjacent to the north of the site. The site is in close proximity to the Sprowston Road / Shipfield local centre.

### **Explanatory text**

The site was allocated in the 2004 Local Plan primarily for housing development. Since the site is close to a local centre with excellent public transport links, mixed use development with retailing will bring wide regeneration benefits for this area.

Development of a foodstore will enlarge and strengthen the local centre so that it can better meet the area's day to day needs for top-up shopping. Housing development will additionally aid regeneration and will benefit from its location close to the centre and the excellent public transport links. It is possible that the retail element may need to be delivered first to enable housing development.

Development proposals must address the site's constraints. These include demolition of existing buildings, undertaking ground conditions and contamination surveys and an archaeological assessment.

The design of the development must take account of the differing land levels within the site, its sloping nature and on site trees, as well as the presence of a sewer below the site. It must be designed to create a frontage to the main road, whilst the layout of a mixed retail and housing scheme should be designed to ensure that noise levels are not too high for residents from within the site or arising from road traffic noise.

Sprowston Road is part of the major road network and is a core bus route. Therefore any new access to the main road must be carefully designed to minimise its impact. A single point of access from Sprowston Road to serve motorised vehicles using the site is likely to be required and, as a consequence of this, it is likely to be necessary to relocate the bus stop. This new access needs to relate positively in planning terms to the retention and re-use of Windmill Road.

Windmill Road offers an opportunity to provide a suitably designed and landscaped pedestrian/ cycle link to Templemere and this link should be provided as part of redevelopment. The layout and design of the development must ensure that pedestrian and cycle links to and within the enlarged local centre are of high quality,

including links to the blue route on the Strategic Cycle Network, to local cycle routes and to Anthony Drive.

Assessment and protection of on-site trees will be required followed by a scheme of landscaping to enhance site linkages.

Since the site is over 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development.

### **Deliverability**

The site is being actively promoted and is suitable for development. The site is owned by several different parties. Negotiations are taking place between these and there is a reasonable prospect that the proposal will be delivered as a single comprehensive development.

#### **POLICY R21: Sprowston Road/Land north of Windmill Road**

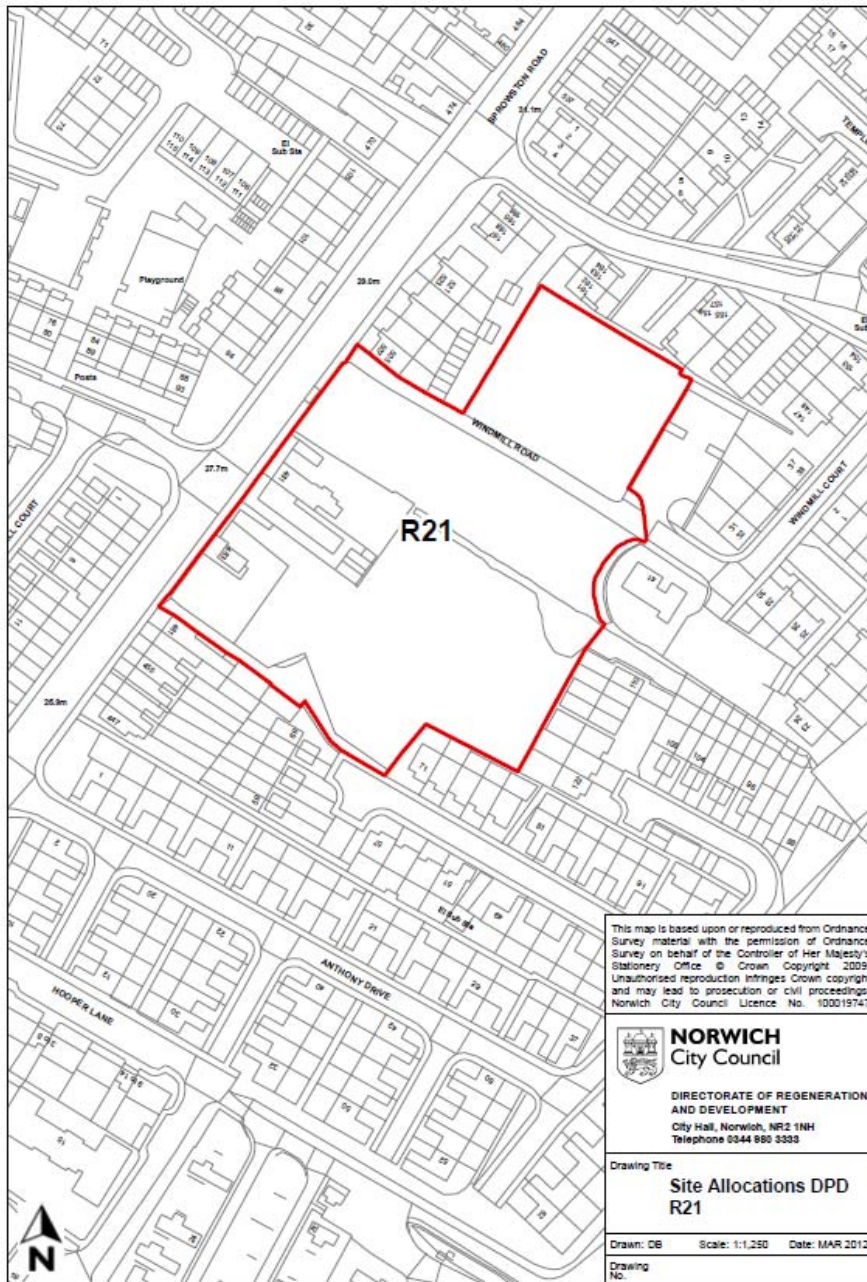
Land at Sprowston Road / north of Windmill Road is allocated for mixed use development consisting of a retail food store and housing. In the region of 25 dwellings will be provided as part of the scheme. Due to the nature of the site layout and constraints, a comprehensive scheme for the development of the site is required.

The scale of retail development should be appropriate to the needs of the area and should make provision for the replacement of the existing small retail units within the site in conjunction with the development of a new retail food store.

Development will be designed to:

- provide pedestrian and vehicular access arrangements to serve the site as a whole;
- ensure a high standard of amenity for residents;
- protect and/or replace on site trees and provide a landscaping scheme and enhance site habitat linkages; and
- mitigate the impact of noise from road traffic. A noise assessment will be required.

# Site Plan



## **R22: Starling Road**

### **Description**

This brownfield site of 0.48 hectares consists of two storey industrial and commercial buildings and surface parking areas. The buildings to the north of the site are currently in use, but are underused as car wash and storage facilities. Those to the south are in use for vehicle servicing and a print works. The site is bounded by Starling Road and Waterloo Road to its west, with existing and new housing on all sides. Land immediately to the south of the site facing Magpie Road has recently been developed for housing. The site is adjacent to the strategic cycle network which runs along Heath Road to the east of the site. A new traffic gyratory system has been implemented to the south and operates partly along Magpie Road.

### **Explanatory Text**

The site provides the opportunity for new housing on a brownfield site in a predominantly residential area, with excellent access to employment opportunities and services in the city centre and neighbouring shopping facilities at the Anglia Square large district centre. The site is close to the northern city centre area, which has an area action plan, and its development will contribute to the area wide regeneration proposed in the plan.

Development should address the site's constraints which include heritage issues, access arrangements, noise and contamination.

Development should be designed to integrate well with surrounding existing and new housing development. Street frontages to Starling Road and Waterloo Road should be reinstated. Although not in a conservation area, this site abuts the northern boundary of the City Centre conservation area and the terraced housing immediately to the south on Magpie Road which is locally listed; therefore any development will need to be designed to complement recent development in the area and the setting of the conservation area and be of an appropriate scale, form and massing and to take account of existing historic assets. The site is located close to the line of the former City Wall and is within the main archaeological area. An archaeological investigation will be required prior to its development.

Noise generation from road traffic to the south and between existing industrial / commercial users and new residential development must be addressed and due to previous industrial uses, a contamination assessment will be required.

Access to the development should be taken from Starling Road; however it is important that the number of access points on to this road are minimised.

Incremental development of the site should not compromise the future development of the remainder of the site.

The site is located in a Critical Drainage Area therefore a flood risk assessment and appropriate mitigation measures are required.

### **Deliverability**

The northern part of the site has outline planning permission for 22 flats, which has not yet been implemented. A further planning application for 6 flats and 8 houses on the Enterprise Garage site in the centre of the allocation site, with joint access arrangements to the northern site, is also under consideration.

The southern part of the site which formed part of the previous draft allocation has commenced construction for 5 dwellings.

The site is suitable and available for development.

### **Policy R22: Starling Road**

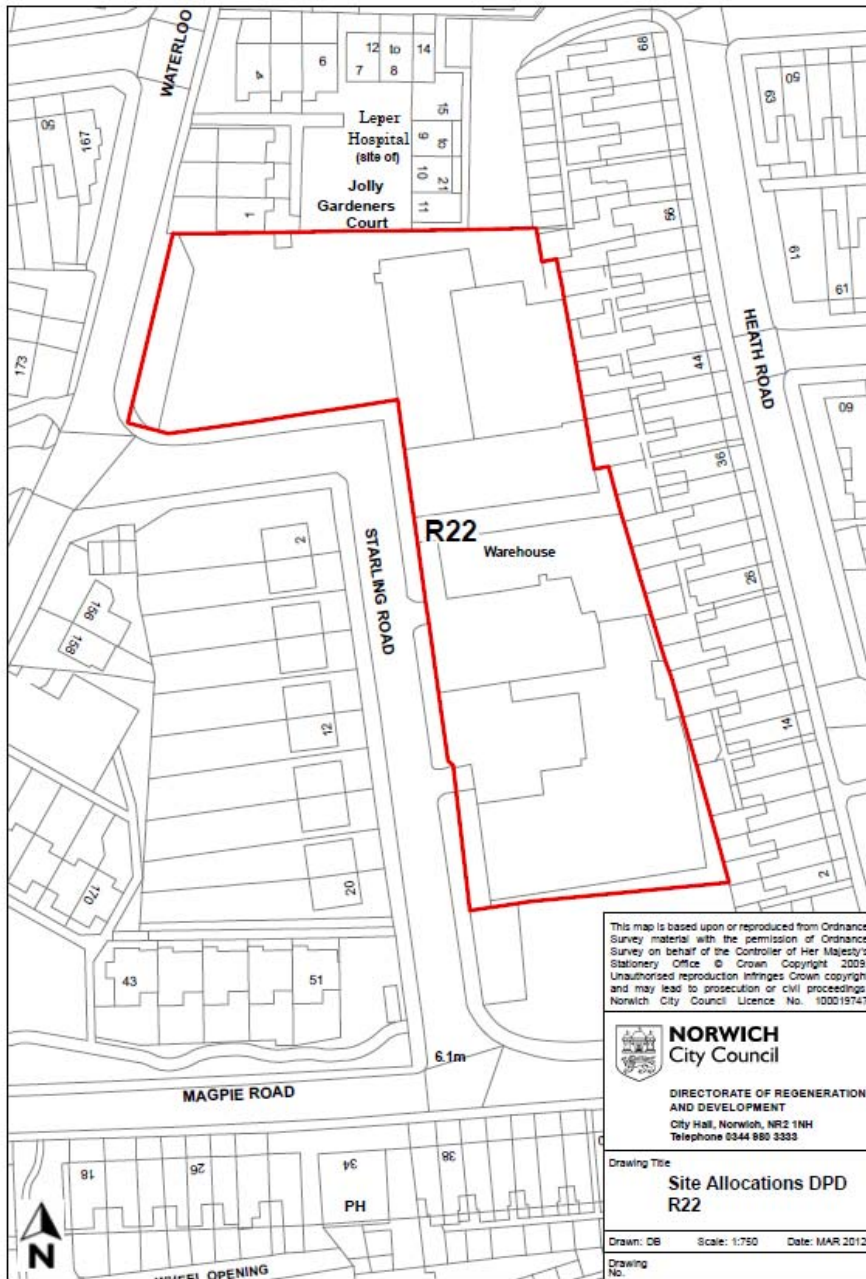
The site of 0.48 hectares is allocated for housing, to provide in the region of 45 dwellings.

Design of the development should ensure that:

- Street frontages are reinstated to Starling Road and Waterloo Road;
- Shared access points are provided to keep the number of access points to a minimum;
- Noise impact from remaining commercial uses and road traffic is mitigated. A noise assessment will be required.

A flood risk assessment and appropriate mitigation measures are required.

Site Plan



## R23: Land at Aylsham Road

### Description

Most of this large 3.48 hectare site is backland space, adjoining the rear gardens of housing. Part of the site fronts Aylsham Road, between retail units and a Bingo Hall.

It is currently occupied by a range of industrial units, a former motor showroom and vehicle repair uses, with parts of the site vacant.

### Explanatory Text

Redevelopment presents the opportunity to regenerate the Aylsham Road area. It will strengthen the Aylsham Road district centre by providing additional retailing to meet everyday needs of an appropriate scale for a district centre on the Aylsham Road frontage of the site, up to a maximum size of 2,500 square metres (gross). In order to ensure that the new retail facilities support the role of the city centre as the main location for comparison goods retailing, a maximum of 300 square metres net of retail floorspace will be used for comparison goods sales.

As a highly accessible location on a bus rapid transit corridor, housing development, subject to site constraints, should be of medium to high density.

A comprehensive development brief for the site as a whole, including public consultation, should be produced by the developer of this site to inform future development proposals.

The development should be designed to minimise noise for residents from the Aylsham Road and from a retail development within the site. Design of the development should also protect the setting of the listed buildings (St Catherine's Church (grade II\*) and Hall (grade II)) opposite on Aylsham Road and the Mile Cross conservation area. The design should also take account of trees with preservation orders at 295-297 Aylsham Road and other landscape features within the site worthy of retention.

Vehicular access could be from the west or north side of the site and in overall site layout and design should rationalise the number of access points onto Aylsham Road and assess capacity from Arminghall Close to reduce impacts on highway safety within these areas. Pedestrian and cycle routes through the site should also be reviewed and existing links enhanced. Site layout of development should also have regard to potential wider development opportunities.

Since the site is over 1 hectare, a flood risk assessment and appropriate mitigation measures are required. Development should also take into account possible site contamination.

Deleted: its

## **Deliverability**

The site is a significant enlargement to the 2004 Local Plan allocated extension to the district centre. Allocation of the site is supported by the owner and it is suitable and available for development within the plan period. The southern part of the site allocated through this plan, 297 Aylsham Road (1.29 hectares), has outline planning permission for 88 dwellings and 744 square metres of offices.

### **Policy R23: Land at Aylsham Road**

The site of 3.48 hectares is allocated for mixed use redevelopment.

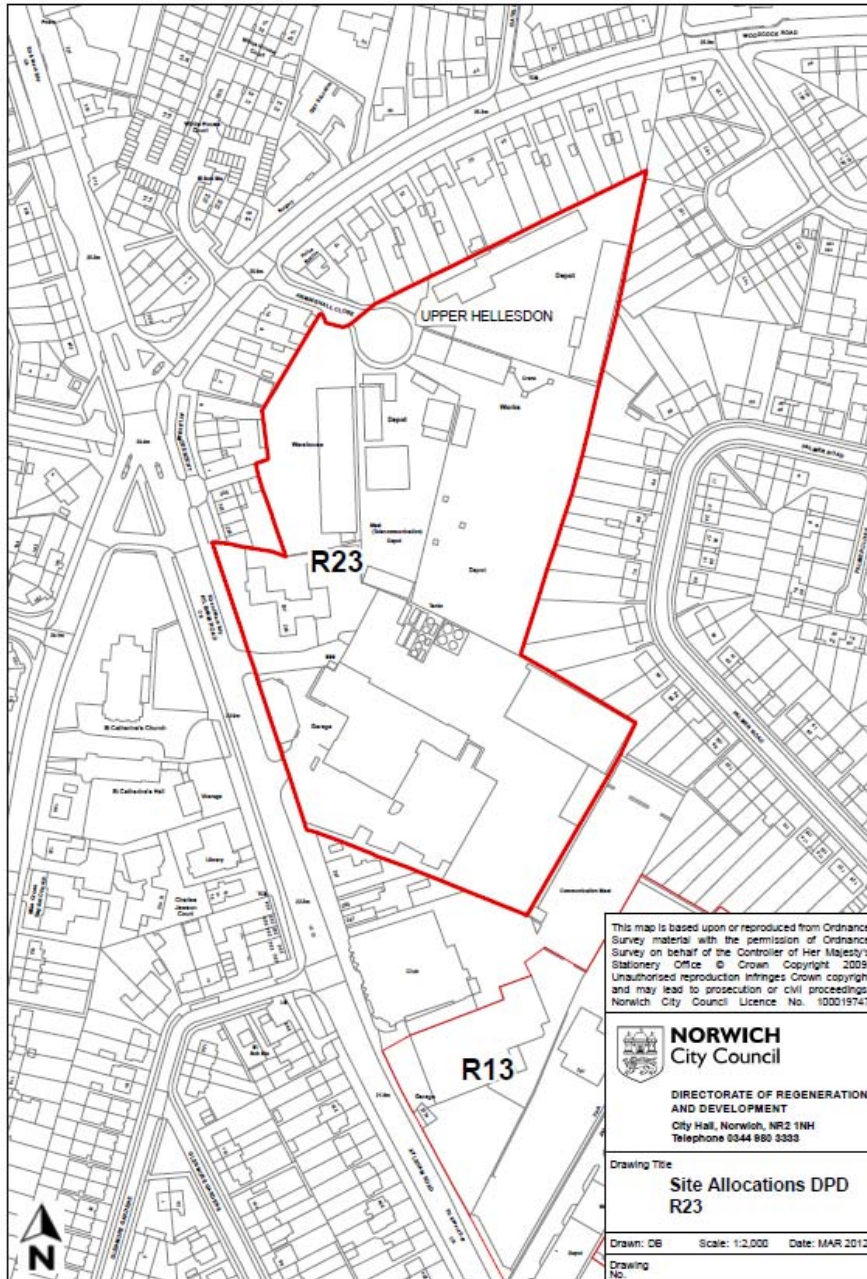
Development will:

- include retail provision on the street frontage, up to a maximum of 2,500 square metres (gross), with a maximum of 300 square metres (net) for comparison goods sales and appropriate parking provision;
- include housing development (in the region of 100 dwellings) in the north of the site;
- minimise impacts on setting of heritage assets;
- protect trees within the site and provide landscaping and site linkages;
- be designed to mitigate noise impact from the main road. A noise assessment will be required.

A development brief, taking account of the need to ensure adequate access and servicing arrangements, will be required for the site.



# Site Plan



## **R24: 165 - 187 Aylsham Road**

### **Description**

This industrial site is located in the north of the city and is 0.86 hectares in size. There is currently a warehouse on the north-west part of the site. The Aylsham Road Business Park, which includes a number of small business workshop units along with a house is central to the site and a hardstanding used for parking is in the eastern part of the site. The internal access road also provides access to a scrap yard and garages to the east of the allocation site.

The site is surrounded by a mixture of uses. To the east and west, on the opposite side of Aylsham Road, there are mainly two storey terraced houses. The site overlooks the surface car park of a Lidl supermarket to the north-west. Pointers Field open space is to the north-east of the site. There are a number of mature trees along the western and northern boundaries.

Aylsham Road is a busy radial road and with a mixture of business, retail and residential uses. There are local and district centres to the north on Aylsham Road, with uses in the area including shops, a pub, a library and a bingo hall.

### **Explanatory Text**

Development presents an opportunity to contribute to the regeneration of the Aylsham Road area through providing housing and employment units in an accessible location close to local services. Replacement small light industrial units will help modernise current business provision. Careful design will be needed to ensure compatibility between residential and commercial development within and adjoining the site.

Pointers Field is a relatively large but underused greenspace with a lack of natural surveillance. Providing housing fronting Pointers field will help to improve surveillance of the open space and create a safer environment.

A route through Pointers Field to Aylsham Road forms a local link in the cycle network. This development presents the opportunity to improve this route including a pedestrian cycle link between the open space and Aylsham Road as an integral part of the design of the scheme.

Given its location, this site has the potential for strategic impact on the inner and outer ring road, core bus routes and the bus rapid transit routes. Development of the site must facilitate and not prejudice implementation of these key Norwich Area Transport Strategy (NATS) measures. Design of the scheme has to take into account the access requirements of the scrap yard business and adjacent garages.

The development should retain and protect Tree Preservation Order and any other trees on the western and northern boundaries of the site and take into account the noise impact from the main road and commercial uses at the food store and scrap yard.

Development should also take into account possible site contamination.

Deleted: its

### **Deliverability**

The site is suitable for and available for development. It is in two separate ownerships and is being actively promoted for development by both owners.

#### **Policy R24: 165 - 187 Aylsham Road**

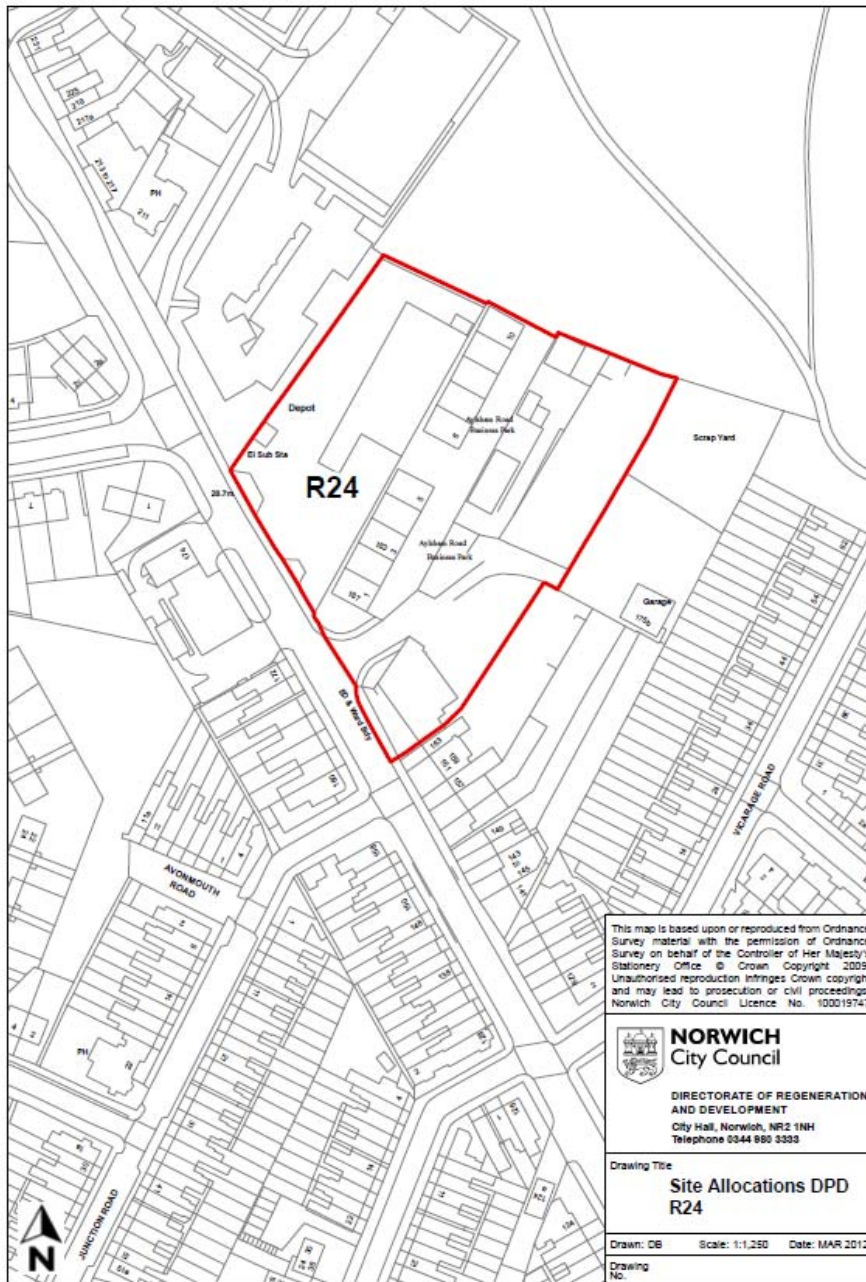
The site of 0.86 hectares is allocated for mixed use redevelopment to include:

- housing (in the region of 20 dwellings);
- starter/ small business units (B1 light Industrial) .

The development will be designed to:

- include a pedestrian and cycling link from Pointers field to Aylsham Road;
- mitigate the impact of noise from the main road and adjacent commercial for future residents;
- provide housing overlooking Pointers Field; and
- create a street frontage to Aylsham Road.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

 <b>NORWICH</b> City Council		
DIRECTORATE OF REGENERATION AND DEVELOPMENT City Hall, Norwich, NR2 1NH Telephone 0344 860 3333		
Drawing Title <b>Site Allocations DPD          R24</b>		
Drawn: DB	Scale: 1:1,250	Date: MAR 2012
Drawing No.		

## **R25: Former Pupil Referral Unit, Aylsham Road**

### **Description**

This site of 0.29 hectares is presently occupied by a single storey former school, most recently used as a pupil referral unit, and its grounds. The buildings are currently vacant. The site also includes neighbouring garages.

The Aylsham Road is to the west of the site, with housing on the other sides of the site. Bertie Road is at the rear of the site. Access to the adjoining garages is via Penn Grove to the south.

### **Explanatory Text**

Development of this site will bring a redundant County Council site back into use; housing development is suitable on this brownfield site located within a predominantly residential area.

Development should take account of the site's constraints which include access, noise from the road and trees on the front forecourt and within the site which are suitable for retention.

Given its location, this site has the potential for strategic impact on the inner and outer ring road, core bus routes and the bus rapid transit routes. Development of the site must facilitate and not prejudice implementation of these key Norwich Area Transportation Strategy (NATS) measures.

Direct access onto Aylsham Road should be avoided; limited access should be via Bertie Road. This might be limited in extent due to visibility issues and an assessment of use of this access will be required. Alternative access is also achievable from Penn Grove and use of this space will involve removal of garages and rationalisation of parking provision within part of this space. Consideration should be given to using part of this space for on site parking provision.

The Victorian school building has local significance and as such is considered to be a heritage asset of some conservation value. Therefore consideration should be given to its retention and conversion as part of comprehensive redevelopment of the site.

The site is allocated for housing development, to provide a minimum of 11 dwellings. The development should be designed to minimise noise for residents from the Aylsham Road. Design should take account of the trees to the front of the site and be positioned set back from the road to suit townscape arrangements of building lines.

### **Deliverability**

The site is a new allocation owned by Norfolk County Council and is suitable and available for development within the plan period.

**Policy R25: Former Pupil Referral Unit, Aylsham Road**

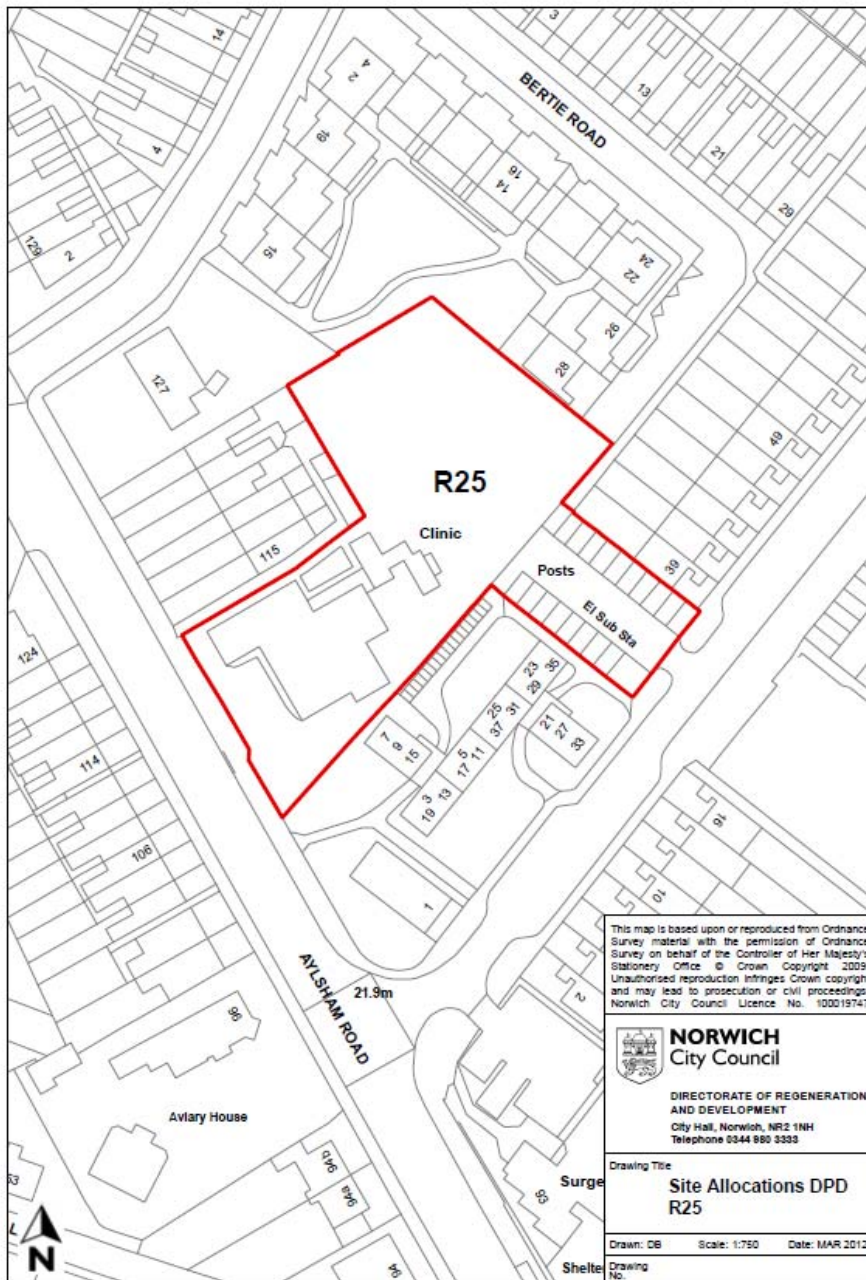
The site of 0.29 hectares is allocated for housing development for a minimum of 11 dwellings.

The development will:

- Convert the Victorian school building for residential uses, if practicable, forming part of a comprehensive development of the site;
- Protect trees on site and enhance the landscape setting of the site; and
- Be designed to mitigate the impact of noise for future residents from the Aylsham Road.



# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council  
DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD  
R25**

Drawn: DB Scale: 1:750 Date: MAR 2012  
Drawing No.

## **R26: Land adjoining Lime Kiln Mews**

### **Description**

The site is located in the north-west of the city. It is 0.47 hectares in size, with a frontage to Drayton Road. It is on two levels with steep banks to the rear of the site rising up to the Aylsham Road. This site is currently derelict and has recently undergone treatment for Japanese knotweed and removal of some self seeded trees which had overgrown parts of the site.

The site is largely surrounded by housing, with new dwellings which range from two to three storeys to the south-west and east, as well as older dwellings to the north-west and north. The site is opposite Wensum Park to the south. There is woodland with protected trees above the site next to a car sales business on Aylsham Road to the north-east. This space links through into the site.

Drayton Road is a busy radial road and bus rapid transit corridor with a mix of residential and commercial uses. In recent years this part of Drayton Road has become increasingly dominated by housing. The site is close to the Wensum Valley and local services on Aylsham Road and at St Augustines local centre and Drayton Road district centre.

### **Explanatory text**

This brownfield site is in a sustainable location for housing or care home uses as it is in a mainly residential area with good access to public transport on the Drayton Road Bus Rapid Transport route and is close to local services and employment opportunities.

Design of the development, including densities, will need to take account of the site's topography. Whilst relatively low density family housing or care home buildings may be suitable, this does not preclude higher density development if it can be designed to fit in well with neighbouring housing.

The development must provide a frontage to Drayton Road, whilst ensuring that noise for future residents is minimised. The design of the development must also seek retain or replace existing trees on site and create a habitat link to the woodland above the site.

Access to the site should be from its south-east corner onto Drayton Road. A pedestrian crossing point will be required on Drayton Road linking to Wensum Park to improve site accessibility.

Ground conditions and contamination assessments and appropriate mitigation measures will be required.



## **Deliverability**

The site was allocated in the 2004 replacement local plan for 25 dwellings. However, specific on site constraints have prevented bringing this site forward. The submitted proposal for either housing or care home uses is seen to be a suitably flexible to enable development given the additional need for care uses within the Norwich area.

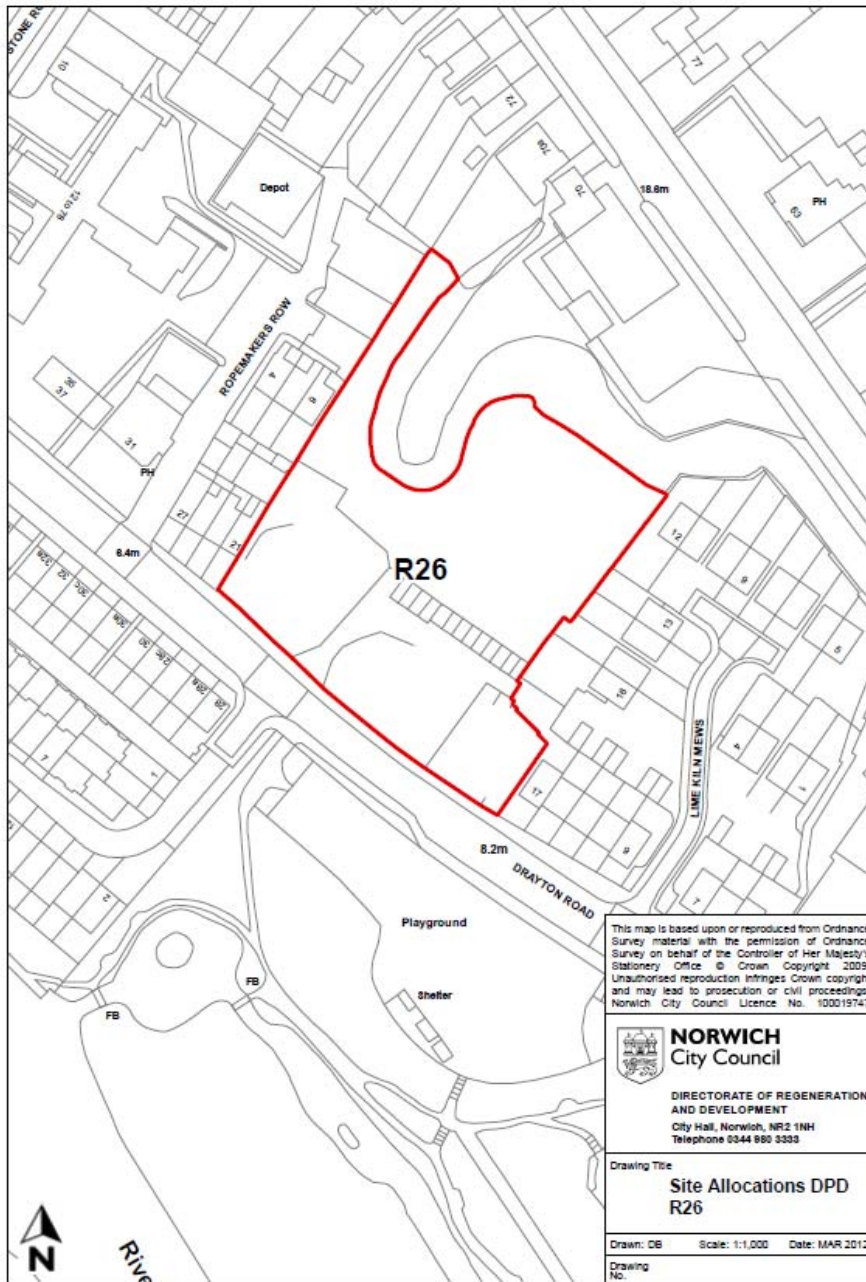
### **POLICY R26: Land adjoining Lime Kiln Mews, Drayton Road**

The site is allocated for either:


- housing development to provide in the region of 15 dwellings; or
- housing with care accommodation.

Additional on-street waiting restrictions and pedestrian crossing facilities will be provided as part of the scheme.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

 <b>NORWICH</b> City Council		
DIRECTORATE OF REGENERATION AND DEVELOPMENT City Hall, Norwich, NR2 1NH Telephone 0344 860 3333		
Drawing Title <b>Site Allocations DPD          R26</b>		
Drawn: DB	Scale: 1:1,000	Date: MAR 2012
Drawing No.		

## **R27: 81-93 Drayton Road**

### **Description**

The site is located in the north-west of the city. It is mainly a backland site of 0.58 hectares with a frontage to Drayton Road and a link to Junction Road. The majority of the site is in use as a second hand car dealership, with the north-east corner used as a workshop. The site also includes council owned garages off Junction Road. The site levels rise significantly to Drayton Road to the north.

The site is mainly surrounded by residential uses. There are three/four storey residential flats and houses to the rear of the site and two-storey terraced houses either side of it on Drayton Road and on Press Lane to the north. Opposite the site, there are vehicle sales premises and industrial and retail warehouse units.

Drayton Road is a busy radial road and bus rapid transit corridor with a mix of residential and commercial uses. The site is close to Wensum Park and the Wensum valley and local services at Drayton Road district centre.

### **Explanatory Text**

This brownfield site is in a sustainable location in a mainly residential area with good access to public transport on the Drayton Road bus rapid transit route and is close to local services and employment opportunities.

The design of the development should reinstate the frontage to Drayton Road, whilst ensuring that noise for future residents is minimised. However, given the significant change in ground levels, building heights and massing should be designed to respect the amenity of neighbouring housing and to not create an overly dominant street frontage. Trees within and adjacent to the site should be taken account in the design of the scheme.

The preference for access to the site is from Junction Road. This would involve the removal of existing garages and the widening the existing access road. If this does not prove feasible, access could be gained directly from Drayton Road, though this would need to be carefully designed on this busy road with existing accesses opposite. In addition, a pedestrian crossing point will be required on Drayton Road. Pedestrian and cycle linkages through the site linking Drayton Road with Press Lane and Junction Road should be provided as part of the scheme.

Ground conditions and contamination assessments and appropriate mitigation measures will be required.

### **Deliverability**

A slightly smaller site was allocated in the replacement local plan for housing development of 25 dwellings. This larger site including council owned garages is promoted by its two landowners. The site is suitable and available for development.

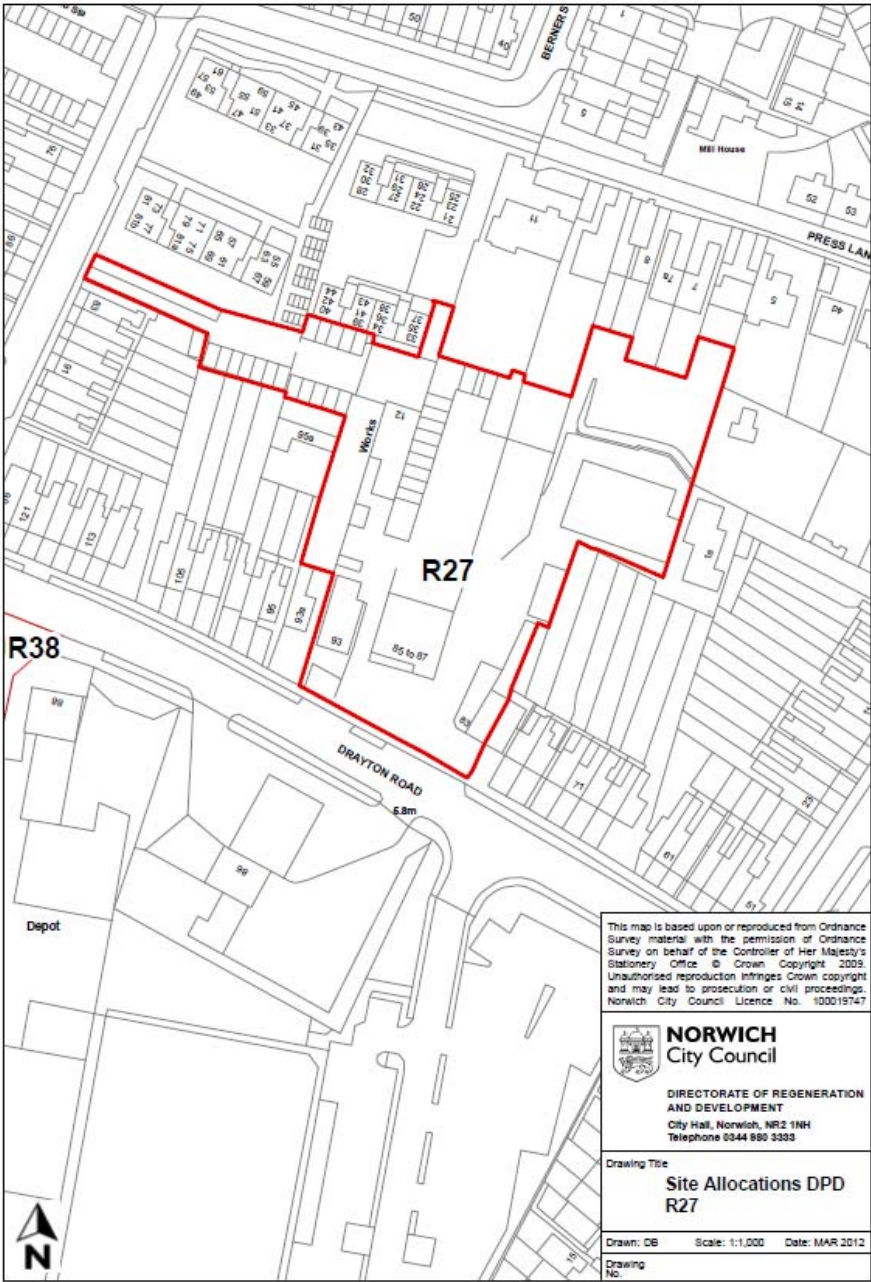
**POLICY R27: Land at 81-93 Drayton Road (including the garage site off Junction Road)**

The site is allocated for housing development, to provide in the region of 30 dwellings.

The development will:

- Provide an additional pedestrian crossing point on Drayton Road and pedestrian and cycle linkages through the site linking Drayton Road with Press Lane and Junction Road;
- Retain or replace trees on or near to the site;
- Be designed to take account of the levels within and around the site and the consequent impact of development proposals on the character and appearance of the area and the living conditions of neighbouring residents; and
- Be designed to minimise noise for future residents from traffic on Drayton Road. A noise assessment will be required.

Site Plan



## **R28: Site north of Raynham Street**

### **Description**

This site is located in the western part of the city and is one hectare in size. It consists of single storey warehouse and depot buildings and concrete hardstanding in use for storage and distribution.

The site is located at the north-western end of City Trading Estate, adjacent to housing to the south and west, open space to the north and the an employment area to the east. The Dolphin Path is to the west of the site and the Riverside Walk and River Wensum to the north. There are mature trees, some with tree preservation orders, and hedges on the boundaries of the site.

The site is accessed by Raynham Street off Heigham Road, a busy radial road with a mixture of business and residential uses. There is open space, part of the Wensum valley, to the north of the site, including the Railway Path pedestrian/cycle route to the north of the River Wensum.

### **Explanatory Text**

The site is designated in the 2004 Replacement Local Plan for employment uses. Re-allocation of the site for housing provides the opportunity to improve the currently unattractive strategic Dolphin Path pedestrian and cycle link. Although development of this site for housing would lead to loss of employment land in the City Trading Estate, this loss would be outweighed by the benefits of the development. However, access constraints would have to be overcome to enable development.

This link is part of the orange route of the strategic cycle network, linking the south and north of the city. It is also an important access to the Railway Path, part of National Cycle Route 1. This route provides excellent access to both the city centre and to the open countryside via the Wensum valley. The Wensum valley is identified in Joint Core Strategy policy 1 as a sub-regional green infrastructure corridor.

Development is therefore required to both improve the Dolphin Path itself and to be designed to create an active frontage to the path, to provide surveillance and improve its setting, enabling the path to better fulfil its strategic function.

The development will also be required to improve the Riverside Walk north of the site and to be landscaped to reflect its setting adjacent to green spaces in the Wensum valley. The presence of trees in and around the site will have to be taken account of in the design of the development. Development should also take into account the adjacent County Wildlife Site and should be designed to protect and enhance biodiversity.

The design and scale of development should respect the setting of the adjacent Dolphin Inn, a seventeenth century listed building.

Access from Raynham Street is a major constraint. Therefore the development will be required to make junction improvements to the Raynham Street and Heigham Street junction and the width improvements on Raynham Street. It is also possible that the access to the site could be made via the Dolphin Path with a shared surface road.

The site is partially in Flood Zone 2 and is 1 hectare in size. Therefore a flood risk assessment is required for this site and appropriate mitigation measures must be provided as part of the development.

The proximity to the existing employment area means that the new housing development should be well screened to minimise noise impact. Since the site may have been subject to contamination, a survey will have to be done to inform the design of development. An archaeological survey should be carried out as this site is within the area of main archaeological interest.

### **Deliverability**

The site is in a single ownership and being actively promoted for development. It is suitable and available for development within the plan period.

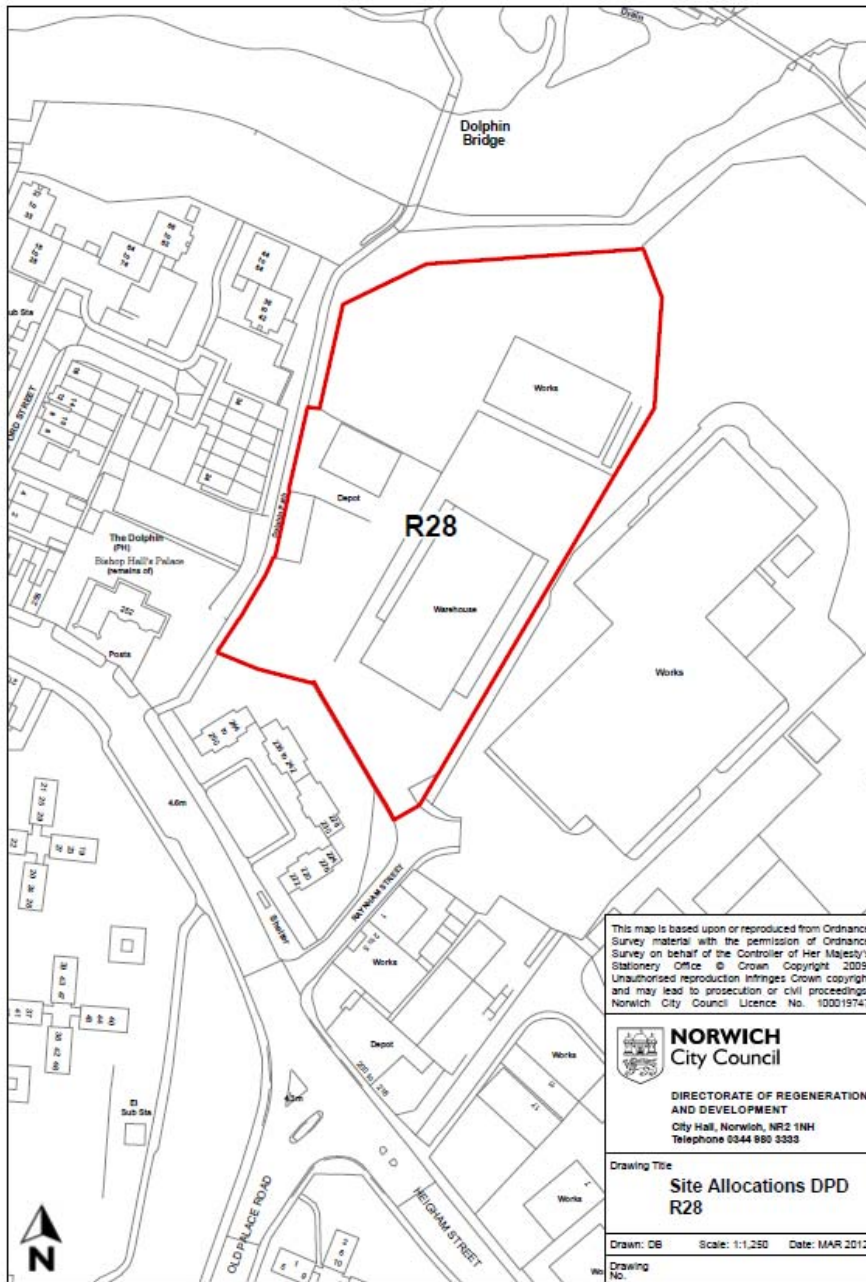
#### **Policy R28: Site north of Raynham Street**

The site of 1 hectare is allocated for housing development (40 dwellings minimum), subject to the provision of an acceptable and safe access to the site.

The development will be designed to:

- enhance the setting of neighbouring green spaces and paths;
- mitigate the impact of noise for future residents from the existing employment area;
- respect the setting of the neighbouring listed buildings;
- protect trees on or near the site, including preserved trees;
- enhance biodiversity.

# Site Plan





## **R29: Goldsmith Street**

### **Description**

This brownfield site of 1.2 hectares was formerly used for light industry and housing, but demolition has recently taken place. The site is located in a densely developed residential area and is largely surrounded by a mixture of terraced houses and flats, with a church to the north-east and an open space to the south-east.

### **Explanatory Text**

The site provides the opportunity for development of new housing on a brownfield site within a predominantly residential area. The site has excellent access to jobs and services in the city centre and neighbouring shopping facilities at Distillery Square district centre on Dereham Road.

The site provides the opportunity to enhance pedestrian and cycle access between the district centre, the Midland Road open space and Old Palace Road, providing links to the inner circle cycle route and local routes as an integral part of the development.

An assessment of on-site trees has been undertaken which identifies those which should be retained. Given the site density requirement, the development should aim to achieve improvements to adjacent green spaces as part of any scheme.

Prior to development, assessment and remediation of any possible contamination and ground conditions should take place. Since part of the site is in Flood Risk Zone 2 and the site is over 1 hectare in size, a flood risk assessment will be required. An archaeological assessment will also be required.

Vehicular access to the development should be from Goldsmith Street, Greyhound Opening and Haslips Close. Design of the scheme will require a review of controlled parking zones to enable high density development within this area and will require an additional designation to cope with revised on street parking arrangements.

The site has been the subject of a design competition. A design brief, available on request, has been produced providing additional information on site constraints and opportunities. The scheme should follow the design guide and competition outcomes to provide an enhancement of the design quality of the area. Layout and built form should be designed to respect the amenity and access arrangements of other residents within the area.

## **Deliverability**

Two smaller parts of the area were allocated in the Replacement Local Plan for housing. This enlarged site, suitable for a comprehensive housing scheme, is available for development.

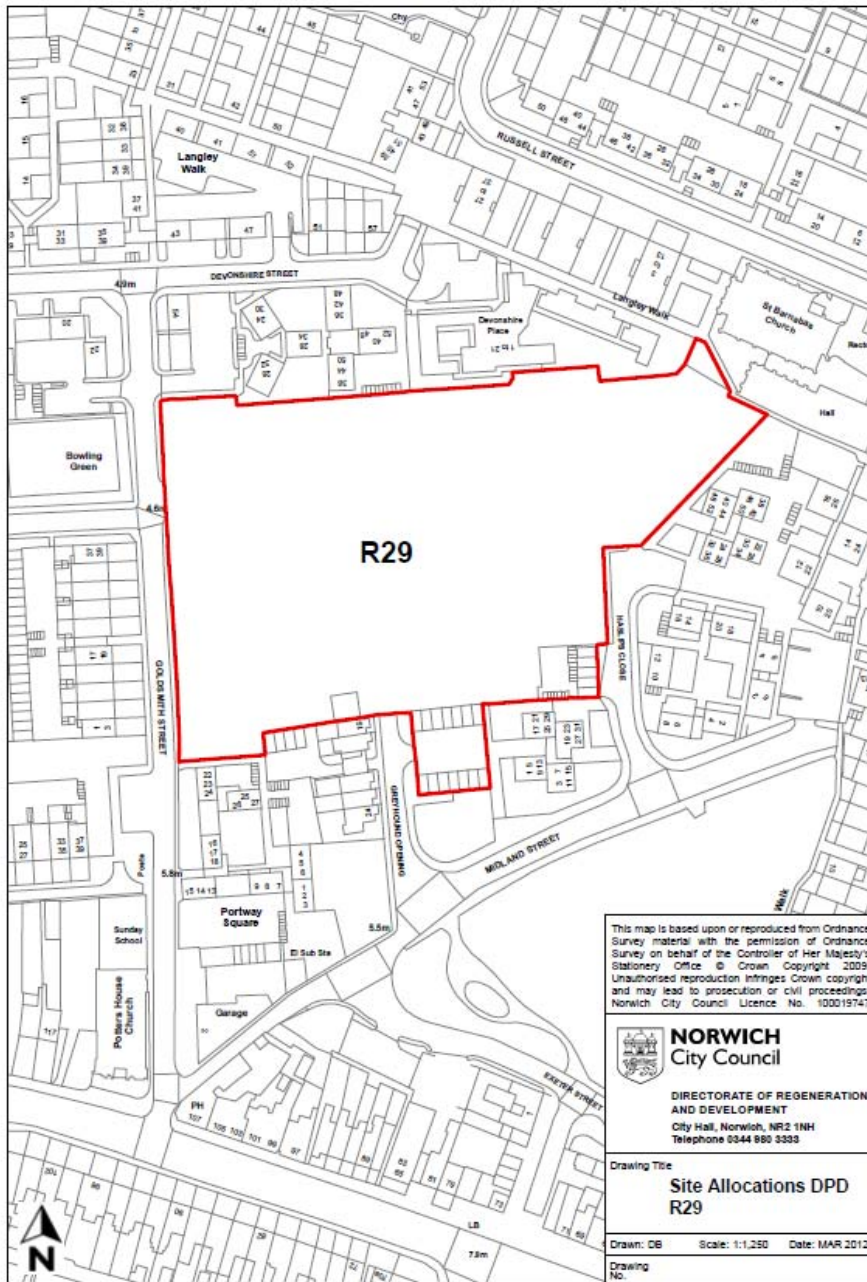
### **Policy R29: Goldsmith Street**

The site (1.2 hectares) is allocated for housing for approximately 100 dwellings.


The development will:

- include a pedestrian/cycle route as an integral part of its design to provide links between Midland Road open space and Old Palace Road;
- contribute to improvements to the neighbouring open space;
- be well designed in line with its design guide.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

 <b>NORWICH</b> City Council		
DIRECTORATE OF REGENERATION AND DEVELOPMENT City Hall, Norwich, NR2 1NH Telephone 0344 860 3333		
Drawing Title <b>Site Allocations DPD</b> <b>R29</b>		
Drawn: DB	Scale: 1:1,250	Date: MAR 2012
Drawing No.		

## **R30: 231- 243 Heigham Street**

### **Description**

The site is located in the west of the city and is 0.36 hectares in size. The site is currently used for caravan sales and repairs and other small scale businesses.

The site is surrounded by housing to the south, east and west, including terraced houses, flats and a recently completed residential development. Heigham Street is to the north of the site and there is housing, a plant hire business and the historic Gibraltar Gardens pub opposite the site. There is a notable change in levels within the site to the south fronting Dolphin Grove.

Heigham Street is a busy radial road with a mixture of business and residential frontages, including the City Trading Estate employment area further to the east of the site. The Wensum valley north of Heigham Street is an important environmental asset and connects to the wider green link network.

### **Explanatory text**

Allocation of this site will help deliver housing development in a sustainable location with good public transport close to employment areas and local services, including the Drayton Road district centre.

Design of the development must take into account the need to protect and enhance the setting of the grade II fifteenth century listed Gibraltar Gardens pub building opposite the site. Design must also address the need to minimise noise for future residents from Heigham Street, whilst creating an active street frontage, and providing enhancements with landscape features running through the site and along Heigham Street. Given the prominent location of the site on the road the development needs to address the street frontage, potentially through street tree planting.

The design should also take account of the need to ensure that no habitable rooms overlook the electrical sub-station to the site's south and the need for a pedestrian and cycle route across the site to link Heigham Street to Dolphin Grove. Means to avoid or minimise any overlooking from the apartments at the elevated position in Dolphin Grove should be considered in the site's layout. Trees on neighbouring sites must also be protected.

Access arrangements should be reviewed with a view to minimising access points onto Heigham Street and rationalising vehicle access and servicing points. Some vehicle access from Dolphin Grove should be investigated as part of redevelopment of the site, although this should not be considered the only solution, and would need to account for change in levels. The scheme should also allow for the reinstatement of pavements along Heigham Street where access is revised.

As the site is within the area of main archaeological interest an archaeological assessment is required prior to development. Demolition of existing buildings on site will be necessary. Contamination and flood risk assessments and any necessary mitigation measures will be required.

### **Deliverability**

The land is owned by two different parties, both of whom have indicated that this land will be available for development in the plan period. Therefore the site is suitable and available for development.

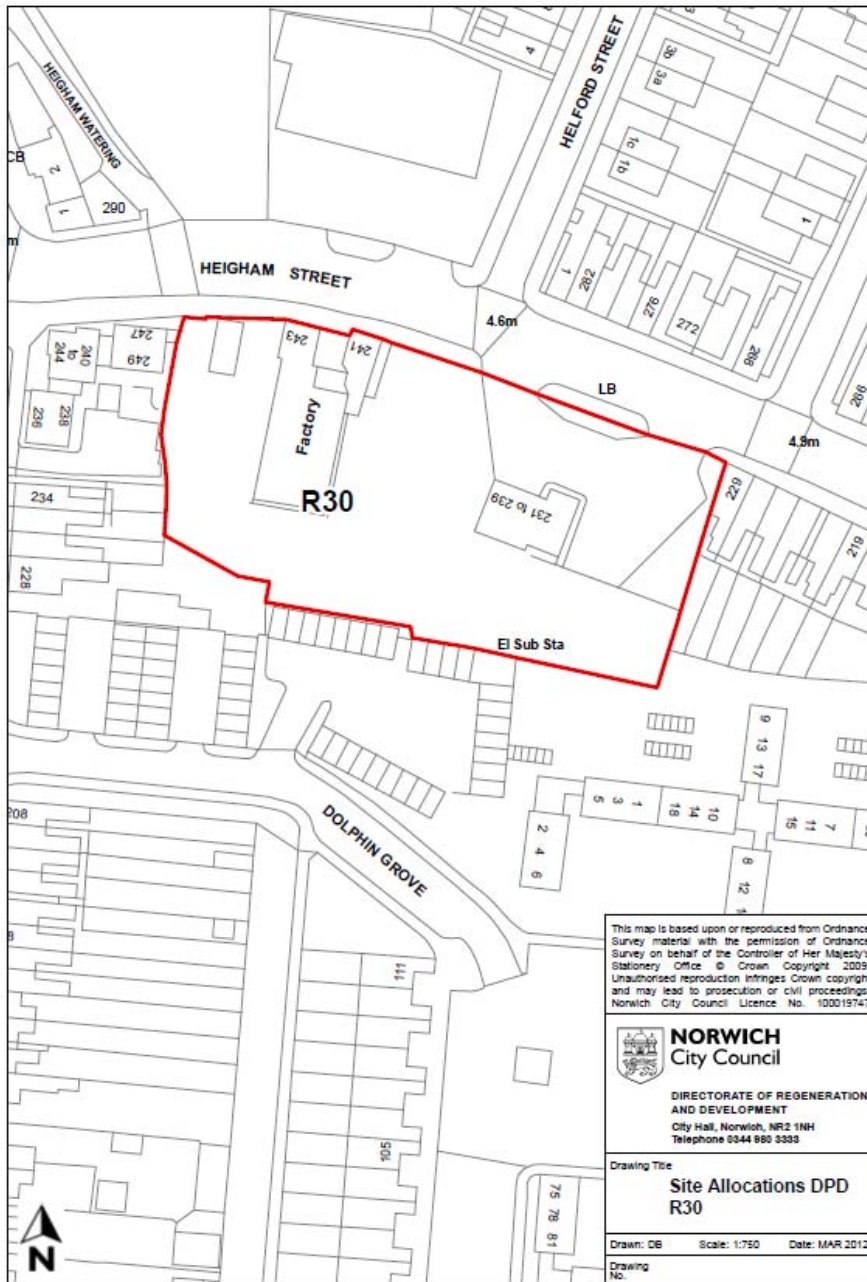
### **POLICY R30: 231-243 Heigham Street**

The site at 231-243 Heigham Street is allocated for housing development. In the region of 25 dwellings will be provided, including a balanced mix of family housing.


The development will:

- Provide a pedestrian cycle route across the site to link Heigham Street to Dolphin Grove;
- Rationalise access arrangements;
- Be designed to mitigate the impact of the neighbouring development and the impact of road noise on residents. A noise assessment will be required; and
- Be well landscaped, protecting neighbouring trees and providing street trees on the Heigham Road frontage.

Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

 <b>NORWICH</b> City Council		
DIRECTORATE OF REGENERATION AND DEVELOPMENT City Hall, Norwich, NR2 1NH Telephone 0344 860 3333		
Drawing Title <b>Site Allocations DPD</b> <b>R30</b>		
Drawn: DB	Scale: 1:750	Date: MAR 2012
Drawing No.		

## **R31: Two sites at Hurricane Way, Airport Industrial Estate**

### **Description**

The two sites allocated for employment use are located in Hurricane Way. Site A, the western site, is 0.26 hectares in size and site B, the eastern site, is 2.03 hectares. Both sites have been cleared and a recent permission has been granted for the smaller site for surface storage uses and placement of containers.

These sites are on the south side of Hurricane Way, adjoining the Airport Industrial Estate to the north. To the south of the sites there are recently developed residential areas which are accessed from Fifers Lane. Site A borders the woodland to its west. There are protected trees within both sites.

### **Explanatory text**

Buildings on these two sites, used by the Ministry of Defence and more recently for student accommodation by the University of East Anglia, were demolished in 2008.

The Airport Industrial Estate is located to the north and adjoining parts of the earlier defence site now form part of the industrial estate. The remainder of the former student accommodation has been developed for housing. Development will help provide more opportunities for small and start-up businesses (units below 1,500 square metres).

The development will have to address specific on site constraints relating to its former uses and location. A contamination assessment will be necessary. Since the eastern site is over 1 hectare in size a flood risk assessment is required and appropriate mitigation measures, including sustainable drainage, must be provided as part of the development.

Design of the development at site A must take account of its location neighbouring woodland. The design of sites A and B must also take account of trees on site.

Both the design and uses of the sites must avoid any potential noise or amenity conflicts with housing to the south and south-west of the sites. Therefore light industrial and small business uses are promoted and landscaped buffers must be provided to existing residential development. Dependent on production of a masterplan, residential development may be suitable on the southern part of site B.

Vehicular access to the development sites for employment uses will be from Hurricane Way. A bus route and an improved pedestrian and cycle route will be provided through site B by the developer and will link Hurricane Way to the northern end of Heyford Road, most likely on the sites eastern boundary. The cycle route will be part of the yellow route of the strategic cycle network. The development should be designed to provide surveillance of this route to ensure it will be safe.

## Deliverability

The site is in city council ownership. It is suitable and available for development within the plan period.

### **POLICY R31: Two sites at Hurricane Way, Airport Industrial Estate**

Two sites at Hurricane Way (as identified on the proposals map as site A and site B) are allocated for light industrial development and/or for small business uses. Housing development will be acceptable on the southern part of site B where this is needed to fund regeneration in accordance with an agreed masterplan. These uses must not be significantly detrimental to the amenity of adjoining neighbouring residential occupiers. A noise assessment will be required.

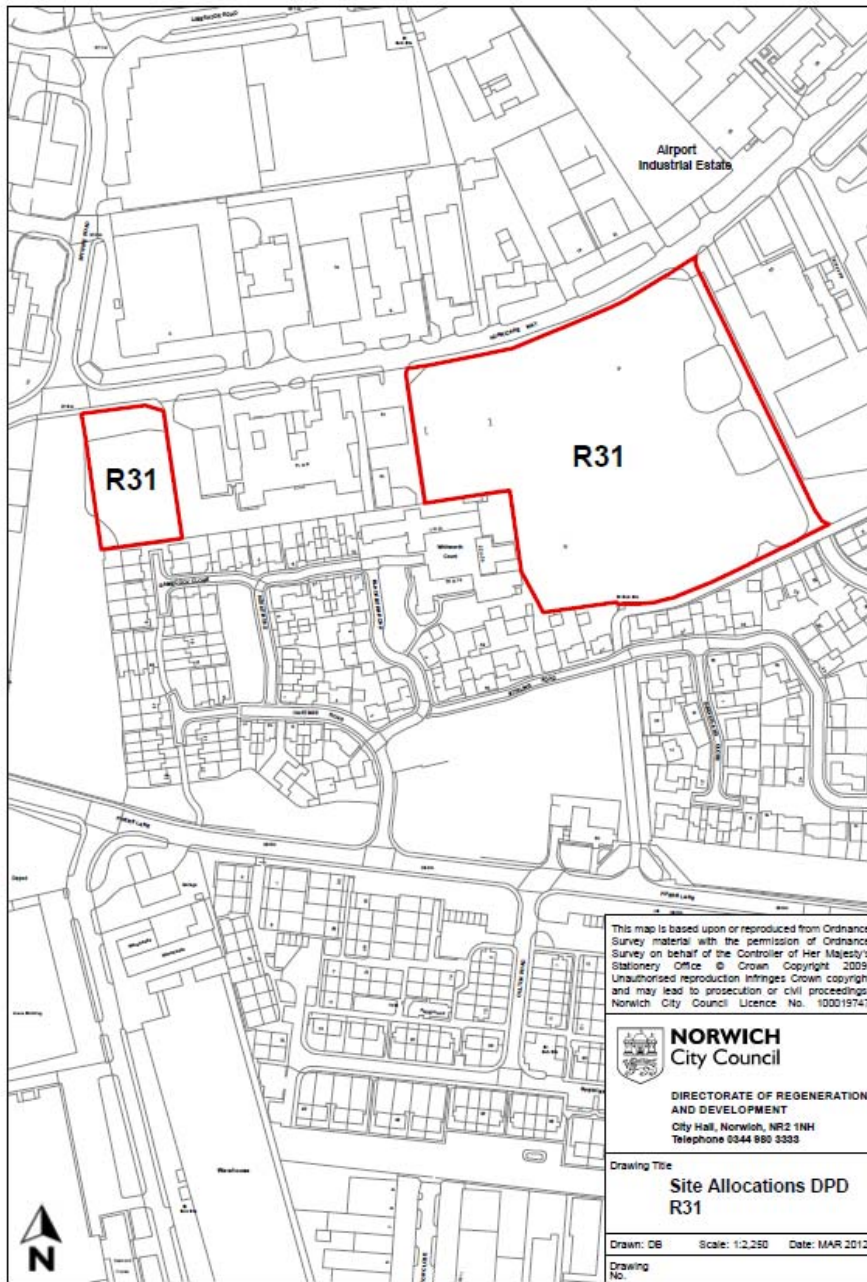
Following implementation of an approved development, any employment element on this site will be considered as part of the Airport Industrial Estate and protected under Policy DM 16.

The proposed development will:

- deliver a north-south pedestrian and cycle link via site B;
- deliver a bus link from Hurricane Way to Heyford Road via site B;
- ensure protection of trees on site.



# Site Plan



## **R32: The Paddocks, Holt Road**

### **Description**

This 4.57 hectare site comprises an area of open land situated between the airport operational area and the A140 Holt Road. Much of the site is grazing land but part toward its southern end has been in low-key sporadic use in recent years for storage of materials and commercial vehicle parking. There is low density housing along the road frontage on the opposite side of Holt Road, in Broadland district, to the west and airport operational buildings on Gambling Close to the east. The site is partly screened by a line of hedge/trees fronting Holt Road.

### **Explanatory text**

This site is allocated for airport operational uses as the further development of Norwich Airport, important to economic development locally, is supported by the Joint Core Strategy.

The government requires licensed airports to set out their future development proposals by preparing a masterplan. Consequently, it is expected that the need for this site for operational uses to enable further airport expansion will be investigated fully through the preparation of a masterplan which will be produced by the airport.

The masterplan should incorporate a surface access strategy for the airport as a whole and this should include a comprehensive travel plan for the existing operations on site.

In advance of a masterplan, development proposals which come forward for this site (as for other sites within the airport boundary) would need to be accompanied by an assessment clearly setting out the relationship of the proposed development with the overall strategy for the airport in the context of future airport growth and development needs.

For highway safety reasons, access to the site must be from Gambling Close rather than directly from Holt Road. The development's design and uses must take account of the amenity of the residents of the housing on the opposite side of Holt Road.

A noise impact assessment is likely to be required for any operational uses proposed. Development on this land will require additional screening with landscape features to site boundaries facing towards Holt Road.

As the site is more than 1 hectare in size, a flood risk assessment is required.

### **Deliverability**

The site is suitable and available for development within the plan period.

The owner of the site proposed it for an employment allocation. Given the potential strategic importance of the site for the expansion of airport operational needs and the availability of alternative employment sites locally, the site is allocated for airport uses, subject to masterplanning.

**Policy R32: The Paddocks, Holt Road – Airport extension**

The Paddocks, Holt Road, is allocated for airport operational uses, subject to the need for this land for operational purposes to enable the further expansion of the airport being investigated, and adequately demonstrated, through the development of a masterplan (or equivalent) for the airport, including a surface access strategy and Travel Plan.

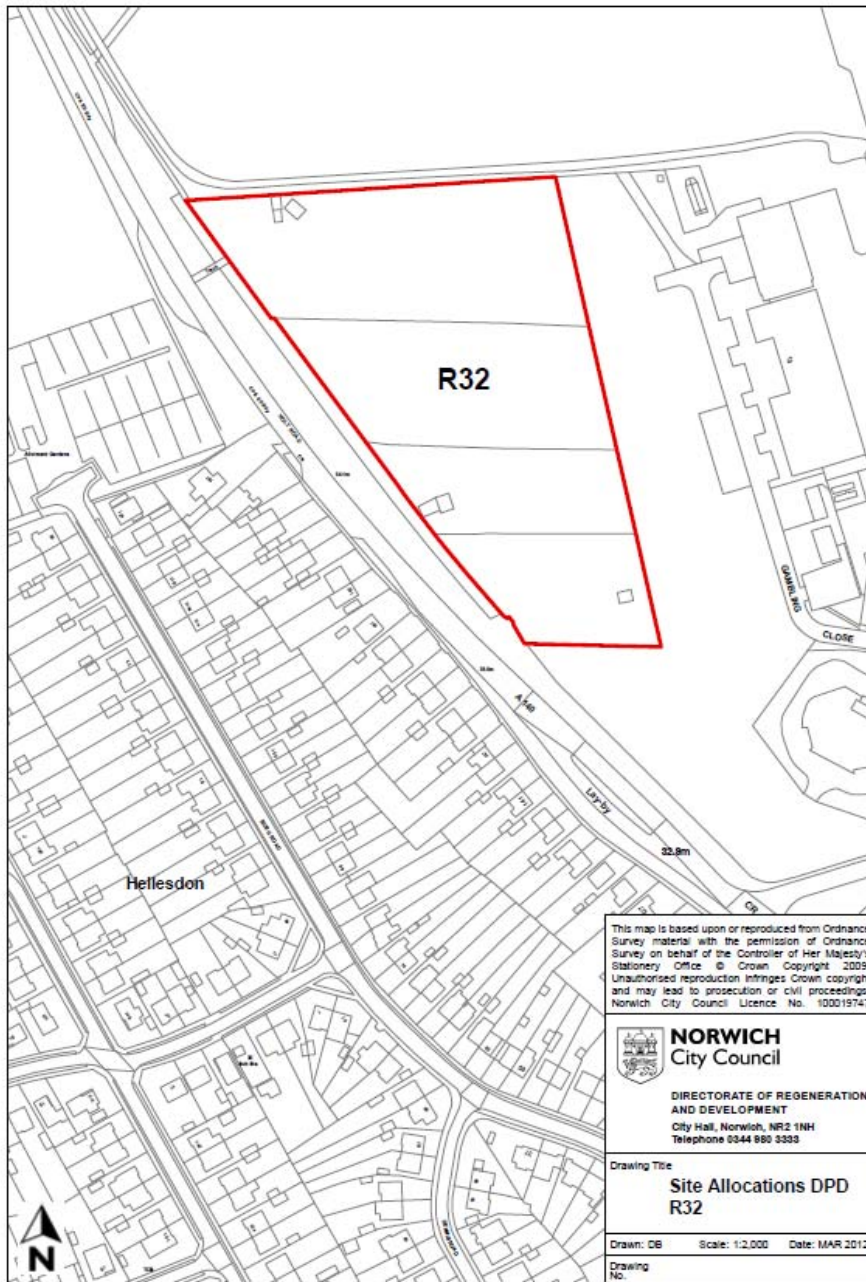
Proposals for development in advance of the masterplan should be accompanied by an assessment clearly setting out the relationship of the proposed development with the overall strategy for the airport in the context of future airport growth and development needs.

Development for purposes unrelated to airport operations will only be accepted where the masterplan demonstrates conclusively that the land will not be required for operational purposes during the plan period.

Development will:

- Provide vehicular access to the site only from Gambling Close;
- Provide appropriately for servicing, parking and other transportation requirements in accordance with the airport masterplan, surface access strategy and agreed travel plan, taking account of the need to promote sustainable transport in accordance with DM policy DM28;
- Demonstrate (through a noise impact assessment) that appropriate account has been taken of the potential impacts of noise from existing and proposed airport operations and noise generation from the development itself, in accordance with DM policy DM11;
- Incorporate suitable boundary treatment, screening to the Holt Road frontage and mitigation measures to reduce the impact of the development on the outlook and living conditions of adjoining and nearby residents, in accordance with DM policies DM2 and DM3.

# Site plan



## R33 Heigham Water Treatment Works, Waterworks Road

### Description

The site is part of Heigham Water Treatment Works at Waterworks Road and is 5 hectares in size. The site comprises of redundant filter beds and a number of historic industrial buildings in a landscaped setting on the east of the site which have been converted into employment uses. The site also has an attractive boundary wall running along Waterworks Road which defines the space of the treatment works.

The site is within the Wensum valley, with the river to the north and Waterworks Road to the south. The remaining part of the water treatment works is to the west and there is a recent housing development to the east. Waterworks Road is an area with a mixture of uses including residential and with predominantly industrial uses opposite the site. It is a secondary route which connects two key radial roads.

### Explanatory text

This part of the water treatment works is identified as surplus to Anglian Water's operational needs and is planned to be decommissioned. Use of the site for housing will help to meet housing need in an accessible location, and will enable the creation of a high quality open space along the river with public access.

The majority of the site is within flood zone 2, whilst a small part of the site is in flood zone 3a. A site specific flood risk assessment will need to be completed prior to the planning application stage. The area falling within flood zone 3a must not be developed for housing; instead, it should be included in the landscaping and open space provision. Since the site is over 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development.

Development of the site will only be possible subsequent to decommissioning and will require consultation with the Health and Safety Executive. Development should take into account possible site contamination.

Deleted: its

This site is a regionally important "industrial garden", as identified by the Norfolk Historic Gardens Survey. An archaeological survey is required before any development takes place and the design of the development should seek to retain the special characteristics of the site. Since three buildings on site, Eastgate House, Pump House 1 and Pump House 2, are on the proposed local list, these should be retained for small business uses or converted to residential uses.

The site is an environmental asset due to its river valley location and being part of the green infrastructure network. Biodiversity therefore should be assessed, protected and enhanced as part of the development by providing a green open space along the river, with a riverside walk, retaining mature trees on the river

frontage as far as possible. The route should link to the local cycle route across the Wensum valley to the west of the site.

Since the site is also within 200 metres of the Site of Special Scientific Interest at Sweet Briar Road Meadow, environmental effects will need to be screened to assess the likelihood of them being significant before or as part of any development proposal under the Environmental Impact Assessment Regulations.

Access will be from the current access to the east of the site and internal roadways designed to limit impact on the valley setting.

This site lies adjacent to the River Wensum. A written consent from the Environment Agency is required for proposed works or structures, in, under, over or within 9 metres of the top of the bank of a designated 'main river'. It is recommended that developers engage in early discussions with the Environment Agency.

### **Deliverability**

The site is actively promoted by the landowner and there is a reasonable prospect that the site will be delivered during the plan period. The site is suitable (with necessary mitigation measures identified above) and available for development.

#### **POLICY R33: Heigham Water Treatment Works, Waterworks Road**

The site is allocated for housing led mixed use development with a potential to include a number of small industrial/business units, subject to the decommissioning of the site and the revocation or variation of the hazardous substance consent such that the alternative use of the site is considered unlikely to result in unacceptable risk to human health or the environment.

A minimum of 150 dwellings will be provided, depending on the appropriate mitigation measures being undertaken, including the provision of adequate access to the site.

The land adjoining the River Wensum will include a public open space with a publicly accessible riverside walk.

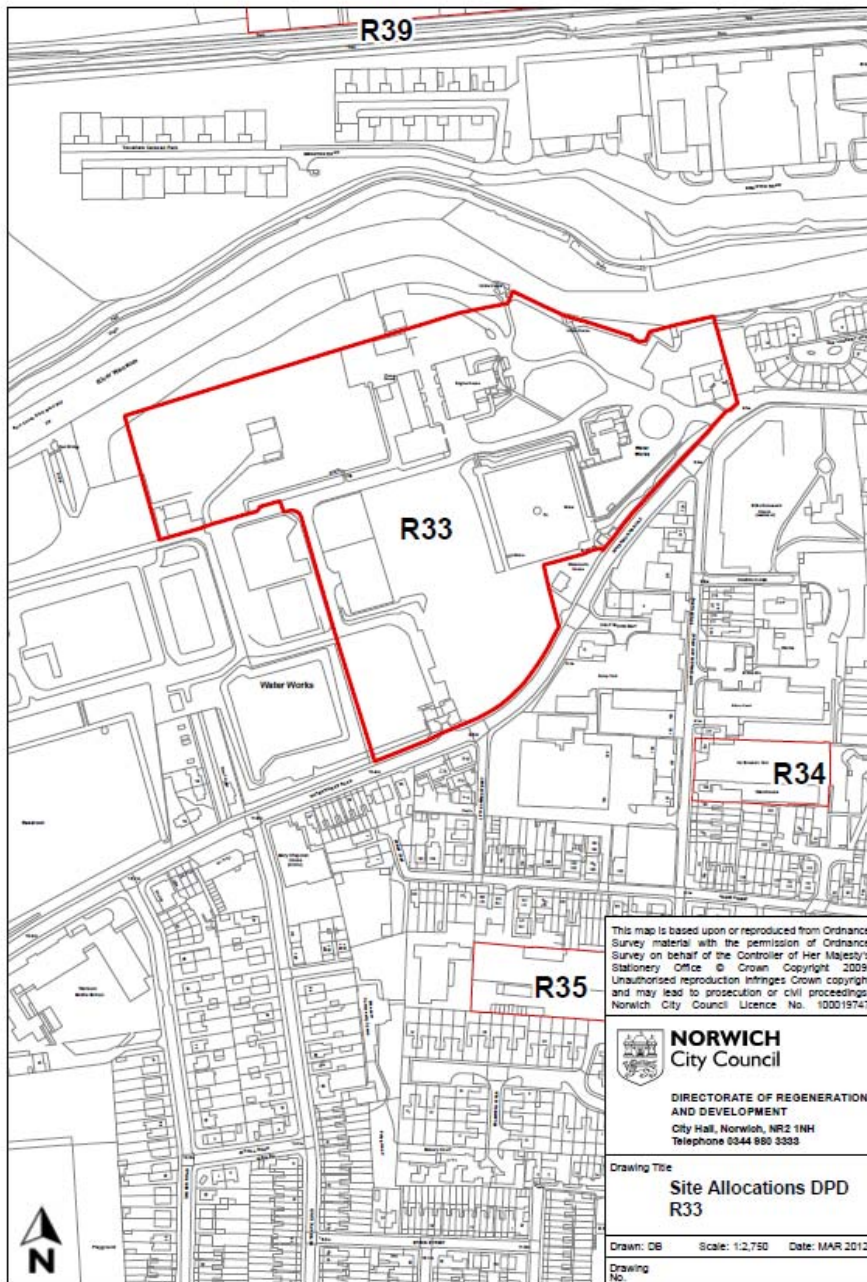
The development will be designed to promote biodiversity, including the protection of trees.

Locally listed buildings will be retained for business uses and/or residential uses and the boundary wall and other identified heritage assets will be protected.

An archaeology site brief will be required.



# Site Plan



## **R35: 120-130 Northumberland Street**

### **Description**

The site is located in the west part of the city and is 0.46 hectares in size. The site currently comprises a disused house and its front curtilage fronting Northumberland Street, with a motor scrap yard and builder's yard to the rear. There are several mature trees on site. There is a residential institution to the west of the site. Nelson Infant School is to the east on the opposite side the road. There is an electricity sub station to the south of the site.

This part of Northumberland Street is predominantly a residential area with two storey terraced houses, whilst the north part of the street towards Waterworks Road also contains employment uses.

### **Explanatory text**

The site is an accessible location for housing close to local services and public transport. Development of the site will help to enhance the residential character of Northumberland Street, reinstating a housing frontage.

Access will be taken from Northumberland Street, and options for through routes reviewed which could link up to Armes Street. Any link should be a home zone, landscaped and designed to slow traffic and prevent rat running. This should be combined with providing a cycle and pedestrian link between Armes Street and Bramfield Close. Design of the development must also take account of the presence of an electrical sub station on Bramfield Close to the south and the residential institution to the west, through suitable orientation of buildings and avoiding other amenity impacts to existing residential properties, possibly using planting for screening.

Design should also reinstate a street frontage.

Prior to development an assessment of on-site trees should be made and thereafter protected and incorporated into any new development as appropriate. Any scheme will benefit from additional landscaping running through the site to improve appearance and site linkages. Specific on-site constraints relating to its current uses will need to be addressed, requiring the undertaking of a contamination assessment and demolition of existing buildings.

### **Deliverability**

The site was previously allocated in the Replacement Local Plan for 30 dwellings. The site is in two ownerships and it is important that both parts of the site are developed



together to enable a comprehensive scheme. The owners of the site are actively promoting the site and intend to develop it within the plan period.

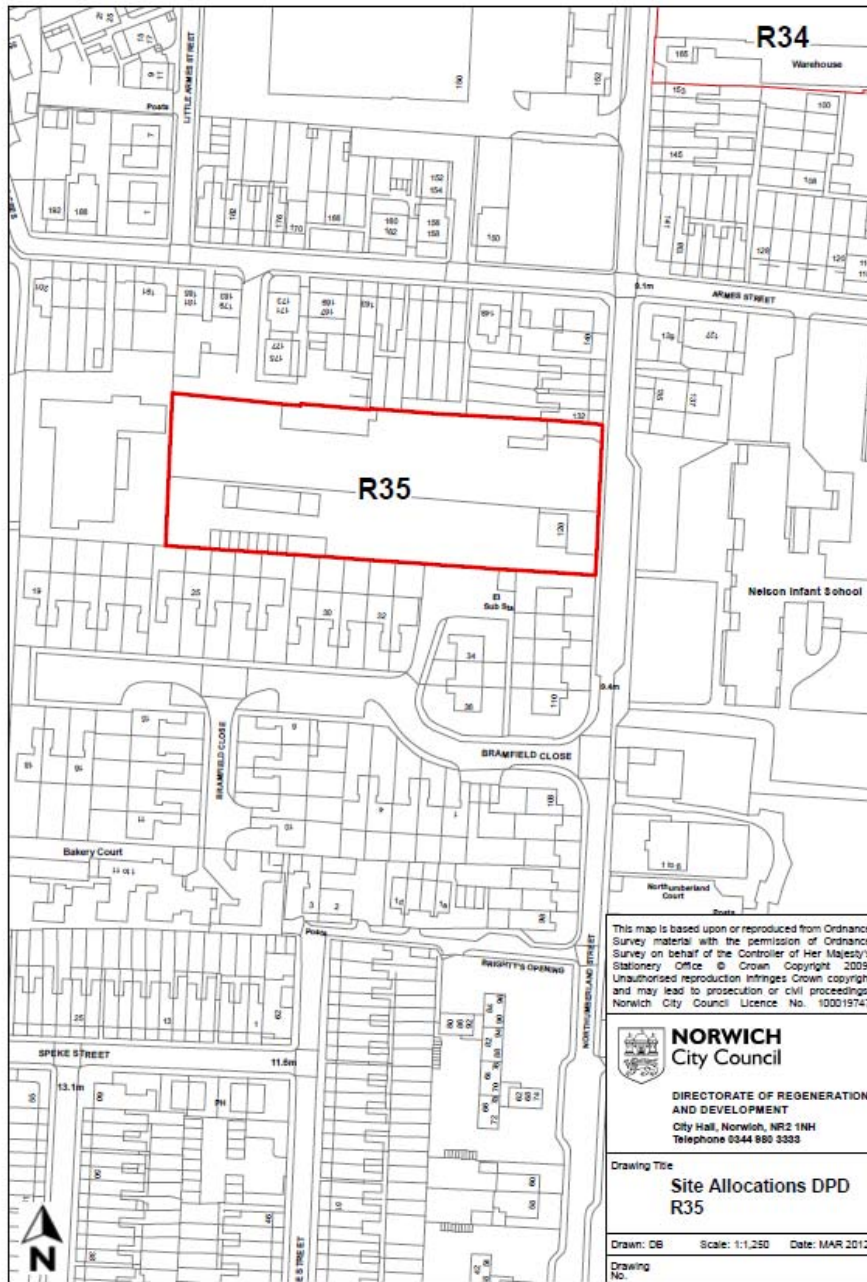
**POLICY R35: 120-130 Northumberland Street**

The site at 120-130 Northumberland Street is allocated for housing development of approximately 30 dwellings.

The development will:

- provide a cycle and pedestrian link between Armes Street and ~~Bramfield Close~~ [Northumberland Street](#);
- assess and protect on site trees;
- provide an appropriate landscaping scheme; and
- assess amenity impacts and provide high quality design in keeping with heights of buildings adjacent to the site.

# Site Plan



## **R36: Site at former Earl of Leicester Public House, 238 Dereham Road**

### **Description**

The former public house on this site of 0.14 hectares was demolished in 2005 and the site has been vacant since.

This site is at the busy junction of the A 1074 Dereham Road and Bowthorpe Roads, with housing to its north and west. Earlham Cemetery, a significant open space, historic park and County Wildlife Site, is opposite to its south.

### **Explanatory Text**

Development of this brownfield site will enable new housing to be provided in a sustainable location in a mainly residential area on the Dereham Road bus rapid transit route.

Design of the development should have regard to the prominent position in the townscape at this busy junction. It must be designed to make best use of this triangular site, have safe access at a major road junction, maximise private amenity space and must minimise road traffic noise for future residents.

Given the sites proximity to the neighbouring Earlham Cemetery it must also enhance the setting of this space, which is part of a green corridor identified in the Green Infrastructure Delivery Plan and provides local cycle routes. .

Vehicular access should be from Bowthorpe Road in the southwest corner of the site.

### **Deliverability**

The site is a new allocation and is suitable and available for development within the plan period. This site currently has planning permission for 12 housing units.

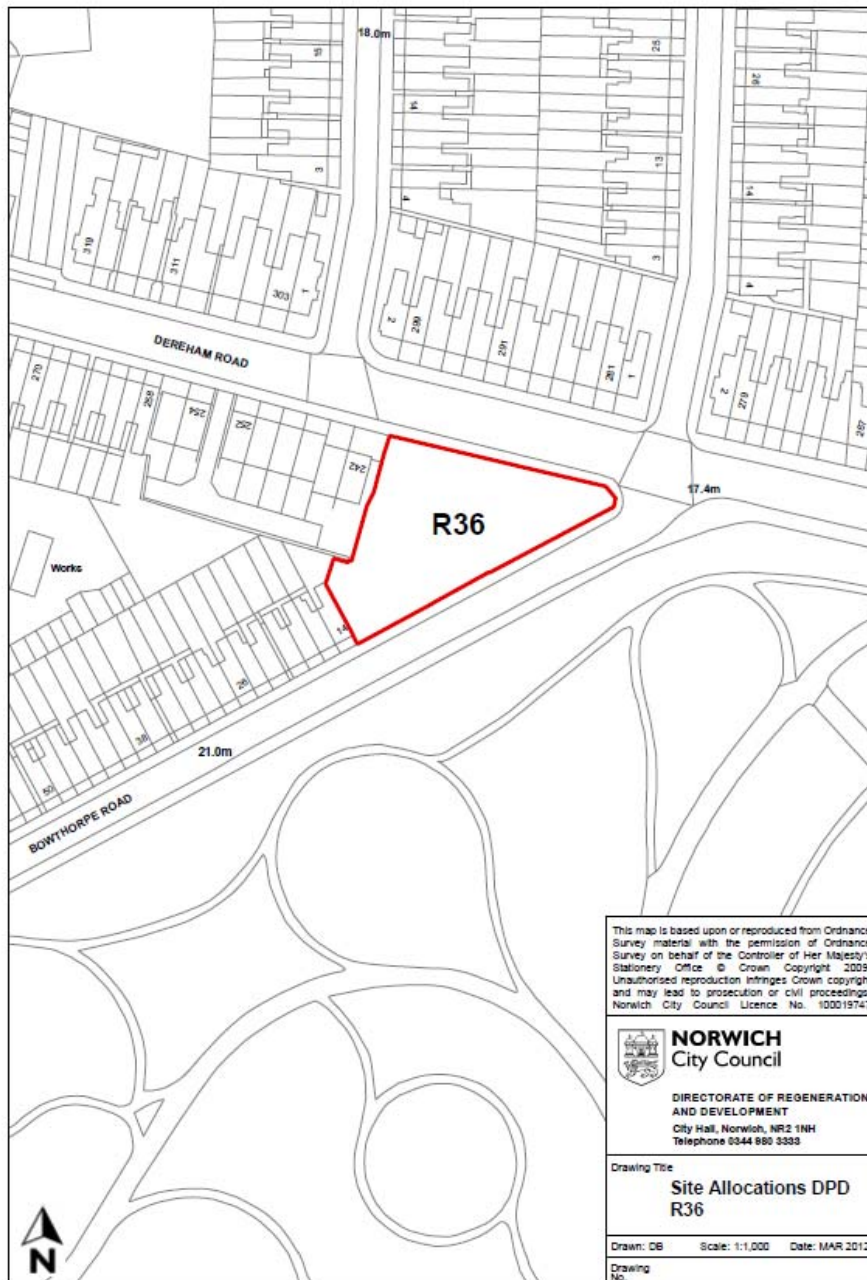
**Policy R36 Site at former Earl of Leicester Public House, 238 Dereham Road**

The site of 0.14 hectares is allocated for housing development to provide in the region of 12 dwellings.

The development will be designed to:

- make best use of the site's prominent position;
- enhance the setting of the neighbouring Earlham Cemetery;
- mitigate the impact of road traffic noise on future residents. A noise assessment will be required;
- provide amenity space for future residents;
- provide safe access to neighbouring major roads.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown Copyright 2009. Unauthorized reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

 **NORWICH**  
City Council  
DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD  
R36**

Drawn: DB Scale: 1:1,000 Date: MAR 2012  
Drawing No.

## **R37: Land adjacent to and including 349a-349b Dereham Road**

### **Description**

This backland site is 0.61 hectares in size and is situated between the main A1074 Dereham Road and Waterworks Road, in the west of the city. It is adjacent to relatively low density detached and semi-detached houses to its north, west and south and its eastern side abuts school playing fields.

The site is currently occupied by two residential properties and a number of garages. The site slopes to the north and west and there are a number of trees on or adjacent to the site including those which provide a good boundary definition along the eastern boundary.

### **Explanatory text**

This backland brownfield site has the potential to provide housing in a sustainable location, close to Dereham Road bus rapid transit route.

Given its location, this site has the potential for strategic impact on the inner and outer ring roads, core bus routes and the bus rapid transit route. Development of the site must facilitate and not prejudice implementation of these key Norwich Area Transportation Strategy (NATS) measures. Vehicle, cycle and pedestrian access will be from the Dereham Road. Any necessary improvements to the access will be provided by the developer.

Since the site is within the Health and Safety Executive (HSE) consultation zones for Bayer Cropscience and Heigham Water Works, early consultation should take place with the HSE to inform a planning application. A contamination assessment and mitigation will also be required.

An assessment of the potential for the retention of on site trees will be required. Given the large areas of potentially undisturbed vegetation an assessment of any ecology interest likely to exist on site will be required.

Any new development should demonstrate that there will not be a significant impact to existing residential properties in the area.

### **Deliverability**

This site has an outline planning permission granted for 24 housing units. The site is suitable and available for development within the plan period.

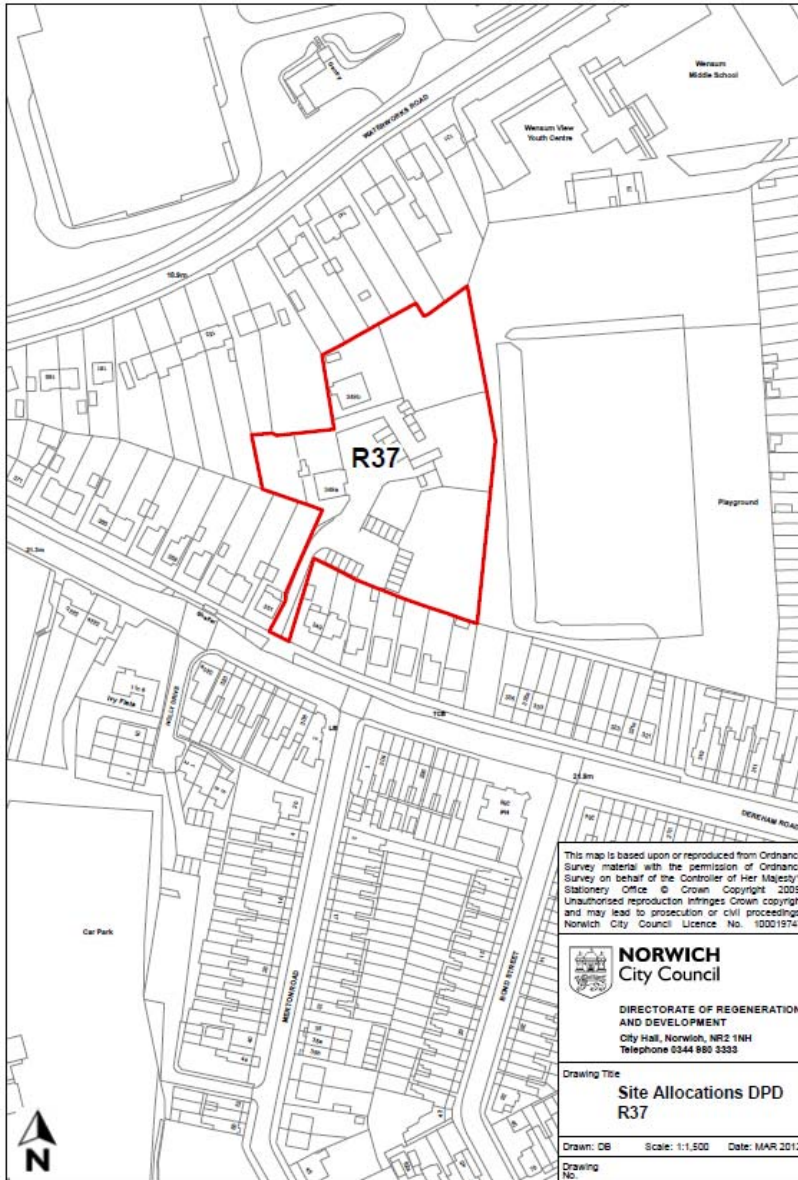
**POLICY R37: Land adjacent to and including 349a-349b Dereham Road**

Land adjacent to and including 349a-349b Dereham Road is allocated for housing development, to provide in the region of 24 dwellings.

The development will:

- provide safe access to Dereham Road;
- protect the amenity of neighbouring residents;
- be designed to promote biodiversity and retain on-site trees where possible.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2005. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 880 3333

Drawing Title  
**Site Allocations DPD  
R37**

Drawn: DB    Scale: 1:1,500    Date: MAR 2012  
Drawing No.



## **R38: Land at Havers Road**

### **Description**

The site is located at the junction of Drayton Road and Havers Road and is 2.25 hectares in size.

The site comprises industrial units, predominantly warehouses (Class B8), and a car wash. It is adjacent to a newly developed residential area to the west and the Drayton Road employment area to the east. The Dolphin Path, a strategic pedestrian / cycle route, forms the eastern boundary of the site.

The area surrounding the site consists mainly of housing to the north of Drayton Road and a variety of industrial and other businesses to the south, including retail warehouses and car sales. On Havers Road residential development has replaced industrial uses in the past decade. There is open space, part of the Wensum valley, to the south of the site, including the Railway Path pedestrian / cycle route.

### **Explanatory text**

This site is part of an employment allocation in the replacement Local Plan (adopted 2004). However, it is poorly integrated with the rest of the employment area and in recent years the area has become increasingly dominated by the housing development. Re-allocation of the site as housing land reflects these recent changes and will provide homes, including affordable housing, in an accessible location close to the Drayton Road bus rapid transit corridor. .

Re-allocation also provides the opportunity to improve the currently unattractive strategic Dolphin Path pedestrian and cycle link. This link is part of the orange route of the strategic cycle network, linking the south and north of the city. It is also an important access to the Railway Path, part of National Cycle Route 1. This route provides excellent access to both the city centre and to the open countryside via the Wensum valley. The Wensum valley is identified in JCS policy 1 as a sub-regional green infrastructure corridor.

Development is therefore required both to improve the Dolphin Path itself and to be designed to create an active frontage to the path, to provide surveillance and improve its setting, enabling the path to better fulfil its strategic function. It should also create a buffer between the new residential development and the neighbouring employment area. Landscape enhancement will be required through the site and assessment and protection of trees (especially along southern boundary and the road) will be required.

The developer will be required to demolish existing on-site buildings and assess and remediate possible contamination resulting from former industrial uses.

The site is partially in Flood Zone 2 and is over 1 hectare in size. Therefore a flood risk assessment is required for this site and appropriate mitigation measures must be provided as part of the development.

### **Deliverability**

The site is in multiple ownership. However, the majority of the site is actively being promoted for development and it is likely the remainder will come forward for development during the plan period.

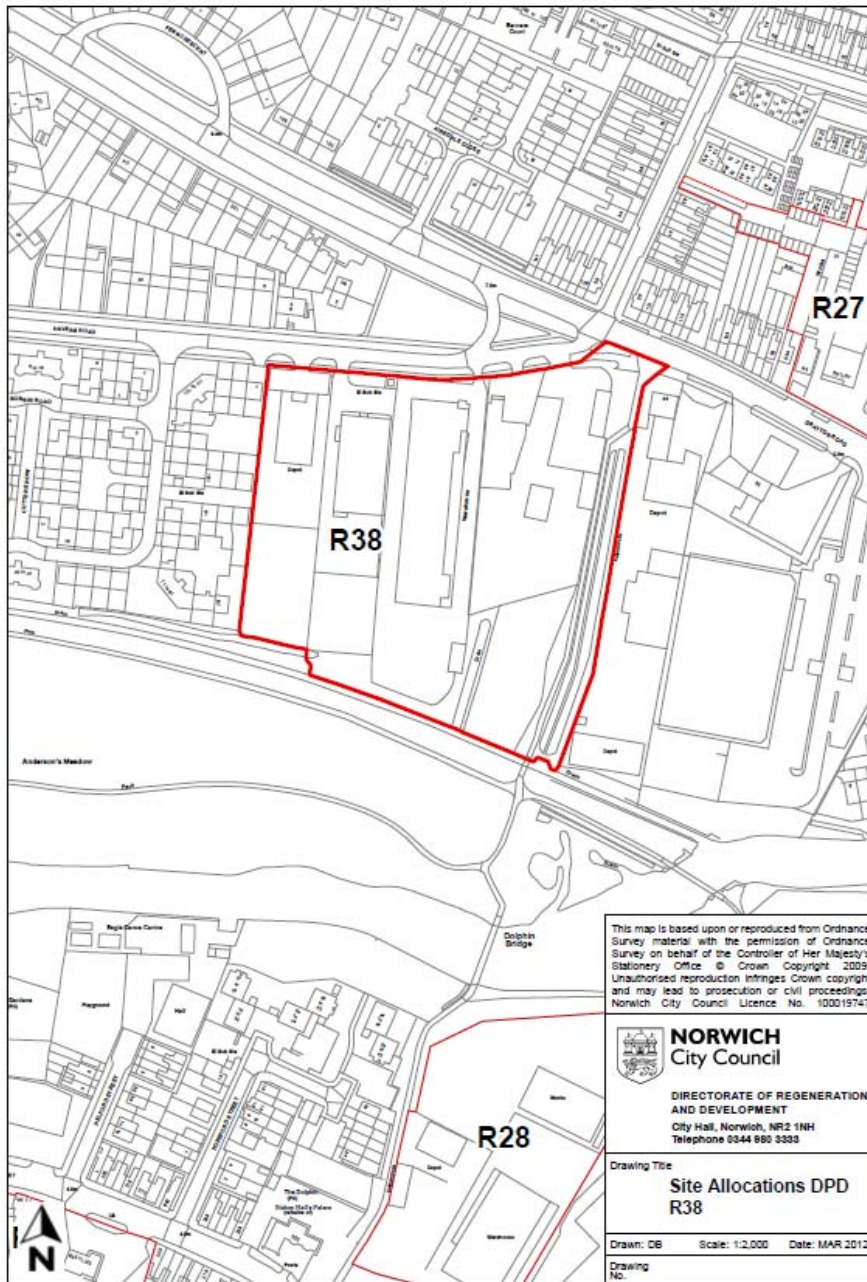
#### **POLICY R38: Land at Havers Road**

The site at Havers Road (2.25 hectares) is allocated for housing development. In the region of 100 dwellings will be provided.

The development will:

- integrate the Dolphin Path into its design to improve the setting of the strategic pedestrian/cycle route and make it a more attractive link;
- provide a buffer between new housing and neighbouring employment uses;
- make landscape and ecology enhancements;
- assessment and protect on-site trees.

# Site Plan



## **R39: Mile Cross Depot**

### **Description**

The former City Care Depot site is located in the west of the city and is 3.65 hectares in size.

The site was previously used as a council depot and was used for a variety of uses in conjunction with that use. It currently comprises various industrial units together with significant areas of the site previously used for open storage. However, the existing buildings are large and ageing. The previous uses of the site included offices, vehicle repair workshops and storage.

Some short-term business use of the site for similar uses as that carried out previously is currently taking place in advance of a more comprehensive redevelopment of the site occurring.

The site is close to existing residential developments at Valpy Avenue to the north and on the other side of Mile Cross Road. The site is largely flat and the site level rises significantly to the north. The Railway Path runs along the southern boundary of the site which is also a key cycle route and part of the green link network. Adjacent to the site on the far side of the Railway Path are recycling centres, business buildings and the Gypsy and Traveller site at Swanton Road.

This surrounding area is dominated by a mixture of industrial and residential uses. The industrial areas are however fragmented and are increasingly being redeveloped for housing. The site provides important employment provision in this part of the city, primarily for small businesses. Mile Cross Road is part of the major road network and is a radial road to the west of the city.

### **Explanatory text**

This allocation provides an opportunity to make more efficient use of the former City Care site, providing opportunities for small and start-up businesses, and for housing development to meet the Joint Core Strategy target.

This site is part of an employment allocation in the 2004 Replacement Local Plan. However, much of the existing development on the site is not compatible with adjacent uses and the site layout and densities represent an inefficient use of land. The ageing buildings are increasingly out-of-date and less suitable for modern small and start-up business uses. Redevelopment of the site provides an opportunity to reconfigure its layout and provide key employment opportunities in this part of the city whilst contributing to the Joint Core Strategy housing growth targets. The loss of some employment land on the site will be compensated for by the wider regeneration benefits to this part of the city through a mixed use scheme which

retains employment as part of a mix of uses and create enhancements of and better access to green infrastructure within this area.

The development will need to overcome a number of constraints. The site is adjacent to the valley of river Wensum which is an important environment asset. It is also close to the Sweet Briar Road Meadows which a Site of Special Scientific Interest. Development proposals should be designed to preserve and enhance biodiversity.

There are a number of trees and habitats adjacent to the site which should be protected and enhanced

The site is partially covered by Flood Zone 2 and is greater than 1hectare in size; it therefore requires a flood risk assessment and appropriate mitigation measures should be provided as part of the development. Other constraints include possible contamination and possible ground condition issues.

Development proposals must take account of the site's location within the consultation area for the Waste Transfer Station and Household Recycling Centre at Swanton Road, and location within the outer zone of the Health and Safety Executive consultation area for Heigham Waterworks and Bayer Crop Science. Site layout and disposition of uses should reflect this; residential development in particular should be located on the northern part of the site to ensure that new residential occupiers are not adversely affected by noise and odour generated by the recycling centres or by impacts arising between uses.

The adjacent Railway Path is a key element of the city's cycling network; the design of development should be permeable, enabling pedestrian / cycle links through the site to connect with the route.

Mile Cross Road is already a busy road and not capable of handling significant increase in traffic from residential development. Access to the residential part of the development should be through Valpy Avenue, whilst the commercial part can continue to be accessed from Mile Cross Road.

### **Deliverability**

The site is owned by the City Council. The site is suitable and available for development in the plan period.

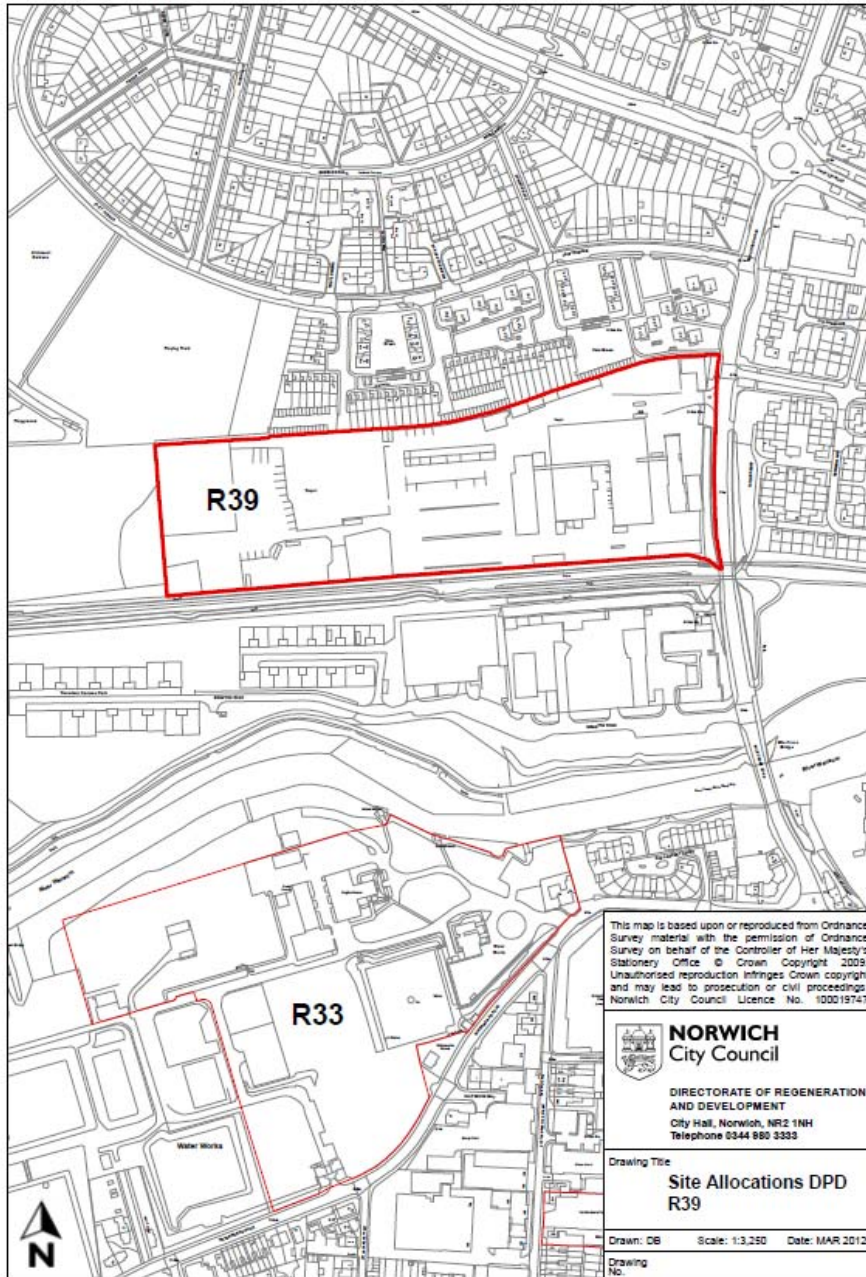
### **POLICY R39: Mile Cross Depot**

Land at Mile Cross Depot is allocated for mixed use development to include housing and small business workshop units. A minimum of 75 dwellings will be provided.

Development proposals will ensure that:

- The layout and disposition of uses is designed to minimise impact on existing and new housing areas;
- Residential access is taken from Valpy Avenue;
- Commercial area access is taken from Mile Cross Road;
- It preserves and enhances biodiversity;
- The southern frontage of the site to the Railway Path is enhanced and landscape and pedestrian and cycle linkages provided through the site;
- The impacts of noise and odour generated by the recycling centres or by impacts arising between uses are mitigated for new residential occupiers. A noise assessment will be required.

# Site Plan



## **R40: Part of Norwich Community Hospital, Bowthorpe Road**

### **Description**

This site of 2.6 hectares currently forms part of the Norwich Community Hospital. Some of the buildings on the site are in use for hospital purposes and some are redundant.

The site is on the north side of Bowthorpe Road, opposite the Julian Hospital and Earlham Cemetery. To the north, the site borders the Woodlands Park and housing. To the west, there is an estate which consists of flats, houses and garage courts. The remaining hospital uses are to the east of the site.

This site has an existing access road from Bowthorpe Road which is separate from the main hospital access. However, this is immediately adjacent to an existing bus stop and close to attractive mature trees in this part of the site.

### **Explanatory text**

The northern and western parts of the hospital site were allocated for housing development in the Replacement Local Plan (adopted 2004), with the remainder of the site to continue in hospital use. Since then NHS Norfolk has revised its operational plan for Norwich Community Hospital, developing a stroke unit on the main hospital site so that a smaller area in the west of the site is now available for development. This redundant part of the site presents an opportunity for housing development and an enhancement of access to the Woodlands Park.

Development of the site should address its constraints which include on site telecommunications equipment, trees, demolition and potential subsidence issues. The site is over 1 hectare in size and therefore a flood risk assessment will be required for this site and appropriate mitigation measures should be provided as part of the development. A contamination assessment and appropriate mitigation are also required.

The Woodlands Park and Earlham Cemetery are County Wildlife Sites. The development should therefore be designed to improve links between the habitats and also to provide new pedestrian and cycle access to the Woodlands Park, to link to Bowthorpe Road and Dereham Road and cycle routes in the Wensum valley. A cycle/pedestrian route to Godric Place will be required and an assessment of access arrangements and impacts on the bus stop should be undertaken to minimise impacts on Bowthorpe Road. On site play facilities and open space are required as part of any redevelopment.

Since this is a large strategic site, a masterplan should be prepared to inform pre applications discussions.



## **Deliverability**

This site was identified in the Replacement Local Plan with a different boundary. The new boundary was submitted by NHS in line with their current operational plan. The site is suitable and available for development within the plan period.

### **POLICY R40: Norwich Community Hospital (western part)**

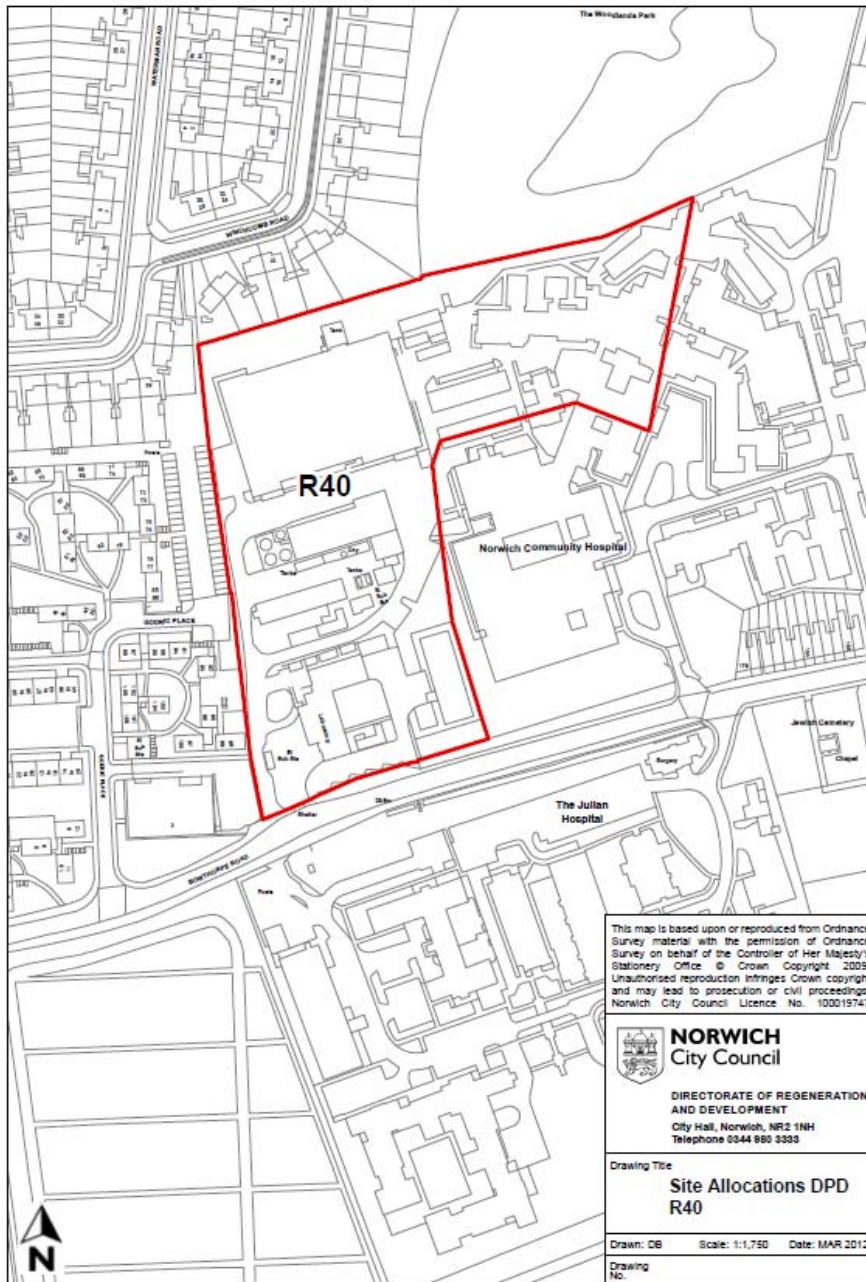
The site of 2.6 hectares is allocated for housing development. In the region of 80 dwellings will be provided on this site.

Development will:

- Provide pedestrian and cycle links between Bowthorpe Road and Dereham Road via the Woodlands Park to the north of the site and to Godric Place;
- Be designed to promote biodiversity links between neighbouring green spaces;
- Include on-site play and open space provision;
- Provide safe access to Bowthorpe Road;
- Assess and retain trees where possible;
- Take account of existing on-site telecommunications equipment.

A masterplan should be prepared by the developer.

# Site Plan



## **R41: Three Score, Bowthorpe**

### **Description**

This site of 32.2 hectares is the largest, and only significant greenfield, housing development opportunity in Norwich. Located on the western edge of the city, this extensive site has been identified as a strategic development allocation in local plans for a number of years and forms part of the third and final phase of the major planned urban extension at Bowthorpe which has been under periodic development since the late 1970s.

The site lies to the south of Earlham Green Lane and Clover Hill Road and to the north of the River Yare. The principal approach from the south by road is from the B1108 at Colney via the existing river bridge, Tolgate Way and Dodderman Way. The site adjoins parkland adjacent to Bowthorpe Hall and conservation area, existing residential development within the first phase of Three Score to the west and Bunkers Hill Wood and St Mildred's Road in West Earlham to the east.

The site slopes from north to south and consists mainly of uncultivated grassland used for informal recreation and as pasture for horses. There is a curved tree belt running from the northern to the eastern boundary and a small wooded hollow in the north-west part of the site. Hedgerows are an important feature along Earlham Green Lane and also in the south-west part of the site, which includes a green track defined by a double hedgerow forming an L shaped route running from the eastern edge of existing housing areas in Three Score and turning south toward the river. A network of more informal tracks has become established across the site.

### **Explanatory text**

Three Score is a city council owned site which has been a long-established strategic housing allocation in the City of Norwich Replacement Local Plan and its predecessors dating back to the original Bowthorpe Master Plan (1974).

Three Score has potential to provide a significant amount of housing, including affordable housing, in a new community well linked to the rest of Bowthorpe and Norwich. It is close to the Bowthorpe district centre and employment opportunities at the Bowthorpe employment area and the Norwich Research Park.

Local services should be provided in a village centre, including community facilities, local shops and employment uses.

Substantial green infrastructure and open space and good quality public transport links are required to serve the development.

The new Three Score community is proposed to be an exemplar scheme which will provide a sustainable and energy efficient development of exceptionally high quality

intended to drive up standards of design and place making in similar developments in future.

The design of the development must respect the setting of Bowthorpe Hall and its conservation area, preserve the open character of the Yare valley and maintain strategic long views.

Environmental Impact Assessment, biodiversity appraisal, archaeological investigation, a geotechnical study and utilities report and a flood risk assessment will be required for this site.

Development needs to ensure that the water environment is protected. The site falls within Source Protection Zone 1, designated to protect water supplies, and therefore the water environment is particularly vulnerable in this location. Detailed discussions over this issue will be required with the Environment Agency to ensure that proposals are appropriate for the site and that the site is developed in a manner which protects the water environment.

Deleted: throughout the development of the site

Deleted: a

### Deliverability

The site is in single ownership and is suitable and available for development within the plan period.

### **POLICY R41: Three Score, Bowthorpe**

The site at Three Score, Bowthorpe (32.2 hectares) is allocated for development as a sustainable urban extension primarily for housing, providing in the region of 1200 dwellings, with associated community facilities, recreational and informal open space, green infrastructure and an integrated network of vehicular, pedestrian and cycle routes through the site.

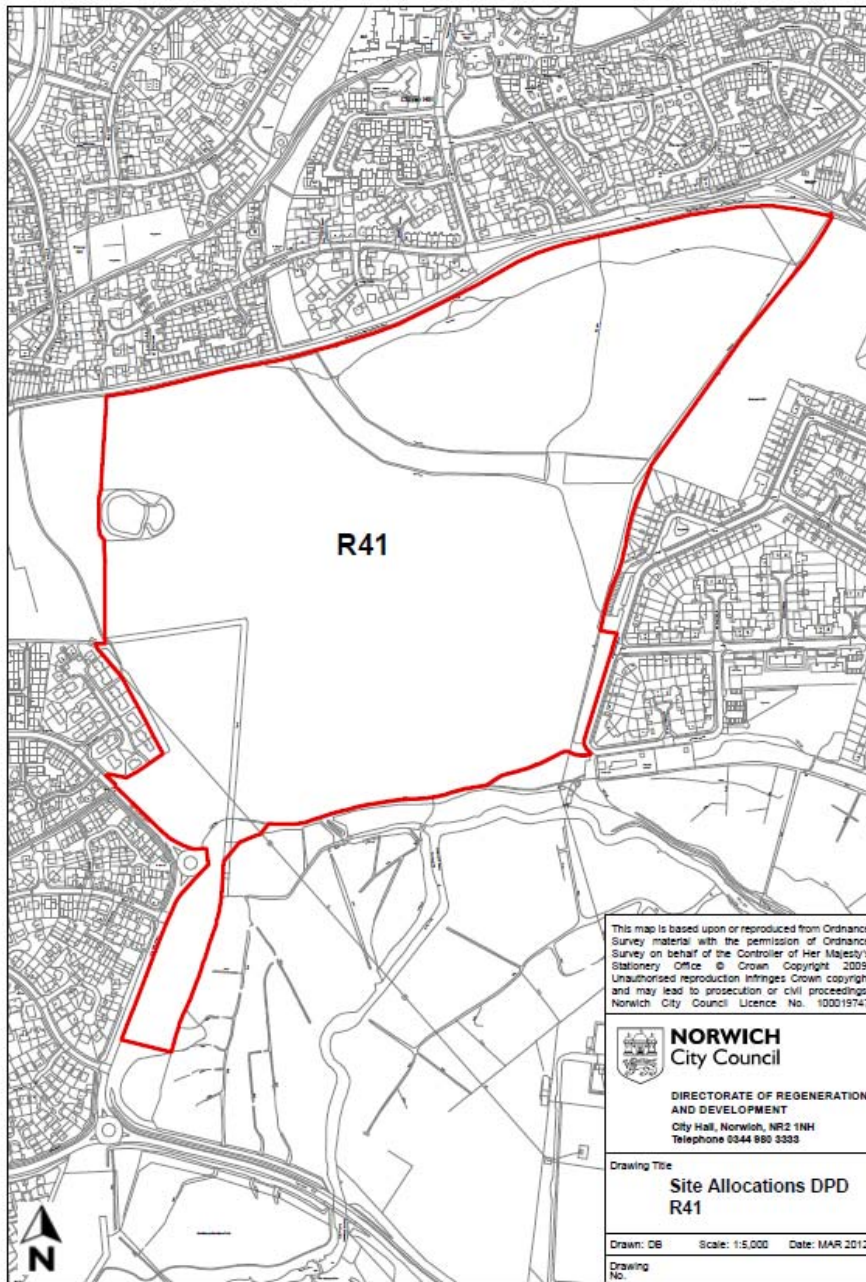
Development will:

- Deliver a balanced mix of housing across the scheme as a whole including appropriate provision for housing for the elderly, institutional residential and nursing care and other housing for special needs;
- Provide permeability through the site including connections to the existing strategic cycle network, new bus routes and a network of attractive and walkable pedestrian routes providing for safe and convenient movement within and between existing and proposed housing areas, the Bowthorpe district centre, the new village centre and the Yare valley and open countryside beyond;
- Provide significant areas of recreational and informal open space, play space, green infrastructure (including retained woodland) and enhance ecological networks to support biodiversity and geodiversity;
- Provide new community facilities including a village centre with local shops and service uses;
- Be planned as an exemplar development with a distinct character and identity,

providing for exceptionally high standards of design, energy efficiency and flood resilience (including addressing identified risks from fluvial and surface water flooding);

- Respect the character and distinctiveness of the surrounding area, in particular to improve the setting of Bowthorpe Hall and the surrounding conservation area, preserve the open character of the Yare valley and distinctive landscape of the valley edge, and maintain strategic long views through and beyond the development area.

# Site Plan



## **R42 Earlham Hall**

### **Description**

The site includes Earlham Hall and the neighbouring areas to its east formerly used as a nursery and a depot. The site is 2.04 hectares in size and does not include any part of the historic Earlham Park or its public car park.

Earlham Hall is a grade II\* listed building in a parkland setting adjoining historic courtyard buildings and walls. These include the former coach house, the bothy and the donkey engine for the well. Some of these buildings are currently in a poor state of repair. The historic rose gardens to the south-east of the Hall are not within the site.

The former nursery is partly disused and partly in use for a temporary “Wellbeing project”. The former depot adjacent to University Drive is screened by trees and high hedges.

The site is accessed from University Drive off Earlham Road and neighbours Earlham Park and the University of East Anglia (UEA) campus. The Sports Park is located opposite on the east side of University Drive.

### **Explanatory text**

The UEA is an important asset for the city and the county. It is a major employer and is internationally recognised for its excellence. The growth of the university and neighbouring knowledge based industries is fundamental to the economic strategy for the area. Repairs to Earlham Hall and its courtyard buildings will bring it back into productive use. Allocation of the site for business uses will allow potential for additional buildings and accommodate a low carbon centre in the area which will help encourage interconnectivity between established educational uses on site and potential expansive business enterprise and research uses.

The UEA Vision and Design Document for Earlham Hall area states that the prime objective for the exemplary low carbon building to be sited within the depot site is to encourage small to medium enterprises (SMEs) to develop and create jobs in connection with the low carbon economy. It will deliver business support to local businesses benefiting from the knowledge created at the UEA and Norwich Research Park. Creation of other educational floorspace on site is proposed to enhance benefits to the enterprise hub.

Earlham Park is a designated historic park and the site is part of a conservation area. The proposed development therefore should fully respect both the setting of Earlham Hall and its historic parkland landscape. Earlham Hall and its outbuildings must be renovated sensitively and new buildings to the east must be carefully

designed to enhance the listed building. Views of development from University Drive and from the park and the river valley beyond should be enhanced.

Earlham Park is also part of the Yare valley green infrastructure corridor. Therefore the design of development should both retain existing trees on site, and create additional habitat links to the park. Sustainable drainage solutions will need to take account of the presence of protected habitats in the valley to the west of the site and within the site allocation area. Assessment will also be required of any archaeology interest which may remain.

As a result high quality, environmentally sensitive development is required.

A contamination assessment and appropriate mitigation will be necessary and the development should be linked to the existing university district heating network. Alternative means of energy provision or reductions will be considered where these would not create adverse design, ecology or operational impacts. Since the site is over 1 hectare, a flood risk assessment is required and appropriate mitigation measures should be provided as part of the development.

Road access to the site will be through use of the existing access from University Drive. No new on site parking will be created and parking requirements will be reviewed to ensure management of parking within the area to reduce any adverse impacts. Any minimal parking and servicing agreed necessary will be designed to minimise site impacts and maximise opportunities to share such facilities. Additional pedestrian and cycle links will be provided to the university campus, including the local cycle network and University Drive and the strategic cycle network at Cow Drive / Chancellor's Drive.

As well as the above, development will take account of:

- the Earlham Hall Guidance Note produced and endorsed by the council in 2010;
- the Development Framework Strategy produced by UEA and endorsed by the council in 2010;
- the Earlham Hall area Vision and Development Document produced by UEA and endorsed by the council in October 2011.

### **Deliverability**

The site has been proposed for renovation and continued use of existing buildings and new build by its owner, the UEA, and is suitable and available for development.

### **POLICY R42: Earlham Hall**

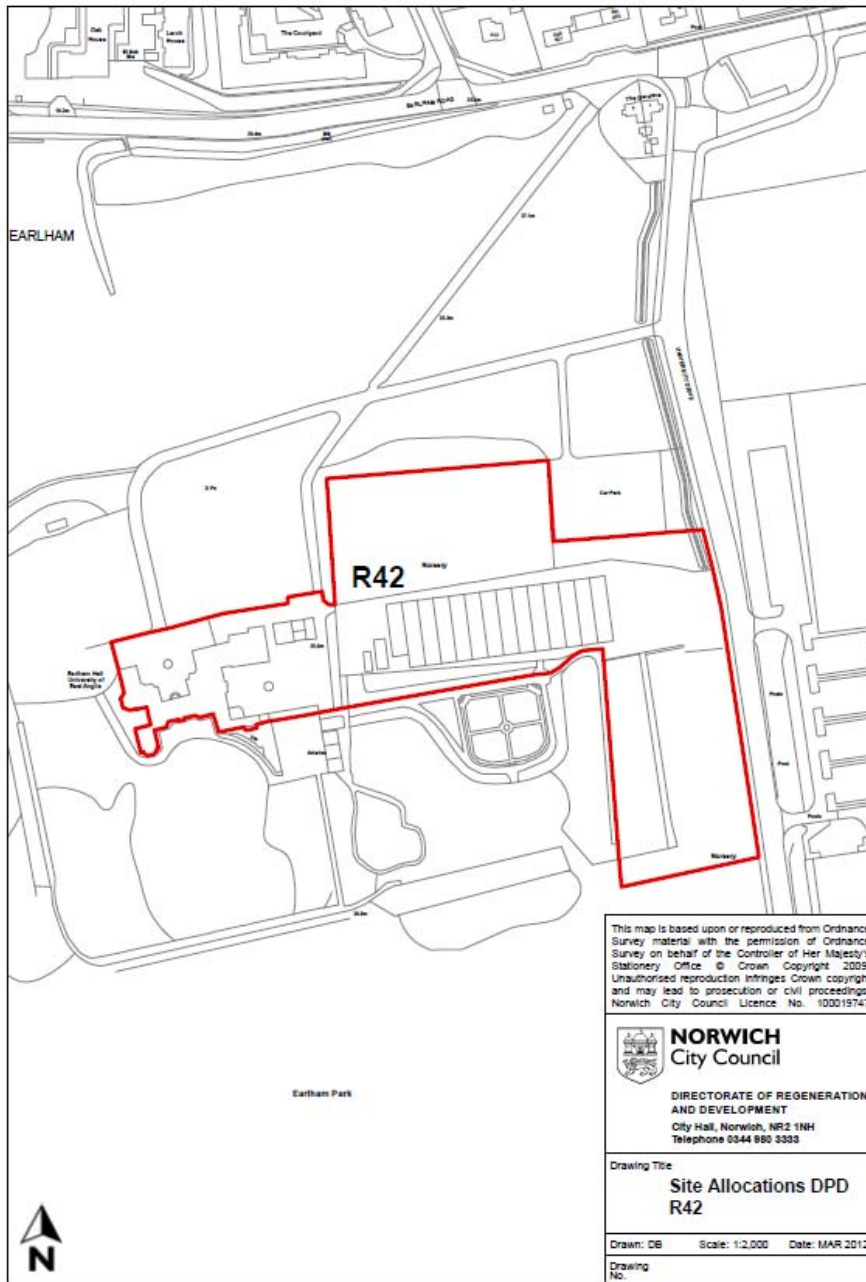
Earlham Hall and neighbouring land to its east are allocated for business use, including a new exemplary low carbon building.



The development will:

- sensitively upgrade Earlham Hall for educational uses and neighbouring listed buildings for education, business and ancillary uses;
- provide high quality, environmentally sensitive new buildings (~~maximum~~ approximately 7,000 square metres) in the former nursery garden and redundant glasshouse area for office, research and development and educational uses;
- provide an exemplary low carbon building (~~maximum~~ approximately 3,000 square metres) for office, research and development and educational uses on the former depot;
- respect and enhance setting of the parkland and the listed buildings;
- enhance biodiversity, creating links to the river valley;
- improve cycle and pedestrian links to the university campus, including links to the local and strategic cycle network;
- use existing road access from University Drive and create no additional parking;
- be linked to the university district heating network or as appropriate alternative on site facilities will be provided where these are considered to minimise impacts which might arise from connection to the existing network.

# Site Plan



This map is based upon or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office. © Crown Copyright 2009. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Norwich City Council Licence No. 100019747

**NORWICH**  
City Council

DIRECTORATE OF REGENERATION  
AND DEVELOPMENT  
City Hall, Norwich, NR2 1NH  
Telephone 0344 860 3333

Drawing Title  
**Site Allocations DPD  
R42**

Drawn: DB Scale: 1:2,000 Date: MAR 2012  
Drawing No.

## **R43 Former Blackdale School, University of East Anglia**

### **Description**

The former Blackdale School site lies between Blackdale Plantation and Bluebell Road and is 1.79 hectares in size. It is currently used by the University of East Anglia (UEA). The site comprises the main teaching building of the former Blackdale School, part of the former school field, hard surfaced play areas and a part of the Blackdale Plantation wooded area.

The site borders Cow Drive to the south, which provides pedestrian and cycle links into the UEA campus to the west. The route also provides vehicular access to the allocation site. The site retains its educational use following on from use by the former school. Former playing fields extend to the north along Bluebell Road and link with the playing field space used by the City Academy Norwich. To the south of Cow Drive are newly erected campus buildings, including a teaching building, a nursery, a health centre and a biomass energy centre.

### **Explanatory text**

The University of East Anglia is an important asset for the city and the county. It is a major employer and is internationally recognised for its excellence. The growth of the university is fundamental to the economic strategy for the area, promoting the linked development of knowledge industries, particularly plant sciences, education and the hospital. The site has an established educational use and allocation of this site will facilitate the growth of the university on a site neighbouring the existing allocated campus area.

The site will form part of an expansion to the university campus. Since it will be closer to open spaces and residential buildings than the existing campus, the scale and massing of the development will need to reflect this. Any new building will be between the new Academy to the north, which is 3 storeys high and set back from the road, and taller buildings within the campus. The site also has a backdrop of Blackdale Plantation. The scale and positioning of any new building will need to be assessed to ensure that it does not dominate the street scene. The site should also be landscaped to enhance existing green features whilst also creating a green edge to neighbouring housing.

The site is adjacent to Cow Drive, an historic green lane, which is also a pedestrian and cycle route into the campus forming part of the strategic cycle network and the main access point to the former school site at the moment. Whilst the site will be integrated into the overall setting of the campus in future development, an assessment will be required of access design and the suitability of an extension of the existing campus road network. This should include the benefits of linking to the roadway in front of the INTO building as an extension of the Lasdun grid layout. The setting of Cow Drive should be protected and enhanced and as part of any access

assessment pedestrian and cycle links should be protected and a design solution provided for the potential merging of traffic if crossing Cow Drive is considered feasible. Parking issues related to use of this space will need to be resolved prior to development and an update will be required to the Travel Plan.

An assessment of the capacity of site drainage will be required, incorporating sustainable drainage as necessary. The woodland setting and existing landscape features should be retained and enhanced where appropriate. This includes Blackdale Plantation, the specimen trees occurring within the current school grounds, the boundary hedgerows and Cow Drive. Any changes to these areas will need to be informed by an arboriculture and landscape assessment.

As well as the above, development will take account of:

- existing university conservation development and landscape strategies;
- the Development Framework Strategy produced by UEA and endorsed by the council in 2010; and
- when produced by UEA and, if endorsed by the council, the proposed Blackdale School area Vision and Development Document.

### **Deliverability**

The land is identified for campus extension for UEA, which is the landowner of the site. This site is suitable and available for development.

### **POLICY R43: Former Blackdale School, University of East Anglia**

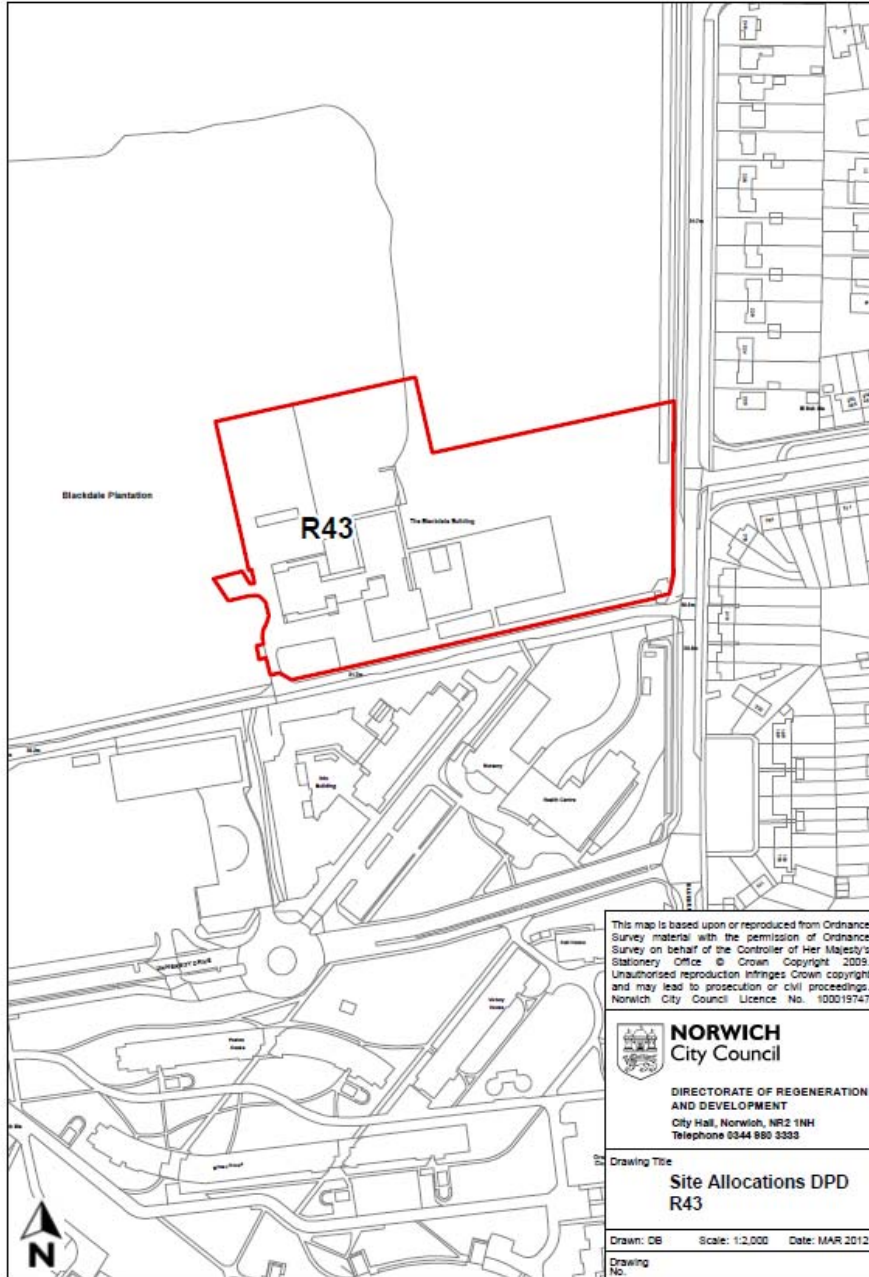
The former Blackdale School site is allocated for a campus extension for university related uses.

Development will:

- be designed to reflect its setting, creating a green edge fronting neighbouring residential development;
- retain and enhance existing landscape features, including Cow Drive, as informed by an arboriculture and landscape assessment;
- provide public access and a management scheme for Blackdale Plantation; and
- be linked to the university district heating network [where possible](#).

Access arrangements will be informed by an assessment and a Travel Plan will be required.

### **Site Plan**



## **R44: Land between Suffolk Walk and Bluebell Road, University of East Anglia**

### **Description**

The site lies in the south of existing University of East Anglia (UEA) campus and west of Bluebell Road and is 2.85 hectares in size. The site is currently part of the landscaping setting between the UEA buildings at “The Prospect” and the University Broad. The area was formerly part of a golf course and it comprises grassland, trees and two cycle routes. The area slopes up from the river as part of the river valley, with the campus buildings forming the backdrop to the space. It is used by students and local residents as an informal recreational area as it provides access to the broad and the riverside walk.

### **Explanatory text**

The UEA is an important asset for the city and the county. It is a major employer and is internationally recognised for its excellence. The growth of the university is fundamental to the economic strategy for the area, promoting the linked development of knowledge industries, particularly plant sciences, education and the hospital. Allocation of the site will enable growth of the university adjoining the existing campus setting.

The UEA Development Framework Strategy (DFS) has identified that this site may be needed to meet growth needs up to 2030, most likely for student accommodation. Since this Site Allocations Plan runs to 2026, the site is allocated as strategic reserve land for long term development, allowing flexibility should the site be required earlier.

Policy DM26 of the Development Management Policies Plan sets out guidelines for development at UEA. The policy seeks to enable expansion of the university, whilst conserving the landscape and architectural significance of the UEA and promoting public access to open spaces. Therefore it is essential that development of the site minimises impact on the river valley and enhances the setting of the listed buildings at the university. Consideration of the original Lasdun plan for a “Village on the hill” will be important, as will design taking full account of other buildings of visual importance to the southern view of “The Prospect”, including the School of Music and Suffolk Walk. Intrusion into the valley should be limited to protect the valley’s appearance and use. Development will take account of existing university conservation development and landscape strategies and the area’s Vision and Development Document when produced by UEA and endorsed by the council.

Deleted:

The sloping topography of the site presents an opportunity for the use of innovative, sustainable design to minimise the visual impact and maximise environmental performance, including linking the new development to the campus wide district heating network. Development should also protect existing planting and provide enhanced biodiversity links to the Broad and river.

Public access to the University Broad from Bluebell Road, including cycle routes, must be retained and enhanced. Since the proposal involves the loss of existing open space, any development must include the opening up of new areas for public access as compensation for this loss. This could be at Strawberry Fields (land between University Broad and Bluebell Road), on land to the south of the River Yare, or on other areas of UEA owned land in the river valley where agreed appropriate.

Since the site is over 1 hectare in size, a flood risk assessment will be required. Sustainable drainage will have to ensure that water quality in sensitive habitats in the river valley is protected.

Transport impacts assessment will be required and as well as a review of the campus Travel Plan.

### Deliverability

The land is identified as a strategic reserve for future development by UEA and should only be released subsequent to the development of the Blackdale School site and Earlham Hall site.

#### **POLICY R44: Land between Suffolk Walk and Bluebell Road, University of East Anglia**

Land between Suffolk Walk and Bluebell Road is allocated as strategic reserve for a university campus extension.

Development must:

- Protect the visual setting of the south elevations of “The Prospect”;
- Respect the settings of the adjacent listed buildings, buildings on the south edge of the existing campus and the Broad;
- Protect existing planting and promote biodiversity;
- Retain and enhance public access to the University Broad from Bluebell Road;
- Provide alternative green space prior to development;
- Provide travel assessment and updated Travel Plan; and
- be linked to the university district heating network where possible.

Development of this site should be guided by a coherent masterplan that has involved English Heritage, UEA and Norwich City Council. Lasdun’s original vision should be a key consideration.

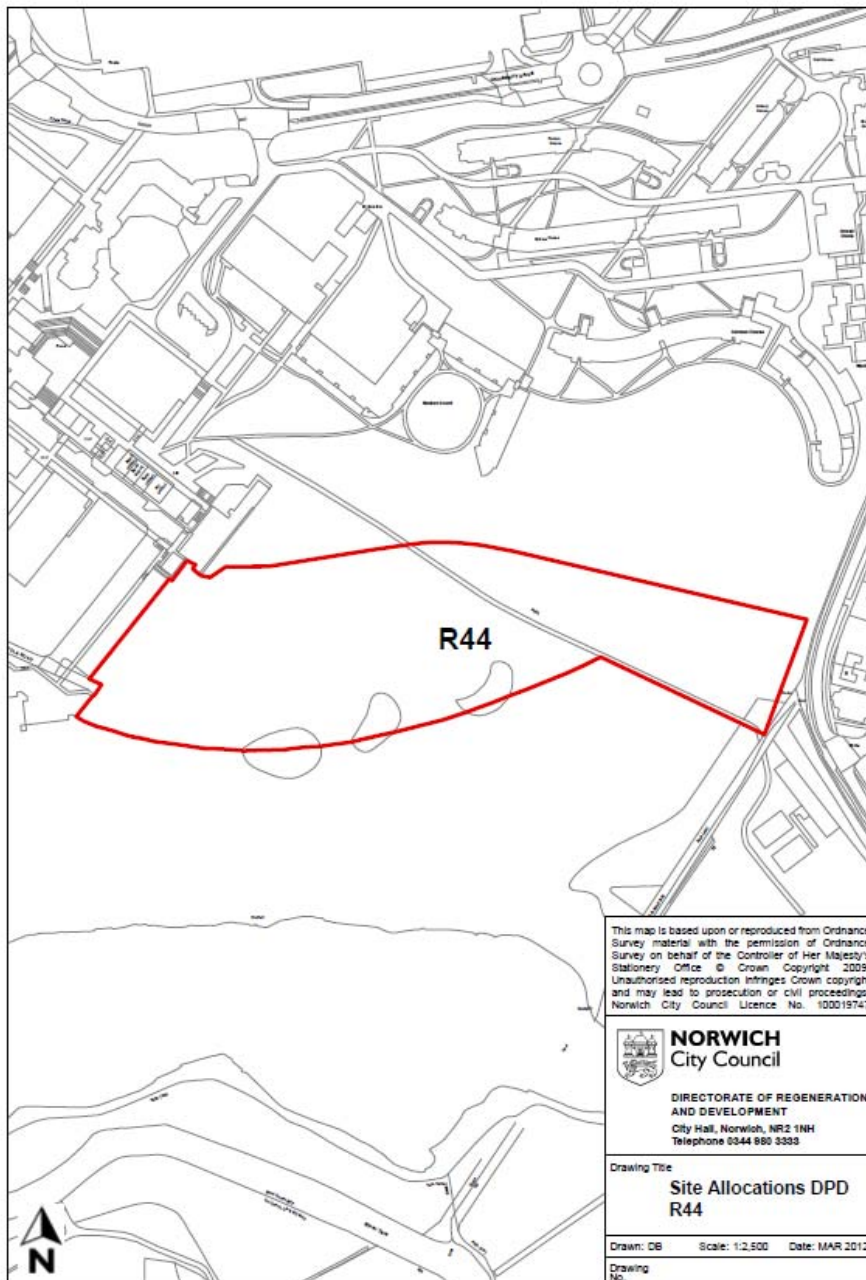
Deleted: Any d

Deleted: part of

Deleted: the

Deleted: A

# Site Plan





## **R46: Land at Pointers Field**

### **Description**

The site is a corner of a public open space at Pointers Field. It is adjacent to a disused residential garage court located on the north-west side of Sleaford Green on which new housing is being built. The site is 0.2 hectares in size.

The surroundings are predominantly residential, characterised by flats in linked two and three storey blocks dating mainly from the late 1960s, this redevelopment having replaced the previous early Victorian terraced housing in the Philadelphia Lane area. The surrounding estate now has an open character: the majority of existing residential blocks are set in lawned open space with semi mature trees and small private gardens. To the north is an area of older (1930s) semi-detached and terraced housing centred on George Pope Road and Jewson Road. Pointers Field, previously private grazing land used in association with an adjoining abattoir, has been used as public playing fields since the 1980s. There is currently no access to Pointers Field from the east.

### **Explanatory Text**

This small part of the open space is proposed for development for housing as this would create an access to the open space from the east via Sleaford Green. This would enable a new link in a local cycle route to be created and would increase surveillance of this part of the open space which regularly suffers from anti-social behaviour.

The whole of Pointers Field was allocated for social housing development in the City of Norwich Local Plan 1995. The allocation was not carried forward in the subsequent 2004 Replacement Local Plan. The neighbouring Sleaford Green garage court is one of several areas of redundant council garaging being redeveloped. Due to the shape of the Sleaford Green site, this development of 8 dwellings can not provide surveillance to Pointers Field. However, it does offer the scope to access the adjoining corner of Pointers Field to enable new housing to be built to overlook the open space.

Although part of the Pointers Field, this corner is rarely used due to anti-social behaviour. The loss of this small area of public recreational open space is therefore outweighed by the benefits of improved natural surveillance and improved accessibility by creating a pedestrian and cycle link from Sleaford Green.

The site is located in a Critical Drainage Area therefore a flood risk assessment and appropriate mitigation measures are required.

### **Deliverability**

The site is owned by the City Council and is suitable and available for development.

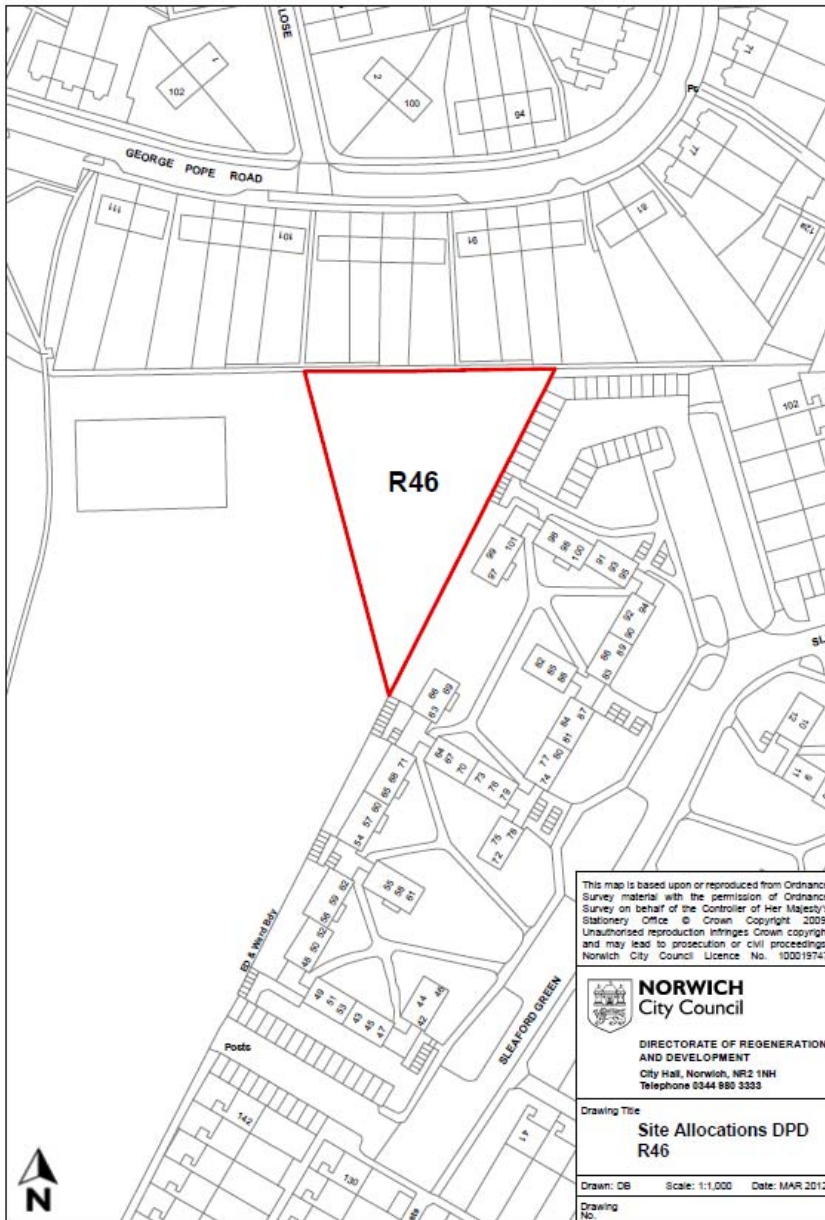
**Policy R46: Land at Pointers Field**

The site (0.2 hectares) is allocated for housing to provide in the region of 10 dwellings. A mix of dwelling sizes and types is appropriate.

Development should be designed to include a pedestrian and cycle link from Sleaford Green to Pointers Field and should provide surveillance over Pointers Field.

A flood risk assessment and appropriate mitigation measures are required.

# Site Plan



## Appendix 1: sites not carried forward into this plan

This appendix comprises the list of sites not being carried forward into this plan.

The table below lists the sites which have been considered for inclusion in this plan but which have been discounted or changed, and includes the reasons for their exclusion. It includes sites which appeared in earlier versions of the plan but which have subsequently been amended and now appear in a different form, for example where a smaller site has been merged with another site to form a more viable allocation. It also includes sites which are part of designated employment areas and where no change of use is proposed, and therefore no allocation is required; and sites which are judged to be unavailable for development in the plan period. Some of these sites form 'reasonable alternatives' to the proposed allocations in the Sustainability appraisal process.

Please note that sites which have recently been removed from the plan following consideration at Cabinet - the former Lincoln Ralphs sports centre and car park (formerly part of CC9), the former Lakenham Sports Ground (R6), and Land to the west of Bluebell Road (R45) - are also included in this table.

Ref – reg25(1)	Ref – reg25 (2&2a)	Site name	Reason for exclusion	Comments
H001		Aylsham Way Industrial Estate, Aylsham Road	Site is integrated into M039.	
H002		189-191 Aylsham Road	Site is integrated into NOR0043.	
H003		Melbourne Business Park, Arminghall Close	Site is integrated into part of M039.	
H004		Land to rear of 180 Earlham Road	Major issue with highway access and safety which is not likely to be overcome. Width of access via Earlham Road is not adequate. Ownership issue is not likely to be resolved.	The site was considered as a reasonable alternative in the sustainability appraisal for housing development.
	H006	Lincoln Ralphs Sports Hall and adjoining car park	This site formed part of site H006 proposed in the additional sites consultation (summer 2011). The Council has removed the sports hall and car park from site specific policy CC9 following consideration at Cabinet, on grounds of loss of sports facilities, and loss of the car park that serves Wensum Lodge as well as the sports hall.	The site was considered as a reasonable alternative in the sustainability appraisal for housing and leisure development.
H008		Land at Northumberland Street	Site located within industrial area which is protected for employment use. Loss of small business units is not favoured. Development is piecemeal and not compatible with surrounding employment use.	The site was considered as a reasonable alternative in the sustainability appraisal for housing development.
H010		James I (ex public House), 29 Drayton Road	Site is too small to allocate.	Exclusion does not stop site being developed
H011		Land at Eaton Golf Club (part)	No identified access. Loss of urban greenspace and habitats is not justified. Adjacent County Wildlife Trust site.	The site was considered as a reasonable alternative in the sustainability appraisal for housing development.
H025		Bertram Books, Rosary Road	Development has commenced, there is no need to allocate.	
H036		St Luke's Court, Aylsham Road	One of the owners has confirmed that site is not available for development in foreseeable future.	

Ref – reg25(1)	Ref – reg25 (2&2a)	Site name	Reason for exclusion	Comments
H045		Mary Chapman Court	Allocation is covered by the <i>Northern city centre area action plan (NCCAAP)</i> .	Also part of development plan allocation
H046		Exeter Street car park	Site is too small to allocate.	Exclusion does not stop site being developed
H050		Land at The Avenues	Site is too small to allocate.	Exclusion does not stop site being developed
H051		Peckover Road	Site is too small to allocate.	Exclusion does not stop site being developed
H053		Dibden Road	Land with planning permission and development commenced.	
E002		Victoria House, Queens Road	Mainly town centre uses will not be acceptable as the site is outside city centre primary retail area.	The site was considered as a reasonable alternative in the sustainability appraisal for employment or retail-led mixed use development.
E004		Land at former RAF Families Club, 2 Hurricane Way	Land is part of larger employment area, future development will be guided by employment policies in the <i>Development management policies DPD</i> .	
E006		Sweet Briar Road Industrial Estate	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E007		Bowthorpe Employment Area	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E008		Hall Road (including remaining former livestock market land and abattoir sites)	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E009		Airport Industrial Estates (including the Vulcan Road estate)	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E010		Mason Road / Mile Cross Lane Area	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E011		Whiffler Road Industrial Estate	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E012		Europa Way	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	

Ref – reg25(1)	Ref – reg25 (2&2a)	Site name	Reason for exclusion	Comments
E013		Guardian Road (including employment uses on the former Bowthorpe schools site adjacent)	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E014		Bayer Crop Science (including current vacant land holdings)	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E015		Kerrison Road / Hardy Road Gothic Works	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E016		Former H block and 6-14 Hurricane Way	Land is part of larger employment area. Future development will be guided by employment policies in the <i>Development management policies DPD</i> .	
E017		6 Liberator Road	Land is part of larger employment area. Future development will be guided by employment policies in the <i>Development management policies DPD</i> .	
E018		55-85 Barker Street	Land is part of larger employment area. Future development will be guided by employment policies in the <i>Development management policies DPD</i> .	
E019		Land at Swanton Road	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E020		25-27 Surrey Street	Site being considered as part of M055 which has planning permission and partially built. Therefore the allocation is not necessary.	
E021		Land opposite 15 Surrey Street	No need to allocate, chiefly because it is too small	
E022		Land to south of 16 All Saints Green	No need to allocate, chiefly because it is too small.	
E024		Green space on Surrey Street to north of St Catherines Close	Loss of greenspace not justified. The rest of the site is not allocated chiefly on ground of its size.	
E025		Hall Road	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E026		City Trading Estate	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	

Ref – reg25(1)	Ref – reg25 (2&2a)	Site name	Reason for exclusion	Comments
E027		Northumberland Street	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E028		Drayton Road Estate and City Care Site	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
E029		Carrow Works	Boundaries of employment area to be defined in the <i>Development management policies DPD</i> .	
R001		Land at 463-503 Sprowston Road	Land part of larger site M019.	
R002		Former Autowrappers factory, 73 Whiffler Road	Land situated in primary employment area and is not suitable for retail development.	
R003		Riverside Retail Park, Albion Way	Proposal does not conform with the <i>Joint core strategy</i> . This site should not be allocated as Primary Retail Area as it is defined as a large district centre in the JCS.	
R004		Hall Road Retail Warehouse Park	Allocation is not necessary as it does not involve change of use.	
R005		39/39a and Toilet Provisions, Market	Site within city centre retail area, therefore there is no need to allocate for retail uses.	
R007		9-39 All Saints Green (John Lewis) & 25 Ber Street	Proposal involves slight change of boundary of primary retail area, however there is no change of use therefore allocation is not necessary. The amended primary retail area boundary will be incorporated into the <i>Development management policies DPD</i> .	
R008		2-10 St Stephens Street & 11-25 Rampant Horse Street	Proposal does not involve change of use, therefore allocation is not necessary.	
M001		Gooseberry Gardens and access there to via existing allotments, Cathedral Precinct	Development would adversely affect: the setting of the cathedral and views of it both from close proximity and from the wooded ridge and Mousehold Heath: the setting of listed buildings in the vicinity; and the character of the city centre conservation area due to traffic impacts. Other constraints include being within Flood Zone 3 and loss of urban greenspace. *	The site was considered as a reasonable alternative in the sustainability appraisal for housing and educational use.
M002		Land between Hooks Walk & Ferry lane on West flank of Norwich School playing fields, Cathedral Precinct	Development would adversely affect: views of the cathedral; the setting of this part of the city centre conservation area; and the setting of listed buildings in the vicinity. Other constraints include the site being within Flood Zone 3 and with significant mature trees.	The site was considered as a reasonable alternative in the sustainability appraisal for housing, commercial or health related use.



Ref – reg25(1)	Ref – reg25 (2&2a)	Site name	Reason for exclusion	Comments
			*	
<b>M003</b>		Brownes Meadow Car Park and land to rear of 20 to 24 The Close	Development would adversely affect: the character of this part of the city centre conservation area; the setting of listed buildings; and the area to the east of 21 Ferry Lane which is of value in terms of amenity, biodiversity and climate change adaptation. Mature trees onsite also pose a significant constraint. *	The site was considered as a reasonable alternative in the sustainability appraisal for housing, commercial and educational uses.
<b>M004</b>		Land to rear of 9-14a The Close and car park west of Horsefair House	Development would adversely affect the setting of many highly-graded listed buildings in the vicinity. The sub-division of historic plots and loss of historic walls is not justifiable. Access to the site presents significant constraint. Mature trees onsite also pose a significant constraint. *	The site was considered as a reasonable alternative in the sustainability appraisal for housing, commercial (office), and hotel uses.
		*Additional note	There may be some opportunities for development within the Cathedral Precinct which allow for enhancement of its historical character. However these should be identified through the overall management plan for the Cathedral Precinct, acknowledging its significance as identified in the Conservation Appraisal. Such sites will be treated as windfall development and will be considered on a case by case basis in accordance with the <i>Development management policies DPD</i> .	
<b>M005</b>		10 Barnard Road	Site is located in primary industrial area and is not suitable for hotel development.	The site was considered as a reasonable alternative in the sustainability appraisal for hotel and leisure uses.
<b>M007</b>		Former Lakenham Sports and Leisure Centre, Cricket Ground Road	Loss of urban green space and amenity is not supported	
	<b>M007 and OU014</b>	Former Lakenham Sports and Leisure Centre, Cricket Ground Road	Following consideration at Cabinet, the Council has removed this site (reference R6) from the plan, chiefly on grounds of loss of open space.	The site was considered as a reasonable alternative in the sustainability appraisal for housing and open space.
<b>M008</b>		Norfolk Tower, Surrey Street	Loss of city centre office floorspace is not justified.	The site was considered as a reasonable alternative in the sustainability appraisal for mixed use development.
<b>M009</b>		Land west of Bluebell Road, Bartram Mowers Ltd	Originally proposed for housing development which would have a negative impact on the setting of the Yare Valley. The site is poorly located in relation to other brownfield sites in the city and is not	However, this site was re-proposed at Reg 25 (2a) stage for housing for the elderly

Ref – reg25(1)	Ref – reg25 (2&2a)	Site name	Reason for exclusion	Comments
			needed to meet JCS housing requirements.	
	<b>M009</b>	Land west of Bluebell Road, Bartram Mowers Ltd	Following consideration at Cabinet, the Council has removed this site (reference R45) from the plan, chiefly on grounds of landscape impact.	The site was considered as a reasonable alternative in the sustainability appraisal for housing for the elderly.
<b>M021</b>		Site at Kerrison Road	Site is integrated into M020.	
<b>M025</b>		Bus Station, Surrey Street	The site has planning permission and is partially built, thus allocation is not necessary.	
<b>M033</b>		Westlegate	The site is covered by sites M013 and M023.	
<b>M037</b>		Barn Road/ Timber Yard	The site is not currently available therefore no need to allocate.	
<b>M045</b>		Magdalen Street Car Park	Allocation is covered by the <i>Northern city centre area action plan</i> (NCCAAP).	
<b>M048</b>		1-6b Craft Workshops Bowthorpe	Development will lead to loss of functional workshop units; In addition, buildings are locally listed which makes development less likely to be viable.	The site was considered as a reasonable alternative in the sustainability appraisal for housing and takeaway shop.
<b>M049</b>		Mile Cross Depot	Originally proposed for housing. Development will lead to significant loss of employment land.	
<b>M050</b>		Land at Havers Road	Site is integrated into NOR0045.	
<b>M051</b>		41 All Saints Green	There is no need for allocation. Future schemes are likely to be supported and will be considered using the <i>Development management policies DPD</i> .	
<b>M052</b>		Colegate Car Park	Listed buildings and archaeological constraints make this site less likely to be viable.	The site was considered as a reasonable alternative in the sustainability appraisal for housing.
<b>M054</b>		Magpie Printer Site	Site is too small to allocate.	
<b>M055</b>		Site between bus station and All Saints Green	The site has planning permission and is partially built, allocation thus is not necessary.	
<b>M056</b>		38 Surrey Street, Saints Court and land to north of Surrey Grove	Land is not likely to be deliverable due to ownership issues. Loss of urban green space is not favoured.	The site was considered as a reasonable alternative in the sustainability appraisal for housing and offices.

Ref – reg25(1)	Ref – reg25 (2&2a)	Site name	Reason for exclusion	Comments
M058		18a-26 St Stephens Street	The site is within the primary retail area and does not involve any change of use, therefore no allocation is needed for retail uses.	
M059		12 St Stephens Street	The site is within the primary retail area and does not involve any change of use, therefore no allocation is needed for retail uses.	
OU001		Area framed by Trafford Road, Southwell Road, Hall Road and Brian Avenue	Issue will be covered in the <i>Development management policies DPD</i> .	
OU002		Land at Mount Zion Family Life Centre, Heartsease Lane	The proposal does not involve any change of use, therefore no allocation is needed.	
OU003-1 – OU003-15		University of East Anglia	Allocation is not necessary as it involves only university related development within the campus boundary. Such development proposals will be considered under the <i>Development management policies DPD</i> in the future.	
OU003-19		Public transport and cyclist/pedestrian link	No need for allocation as most part of the proposed link road is in South Norfolk. Issues will be dealt with using the <i>Development management policies DPD</i> .	
OU004		Former Woolworth Store, Riverside Retail Park	The proposal does not conform to the emerging <i>Joint core strategy</i> .	
OU005		The Wooded Ridge (runs from Thorn Lane, along Rouen Road and Argyl Street)	Issue will be covered in the <i>Development management policies DPD</i> .	
OU006		Existing tree and woodland belts within the areas zoned for shopping and employment in the area between Hall Road & the railway line	Issue will be covered in the <i>Development management policies DPD</i> .	
OU007		The green link between Bunkers Hill Wood and the County wildlife sites	Issue will be covered in the <i>Development management policies DPD</i> .	
OU008		Bracondale Grove	Issue will be covered in the <i>Development management policies DPD</i>	
OU009		Green space bordering ring road in	The site is allocated for mixed use development in the recently	

Ref – reg25(1)	Ref – reg25 (2&2a)	Site name	Reason for exclusion	Comments
		front of Malzy Court	adopted Northern city centre area action plan.	
<b>OU011</b>		Cycle storage	To be integrated in M055.	
<b>OU012</b>		St Andrews AND Blackfriars Hall	Allocation is not necessary as it does not involve any change of use.	
<b>NOR0005</b>		Former Eaton Rise Service Station Ipswich Road	The site is too small to allocate for housing development due to ground conditions and topography constraints restricting the amount of developable land.	The site was considered as a reasonable alternative in the sustainability appraisal for housing development.
<b>NOR0008</b>		YMCA Hostel, 48-50 St Giles Street	Planning permission has been granted for a new hostel and construction has commenced, thus the site is not available for housing development.	
<b>NOR0015</b>		ABC Wharf, 161-165 King Street	Site not allocated in order to retain premises for small businesses.	
<b>NOR0017</b>		Land adjacent to 147-153 Ber Street	To be integrated into H034.	
<b>NOR0018</b>		Lind Garage 106-110 Ber Street	To be integrated into H034.	
<b>NOR0025</b>		Norwich Union Car Park, Kings Lane/Ashby Street	Land is not available for development following consultation with landowners.	
<b>NOR0042</b>		261-281 & 295 Aylsham Road and 1-5 Aylsham Way	To be integrated into M039.	
<b>NOR0093</b>		Van Dal Shoes and garage courts	Land is not available for housing development following consultation with landowners.	
<b>NOR0106</b>		Woodside First School, Witard Road	Land is not available for housing development following consultation with landowners.	
<b>NOR0108</b>		58 Mousehold Lane	Land is in active use and is not likely to be available.	
<b>NOR0110</b>		Baltic House, Mountergate	To be integrated into M022.	
<b>NOR0112</b>		Sites at Mountergate adjoining and to the south of Hotel Nelson, Mountergate	To be integrated into M022.	
<b>NOR0115</b>		131-141 Dereham Road/ 15 Old Palace Road	Part of site is with planning permission/part of site is not available; allocation is not needed.	
<b>NOR0128</b>		RAF Officers' Married Quarters, Dowding Road	Planning permission has been granted for housing development on part of the site while the remaining part will be retained for green	The site was considered as a reasonable alternative in the sustainability appraisal

Ref – reg25(1)	Ref – reg25 (2&2a)	Site name	Reason for exclusion	Comments
			space. However, it would be impractical to allocate this site due to the complexity of the site situations.	for housing development.
<b>M037</b>	<b>M037a(H)</b>	Canterbury Place	Part of Timber Yard site (M037 – previously included) Land is confirmed not available	
<b>M046</b>	<b>M046(H)</b>	110-112 Barrack Street	Site leased to QD for 50 years – no need to allocate.	Unavailable
<b>H030</b>	<b>H030</b>	Former Civil Service Sports Ground, Wenworth Green	Development commenced	
<b>H047</b>	<b>H047</b>	Sleaford Green	Development commenced	
<b>H048</b>	<b>H048</b>	Vale Green	Development commenced	
<b>H049</b>	<b>H049</b>	Bowers Avenue	Development commenced	
<b>NOR0073</b>	<b>NOR0073(H)</b>	Spring Grove Laundry, Oak St	Development commenced	
<b>NOR0078</b>	<b>NOR0078(H)</b>	Thorndick & Dawson, 75-81 Pottergate	Development commenced	
<b>NOR0125</b>	<b>NOR0125(H)</b>	Cumberland Hotel, 212-216 Thorpe Road	Development commenced	
<b>H028</b>	<b>H028</b>	165-175 Northumberland Street	The site was included in the final list of allocations sites. However it was excluded as the landowner indicated that the site is no longer available.	Unavailable
	<a href="#">M061</a>	<a href="#">Norfolk House, Exchange Street</a>	<a href="#">This site was included in the Pre-Submission Plan as reference CC25. The owner has clarified that the site has recently changed hands and will not be available during the plan period.</a>	<a href="#">Unavailable</a>



## Appendix 2: Site Implementation Table

This table contains a list of all site specific allocations and the likely timescale for their implementation.





Site ref Reg 27	Site Name	Proposed use	Planning Permission	Permitted Units	Allocation	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
CC01	60-70 Ber Street	Mixed use development with ground floor retail and/or office			20	0	0	0	0	0	0	0	0	0	0	10	10	0	0	0
CC02	84-110 Ber Street	Housing development with possible ancillary office provision		151	120	0	0	0	0	0	30	50	50	0	0	0	0	0	0	0
CC03	147-153 Ber Street	Housing development; However, commercial, offices and/or educational use may also be acceptable	08/00490/F		20	0	0	0	0	0	20	0	0	0	0	0	0	0	0	0
CC04	10-24 Ber Street	Mixed use development with ground floor retail/office and residential uses on upper floors	08/01108/F	14	30	0	0	16	0	0	0	0	14	0	0	0	0	0	0	0
CC05	Land at Rose Lane and Mountergate	Mixed use development - office-led with residential, include small scale retail/leisure and some replacement car parking			300	0	0	0	0	0	30	30	30	30	30	30	30	30	30	30
CC06	Greyfriars Road/Rose Lane	Mixed use development - housing with small scale office/retail uses	09/01400/F	24	20	0	0	0	0	20	0	0	0	0	0	0	0	0	0	0
CC07	St Annes Wharf Site, King Street	Comprehensive mixed use development - residential and offices with culture, leisure and/or food and drink, hotel and tourist uses		437	300	0	0	0	0	60	60	60	60	60	0	0	0	0	0	0
CC08	Land at Hobrough Lane	Mixed use development - residential with small scale retail and/or offices, food and drink, and tourist uses.	07/00412/F	25	20	0	0	0	0	0	0	12	13	0	0	0	0	0	0	0
CC09	King Street Stores and adjacent land/buidlings, King Street	Mixed use development - housing and leisure provision			20	0	10	10	0	0	0	0	0	0	0	0	0	0	0	0
CC10	144-162 King Street	Mixed use development - housing with small scale ground floor retail uses		34	15	0	0	0	0	0	0	0	15	0	0	0	0	0	0	0
CC11	Land at Garden Street	Mixed use development - housing-led with small scale office and business units, and replacement public car parking			100	0	0	0	0	0	0	0	0	0	0	20	20	20	20	20
CC12	Argyle Street	Housing development			12	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0
CC13	Land at Wherry Road	Housing development, however other uses may also be acceptable including office, leisure or hotel			65	0	0	0	0	65	0	0	0	0	0	0	0	0	0	0
CC14	Land at Lower Clarence Road	Housing development			45	0	0	0	15	15	15	0	0	0	0	0	0	0	0	0
CC15	Busseys Garage Site, Thorpe Road/Lower Clarence Road	Housing development			25	0	10	15	0	0	0	0	0	0	0	0	0	0	0	0
CC16	Norwich Mail Centre, 13-17	Mixed use development - housing, office and on-site open space and play			150	0	0	0	0	0	0	0	0	0	0	50	50	50	0	0

Site ref Reg 27	Site Name	Proposed use	Planning Permission	Permitted Units	Allocation	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	
	Thorpe Road	space																			
CC17	Land adjoining Norwich City Football Club, Kerrison Road	Mixed use development - residential, leisure, community, office and ancillary small retail uses	06/00614/R M	450	400	80	80	80	80	80	50	0	0	0	0	0	0	0	0	0	
CC18	Former Hunters Squash Club, Edward Street	Housing development			20	0	0	20	0	0	0	0	0	0	0	0	0	0	0	0	
CC19a	Barrack Street	Comprehensive mixed use development - office (with ancillary retail), housing, hotel and public open space and playspace provision		200	200	0	0	40	40	40	40	40	0	0	0	0	0	0	0	0	
CC19b	Whitefriars	Office development			0	Likely to be implemented 2015 onwards															
CC20	140-154 Oak Street	Housing development			10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
CC21	Furniture store, 70-72 Sussex Street	Housing development	09/00296/F	17	15	0	0	0	0	0	0	0	0	0	15	0	0	0	0	0	
CC22	Oak Street / Sussex Street commercial sites, 160-162 Oak Street	Housing development			15	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15
CC23	Dukes Court (former EEB Offices), Duke Street	Mixed use development - offices and potentially residential units, small scale retail, food/drink uses and professional services. Hotel use may also be acceptable.	08/00743/F	16	30	0	15	15	0	0	0	0	0	0	0	0	0	0	0	0	
CC24	Barn Road Car Park	Mixed use development - retail use at ground floor level, housing, office and short stay car park			40	0	0	0	0	0	0	0	40	0	0	0	0	0	0	0	
CC26	Pottergate car park	Mixed use development - mainly housing, small scale office or retail uses at ground level fronting Pottergate			20	0	0	0	0	0	0	0	20	0	0	0	0	0	0	0	
CC27	Land to rear of City Hall	Mixed use development - residential, office, leisure and/or limited retail provision			20	0	0	0	0	0	10	10	0	0	0	0	0	0	0	0	
CC28	Fire Station, Bethel Street	Mixed use development through conversion - housing and town centre/other commercial uses.	10/01036/F	14	15	0	14	0	0	0	0	0	0	0	0	0	0	0	0	0	
CC29	Chantry Car park, Theatre Street	Mixed use development - retail/café/leisure/art/entertainment uses on ground floors; mixed uses (retail and/or offices) on upper floors			0	Likely to be implemented in medium term															

Deleted: CC25

... [1]





Site ref Reg 27	Site Name	Proposed use	Planning Permission	Permitted Units	Allocation	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
R26	Land adjoining Lime Kiln Mews, Drayton Road	Housing development		33	15	0	0	0	15	0	0	0	0	0	0	0	0	0	0	0
R27	81-93 Drayton Road	Housing development			30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30
R28	Site north of Raynham Street	Housing development			40	0	0	10	15	15	0	0	0	0	0	0	0	0	0	0
R29	Land at Goldsmith Street	Housing development		102	100	0	20	40	40	0	0	0	0	0	0	0	0	0	0	0
R30	231-243 Heigham Street	Housing development			25	0	0	0	0	0	0	25	0	0	0	0	0	0	0	0
R31	Hurricane Way, Airport Industrial Estate	Employment development - light industrial and/or small business units			0	Likely to be implemented in medium term														
R32	The Paddocks, Holt Road, Norwich	Airport extension			0	Likely to be implemented in medium term														
R33	Heigham Water Treatment Works, Waterworks Road, Norwich	Mixed use development - housing with small industrial/ business units			150	0	0	0	0	50	50	50	0	0	0	0	0	0	0	0
R35	120-130 Northumberland Street	Housing development			30	0	0	0	0	0	0	0	30	0	0	0	0	0	0	0
R36	Site of former Earl of Leicester PH, 238a Dereham Road	Housing development	10/00335/ET	12	12	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0
R37	Land adjacent to and including 349a and 349b Dereham Road	Housing development	07/01091/O	24	24	0	0	0	0	24	0	0	0	0	0	0	0	0	0	0
R38	Industrial Sites, Havers Road	Housing development			100	0	0	0	0	30	30	40	0	0	0	0	0	0	0	0
R39	Mile Cross Depot	Mixed use development - housing and small business workshop units			75	0	0	0	0	0	25	25	25	0	0	0	0	0	0	0
R40	Norwich Community Hospital site, Bowthorpe Road	Housing development			80	0	0	0	0	0	0	0	0	40	40	0	0	0	0	0
R41	Three Score Bowthorpe	Housing development with associated community facilities, recreational and informal open space.		1200	1200	0	40	50	50	75	120	120	120	120	120	125	130	130	0	0
R42	Earlham Hall	Business use including an Exemplary Low Carbon Building			0	Likely to be implemented in short/medium term														



CC25	Norfolk House, Exchange Street	Mixed use development - retail/ leisure/ office uses on ground floor and a mix of residential and offices on upper floors			<b>20</b>
------	-----------------------------------	---	--	--	-----------