

ANNEX 2

Norwich Site Allocations and Site Specific Policies Development Plan Document

Regulation 22 Submission Plan

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.



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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.

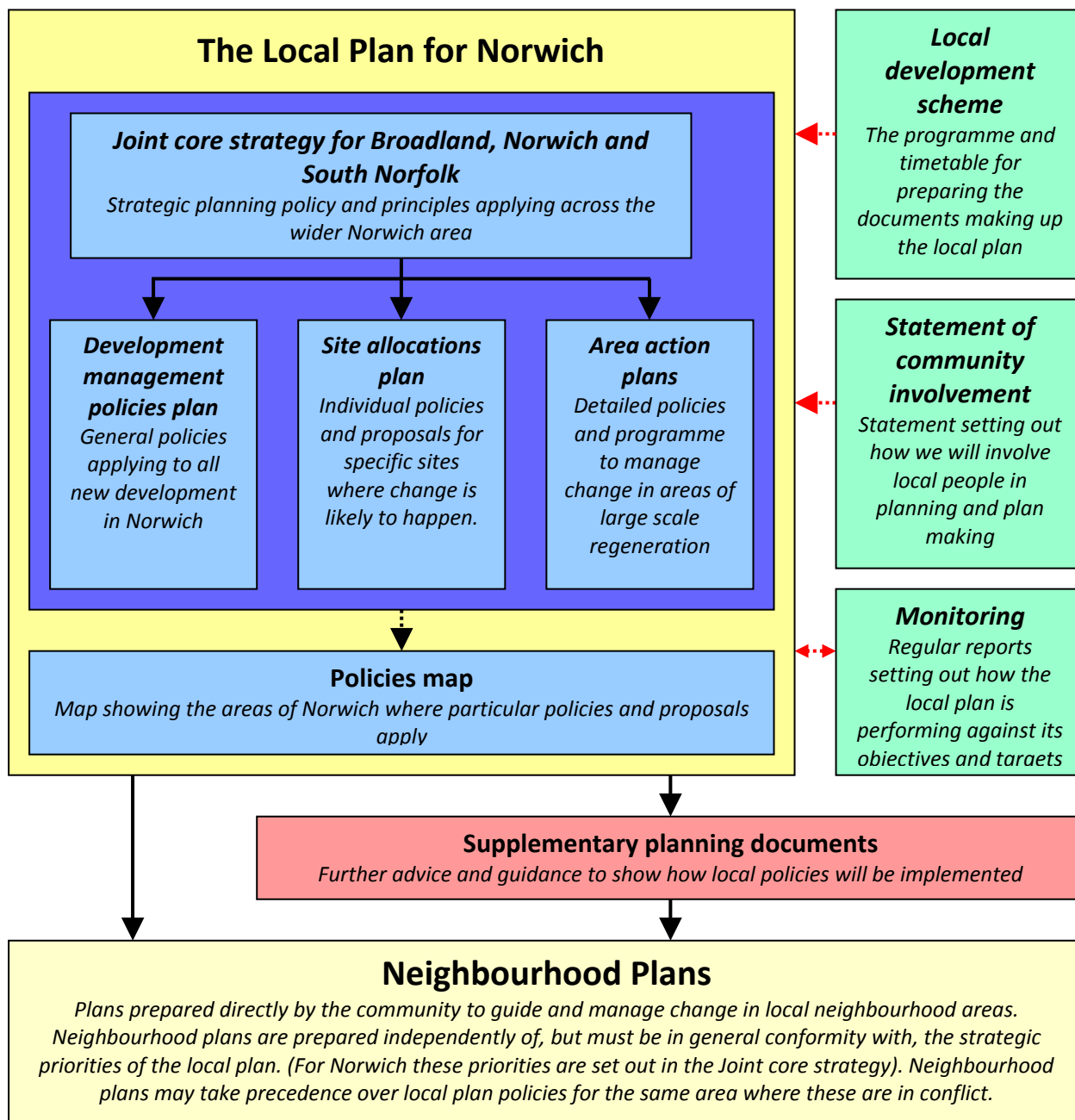


Figure 1: Documents making up the local planning framework for Norwich

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).
 - 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.
- 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
We are here 	Submission	Submission to the Secretary of State and independent public examination	April 2013
	Independent public examination	Hearing to consider outstanding objections to the plan	Summer 2013
	Publication of Inspectors Report	Report of examination with recommendations for change	Autumn 2013
	Adoption	The council adopts the Site Allocations plan	Late 2013

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

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;

- 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.
- 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.
- 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.

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

- 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).
- 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.
- 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.

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

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.

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 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.
- 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.

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 JCS¹ and have helped shape the Council's approach to viability issues in the Site Allocations and Development Management Policies Plans.
- 3.24 The viability study carried out in 2010² 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 viability³. 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.
- 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

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

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

³ *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 deliverability⁴. 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.
- 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.

⁴ 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 report⁵ 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

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

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.

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.

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;

- 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.

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.
- 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

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 – R46⁶), 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).
- 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

⁶ 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.
- 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 12th 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 20th 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:

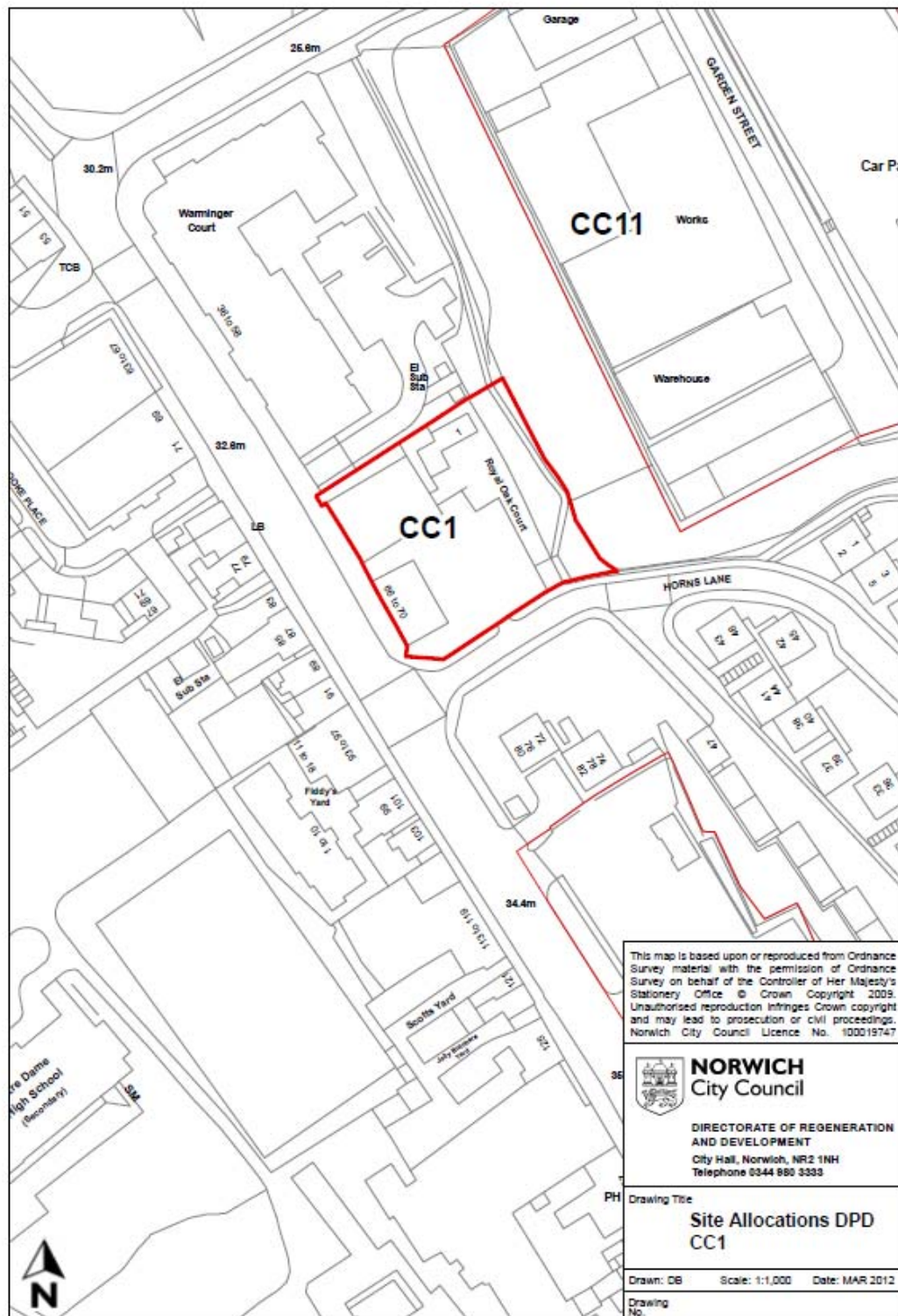
- a minimum of 20 units of housing; and
- retail development (at ground floor level) and/or office development.

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 12th 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 20th 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.

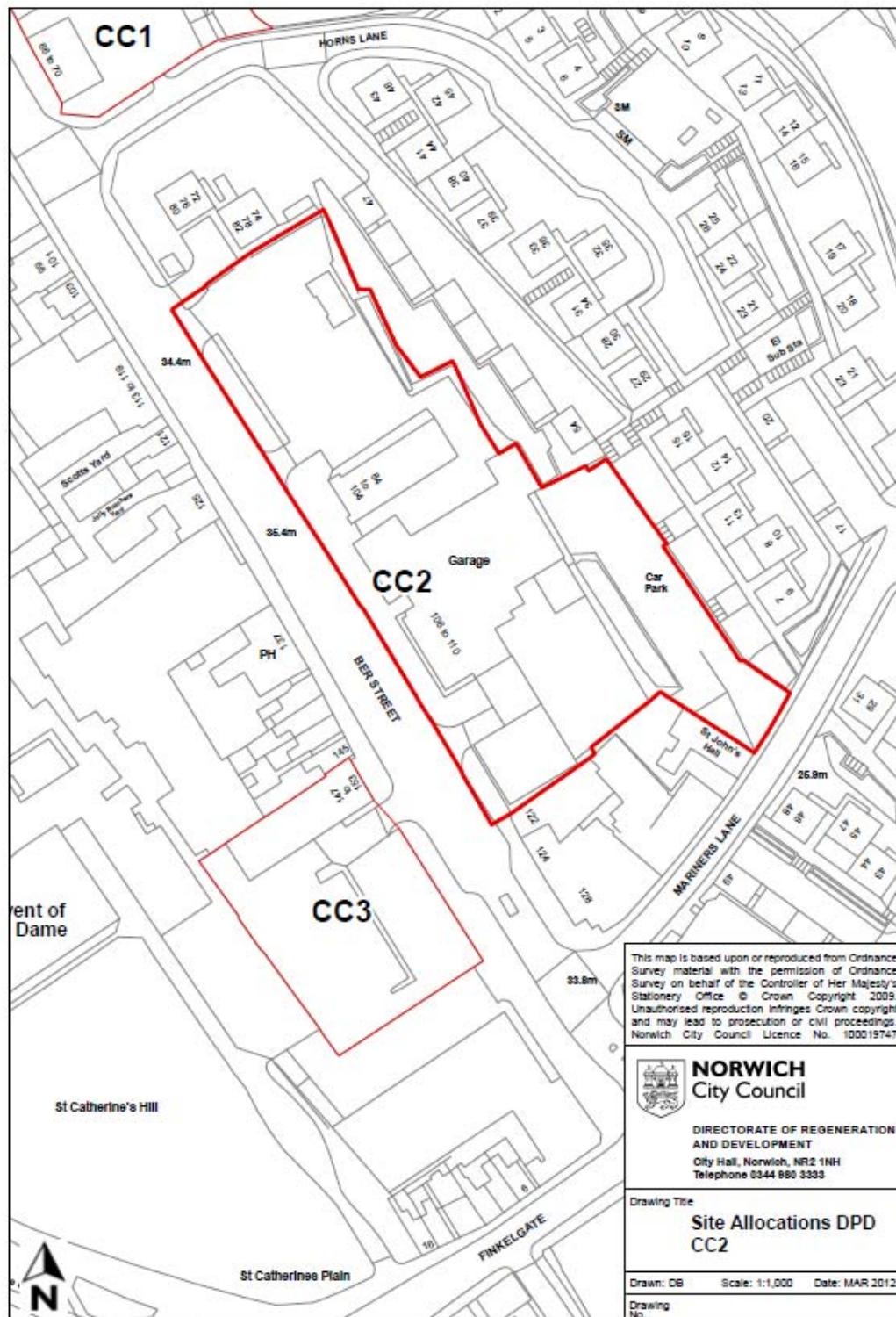
POLICY CC2: 84 to 110 Ber Street – housing led mixed use development

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 12th 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 20th 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.

48



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 12th 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 20th 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

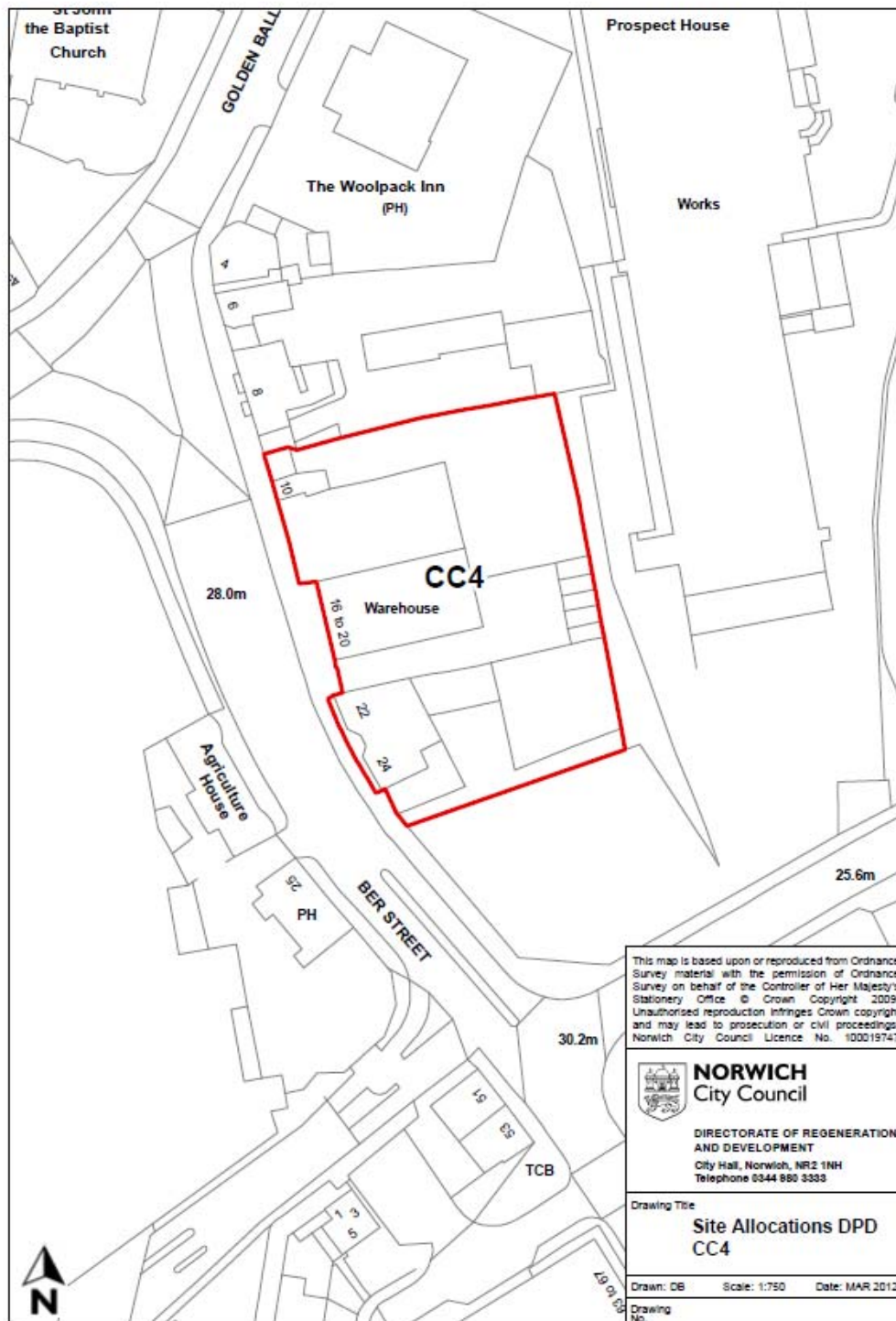
The site at 10-24 Ber Street is allocated for redevelopment for a mix of uses including:

- 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



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.

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:

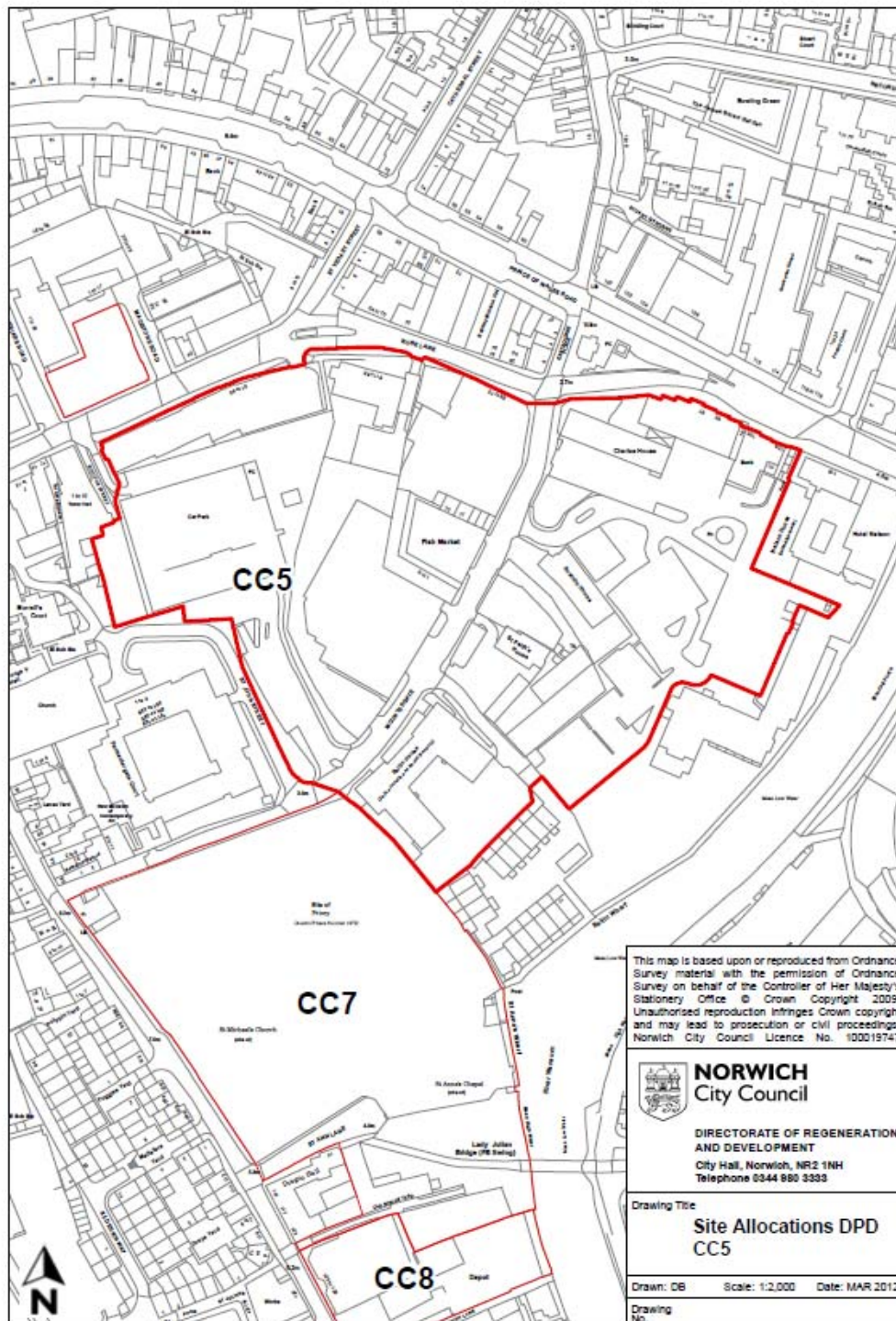
- be mainly office-led, integrated with residential uses (in the region of 300 dwellings)
- include other uses such as food/drink, small scale retail and non late night leisure uses (which should not dominate the development)
- provide some replacement public car parking
- provide an enhanced public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

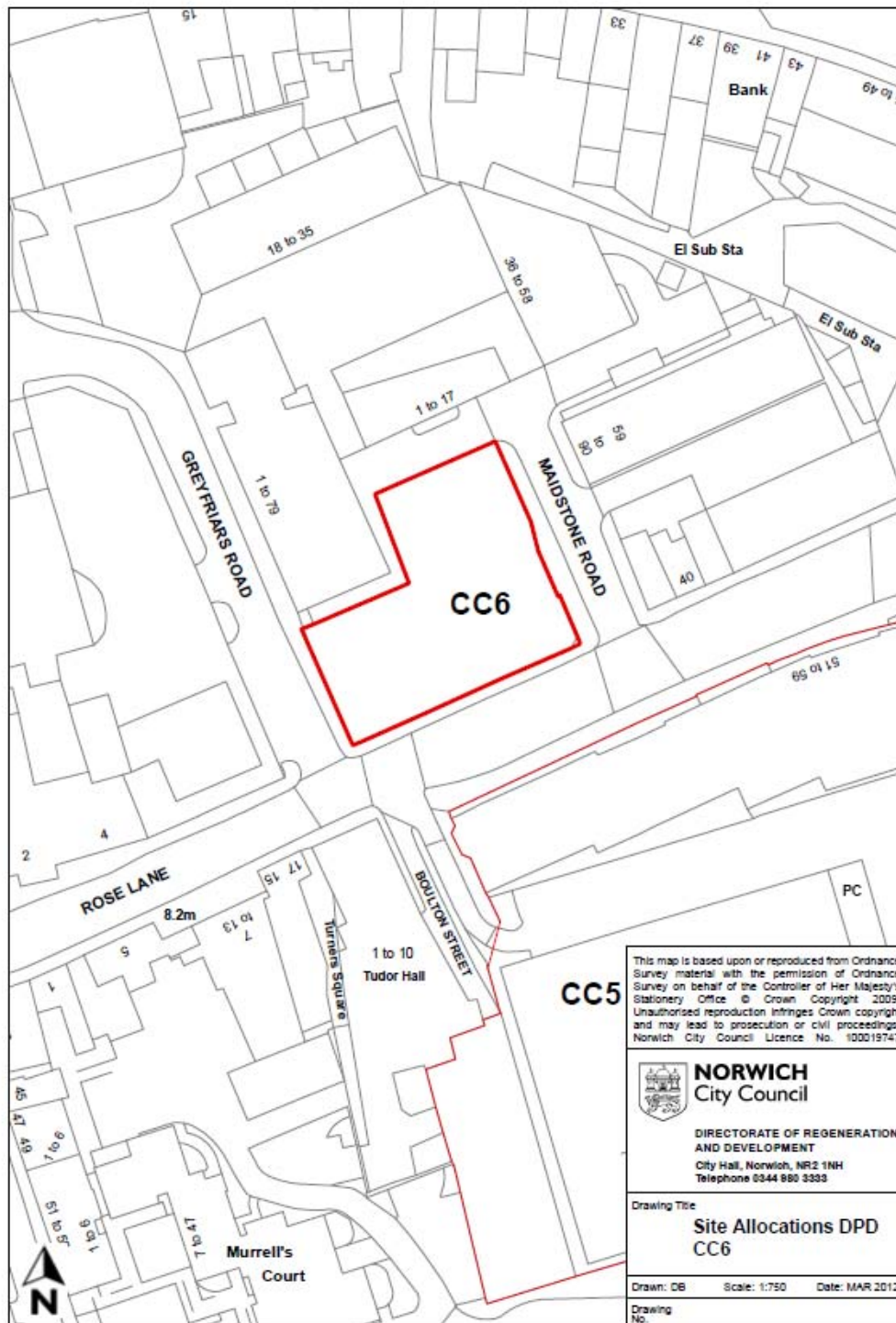
POLICY CC6: Land at Greyfriars Road/ Rose Lane

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.

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.

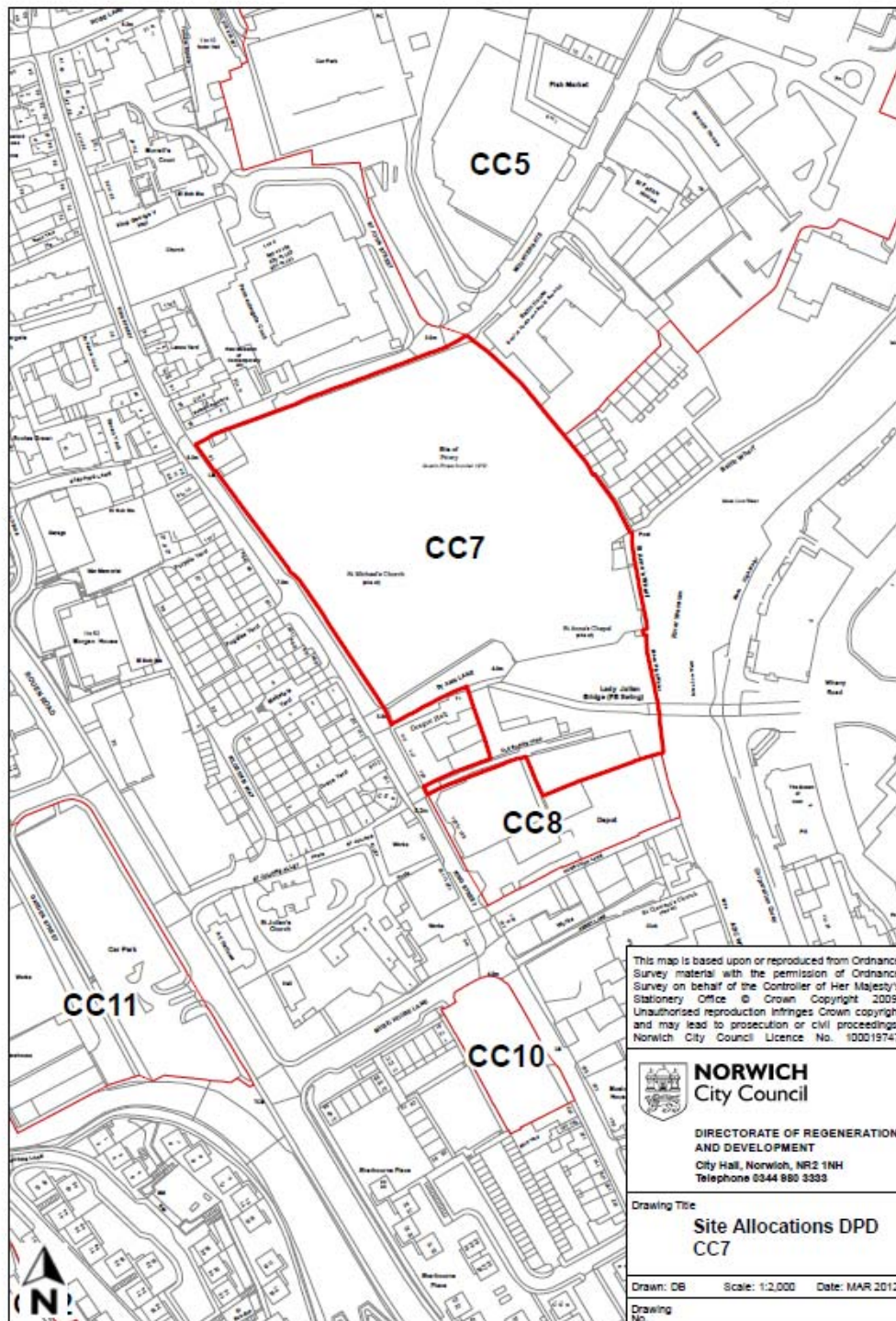
This site has planning permission for mixed use development including provision of 437 dwellings and A1, A2, A3 and D2 uses; however this has not been implemented to date.

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 20th 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.

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.

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.

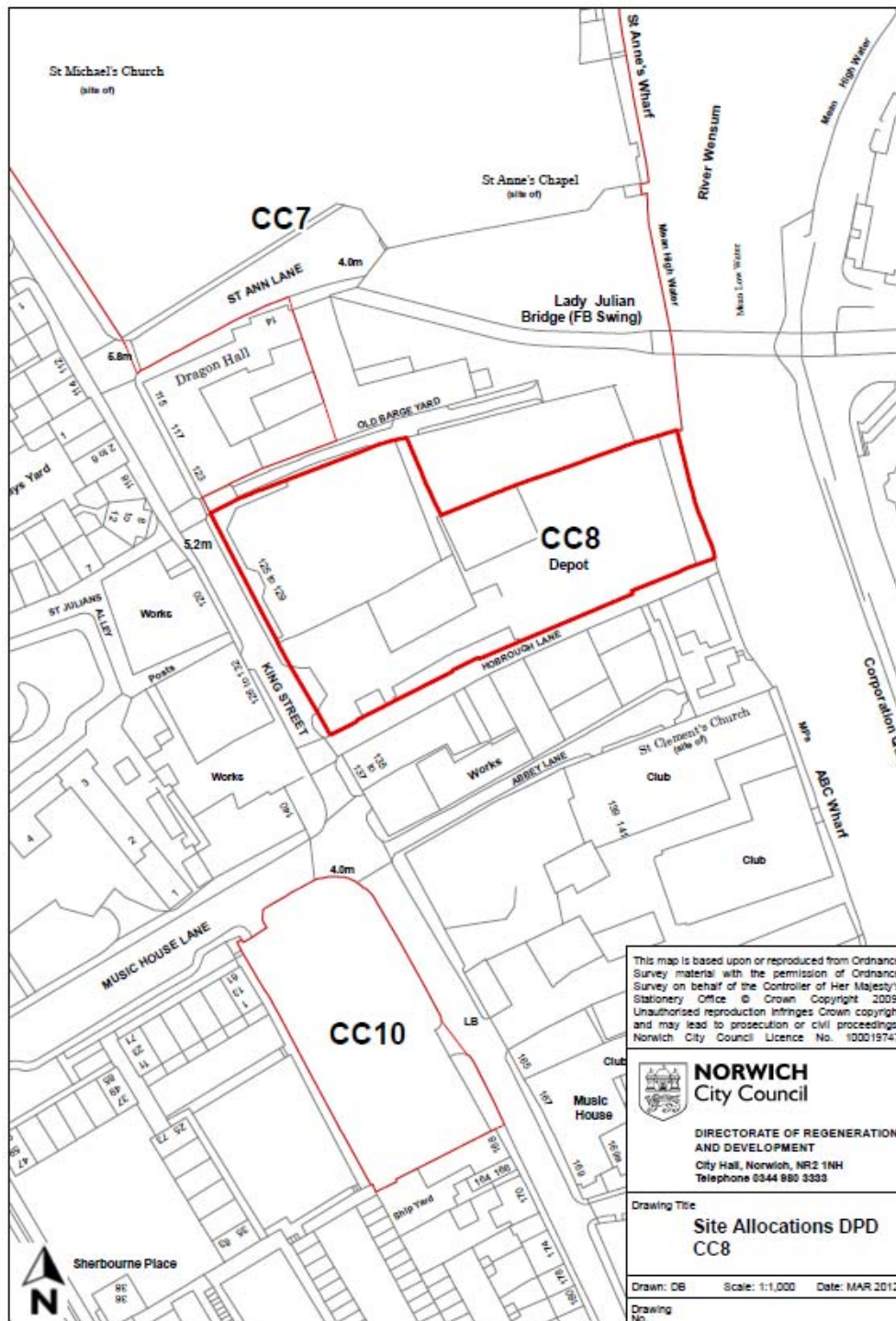
POLICY CC8: Hobrough Lane/King Street – mixed use development

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



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.

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

Deliverability

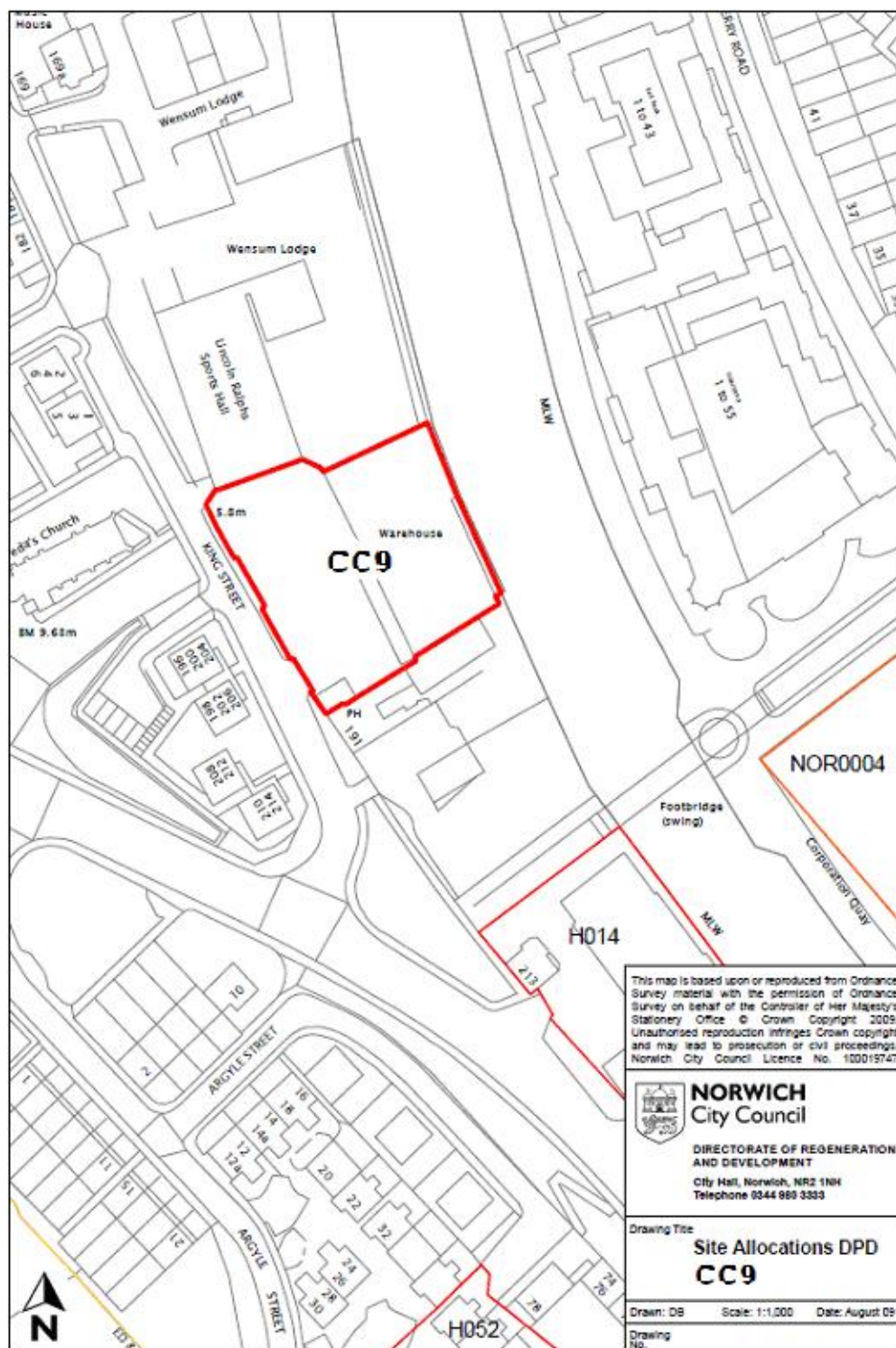
This site is in a single ownership, and is suitable and available for development within the plan period. It is being actively promoted by the landowner.

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



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.

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

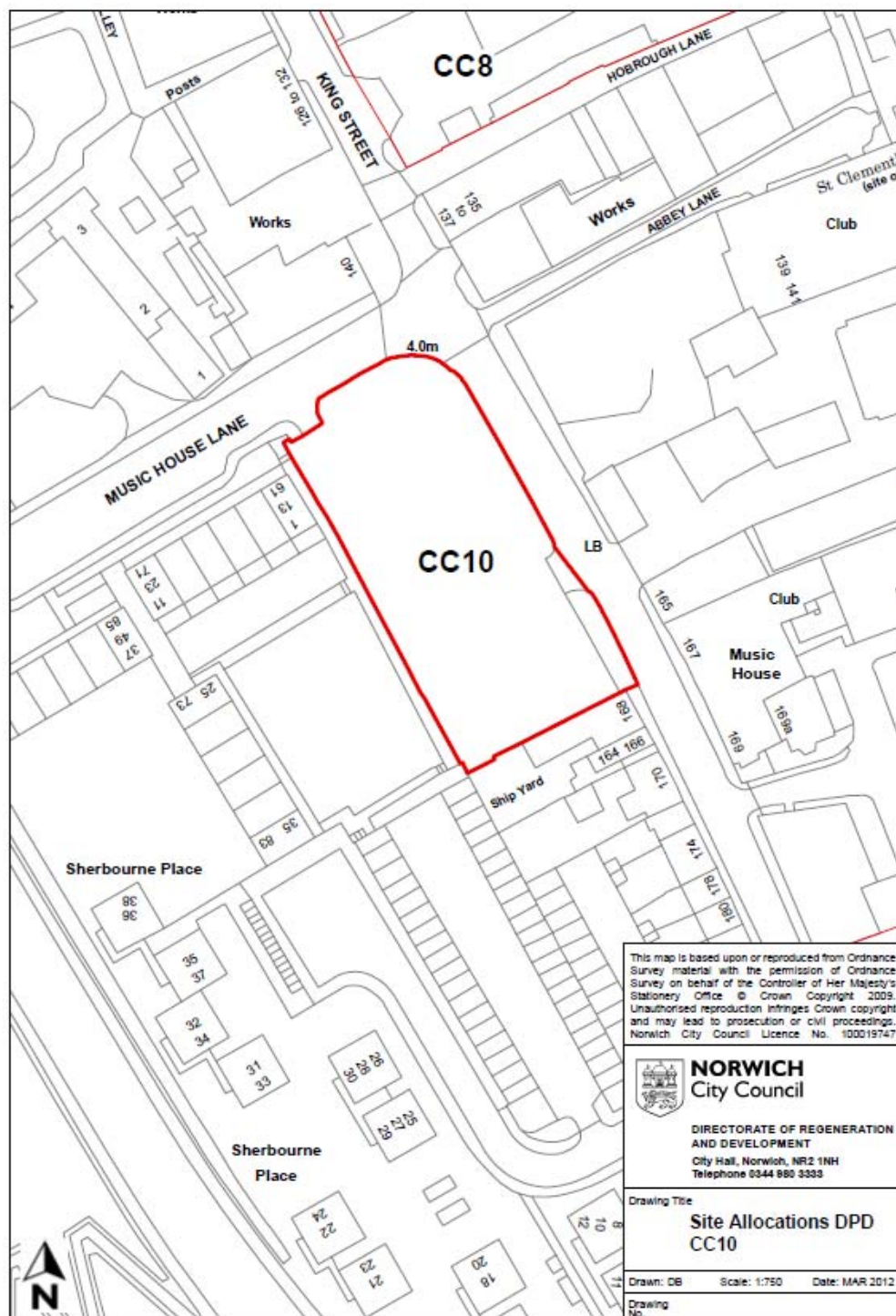
The land at 144-162 King Street is allocated for mixed use development to include a minimum of 15 dwellings, and may include small scale retail or commercial units at ground floor level.

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.

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.

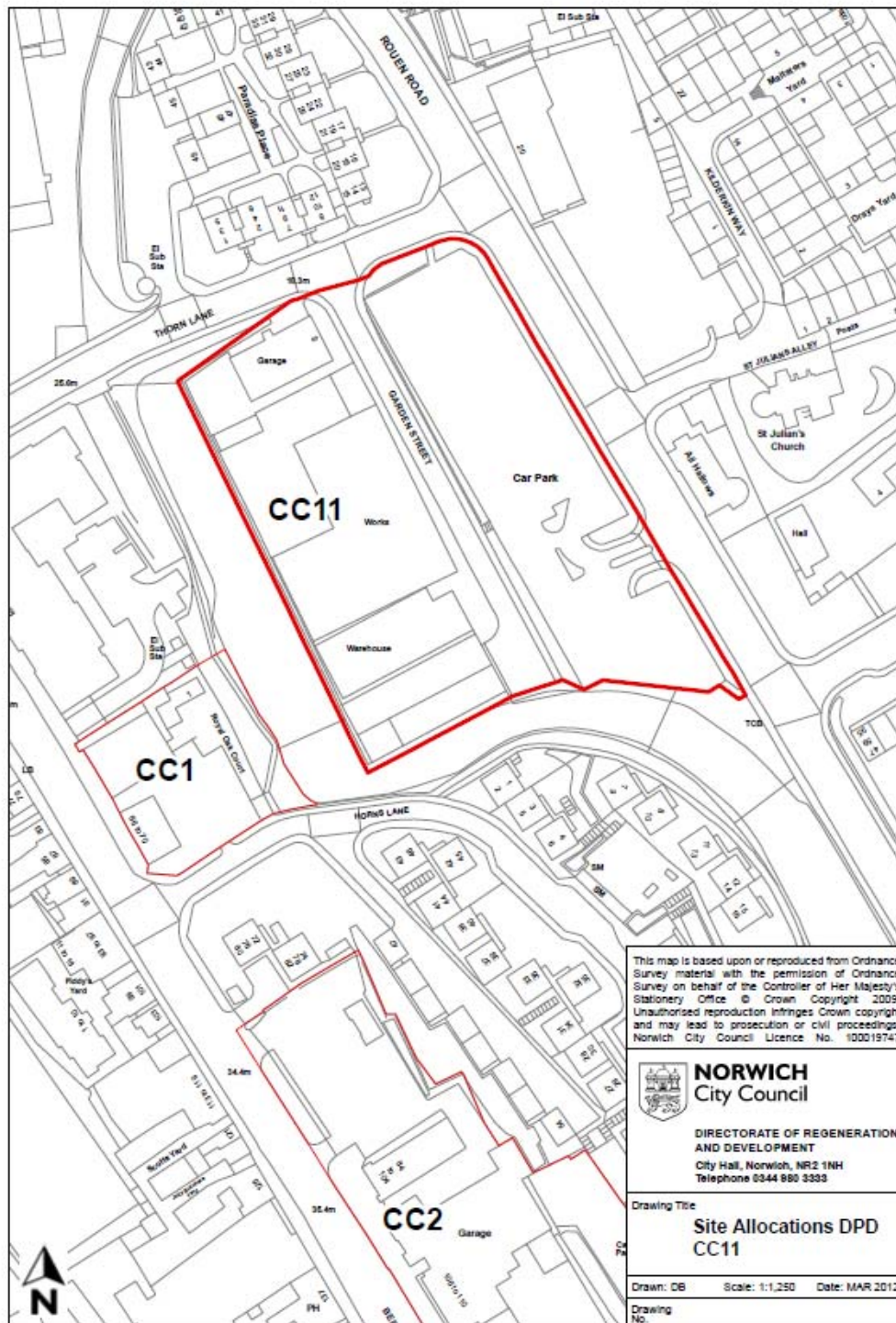
Replacement public parking spaces will be provided as part of the scheme.

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



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.

Deliverability

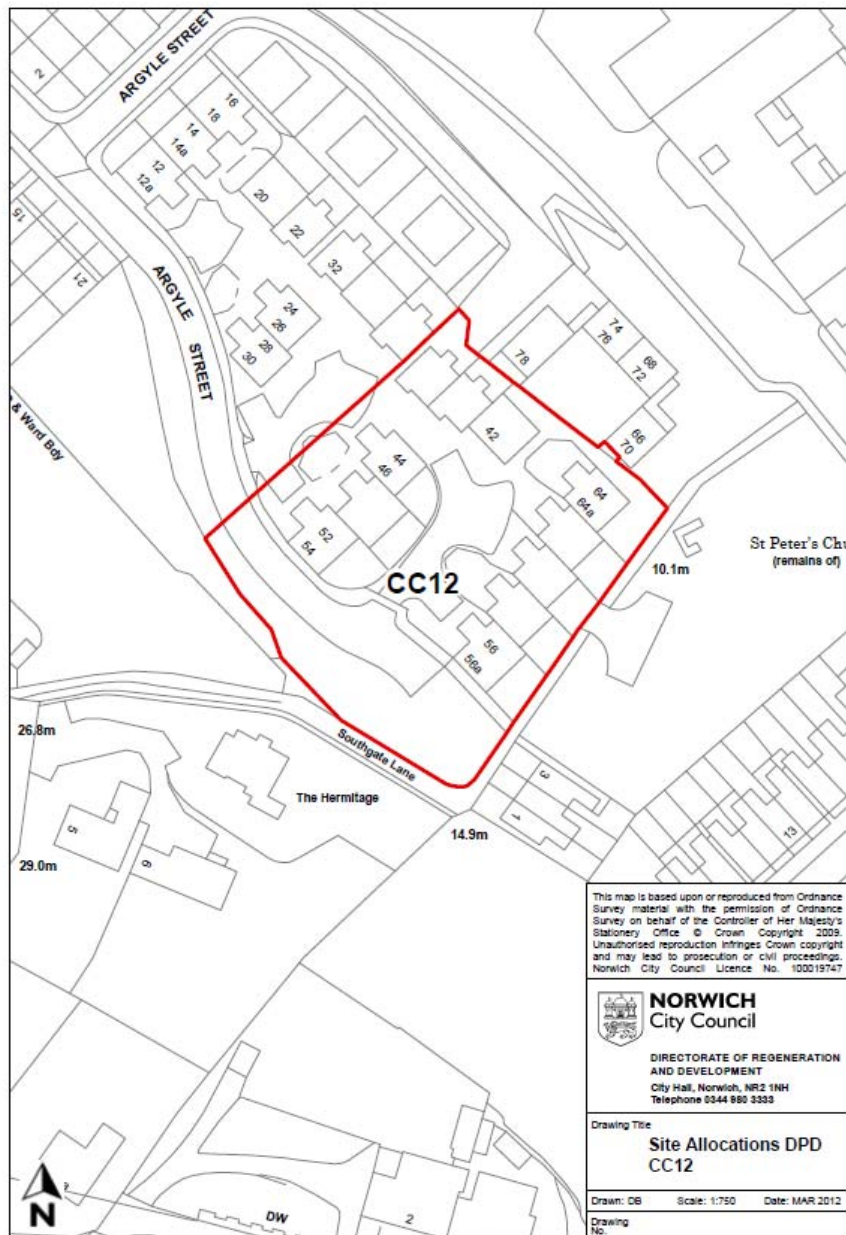
The site is owned by Norwich City Council. The site is suitable and available for development.

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.

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.

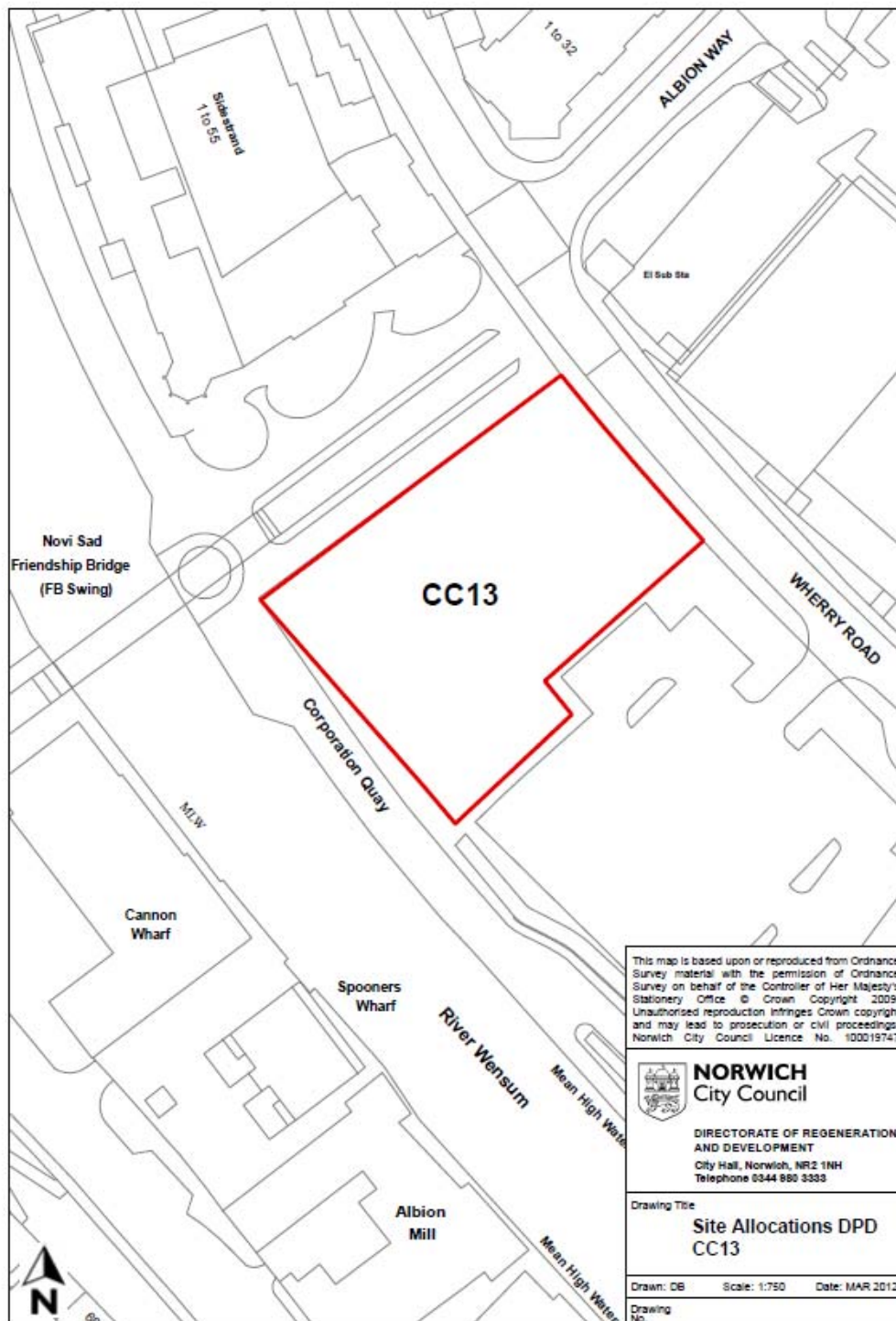
POLICY CC13: Site at Wherry Road

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



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

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.

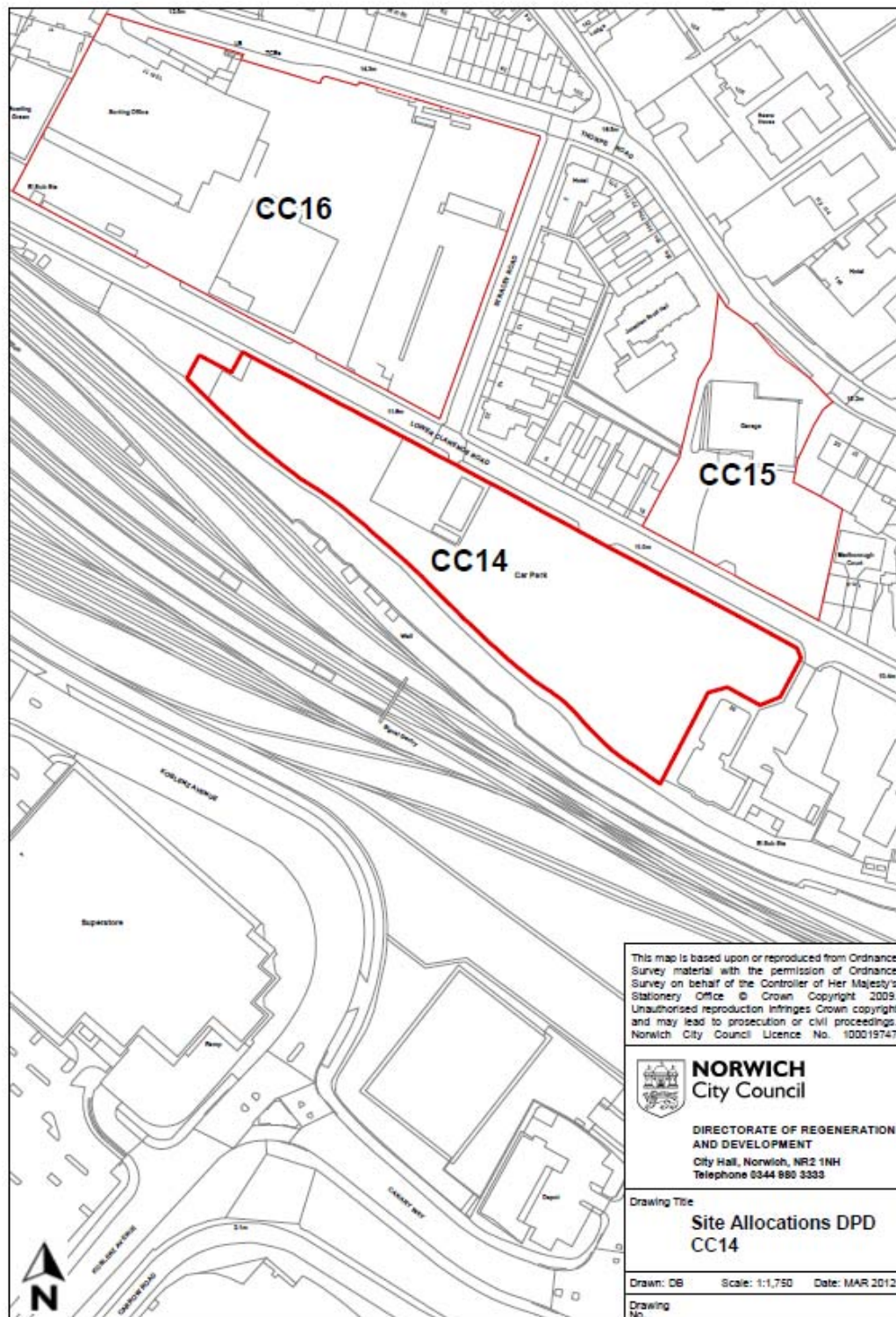
POLICY CC14: Land at Lower Clarence Road

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

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

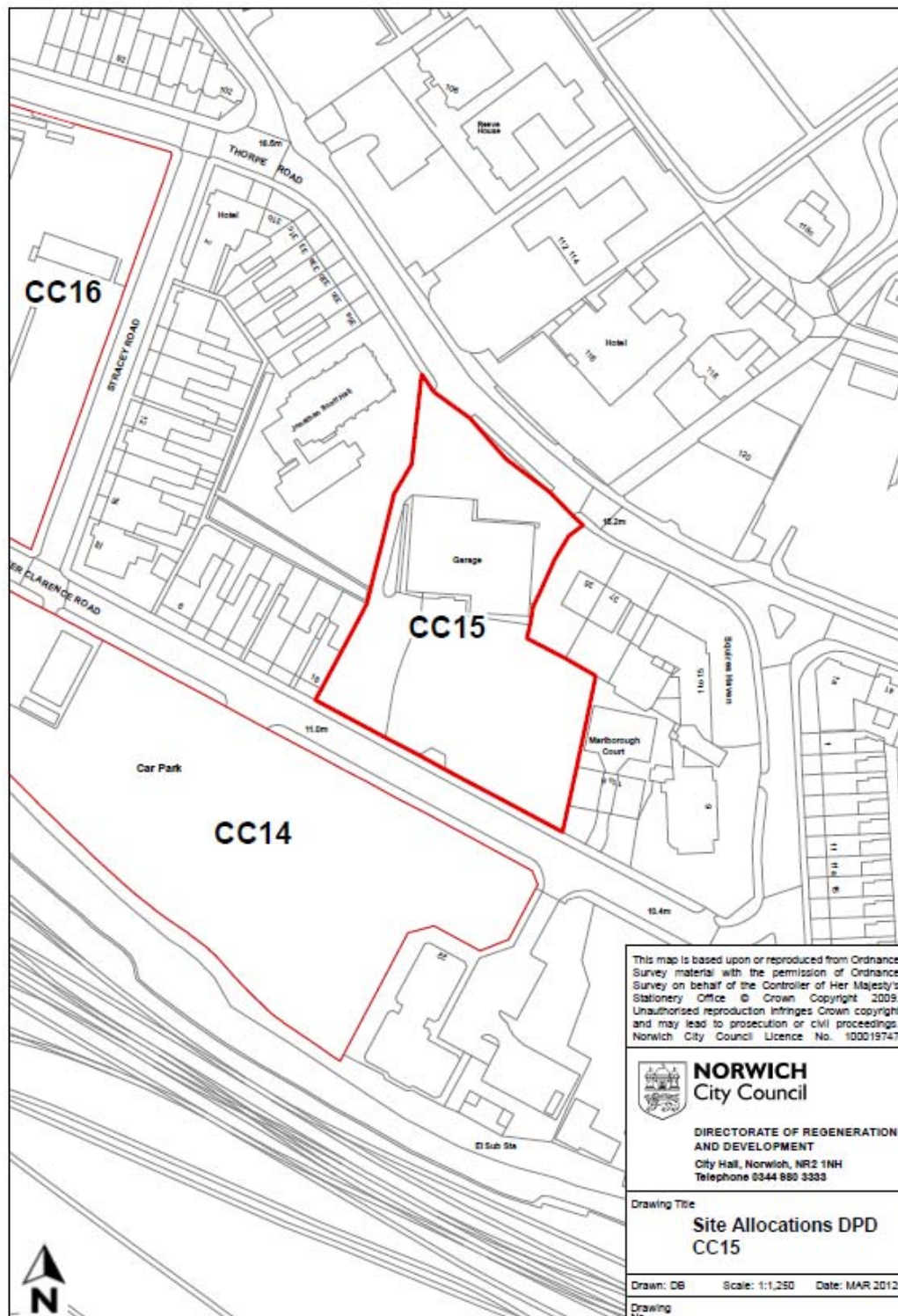
The site is allocated for housing development, for a minimum of 25 dwellings.

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



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.

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

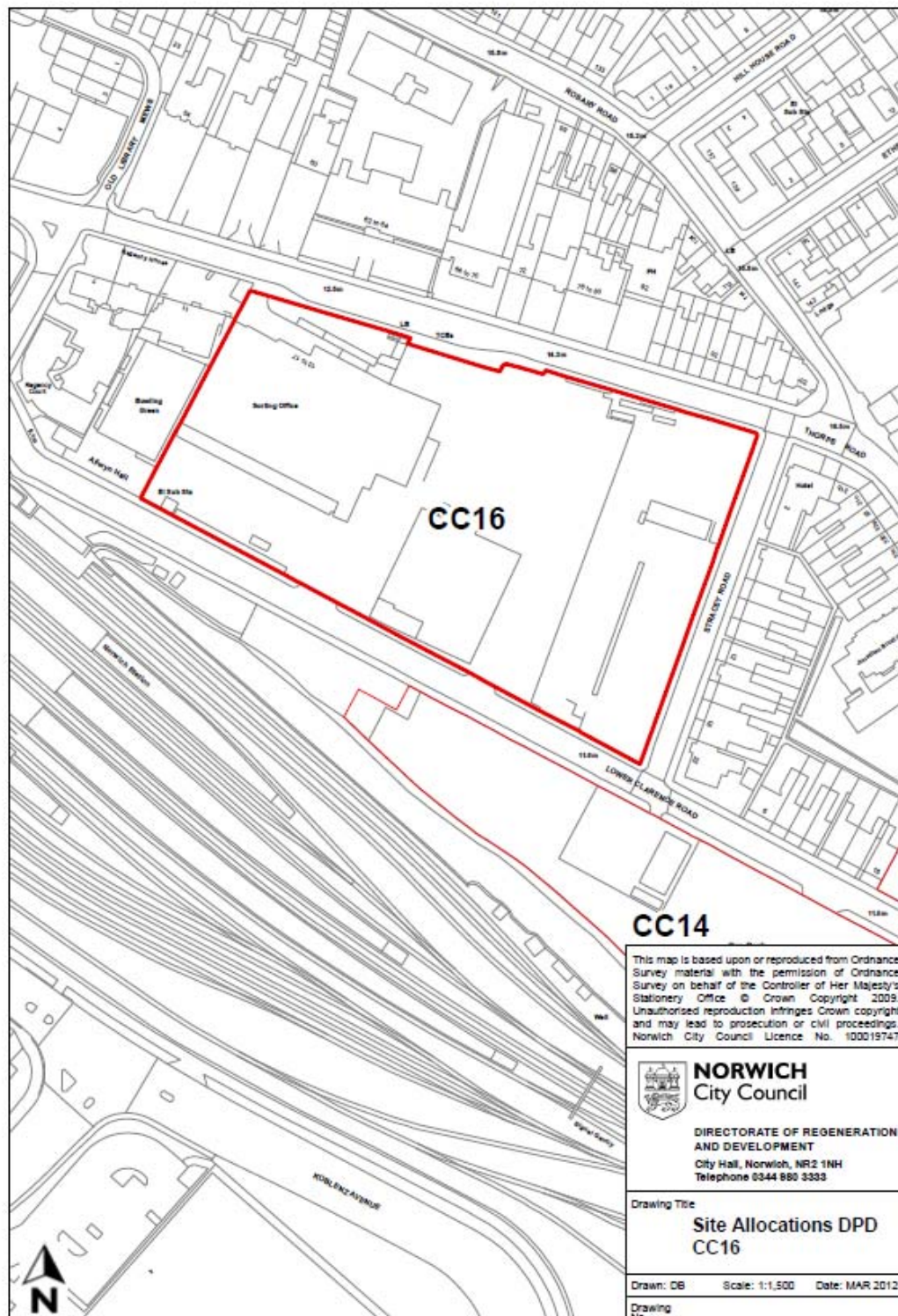
The Royal Mail Centre site, 13-17 Thorpe Road (1.52 hectares) is allocated for redevelopment for a mix of uses including:

- 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

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.

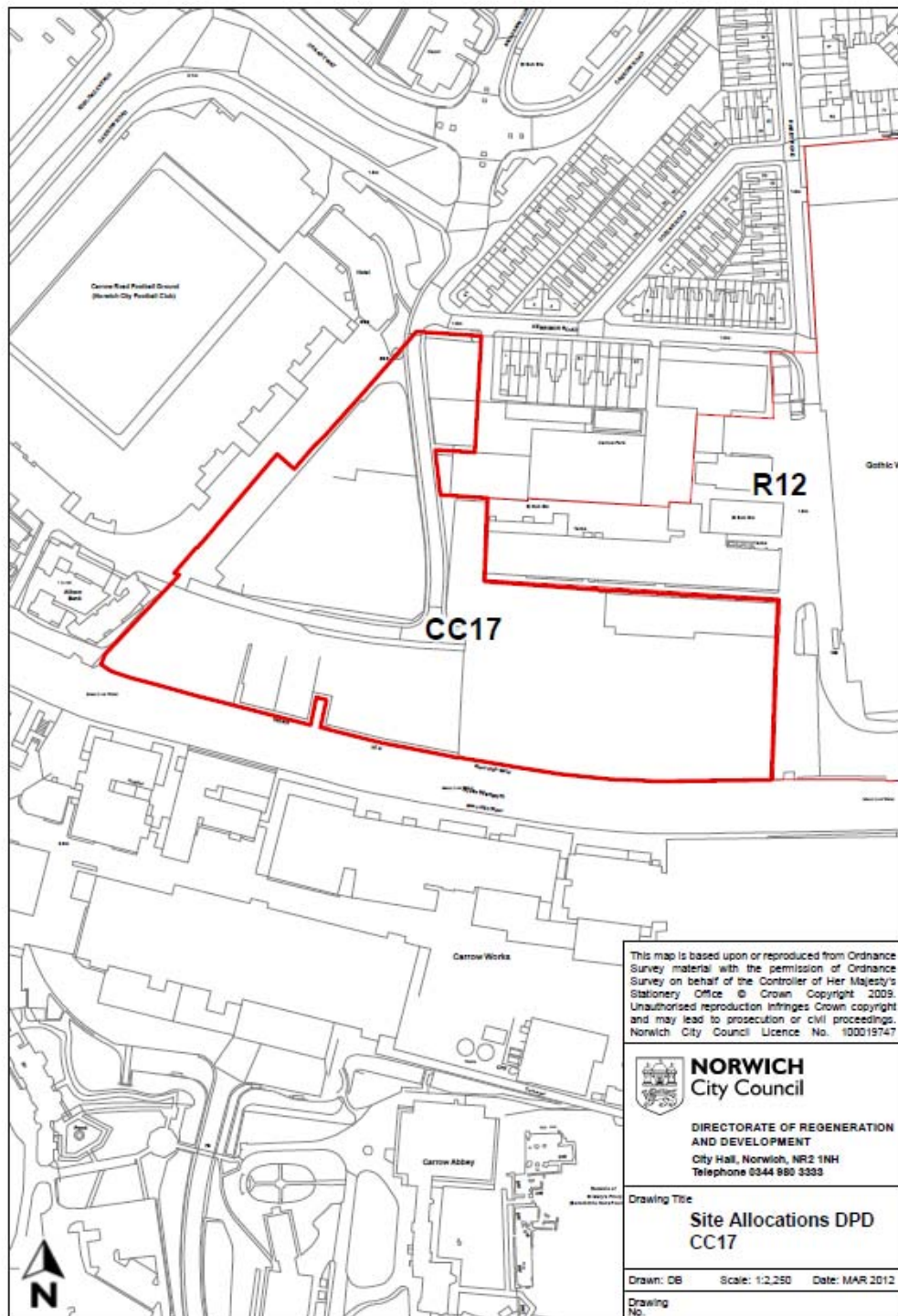
Private vehicular access will be taken from the north of the site, off Kerrison Road, and the site's development will provide for access to the adjoining development site at Gothic Works (R12) and will facilitate the provision of a new public transport route through the site and across to Wherry Road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

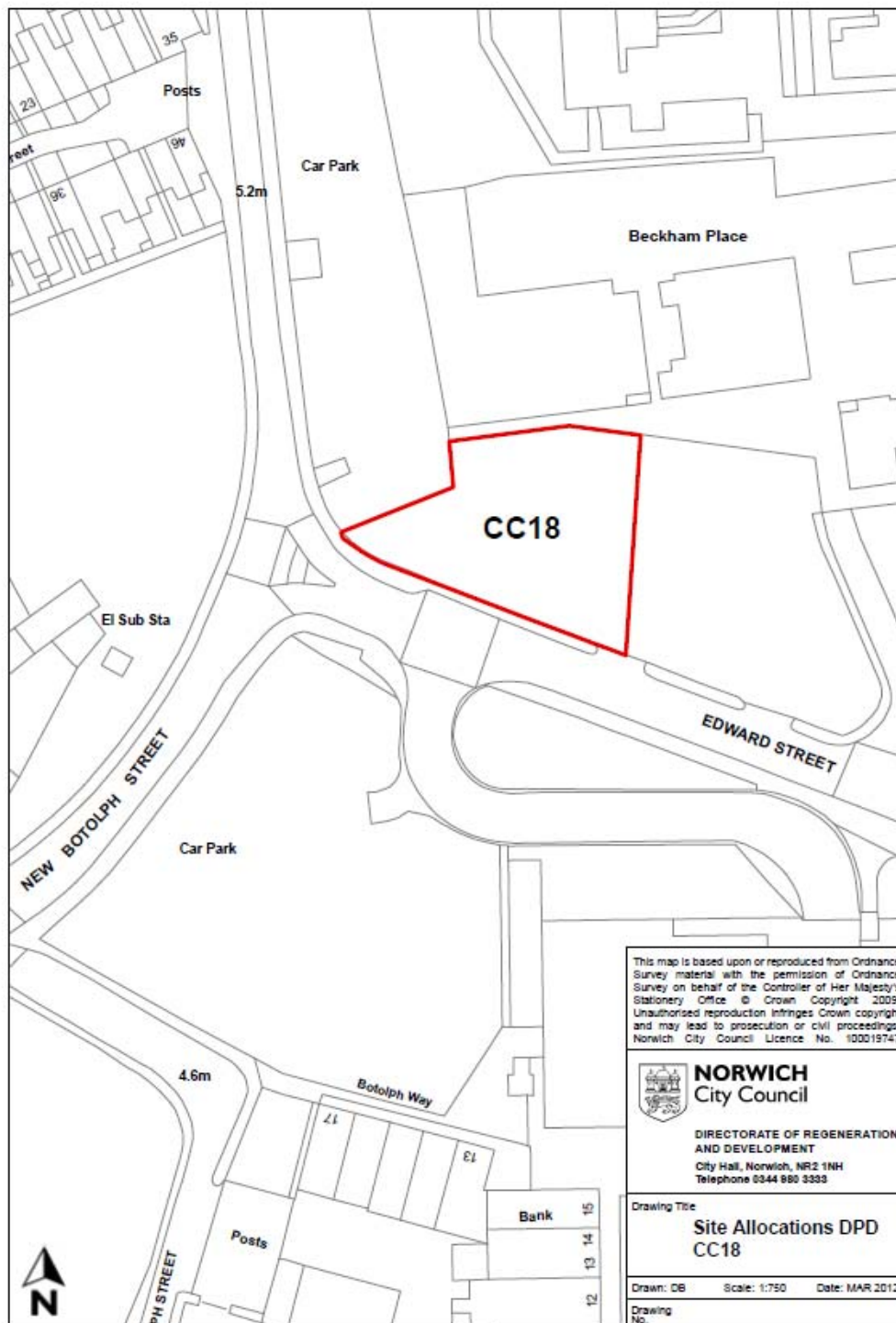
POLICY CC18: Hunters Squash Club, Edward Street

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:

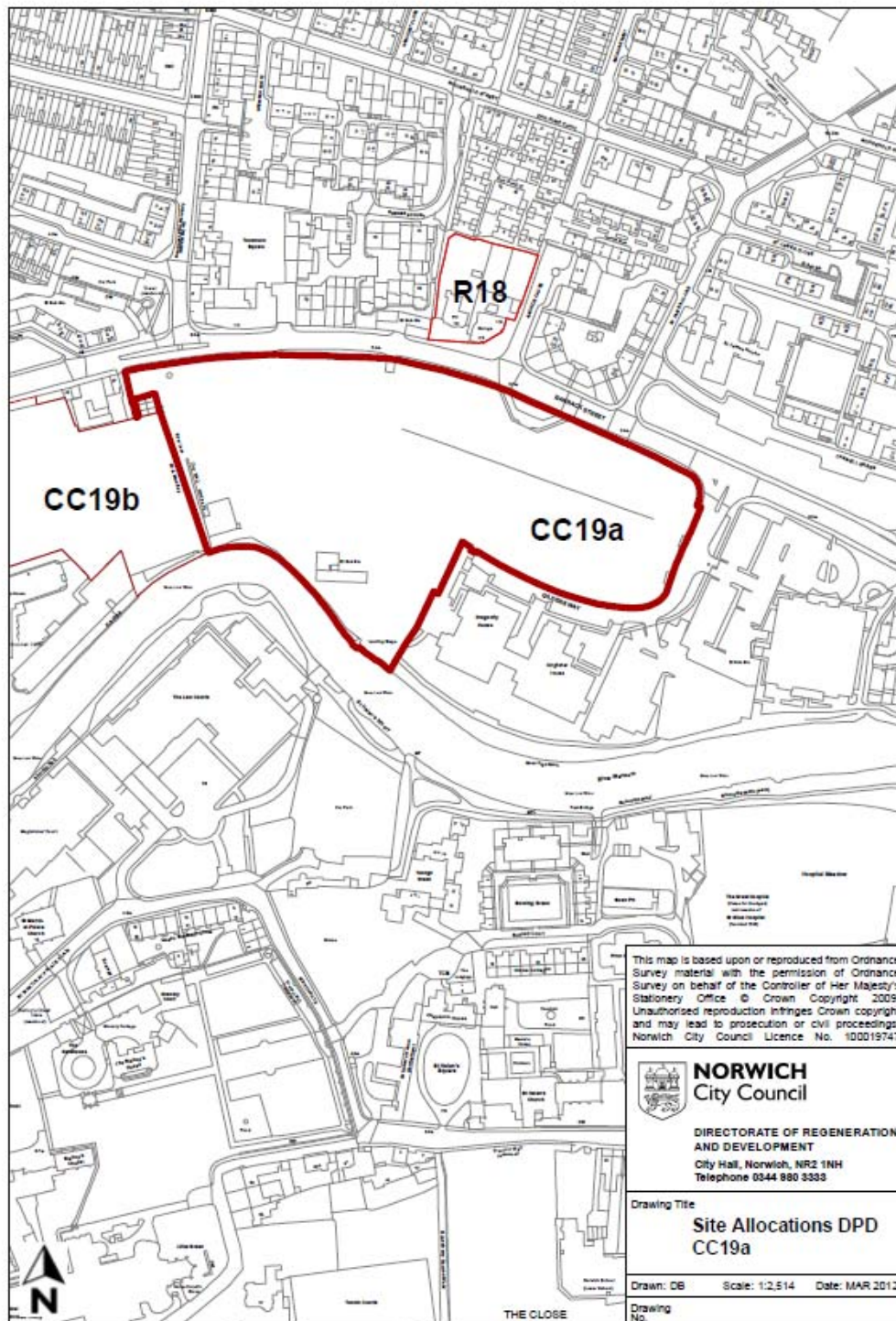
- offices (with ancillary retail uses); and
- housing (in the region of 200 dwellings) together with associated public open space and playspace provision.

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

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.

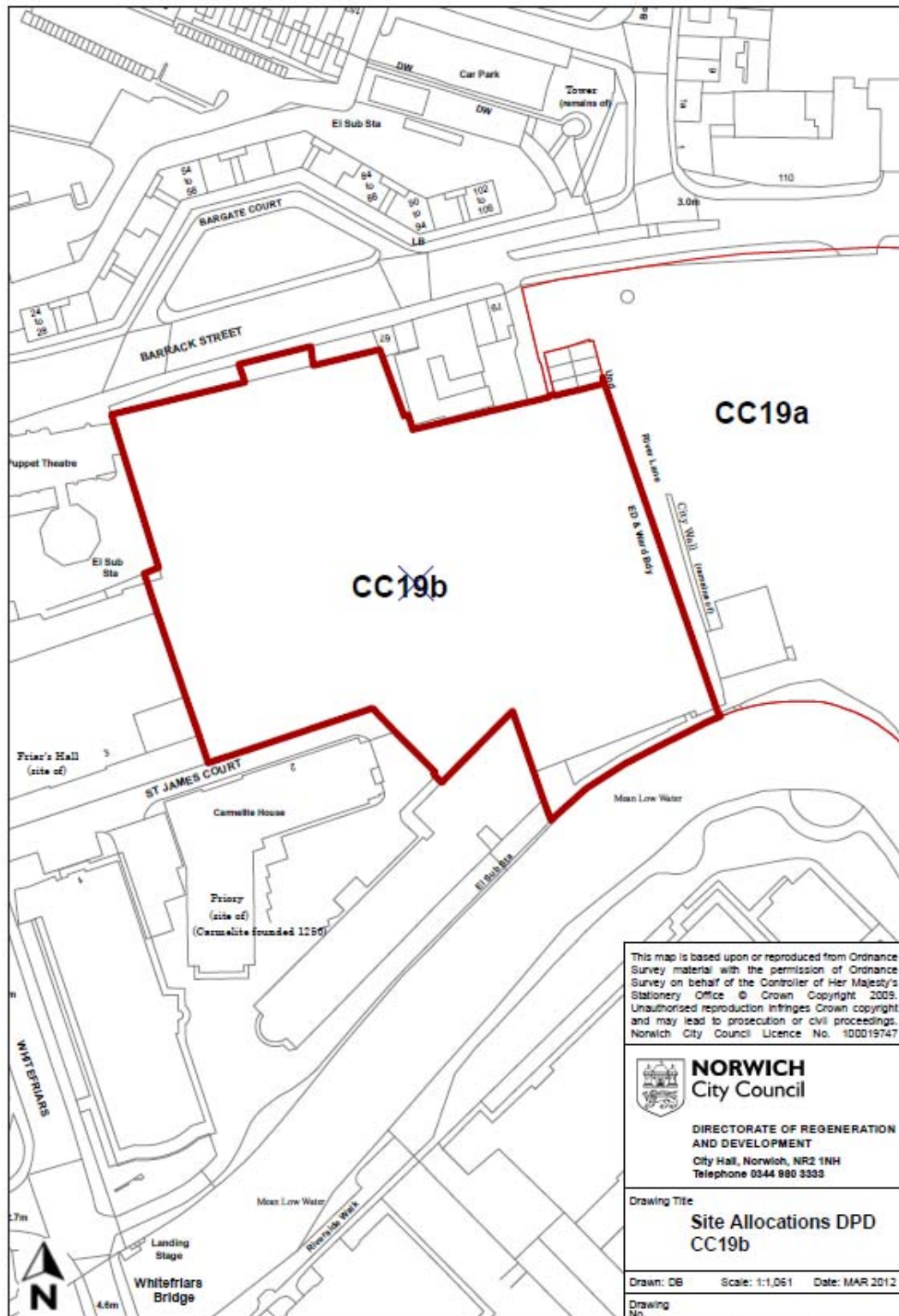
POLICY CC19b Whitefriars

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



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.

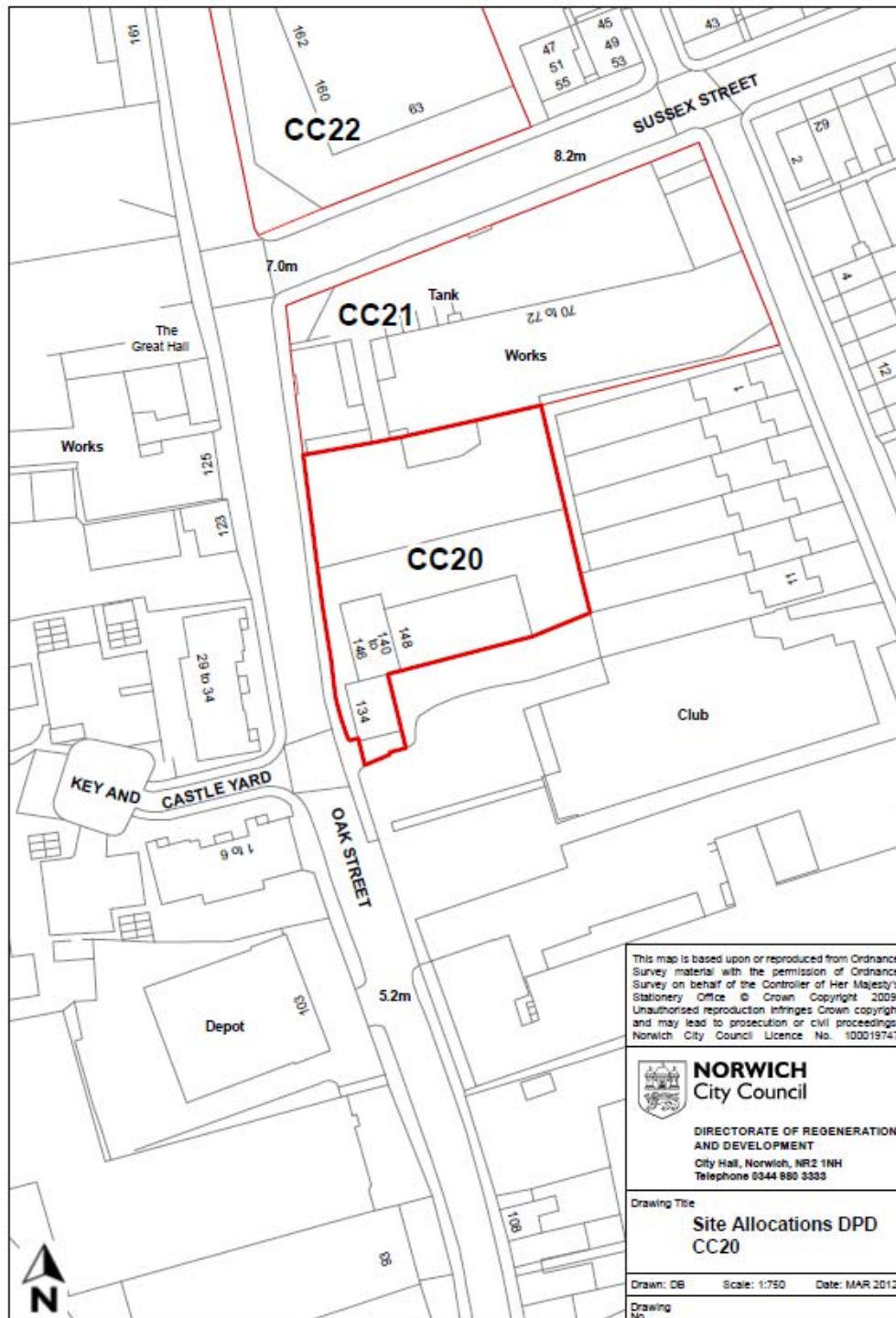
POLICY CC20: 140-154 Oak Street – housing development

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



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 19th 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 15th 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.

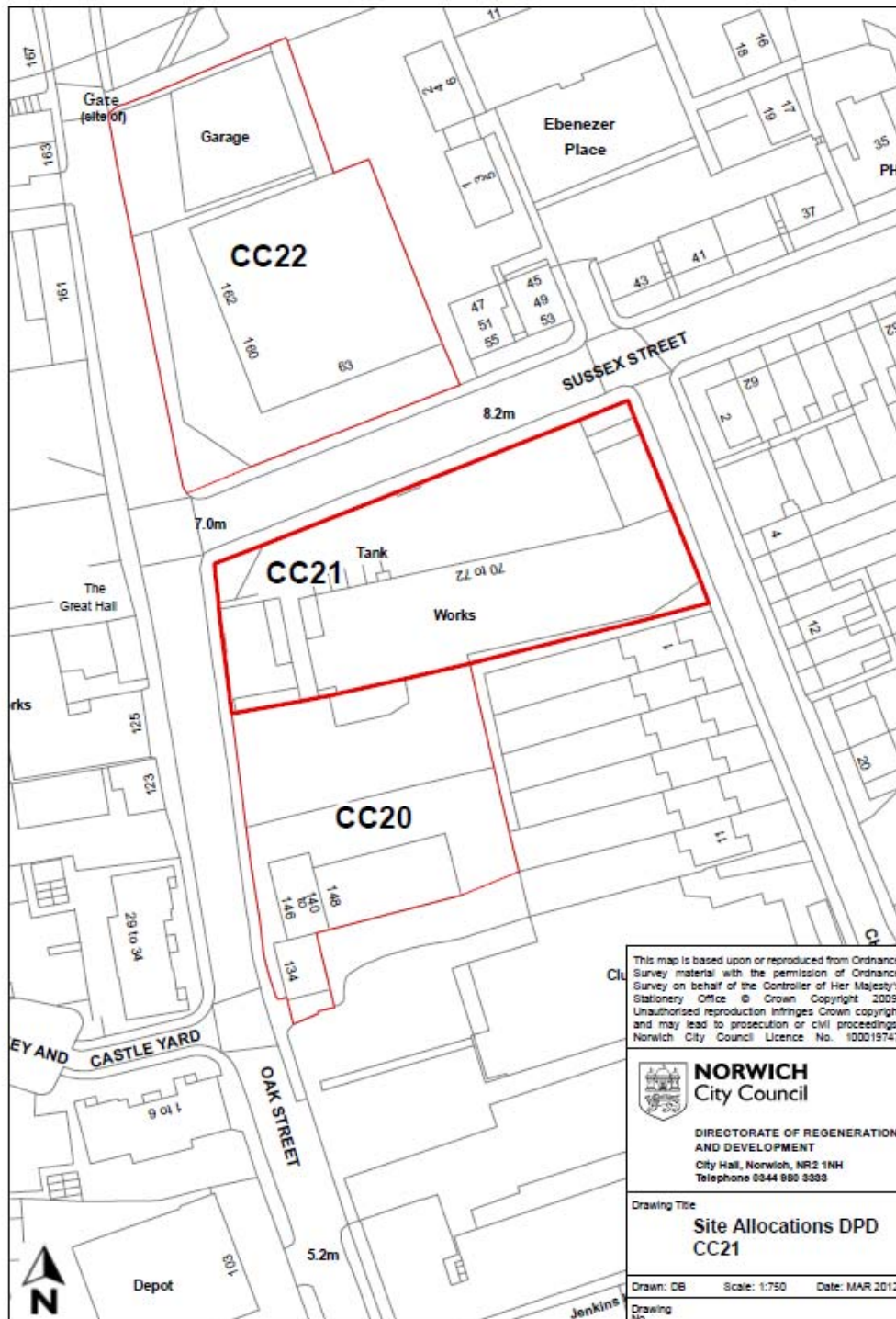
POLICY CC21: Furniture Store, 70 to 72 Sussex Street

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 19th 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

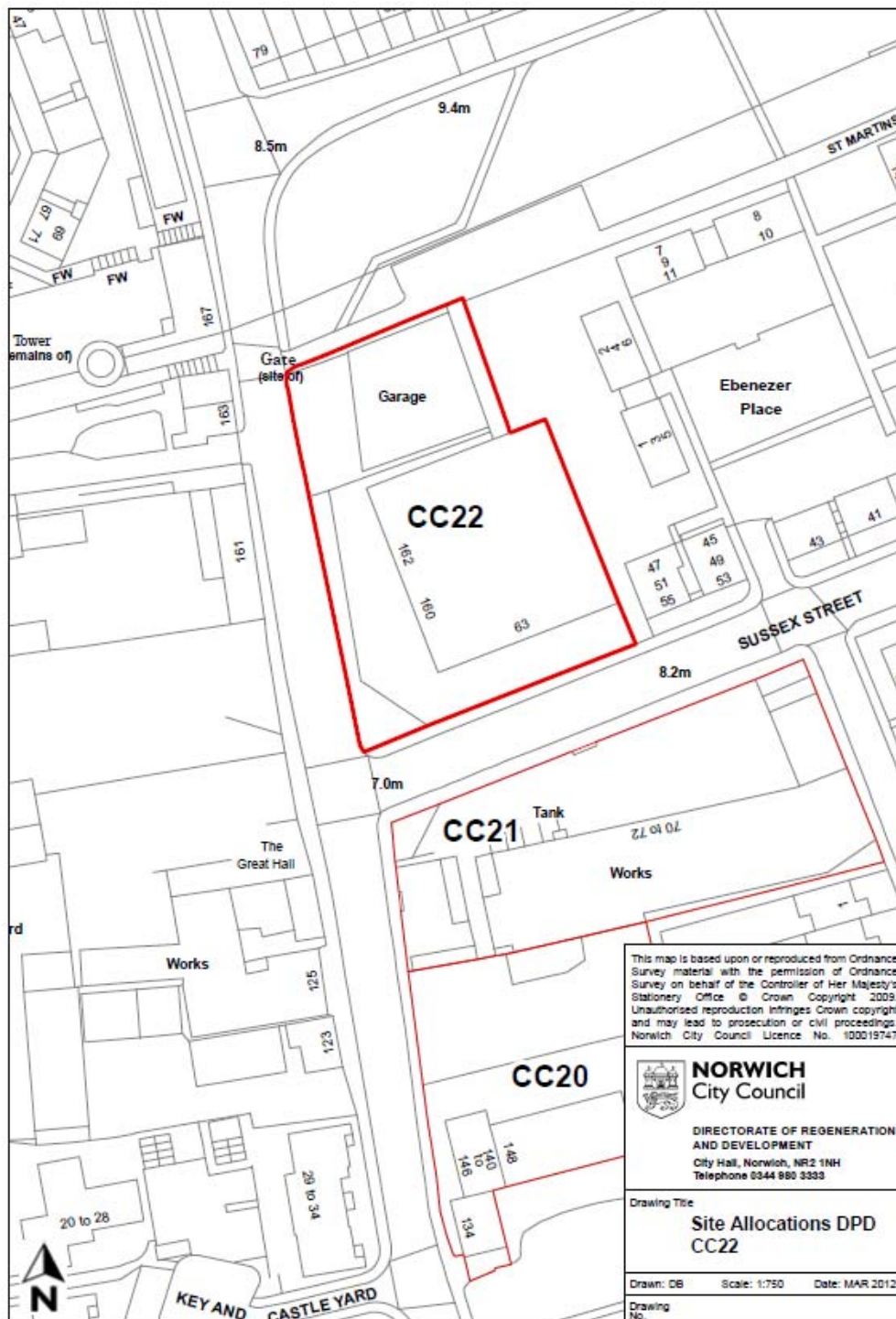
The site is owned by Norwich City Council and is suitable and available for development.

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



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.

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.

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

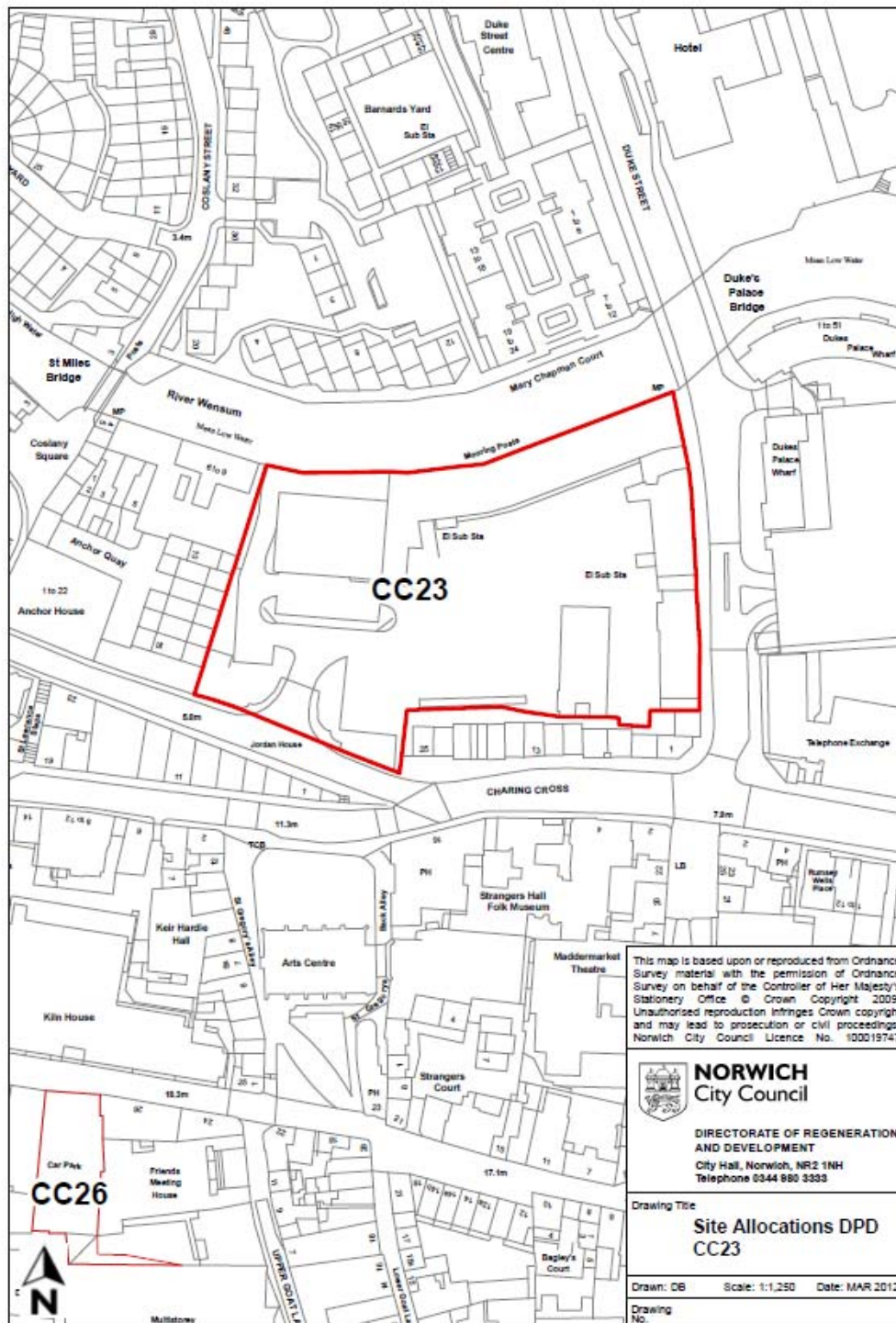
The Duke's Wharf site is allocated a mix of uses including offices, and potentially:

- 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.

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:

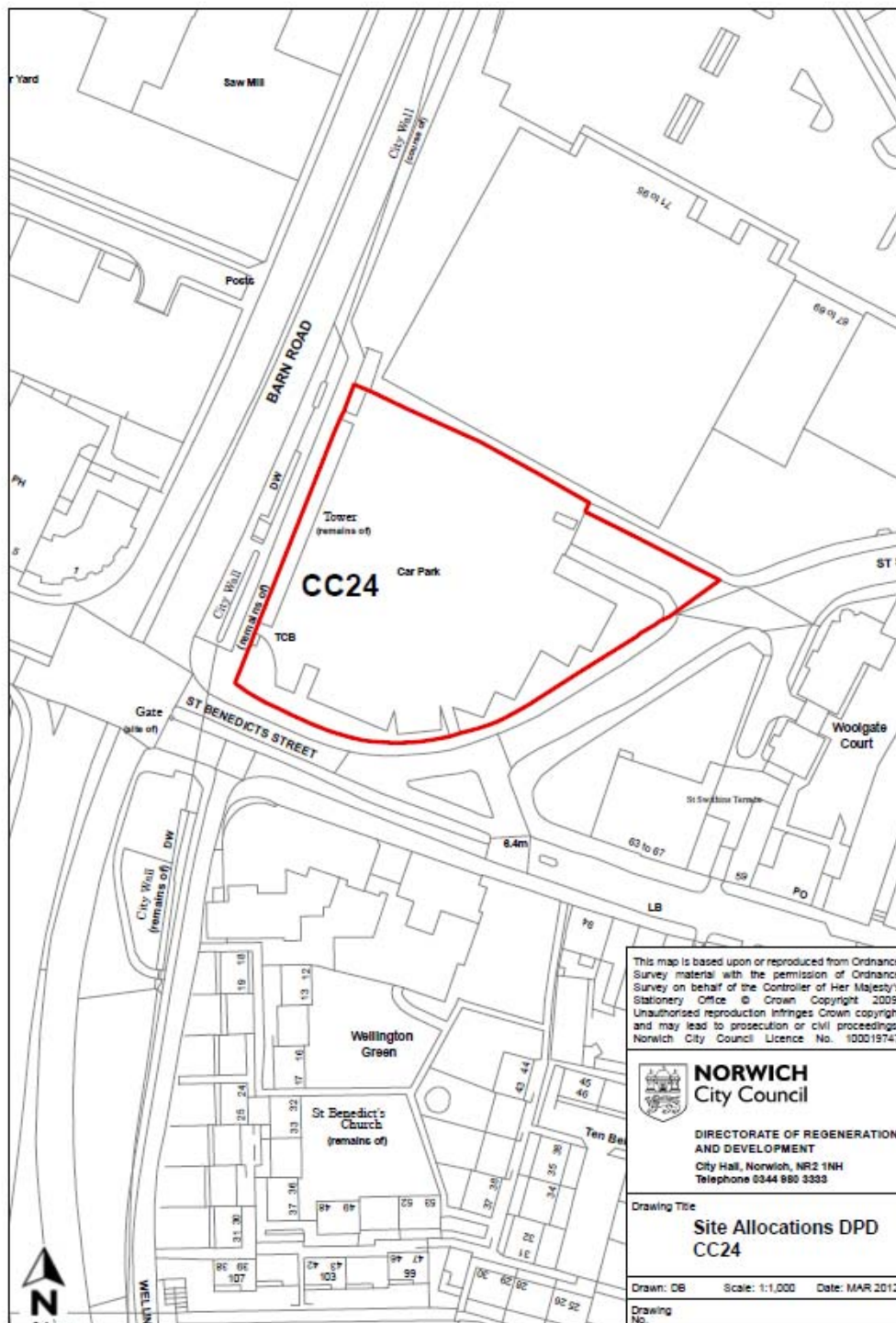
- Retail uses at ground floor level;
- Housing development (a minimum of 40 dwellings);
- Office development; and
- Integrated car parking with public parking operating on a short term tariff.

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



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.

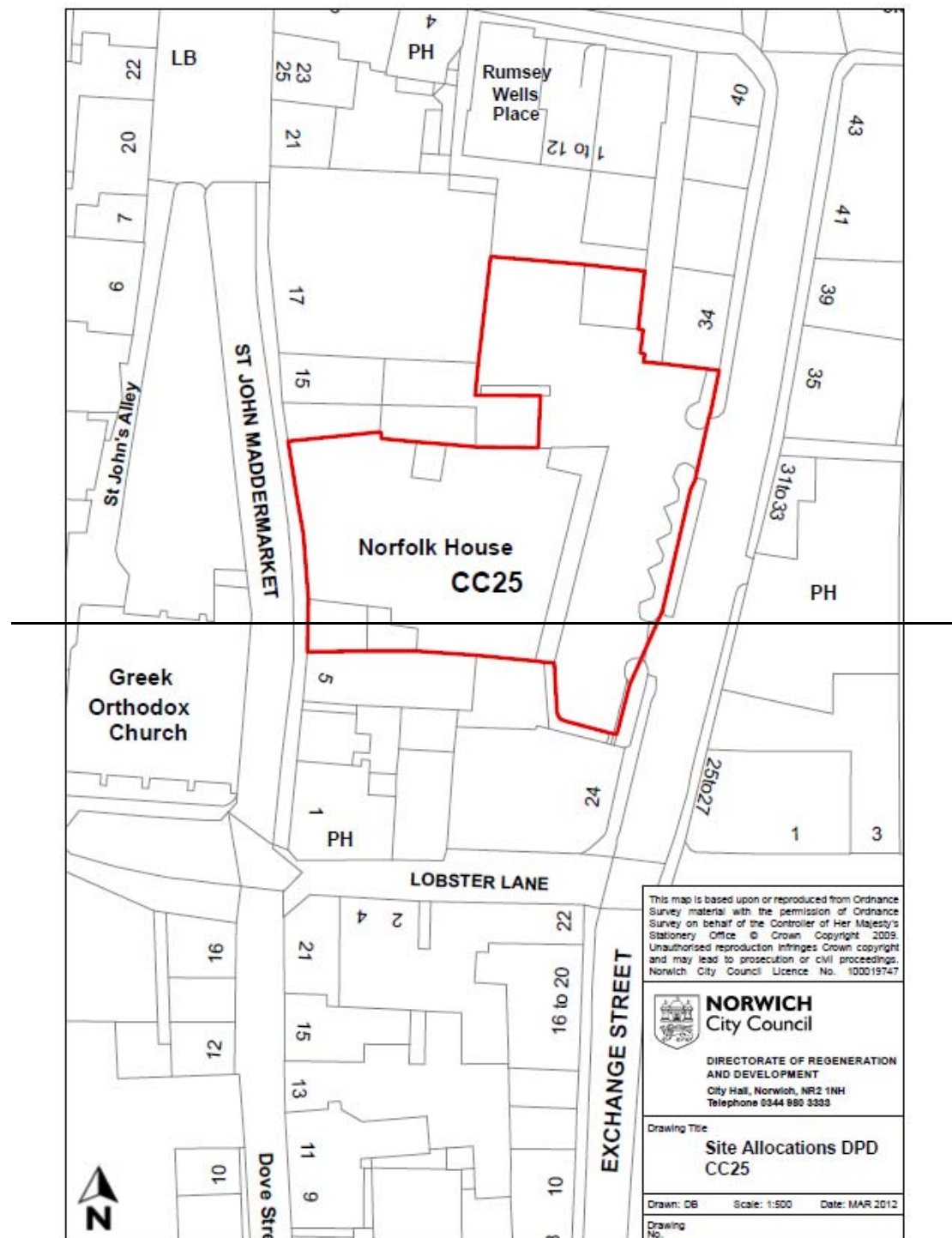
It is also potentially suitable for educational or other city centre uses.

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



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.

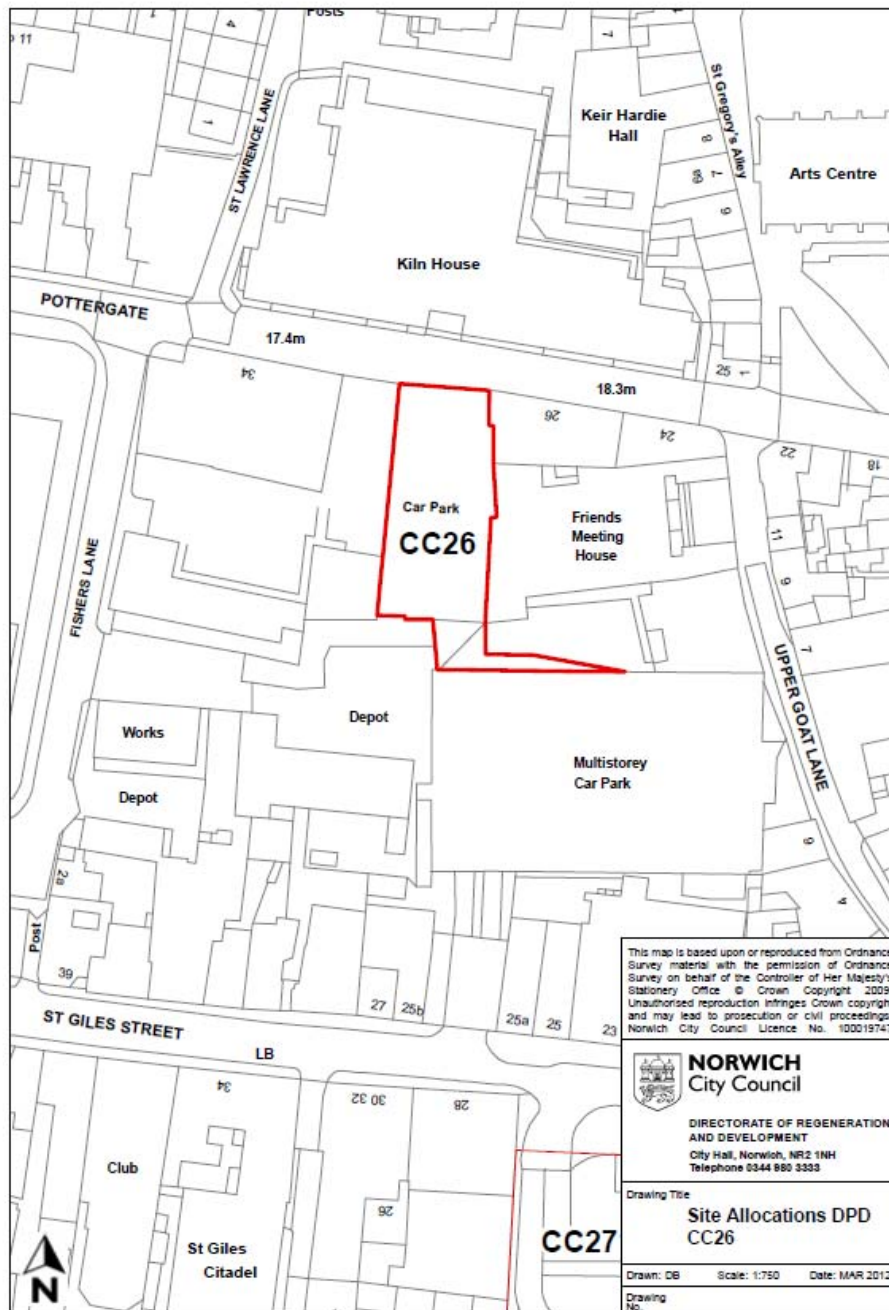
POLICY CC26 Pottergate Car Park

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

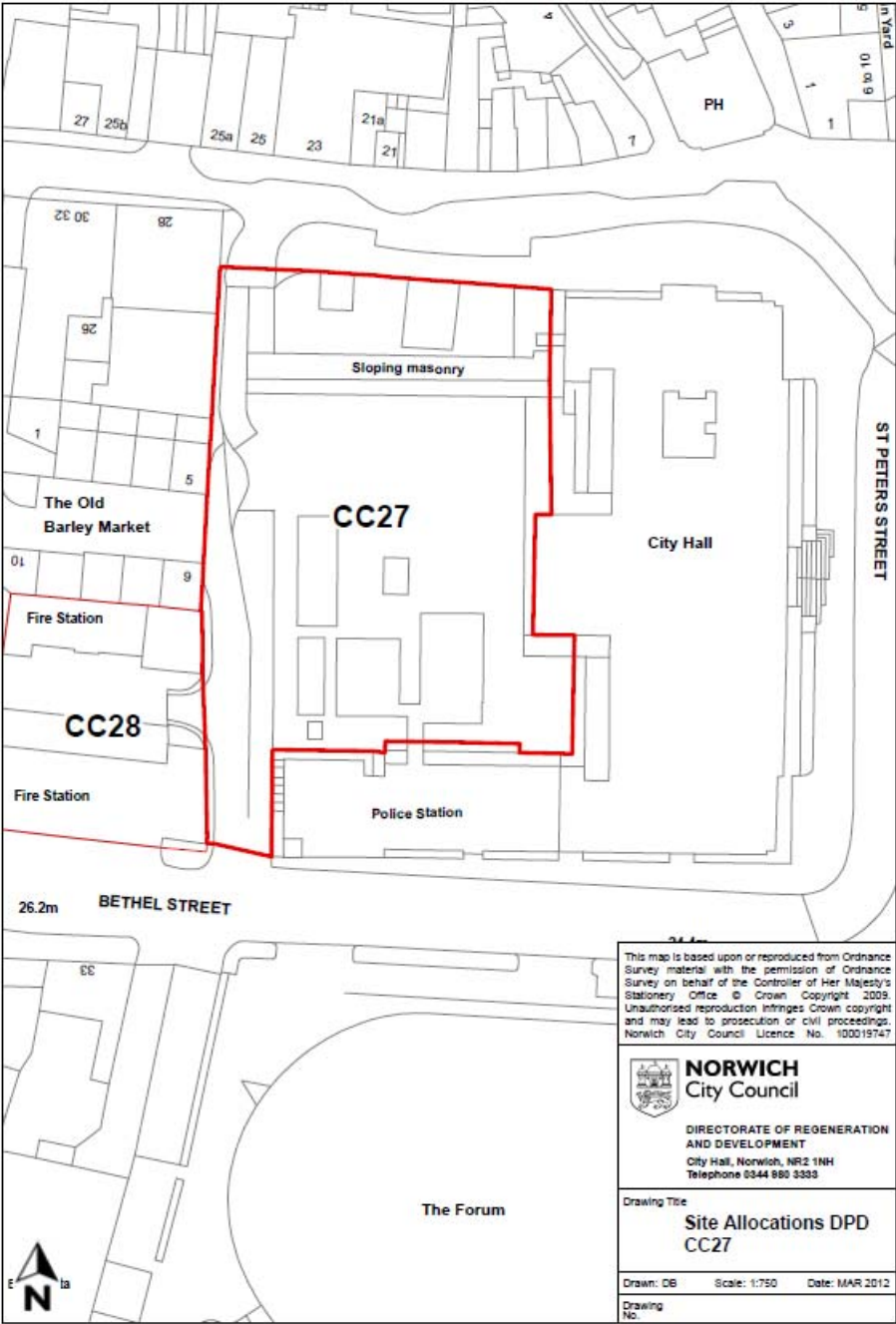
Land to rear of City Hall is allocated for mixed use development. The mix will include residential, office, leisure and/or limited retail provision.

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 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.

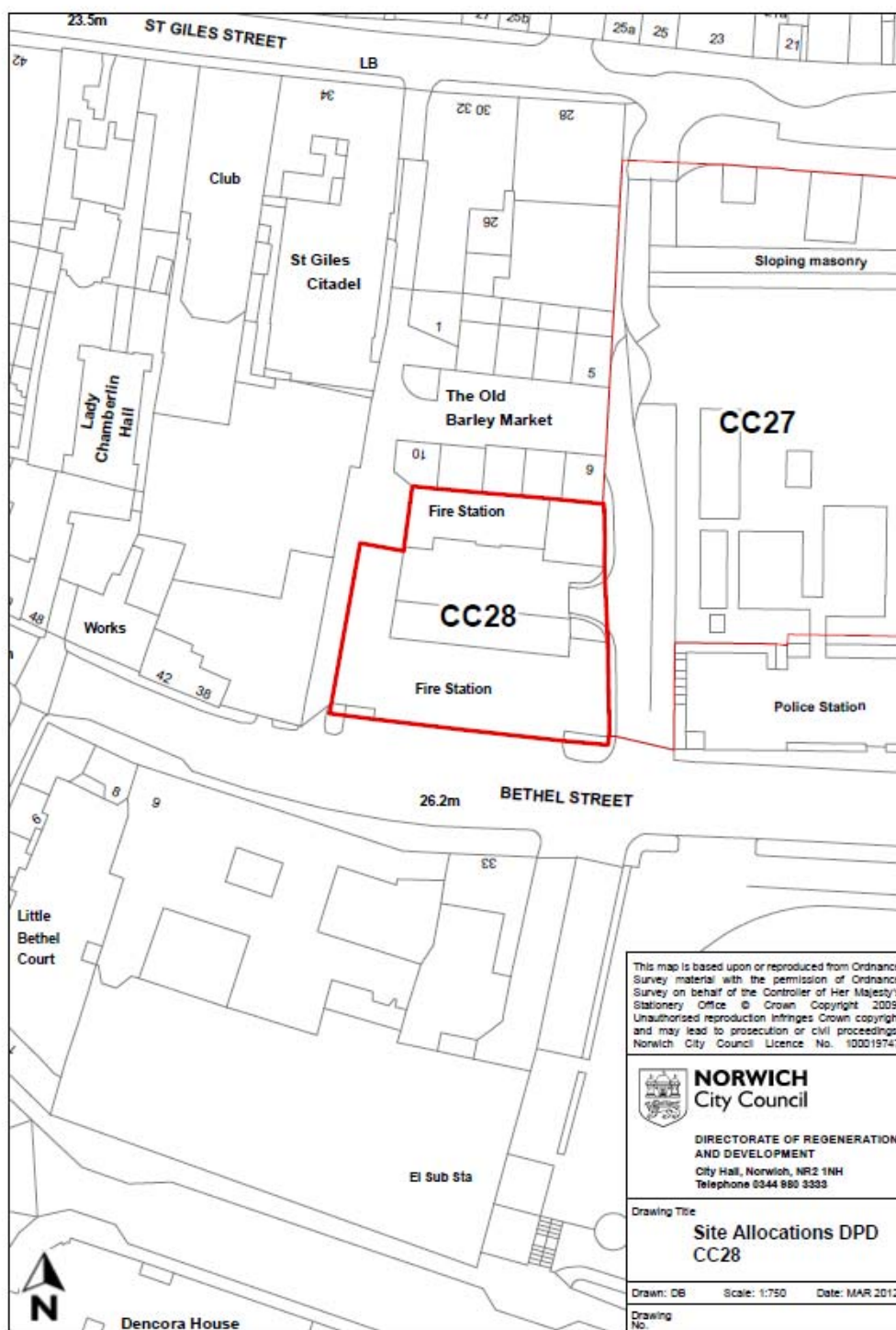
A minimum of 15 dwellings will be provided.

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

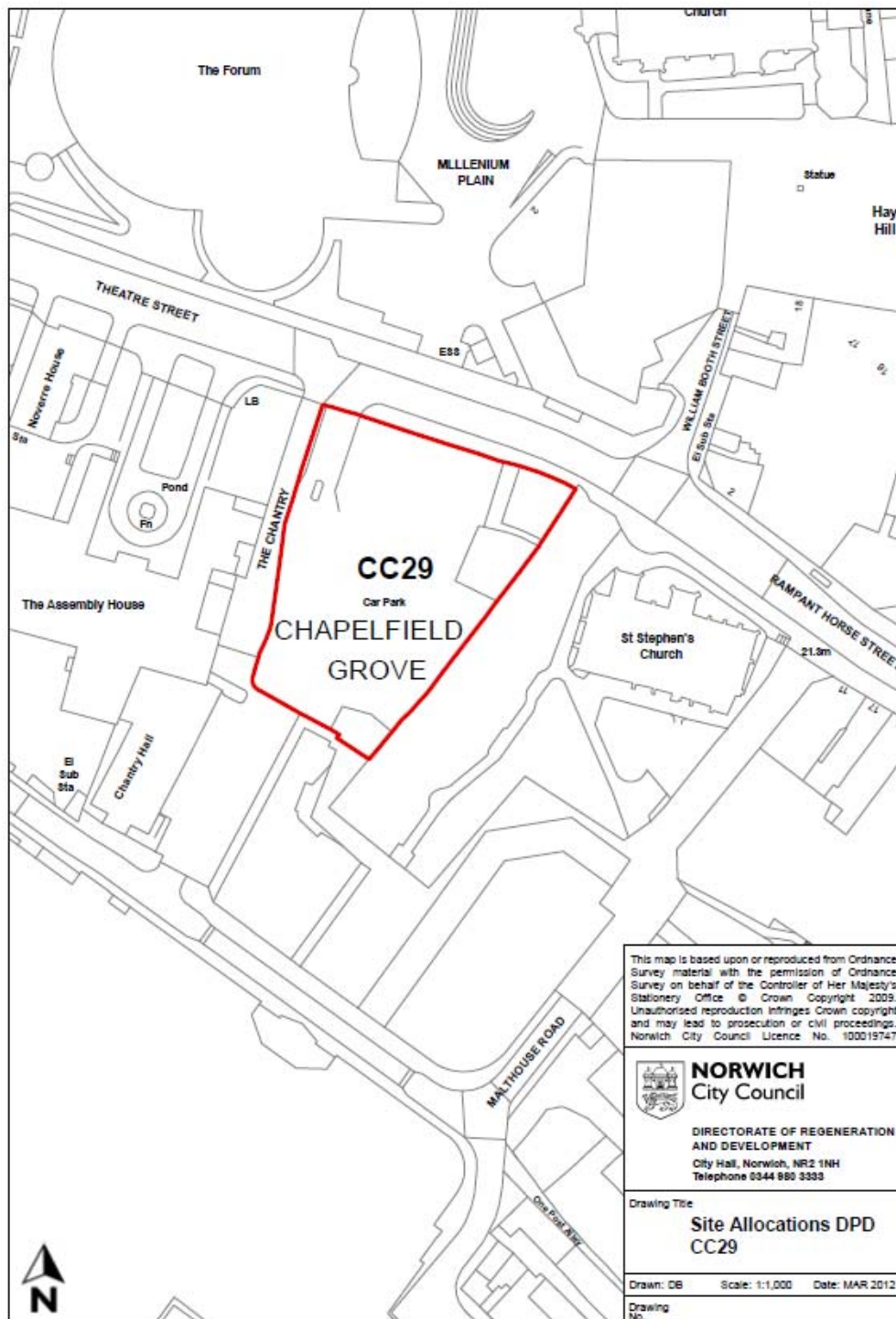
The Chantry car park (0.28 hectares) is allocated for redevelopment for a mix of uses including:

- 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



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 18th and 19th century houses. These are now mostly dominated by office uses and their settings are largely dominated by the late 20th 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

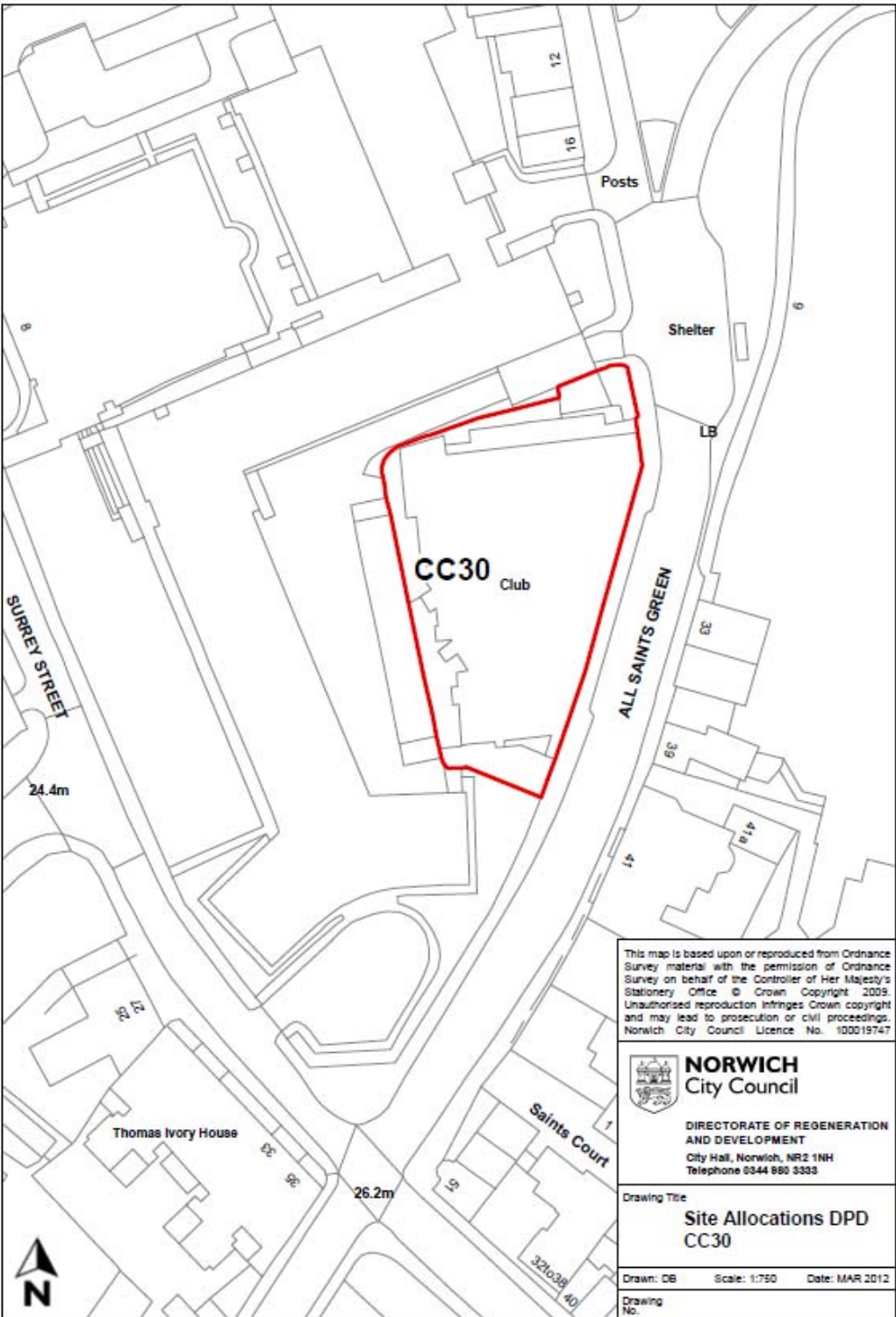
The site is suitable and available for development within the plan period. The building has recently been granted Conservation Area consent for demolition, as it is structurally unsound.

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



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 20th 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.

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.

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.

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.

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.

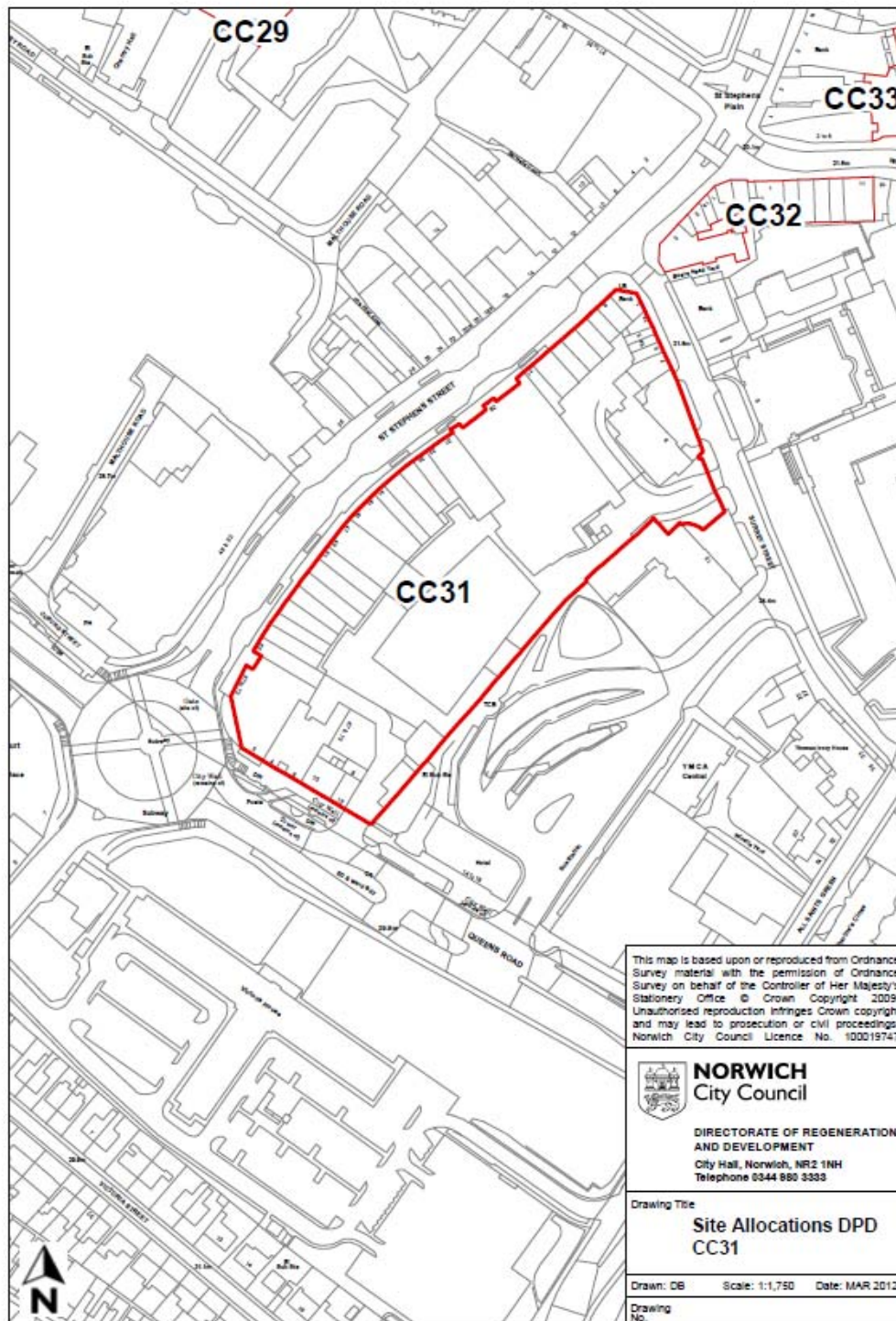
POLICY CC31 St Stephens Street

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.

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

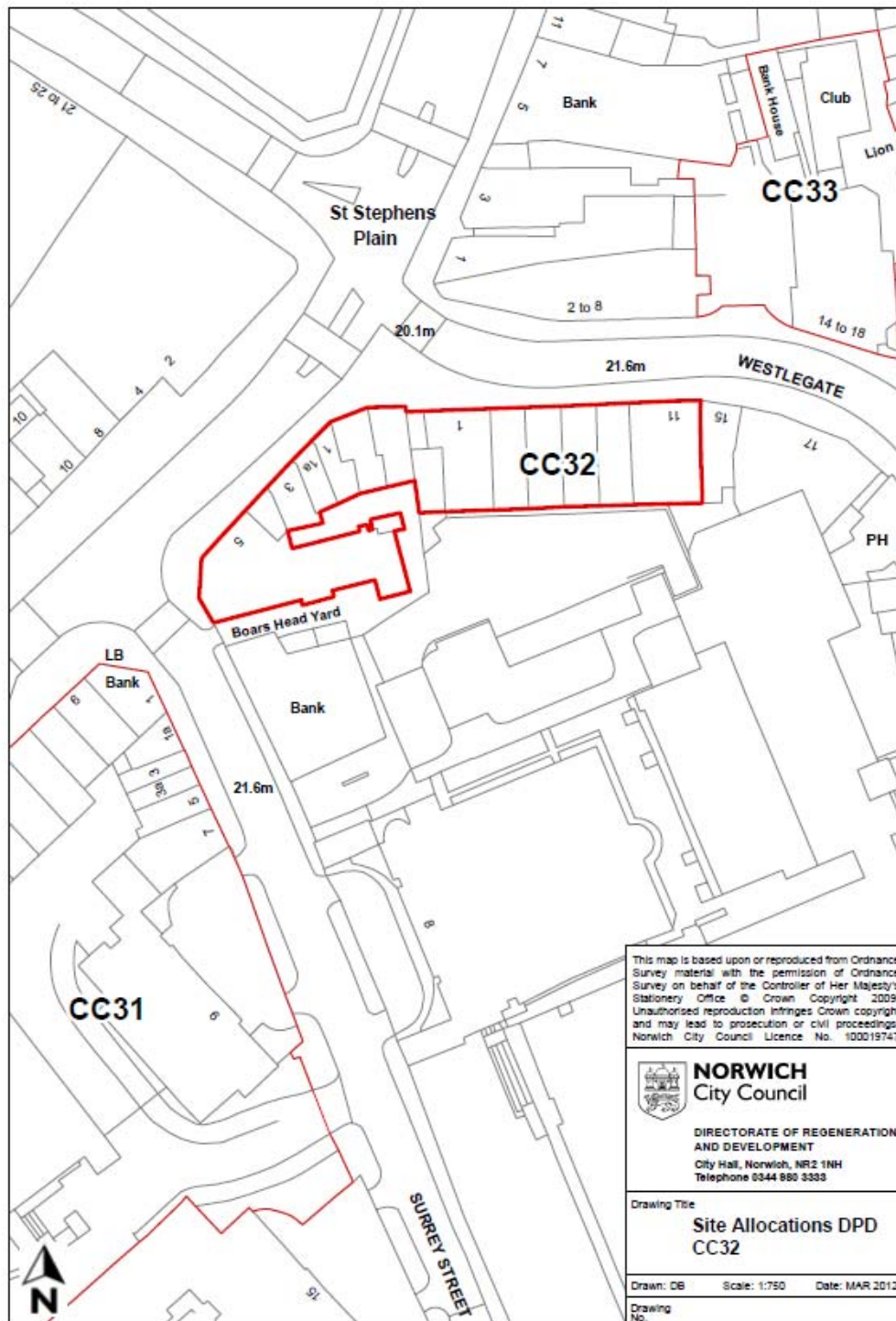
The site is allocated for mixed use development of up to four storeys.

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 680m² 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

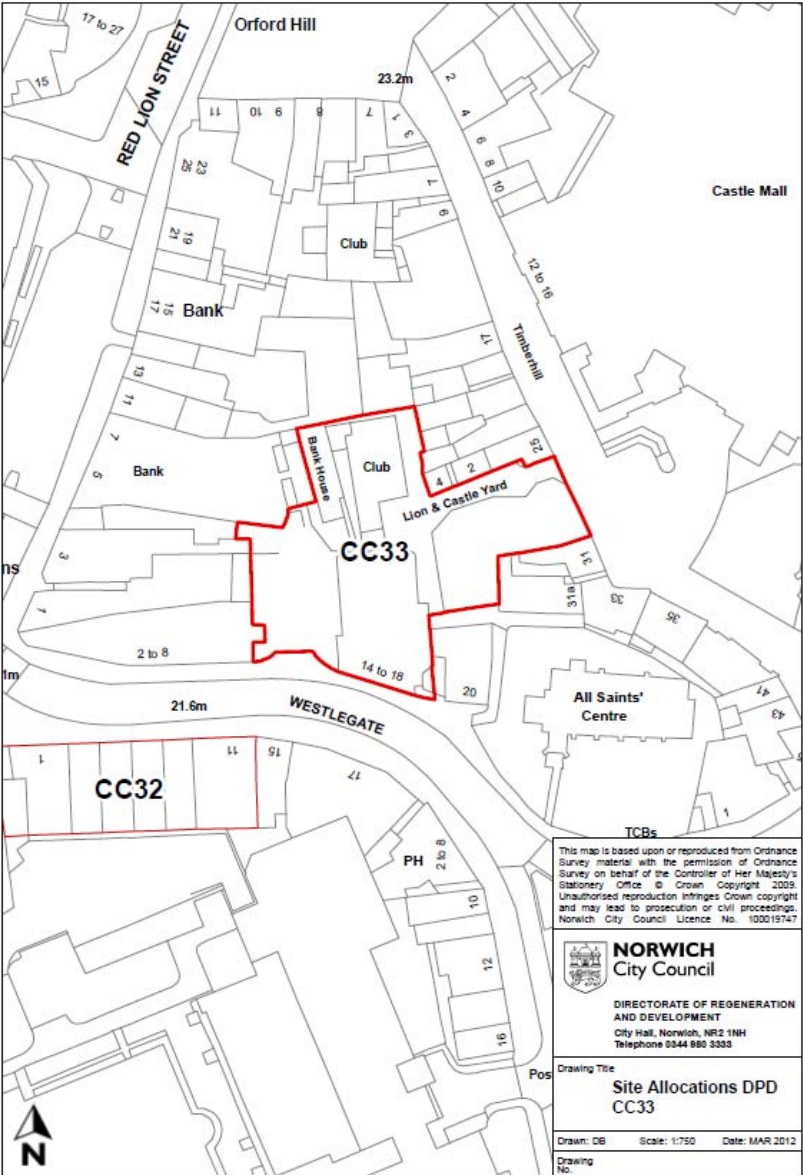
The site is allocated for mixed use development, primarily for retail uses at ground floor level, with residential units and offices on upper floors.

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 19th 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 18th and 19th century houses, together with the Edwardian headquarters of Norwich Union. However, their settings are largely dominated by late 20th 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

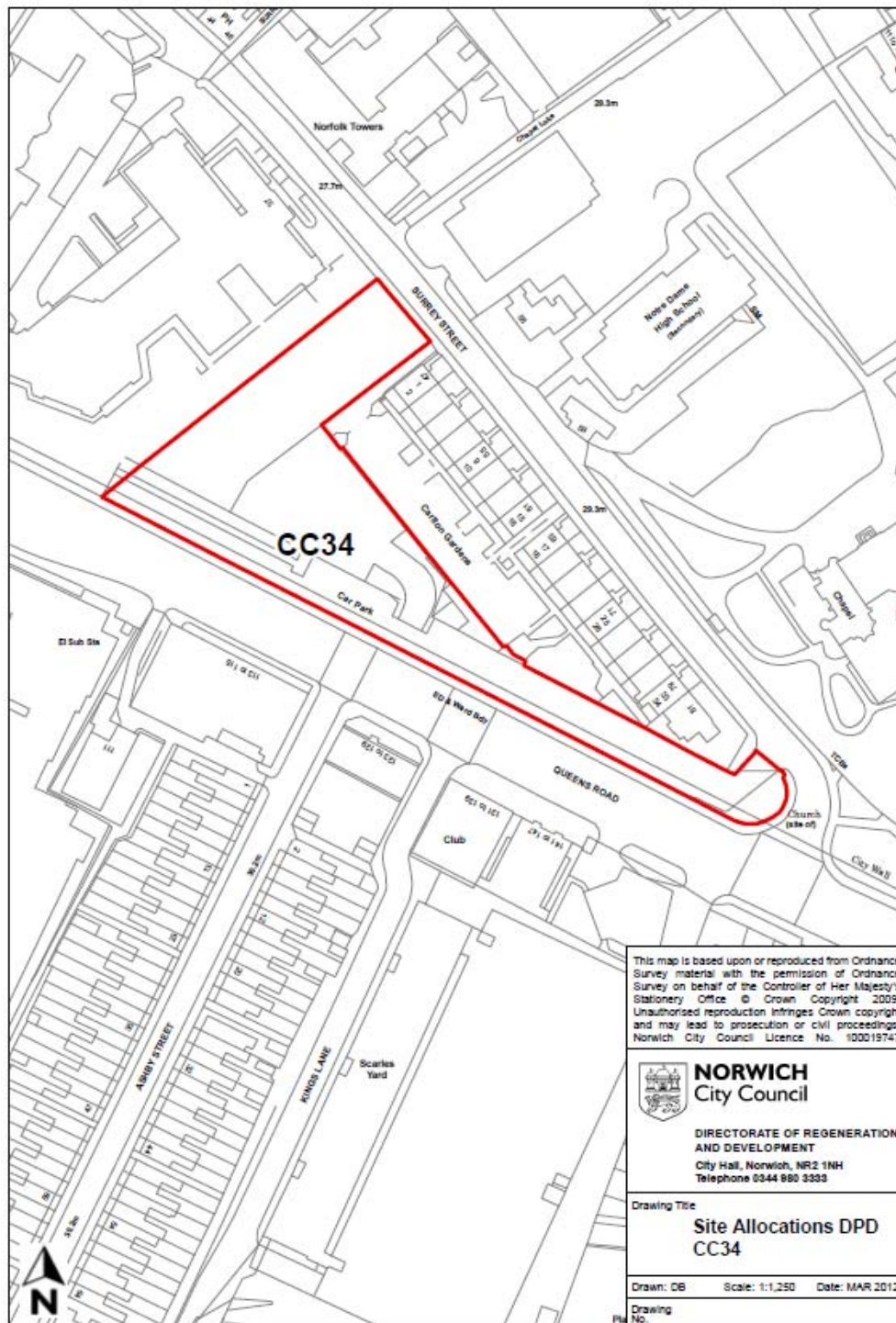
Land at Queens Road and Surrey Street is allocated for office led mixed use development to include an element of residential development (potentially 40 dwellings).

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.

Site Plan



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

