

LAND SOUTHWEST OF NEWFOUND FARM,
CRINGLEFORD: PHASE TWO

VISION DOCUMENT

PREPARED BY PEGASUS DESIGN ON BEHALF OF BARRATT DAVID WILSON HOMES

P18-0134_03 | MARCH 2020

“THE CREATION OF HIGH QUALITY BUILDINGS AND PLACES IS FUNDAMENTAL TO WHAT THE PLANNING AND DEVELOPMENT PROCESS SHOULD ACHIEVE. GOOD DESIGN IS A KEY ASPECT OF SUSTAINABLE DEVELOPMENT, CREATES BETTER PLACES IN WHICH TO LIVE AND WORK AND HELPS MAKE DEVELOPMENT ACCEPTABLE TO COMMUNITIES. BEING CLEAR ABOUT DESIGN EXPECTATIONS, AND HOW THESE WILL BE TESTED, IS ESSENTIAL FOR ACHIEVING THIS. SO TOO IS EFFECTIVE ENGAGEMENT BETWEEN APPLICANTS, COMMUNITIES, LOCAL PLANNING AUTHORITIES AND OTHER INTERESTS THROUGHOUT THE PROCESS.”.

(PARA 124, NPPF 2019).

1. INTRODUCTION	05
2. ASSESSMENT	09
3. EVALUATION	25
4. DESIGN PRINCIPLES	27
5. DESIGN PROPOSALS	29
6. SUMMARY	37

NOTE: THIS DOCUMENT IS DESIGNED TO BE VIEWED AS A3 DOUBLE SIDED

Pegasus
Design

Pegasus Design
Pegasus House
Queens Business Centre
Whitworth Road
Cirencester
GL7 1RT

www.pegasusgroup.co.uk IT 01285 641717

Prepared by Pegasus Design
Pegasus Design is part of Pegasus Group Ltd
Prepared on behalf of Barratt David Wilson Homes
March 2020 Project code P18-0134

Checked by: **INITIAL**

© Copyright. The contents of this document must not be copied or reproduced in whole or in part without the written consent of Pegasus Planning Group Ltd.
Crown copyright. All rights reserved. Licence number 100042093.

♻️ Printed material produced by Pegasus Design Cirencester is printed on paper from sustainably managed sources and all parts are fully recyclable.



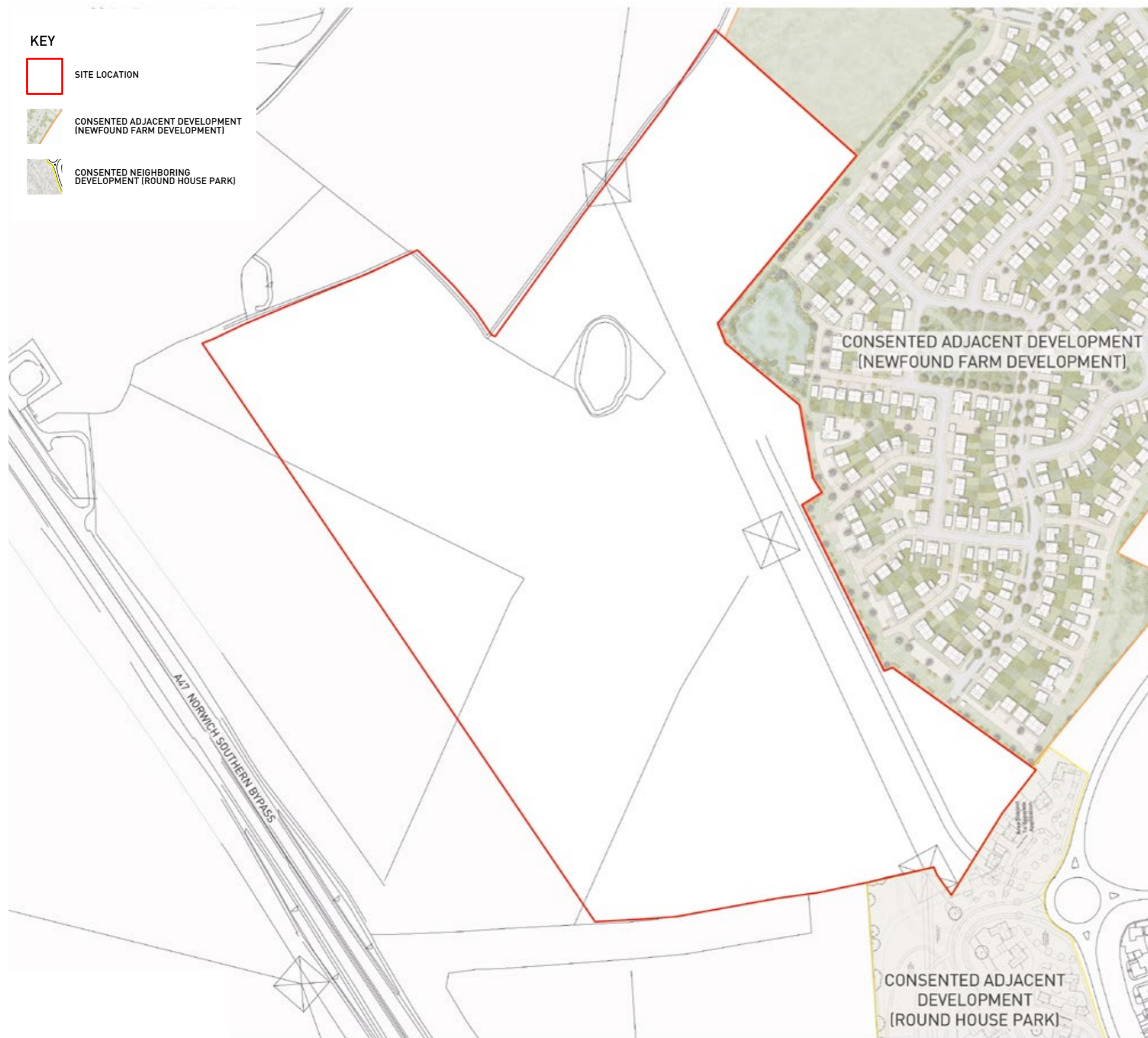
SECTION 1 | INTRODUCTION

PURPOSE OF THE DOCUMENT

- 1.1 This statement has been prepared by Pegasus Urban Design on behalf of Barratt David Wilson Homes to accompany the promotion of their site at Land Southwest of Newfound Farm, Cringleford. This site in the urban fringe parish of Cringleford and is being promoted for further residential development through the Greater Norwich Local Plan process.
- 1.2 This document has been prepared to promote Land Southwest of Newfound Farm, Cringleford as a suitable site for residential development comprising 500 dwellings and associated public open space.
- 1.3 This document sets out: the planning policy context for the site and its development potential; an assessment of the site and its surroundings; and finally describes the design proposal. By bringing together the assessment work, a new vision for the Land Southwest of Newfound Farm has been developed so that it will form a successful extension to the consented development (LPA ref. 2013/1793/O) to the north east.
- 1.4 This document achieves this within the following sections:
 - Section 1: Introduction** – outlines the purpose of the document;
 - Section 2: Assessment** – considers the site and its surroundings in terms of the physical, social and planning context;
 - Section 3 – Evaluation** - this section identifies the influences and opportunities of the site.
 - Section 4: Design Principles** – presentation of the design principles that have been derived from a combination of Government Policy and site assessment;
 - Section 5: Design Proposals** – presentation of the design proposals including uses and amount proposed, access arrangements, layout of the development, scale of buildings, and landscaping treatments.
 - Section 6: Summary** – this section evaluates the proposals against NPPF sustainability and design criteria.

BARRAT DAVID WILSON HOMES

- 1.5 Barratt Homes has risen from humble origins from when it was first formed in 1958 to become the UK's largest and best known housebuilder, leading the industry in construction, design, quality and customer service. In the last 60 years Barratt Homes has built over 450,000 new homes across England, Scotland and Wales. In the process they have created thousands of job opportunities across the country and allowed hundreds of thousands of people to buy new homes.
- 1.6 Barratt Homes specialises in acquiring land, obtaining planning permission and building the highest quality homes in places people aspire to live. This is supported by their expertise in land, design, construction and sales and marketing. The dedication to building new homes to the highest quality has been recognised by the Home Builders Federation by way of their 5 Star customer rating that Barratt Homes has been awarded for the tenth consecutive year, the only major housebuilder to have achieved this.
- 1.7 The Newfound Farm site in Cringleford will accommodate new homes from both Barratt Homes, which focuses on providing homes perfect for first time buyers and families, and the company's more premium brand, David Wilson Homes, which is known for its beautifully designed houses that are built to the highest quality with fixtures and fittings to match. The choice that will be offered through these two brands will help to accelerate the delivery of new homes for the Greater Norwich area through the development of the site at Cringleford.



SITE LOCATION PLAN

SITE LOCATION AND CONTEXT

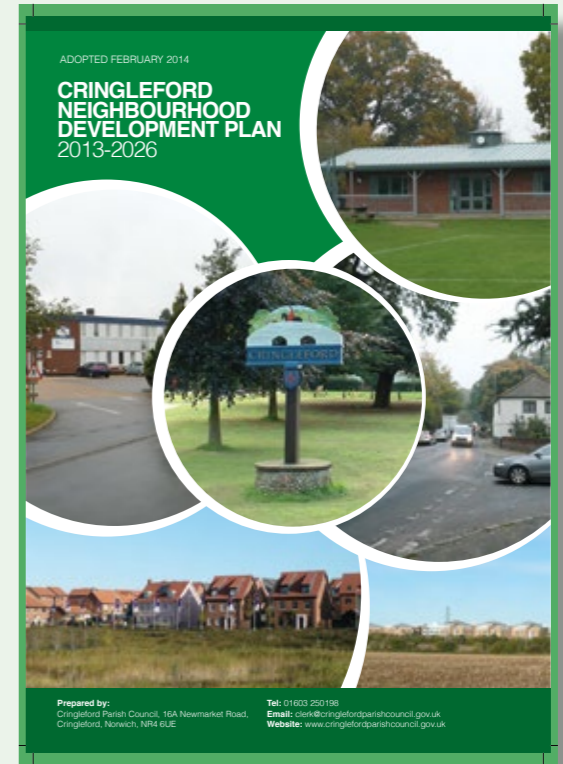
- 1.8 The site is located to the southwest of Norwich within the parish of Cringleford and the administrative area of South Norfolk. The location and extent of the site is shown on the Site Location Plan and the aerial photograph opposite.
- 1.9 The site lies to the west of the village of Cringleford and occupies a roughly rectangular shaped area of agricultural land. A small block of woodland and arable farmland lies to the immediate north of the site, beyond which is the Norfolk and Norwich University Hospital, John Innes Centre and the River Yare valley.
- 1.10 The consented Newfound Farm development (2013/1793/0) for a residential-led development that includes 650 new homes (phase 1) lies immediately north east of the site. This is separated from Round House Way by a narrow strip of land. The newly completed development at Round House Park follows the alignment of Round House Way to the east and forms a substantial extension to Cringleford.
- 1.11 Existing vegetation marks the southern site boundary, beyond which lies an area of farmland bounded by the routes of and intersection between the A11 and A47/Norwich Southern Bypass.
- 1.12 The western site boundary is unmarked on the ground and is separated from the A47 by an area of arable farmland and a linear woodland along the route of the A47. Open countryside lies beyond this, with the villages of Hethersett and Little Melton approximately 2.3km and 1.8km to the west and southwest of the site respectively.



WIDER CONTEXT PLAN

CRINGLEFORD NEIGHBOURHOOD DEVELOPMENT PLAN 2013-2016

- 2.1 The Cringleford Neighbourhood Development Plan (CNDP) directs and shapes the growth assigned to Cringleford by the Joint Core Strategy for Broadland, Norwich and South Norfolk (March 2011). Policy 9 of the Joint Core Strategy (JCS) sets out the requirement to deliver a minimum of 21,000 new dwellings across the Norwich Policy Area over the course of the plan period. Of these 21,000 required dwellings a minimum total of 1,200 are assigned for delivery at Cringleford. Policy 10 of the JCS details the need to deliver improvements to local infrastructure alongside the required housing growth.



SECTION 2 | ASSESSMENT

Planning History

2.2 On the 20th of July 2016 outline planning permission (ref. 2013/1793/0) [all matters reserved except for access] was granted for the development of the Newfound Farm site, which is identified as an allocation in the Cringleford Neighbourhood Plan. The description of development relating to the approved outline planning application is as follows:

“Outline planning permission for a development for up to 650 dwellings together with a small local centre, primary school with early years facility, two new vehicular accesses off Colney Lane, associated on-site highways, pedestrian and cycle routes, public recreational open space, allotments, landscape planting and community woodland”

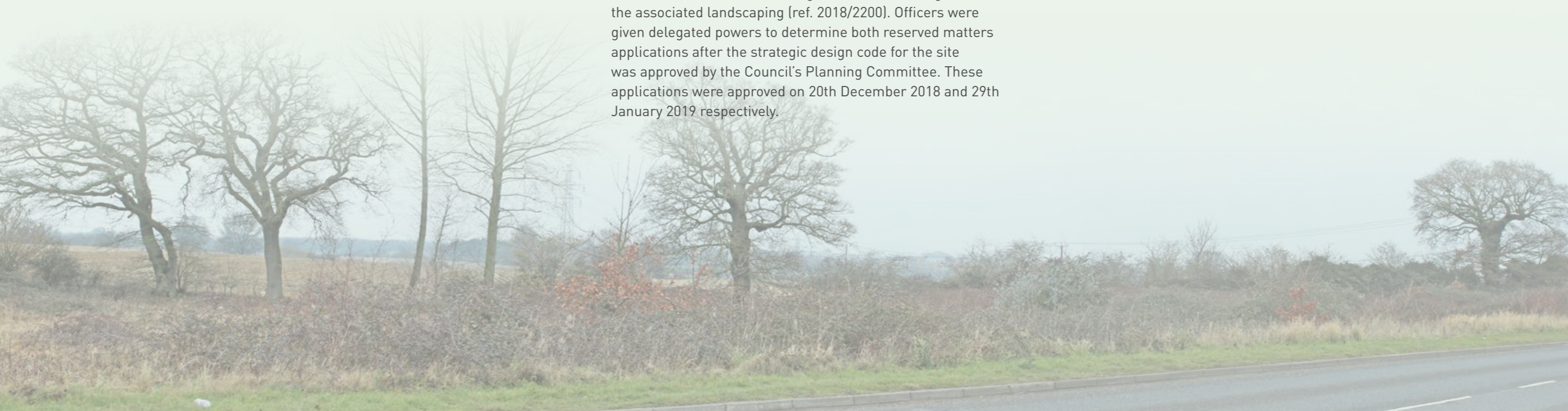
2.3 The outline planning permission was granted subject to the 45 planning conditions listed in the decision notice and the content of a legal agreement which sets out a series of planning obligations. The following planning obligations were secured by the legal agreement:

- Provision of amenity areas and allotments;
- Provision of affordable housing;
- Provision of land for a primary school (1ha) and land for a safeguarded school site with a contiguous boundary with the primary school land;
- Travel Plan contribution; and
- Mitigation for disturbance of Skylarks.
- Construction of the proposed spine road and attenuation pond subject to a separate reserved matters application, submitted on the 20th of June 2018 (ref. 2018/1389), to be started in addition to the approved access points in January 2019.

2.4 Soon after submission of the reserved matters application for the spine road, a second reserved matters application was submitted for the detailed design of all 650 dwellings and the associated landscaping (ref. 2018/2200). Officers were given delegated powers to determine both reserved matters applications after the strategic design code for the site was approved by the Council’s Planning Committee. These applications were approved on 20th December 2018 and 29th January 2019 respectively.

Greater Norwich Local Plan

2.5 Broadland, Norwich and South Norfolk Councils are presently preparing a joint Local Plan for the Greater Norwich area. This new Local Plan will cover the period from 2018 up to 2038 and is presently the subject of regulation 18 consultation. The emerging Local Plan identifies a need for 44,343, of which 36,503 are already committed, in order to provide for a sustainable future based on economic and housing growth based on a Sustainable Growth Strategy. At the top of the hierarchy of settlements identified in the emerging Local Plan is the Norwich urban area, which includes the fringe parish of Cringleford. Within this parish 1,200 homes were allocated through the Cringleford Neighbourhood Plan and consent has been granted for 1,300. As part of the Greater Norwich Local Plan an uplift of 360 homes is proposed across two sites (GNLP0307 and GNLP0327). Site GNLP0307 represents the balance of our clients’ land between the consented development site and the A47.





EXISTING SITE FEATURES

- 2.6 The majority of the site is arable farmland and there are several landscape features within the site, notably the hedgerow and trees bisected by the western site boundary. Enclosing a triangular field to the west of the site, two sections of hedgerow protrude into the site from the western boundary and converge at a gap currently used for farm access.
- 2.7 There is a second hedgerow within the site that runs from the southwest corner in a northeast direction terminating at a pylon. There is an electricity pole within the hedgerow.
- 2.8 Towards the north of the site there is an oval shaped depression around 4m deep and measuring around 60m on its long axis. There are several trees scattered around the southern and eastern side of the depression, consisting of several Oak, Ash and one each of Hornbeam and Hawthorn.
- 2.9 There are 3 high voltage electricity pylons within the site that run in a line roughly parallel to the eastern site boundary; 1 each located on the northern and southern boundaries with an intermediary pylon half way in-between the two. There are also two lines of electricity poles within the site that converge on the depression, with one originating from Round House Way to the east and a second within the eastern-most hedgerow within the site. From the depression, both lines head northeast and continue off-site.



VEGETATION TO NORTHERN SITE BOUNDARY

THE SITE

NORFOLK AND NORWICH UNIVERSITY HOSPITAL



1. VIEW NORTH WEST ACROSS NORTHERN SECTION OF SITE

THE SITE

ON-SITE HEDGEROW



2. VIEW FROM SITE TOWARDS ON-SITE HEDGEROW



3. VIEW WEST TOWARDS SITE FROM ROUND HOUSE WAY




AERIAL PHOTOGRAPH SHOWING SITE BOUNDARY AND PHOTO LOCATIONS

LANDSCAPE AND VISUAL CHARACTER

- 2.10 A landscape overview of the site has been undertaken by CSA Environmental to support representations to the Local Planning Authorities for the proposed residential development at the site.
- 2.11 The assessment states that the site is not covered by any statutory or non-statutory designations for landscape character or quality and it considers the site to be of medium/low landscape quality and value and medium sensitivity. Therefore, the site has a good ability to accommodate development, which is consistent with the 2017 HELAA that found the site to be suitable for development.
- 2.12 The assessment has concluded that the site is generally well contained in views from the surrounding landscape due to the combination of topography, built form and existing vegetation and that views of the site are generally restricted to the near distance.



-  Site boundary
-  Arable
-  Broad-leaved woodland plantation
-  Coniferous woodland plantation
-  Scrub
-  Tall ruderal
-  Semi-improved grassland
-  Hedgerow
-  Tree
-  Seasonally wet ditch
-  Pond with reference number
-  Tree reference number
-  Hedgerow number
-  Target note:
 - 1. c. 15 orchid rosettes
 - 2. Four hole badger sett
 - 3. Indicative location of harvest mouse *Micromys minutus* nest identified in 2010.

HABITATS PLAN]

ECOLOGY

- 2.13 A Preliminary Ecological Appraisal (PEA) of the site has been undertaken by CSA Environmental to identify ecological constraints to development, inform recommendations for design, highlight opportunities for ecological enhancement and determine any additional investigation/survey work necessary.
- 2.14 The appraisal has identified a number of potential ecological elements which will require considerations within the development. These include botanical interest, bats, badgers, harvest mouse, birds, reptiles, amphibians and invertebrates.



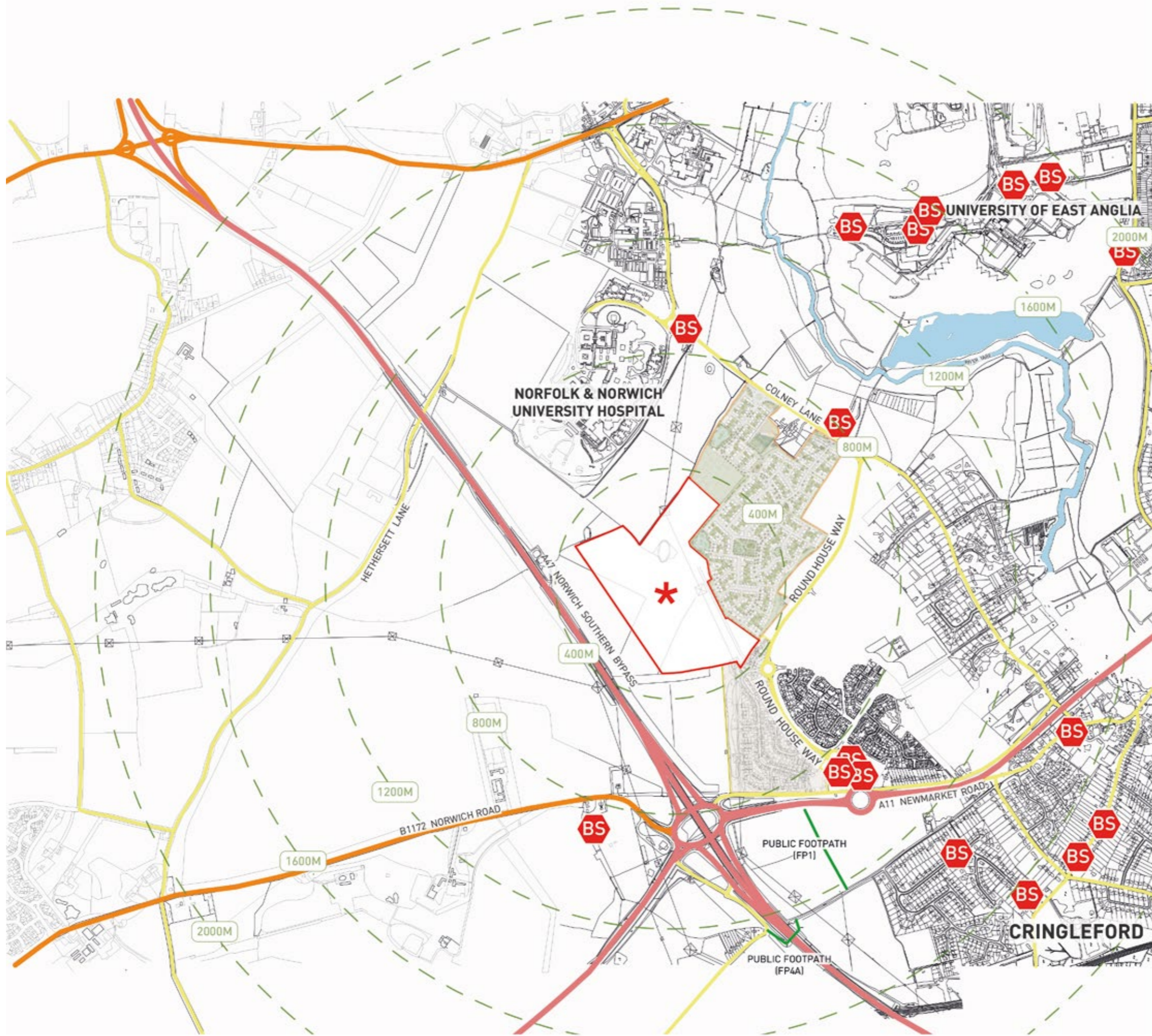
- KEY**
- Category A Tree - High quality (Retention highly desirable)
 - Category A - Hedgerow, Group, Woodland - High quality (Retention highly desirable)
 - Category B Tree - Moderate quality (Retention desirable)
 - Category B - Hedgerow, Group, Woodland - Moderate quality (Retention desirable)
 - Category C Tree - Low quality (May be retained but should not constrain development)
 - Category C - Hedgerow, Group, Woodland - Low quality (May be retained but should not constrain development)
 - Category U Tree - Very low quality (Mostly unsuitable for retention)
 - Category U - Hedgerow, Group, Woodland - Very low quality (Mostly unsuitable for retention)
 - Root Protection Area (RPA) - Layout design tool indicating the minimum area around a tree deemed to contain sufficient roots and soil volume to maintain the tree's viability
 - Shrub mass/offsite tree/out of scope (OOS)
 - ✱ Location Approximate - not surveyed on topographical survey
 - Ancient Tree / Woodland or Veteran Trees**
 - Ancient tree/woodland or Veteran tree: Important trees that require special consideration
 - Ancient tree/woodland or Veteran tree buffer: As per published standing advice from Natural England and the Forestry Commission

ARBORICULTURAL PLAN

ARBORICULTURE

- 2.15 An Arboriculture Survey Report has been prepared by Barton Hyett Associates to assess the impact of the development on the site's trees and hedgerows.
- 2.16 The tree survey concludes that a total of 74 trees/ group of trees/hedgerows were surveyed. These are summarised in terms of their quality in accordance with the recommendations of BS5837.
- 2.17 The Arboricultural Survey Report recommends that the information contained within the report should be used in the preparation of design proposals for the site, in order to minimise negative arboricultural impacts. In particular, any proposed layouts for a development should incorporate high value trees within the design, in order to retain the important tree assets and enhance the proposal.





- KEY**
- SITE LOCATION
 - CONSENTED ADJACENT DEVELOPMENT (NEWFOUND FARM DEVELOPMENT)
 - CONSENTED NEIGHBORING DEVELOPMENT (ROUND HOUSE PARK)
 - BS BUS STOP
 - A ROADS (DUAL CARRIAGE WAY)
 - B ROADS
 - LOCAL ROADS
 - PUBLIC FOOTPATH

ACCESS AND MOVEMENT PLAN

CONNECTIONS AND PUBLIC TRANSPORT

Walking and cycling

- 2.18 The site is well served by pedestrian and cycle links, with pedestrian and cycle access from Colney Lane through the consented Newfound Farm development to the north east of the site.
- 2.19 There is a shared footway\cycleway on the northern side of Colney Lane in the vicinity of the site, which connects Colney Lane to the north-west with Cringleford to the south-east. The route follows Colney Lane between the junction with Watton Road and Round House Way. The route continues to the north of the Norfolk & Norwich University Hospital access on the eastern side of the road.
- 2.20 The footway along Round House Way, between the Colney Lane roundabout and the A11 Newmarket Road junction is not continuous, but the verge is wide enough that pedestrians can be accommodated. There is a wide footway on Round House Way between the Dragonfly Lane roundabout and the A11 Newmarket Road junction.
- 2.21 The above confirms that the site is situated such that there are excellent walking and cycling facilities linking the site with nearby major employment areas and the city centre which will encourage trips to be made by more sustainable modes of transport reducing the development impact on the highway network.

Public Rights of Way

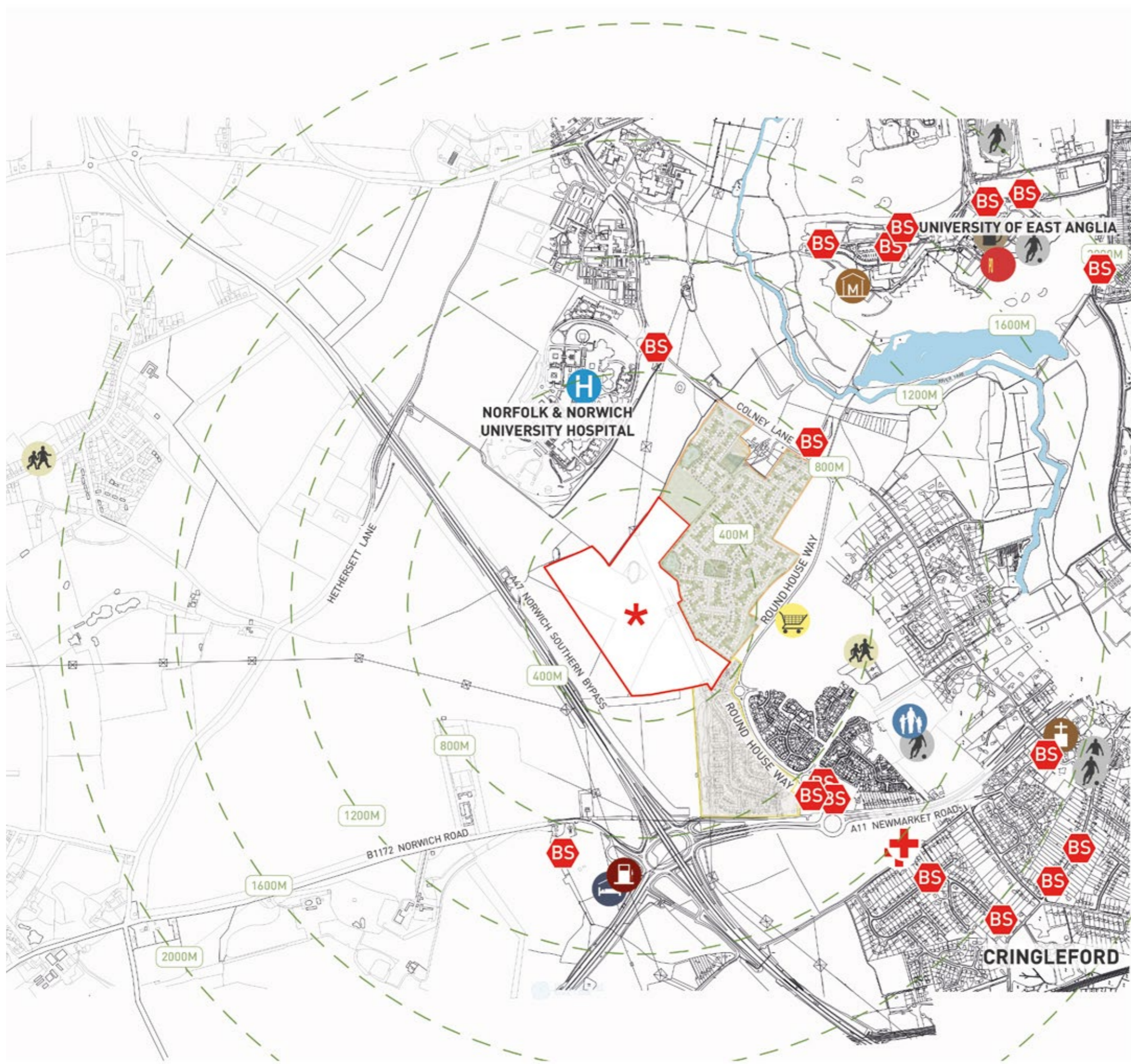
- 2.22 There are no public rights of way (PROW) crossing or immediately adjoining the site. The closest public right of way to the site is Footpath FP1 located approximately 0.6km to the south of the site, heading southwards from the A11 to Cantley Lane. Public footpath FP4a crosses a footbridge over the A47 and connects Cantley lane with Cantley Lane South and is located approximately 1km to the south of the site.

Bus stops

- 2.23 The site is well served by public transport, with a number of highly frequent bus routes available within a short walk of the site. The closest stop is located on Colney Lane at the roundabout with Round House Way. Further bus stops are available at Norfolk & Norwich University Hospital and within the neighbouring Round House Park development.

Rail

- 2.24 Norwich Rail Station is located in Norwich City Centre, a journey time of approximately 35 minutes by bus and 15 minutes by taxi. A range of rail services to local and national destinations can be accessed at the station such as Wymondham, Diss, Ipswich, Cambridge, Peterborough, Nottingham, Sheffield, Manchester and Liverpool.

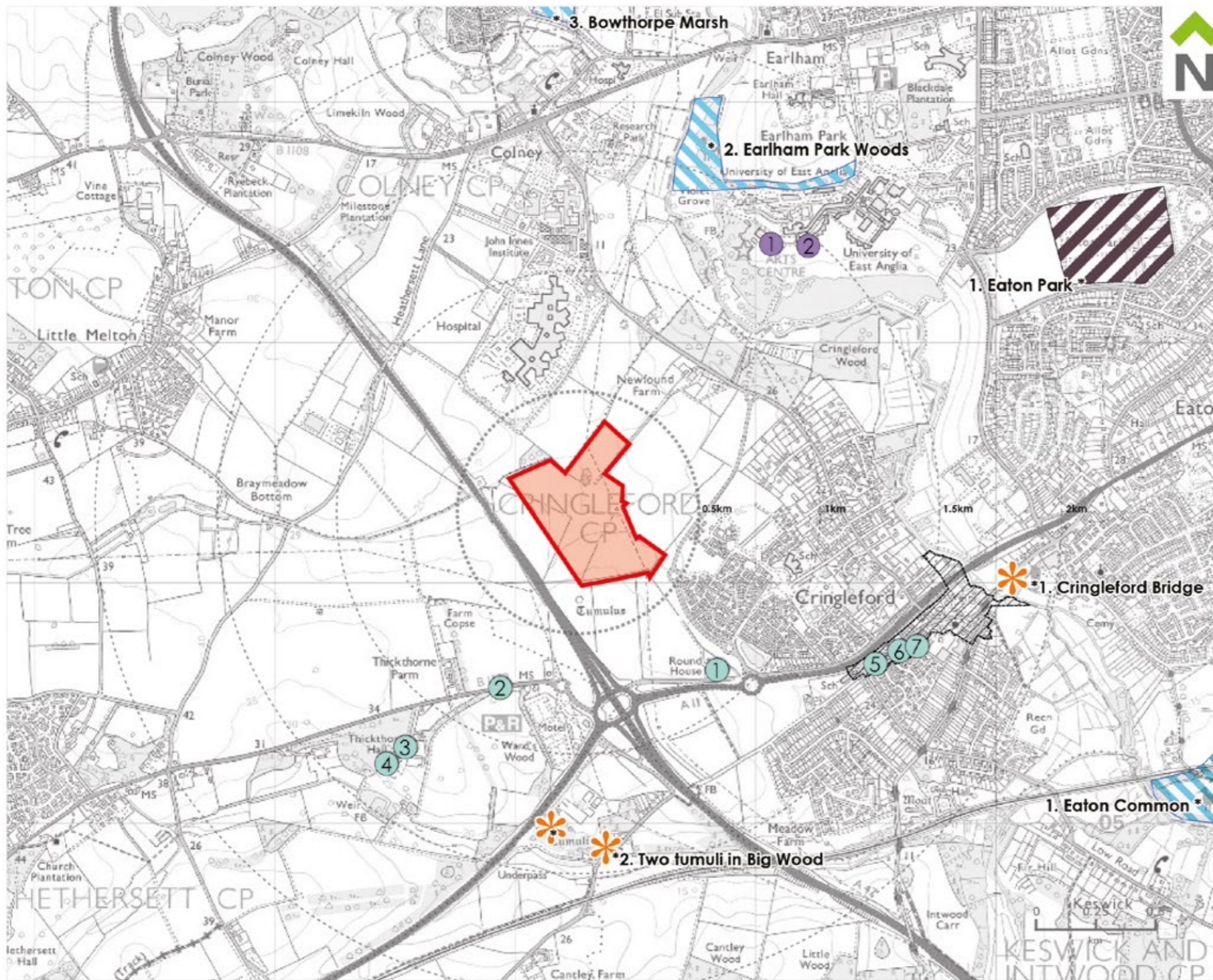


- KEY**
- SITE LOCATION
 - BS BUS STOP
 - [School Icon] PRIMARY SCHOOL
 - [Community Centre Icon] COMMUNITY CENTRE
 - [Leisure Centre Icon] LEISURE CENTRE
 - + GP SURGERY
 - [H Icon] HOSPITAL
 - [Shopping Cart Icon] CONVENIENCE STORE
 - [Hotel Icon] HOTEL
 - [Petrol Station Icon] PETROL STATION
 - [Post Office Icon] POST OFFICE
 - [Public House Icon] PUBLIC HOUSE
 - [House of Worship Icon] HOUSE OF WORSHIP
 - [Museum Icon] MUSEUM / ART GALLERY

EXISTING FACILITIES PLAN

FACILITIES AND SERVICES

- 2.25 The site is located within a sustainable location, with a wide range of facilities occur within 2km of the site. Norfolk & Norwich University Hospital is located to the north of the site within a 10 minute walk from the centre of the site. Cringleford Primary school is located to the south east of the site within a 10 minute walk from the centre of the site, together with a number of other facilities including Tesco Express and Cringleford Doctor's Surgery. University of East Anglia's Compass is located to the north east of the site within a 15 – 20 minute walk from the centre of the site.
- 2.26 The site is located to the north west of Cringleford, and is also thus within easy reach of other facilities within the village.



- Site Boundary
- Local Nature Reserves**
 1. Eaton Common
 2. Earlham Park Woods
 3. Bowthorpe Marsh
- Registered Park**
 1. Eaton Park
- Cringelford Conservation Area**
- x **Grade II Listed Buildings within 1.5km**
 1. The Round House at TG
 2. Milestone No 4 at TG
 3. Kitchen garden walls and attached octagonal building, north-east of Thickthorn Hall
 4. Thickthorn Hall
 5. Waterpump at TG
 6. Pond Farmhouse
 7. Milestone No.3 against pond farmhouse
- x **Grade II* Listed Buildings within 1.5km**
 1. Sainsbury Centre, attached walkway, underground loading bay, and retaining walls to loading bay access road at the University of East Anglia
 2. Norfolk terrace and attached walkways, at the University of East Anglia
- * **Scheduled Monument**
 1. Cringleford Bridge
 2. Two tumuli in Big Wood

DESIGNATED SITES & HERITAGE ASSETS







- 2.27 The site is not covered by any statutory or non-statutory designations for landscape character or quality.
- 2.28 There are no Scheduled Monuments or Listed Buildings on the site. The nearest listed buildings to the site are the Round House and Milestone Number 4 (both Grade II listed) which are located approximately 0.5km and 0.8km to the southeast and southwest respectively. Further afield, Thickthorn Hall (Grade II listed) is located 1.3km to the southwest of the site and the Sainsbury Centre and Norfolk Terrace at the University of East Anglia (both Grade II* listed) are located approximately 1.5km to the northeast of the site.
- 2.29 The southern extent of the Cringleford Conservation Area lies approximately 1.3km to the southeast of the site on the opposite side of the A11/Newmarket Road.
- 2.30 There is no inter-visibility between the site and Milestone Number 4 and Thickthorn Hall to the southwest, Cringleford Conservation Area to the southeast and the listed buildings at the University of East Anglia.







KEY

-  SITE LOCATION
-  CONSENTED ADJACENT DEVELOPMENT (NEWFOUND FARM DEVELOPMENT)
-  CONSENTED NEIGHBORING DEVELOPMENT (ROUND HOUSE PARK)

OPPORTUNITIES

-  EXTENDED LANDSCAPE BUFFER TO A47 BYPASS
-  EXISTING TREES AND HEDGEROWS
-  POTENTIAL PUBLIC OPEN SPACE WITH ADDITIONAL PLANTING
-  POTENTIAL SCHOOL EXPANSION SITE
-  POTENTIAL ATTENUATION AREAS
-  INDICATIVE ACCESS LOCATIONS

CONSTRAINTS

-  SITE TOPOGRAPHY
-  400KV PYLONS WITH 30 METER EASEMENT
-  11 KVA OVERHEAD DISTRIBUTION LINES
-  LOCATION OF EXISTING DEPRESSION

OPPORTUNITIES & CONSTRAINTS PLAN

SECTION 3 | EVALUATION

OPPORTUNITIES AND CONSTRAINTS

- 3.1 The opportunities and constraints presented by the site are utilised to inform and structure the development proposals. These are outlined below and illustrated, where appropriate, on the opportunities and constraints plan shown opposite.

OPPORTUNITIES:

- Provision of high-quality sustainable housing, which can accommodate up to 500 new homes with associated green infrastructure.
- To provide a vehicular access point through Round House Park development to the south east of the site, off the Round House Way roundabout. The opportunity exists to provide another two access points at two locations through the consented Newfound Farm development to the north east of the site.
- The opportunity exists for new development to accommodate a layout of street hierarchy that is consistent with the street principles of the consented development to the north east of the site (phase 1).
- A 1ha area of land should be reserved in the northwest corner of the site to accommodate the potential expansion of the proposed school within phase 1.
- There are two lines of electricity poles within the site that converge on the existing depression, with one originating from Round House Way to the east and a second within the eastern-most hedgerow within the site. The opportunity exists for these lines to be rerouted or undergrounded.
- Provision of a strong landscape framework based upon the retention of the existing trees and hedgerows and new landscaping to provide opportunities for biodiversity enhancements and support the amenity value of the new development.
- To provide new SuDS features which will form an integral part of the development's green infrastructure and be designed to maximise landscape and biodiversity benefits.
- Creation of locally distinctive development which draws upon the strong Cringleford vernacular.

CONSTRAINTS:

- There is an oval shaped depression around 4m deep and measuring around 60m on its long axis within the northern part of the site. The layout design should allow for the retention of this depression and the existing trees around it.
- There are 3 high voltage electricity pylons within the site that run in a line roughly parallel to the eastern site boundary; 1 each located on the northern and southern boundaries with an intermediary pylon half way in-between the two. These should be respected with a minimum of 30 metres clearance, creating a strong green corridor through the entirety of the site.
- The existing hedgerows and trees, which are bisected by the western site boundary, enclose a triangular field to the west of the site. This field should be retained and used as public open space providing more opportunities for play and recreation.

- 4.1 In line with National and Local Government Guidance and Policy, considerable importance has been placed on achieving a high standard of design across the site. The application of urban design objectives will ensure a high quality layout is achieved whilst the identification of the constraints and opportunities will ensure that the proposals are sensitively assimilated on the site and into the surrounding landscape and urban fabric. Successful urban design is dependent upon achieving an appropriate relationship between community needs, development principles, development form and a positive response to local conditions.
- 4.2 The principles which have been developed provide a framework by which to create a distinctive place, with a consistent and high quality standard of design. These principles have been derived from the site assessment in conjunction with the delivery of a high quality development which achieves the criteria set out within the NPPF, namely:

FUNCTION AND QUALITY

“Developments will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development” (paragraph 127, point A, NPPF 2019)

- New development provides the opportunity to establish a distinctive identity to a place which, whilst having its own character, integrates with the surrounding built form and landscape context;
- Retention of the existing landscape features on the site where possible;
- Provision of a range of house types, tenures and sizes in order to cater for choice and a variety of households;
- Establish a distinctive identity through well-designed spaces and built form;
- In-built ‘robustness’ – the ability of the development, including individual buildings, to adapt to changes such as use, lifestyle and demography over time;
- Minimise the impact of the development on the open countryside and surrounding context; and
- Provision of Sustainable Urban Drainage Systems to ensure that the development does not increase the risk from flooding in the area.

VISUALLY ATTRACTIVE

“Developments are visually attractive as a result of good architecture, layout and appropriate and effective landscaping” (paragraph 127, point B, NPPF 2019)

- Provision of a clear hierarchy of connected spaces and places, including streets, accessible by a variety of users which consider the design of the space as well as its function as a movement corridor;
- Integration of existing and proposed landscape features in order to soften the built form, particularly towards the countryside edge of the development; and
- Enrich the qualities of the existing place, with distinctive responses that complement its setting, respect the grain of the area and acknowledge local character.

RESPONSE TO CONTEXT

“Developments are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)” (paragraph 127, point C, NPPF 2019)

- Integration of the development into the existing built form fabric of the surrounding area particularly in relation to scale, height and massing;
- Respond to the existing site topography including the consideration of views in and out of the site;
- Retention of the existing landscape features and habitats on the site; and
- Protection of existing and proposed residential amenity through the use of frontage development thereby enclosing rear gardens.

SECTION 4 | DESIGN PRINCIPLES

STRONG SENSE OF PLACE

“Developments establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit; (paragraph 127, point D, NPPF 2019)

- Creation of a development which allows ease of movement for all types of users and provides equal employment, social, community, leisure and retail activity opportunities for all;
- Make efficient use of land through proposing a development with an appropriate density;
- Creation of a clearly defined public realm through the provision of continuous building frontage lines and variation in enclosure of private spaces;
- Consider carefully texture, colour, pattern and durability of materials and how they are used; and
- Consideration of the proposals in relation to the location of the buildings on the site, gradients, and the relationship between various uses and transport infrastructure, particularly for those with disabilities.

ACCESSIBILITY

“Developments optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks” (paragraph 127, point E, NPPF 2019)

- Integration of the proposed development into the existing movement network including new public transport provision with bus stops located within easy walking distance of all the new dwellings;
- Provision of multiple access points into the development forming part of a permeable network of streets which assists in dispersing traffic (vehicular and pedestrian);
- Enhancement and extension of the existing public rights of way network as an integral part of the development, particularly facilitating access to the village and existing employment areas;
- Maximisation of the opportunities for alternative modes of transport to the car particularly walking, cycling and bus travel;
- Creation of a clear movement hierarchy providing easily recognisable routes which balances the street as a space alongside its function as a movement corridor; and
- Maximisation of the connections to the village via sustainable routes for pedestrians, cyclists and public transport users.

SAFE, INCLUSIVE AND ACCESSIBLE PLACES

“Developments create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience” (paragraph 127, point F, NPPF 2019)

- Convenient, safe and direct access for all residents to the existing local services and facilities including schools, retail, community uses and employment opportunities;
- Provision of a variety of accessible public open spaces and recreation areas to meet the needs of the local community whilst encouraging social activity;
- Creation of a clearly defined public realm through the provision of continuous building frontage lines and variations in enclosure of private spaces; and
- Control of access to private areas, particularly rear gardens and parking courts.





- KEY**
- SITE LOCATION
 - PROPOSED RESIDENTIAL DEVELOPMENT
 - OUTWARD FACING DEVELOPMENT
 - CONSENTED ADJACENT DEVELOPMENT (NEWFOUND FARM DEVELOPMENT)
 - CONSENTED NEIGHBORING DEVELOPMENT (ROUND HOUSE PARK)
- MOVEMENT & INFRASTRUCTURE**
- SITE ACCESS POINTS
 - PRIMARY STREET
 - SECONDARY STREET
 - KEY NODAL SPACES
 - POTENTIAL SCHOOL EXPANSION SITE
- GREEN INFRASTRUCTURE**
- EXISTING TREES AND HEDGEROWS
 - PROPOSED ATTENUATION AREAS
 - PROPOSED PUBLIC GREEN SPACE WITH ADDITIONAL PLANTING
 - PROPOSED TREE PLANTING TO PRIMARY STREET

CONCEPT MASTERPLAN

SECTION 5 | DESIGN PROPOSALS

SITE LAYOUT

5.1 The site covers an area of 20.19ha. The proposals within the site encompass the following uses:

Residential - up to 500 dwellings (Class C3)

5.2 The development achieves an average gross density of 42 dwellings per hectare (dph). This density will allow for the formation of differing densities across the development. Overall the density results in the efficient use of the site whilst at the same time promoting densities which are appropriate to the local area and which will help assimilate the development into the surrounding areas.

5.3 The density will also allow for a range of dwellings across the site with varying sizes and tenures in order to accommodate a variety of household types. This will provide a hierarchy of dwellings from large detached properties with larger plots through to smaller terraced forms allowing for a variety in the proposed streetscape.

Affordable Housing

5.4 An element of affordable housing will be provided within the development in a series of clusters. These will include affordable rented, shared ownership and low cost/reduced cost market housing, details of the precise tenure arrangements will be submitted at Reserved Matters stage through consultation with the Planning Authority and will be informed by the affordable housing provisions contained within the Section 106 Agreement.

LAYOUT & ACCESS

Proposed Movement and Access

5.5 The concept masterplan shows the disposition of land uses and the proposed structure for movement within the development. A well connected movement network, accessible by all users, is proposed which helps ensure that all areas of the development are easy to navigate, safe and secure. The movement hierarchy clearly defines the main routes and helps achieve a permeable layout. The hierarchy recognises the need to combine the function of the street as a movement corridor alongside its place function. The importance of each of the street types in terms of its movement and place function varies within the hierarchy. Streets are defined by the building layout, so that buildings rather than roads dominate.

5.6 The development proposals have been influenced by "Manual for Streets 1 & 2" which encourages designers to move away from standardized prescriptive measures and adopt a more innovative approach in order to create high quality places for all users, ages and abilities.

5.7 The concept masterplan proposes a vehicular access point through Round House Park development to the south east of the site, off the Round House Way roundabout. Another two access points at two locations through the consented Newfound Farm development to the north east of the site are proposed as illustrated on the concept masterplan. The primary street creates a legible link between the three access points within the new development.

5.8 The street hierarchy principles have been continued consistent with phase one, with a primary street through the heart of development, lined by verges on both sides with a footway on one side and a cycleway on the other side. Branching off of the primary street are secondary streets, followed by more informal shared surfaces and private drives as the development reaches the rural edges.

Footpaths and Cycleways

5.9 The location of the site close to the established community and close to public transport nodes are positive characteristics which have been maximised through the provision of safe, direct, convenient and interesting pedestrian routes. In order to achieve this, safe and convenient routes through the site, particularly for those people with disabilities, require a fundamental understanding of the elements required to achieve inclusive access and should be used to inform the detailed design proposals.

5.10 The development of a pedestrian/cycle network within the site is seen as an integral part of the transport infrastructure for the site. The potential for connection to any future off-site network will allow users of all ages and abilities to move safely and conveniently between all points of the development.

5.11 The following measures to provide accessibility by foot and cycle are proposed:

- Provision of pedestrian/cycle links through the site;
- Internal road layout design to ensure low traffic speeds. The design will promote safe walking and high permeability through the site, and limit potential for anti-social behaviour;
- Particular attention to be paid to surface quality, and sufficient 'overlook' to provide a sense of safety and security for users; and
- Appropriate signage and crossing points of roads through the development, to include dropped kerbs, tactile paving and guardrails as appropriate.



CONTINUITY AND ENCLOSURE

- 5.12 The design of the development proposals is broadly based on the principle of perimeter blocks that provide a strong frontage to the public realm whilst protecting the amenity of existing residents. This continuity assists in defining the public realm, promotes an active street scene and helps to create a safe and attractive environment. The new development will provide frontage over the proposed areas of public open space and also provide surveillance over the proposed green corridor along the eastern boundary of the site.
- 5.13 Key frontages such as those following the main route through the development will be particularly prominent and critical to the appearance of the development. Particular attention will be paid to the massing and architectural style of these buildings, so that they contribute positively to the quality and character of the new development. These frontages should be designed as a composition in order to provide a cohesive element to these prominent positions.

SCALE AND DENSITY

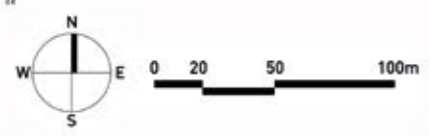
- 5.14 As previously stated, the development proposals achieve an average gross density of 42dph which accords with Government guidance on ensuring the efficient use of land, yet is reflective of the scale of the local area. Higher density development will be located along the primary street with lower density development located along the edges of the proposed development.
- 5.15 As discussed, a variety of house types, tenures and sizes are provided which will assist in creating a balanced community as a variety of households can be accommodated thereby minimising the potential of social exclusion.

BUILDING HEIGHTS AND MASSING

- 5.16 The height and massing of the proposed development varies across the site according to the nature of the public realm to be created. Two storey units will be placed near to the existing urban form to minimise the impact of new development, there will however be occasional 2.5-3 storey dwellings in key locations to provide distinctiveness in the street scene.
- 5.17 Landmark buildings, along with focal points and a clear hierarchy of routes and intersections are considered to increase the legibility of developments. Landmark buildings are identified that should be designed to be distinctive from the adjacent built form. These can be designed to utilise variations in materials, colour, frontage treatment and architectural styles and do not necessarily dictate the need for increased height.



- KEY**
- SITE LOCATION
 - POTENTIAL SCHOOL EXPANSION SITE
 - CONSENTED ADJACENT DEVELOPMENT (NEWFOUND FARM DEVELOPMENT)
 - CONSENTED NEIGHBORING DEVELOPMENT (ROUND HOUSE PARK)
- GREEN INFRASTRUCTURE**
- EXISTING TREES AND HEDGEROWS
 - LOCATION OF EXISTING DEPRESSION
 - PROPOSED ATTENUATION AREAS
 - PROPOSED PUBLIC GREEN SPACE WITH ADDITIONAL PLANTING
 - PROPOSED TREE PLANTING TO PRIMARY STREET



LANDSCAPE STRATEGY

- 5.18 Landscape design is a key component for creating a successful development at the Land southwest of Newfound Farm. The green spaces are an integral part of the place and create a strong landscape structure across the site. The new green infrastructure has been a driving factor in the creation of new routes and spaces within the masterplan and the landscape helps to further define the public and private space whilst adding colour, water and seasonal interest to the residential environment.
- 5.19 The landscape strategy for the site is founded on the following principles and objectives:
- Retention of the majority of mature existing landscape features to the site boundaries, to help preserve the landscape character of the site and address the visual impacts of development;
 - New planting alongside retained boundary vegetation to infill gaps and enhance the quality and strength as features within the landscape, particularly to the northern boundary;
 - Retain the existing hedgerow and trees within the site to provide a landscape structure to the development and filter views of new homes;
 - Inclusion of the triangular section of the site enclosed by the existing hedgerow to the west as public open space that forms integrated part of the proposed network of public open spaces;
 - Creation of linear public open space to the east of the site to coincide with the route of the overhead HV cable;
 - Opportunity to include SuDS features as part of the green infrastructure that will enhance the biodiversity of the development.



ADAPTABILITY

- 5.20 The development should be flexible enough to respond to future changes in use, lifestyle and demography. This means creating flexibility in the use of property, public spaces and service infrastructure and introducing new approaches to transportation, traffic management and parking. The development should therefore be flexible in order to accommodate future changes of use and circumstances through evolving social, technological and economic conditions.

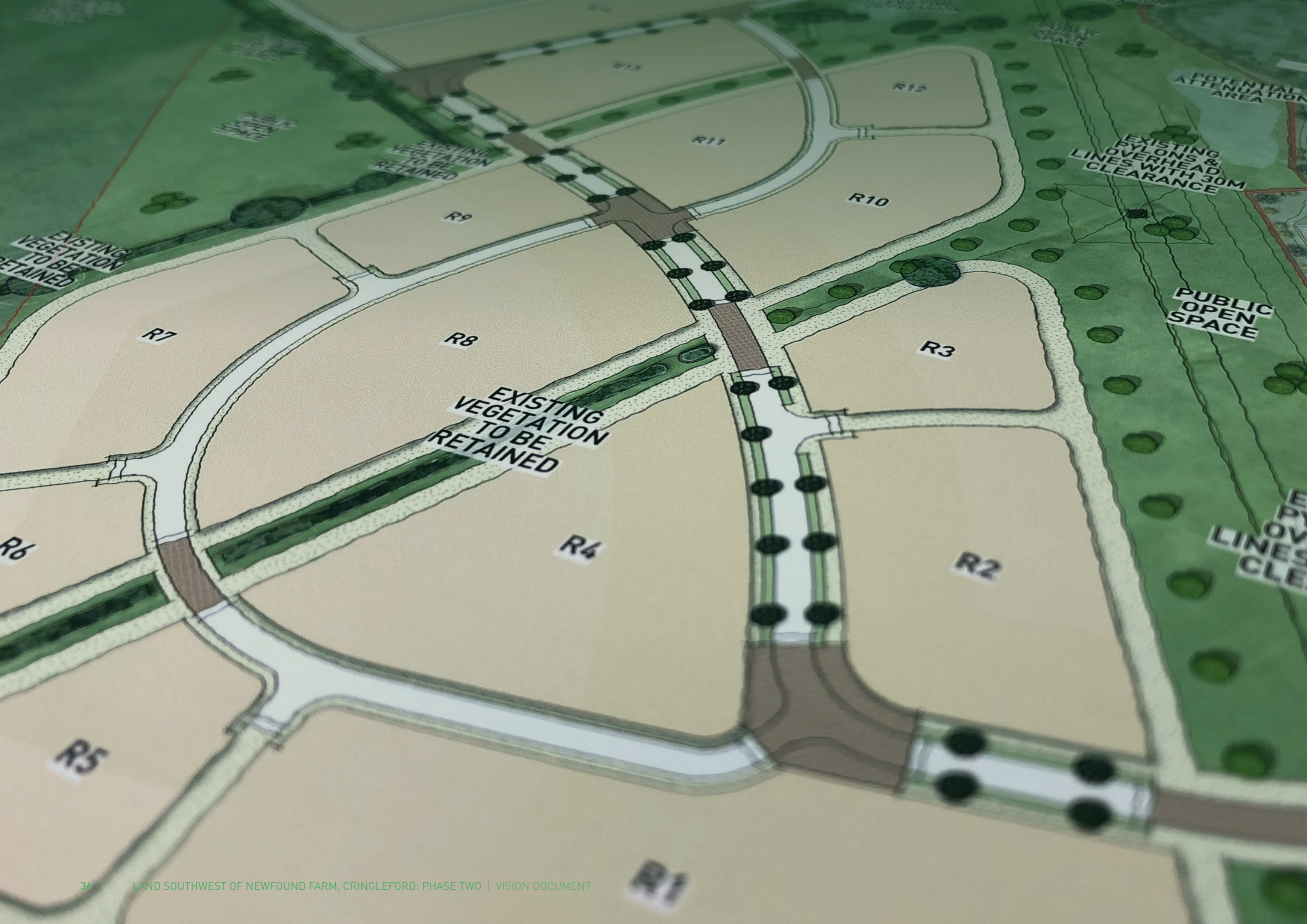
SUSTAINABILITY

- 5.21 Where appropriate, sustainable building construction techniques will be used in line with current building regulations. Sustainable construction measures typically comprise a combination of the following:
- 5.22 Promote habitat enhancement and creation through the provision of new landscape and sustainable urban drainage features;
- 5.23 Use water conservation measures such as low flush w.c's, water saving taps and water butts; and
- 5.24 Use simple traditional construction detailing and materials to achieve fabric efficiency, a robust and high quality build and where possible, use of local building materials.



NEXT STEPS

- 5.25 Barratt David Wilson Homes is committed to undertaking consultation and engagement with South Norfolk Council, other key stakeholders and the local community prior to the submission of any planning application.



EXISTING VEGETATION TO BE RETAINED

EXISTING VEGETATION TO BE RETAINED

EXISTING VEGETATION TO BE RETAINED

EXISTING PYLONS & OVERHEAD LINES WITH 30M CLEARANCE

PUBLIC OPEN SPACE

EXISTING PYLONS & OVERHEAD LINES WITH 30M CLEARANCE

SECTION 6 | SUMMARY



- 6.1 The proposed development will create housing choice and new amenity spaces for the existing and new community whilst improving public access across the site and to the wider pedestrian network.
- 6.2 The masterplan is founded on the best practice in urban design, community integration and sustainable development, with strong links to the wider area. It aims to create a development for the 21st Century, whilst reflecting the desirable elements of the local vernacular.
- 6.3 In this context, the development will respect the local character but also move the community towards a more sustainable future, through a significant increase in housing choice. Development will accord with the principles of high quality design and best practice to create a townscape that is varied and sympathetic to its environment. The aim must be to achieve a development with a strong identity and distinct sense of place whilst at the same time integrating with the existing community.
- 6.4 The development proposals will be achieved in the following way:
 - The creation of an integrated residential community with a sensitive relationship to the existing settlement;
 - The creation of pedestrian routes through the development;
 - Providing a development that is well connected, readily understood and easily navigated;
 - The creation of a strong landscape structure that responds to the local area and retains and enhances the immediate locality;
 - Providing a range of dwelling sizes, types and tenures that offers an accessible and acceptable choice of lifestyles.

www.pegasusgroup.co.uk



DESIGN



ENVIRONMENT



PLANNING



ECONOMICS



HERITAGE

Pegasus Group
Pegasus House
Querns Business Centre
Whitworth Road
Cirencester
Glos
GL7 1RT

Telephone: 01285 641717

COPYRIGHT The contents of this document must not be copied or reproduced in whole or in part without the written consent of Pegasus Planning Group.

Crown copyright. All rights reserved, Licence number 100042093.