

Community Update: Land at Bartram Mowers, Bluebell Road, Norwich

Application reference: 15/01646/F

We are pleased to advise that following pre-application consultation with the local community, we've submitted a full planning application to Norwich City Council to develop the south-eastern part of the above site with specialist accommodation for older people. The site, which is allocated by Norwich City Council for new homes for the over 55s, is well located, close to shops, services and bus links.

Our submitted plans

Our submitted plans propose the first phase of development, which would be located in the south eastern part of the site. Our plans include three different types of specialist accommodation for older people:

- A separate building providing **42 Retirement Living** apartments, comprising of one and two bedrooms
- A separate building providing **60 Assisted Living (Extra Care)** apartments
- A separate building providing **20 affordable apartments for the over 55s**
- Car parking for residents and visitors and landscaped communal gardens.

Access to the Retirement Living and Assisted Living accommodation would be provided by a new vehicle access point from Bluebell Road. The affordable homes would be accessed separately via an existing access point from Bluebell Road, which would be improved to ensure local highway safety.

Design and landscaping

Our plans propose a unique, contemporary design that draws inspiration from local architectural styles and materials, including brick and timber, gabled features, and a variety of roof forms. The proposed buildings vary in height from two storeys at the front of the site to three storeys at the rear in response to the different site levels and also the recommendations of the landscape appraisal. Extensive new landscaping will also be introduced throughout the site.

Master plan

Our planning application has been submitted with a master plan showing how the wider site could be developed with new homes for over 55s, together with extensive new public open space and areas specifically to improve wildlife habitats and increase biodiversity on the site.

Pre-application consultation

As part of our consultation process, before submitting our plans, we held a public exhibition in September 2015, to which over 1,000 local residents were invited. Prior to this we held individual meetings with neighbouring residents and local representatives. We also presented our plans to Norwich City Council's Informal Planning Applications Committee in October 2015.

Local feedback

We are pleased that just over half of the feedback we have received from local residents following our exhibition has been supportive, particularly regarding the design and layout of our proposals and the high need for additional homes for older people locally.

Below we have also taken the opportunity to respond to the main local concerns, queries and comments received at the exhibition about our plans, which are summarised below:

Further information required regarding the site's wider development: McCarthy & Stone has carefully developed a master plan for the wider allocated site, whilst designing its detailed plans for the first phase in the south-eastern part of the site. Following the exhibition and a review of the feedback received, the plans have been developed further and finalised to include a higher level of detail, which has been submitted as part of the full planning application. McCarthy & Stone has also previously spent over six months completing further technical work, including a detailed landscape and visual impact assessment. The planning application is supported further by a suite of documents including a detailed Flood Risk Assessment (FRA) and Drainage Strategy.

Design and layout: The design and layout proposed for Eaton has been carefully considered to respond to the findings of the landscape appraisal and other technical work, together with the need to respect the amenity of neighbouring properties and to complement the future development of the adjacent land with homes for the over 55s and public open spaces

Highway safety: Retirement Living and Assisted Living (Extra Care) accommodation have low car ownership and residents also do not generally need to travel at peak times when congestion occurs, therefore the development should not have a significant impact on the local road network. An independent transport assessment, which assesses the traffic generation, has been provided and clarified this position and also provides further information about the proposed access points.

Car Parking: McCarthy & Stone has extensive experience in providing appropriate levels of on-site parking, based upon previous successful schemes. Future residents are less likely to have cars, with the average age of residents occupying a Retirement Living development being 78. Those residents who do still own cars are often looking to relinquish the burden of car-ownership, hence the move to specialist accommodation for older people.


The car parking requirements and traffic movements associated Assisted Living apartments are reduced further with the average age of residents occupying this Extra Care accommodation being 83.

Viewing the plans

Submitted plans can also be viewed online at the council's website www.norwich.gov.uk via the planning page. The application number you will need to quote is 15/01646/F.

Quick Link to Planning Portal: <http://planning.norwich.gov.uk/online-applications/>

We're committed to involving the local community at every stage of the application process and have also sent a letter detailing our submission to local residents who asked to be kept informed.

If you would like any further information, or have additional questions, please do not hesitate to contact the project's dedicated freephone information line **0800 298 7040**  **0800 298 7040 FREE** or visit

www.mccarthyandstone-consultation.co.uk/eaton

Yours sincerely

Mark Wright

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