



LIFE TOUCHING DESIGN

# TAVERHAM ROAD MASTERPLAN

DRAYTON, NORFOLK  
STAGE 1 REPORT

*March 2018*

## WHERE DO WE STAND?

We stand with you. Whoever you are — a client, a colleague, a supplier, someone who lives or works in, or is just passing through, a building we've designed. We stand with you because, for us, architecture is all about people. Get to know them and what's important to them, connect with them and collaborate, deal with them respectfully and with integrity and, together, you can solve any problem, overcome any challenge and achieve any ambition. That's what it takes to create sustainable, innovative, valuable and positive architecture. Architecture that improves lives, builds communities and enhances society.

Life touching design.

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### 1.0 INTRODUCTION

#### PROJECT BRIEF

The client wishes to develop a masterplan for creation of new houses on an area of agricultural land to the south of Taverham Road in Drayton. It is suggested that 70 units would create an appropriate density.

## 2.0 THE SITE



### 2.1 EXISTING SITE

The site is a sloping area of agricultural land located to the south of Taverham Road in the village of Drayton. The site is located between Taverham Road to the north, and Costessey Lane to the south. To the north, existing residential units on large plots face onto Taverham Road, with long back gardens leading down to the site. To the south, a terrace of three smaller residential units are located between the site and Costessey Lane.

2.1 EXISTING SITE

To the west and south-west of the site is an area of woodland. To the east of the site is agricultural land, with a tree lined boundary.



1.



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### 2.3 CONTEXT AND VIEWS

The buildings forming an immediate context to the site are late 20th century houses, built in a ribbon development pattern along roads. These houses are a mixture of brick and render.

The existing roads are lined with trees and hedges, creating secluded plots, largely screened from the road.

Drayton has expanded during the latter part of the 20th century, with a number of housing estates to the north of the site around Orchard Bank and Shakespeare Way.



Images

Taverham Road showing existing screening.

## 2.3 WENSUM RIVER VALLEY LANDSCAPE CHARACTER AREA

The site is located within the Wensum River Valley Landscape Character Area, towards the eastern extent of this area.

The River Wensum character summary describes the importance of woodland as a particular feature of the area. An earlier report (2001) highlights the linear nature of development in Costessey, and the brick based architecture including elements of Cosseyware. Local traditional materials are highlighted as:

- red brick
- colour washed brick
- brick and flint

The following Landscape Planning Guidelines apply to the River Wensum Landscape Character Area:

- *Seek to conserve the generally undeveloped, rural character of the area county wildlife sites, and related strong sense of intimacy and tranquillity.*
- *Seek to ensure the sensitive location of development involving tall structures (such as telecommunication masts and wind turbines for example) in relation to prominent skyline locations both within the area and within adjacent character areas.*
- *Seek to conserve the landscape setting of existing villages, such as Lenwade, Morton and Ringland;*
- *Seek to maintain greenspace between villages and the edge of Norwich urban area;*
- *Seek to conserve the landscape setting of historic churches, mills and halls, such as Merton and Weston;*
- *Seek to conserve sense of openness, in places where long views can be seen along the valley floor;*
- *Seek to ensure that potential new small-scale development within the villages is consistent with existing settlement pattern, density and traditional built form;*
- *Seek to ensure that potential new developments comprise a fully integrated landscape and urban design strategy, which is consistent with the local landscape character and screen potential harsh settlement edges.*
- *Seek to promote use of local materials in new buildings;*
- *Seek to maintain and enhance green corridors, which separate built up areas, such the corridor of the River Wensum where it flows into Norwich.*
- *Seek to create a semi-natural habitats to buffer the River Wensum (SAC)*

From this summary, the following points can be established, which will have impact on proposed development on this site:

- proposed development should maintain a rural character, with integration between landscaping and architecture
- take lessons from traditional patterns of development
- make use of local materials
- create landscape corridors within the site, and promote natural habitats



Costessey Lane, to the south of the site. The River Wensum runs the other side of Costessey Lane



Example of Cosseyware diapering - Bethel Street, Norwich



Example of decorative Cosseyware



## 3.0 DESIGN RESPONSE

### 3.1 PROPOSED SITE PLAN

The site plan has been developed to achieve 70 dwellings, which represents a density of 21.3 dwellings per hectare.

In keeping with the local woodland character, the access is via a tree lined avenue linking to Taverham Road. This main link road then opens out into the site. An open area is created to the central area of the site, with a play area and open green space.



## 3.0 DESIGN RESPONSE

### 3.2 CHARACTER STUDY

Artist Impression illustrating the proposed arrangement with an open area created within the heart of the site, containing a play area and houses overlooking the open green space.



Aerial View

