

PROPOSALS FOR THE NEXT PHASE OF MCCARTHY STONE'S SPECIALIST RETIREMENT COMMUNITY ON BLUEBELL ROAD, EATON

DOWNLOADABLE BROCHURE

www.mccarthystoneconsultation.co.uk/eaton

THE NEXT PHASE OF DEVELOPMENT ON BLUEBELL ROAD, EATON

EXCITING NEW PROPOSAL

Thank you for downloading, or requesting a printed copy, of our consultation website.

We are in the early stages of bringing forward plans for the next phase of our specialist retirement community on Bluebell Road, Eaton.

This proposal has been designed to integrate with the two previous phases, creating a retirement community that allows residents to live an active and independent lifestyle in a rural location, within close access to shops and local amenities.

OUR VISION

Our vision involves further developing the allocated site to provide new, specialist retirement accommodation across a mix of tenures, together with indoor communal facilities, high quality landscaped gardens and on-site car parking.

PROJECT STATUS

As part of our commitment to community engagement, we are currently consulting the local community and elected representatives on our proposals ahead of finalising our planning application.

We want to know what you think about our plans. We encourage you to complete an online feedback form on the website, so we can understand your thoughts and suggestions ahead of submitting a planning application to Norwich City Council.

If you have received this consultation pack by post, then please fill in the feedback form and return by mail using the Freepost envelope provided.



OUR VISION

THE SITE

The proposed development is located on Bluebell Road, Eaton, a mostly brownfield site, currently occupied by Bartram Mowers' garden machinery, sales and repair business.

McCarthy Stone and Norwich City Council believe it is a suitable and sustainable location to provide much-needed retirement accommodation for people later in life in Norwich.

The site is allocated by Norwich City Council for housing for the over 55s (Policy R42 of the Norwich Site Allocations Plan, adopted in December 2014). This allocated development land (5.5-hectares in size) forms part of a wider 23-hectare site between Bluebell Road and the River Yare. The rest of the site (17.5 hectares) has been safeguarded for future public open space and areas to provide improved wildlife habitats.

The first phase of the retirement community has been built and is welcoming new residents. The second phase has been granted planning consent and construction work will start soon.

Residents of the proposed development will be within easy access of local amenities, including shops, cafes, and restaurants. The site also benefits from public transport links with bus routes into Norwich city centre and from there a train station, allowing easy access to the wider region.

OUR PROPOSALS

The proposed development will be comprised of 100 specialist homes for older people. The development is proposed to include approximately 52 apartments, 26 bungalows and 22 affordable, shared ownership apartments to help address the diverse needs of Norwich's growing ageing population.

The apartments and bungalows will be available for outright sale, rent and part rent-part buy, whilst the affordable apartments will be available as part of an affordable shared ownership scheme.

FEEDBACK

We want to know what you think about our plans. Once you have read about our plans, we encourage you to complete a feedback form so we can understand your thoughts and suggestions, ahead of submitting a planning application to Norwich City Council.

Alternatively, if you have any questions regarding the proposals, or wish to submit feedback via phone or email, you can contact a member of the project team on **0800 298 7040** or feedback@mccarthystoneconsultation.co.uk.



Proposed site layout for the next phase of McCarthy Stone's land on Bluebell Road retirement community

VIRTUAL CONSULTATION

OUR PROPOSALS

We are in the early stages of working up proposals for the third phase of our retirement living community on Bluebell Road, Eaton. This phase includes a mix of apartments, bungalows and affordable shared ownership apartments, together with landscaping, indoor communal facilities and on-site car parking.

This third phase has been designed to integrate with the two previous phases, creating a comprehensive retirement community that allows residents to live an active and independent lifestyle in a rural location, within close access to shops and local amenities.

Our plans for this next phase of the Bluebell Road retirement community, providing choice for older people in the local area, comprise:

- A high-quality scheme featuring approximately 100 specialist homes for older people. This is proposed to include 52 apartments and 26 bungalows, available for sale, rent and part rent-part buy. In addition to this, there will also be 22 affordable, shared ownership apartments, which will help to address the diverse needs of Norwich's growing ageing population.
- A locally-inspired design, including chalet-style bungalows, that draws inspiration from local architectural styles and materials
- High-quality landscaping across the site and attractive private gardens for bungalows
- The provision of publicly accessible open space to the west of the development
- Pedestrian links to Bluebell Road, the phase 1 & 2 developments and the publicly accessible open space
- Communal facilities within the apartment buildings including a residents' lounge, guest suite, internal refuse store, and mobility scooter storage with charging points
- 24-hour emergency-call service
- Provision of 107 on-site car parking spaces, including provision of disabled spaces and electric vehicle charging points
- Low levels of traffic generation and car ownership
- Ideal location in Eaton, a short walk from local shops, services and public transport connections
- Support for the local economy through increased local spending
- Release of family-sized housing in the area back onto local markets as residents downsize to our apartments.

All estate management is provided in-house by McCarthy Stone.

We have carefully considered our design for the site, to breathe life into the brownfield and rural site. Our proposals present a valuable opportunity to bring forward a specialist retirement community in Eaton, that provides genuine choice for older people so that they can continue to live locally in a home that meets their needs and aspirations in their later years.

VIRTUAL CONSULTATION

THE WIDER MASTERPLAN

Land off Bluebell Road (occupied by Bartram Mowers) is allocated by Norwich City Council for housing for the over 55s (Policy R42 of the Norwich Site Allocations Plan, adopted in December 2014).

The allocated development land (5.5-hectares in size) forms part of the wider 23-hectare site between Bluebell Road and the River Yare. The rest of the site has been safeguarded for future public open space and areas to provide improved wildlife habitats.

The first phase of the retirement community has been built and is welcoming new residents. The second phase has been granted planning consent and construction work will start soon. This third phase has been designed to integrate with the two previous phases, creating a comprehensive retirement community that allows residents to live an active and independent lifestyle in a rural location, within close access to shops and local amenities.

The wider masterplan for this allocated site includes 17.5ha of protected public open space between the River Yare and Bluebell Road. The masterplan also features the creation of new pedestrian links to the Yare Valley Walk and ecological habitats.

Many of these open space improvements were implemented as part of the Phase 1 development, including the opening of Strawberry Fields. This new phase would see the remainder of the open space, to the west of the bungalow site, being opened up to the public.



Proposed site layout for the next phase of McCarthy Stone's land on Bluebell Road retirement community

OUR DESIGN

As with every McCarthy Stone Retirement Living development, a community feel is encouraged with communal spaces, so that residents can get to know their neighbours.

For our retirement community on Bluebell Road, our team of architects have spent time researching the architecture and character of the local area to ensure a sensitive design that is in keeping with its surroundings.

Given its rural location, it has been essential that the development is sensitively designed to minimise impact on important views to and within the Yare Valley and preserve the character of the area.

We have proposed a scheme that integrates well with the two previous phases, both in site interconnectivity and character. To ensure this, our proposals for the allocated site on Bluebell Road have gone through an extensive and evolving design process.

The layout of the site will allow for a number of parking spaces that exceeds the number of apartments, as well as exclusive spaces for each of the bungalows.

We have carefully considered our design, to breathe life into the site, and our proposals present an exciting opportunity to further develop specialist retirement accommodation in a rural and vibrant area of Norwich.

Approximately 52 Retirement Living Apartments



McCarthy Stone Retirement Living apartments – Southeast elevation



McCarthy Stone Retirement Living apartments – Southwest elevation



McCarthy Stone Retirement Living apartments – Northwest elevation



McCarthy Stone Retirement Living apartments – Northeast elevation

Approximately 26 Bungalows



Indicative 1-bed bungalow design



Indicative 2-bed bungalow design



Indicative 2-bed bungalow design



Indicative 3-bed bungalow design

Approximately 22 affordable shared ownership apartments



Affordable shared ownership apartments – North elevation



Affordable shared ownership apartments – South elevation



Affordable shared ownership apartments – East elevation



Affordable shared ownership apartments – West elevation

HIGHWAYS

Vehicular access to the site will be provided via an entrance from Bluebell Road.

The proposal includes 107 on-site car parking spaces for residents, staff and visitors. The car parking layout has been designed so that new planting and landscaping will mitigate the visual impact of parked vehicles. The proposed development will include disabled spaces, charging points for electric vehicles and a pool car for use by residents.

The level of parking provision has been discussed with officers at Norwich City Council and Norfolk County Council and takes into account the low levels of traffic generation and car ownership associated with this type of development.



Proposed site layout for the next phase of McCarthy Stone's land on Bluebell Road retirement community

OUTDOOR SPACES

We seek to ensure that all our developments have high-quality outside space for our residents to enjoy. Each phase of our proposals for Eaton includes landscaped gardens, as well as outdoor seating and improvements to the site boundaries, through new shrub and tree planting.

We recognise that high quality gardens and landscaping turn a good development into a great one, and we are pleased that many of our schemes have won awards for their outside space.

Our own management company will maintain the grounds on behalf of our residents to ensure they develop and mature to enhance both the building and the local neighbourhood.

The wider masterplan for this allocated site includes 17.5ha of protected public open space between the River Yare and Bluebell Road. The masterplan also features the creation of new pedestrian links to the Yare Valley Walk and ecological habitats.

Many of these open space improvements were implemented as part of the Phase 1 development, including the opening of Strawberry Fields. This new phase would see the remainder of the open space, to the west of the bungalow site, being opened up to the public.



Example of McCarthy Stone's gardens at the Phase 2 of the Bluebell Road retirement community

LOCAL NEEDS AND BENEFITS

The need for this specialist retirement community has been set out by Norwich City Council in its Local Plan (2014), where the proposal site, referred to as 'R42: Land west of Bluebell Road, Bartram Mowers Limited' is allocated for housing for the over 55s including retirement housing.

The Local Plan outlines that:

'This form of housing meets a local and city wide need. Eaton has a significantly higher proportion of elderly residents than other parts of the city and there is an identified shortage of such housing in Norwich. In addition, such housing will have a reduced transport impact on the area at peak times.'

In addition, McCarthy Stone developments have a positive impact on the local economy as they are typically located on or close to high streets and local centres, as is the case with the proposed development for land on Bluebell Road. This ensures that residents have easy access to local shops and services.

This spending by older people can help maintain local outlets from the newsagents and the butchers to the bakery, pub, and local cafe – in other words the shops and community spaces which make up the heart of local communities.

BENEFITS

McCarthy Stone's specialist retirement housing has a number of benefits to the local high street, as well as wider health and social benefits:



£1.23m – Total expenditure in the local economy each year through jobs and local spending



The average 80-year-old feels a decade younger after moving to specialist retirement accommodation



80% of our customers use the local shops daily or often



Release of under-occupied family homes back into the local market, which will in turn improve the supply of homes for first-time buyers



£125,200 more expenditure on average than a general needs market scheme



27% lower infection rates of Covid-19 in McCarthy Stone's developments compared with the general over 65s population



The creation of new and permanent jobs through the Extra Care housing and the care home as well as further jobs in construction, management and repairs

1/2

Those in specialist retirement housing are half as likely to be lonely, making them significantly less likely to develop dementia



£3,500 – average health and social care saving per person per year when someone moves into retirement housing

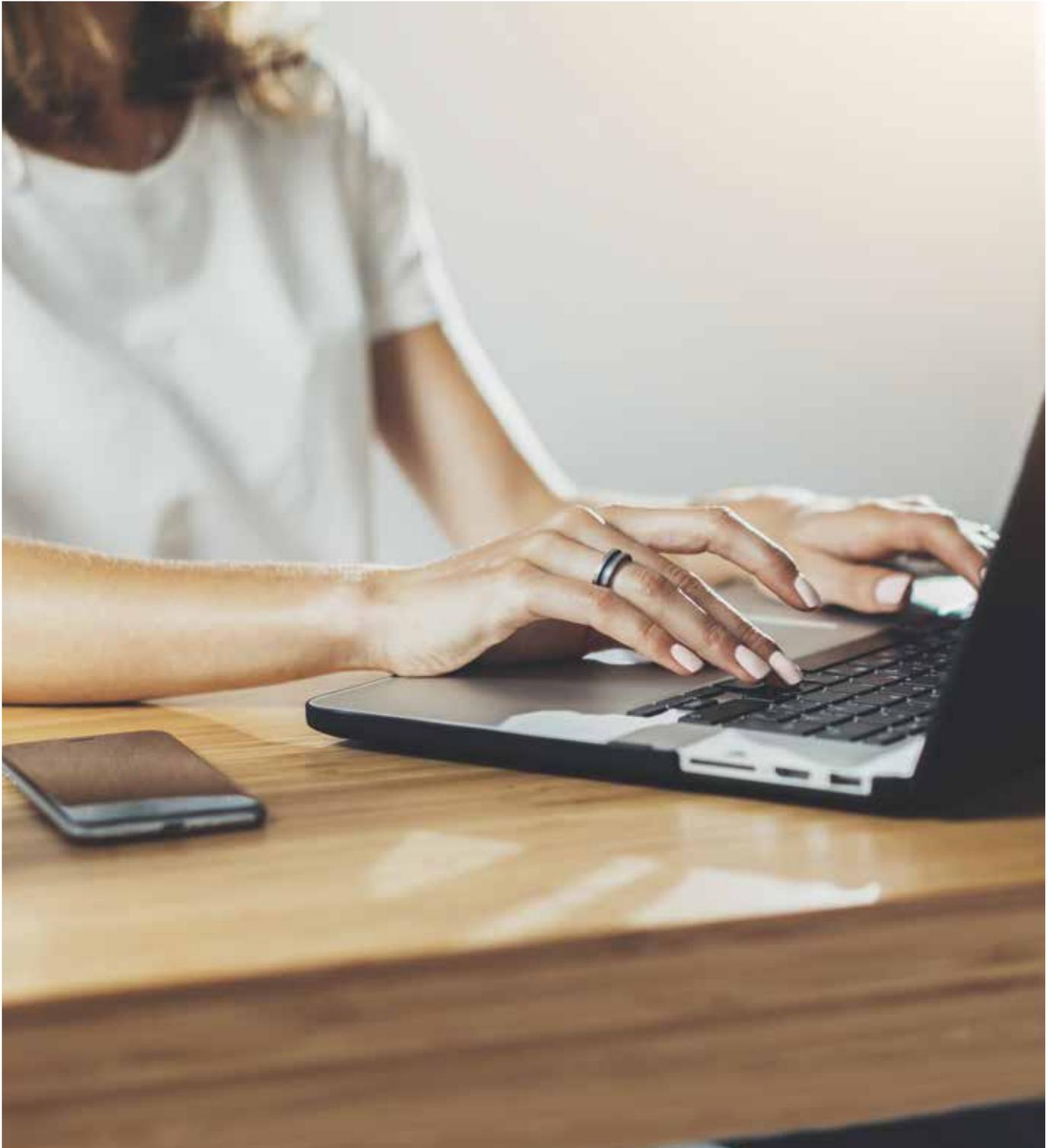


Sustainable location close to shops and services

FEEDBACK

We want to know what you think about our plans. We would appreciate it if you could take the time to complete our online feedback form so we can understand your thoughts and suggestions.

If you would prefer to provide your feedback by telephone or post, please call a member of the project team on our Freephone information line 0800 298 7040. A member of the team will be able to record your feedback over the phone or send you a hardcopy of our feedback form with a freepost reply envelope.



PRIVACY STATEMENT

By filling-in this form you are agreeing that BECG can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with the McCarthy Stone group companies for planning evaluation purposes only.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECCG and McCarthy Stone will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask you more about the comments you've made. BECG acts on behalf of McCarthy Stone to run public consultation activities.

ABOUT THE CONSULTATION

We welcome feedback from local residents and stakeholders on our proposals for the next phase of development on land off Bluebell Road, Eaton. McCarthy Stone believes that the views of the local community are important, along with conservation and economic factors, when redeveloping sites.

Please return all feedback using either the freepost envelope enclosed or via email at feedback@mccarthystoneconsultation.co.uk.

YOUR DETAILS

If you choose not to fill in **all** parts of this section, we will not be able to include your comments in the consultation process.

YOUR CONTACT DETAILS

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Title (Miss/Mrs/Ms/Mr/Other):	Address:
First Name or Initial:	
Surname:	
Postcode:	
Age Group (please circle):	Telephone:
Under 13 13-17 18-24 25-34 35-44	
45-54 55-64 65-74 75-84 85+	Email:

*PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS

Once completed, please return this feedback form using the freepost envelope enclosed.

If you have any further questions or would like more information, please contact us on the freephone line 0800 298 7040 referencing the project name 'McCarthy Stone - Eaton' with your name and contact details, and a member of the project team will respond to your query.

How informative have you found the consultation?

Very informative Somewhat informative Not informative Don't know

What is the reason for this

Do you welcome the provision of specialist housing for local older people in your area?

Do you consider that this is a good use of this site for specialist housing for local older people?

Do you have any comments on the design and layout of the proposals?

Do you have any general comments about the proposals?

How did you hear about this consultation?

Data Protection

We hold all personal data in accordance with the retained EU law version of the General Data Protection Regulation ((EU) 2016/679) (the "UK GDPR"), as it forms part of the law of England and Wales, Scotland, and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018, the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 as amended, and any successor legislation. Your personal data will not be transferred outside of the EU. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/dp or by contacting us on 01962 893 893 / dataprotection@becg.com. You can also find McCarthy Stone's Privacy Statement at mccarthyandstone.co.uk/privacy-and-cookies.

Email: feedback@mccarthystoneconsultation.co.uk Call: 0800 298 7040

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