

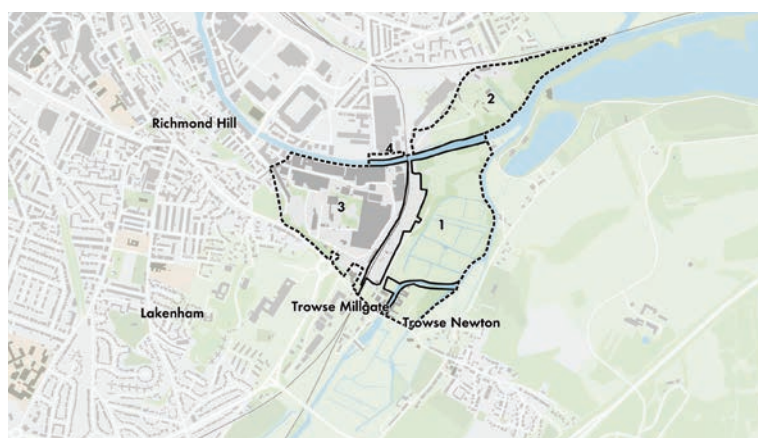
# Welcome

**The East Norwich development represents a transformative opportunity for regeneration of the east Norwich area and the wider city. It is an ambitious project to create a sustainable new urban quarter for the city, supported by the preparation of a joined-up development masterplan for East Norwich and a commitment to substantial future investment.**

## About the masterplan

East Norwich presents a regeneration opportunity that will be transformational for the city of Norwich. It is located in close proximity to Norwich's thriving city centre and adjacent to, and partly within, the Broads National Park, and is comprised of a number of key sites including the Deal Ground/May Gurney site, the Utilities site and Carrow Works.

The area faces many challenges and constraints to development. The masterplan provides an opportunity to look at all the sites together. This will help to ensure a more coordinated approach is taken to meeting these challenges, with the aim being to create an exciting, vibrant, productive and sustainable quarter for the city. New housing, employment and investment will act as a catalyst for regeneration of both East Norwich and the wider city.



Aerial plan showing East Norwich within the wider city context

## Story so far

Norwich City Council has been committed to maximising the regeneration potential of East Norwich for many years. In 2018 Norwich City Council commissioned a study to explore the opportunities for wider regional regeneration of the sites when the Carrow Works site became available. 'A Vision for East Norwich' identifies the release of Carrow Works as presenting a 'once in a generation' opportunity to address the challenges of the three sites strategically.

The study sets out a vision for East Norwich as a new productive quarter for the future growth of the city, linking the city centre with Whitlingham Country Park and The Broads National Park network. It envisages that the quarter could provide up to 4,000 new homes and 100,000 square metres of employment space, accommodating up to 6,000 new jobs.

The Vision for East Norwich forms the starting point for the emerging vision for East Norwich. The emerging vision has also been informed by the Greater Norwich Local Plan, and is summarised in the adjacent text.

The Carrow Works site has recently become available for redevelopment and there is now a general consensus among the key landowners and developers for the individual sites, and the relevant local planning authorities, that a masterplan should be progressed to ensure comprehensive regeneration of this new urban quarter of the city.

“East Norwich will become a highly sustainable new quarter for the City, accommodating substantial housing growth and optimising strategic economic benefits. It will be an inclusive, resilient and safe community in which people of all ages have good access to high quality homes that meet housing needs, and to strategic and local employment opportunities; can interact socially in green spaces and in new community facilities; and have the opportunity for independent, healthy and active lifestyles. The new quarter will link the city centre with the Broads, and deliver exemplar design. The area's riverside regeneration potential will be maximised to achieve a distinct sense of place with enhanced opportunities for river-based activity. The site has the ability to facilitate improved public transport, including rail services, which will benefit East Norwich and the city generally.”

The Vision for East Norwich

# Who is involved?

**The East Norwich Partnership has appointed a consultant team with extensive experience in masterplanning sensitive locations and delivering high quality, successful mixed-use sustainable communities which embrace their history and local context.**

## East Norwich Partnership

The East Norwich Partnership is an informal partnership which has been formed to oversee the production and implementation of the masterplan. Such an ambitious and long-term project can only be made possible by the support of a range of key stakeholders, who will work collectively to progress their vision for the site over the coming years.

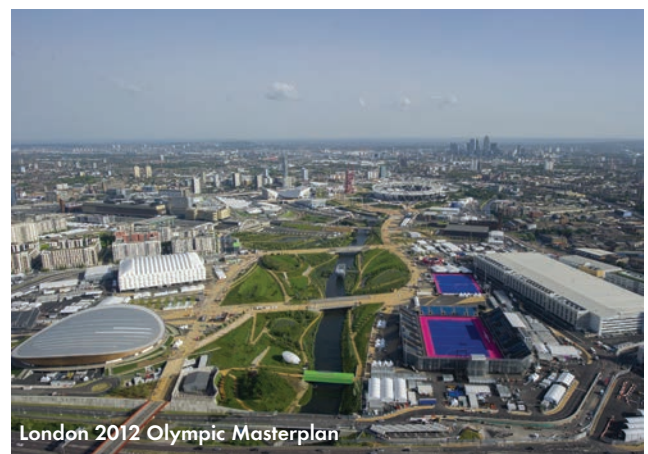
The plans for east Norwich supports two of the key themes of the city council's Covid-19 recovery plan: business and the local economy; housing, regeneration and development. The East Norwich Partnership board members include:

- Norwich City Council
- Norfolk County Council
- Broadland and South Norfolk Council
- Broads Authority
- Network Rail
- New Anglia LEP
- Homes England
- National Grid
- RWE Enterprises
- Serruys Property Company
- Fuel Properties

## The consultant team

A multidisciplinary team, led by regeneration and property specialists Avison Young and comprised of masterplanners Allies and Morrison, multidisciplinary engineering firm Hydrock and cost consultants RPS has been appointed to build on the vision to develop a masterplan for the site which will form the basis of a supplementary planning document (SPD) to support policies in the Greater Norwich Local Plan.

Masterplanners Allies and Morrison have been responsible for some of the most significant and high quality masterplans in the UK, including King's Cross, the 2012 London Olympic Masterplan, and York Central. Each of these masterplans puts placemaking at its heart, and is shaped and informed by the site's history, heritage assets, and natural features. Each has had a set of complex challenges which the masterplans have overcome successfully to deliver a destination and sustainable neighbourhood.





# About the site

**The East Norwich sites are steeped in history and have played a significant role in the development and growth of the city. East Norwich's heritage assets and unique location, situated at the transition point between the urban centre and rural Broads, will play an important role in informing the site's future and shaping the masterplan design.**

## History of the site

The Carrow Works site was home to the famous Norwich manufacturer, Colman's, for 160 years. Production at the Carrow Works site began in 1865 when it was transferred from Stoke Holy Cross Mill on the River Tas to a large factory at Carrow Road on land at Thorpe Hamlet, bought from the Norfolk Railway.

The Colman family are thought to be pioneers in social welfare for employees, opening a school for employees' children in 1857 and employing a nurse to help sick members of staff in 1864. In 1903, Colman's acquired a rival mustard maker, through which it also acquired Robinsons barley water. By 1909 the company employed 2,300 people. Colman's became part of Unilever UK Ltd in 1995, and in 2020 the factory closed its doors for good, with production moved to Burton-on-Trent and Germany.

The Carrow Works site is also home to East Norwich's most significant historic structures, including the The Grade I listed Carrow Abbey, a former Benedictine priory; and the Scheduled Monument Carrow Priory ruins, a former Benedictine nunnery founded in the mid 12th century. The priory ruins had largely disappeared from view by 1880 when a major excavation, undertaken by J. J. Colman, exposed the surviving elements of the church, the chapter house and the eastern range.

The Deal Ground comprises an extensive area of disused former industrial land and buildings on the south-eastern fringe of Norwich situated between the main Norwich-London rail line and the confluence of the rivers Wensum and Yare. The site has been home to a number of industries through the years and a number of designated heritage assets remain on the site, including the Grade II listed brick "bottle kiln" in the north part of the site, which is in a poor state of repair and on Norwich's Buildings' At Risk Register and Trowse Pumping Station within Trowse Millgate Conservation Area to the south.



Aerial view of East Norwich showing masterplan boundary

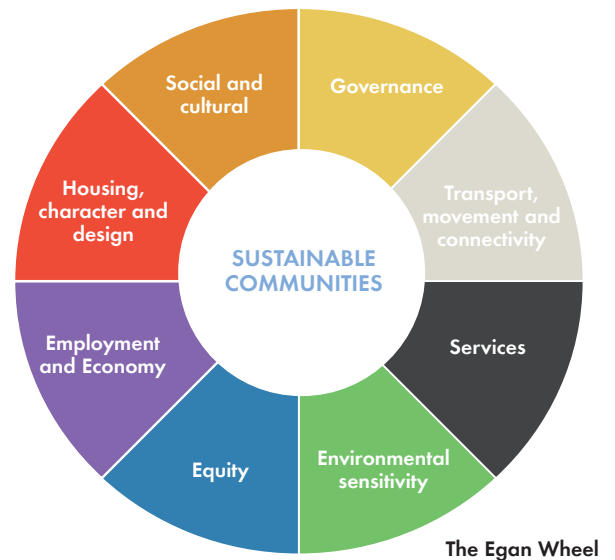
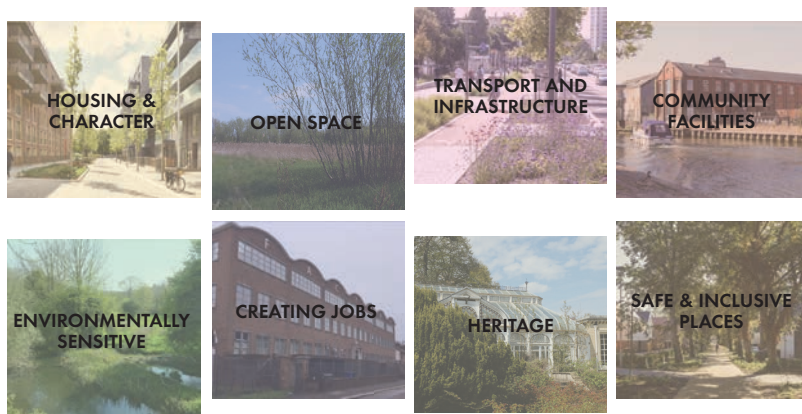


# Creating a sustainable community

One of the project's key aims is to create a sustainable community which is inclusive and supports housing needs, job opportunities and community values. The sites are rich with a diverse range of heritage and environmental assets. The masterplan will play a key role in seeking to ensure new development takes account of this sensitive and unique context to deliver this sustainable vision.

## The Egan Wheel

The 'Egan Wheel' can be used as a tool for assessing how sustainable a community is. It was devised to help facilitate the process of planning and designing new sustainable places. It has been used to help frame early discussions about the establishment of new neighbourhoods in East Norwich and has informed the themes which follow.



## HOUSING CHARACTER AND DESIGN

Housing will form a vital component of the masterplan and therefore particular consideration will be given to the type, tenure, style, design, and materials of housing so that it meets the needs of Norwich and reinforces the character of the local area.

How should new housing respond to local character?

What type of housing will be appropriate?

How should the design of new housing address the climate emergency?

What housing tenures are appropriate for this location?





# Creating a sustainable community

## OPEN SPACE

Open space is an integral part of a functioning neighbourhood, providing multipurpose space for leisure, activities and wildlife. The sites have been locked away and not accessible to the public for so long - they will all have a role to play in providing open space, attractive views over the landscape and important habitats for wildlife.

What opportunities are there to create new open spaces?

How can existing open spaces be used or reimaged?

What type of activities could be catered for in the site's open spaces?



## TRANSPORT AND INFRASTRUCTURE

Ensuring that transport and infrastructure are dealt with appropriately will be key to unlocking the East Norwich sites, enabling the area to function as a walkable and cyclable neighbourhood which is well connected with the rest of Norwich. Consideration will need to be given to access into and around the site, as well as existing barriers to movement such as the railway. How can connections to and between the sites best be delivered?

How can good quality access to each site be achieved?

How can connections between sites be established?

How can connections to the city centre be improved?

Can the sites improve access to the Broads?

How can the masterplan support active and sustainable travel?



# Creating a sustainable community

## COMMUNITY FACILITIES

It is envisaged that the East Norwich quarter could provide up to 4,000 new homes, resulting in a need to provide a range of community facilities to support those living in the neighbourhood and wider area. What issues are most important to you in this regard?



What community facilities will be required to support this level of growth?

Is there scope for existing services and facilities to be improved or enhanced?

How could existing buildings and spaces on the sites be used to serve new residents and workers?

## CREATING JOBS

The vision also envisages East Norwich as supporting 100,000 square metres of employment space, accommodating up to 6,000 new jobs. Consideration will need to be given to what kind of jobs will be right in this location, and what of the existing buildings and spaces could be refurbished to provide new jobs.



What opportunities do the sites present to support the creation of new jobs?

Are particular parts of the sites best placed to focus employment uses?

Are there types of jobs which would be best suited to particular sites?

What lessons can be learnt from the COVID-19 pandemic?

## SAFE AND INCLUSIVE

Safety and inclusivity are vital aspects of overall wellbeing, and therefore a successful and sustainable community. The masterplan will need to design in physical safety measures, particularly in relation to transport infrastructure, but also in terms of generating feelings of safety, such as overlooking, lighting and sightlines.



How can this part of East Norwich best be integrated into the city as a whole?

How can these new neighbourhoods be designed to ensure they feel safe?

What management measures should be considered to make this area a success?

# Creating a sustainable community

## HERITAGE

The heritage assets across the East Norwich area are of national significance and make the area both very special but also very sensitive. The Grade 1 listed Carrow Abbey is set within the grounds of the Carrow Priory Scheduled Monument. There are other listed and locally listed buildings and structures across these sites.

What are the site's most significant assets?

How can their setting best be respected or improved?

How can the site's unique and important social history best be respected?

Do existing heritage assets present particular opportunities for reuse?



## ENVIRONMENTALLY SENSITIVE

Much of the Deal Ground site is at risk of flooding and also forms part of a Country Wildlife site designation. The site marks the threshold between the city and the Norfolk Broads. What opportunities do you think this presents for the future of the area?

How can the masterplan best promote the creation of cleaner and greener neighbourhoods?

How can we protect and enhance biodiversity across the area?

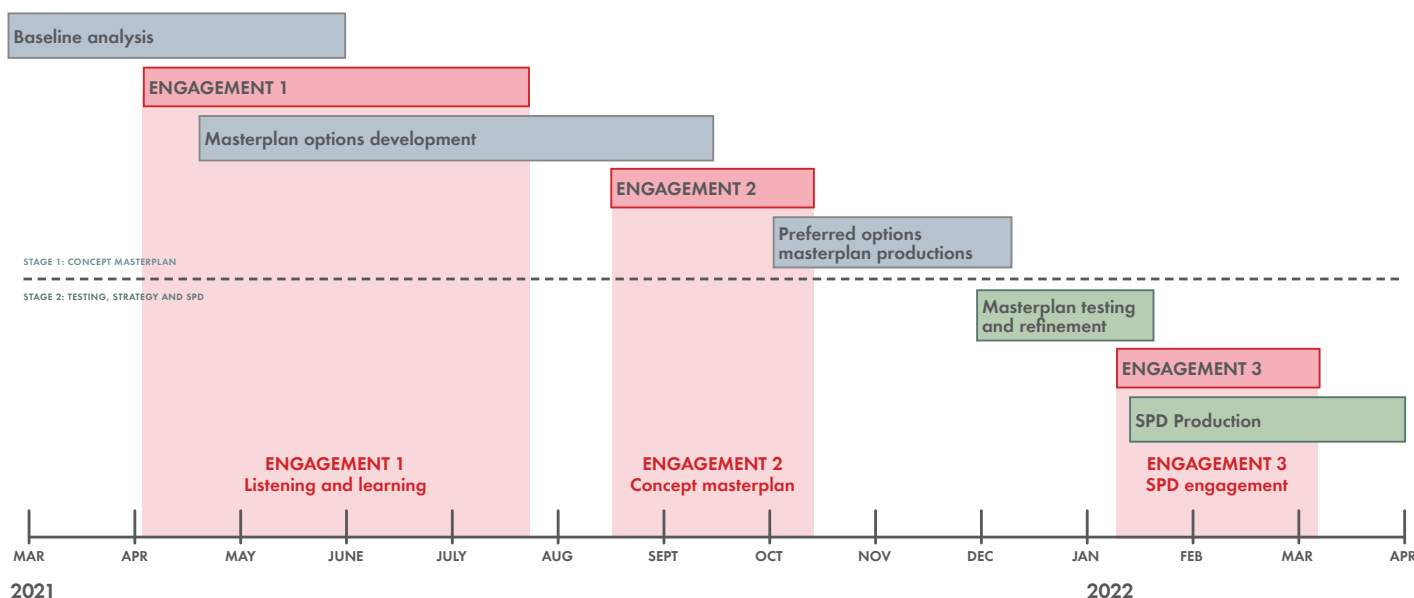
How can flood risk be managed in the context of new development?

What opportunities are there to ensure buildings are built to the highest environmental standards?





# Next steps



## Where we are

The East Norwich team has been undertaking Stage 1 of the engagement process, culminating in this public event.

The aim of this engagement has been to identify the aspirations, objectives and expectations of all stakeholders and the wider community for the masterplan. Feedback will also help us develop an understanding of the issues and opportunities presented by the sites and project as a whole.

This stage of engagement will therefore assist in baseline information gathering which will play an important role in building the evidence base on which the masterplan will be based.

## Next steps

Following the Stage 1 engagement activities, feedback relating to aspirations, objectives and expectations will be reviewed, and key messages drawn out and presented to the design team to consider and inform the development of the initial masterplan options.

Any information gathered about the site, including issues and opportunities, will be fed into the baseline evidence base, which will inform the development of concept options.

Following this stage of engagement, the mastetplanning principles will be refined and a set of concept masterplan options will be developed, leading to a preferred concept masterplan.

# Get involved

We would welcome your thoughts and insight on the East Norwich sites and the vision for the masterplan.

For further information please visit our web page:

[www.norwich.gov.uk/EastNorwichRegeneration](http://www.norwich.gov.uk/EastNorwichRegeneration)