

Welcome

The East Norwich Masterplan represents a transformative opportunity to regenerate this part of the city to deliver local and regional benefits - creating a sustainable new urban quarter, supported by the preparation of a joined-up development masterplan and commitment to major future investment.

the sites...

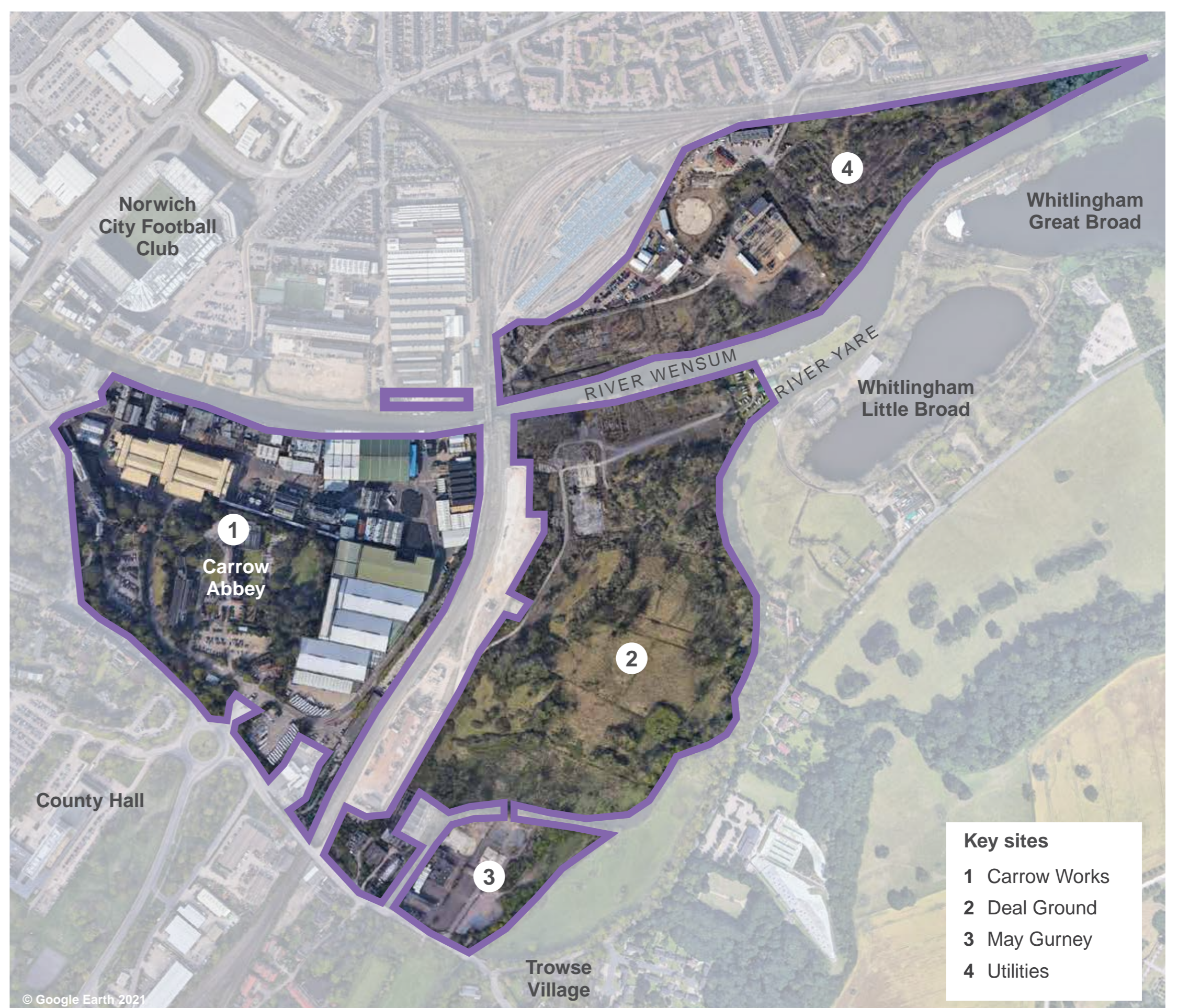
The masterplan area comprises four principal sites:

1. **Carrow Works** - the former Colman's factory site
2. **Deal Ground** - large site east of the railway
3. **May Gurney** - former HQ site for local firm
4. **Utilities sites** - former power station site

policy context...

East Norwich is identified as a strategic development opportunity in the emerging Greater Norwich Local Plan (GNLP), which earmarks the area for major growth and regeneration.

The emerging GNLP suggests that the area could deliver around 4,000 new homes and up to 6,000 new jobs. The preparation of the masterplan will enable these numbers to be tested and their implications better understood - all with the input and benefit of public and stakeholder engagement.

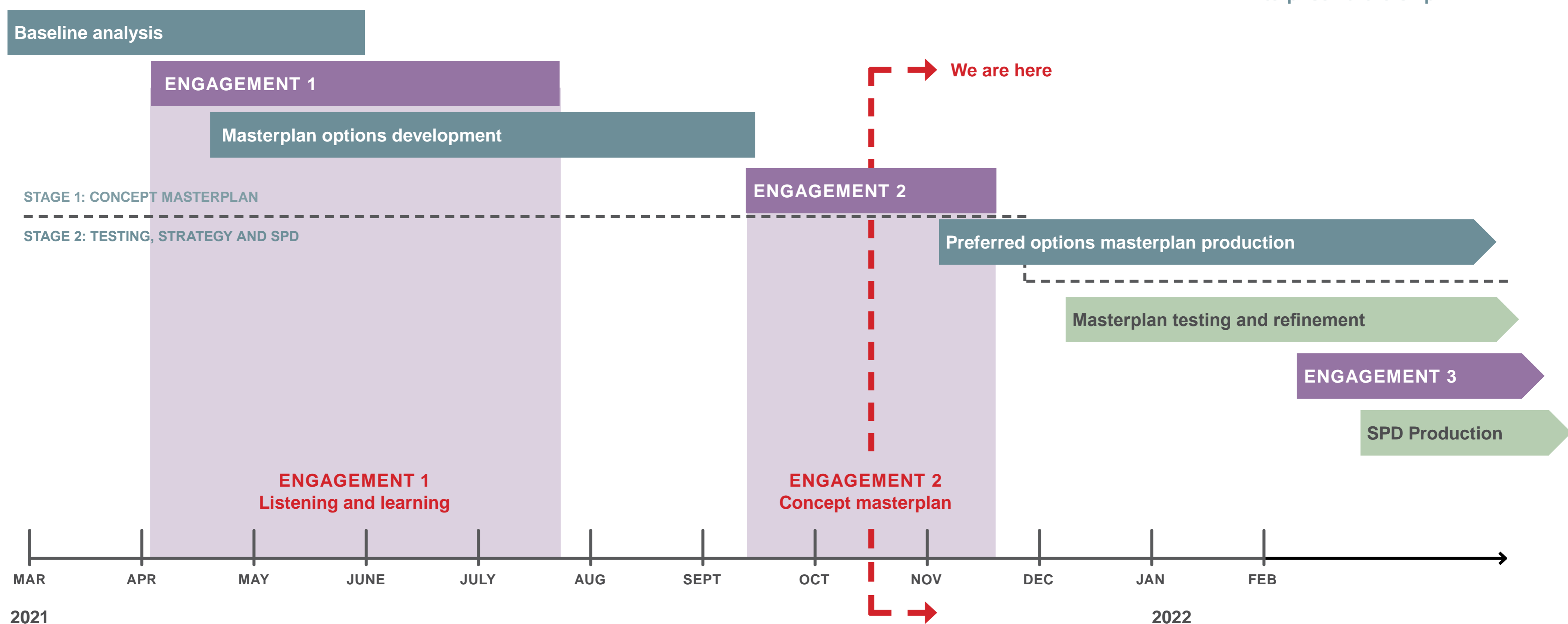


Aerial view of east Norwich showing masterplan boundary

progress made so far...

We initially consulted with you in July 2021 and have since reflected on what you told us. We are now seeking your views on the emerging concept masterplan. We still have a lot more work to do, testing and refining the proposals, but we want to hear your views now, ahead of a more formal stage of engagement later in the masterplan programme.

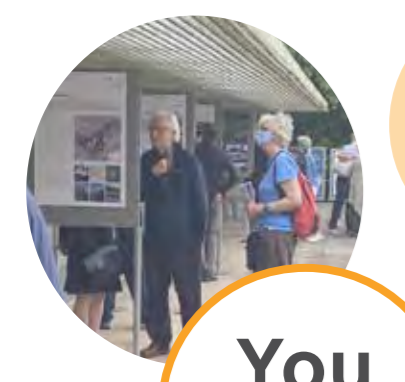
The masterplan is being led by Norwich City Council, overseen by a Steering Group comprising the relevant local authorities, key landowners, Network Rail and the Local Enterprise Partnership.




What you told us

In July 2021 we undertook an initial ‘listening and learning’ engagement exercise. Over 181 people attended our drop-in event at Carrow Abbey, generating over 190 comments. In addition, 224 of you responded to our survey which invited your thoughts on the vision and your aspirations for and concerns about the site. These boards present the key messages emerging from this initial engagement exercise.

The overall vision for east Norwich



You said
Most people indicated that they **agreed with the vision** for east Norwich



You said
Priority issues for you were:
1. protecting **biodiversity**;
2. respecting local **heritage**; and
3. creating good walking, wheeling and cycling **links and connections**

How we responded...

- We are excited about the opportunities in the east Norwich area and the masterplan will play a key role in defining its future regeneration
- Given the contrasting nature of the different sites within the masterplan area, celebrating nature, heritage and opening up new connections are key opportunities to be explored and promoted.

Housing and character



You said
Your feedback was clear in delivering the message that **new development should respect local character**

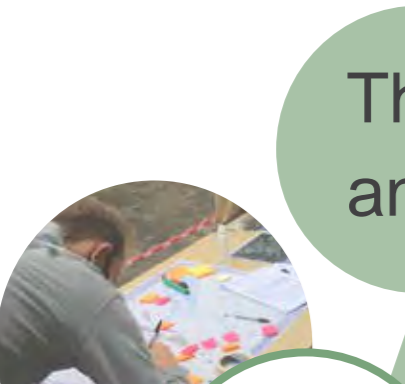


You said
Some people expressed **concern about higher density developments**

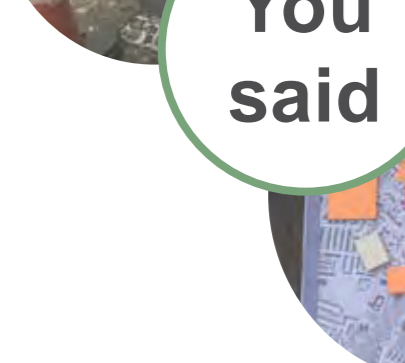
How we responded...

- We are suggesting that the scale (height and bulk) of development should not be dramatically different to what is around it.
- We are suggesting a wide mix of homes – from small houses to riverside apartments, including new build and conversions and including affordable housing.

Open space



You said
The **creation of riverside amenity space** for walking and enjoyment was top of your open space priorities




You said
You encouraged inclusion of areas for **food growth, moorings** and **areas to be rewilded**


How we responded...

- We think there is an amazing opportunity to use the sites to create an extensive new riverside walk along the River Wensum.
- The masterplan will encompass a wide range of open spaces can be formed – some completely natural to the east and others more managed to the west.

Transport and movement



You said
You felt greatest priority should be given to **walking, wheeling and cycling**



You said
Many of you were concerned about the potential **impact of development on local roads** and specifically **Trowse Village**

How we responded...

- Music to our ears. We are suggesting that all the sites connect up together with new routes and links who want to walk, wheel and cycle - not just drive.
- This will then be able to connect with and expand the City’s existing network of routes – radically improving links between the city and the Broads.

What you told us

Community facilities



You said

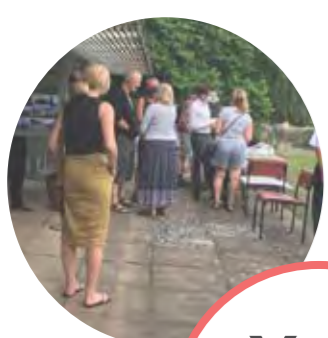
Enhanced **primary health care provision** and **primary school provision** were your two biggest priorities

Use Carrow Abbey site and other **historic buildings** for new community facilities

How we responded...

- The emerging masterplan will promote sites for a new primary school within the masterplan area.
- The masterplan framework will also suggest appropriate locations for health facilities and other community facilities – in new and existing buildings.

Creating jobs



You said

You told us that the **areas closest to the railway line** on the Carrow Works and Utilities sites were the **best locations for employment uses**

You also see the area as most **suitable for leisure, culture and creative uses**

How we responded...

- We agree with you – and are suggesting these locations for employment uses.
- The waterfront will also be a focus for leisure and commercial uses to help attract visitors who enjoy both the historic city and the nature of the Broads.

The importance of heritage



You said

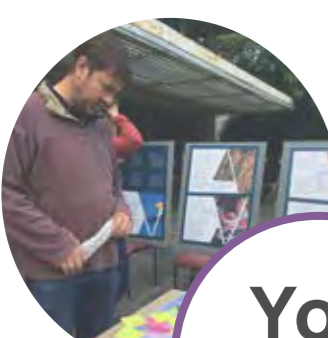
Opening these historic sites up for public use was seen as the primary heritage opportunity

You also felt that the **creative reuse of historic buildings** is also a wonderful opportunity

How we responded...

- We agree – the masterplan will show how the sites can be opened up and, over time, become an integrated part of the city.
- The masterplan works with and around the site's identified heritage assets – these are valuable resources for the city and will play a massive role in making the area so special.

Environmental sensitivities



You said

Taking account of the area's **flood risks** was a hugely **important issue** for you

Having new development which is **design to be environmentally sustainable** was also a key issue

How we responded...

- We have worked hard to outline a framework which takes proper account of the flood risks across the site.
- We will ensure that the masterplan will promote sustainable design techniques and measures.

The Big Opportunities

Taking account of the site conditions and the feedback received from stakeholders and local people, we feel three principal opportunities emerge which underpin the whole masterplan framework:

1

opening new connections between the city and the broads

The sites have long played a significant role in the city's industrial history, but this has meant that they have been inaccessible to the public for many decades. One of the biggest opportunities presented by their redevelopment is opening up this strategic site, between the historic city centre and the Broads, and providing a network of walking, wheeling, and cycling routes between the two.



2

an extension of Norwich's magnificent waterfront

Historically, the industrial east of the city relied on the River Wensum for the movement of materials and products, supporting manufacturing processes, and cooling at the great Thorpe Power Station. The masterplan presents an opportunity to recast this relationship with the river, creating vibrant and attractive riverside environments; protecting existing and supporting new wetland habitats; and supporting boating and water-based activities for leisure and enterprise.



3

a glorious past, framing an exciting future

East Norwich, and the Carrow Works site in particular, has huge historical significance for the city.

Reimagined landscapes and repurposed buildings will combine to support the regeneration of east Norwich. New will complement old to form a series of connected but contrasting neighbourhoods which support a vibrant mix of uses, activities, tenures and environments, with Carrow Abbey at its heart.

*Do you agree with these big opportunities?
Are there any big opportunities you feel we
have missed?*

The Big Issues

Whilst the opportunities for the area are exciting, there are some important issues which must be considered carefully and understood as the masterplan continues to evolve:

Flooding



You told us you were concerned about the flooding issues on the site. We have looked at flooding data to understand the areas most at risk. The masterplan has been informed by the distribution of these flood risk areas. As development comes forward, flood modelling and mitigation measures will be required to help minimise the risks of adverse impacts of flooding.

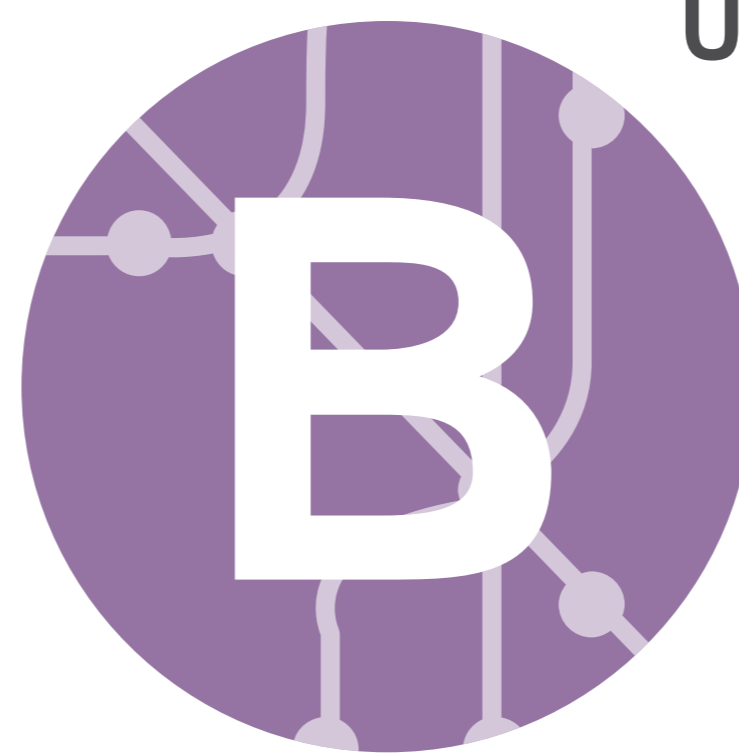


Flooding impacts large areas of the sites and flood mitigation measures will be needed

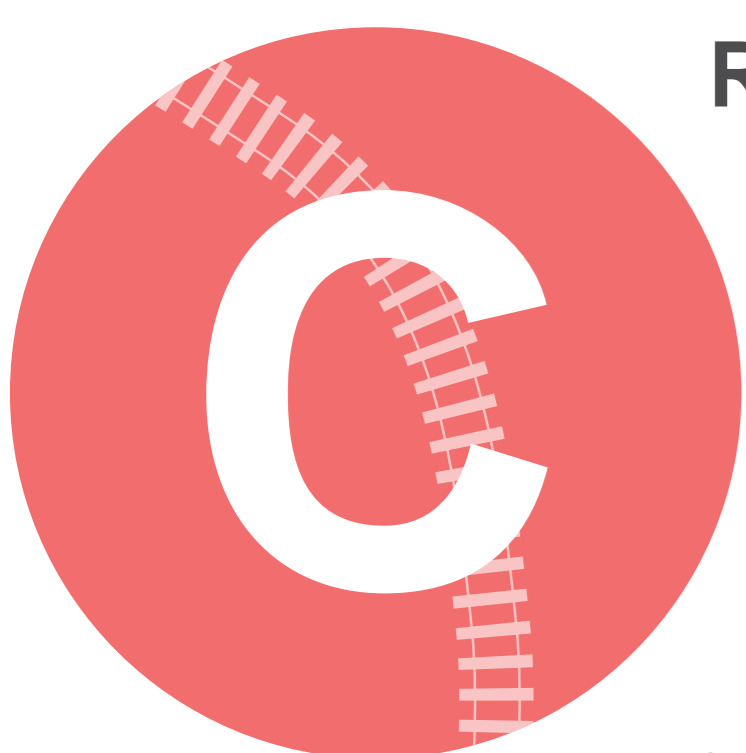
A significant amount of utilities and beneath-ground infrastructure exist on the sites, potentially constraining development in places



Utilities and infrastructure



The east Norwich sites, particularly the Utilities site, has a long industrial legacy. The site was once home to the Thorpe Steam Power Station which produced electricity for the city and wider region until 1975. An adjacent gas turbine station was built in 1964 together with an associated large circular gas holder. A large substation remains operational on site. Land contamination and a complex web of underground infrastructure must be addressed to allow future development on these areas.



Railway and associated activities

The mainline railway connecting Norwich and London passes between the Carrow Works and Deal Ground sites, over the River Wensum on the single-track Trowse swing bridge. The Tarmac Trowse Asphalt Plant, crucial to the maintenance of the County's road network, sits alongside the track. However, the facility generates dust and noise which compounds the noise from the railway. This is a constraint which new development must take careful account of.



Noise and dirt generated by the Asphalt Plant will need to be mitigated against through the masterplan design

Existing access points fall short of providing adequate access for new development. Bridges will need to be provided in order to address this and improve connectivity



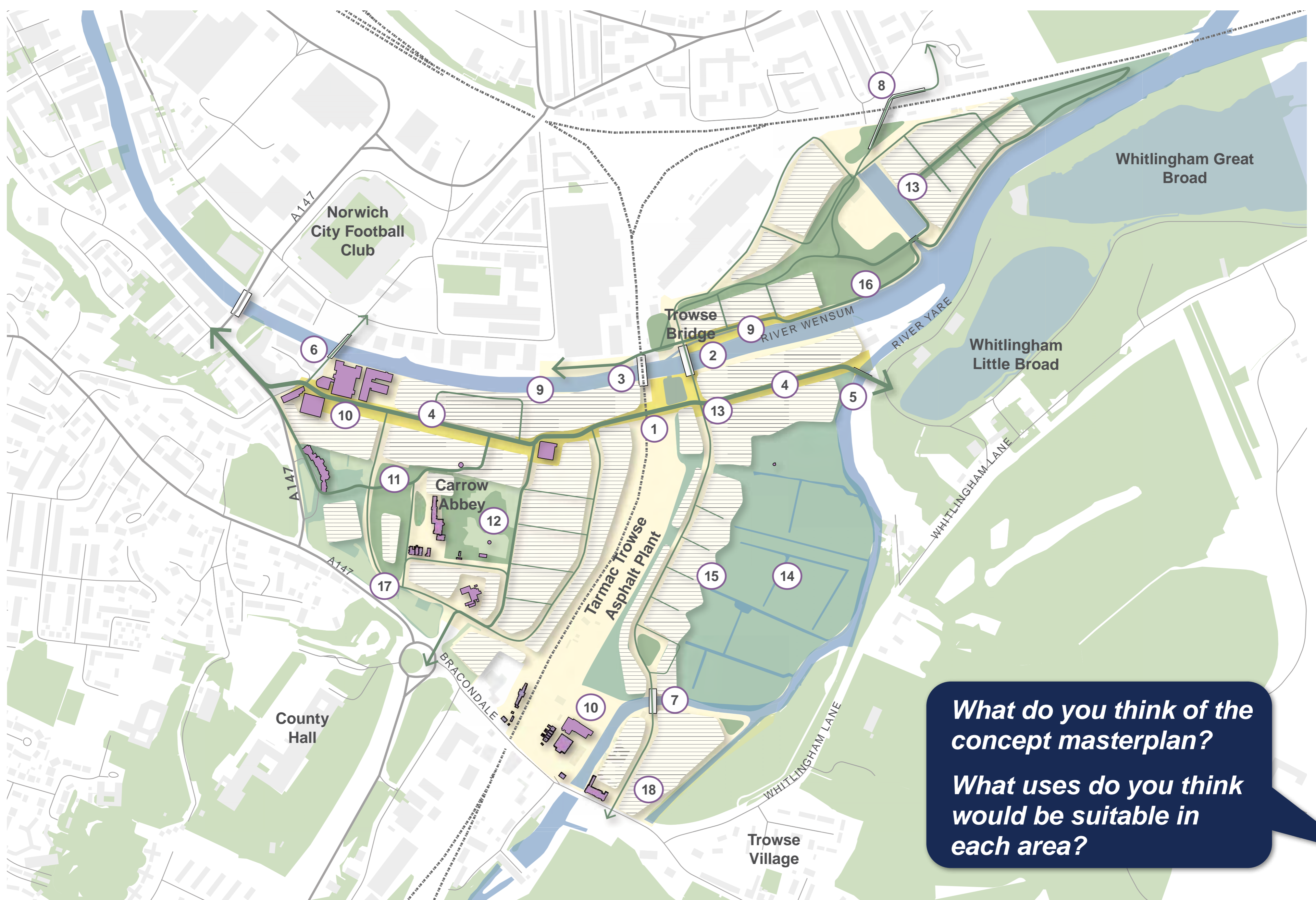
Access to the sites



The Carrow Works and May Gurney sites already benefit from vehicular access points. These can be used or remodelled to provide the access required to support redevelopment on those sites. The Deal Ground, and most particularly the Utilities site, are more constrained in terms of site access. New bridges across the River Yare and River Wensum are likely to be required to establish access to enable these sites to be developed.

The Emerging Masterplan

Whilst there is still work to be done to further develop, test and refine the proposals, we feel the concept masterplan below provides a good basis on which to move forward. We think it capitalises on the primary opportunities presented by the area whilst also taking account of the issues which need to be addressed. We'd love to hear your reflections.



- | | | |
|---|---|---|
| <ol style="list-style-type: none"> 1. Improved pedestrian underpass 2. New all-modes bridge between Utilities and Deal Ground sites 3. Accommodate improved Trowse rail bridge 4. Key new public east-west route – primarily for pedestrians and cycles 5. New pedestrian/cycle bridge connection to Whitlingham Country Park 6. Opportunity for new pedestrian/cycle bridge across the River Wensum towards Carrow Road 7. New all modes bridge across the River Yare between Utilities and Deal Ground | <ol style="list-style-type: none"> 8. Bridge to north retained for pedestrians and cycles 9. Opportunity to extend riverside path on both sides of the River Wensum 10. Retention and reuse of vacant designated heritage assets – with new development improving their setting 11. Retention and refurbishment of historic gardens between Carrow Abbey and House 12. Abbey Grounds and Scheduled Monument framed by new development with new routes as appropriate | <ol style="list-style-type: none"> 13. New river-basins to present a range of ecology, flood mitigation, river-use and visitor economy opportunities 14. Improved County Wildlife Site 15. Development aligned to avoid impact on County Wildlife site 16. New riverside parkland 17. Retained mature trees 18. New development on May Gurney site to respect character of Trowse Village |
|---|---|---|

Place and character



Waterside East

The Waterfront area will be an extension of the city's Wensum waterfront – with a warehouse character, historic conversions and new buildings, and a range of activities and uses all connected by an attractive riverside walk. New bridges will support new connections between the sites and the wider city. The river itself will emerge as a focus for recreation and leisure-based activity, with new moorings and facilities. Interventions along its length will be introduced to improve the river's ecology.



Carrow Works

The famous Carrow Works site will be recast as a new vibrant, creative, mixed-use quarter – fully integrated with the city of Norwich through the reuse of existing lanes and routes which cross the complex.

The site's rich collection of historic structures and landscapes will be carefully and respectfully repurposed and integrated into this new city quarter. The area will be brimming with character, activity and variety – where contemporary architecture complements the refurbishment of some of the city's most important historic structures, framed by the site's mature trees.



Waterside North

Once the powerhouse of Norwich and with a magnificent south facing Broadland outlook, the Waterside North area is only a short walk to Norwich Station and the city centre. A new marina will be the focal point for a new mixed neighbourhood and will be a major new river gateway between the Broads and the city.



The Villages

Sensitively designed and environmentally friendly new homes will provide a family-friendly environment with great access to the Broads but a cycle ride from the city centre. The area's special wetland character will provide a beautiful natural backdrop to this collection of new neighbourhoods for Norwich.

Masterplan objectives

The following objectives underpin the proposals embedded with the masterplan. Proposals for new development within the east Norwich area will be expected to contribute positively to their delivery:

To what extent do you agree with these objectives?

Delivering sustainable connections



Ensuring the sites become a fully integrated part of east Norwich, connecting with surrounding routes and prioritising sustainable forms of transport, including public transport services. New forms of infrastructure supporting sustainable travel modes should be fully integrated with the delivery of new development.

Respecting heritage and improving its setting



Carrow Works has played a prominent and important role in the city's history. The site benefits from heritage assets of international significance as well as a rich social history. Opening the site up to public use presents incredible opportunities to reuse and repurpose these assets and, crucially, improve their setting.

Capitalising on the river frontage



The opportunity to create expansive new and varied riverside environments is one of the most exciting opportunities for east Norwich. The opportunity to establish a new fully accessible riverside walk on both sides of the Wensum should be carefully explored for the benefit of all.

Optimising land and promoting diversity



High density development with a vibrant mix of uses delivering a range of new jobs and mixed tenure homes should be promoted, supported by appropriate education, health and other community facilities. In creating new connections with the Broads, improving the visitor experience should be a high priority.

Respecting nature



Embracing the highest levels of environmental sustainability in building design and construction and delivering biodiversity net gain across the development as a whole. New development should take full account of the special ecological characteristics and designations of the area.

Delivering flood resilience



New development must manage issues associated with flood risk and its mitigation across the sites. Creative approaches to achieve this objective may provide wider benefits. As global temperatures rise flood events are becoming more regular and it is critical that development proposals take account of these risks.

Flexibility, robustness and long-term thinking



The masterplan is a flexible and long-term framework for investment and growth. Its implementation and realisation will take a number of years, so the masterplan and its guidance need to be flexible enough to enable development proposals to take account of changes in circumstances.

Equitable infrastructure provision



New and improved connections, flood mitigation, and community facilities are just some of the essential infrastructure components required to support the regeneration of east Norwich. Ongoing collaborative working between key stakeholders will be needed to create an equitable framework to support long term infrastructure delivery.

Next steps

We want to hear what you think about the emerging concept masterplan for east Norwich presented here. What are your reflections on the opportunities, the issues, the masterplan proposals and the masterplan objectives?

Work is continuing on the refinement of the concept masterplan and your feedback will be very useful in that process. There will be a further, more formal, engagement stage next year associated with the production of a Supplementary Planning Document.

You can provide us with your feedback in any of the following ways:

Have your say...



complete the survey...

let us know what you think of the emerging proposals by completing our survey which can be completed by visiting:

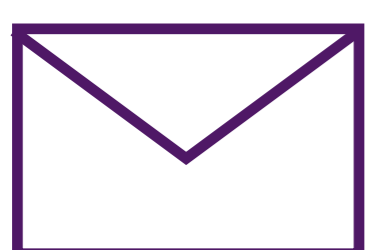
giveyourviews.typeform.com/ENMP-Oct21



visit our website...

to find out more about the project and the previous engagement undertaken, by visiting:

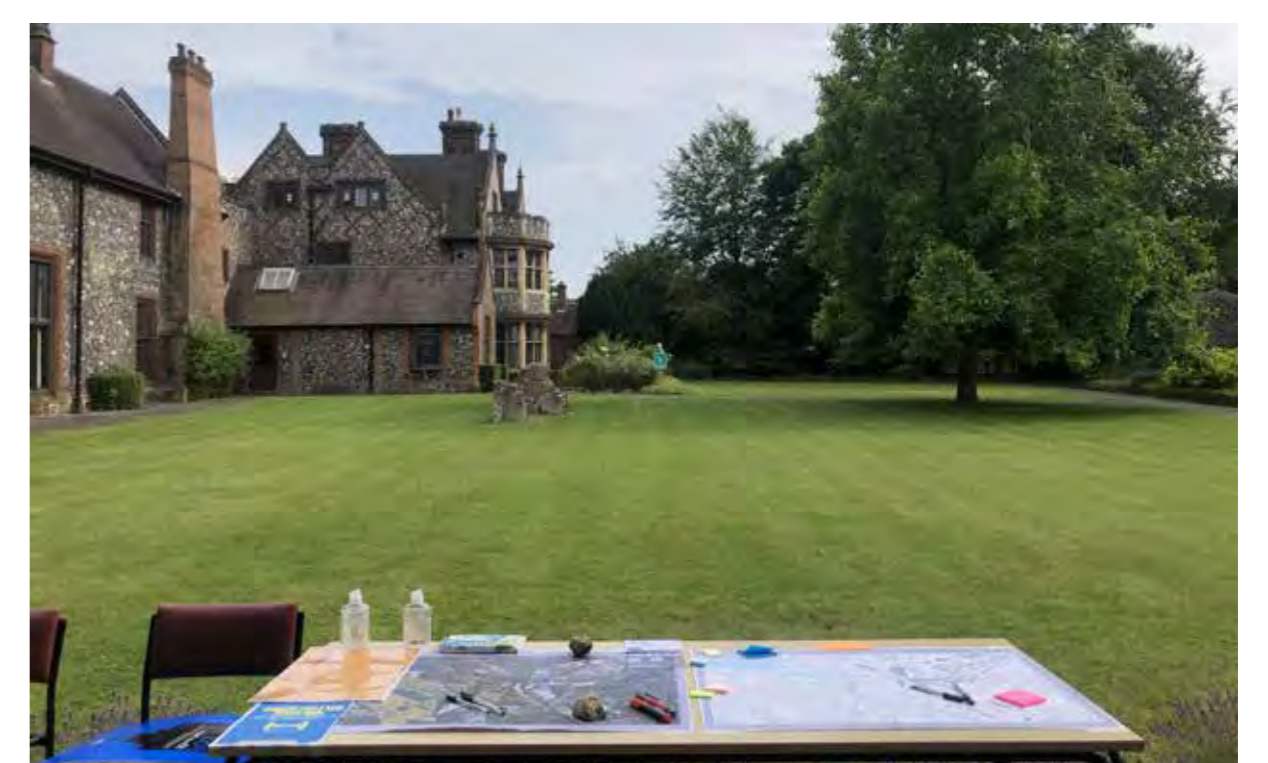
www.norwich.gov.uk/EastNorwichRegeneration



email us...

if you have any questions or would like to provide written feedback on the proposals, using this address:

TraceyColeman@norwich.gov.uk



Project webpage



On-line survey