

East Norwich Masterplan Stage 1 - part 1  
Draft

# EAST NORWICH MASTERPLAN

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# EAST NORWICH MASTERPLAN

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All diagrams and views are based on the indicative scheme outlined in the masterplan and for illustrative purposes only.



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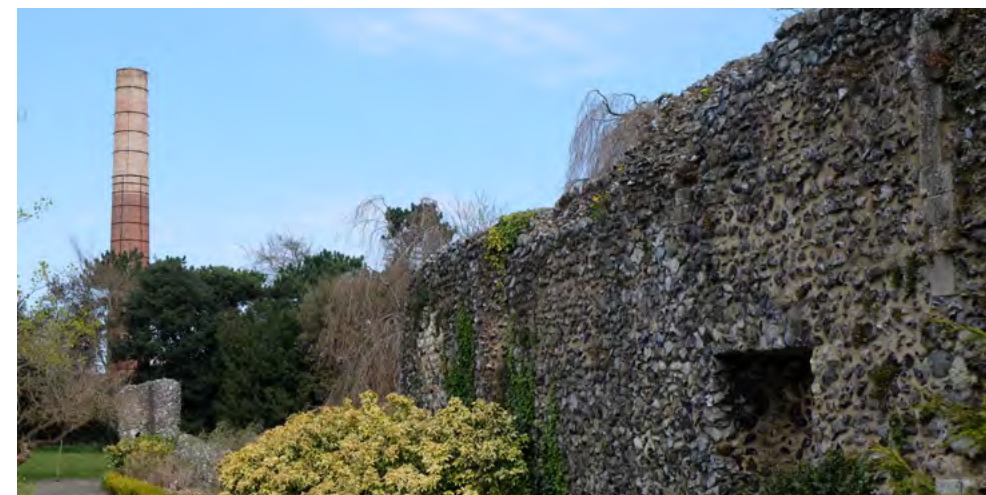


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# INTRODUCTION



# 1 THE PURPOSE OF THE MASTERPLAN

## 1.1 Introduction

### 1.1.1 The purpose of the masterplan

East Norwich presents a once in a lifetime opportunity to deliver comprehensive reimagining of this part of the city. It offers a unique opportunity to provide new homes and places to work in Norwich whilst also improving the quality of life, health and well-being for existing residents and future generations. It will restitch communities back into the city and create a seamless transition from the Broads to the city centre.

The masterplan is seen by the Council and its partners as a critical piece of work to advance the regeneration of this important part of the city. The investment being made in bringing the masterplan forward reflects its important role in supporting the adoption of the Greater Norwich Local Plan (GNLP), which includes the area as a site-specific allocation in the Regulation 19 Plan.

Beyond the GNLP the East Norwich area is of strategic importance to the future growth and success of the city and wider area. The central role it will play in providing homes and jobs in the future is underlined by its recognition as a central pillar of the Town Deal agreed for Norwich, whereby funding has been secured for both the masterplan and the acquisition of Carrow House.

There are many issues, opportunities and constraints which are directly relevant to the masterplan. Establishing an understanding of and appreciation for the masterplan's complex historical and environmental context has been an important part of the process of its production. Many aspects of this context are summarised in the following section although it is recognised that more detailed analytical work will be required to support more detail proposals that might come forward.



Fig 1 East Norwich Masterplan area

- 1 Carrow Works
- 2 Deal Ground
- 3 May Gurney
- 4 Utilities site

1.1.2 The East Norwich Partnership

The East Norwich Partnership is a public-private body established specifically to bring forward the comprehensive and coordinated regeneration of the East Norwich area, ensuring that critical infrastructure is delivered to unlock the sites, to the benefit of the city. The Partnership was established by, and is led by, Norwich City Council. The membership of the Partnership is as follows:

- Norwich City Council
- Homes England
- New Anglia LEP
- Norfolk County Council
- Broads Authority
- South Norfolk Council
- Utilities Site Owners (RWE and National Grid)
- Deal Ground / May Gurney Owner (Serruys Property Company)
- Carrow Works Owner / Contracted Private Sector Developer (Britvic Unilever /Fuel Properties)
- Network Rail

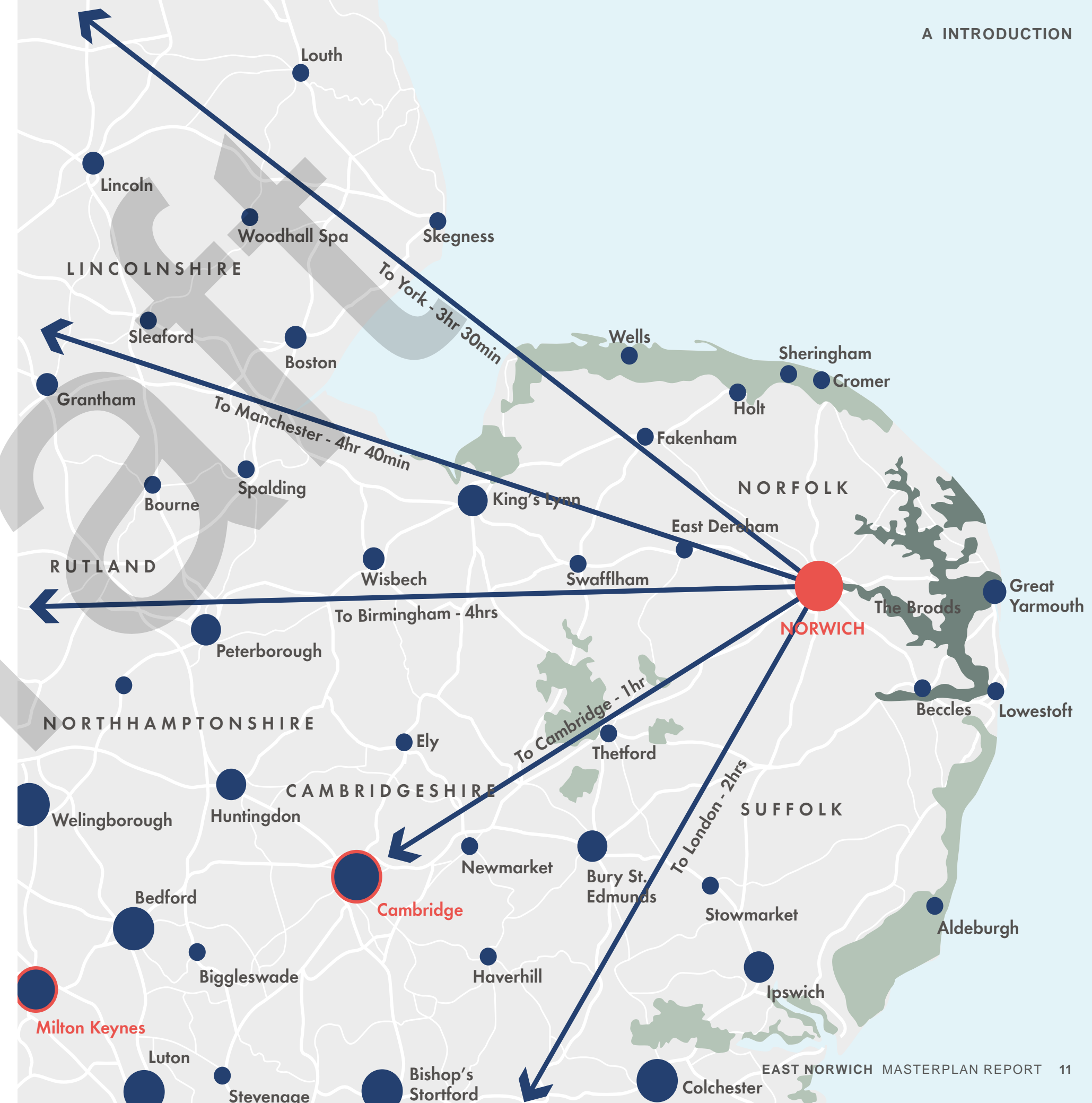
1.1.3 The Masterplan Team

The East Norwich Partnership appointed a multidisciplinary team, led by Avison Young and including Allies and Morrison, Hydrock and RPS to prepare the masterplan for East Norwich. The team has extensive experience of large regeneration projects across the UK bringing innovation and embracing forward looking approaches to movement, infrastructure, design, construction and delivery mechanisms.

1.1.4 The Concept Masterplan

This document presents the first stage concept masterplan for East Norwich, supported by market and technical assessments. The concept masterplan has been informed throughout by a process of landowner, stakeholder and community engagement. The second stage will refine and test the concept masterplan and include a robust delivery plan, culminating in the adoption of the masterplan as a Supplementary Planning Document (SPD). Further engagement will be undertaken with landowners, stakeholders and the community.

Fig 2 The East Norwich mastetplan area in its Norwich city context





## 2 INTRODUCTION TO THE SITES AND STRATEGIC CONSIDERATIONS

### 2.1 The sites

East Norwich presents the city of Norwich with an opportunity for a transformative regeneration. It was once the industrial heartland of the city, lying outside the city walls and connected to the city by both the railway and the River Wensum and the River Yare - whilst also being adjacent to and part within, The Broads National Park.

The masterplan area is formed of the following sites:

- Carrow Works – the former Colman and Britvic Site on the southern bank of the River Wensum and to the west of the railway line;
- Deal Ground – large site east of the railway on the southern bank of the River Wensum;
- May Gurney – former head offices for local civil engineering contractors, located to the north of Bracondale; and
- Utilities Site – former power station site on the north bank of the River Wensum.

It also includes a small site known as Land south of ATB Laurence Scott which is included principally as an opportunity to improve the river front routes and also relate to the future of the Trowse Bridge.

#### 2.1.1 Location Context and History

The East Norwich regeneration area is comprised of four main strategic sites. Three of the sites, Carrow Works, Deal Ground and May Gurney are located to the south of the River Wensum with the Utilities site located to the north of the river.

The regeneration area is located approximately 1.3km south east of Norwich City Centre with the Norfolk Broads located to the east of the site. Whitlingham Country Park, within the Norfolk Broads, is located directly adjacent to the site.

The Carrow Works site is accessed off the A147 with a dedicated access point off the roundabout with the other sites to the south of the river located off Bracondale. These sites have good access to the strategic road network, including the A47 which is a key route out of the south of the city. The Utilities site doesn't have public access, however the site can be privately accessed via Hardy Road and a bridge over the railway to the north of the site which is accessed via the A1242 and a number of residential streets.



Fig 3 Regional context

The regeneration area is located c1km south east of Norwich Train Station with East Midlands Railway and Greater Anglia Railway servicing the station. The sites are also well serviced by network Norwich bus services with bus stops located on Bracondale and the A147 for the southern sites and the A1242 for the northern sites.

**Carrow Works**

Carrow Works is the site of the former Colman’s factory which manufactured Colman’s mustard and other sauces. It had been manufacturing the products since 1856 when Jeremiah Colman moved the production to a factory on the land, and by 1874 the site employed 1,500 people. The Colman family also lived on the site, in both Carrow Abbey and Carrow House.

Colman’s merged with Keen Robinson & Company in 1903 and by 1909 the company employed 3,000 people. In 1995, Colman’s became part of Unilever UK Ltd and in January 2018 it was announced that Carrow Works was to close, and production moved to Burton-on-Trent in the UK and to Germany.

As part of Jerimiah Colman’s support for his employees, Trowse Village, which is located to the south east of the Carrow Works site, was built

during the late 1800s to provide homes for the workers at the factory. Today, the village is one of the most desirable locations to live in the city and has a population of 1,000 people.

**The Broads**

The Broads is a network of navigable rivers and lakes in Norfolk and Suffolk. The area is 120 sq. miles with over 120 miles of navigable waterways and is comprised of seven rivers and 63 broads. The Broads is accessed from Norwich via the River Wensum which runs through the entire city to the confluence with the River Yare at East Norwich which then flows to the Broads.

The Broads were created by the flooding of peat workings and are Britain’s largest protected wetland. They are a popular tourist attraction and have been a boating holiday destination since the late 19th century. It is estimated that in 2013 there were 7.5 million visitors to the Broads with 6.5 million of day visitors and 0.35 million in boats.



**Fig 4** The East Norwich masterplan area in a scaled comparison with Norwich city centre - illustrating the scale of the opportunity

In 2015, the Broads was renamed the 'Broads National Park' to recognise the status of the area as equivalent to the English National Parks. The Broads are managed by the Broads Authority which was established in 1989, with responsibility for conservation, planning, recreation and waterways.

### 2.1.2 Heritage Assets

East Norwich is a rich built heritage environment, with heritage assets predominantly associated with the 19th and 20th-century industrial and commercial use of the Carrow Works.

The Carrow Works and Deal Ground Sites contain five statutory Listed Buildings and five further buildings across the Site appear on Norwich City Council's Local List of buildings. Some of the notable heritage assets across the site include:

- Carrow Priory Remains – Scheduled Monument
- Carrow Abbey – Grade I Listed Building
- Carrow House and Conservatory – Grade II Listed Building
- Block 92, Carrow Works – Grade II Listed Building
- Blocks 7, 7A, 8 and 8A, Carrow Works – Grade II Listed Building
- Bottle Kiln, Deal Ground – Grade II Listed Building
- The Lodge and Garage, Carrow Works – Locally Listed Buildings

- Stable Cottages, Carrow Works – Locally Listed Buildings
- Former Pumping Station and Cottages, Deal Ground – Locally Listed Buildings
- The White House, Deal Ground – Locally Listed Buildings
- Former Rail Station, Carrow Works – Locally Listed Building

Additionally, across the sites there are a number of historic buildings that retain sufficient heritage significance to warrant status as non-designated heritage assets.

The area also intersects with Bracondale Conservation Area and Trowse Millgate Conservation Area. Carrow Works lies partially within the eastern extent of the Bracondale Conservation Area and a small portion of the south-eastern extent of Carrow Works and the south-western extent of Deal Ground lie within the Trowse Millgate Conservation Area.

The area also forms part of the setting of further designated heritage assets. This includes individual Listed Buildings within the Conservation Areas identified above, as well as Trowse Newton Conservation Area and Crown Point Registered Park and Garden.



Carrow Abbey

2.1.3 **The Port of Norwich and River Crossings**

Rivers and waterways are an essential part of the character and history of Norwich, and the Port of Norwich remains an asset protected by an act of parliament. This provides an important context for the masterplan area as it protects access to the centre of the city by vessels – either requiring opening bridges along the river or an act of Parliament to remove the right of access. If such a change is made then a new marina may be required in the east Norwich area to offset the loss of access to the city itself.

Within the concept masterplan it is critical that both eventualities are enabled, showing how aspirations could be delivered with or without lifting bridges to allow vessels into the city and how marina facilities can be accommodated in the area.

At present all bridges do open, including the Trowse Rail Bridge which is, reportedly, the only electrified opening (swing) bridge on the UK network. For a range of service pattern and engineering reasons the ability to open the bridge ‘on demand’ is limited and usually requires significant advanced notice (7 days) and a limited time window outside of train operating hours .

The crossing is a critical piece of infrastructure for the city, carrying the mainline rail connections between Norwich and London and Norwich and

Cambridge (and beyond). As such it supports significant economic, business and visitor activity and is central to the future economic success of Norwich.

The current Trowse Rail Bridge is a single-track bridge which, whilst functionally suitable at present, is a future constraint on the rail capacity. As such, authorities and stakeholders have an aspiration to see the crossing improved to provide dual-track capacity through the provision of a new bridge.

The improvements to the Trowse rail crossing is subject to a separate feasibility and delivery process, however the Partnership are involved and therefore the two processes are being prepared with full sight of each other. From a masterplan prospective it is critical it creates a framework that enables these enhancements to happen in the future whilst also unlocking development and delivery in the intervening period.



### 3 POLICY CONTEXT

#### 3.1 Strategic and local policy context

The Concept Masterplan is not starting from scratch, it benefits from a range of existing and emerging policy and strategy direction that have shaped the establishment of the vision and objectives of the project partners for the masterplan’s development.

In starting to understand the masterplan it is important to recognise and be aware of the strategic policy context within which it sits. This is explored in more detail through the project baseline, however key considerations are set out below in order to provide an initial understanding.

The strategic sites that make up the East Norwich masterplan overlap four separate Local Planning Authority’s (LPA) administrative jurisdictions. As such, consideration was given to the Development Plan and associated guidance for each of the four areas. These areas are:

- Norwich City Council;
- South Norfolk Council;
- Broadland District Council; and
- The Broads Authority.

##### 3.1.1 City-wide Strategies

The starting point for understanding the key priorities for the masterplan is the City Council’s Norwich 2040 Vision and the subsequent Corporate Plan, which sets the direction for any investment and interventions the authority makes and identifies the outcomes they need to achieve in order to improve the lives of Norwich’s residents and businesses.

The 2040 City Vision establishes five themes that will guide the masterplan development,

- **A Creative City** - Norwich is a place where culture and creativity play an important part in how the city feels about itself and others perceive it. In 2040, Norwich will be world renowned for its creativity – a leader in innovation, culture, education and invention.
- **A Liveable City** - The city takes pride in being a place with a great local environment that people value. We are committed to shifting to clean energy by 2040 (carbon-neutral by 2050). We will support and promote sustainable living – where today’s citizens meet the needs of the present without compromising future generations.
- **A Fair City** - Norwich is a place where many already enjoy a great quality of life. By 2040,



Fig 5 Policy and strategy context

the health, well-being and life chances of all our citizens will be improved. We will remove barriers to achievement and a high standard of living will be enjoyed by everyone.

- **A Connected City** - At the heart of any good city is how well it connects with both its citizens and the world at large. In 2040, Norwich will have a modern transport system, be at the forefront of digital connectivity and create opportunities for all residents to link with each other.
- **A Dynamic City** - Today Norwich has two successful universities and thriving life sciences, creative, tech, leisure and retail sectors. In 2040, Norwich will be a place where entrepreneurs, social enterprises, national and global companies choose to provide good jobs, prosperity and success.

The Corporate Plan takes its lead from the 2040 Vision and makes a clear commitment from the Council to deliver a vision to “make Norwich a fine city for all” and committing to a mission to “put people and the city first” – this speaks to the clear desire from the Council and residents to ensure the city delivers sustainable and locally authentic growth and change, that truly best serves the people of the city. To achieve this vision and mission the Corporate Plan identifies three key themes:

- **People Living Well** - Norwich is a city in which many people enjoy a good quality of life and is a social and cultural hub for the entire county. We want Norwich to continue to be a city which supports well-being, and one in which people enjoy living and working as well as visiting. This will entail playing our part in addressing the very real inequalities between the most and least deprived residents of the city.
- **Great Neighbourhoods, Housing and Environment** - As a district council, much of what we do focuses on ‘place’ – the physical fabric that makes Norwich what it is, whether it be housing, green spaces, our approach to urban planning or keeping the city clean and resilient in the face of a changing climate and adverse weather. We aspire to be good stewards of the city, maintaining the character that makes Norwich a unique place, whilst taking opportunities to regenerate and develop the city to enhance it and support thriving communities.
- **Inclusive Economy** - Our overall aim, in partnership with others, is to continue to develop Norwich as a strong, vibrant and inclusive economy which is the key driver of growth and prosperity regionally, and one in which the benefits of economic activity are shared by all.

Ultimately, the 2040 Vision and Corporate Plan articulate clear themes and priorities that the masterplan has to embrace and demonstrate how East Norwich will facilitate the delivery of beyond the lifetime of the plan. Alongside the economic, social and environmental sustainability of the masterplan a key specific consideration will be understanding the significance of the heritage assets and the character of the conservation area not only to preserve the structures themselves but also properly reflect the importance of the site to the economic and cultural history of the city.

In October 2020 Norwich was awarded £25mn via the government’s Town’s Fund as part of a new Town Deal, one of the first centres in the UK to be awarded funding under the programme. The funding has been secured to begin delivery of the Norwich 2040 Vision, and is focussed on the delivery of the following projects:

- A masterplan and delivery strategy for East Norwich
- Refurbishment of St Andrew’s Hall and Blackfriar’s Hall
- Delivery of a new digital business hub
- New/additional facilities at City College
- Creation of a brownfield delivery fund
- Public realm improvements in the city centre

Clearly the masterplan is a critical component of the Council’s Town’s Deal commitments as a key pillar for delivering the long term health and sustainability of the city.

### 3.1.2 Existing Policy

The Greater Norwich Development Partnership (GNDP) is a joint partnership between Norfolk County Council, Norwich City Council, Broadland District Council and South Norfolk District Council.

The partnership oversaw the production of the Joint Core Strategy (JCS) for Broadland District Council, Norwich City Council and South Norfolk Council (adopted March 2011, as amended January 2014). This is currently the overarching strategic spatial planning document for the three main Local Planning Authorities (LPAs) with land within the regeneration area.

Additionally, the LPAs all have their own Development Management and Site Allocation Local Plans that cover each jurisdiction, and The Broads Authority has its own standalone Local Plan for the Broads (adopted May 2019) which includes strategic policies and development management policies.

At a strategic level, Norfolk County Council is the County Authority and has a number of adopted Local Plans and adopted non-statutory strategic strategies that are applicable to the masterplan site. These include:

- Core Strategy and Minerals and Waste Development Management Policies DPD 2010-2026 (adopted Sept 2011);
- Minerals Site Specific Allocations DPD (adopted Oct 2013, as amended Dec 2017);
- Waste Site Specific Allocations DPD (adopted Oct 2013);
- Norfolk Strategic Infrastructure Delivery Plan 2019 (adopted Oct 2019);
- Connecting Norfolk - Norfolk's Local Transport Plan 2011-2026 (adopted Apr 2011);
- New Anglia Local Enterprise Partnership's (NALEP) Economic Strategy for Norfolk and Suffolk;
- The draft NALEP Local Industrial Strategy;
- The NALEP Norfolk, Suffolk Economic Recovery Re-start Plan; and
- The River Wensum Strategy (2018).

3.1.3 **Emerging Policy**

**Emerging Greater Norwich Local Plan**

The emerging Greater Norwich Local Plan (GNLP) has been co-produced and will be jointly adopted by Norwich City Council, South Norfolk Council and Broadland Council. Once adopted the GNLP will provide the strategy for future development of the Greater Norwich area, and identify specific areas for development, for the period up to 2038.

The GNLP was submitted to Secretary of State for Examination in July 2021 with adoption expected in September 2022.

Following the adoption of the GNLP the following Local Plans are proposed to be superseded:

- The Joint Core Strategy for Broadland, Norwich and South Norfolk (2011 and subsequently readopted 2014);
- Broadland Site Allocations Development Plan Document (2016);
- Norwich Site Allocations and Site-Specific Policies Local Plan Document (2014); and
- South Norfolk Local Plan Site Specific Allocations and Policies Document (2015).

Policy 7.1 in the proposed Plan is a site specific policy for East Norwich. The policy is as follows:

**East Norwich**

Development of sites allocated in the East Norwich strategic regeneration area identified on the [Local Plan] Key Diagram including Carrow Works, the Deal Ground and the Utilities Sites will create a highly sustainable mixed-use gateway quarter accommodating substantial housing growth and optimising economic benefits.

Developments across the sites will provide in the region of 4,000 additional homes in the plan period and significant new employment opportunities for around 6,000 jobs. East Norwich also has the potential to act as a long-term catalyst for regeneration of the wider area, potentially including the following sites if they become available:

- Redevelopment of land adjoining the railway between the Deal Ground and Carrow Works as part the wider East Norwich strategic growth area masterplan supplementary planning document
- Land east of Norwich City F.C.
- Land owned by Network Rail on Lower Clarence Road and Koblenz Avenue

- Intensification of uses at Riverside
- Regeneration in the Rouen Road area

Site proposals within the East Norwich strategic regeneration area will meet the requirements of an area-wider masterplan to ensure co-ordinated development. This will include:

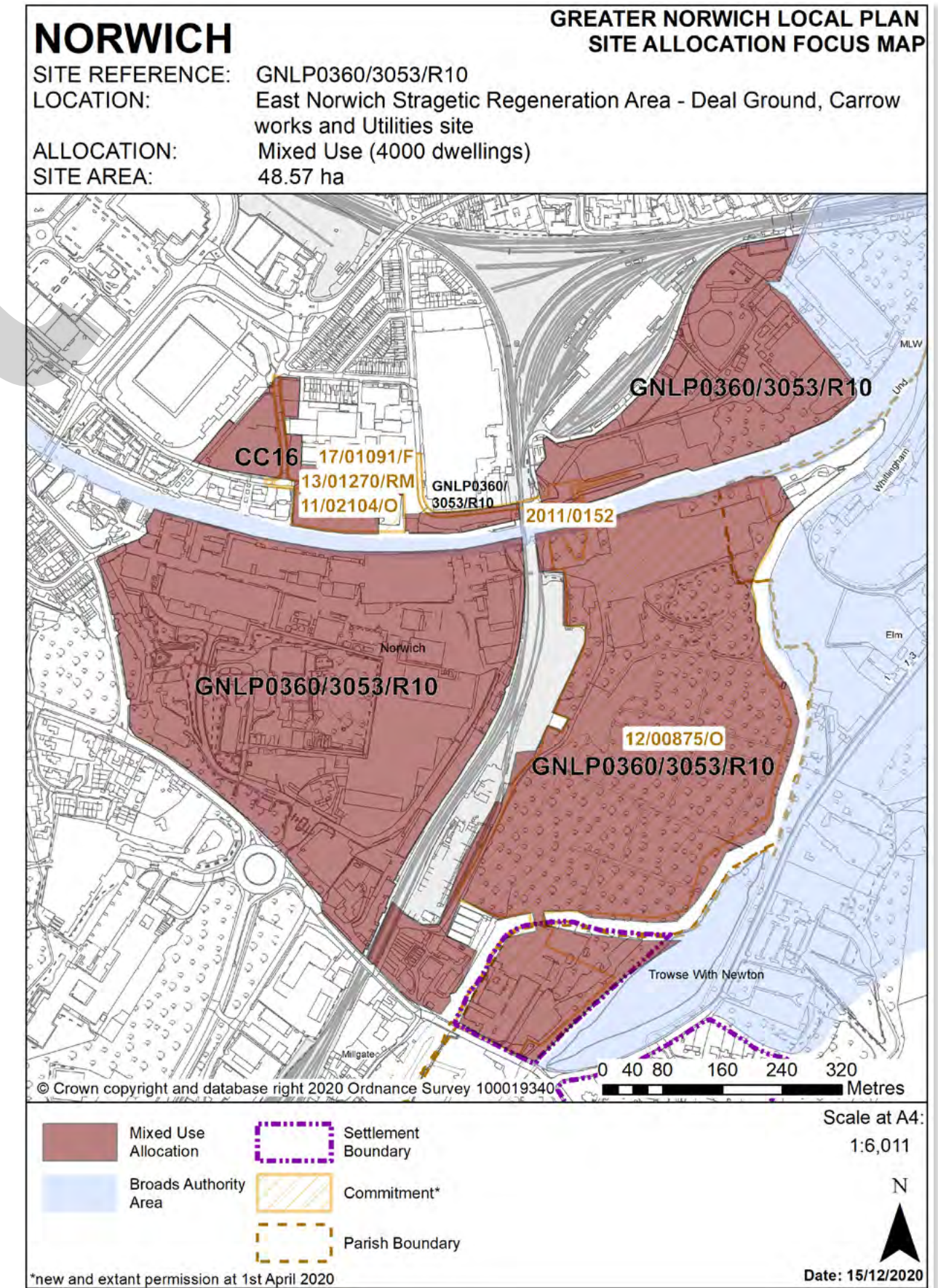
- An exemplar design approach, building at high densities and maximising the riverside regeneration potential to create a distinct, highly sustainable mixed-use community and new gateway quarter for the city, taking account of its setting adjacent to the Broads
- Creating an inclusive, resilient and safe community in which people of all ages have good access to high quality homes that meet housing needs the provision of area-wide economic and social infrastructure and services, including (but not limited to) the creation of new employment opportunities, a new local centre, and a new primary school should need to be established
- Establishing an integrated access and transportation strategy which emphasises sustainable accessibility and traffic restraint, and allows for connectivity and permeability within and between the sites in the strategic regeneration area and beyond, including north-south links between Trowse and Bracondale and the north and south banks of the Wensum.



Proposals should be designed for ease of access to, and by, public transport, with appropriate bridge provision to ensure the sites are fully permeable by sustainable transport modes

- Planning development to effectively manage and mitigate the impact of vehicular traffic from the sites on the local highway network including the Martineau Lane roundabout, Bracondale and King Street
- Protecting and enhancing green infrastructure assets, corridors and open spaces within the area, including enhancing linkages from the city centre to the Broads, Carrow Abbey County Wildlife Sites and the wider rural area and elsewhere in Norwich, include pedestrian/cycle links between Whitlingham Country Park and the city centre
- Providing and enhancing the sites' and wider city's rich heritage assets and their settings
- Achieving high quality, locally distinctive, energy efficient and flood resilient design which addresses identified risks from river and surface water flooding and mitigates against potential sources of noise and air pollution and establishes strong built frontages along the River Wensum and the defining network of streets and spaces within the sites

- Addressing and remediating site contamination
- Planning to allow scope or greater use of the River Wensum and Yare for water-based recreation, leisure and tourism including the potential inclusion of marinas and riverside moorings and access for waterborne freight subject to not impeding navigation of either river



**Fig 7** Greater Norwich Local Plan Registration 19 - East Norwich Strategic Regeneration Area



# DR

## UNDERSTANDING THE CONTEXT

# Dr

## 4 HISTORY

### 4.1 Historic development of the East Norwich Masterplan area

#### 4.1.1 East Norwich's evolution – the emergence of Colman's

Routes connecting the historic city of Norwich with the towns and villages east of the city – from Southwold to Helmsley – have historically converged at Trowse Newton to form Bracondale. This key city axis bridges the River Yare and continues towards the historic centre, terminating at The Castle.

City expansion beyond the historic city walls gathered pace in the eighteenth century, during which time the importance of the Bracondale axis only increased. Industries in Norwich were thriving, and it was a time of significant growth – with many new residential neighbourhoods emerging to supporting the city's major industries. The production of foodstuffs was a key sector for east Norwich, including flour at the City Flour Mills on King Street, mustard at the Colman's factory on Carrow Road and beer at the malthouse on Kerrison Road.

The Colman's mustard brand was established in 1815 four miles south of Norwich in the village of Stoke Holy Cross. The company founder, Jeremiah James Colman, purchased the land at Carrow

Works in 1850 and production transferred to the Carrow Road site in 1865. Production continued on the site up to its closure in 2019. During that time, the brand established a world-wide reputation, helped by its distinctive yellow branding.

The history of the Carrow Works site however goes much further back. The first buildings in the area were St Nicholas' Chapel and Carrow Abbey. The Chapel, mentioned in the Domesday Book, was demolished during the dissolution of the monasteries in the 16th century. The Abbey is built on the site of a Benedictine Priory built in 1146, itself built on the site of an earlier religious hospital. Parts of the Priory, including remains of the Norman church survive although it too was largely demolished in the 16th century.

These oldest and most significant of the site historic assets benefit from the highest levels of protection. The Abbey is a Grade I listed building, and the Priory grounds fall within an area identified as a Scheduled Monument.



Carrow Abbey showing the ruins of the old church (image: Unilever Archive)



View towards Carrow House from Carrow Abbey, 1868 (image: Unilever Archive)



The Colman family - left, Jeremiah and Caroline Colman in 1868; and, right - their children in 1871 (image: Unilever Archive)



Carrow Works played an important role in the social history of the city (image: Unilever Archive)



Thorpe Power Station on the Utilities site - image credit, John Chesney by courtesy of The Broadland Memories Archive



The original alignment of Carrow Bridge on the axis of Carrow Road - this opening bridge built in 1833 itself replaced an earlier fixed bridge - Image courtesy of www.picture.norfolk.gov.uk

4.1.2 The arrival of the railway

It was the arrival of railway services to the city in 1845 that facilitated significant industrial, and with-it population, growth across the city. The northern part of the Carrow Works site was served by railway sidings to support the supply and distribution of goods to and from the factory.

Originally linked to Carrow Works via a single-track rail connection beneath the mainline approach to Trowse Bridge, the Deal Ground site has long had operational links with the Carrow Works site. The name of the site is derived from the part of Colman's works where crates and barrels were built from 'deal' (softwood) imported from the Baltic to Yarmouth and brought up the River Yare by wherry to a wharf opposite Whitlingham. The Grade II listed bottle kiln which remains on the site was used to dry timber.

4.1.3 Norwich's powerhouse

The utilities site's principal association is with power generation with the first power station commencing service on the site in 1926. The commanding Trowse Power Station occupied a prominent riverside location. Various additions and expansions were made to the power station complex with the site remaining operational until 1975. The whole of the site was demolished in 1981-82.



Fig 8 1885-1903

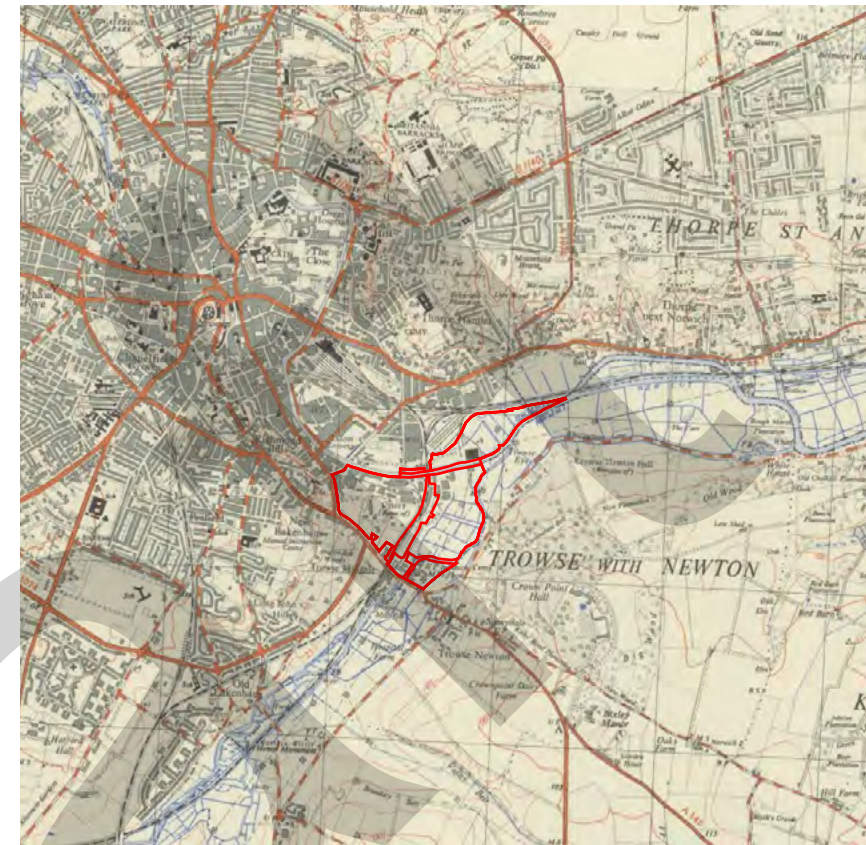


Fig 10 1937-1961

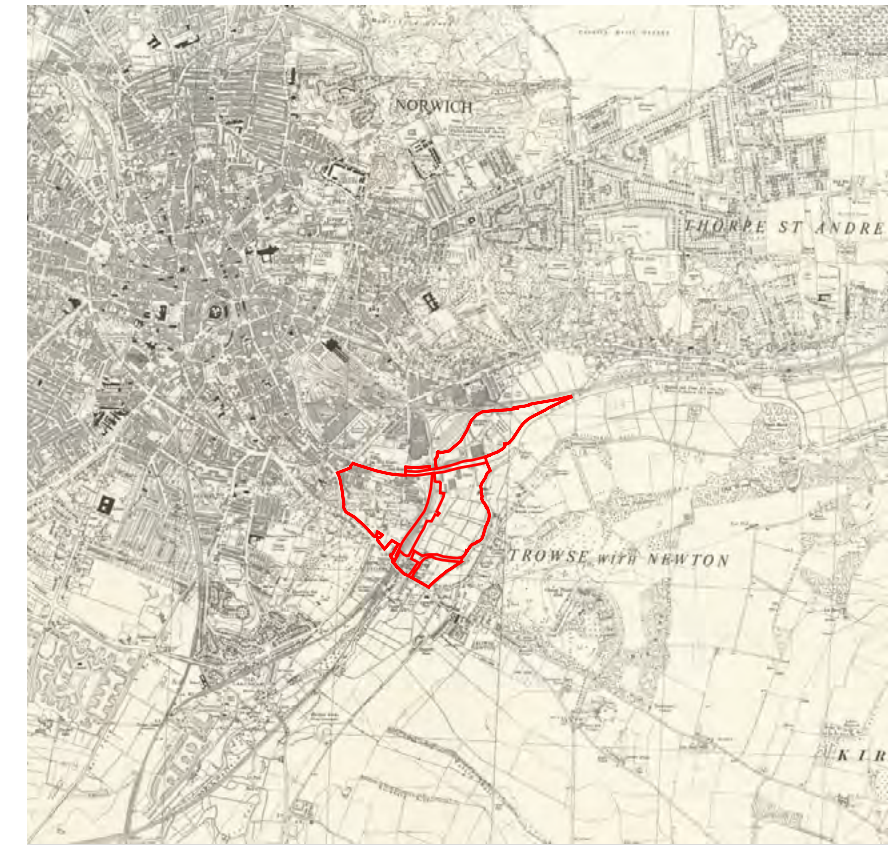


Fig 12 1947-1970

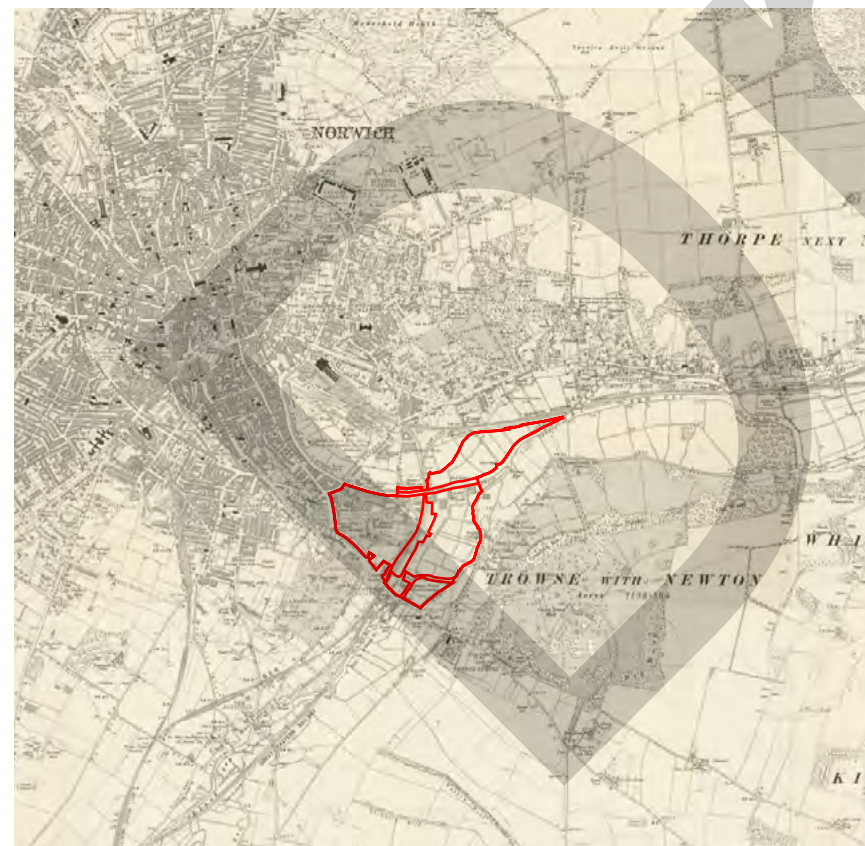


Fig 9 1888-1913

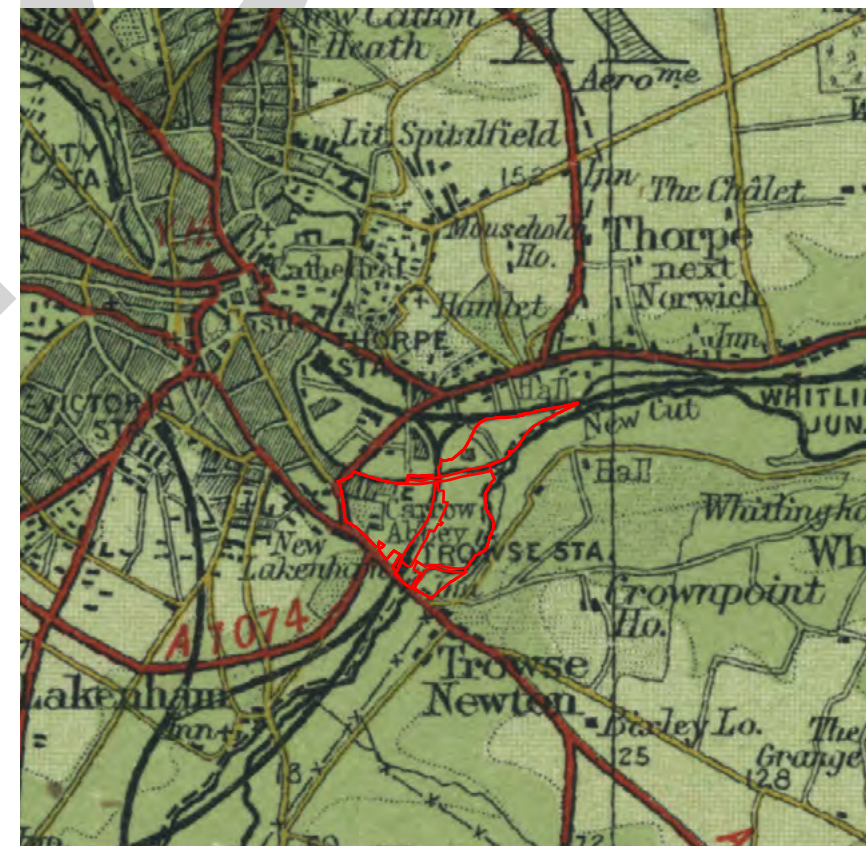


Fig 11 1940-1947



Fig 13 Present day aerial

# 5 CONTEXTUAL ANALYSIS

## 5.1 Introduction

This section provides an overview of aspects of city-wide analysis that has been undertaken as part of the baseline phase of work during the production of the masterplan for East Norwich. The following issues are included:

- Urban grain and land use context;
- Building heights;
- Walking and cycling;
- Public transport; and
- Road access.

The section that follows this city-wide contextual analysis includes a closer look at the attributes of the sites themselves.

## 5.2 Urban grain and land use context

### 5.2.1 High level land use analysis

This land use plan shows how these East Norwich sites mark the edge of the city - playing a pivotal role in the transition from urban Norwich to the surrounding countryside.

The legacy of this area's industry and the rivers and rail infrastructure which have shaped it, are clear in the irregular form of the development. However, there is a clear theme of development which has formed along the banks of the River Wensum, once purely industrial in use but now modern residential development.

East Norwich is one of the only remaining large inner city industrial sites which has not been developed. It is a site which can boast having both the significant heritage of the medieval city to its western edge, and the Norfolk Broads at its southern and eastern edge.

Its central location, in close proximity to Norwich's key commercial and retail areas, whilst also bridging into the surrounding landscape, offers opportunities for a high density mixed-use sustainable development which benefits from its proximity to both city and countryside, provided the appropriate infrastructure can open it up.

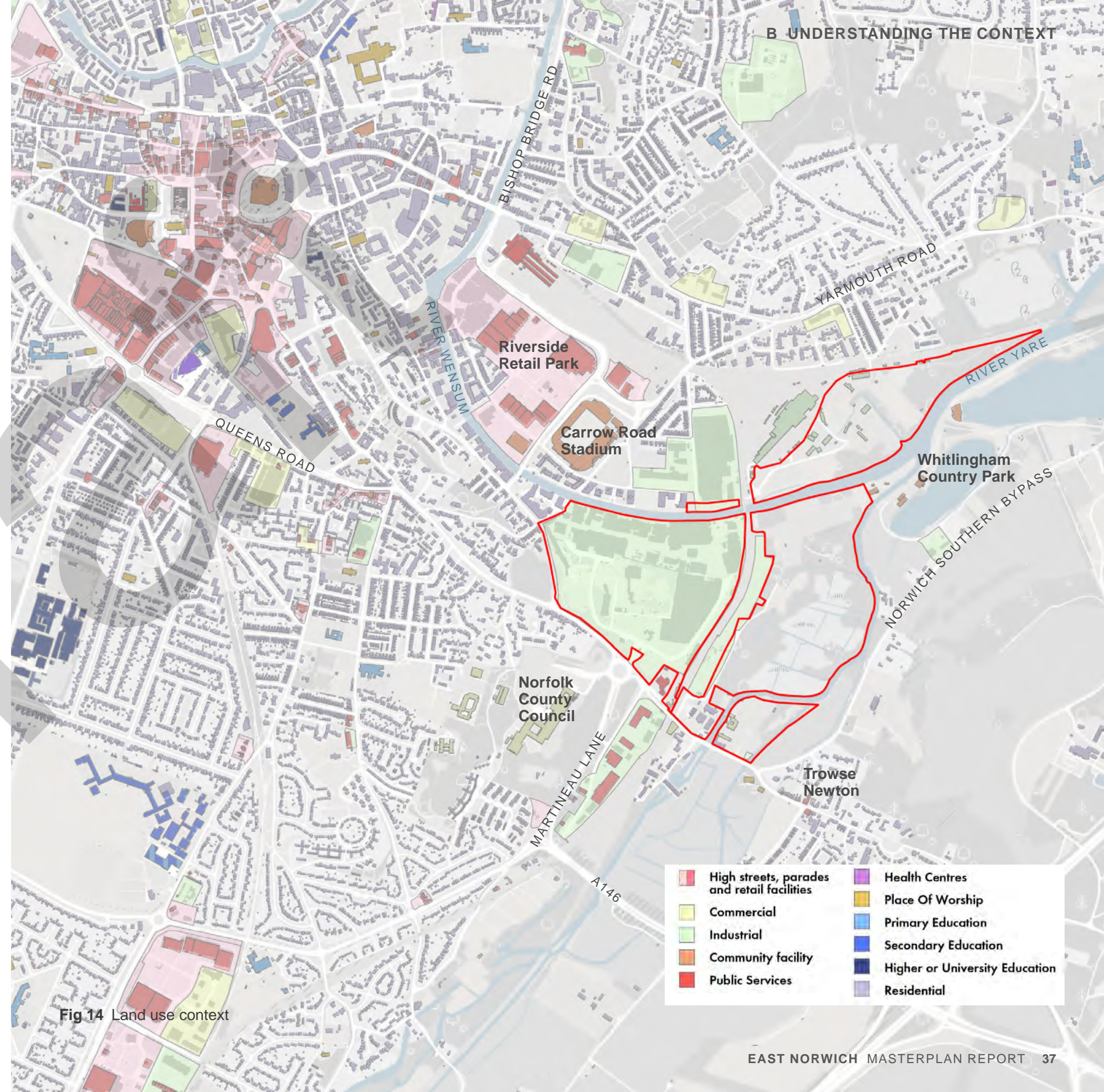


Fig 14 Land use context

### 5.3 Building height context

#### 5.3.1 Typical building heights

Fig 15, using available on-line data sources, provides a generalised picture of existing buildings heights across the city of Norwich.

Buildings on the site vary in height with the taller existing buildings tending to enjoy riverside locations. Many of the older warehouse buildings on the north side of the Carrow Works rise to heights of approximately 25m which would typically represent approximately 7 storeys in height.

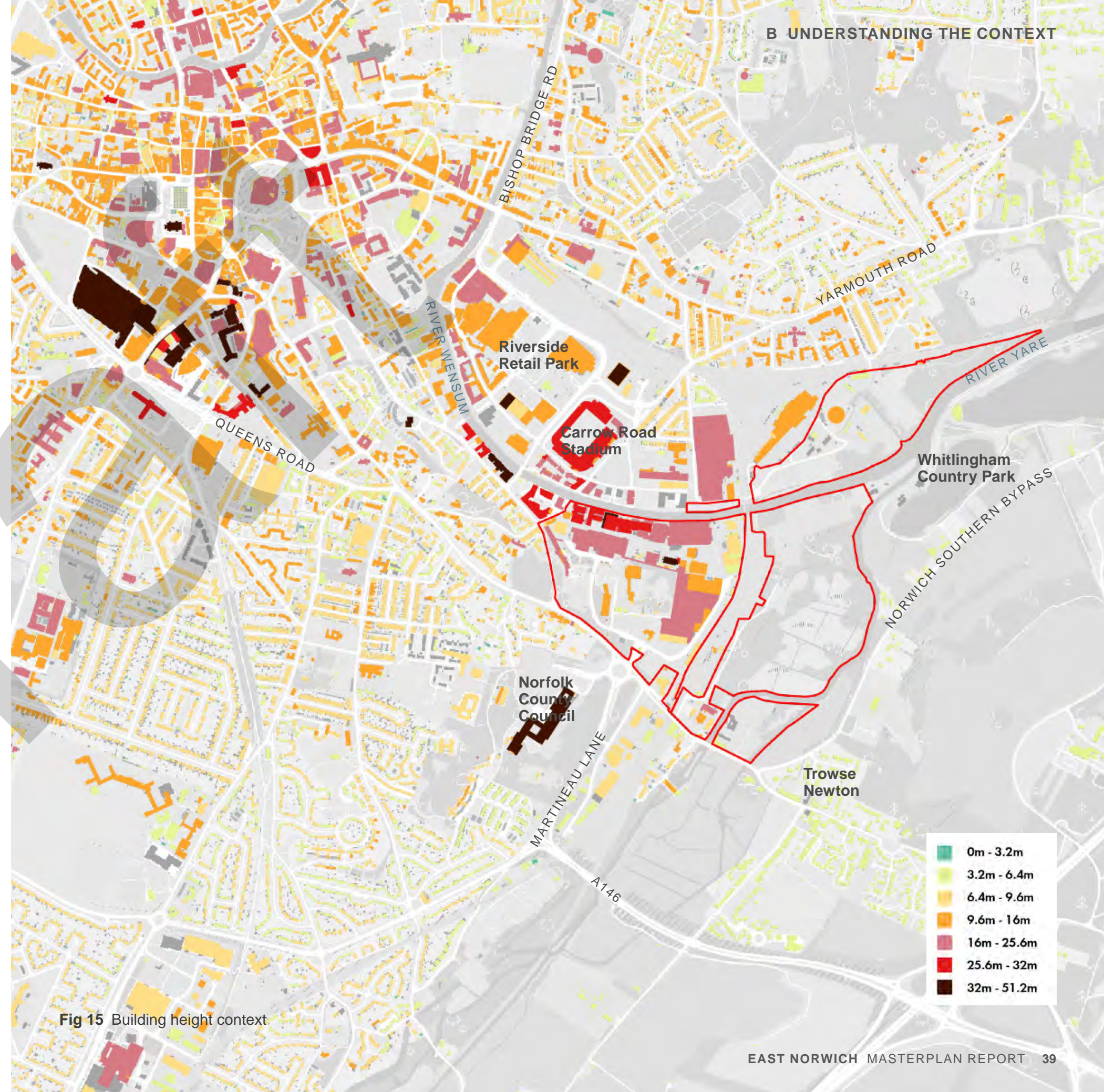


Fig 15 Building height context

## 5.4 Walking and cycling

### 5.4.1 Local Cycling and Walking Infrastructure Plan

The Council are progressing a Local Cycling and Walking Infrastructure Plan (LCWIP) in line with the progress being made on the Greater Norwich Local Plan.

An objective of the LCWIP is to align improvements in the local walking and cycling network with known major development sites coming forward. The East Norwich Masterplan provides an ideal opportunity to influence the emergence of the proposals in the LCWIP.

Embedded in the LCWIP's proposals is the opportunity to realign the National Cycle Network Route 1 as it passed through Whitlingham heading towards the city centre.

The coming forward of the Carrow Works site and the opportunity to forge new connections between it and surrounding sites including the Deal Ground and the Carrow Road area to the north presents great opportunities to improve the local and strategic network of routes thereby giving greater priority in the local highway network to active travel modes.



Fig 16 Draft Local Cycling and Infrastructure Plan

### 5.5 Public transport context

#### 5.5.1 Trains and buses

The south east of the city towards and beyond Trowse is served by a number of bus services which operate along the Queens road / Bracondale axis.

The 40A and 41A serve Trowse village directly whilst all other services follow Martineau Lane towards the A146.

There is currently no bus service connecting the east Norwich area with Norwich Railway Station, with no services traversing Carrow Bridge.

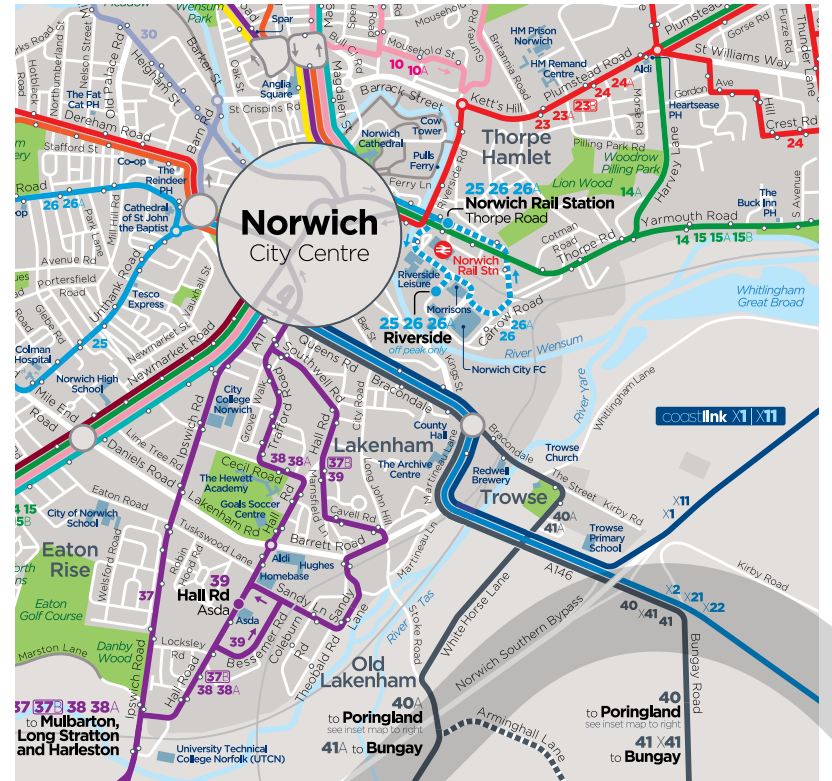


Fig 17 Extract from the local bus network map

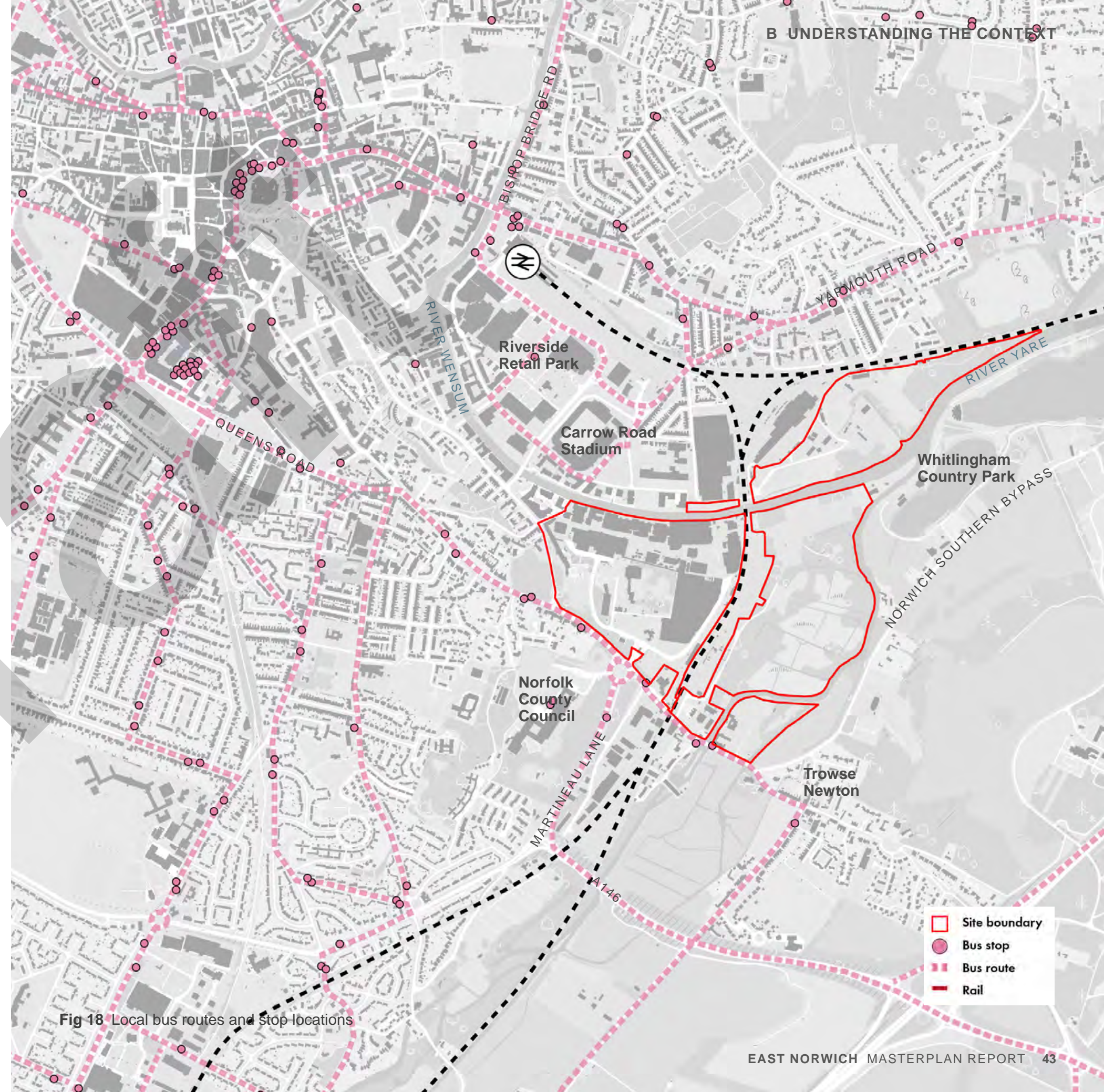


Fig 18 Local bus routes and Stop locations



### 5.6 Road network context

#### 5.6.1 Strategic road network in East Norwich

With the convergence of the Yare and Wensum river corridors and the mainline railway line on its approach into Norwich, the strategic road network of an inner and outer ring road which is otherwise in place around the city is somewhat compromised.

This results in particular pressure on the Martineau Lane roundabout and the King Street approach to Carrow Bridge.

The East Norwich masterplan area sites in the heart of this zone between the Carrow Bridge to the west and the Norwich Southern Bypass to the east.

The Southern Bypass was successful in removing much traffic from Trowse Village through which all traffic travelling towards the city once passed.

Carrow Works site already benefits from a major junction with the A147 Bracondale. The May Gurney has an existing vehicular access also with Bracondale. However, the Deal Ground and the Utilities sites do not benefit from direct access to the local road network which is a constraint which must be overcome. It should also be noted that vehicular access to the Utilities site from the west on the north side of the Wensum is not currently viable as this is privately owned and controlled land.

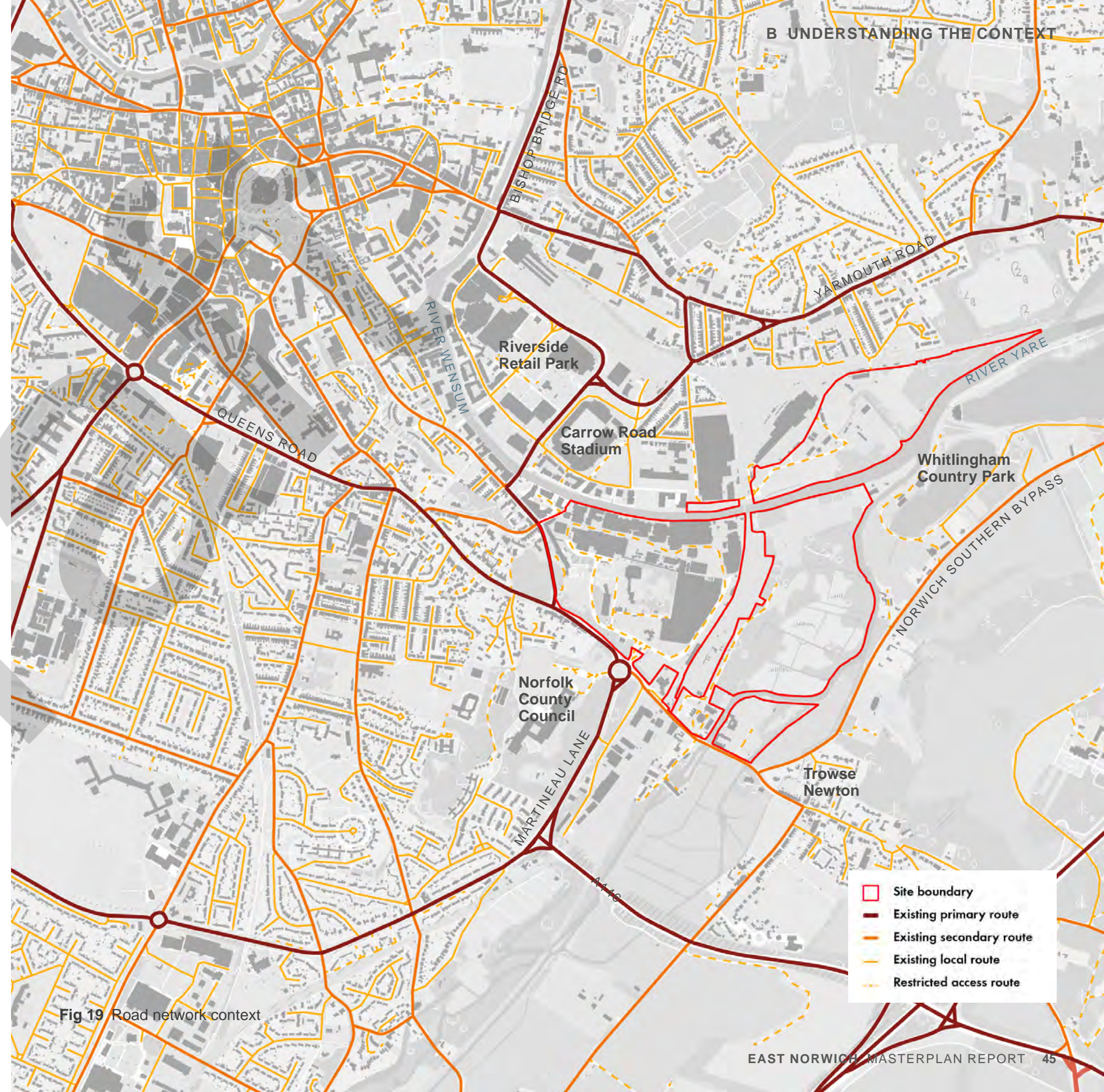


Fig 19 Road network context

## 6 SITE ANALYSIS

### 6.1 Site specific analysis

#### 6.1.1 Mapping and environmental site analysis

The following pages provide an overview of various strands of site analysis for the East Norwich Masterplan sites.

Undertaken at a scale more associated with the masterplan sites rather than their wider city contexts, the following strands of analysis have been undertaken. They have all had an important role in providing parameters and context within which the masterplan framework has emerged:

- 1 Land ownership;
- 2 Flood risk;
- 3 Environmental designations;
- 4 Heritage and landscape; and
- 5 Utilities.

The analysis reveals that there is a complex range of issues to be considered as a masterplan is conceptualised for the east Norwich area. With so many heritage, flooding and ecological constraints, the masterplan will need to carefully balance a wide range of issues and opportunities.



Fig 20 East Norwich masterplan area

## 6.2 Land ownership

### 6.2.1 Land owners and key stakeholders

Land ownership almost without exception will play a critical role in shaping the future regeneration of major strategic sites where numerous land owners are involved.

East Norwich is no exception. However, given the wide range of complex issues to consider, land ownership is relatively straightforward in east Norwich with the vast majority of the Carrow Works and Deal Ground sites being in respective single ownership and three principal land owners controlling the Utilities site.

The City Council have recently purchased Carrow House and given the need to better link this site up with the rest of the masterplan area, the relationship between Carrow House and Carrow Abbey will be an important issue to consider.

Between the Carrow Works and Deal Ground sites lies Tarmac's Trowse Asphalt Plant. This is an ongoing operation on land leased from Network Rail but the functions undertaken on the sites are strategically important for Norfolk. Whilst there are noise and other environmental issues relevant to this ongoing operation, it is a use which needs to

be respected and retained. The masterplan should however set up the opportunity for this railway siding to be potentially redeveloped should the Trowse Asphalt Plant relocate in the future.



Fig 21 Land ownership within the East Norwich masterplan site

### 6.3 Flooding

#### 6.3.1 Flood risk mapping

Fig 22 opposite provides an overview of available flood risk data for the east Norwich area.

The north western corner of the Deal Ground is shown as being at 'high risk' and within Flood Zone 3. An area of Flood Zone 3 extends along the northern boundary of the Deal Ground and along the frontage of the River Wensum.

The eastern and south eastern sections of the Deal Ground are shown as being within Flood Zone 3. Large areas of Utilities Site are also shown as being within Flood Zone 2.

Aside from a small area at the north east corner of the site, Carrow Works is shown to be largely unaffected by flood risk.

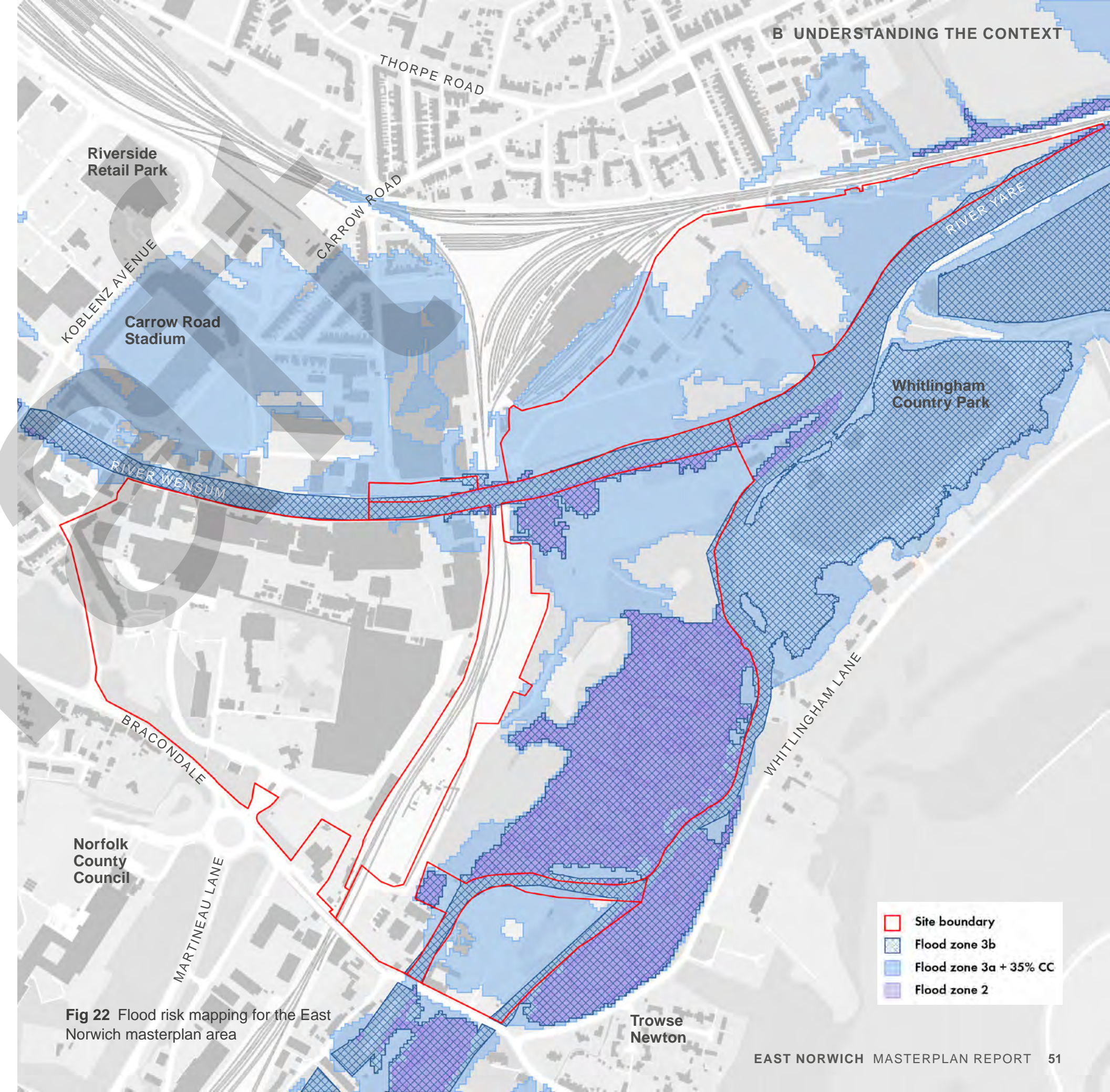


Fig 22 Flood risk mapping for the East Norwich masterplan area

## 6.4 Environmental analysis

### 6.4.1 Landscape and ecology designations

The East Norwich masterplan area is the transition between the urban city centre and the rural Norfolk Broads.

The Carrow Works site mostly retains an industrial urban character with no greening along the river's edge where many of the warehouses are situated and operations take place. However, at the southern edge of the Carrow Works site, mature planting and trees providing a natural barrier to the A147. Mature planting also provides an attractive setting around the Grade I listed Carrow Abbey, and the Scheduled Monument Carrow Priory ruins.

As a gateway to the Norfolk Broads, the character of the study area becomes distinctly rural east of the River Yare. Whitlingham Country Park is a Grade II listed Park and Garden lying east of the nearby village of Trowse Newton. An open green space rich with wildlife, the park is home to the Reed Warbler and Moulins Whorl Snail.

All sites front onto the River Wensum, which is a Special Area of Conservation, Special Protection Area and a Site of Specific Scientific Interest.

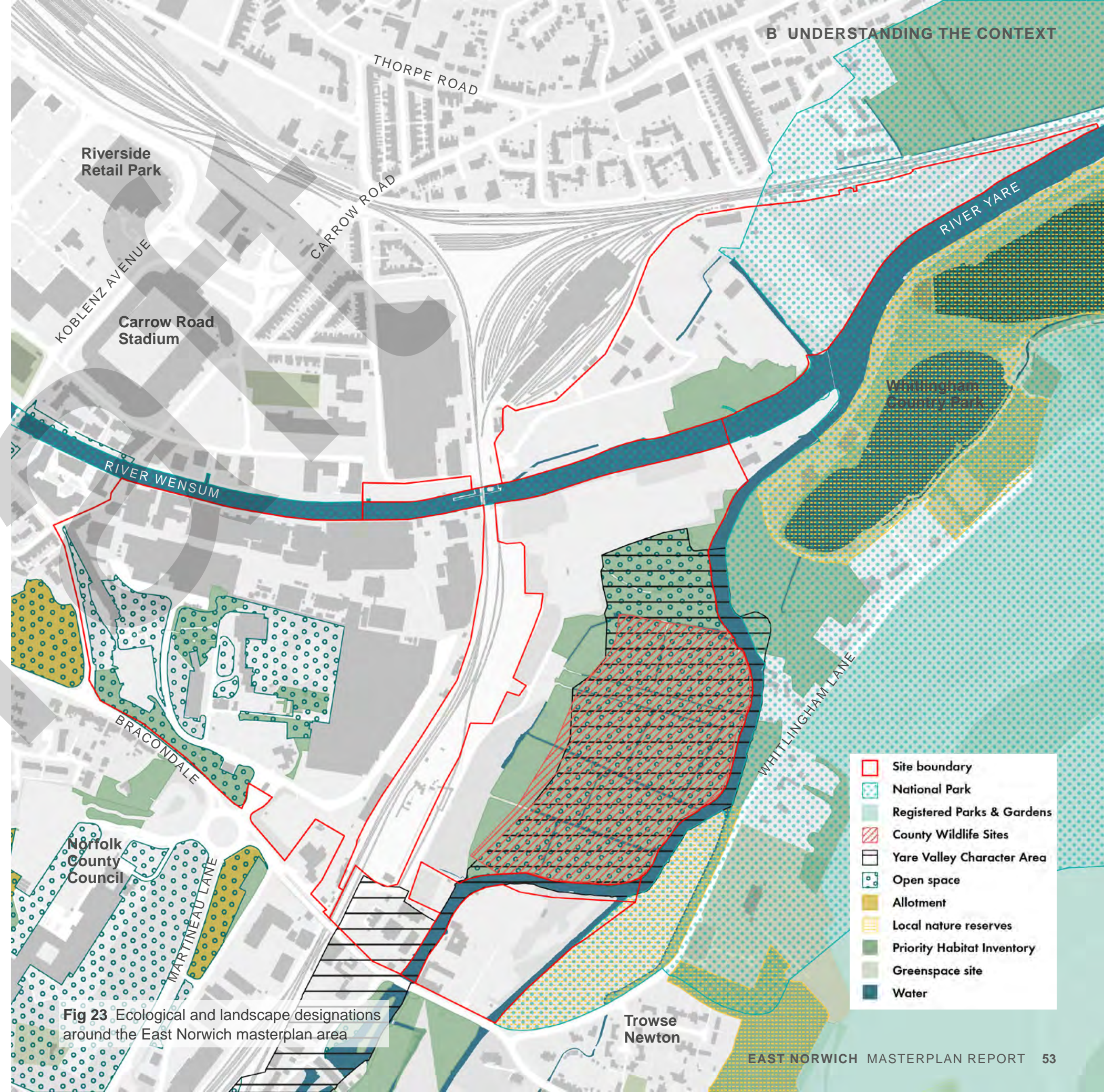


Fig 23 Ecological and landscape designations around the East Norwich masterplan area

### 6.5 Heritate and landscape

The masterplan area benefits from a wide range of heriage assets - both designated and non-designated.

Fig 24 shows the distribution of built heritage asets together with Registered Parks and Gardens and Tree Preservation Order designations.

The most significant asset on the site is the Scheduled Monument around the site of the former Carrow Priory. This extends across the site of the Grade 1 listed Carrow Abbey.

The site also benefits from four other Grade II listed buildings and numerous buildings and structures which have been included on the City Council's Local List.

The Bracondale Conservation Area covers much of the western side of the masterplan area whilst the Trowse Millgate Conservation Area covers the area nearest Trowse as Bracondale passes over the railway and the River Yare.



Fig 24 Built heritage, conservation and landscape context

### 6.6 Utilities context

The Utilities site has in past hosted two power stations (one coal fired and one oil fired), a gasworks and a gas holder - although all have now been demolished. The Carrow Works site is the former manufacturing hub of Colman's mustard. Furthermore, the site is currently used as a depot and offices for National Grid. A section of the north western quadrant of the site also forms part of the much larger Network Rail owned maintenance depot.

In addition, the Thorpe Grid 132kV sub-station and Thorpe 33kV substation are located on the Utilities Site. The relocation of these would be impractical and cost prohibitive. Also located on the Utilities Site is a gas pressure reducing station (intermediate to medium pressure) which connects with gas mains routed below the railway lines. This relocation of this would also attract significant cost.

This is occupied and used by the Train Operating Company Greater Anglia. These current and former uses of the site present a significant complex legacy and network of underground utilities.

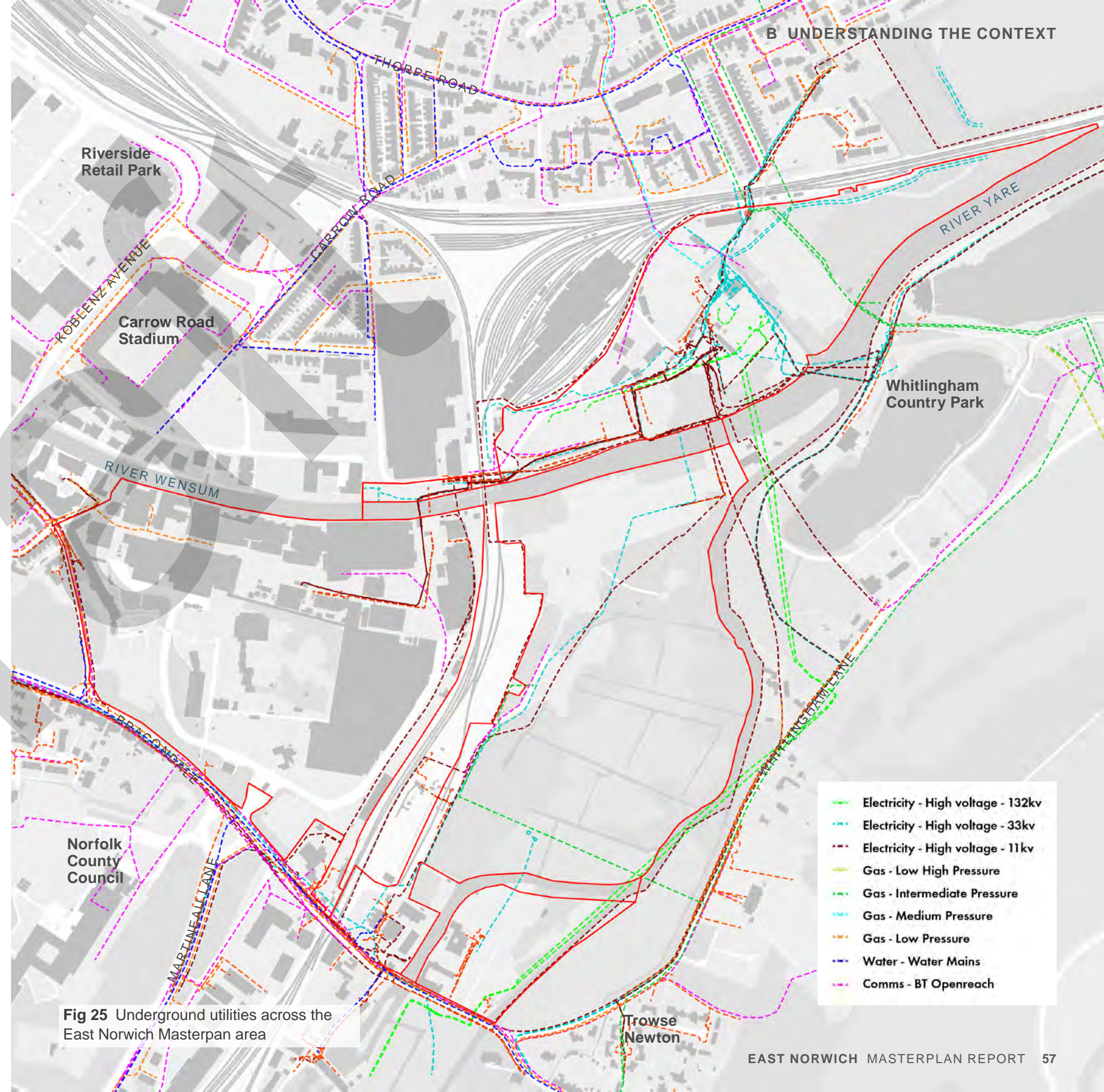


Fig 25 Underground utilities across the East Norwich Masterpan area



Images of Carron Works









Images of the Utilities site

# VISION AND OBJECTIVES



*“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.”*

Vision statement for East Norwich

May Gwerney

Utilities

Deal Ground

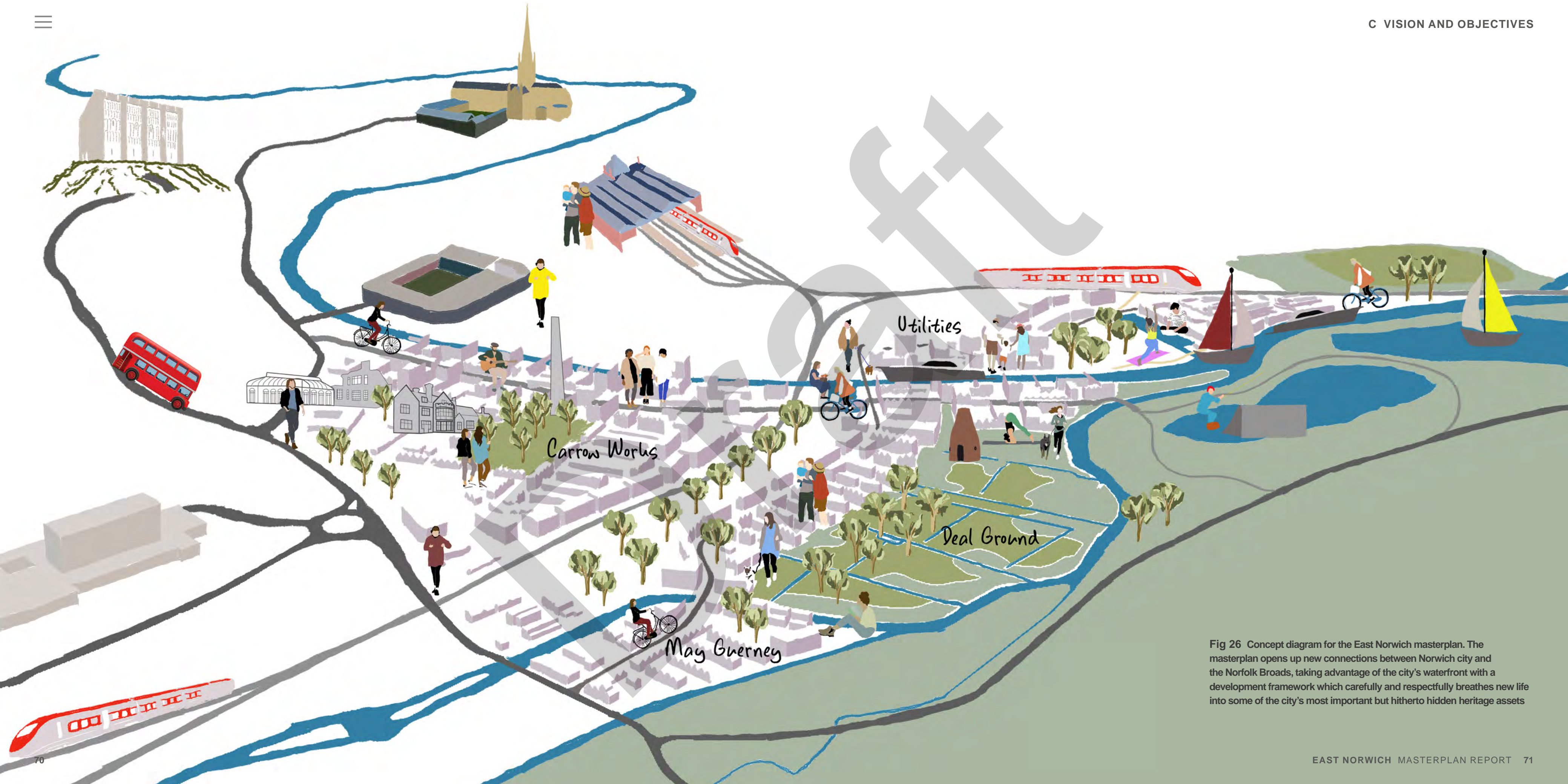


Fig 26 Concept diagram for the East Norwich masterplan. The masterplan opens up new connections between Norwich city and the Norfolk Broads, taking advantage of the city's waterfront with a development framework which carefully and respectfully breathes new life into some of the city's most important but hitherto hidden heritage assets

## 7 VISION AND OBJECTIVES

### 7.1 Vision for East Norwich

#### 7.1.1 The opportunity

East Norwich provides a transformational opportunity to realise the significant ambitions for economic and housing growth set out in the Greater Norwich Local Plan. The excellent location of the sites, where the city meets the Broads and close to Norwich Railway Station, will deliver a well-connected and sustainable neighbourhood accessible to all. Drawing on its industrial heritage, it will be a place full of life and vitality, delivering a vibrant new part of the city, providing homes and jobs for the people of Norwich. The buildings and spaces at East Norwich will be high quality and complement the historic setting and fantastic connections to the city centre, local villages and Whitlingham Country Park.

Homes will range from first homes to those for families and for older people, suitable for all stages of life. Businesses will benefit from a range of innovative and flexible workspaces for growing local companies and start-ups, as well as providing the capacity and quality of space to make Norwich a landmark business destination and attract national and international businesses

around Norwich’s established industry strengths, including finance, insurance and food, health and environmental sciences. East Norwich will enable business growth and attract inward investment to create good quality jobs for local people. It will be a hub and catalyst for creativity and innovation.

Carrow Works, the former home of Colman’s and an integral part of local history, will become the cultural heart of the area. This ambitious emerging masterplan should tell the epic stories of the impact of this site on Norwich, Trowse and the wider area. Carrow Abbey is the jewel in the crown and should, along with a reinvigorated river frontage, contribute much more directly to Norwich’s growing visitor economy.

Lively public streets and squares will thread through the area and be at the heart of these new communities and will create a bold sense of place and community for residents, visitors and workers alike. Extensive public spaces, wonderful public wetlands and new landscaped park spaces for formal and informal cultural events will be available for community interaction, play and recreation.

High-quality digital and physical infrastructure will be provided from the outset, encouraging low carbon living and providing the flexibility needed for sustainable energy solutions fit for the 21st century, building in low running costs through high efficiency standards.

East Norwich will prioritise pedestrians and cyclists with excellent public transport, creating convenient and safe pedestrian and cycle access through the site to the city centre, railway station and surrounding communities and linking into city-wide footpaths and cycle ways, to enjoy the wider city and Broads environments.

## 7.2 The Opportunity

### 7.2.1 A vision unpacked

The underlying vision for the masterplan emerged following shared discussions between Norwich City Council, landowners and local stakeholders. It has been informed and shaped through public and stakeholder engagement and sets out bold aspirations for East Norwich.

The creation of a highly connective network, opening up and enhancing the existing biodiversity in the River Wensum and establishing a ‘green grid’ of characterful landscape spaces, integrating existing pockets of significant green space and introducing new areas, to create a sequence of gardens that lead from city to The Broads and to enhance connectivity and biodiversity;

- A diverse new quarter making the most of existing building stock on the Carrow Works site (including a number of fine listed buildings). This ready-made diversity, together with high-quality urban design and new architecture, could accommodate a rich cultural mix of living with a range of tenures, retail, leisure spaces, extending Norwich’s independent spirit while supporting opportunities for skilled jobs and economic development;
- Ensuring that the masterplan addresses the implications of a potential replacement of

the Trowse rail bridge that improves the rail infrastructure, enabling ‘Norwich in 90’ rail connections to London and enhancing linkages with Cambridge and Oxford;

- Promotion of a low car environment, supported by an excellent walking and cycling network that connects the city to The Broads. The development will promote healthy streets and healthy living principles;
- Provision of site-wide infrastructure to allow the introduction of a low-carbon shared heating, cooling and power network, as well as excellent digital connectivity;
- Protection and enhancement of the sites’ and wider city’s rich heritage assets (both designated and undesignated) and their settings, and the conservation areas included within the site, in accordance with policy in the Greater Norwich Local Plan;
- Ensuring that the potential of the sites’ riverside location is fully realised and contributes significantly to regeneration of the river corridor; and
- Integrated sustainable urban drainage and use flood plain remodelling to create ‘room for the river’ - including storm water storage and wetlands around the River Yare.

The masterplan is therefore focussed on testing how these objectives can be delivered within the context of the site constraints in order to make the vision of a new accessible and sustainable piece of city a reality.

The masterplan responds to and seeks to nurture a plethora of potential opportunities and benefits. Three primary opportunities however encapsulate the strategic opportunities which can be delivered through the realisation of the masterplan.

More generally, a number of site-wide masterplan objectives emerged during the preparation of the concept masterplan and the community and stakeholder engagement that underpinned its emergence. These are outlined towards the end of this section and provide an important context for more detailed aspects of the masterplan framework which follows. Whilst not every individual opportunity or proposal will meet all of these masterplan objectives, as the different aspects of the masterplan framework are brought forward, there should be investments and improvements made which ensures all aspects of these objectives play a prominent role in the future of East Norwich.





## 8 PRIMARY OPPORTUNITIES

### 8.1 Three big opportunities

There was broad community supporting for the underlying objectives set out in the vision statement, but three primary opportunities emerged:



**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.



**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.



**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 re-purposed 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.



## 9 SITE-WIDE MASTERPLAN OBJECTIVES

### 1 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.

### 2 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 re-purpose these assets and, crucially, improve their setting.

### 3 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.

### 4 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.

### 5 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.

### 6 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.

### 7 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.

### 8 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.

# ENGAGEMENT



TRAFFIC  
impact

link heritage  
sites  
residents  
in carpark works

Heritage  
sites

use  
space

PARK.

Develop  
role  
in  
community

MARINA  
HERE!

use  
space

# 10 ENGAGEMENT STRATEGY

## 10.1 Introduction

This section describes the engagement strategy and approach undertaken to support the preparation of the masterplan. It sets out the activities and events which have taken place, and the key messages raised by those who have participated.

### 10.1.1 Engagement structure

Engagement has formed, and continues to form, a vital component of the East Norwich project. The Engagement Strategy is comprised of three key stages, taking place at different moments in the masterplanning process in order to inform the design process:

- Engagement Stage 1 - Listening and Learning**  
 This initial stage of engagement involved speaking to stakeholders and the public, gathering views and information about the site and context. This engagement helped to identify the aspirations, objectives and expectations of internal and external stakeholders. It played an important role in building the evidence base on which the concept masterplan has been based, establishing a picture of the opportunities and challenges. It also served to raise the profile of the masterplan in the wider community.

- Engagement Stage 2 - Concept Masterplan**  
 This second stage of engagement provided an opportunity for the consultant team to feed back the messages received from stakeholders and the public during Stage 1 regarding key themes and priorities for East Norwich and outline initial concepts for the area which respond positively to these issues.

- Engagement Stage 3 - Statutory Consultation**  
 The final stage of engagement will be a longer more formal consultation, centred on the presentation of a draft masterplan framework for the East Norwich site which will seek feedback from the public on the proposals for the area as a whole and the key sites within it.

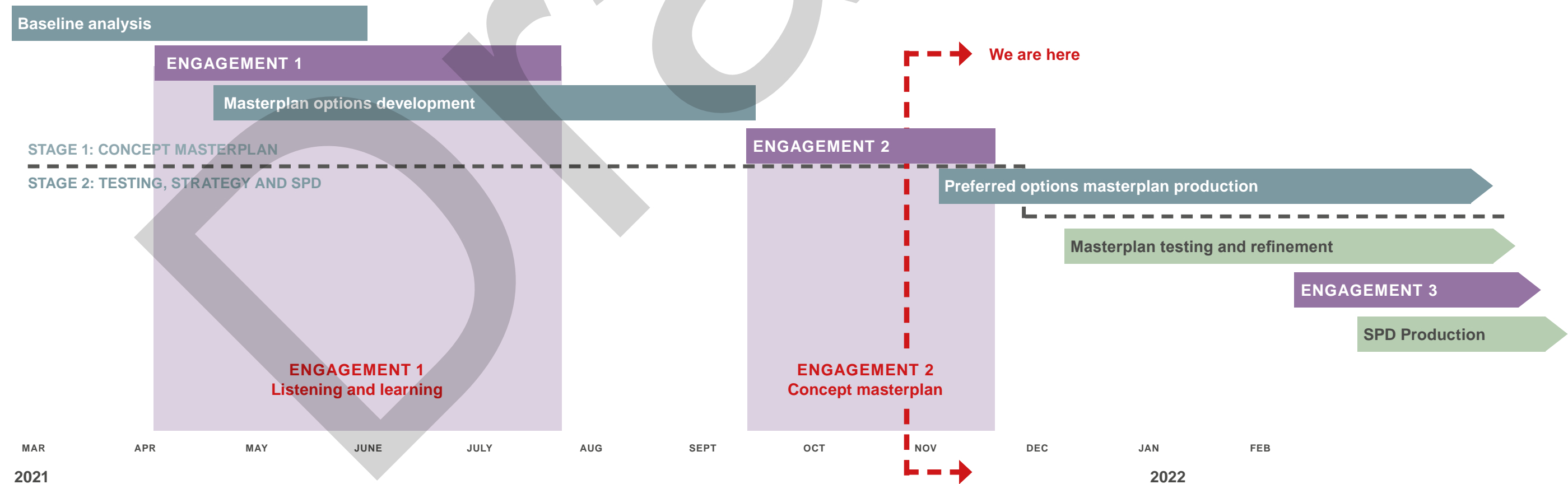


Fig 27 Project programme and stages of engagement

10.1.2 **Engagement principles**

Underpinning all of the engagement undertaken has been nine principles of engagement, as set out below. This principled approach will help to guide and support the process, ensuring that it is fair, wide reaching, and encourages high quality feedback from stakeholders and the public.



**Fig 28** Engagement principles by which the process is being guided

## 10.2 Activities and events

### 10.2.1 Stage 1

As part of the Stage 1 Engagement, two online stakeholder workshops and an in-person public drop-in event were held to introduce the project and gather feedback and information. In addition to these events, an online survey was created which allowed the public to respond to questions and share their aspirations for the masterplan.

To promote the stakeholder workshops, 114 invitations were issued to stakeholders listed on a comprehensive stakeholder database derived from the GNLP consultation database.

To promote the drop-in event and survey, a press release was issued to local media, with articles in the local papers and a radio interview, a banner on the front page of the council website, a dedicated webpage, social media posts, and emails sent to stakeholders.

Alongside the Stage 1 stakeholder and public consultation, discussions took place with landowners and technical and statutory consultees to understand the sites and future plans and aspirations for them.

#### Stakeholder Workshop 1

Date: Monday 7th June 2021

Time: 7pm - 8.30pm.

Number of attendees: 13 attendees representing local and national interest groups, and neighbourhood groups.

Location: Online (using Zoom)

Format: Workshop consisting of a presentation structured around topics relating to sustainable communities, followed by 'breakout rooms' allowing attendees to feed back thoughts and ask questions, before coming back together as a group to feed back the key messages discussed.

#### Stakeholder Workshop 2

Date: Tuesday 8th June 2021

Time: 7pm - 8.30pm.

Number of attendees: 16 attendees representing local and national interest groups, and neighbourhood groups.

Location: Online (using Zoom)

Format: As Stakeholder Workshop 1.

#### Initial public drop-in event

Date and times:

Friday 23 July at 2.30pm to 6.30pm and;  
Saturday 24 July at 10am - 1pm.

Number of visitors: 181 people visited the exhibition and drop-in event over two days.

Location: Carrow Abbey, Bracondale, Norwich, NR1 2DD

Format: The drop-in event was staffed by members of the design team, giving members of the public the opportunity to talk to them about the project and site. The event also consisted of an exhibition consisting of 8 x A1 Boards providing information about the project. Members of the public were invited to provide feedbacks on post-its and stick these to the relevant boards and areas on the aerial maps.

#### Survey

The survey was available online and could be accessed via the dedicated webpage on Norwich City Council's website. In total, 224 people responded to the survey. A summary of the responses is provided on the following pages.



Fig 29 Stage 1 Drop-in event photos

10.2.2 **Stage 2**

The Stage 2 Engagement comprised a second public drop-in event. The event was held to feed back the messages received during the Stage 1 engagement regarding key themes and priorities for East Norwich and outline an emerging concept masterplan for the area in order to gather feedback from the public.

The event was promoted using a number of methods including a press release, a banner on the front page of the council website, social media posts, and emails sent to stakeholders.

Alongside the Stage 2 public consultation, ongoing discussions took place with landowners, technical and statutory consultees, councillors, stakeholders, and officers to update them on progress of the concept masterplan.

**Second public drop-in event**

Date and times:

Friday 15 October at 2.30pm - 5.30pm

Saturday 16 October: 10am - 1pm

Number of visitors: 187 people visited the exhibition and drop-in event over two days.

Location: Carrow Abbey, Bracondale, Norwich, NR1 2DD

Format: The format of the Stage 2 drop-in event was similar to the Stage 1 event. It was staffed by members of the design team, giving members of

the public the opportunity to talk to them about the emerging concept masterplan. The event also consisted of an exhibition consisting of 9 x A1 Boards providing information about the design development. Members of the public were invited to provide feedbacks on post-its and stick these to the relevant boards and areas on the aerial maps.

**Survey**

The survey was available online and could be accessed via the dedicated webpage on Norwich City Council's website. In total, 88 people responded to the survey. These responses will be analysed and a summary of the responses provided in due course.



Fig 30 Stage 2 Drop-in event photos

# 11 SUMMARY OF ENGAGEMENT FEEDBACK AND HOW WE RESPONDED

We have enjoyed listening, learning and reflecting on the information and feedback received from the public and stakeholders to date. Through the concept masterplan design, we feel we have addressed many of the key issues raised. This spread discusses the key messages received so far by theme, and where and how we have addressed these. We will continue to reflect on feedback as the concept masterplan evolves.

Once the masterplan framework has been finalised, Stage 3 of the engagement process will take place offering the public a further opportunity to provide feedback on the masterplan.



**The overall vision for East Norwich**

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

**Priority issues** for you were:

- protecting **biodiversity**;
- respecting local **heritage**; and
- 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**

Feedback was clear in delivering the message that new development should respect local character

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**

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

Respondents encouraged the 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**

Respondents felt greatest priority should be given to walking, wheeling and cycling

Many respondents were concerned about the potential impact of development on local roads and specifically Trowse Village

**How we responded...**

- 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.



**Community facilities**

Enhanced primary health care provision and primary school provision were two biggest priorities highlighted by respondents

Respondents would like to see the Carrow Abbey site and other historic buildings used 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**

Respondents felt that the areas closest to the railway line on the Carrow Works and Utilities sites were the best locations for employment uses

Respondents felt that the area is most suitable for leisure, culture and creative uses

**How we responded...**

- We agree – 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**

Opening the site's historic sites up for public use was seen as the primary heritage opportunity

Many respondents 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**

**Environmental sensitivities**

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

Having new development which is design to be environmentally sustainable was also a key issue raised by respondents

**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.



# SITE-WIDE MASTERPLAN

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Fig 31 The East Norwich Concept Masterplan - spatial framework



Fig 32 The East Norwich Masterplan - development framework

# 12 EAST NORWICH MASTERPLAN

## 12.1 Introducing the East Norwich Masterplan

### 12.1.1 A responsive and flexible framework

Reflecting on the contextual analysis undertaken and the complex and multi-faceted issues associated with the masterplan area, a response and flexible masterplan for east Norwich has emerged.

The masterplan presents a framework for the comprehensive regeneration of the whole of the east Norwich area. Its purpose is to help promote, direct and coordinate development of this expansive and contrasting area. It is not a blueprint and individual proposals coming forward within its scope will no doubt vary - but the masterplan framework embodies and encapsulates a series of key principles against which detailed development proposals will be assessed.

## 12.2 Concept masterplan

Fig 33 shows the concept masterplan spatial framework for East Norwich. Fig 32 above shows the concept masterplan in a little more detail, expressed as a development framework.

Responding to context, the masterplan frames a number of different contrasting but complementary environments loosely outlined below. For more detail on each of these areas, please refer to the following Section F:

- 1 Development along the river frontage takes the form of an east-west street-based framework. A combination of refurbished existing and new buildings aligned either side of the 'street' define the masterplan's key east-west spine which establishes an important new route between the city and the Broads.
- 2 South of the river and west of the railway, the area is principally arranged to respect the setting of Carrow Abbey and the former Priory, where is development arranged around the Scheduled Monument site. Through the refurbishment of historic formal gardens, direct links are remade between Carrow House and Carrow Abbey.



**Fig 33** The East Norwich Concept Masterplan - spatial framework

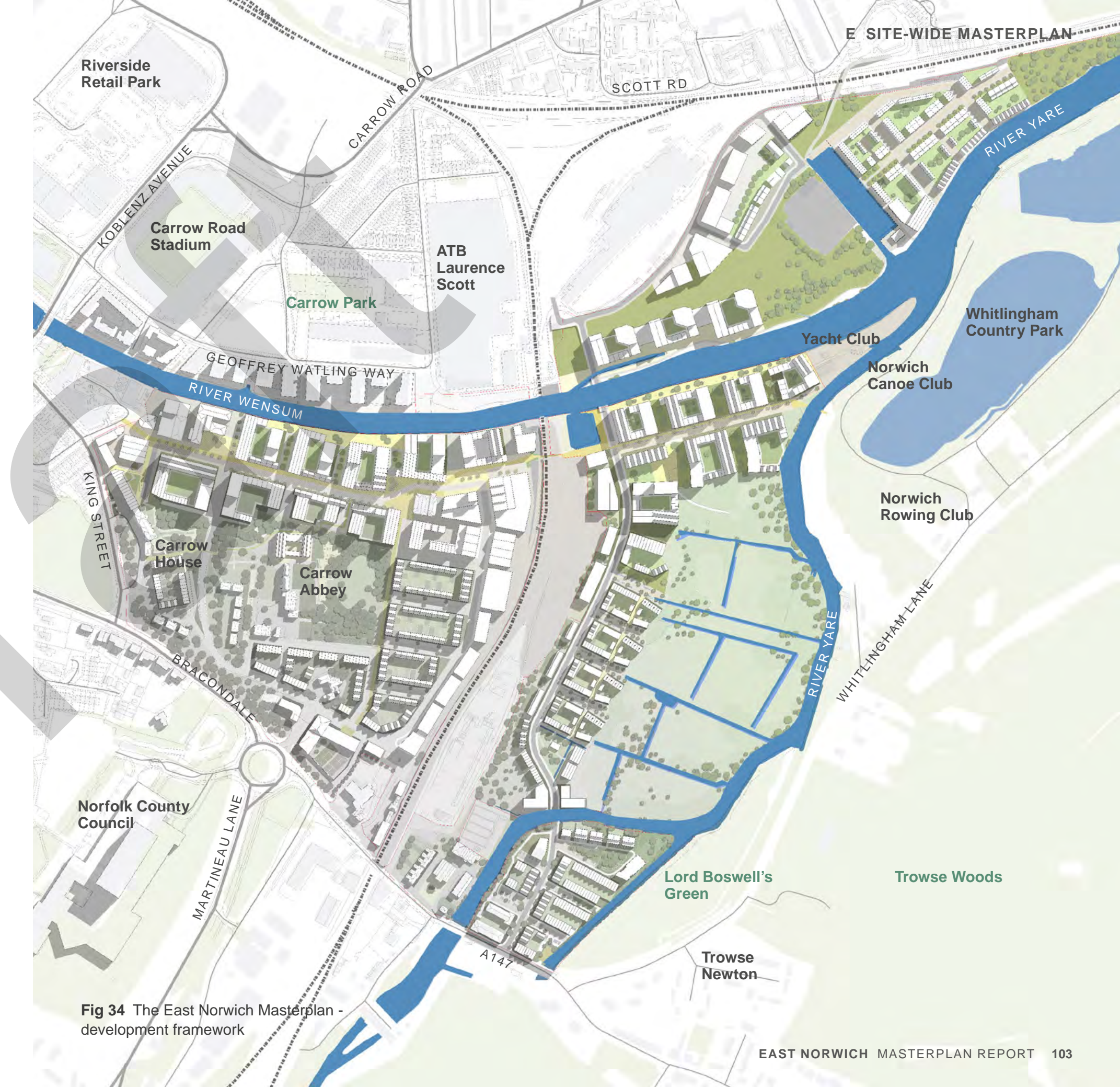
- 3 The area east of the railway and south of the river is more domestic in scale. A key north-south route connects the sites together with development carefully feathering out towards the County Wildlife site to the east.
- 4 The north-eastern area of the masterplan is a vibrant and mixed area focused on a new boating marina which further enhances the links between the city and the Broads.

12.2.1 **The masterplan as a series of strategies**

In the following sections, these principles are drawn out through a series of interrelated strategies, as follows:

- 5 **Heritage strategy** - the site is of international importance and significance in terms of heritage and the historic environment. The masterplan carefully responds to these assets to outline a framework which is sensitive to the important social and economic role the area has played in the city's evolution. In retaining key built heritage assets across the area, the masterplan sets a framework for how their setting can be improved as a new future unfolds.
- 6 **Movement strategy** - which deals with all principal modes of travel and transport and outlines how the area can play a key role delivering radically improved connections between the city centre and the Broads.

- 7 **Public realm strategy** - the qualities of the routes and spaces within the masterplan area will play a fundamental role in determining its long term success. The masterplan's public realm framework will highlight key spaces and connections which offer particular opportunities to create durable and flexible environments which will in all likelihood outlast the life of many of the buildings which enclose them.
- 8 **Development strategy** - the East Norwich Regeneration area is a strategic site allocation in the Greater Norwich Local Plan. As such a significant amount of new development is envisaged. Whilst the precise mix of uses and amount of floorspace eventually delivered will vary from those outlined in this masterplan framework, the spatial distribution of land uses, scale and massing of new development and arrangement and placement of buildings within developable parcels of land are all important considerations. The masterplan's development strategy outlines principles and guidance to help ensure development decisions are made which do not undermine the long term success of the area and respond positively to the areas particular issues and opportunities.



**Fig 34** The East Norwich Masterplan - development framework

# 13 EAST NORWICH MASTERPLAN HERITAGE STRATEGY

## 13.1 Heritage strategy

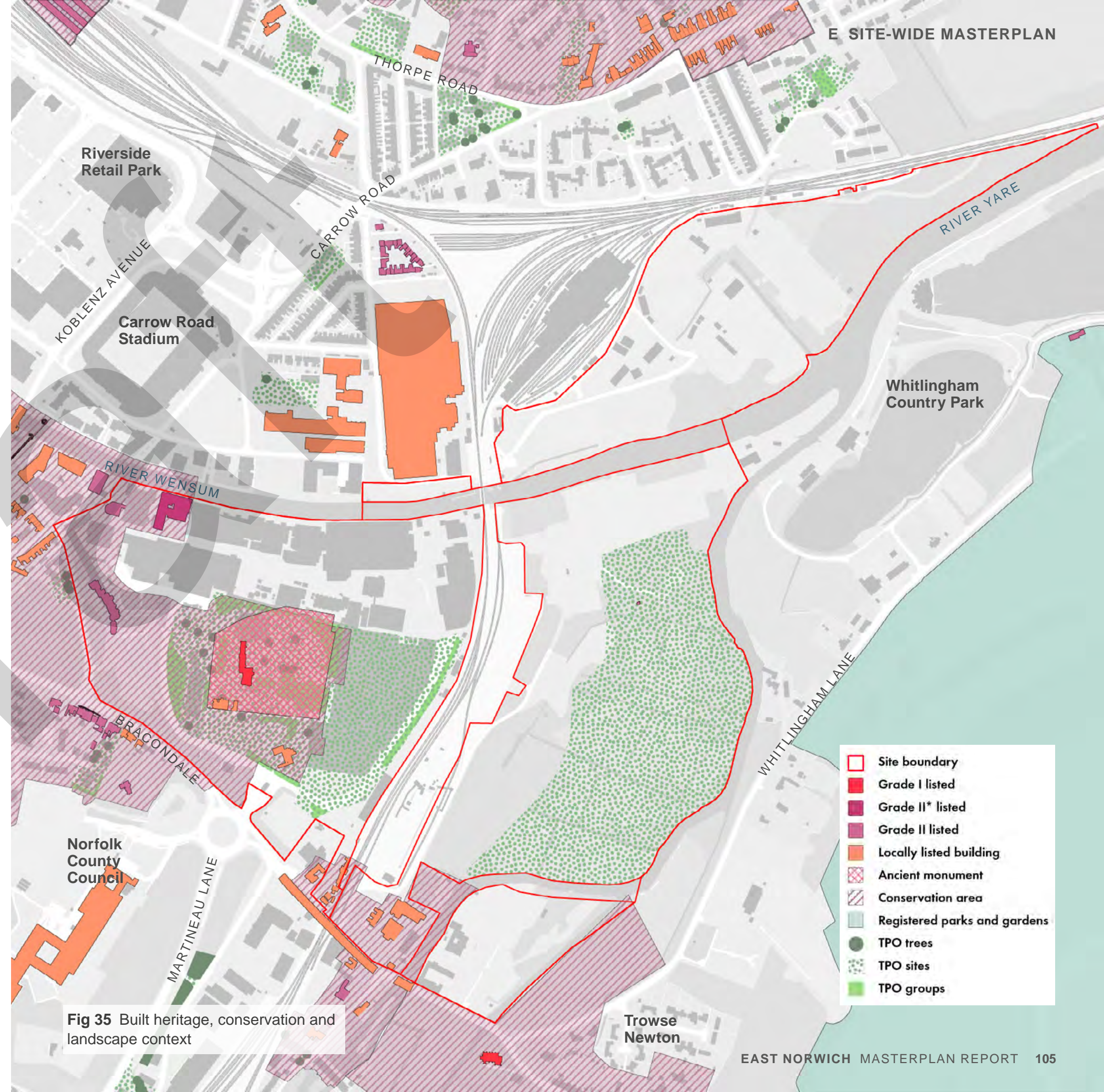
### 13.1.1 Working with social and built heritage

A built heritage appraisal has been carried out as part of the baseline research underpinning the masterplan. The appraisal considered the significance of built heritage assets within the masterplan area, as well as the contribution of the site to the significance of nearby built heritage assets as part of their setting.

Fig 35 provides a mapping record of the identified heritage assets within the east Norwich area.

The masterplan area intersects with Bracondale Conservation Area and Trowse Millgate Conservation Area. Carrow Works lies partially within the eastern extent of the Bracondale Conservation Area which incorporates the Carrow Priory and Abbey complex, designated a Scheduled Monument. The area includes the Grade II Listed Carrow House and parts of the industrial Carrow Works site, including two further Grade II\* and II Listed Buildings associated with the works.

A small portion of the south-eastern extent of Carrow Works and the south-western extent of Deal Ground lie within the Trowse Millgate Conservation Area.



### 13.2 Heritage-led regeneration

The area bounds the northern side of the Bracondale Road and incorporates several locally listed buildings of industrial and residential character.

The area also forms part of the setting of further designated heritage assets including individual Listed Buildings within the Conservation Areas identified above, as well as Trowse Newton Conservation Area and Crown Point Registered Park and Garden. The Site makes a contribution to the significance of these heritage assets to varying degrees, as part of their setting, either through associations via shared historic ownership or through the Site's historic industrial character.

In addition to the built heritage there are a number trees protected by Tree Preservation Orders which contribute significantly to the character of the area.

#### 13.2.1 Heritage objectives

The area's rich and varied history is a unique asset for the masterplan. The masterplan has been designed to take account of these assets – both the built heritage but also the social history of the site. The organisation of the site – where connection are formed, where uses are clustered, where key spaces are proposed – relate as much

to the retained and re-purposed historic buildings to the opportunity to create a new part of the city that will in time become a thriving hub of activity as it once was for some may local employees.

Based on an understanding of the historical importance of the site and the range of important opportunities it presents, the masterplan seeks to respond to a number of key heritage objectives as outlined below. New development proposals will be expected to take account of these objectives:

#### Understanding and appreciating character:

The masterplan has been prepared to ensure the site's contrasting historic characters are fully understood. The social history and built character of the masterplan and the relationships between the areas different zones have been an important inspiration for the masterplan framework. New development will be required to demonstrate an appreciation of character and proposals which contribute positively to local townscape.



Fig 36 The masterplan and heritage assets



**Rekindling the vitality of Carrow Works:**

The erstwhile hustle and bustle of the northern part of the Carrow Works site was focussed along the street running behind the river warehouses. With respectful re-purposing of heritage buildings and sensitively designed new buildings and spaces, there is an opportunity to create a vibrant, diverse and dynamic new quarter for the city which will once again rise to become established as the social and commercial heart of east Norwich.

**Respecting the peacefulness and serenity of the Abbey Grounds:**

Through the refurbishment of historic gardens and sensitive re-purposing of built heritage, the central area of the Carrow Works site will be a sanctuary, with new public routes connecting restored historic gardens. The Abbey buildings themselves will be carefully restored to create a uniquely special venue set within a magnificent garden setting.

**Re-establishing a positive river front:**

Ensuring new development and re-purposed buildings positively address the River Wensum where possible to ensure the sites create a positive, productive and active waterfront environment;

**Reforming lost historic linkages:**

The positive relationship between the sites' operations and the River Wensum; the operational linkages between the Carrow Works and Deal Ground sites; the prominent position of the former Thorpe Power Station on the north bank.

**Reinvigorating historic gardens:**

Formal gardens have existed between Carrow House and Carrow Abbey for many years. The structure of these gardens remains in place. There is an opportunity to reinstate and/or reinterpret these gardens which have been such an important features of the environment between and around these two historical buildings. This will involve protecting important trees across the estate.

**Using heritage to frame a new future:**

New development will ensure that the site's existing contrasting historic characters help to actively frame a similarly contrasting range of future characters across the masterplan area. Proposing development within the Scheduled Monument which affects the setting of the Abbey is a starkly different proposition that proposing new development on the urban waterfront of the Carrow Works site, even though these conditions are just meters apart.



The Grade II Listed 'F building', Carrow Works



Ruins of Carrow Priory



Grade II Listed Carrow House with adjacent conservatory and formal gardens



Mature trees and formal sunken gardens between Carrow Abbey and Carrow House

**Protecting identified heritage assets:**

That all identified heritage assets are protected, retained, refurbished and, where relevant, re-purposed as integral elements within the east Norwich area.

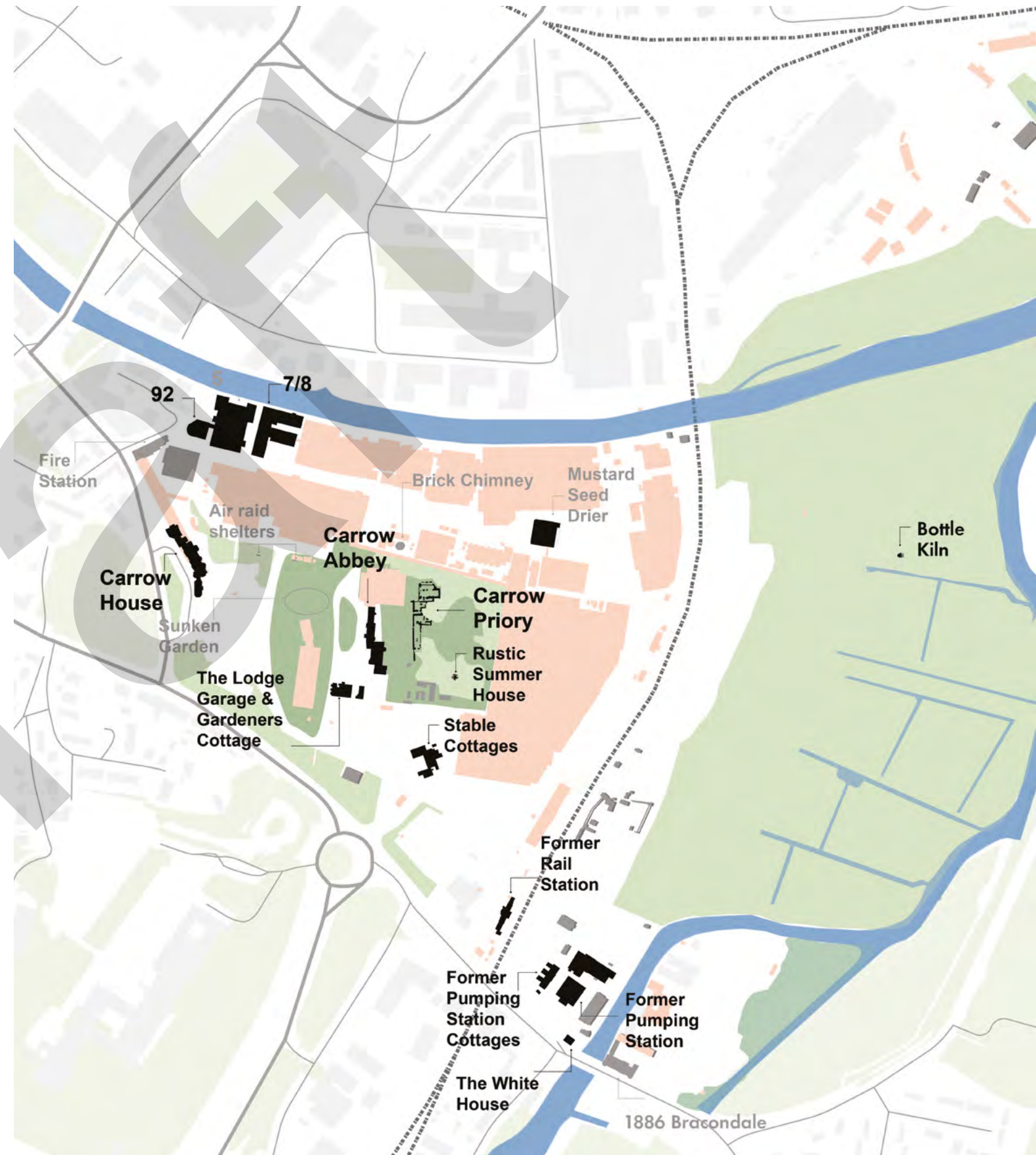
13.2.2 **Retained heritage structures**

The masterplan has been prepared with the specific objective of improving the setting of a number of key heritage buildings - not all of which benefit from formal heritage designations. These buildings are as follows:

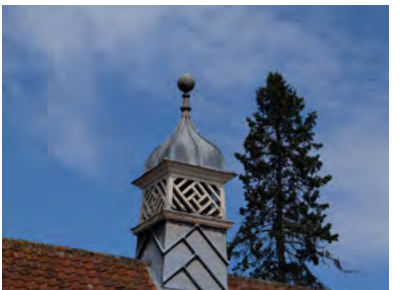
**Carrow Abbey and Priory remains cluster** - the setting of Abbey, former Priory and adjacent locally listed buildings including the The Lodge, Garage & Gardeners Cottage to the south of the Abbey have generally been undermined by the factory buildings erected around them. While much of their setting is dominated by landscape features, there is a huge opportunity to re-frame their setting with development which addresses the edges of the important spaces around these structures. Specifically, the is scope for the sensitive redevelopment of the Abbey Dining Rooms - the purpose built refectory block immediately north of the Abbey. This would present the opportunity to improve the relationship between this site of the Scheduled Monument and the Grade I listed Abbey building to which it is currently attached.

**Stable Cottages** - the setting of this locally listed group of Arts and Crafts buildings is currently formed by a surface car park to the north and west, the site's main estate road to the south and a modern factory unit to the east. The masterplan seeks to re-frame the of these characterful Arts and Crafts buildings by framing it with new housing development of a modest scale and tightening the scale of the main site entrance which currently is detrimental to the setting of these buildings.

**Carrow House** - Listed Grade II and once the residence for the Colman family, this building once enjoyed a prominent King Street address before the street was realigned to accommodate the city's tram system. It now is set back from the street behind a mature landscape buffer. To the north a relatively modern office extension has been added which further undermines its setting. Whilst in the short term the adjacent office building presents a conversion opportunity, in the long term this site presents a more significant redevelopment opportunity to help improve the setting of the main Carrow House. The surface car park to the south of the site is a redevelopment opportunity of an appropriate scale, set within a retained mature landscape.



**Fig 37** Retained heritage structures in the masterplan and buildings for potential demolition



From the top: Historic riverfront warehouse, Carrow Works; Building 7/8; Unlisted brick warehouse; Former Pumping Station extension, Deal Ground

**Cluster of heritage buildings at King Street/ Carrow Hill entrance to Carrow Works site** - this western entrance to the site presents a cluster of heritage buildings in good condition, some are listed, some are proposed for retention due to their quality and the opportunities they present. The buildings include Grade II listed Building 92 with its prominent curved facade and building 7/8 which is actually a cluster of five buildings. There are connected by the unlisted Del Rosa building which has townscape value and conversion potential. Other potential buildings for retention include a square plan twin gabled brick warehouse building which helps to define the site entrance and the modest original Carrow Works fire station building.

**Brick chimney** - the unlisted sole remaining brick chimney at the Carrow Works site forms a prominent part of the local townscape and is visible from many parts of the wider site and area.

**Mustard Seed Drier building** - this unlisted structure is in excellent condition and occupies a prominent position in the north-east part of the site. It has the scope to be reused as a cultural or commercial feature building of great character.

**Bracondale railway bridge cluster** - There is a cluster of locally listed buildings either side of the railway at the south of the site. These include the former Trowse Railway building which presents opportunities for conversion for small commercial spaces, and a cluster of buildings associated with the pumping station on Bracondale. These include the White House, a short terrace of cottages and two former pumping station buildings, both of which offer interesting opportunities for conversion for potential community, culture or commercial uses. East of the Yare, on the May Gurney site, the '1886' building has some heritage value although is not an identified asset. This building creates good street frontage to Bracondale and its retention will help to integrate new development and a new access junction from Bracondale into the May Gurney, Deal Ground and Utilities site beyond.

**Bottle Kiln** - this isolated structure on the Deal Ground, originally used for drying wood, is listed Grade II. The brick structure should be retained as a preserved historical reference to the site's original associations with the Carrow Works operation.



Above: The Deal Ground's Grade II listed bottle kiln



Top right: The Mustard Seed Drier building, Carrow Works



Right: The German Gymnasium restaurant at King's Cross

## 14 EAST NORWICH MASTERPLAN MOVEMENT STRATEGY

### 14.1 Movement context

#### 14.1.1 Introduction

The East Norwich masterplan area provides an opportunity to create a sustainable residential and employment area as an extension of the city core. The areas have the potential to link the city to the Norfolk Broads whilst also reconnecting existing communities with one another.

This section provides an overview of the movement strategy for the East Norwich area which presents the context for development and proposes how the sites should be accessed whilst promoting sustainable and active modes of travel.

#### 14.1.2 Existing movement patterns

The East Norwich area in its current form is disjointed and impermeable to pedestrians, cyclists, and motorised users. Areas such as County Hall and Trowse Newton are disconnected from the city centre by active (i.e. walking, wheeling and cycling) modes of transport and, due to the lack of attractive and convenient routes, are dependent upon private vehicle usage.

The induced car dependency due to the lack of attractive active travel and public transport routes therefore creates additional congestion on the local highway network that further exacerbates an inhospitable environment for pedestrians and cyclists.

The four sites benefit from access to a high frequency bus network. The southern sites consisting of Carrow Works, May Gurney and the Deal Ground benefit from over 220 buses per day passing within proximity of the sites leading to Norwich Bus Station. Whilst the Utilities Site to the north is in proximity to over 115 buses per day.

The Carrow Works site and the Deal Ground Site are dissected by a railway line. There is the potential to provide a station here to serve the masterplan area and the surrounding areas.

#### 14.1.3 Wider policy framework

The development of the masterplan takes into consideration the relevant international, national, regional, and local policy context, especially with regards to transport, sustainability and the UK's net-zero commitments.

The relevant policy context for the movement strategy comprises:

- The Paris Agreement (2015)
- Transport Decarbonisation Plan (2021)
- National Planning Policy Framework (2021)
- Manual for Streets
- Norfolk Local Transport Plan
- Greater Norwich Infrastructure Plan
- Local Cycling and Walking Infrastructure Plan
- Norwich Environmental Strategy

The masterplan corresponds with the above policy and concepts through promotion of active travel to meet the net zero commitments.



The main entrance to the Carrow Works site from the Martineau Lane roundabout is currently a heavily engineered environment which is uncomfortable for cyclists

## 14.2 Key movement issues and opportunities

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 achieved 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 masterplan proposals have been designed to safeguard land at the site of the Trowse rail bridge to ensure improvements to that critical piece of rail infrastructure can be made - either through the provision of a new adjacent bridge` for a new track or through the replacement of the existing single track bridge with a twin track bridge.

### 14.2.1 Constraints

The underpass beneath the railways linking Carrow Works to the Deal Ground site is a critical link that is vital to the success of the masterplan area as a whole. The underpass links the Carrow Works site to the Deal Ground and is key to providing permeability between the sites and linking the city centre to the Norfolk Broads.

It is acknowledged that this underpass has a height restriction of 2.0m and is within a flood risk zone, as such it is recommended that the underpass is improved with suitable lighting and surfacing, and also made more resilient to flooding.

The northern underpass has a height restriction of 2.8m, this allows standard cars to pass through, however larger vehicles such as refuse vehicles would be required to find an alternative route.

The adjacent land uses are sensitive in nature and the underpass is accessed via a private road, as such it may not be feasible for vehicles to access the Utilities Site this way. There is the potential to route a river walkway along the banks of the river Wensum and utilise the underpass for pedestrians and cyclists.

The northern underpass is also within a flood zone and would require some improvements to increase its resilience to a flooding event.

### 14.2.2 Opportunities

#### A new mobility hub

The East Norwich Masterplan area provides an opportunity to create a Mobility Hub, whereby car parking and deliveries are consolidated into one area, whilst also creating opportunities to link into active travel measures and the public transport system.

It is intended that the East Norwich area is defined by its sustainable credentials, whereby in transport terms active travel and public transport are prioritised over private vehicle use.

The Mobility Hub could also provide substantial cycle parking and cycle hire facilities, Norwich is currently trialling the Beryl bike hire system, the Mobility Hub could become a location for the bike hire scheme.

By consolidating movements to one area, this removes the need for a proportion of vehicles to route through the masterplan area. Goods delivered to the Mobility Hub could be delivered to residential units via a cargo bike or similar benefiting local air quality and amenity.



Existing underpass between Carrow Works and Deal Ground, looking west from Deal Ground

### Water taxi

The masterplan area benefits from access to two rivers, the Yare and the Wensum. The waterways provide an opportunity to create a water taxi service for the benefit of commuters and tourists into the city centre and also into the Norfolk Broads. If linked to the mobility hub, there is an opportunity to use the river to deliver goods into the city whereby cargo bikes can deliver the goods within the urban area reducing congestion and pollution.

### Electric car charging infrastructure

As part of the Government's net zero commitments, the UK will ban the sale of new internal combustion engine cars and vans by 2035. As such, there will be a shift to electric vehicles and hydrogen powered vehicles. In order to future proof the sites, it is recommended that the majority of parking provision provided is capable of being adapted to facilitate electric vehicle charging points.

### Car sharing

Car sharing and car clubs present a good opportunity to reduce dependency on the private car. Car clubs could be part of a Mobility Hub or be present throughout the masterplan area, providing a convenient alternative to car ownership.

### Cycle facilities

Generous cycle parking should be provided within the development plots, whilst also publicly available cycle parking should be integrated into the public realm. Norwich is currently trialling the Beryl bike hire scheme and the masterplan area could be a prime location for bike hire and scooter hire. The possibility of a Mobility Hub could also provide large scale secure cycle parking, cycle hire and other associated cycling facilities for the masterplan area and to the benefit of Norwich as a whole.

### Utilising existing infrastructure

Access to the sites can be obtained via existing access points and by using infrastructure that is already present such as the underpasses and junctions. Utilising the existing infrastructure to gain access to the sites and infrastructure within the sites limits the need for new infrastructure and the precedent is also already established to gain access from these points. The re-use of existing infrastructure also reduces the environmental impact of providing new accesses.

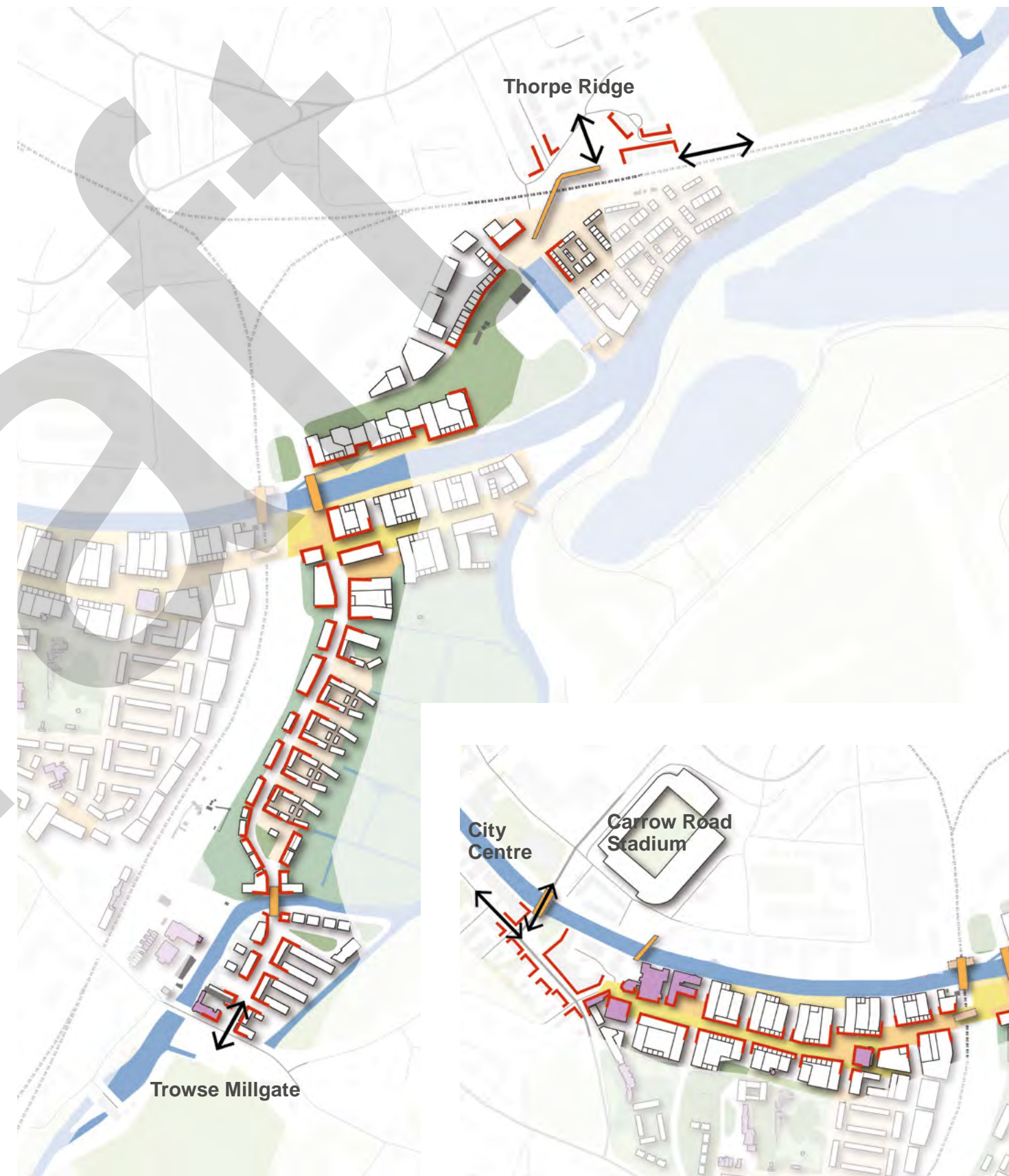


Fig 38 North - south connection

Fig 39 East - west connection

### 14.3 Walking

#### 14.3.1 Improvements to the walking route network

In line with the City Council's emerging Local Cycling and Walking Infrastructure Plan (LCWIP) and the 2018 River Wensum Strategy, East Norwich will be transformed into a permeable, safe new city district traversed by numerous pedestrian routes whose varied character and qualities reflect the contrasting environments that will be opened up for public use across the masterplan area.

New development and investment will support the delivery of the following key walking priorities and improvements:

- 1 **New pedestrian underpass** connecting Carrow Works with Deal Ground. This is one of the most important connections to be delivered in the masterplan which plays a crucial role in opening the area up and delivering radically improved connections between the city to the Broads.
- 2 New all-modes **bridge across the River Wensum and Yare** connecting May Gurney and Deal Ground with the Utilities site. Generous provision for pedestrians must be made in the design of this bridge to ensure all new communities are connected to the range of services and facilities across the whole of the east Norwich area.

- 3 **Extension of riverside walk** along both sides of the River Wensum to create an ecologically rich, route which showcases the varied characters of the site.
- 4 **Pedestrian connection to Whitlingham** across the River Yare, a key link in the drive towards delivering improved connectivity between the city and the Broads.
- 5 A new **network of routes across Carrow Works**, taking advantage of the contrasting environments provided by the site's heritage and natural assets. This would include informal routes across the Abbey Grounds towards Carrow House.
- 6 **New bridge on alignment of old Carrow Bridge.** Re-establishing this historic connection will deliver significant benefits to new and existing residents of the east Norwich area, providing more direct connections to Norwich station and the surrounding facilities.
- 7 **Reusing the existing railway bridge** to connect Utilities site with Thorpe Hamlet north of the railway line.



Fig 40 Pedestrian routes

### 14.4 Cycling

#### 14.4.1 Improvements to the cycling route network

There are particular opportunities to deliver significant improvement to the local cycling network which will have city-wide benefits. Improvements should be coordinated with the City Council's Local Cycling and Walking Infrastructure Plan (LCWIP).

New development and investment will support the delivery of the following key cycling priorities and improvements:

- 4 **New junction with dedicated cycle provision off the Martineau Lane roundabout** forming a connection between the Carrow Works site and the surrounding cycle network
- 5 **New less formal cycle routes across the Carrow Works site** connecting with King Street and Bracondale.
- 6 Support for improvements to **Carrow Hill** to promote two-way cycle facilities up this steep road towards the ridge.

- 1 **Realignment to National Cycle Route 1** which would utilise the new cycle bridges either side of the masterplan area and the main east-west route running right through it.
- 2 A less prominent but no less important route on the **north side of the River Wensum** which connects the Thorpe Hamlet area via the retained bridge structure over the railway and across the Utilities site, beneath the Trowse Bridge and on towards the railway station.
- 3 **A new north-south cycle connection** between Trowse village and Thorpe Hamlet utilising two new all-modes river bridges and a new junction with Bracondale.



Fig 41 Cycle routes and connections



### 14.5 Three key new connections

The opening up of the masterplan area for new connections is one of the primary benefits of the East Norwich Masterplan - delivering new high quality routes across the city for the benefit of all existing and new residents and visitors to the city. In particular, three new and strategically important city connections will be created through the delivery of the masterplan.

- 1 Fig 4244 highlights the primary east-west cycle and pedestrian connection which is enabled through the new bridge across the River Yare, the improved underpass between Carrow Works and Deal Ground and the new bridge on the axis of Carrow Hill which reinstates a long lost bridge across the river.
- 2 Fig 4345 highlights the potential new connection between Bracondale and Thorpe Hamlet via two new all-modes river bridges and the reuse of the existing bridge over the railway line north of the Utilities site.
- 3 Fig 4446 highlights an informal route between Trowse Village and the city which avoids the Bracondale / Martineau Roundabout and instead presents options for cyclists and pedestrians to thread their way through the historic Carrow Abbey and Carrow House grounds.



Fig 42 East-west cycle and pedestrian connection



Fig 43 New north-south connection between Bracondale and Thorpe Hamlet



Fig 44 An informal route between Trowse Village and the city, avoiding much of Bracondale



Main street through Carrow Works, looking west



Cremorne Lane with the existing bridge structure across the railway line



Pedestrian bridge between Carrow Abbey and Carrow House



Pedestrian bridge between Carrow Abbey and Carrow House

## 14.6 Public transport

### 14.6.1 Improvements to the public transport network

The sites are not currently part of the highway network so opening them up to development raises the opportunity to consider ways in which public transport services could support more sustainable forms of development.

Concerns about traffic congestion has been consistently the primary issues raised during the various stages of public engagement which have informed the evolution of the masterplan. The Martineau Roundabout on Bracondale is already a busy junction with County Hall itself generating a lot of movements.

Some bus routes do pass close by the site and given the significant increase in local population that will transpire, opportunities to integrate new development across the masterplan area with existing public transport networks should be fully explored. The Carrow Works site in particular presents an opportunity to bring buses into the site via the King Street entrance (not otherwise open to vehicular traffic). A route could pass along the main east-west street towards the important pedestrian underpass which links all the sites together.

Alongside the investments in pedestrian and cycling facilities, such an investment in public transport facilities would play a significant role in providing good quality alternatives to the private car, particularly for local trips. A more restrictive approach to the provision of car parking spaces could then be supported in principle.

Key opportunities are:

- 1 Opportunity to establish a route through the hear of the Carrow Works site, with stops located close to the connection to Deal Ground.
- 2 In the much longer term, the might be an opportunity to consider more direct routes between the east Norwich area and the station via the new vehicular bridge. Note that the route south of ATB Laurence Scott is not part of the highways network so this would depend on the local road network changing in this area. There are no current plans for this to happen and site security for local businesses remains the primary concern.
- 3 Safeguarding land for the future twin tracking of the Trowse railway bridge. The existing Trowse swing birdge is single track and currently a pinch point in the network. Land adjacent must be set aside to enable the future twin tracking of this connection.



Fig 45 Public transport connections

### 14.7 Road network

#### 14.7.1 Improvements to the local road network

The masterplan prioritises the delivery and provision of improvements to facilities and infrastructure supporting active and sustainable modes of transport and travel.

However, a local road network will be required to support the development across the East Norwich Masterplan area.

Key features of these improvements are:

- 1 Improvements to the Martineau Road roundabout junction. This is the existing principal vehicular access point to the Carrow Works site and as such will have already seen heavy traffic flows and large vehicle movements on a day-to-day basis throughout the history of the Works site. There is an opportunity to remodel the junction and reduce its scale and size to form a more appropriate all-mode entrance to this historic site. This will help to deliver an improved setting to many of the site's heritage assets.
- 2 Using alignments of existing primary routes across the site, a loop road will provide access to developments for both residents and services/deliveries.

- 3 The principal east-west route is not envisaged as a vehicular route aside from bus movements and restricted access for parking and servicing. This will enable greater priority to be given to pedestrians and cyclists along this key route,
- 4 With an alignment already benefiting from detailed planning permission, a new access road will enter the May Gurney site from a repositioned point along Bracondale and traverse the western side of the site which avoids areas more at risk of flooding.
- 5 There will be no vehicular access to the Utilities site from the north side of the River Wensum. The roads adjacent to ATB Laurence Scott are not part of the highway network and these routes are privately owned and operationally important for local businesses. The Trowse Bridge underpass on the north side of the river has headroom for cars but not lorries or trucks. All everyday vehicular traffic will therefore enter and exit the site via a new road bridge to Deal Ground. In the much longer term this route may be a possibility.



Fig 46 New road connections

14.7.2 **On-site parking strategy**

The East Norwich Masterplan area is very well located and within walking and cycling distance of the city centre. A parking strategy should be devised which supports active and sustainable travel patterns whilst also supporting essential parking requirements for new development.

With great emphasis being placed on delivering radical improvements to the local pedestrian and cycling networks and providing new non-car routes to the city which can avoid some of the most congested points on the local network, these initiatives should not be undermined by a permissive and relaxed approach to parking.

Whilst parking standards are already in place, strategic development of this scale provides a very rare opportunity to promote active and sustainable modes of transport and travel in a coordinated manner.

A mixed and balanced approach to parking across the East Norwich masterplan site will therefore be required, as follows:

- 1 Provision of a mobility hub on the Carrow Works site - this decked parking structure would support the clusters of employment uses across the site. It may potentially also play a role in meeting parking requirements for residential development if developed in a coordinated way. The parcel of land could in the longer term be redeveloped for other uses as our dependency on private cars decreases.
- 2 There will also be some informal surface parking within and around employment clusters in on the Carrow Works and Utilities sites.
- 3 Higher density forms of residential development will incorporate limited amounts of podium parking, concealed behind active building frontages at street level.
- 4 Where medium and large family houses are the prevalent form of development, a combination of limited levels of on-plot and on-street parking will be provided.



Fig 47 Parking strategy