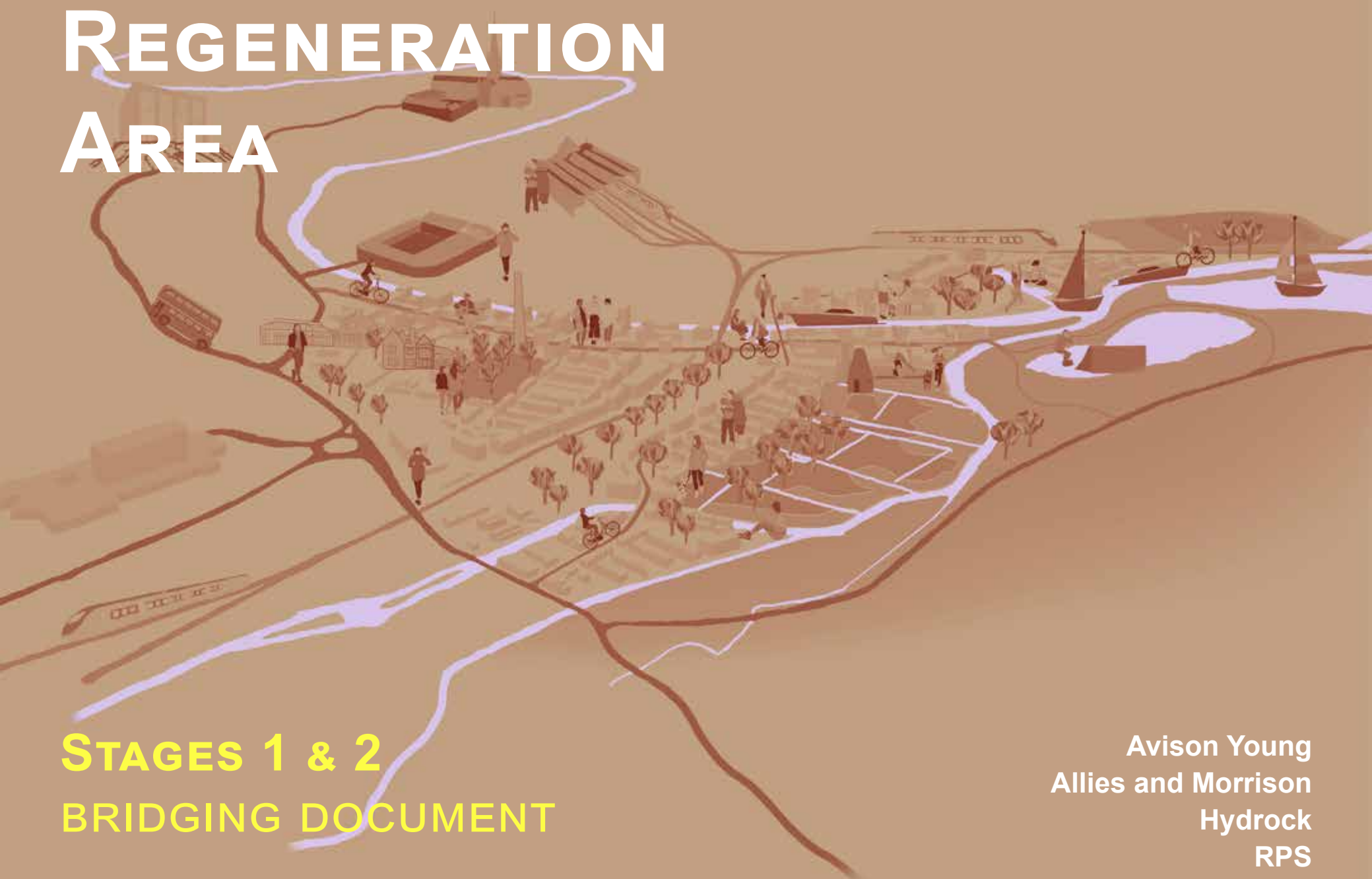


EAST NORWICH

STRATEGIC REGENERATION AREA



STAGES 1 & 2
BRIDGING DOCUMENT

Avison Young
Allies and Morrison
Hydrock
RPS

May 2022



1 INTRODUCTION

Background and context

The consultant team were appointed in February 2021 to produce a masterplan and Supplementary Planning Document (SPD) document for the East Norwich Strategic Regeneration Area (ENSRA) site allocation.

Key stages in the project can be summarised as follows:

- **Stage 1: February - November 2021**
Concept and preferred options masterplan for the ENSRA
- **Stage 2: November - April 2022**
Masterplan revisions and SPD drafting

Public and stakeholder engagement has taken place throughout the project, with key stages as follows:

- **May 2021:** Initial listening and learning meetings with stakeholders, including workshop sessions
- **July 2021:** 1st public / community drop in sessions
- **October 2021:** 2nd public /community drop in sessions
- **November - December 2021:** Stakeholder engagement on Stage 1 report

Purpose of this report

This report provides an overview of the principal revisions, updates and amendments made to the East Norwich Masterplan between Stages 1 and 2 of the project.

The masterplan explores how the east of Norwich could be transformed by the regeneration of the ENSRA through the coming forward of its four principal development opportunity sites. The four sites are as follows:

1. **Carrow Works** (including the sites of Carrow Abbey and Carrow House);
2. **May Gurney;**
3. **Deal Ground; and**
4. **Utilities.**

The masterplan has ‘3 primary opportunities’ which are:

1. **To deliver an extension of Norwich’s magnificent waterfront;**
2. **To open new connections between the city and the broads; and**
3. **Working with a glorious past, to frame an exciting future.**

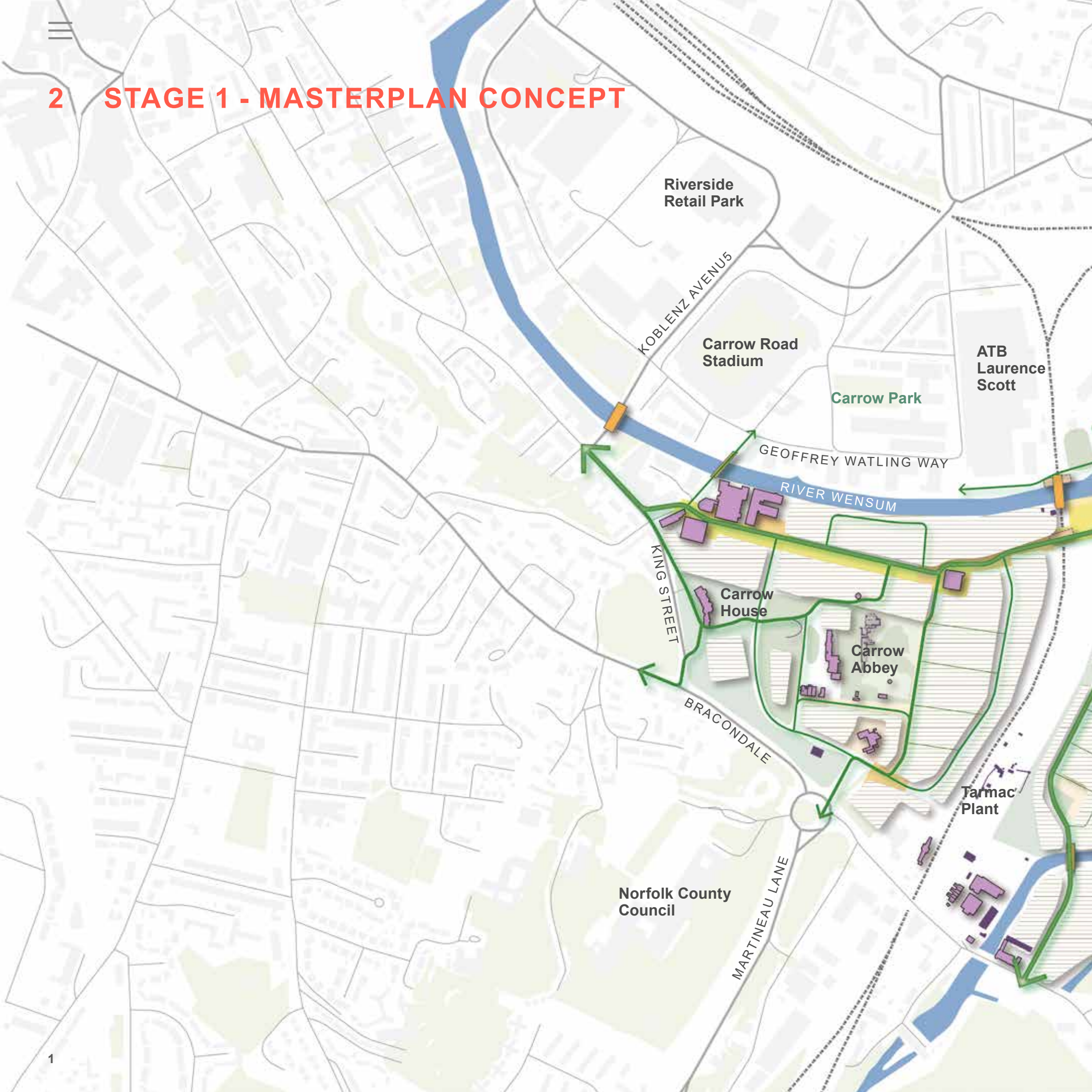


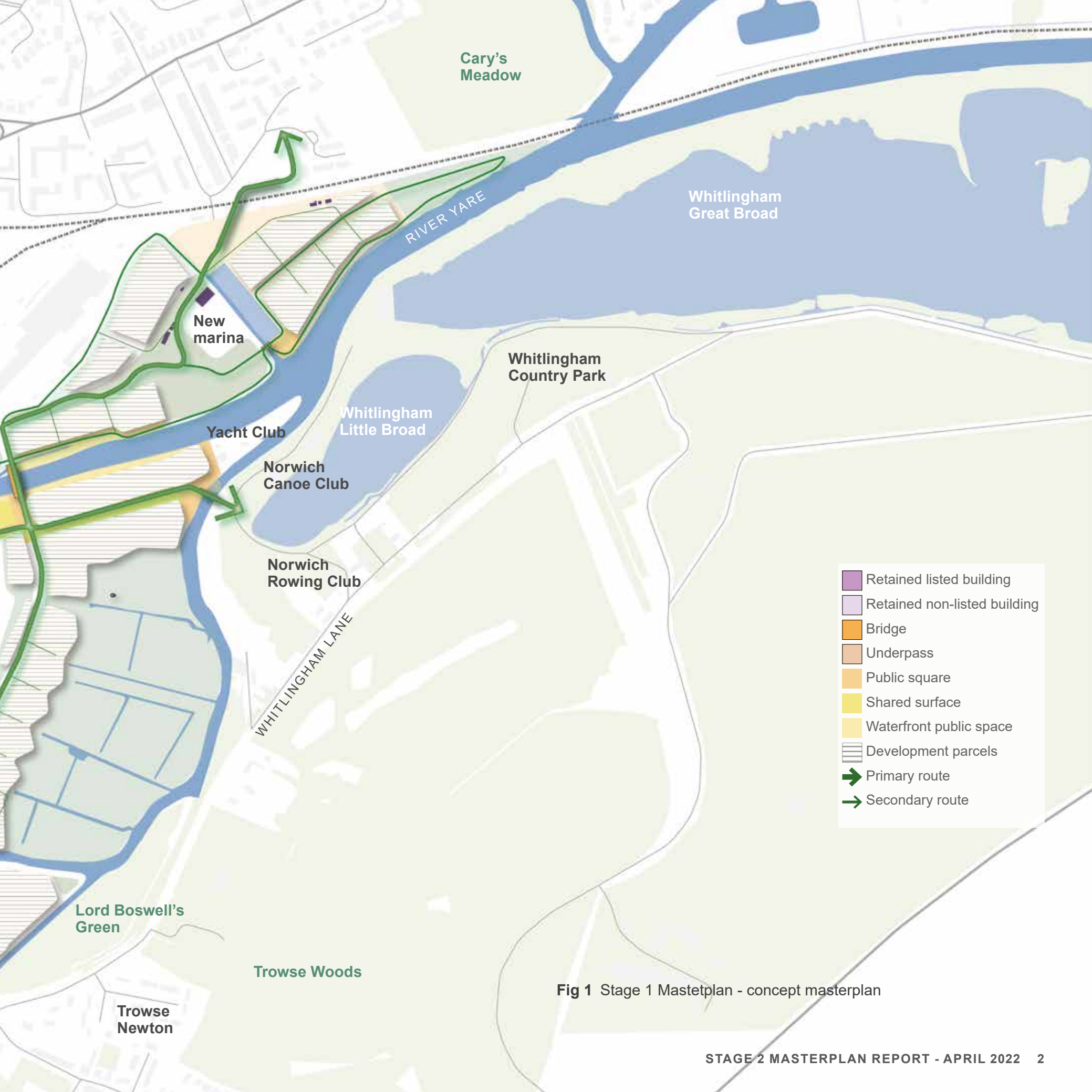
Fig 1 Stage 1 Mastetplan - concept masterplan



Fig 1 Stage 2 Mastetplan - illustrative masterplan

2 STAGE 1 - MASTERPLAN CONCEPT





Cary's Meadow

Whitlingham Great Broad

RIVER YARE

New marina

Whitlingham Country Park

Yacht Club

Whitlingham Little Broad

Norwich Canoe Club

Norwich Rowing Club

WHITLINGHAM LANE

- Retained listed building
- Retained non-listed building
- Bridge
- Underpass
- Public square
- Shared surface
- Waterfront public space
- Development parcels
- Primary route
- Secondary route

Lord Boswell's Green

Trowse Woods

Trowse Newton

Fig 1 Stage 1 Mastetplan - concept masterplan

3 STAGE 1 - ILLUSTRATIVE MASTERPLAN





Cary's Meadow

RIVER YARE

Whitlingham Great Broad

New marina

Whitlingham Country Park

Yacht Club

Whitlingham Little Broad

Norwich Canoe Club

Norwich Rowing Club

WHITLINGHAM LANE

Lord Boswell's Green

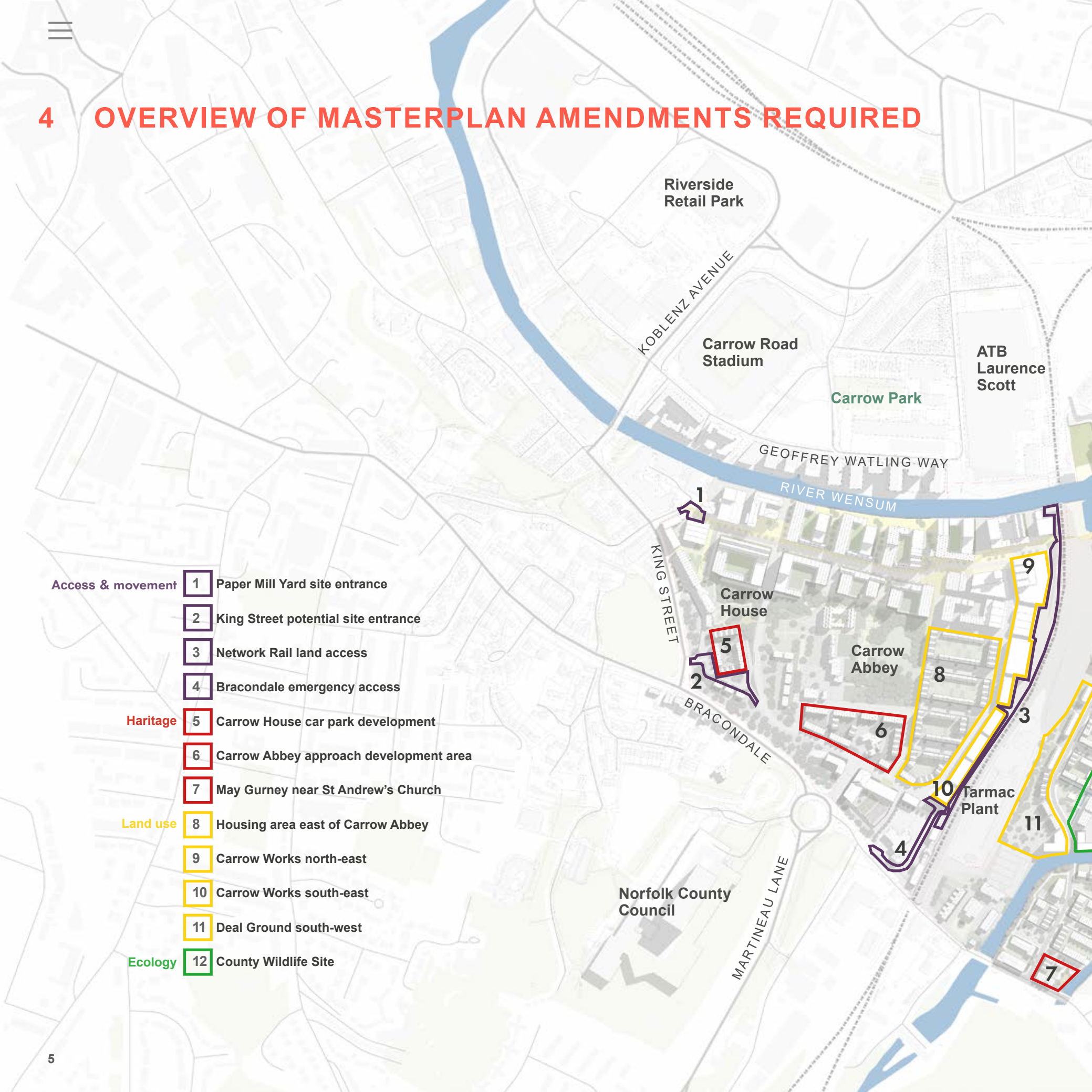
Trowse Woods

Trowse Newton

Fig 2 Stage 1 masterplan - illustrative mastetplan

4 OVERVIEW OF MASTERPLAN AMENDMENTS REQUIRED

- Access & movement**
 - 1 Paper Mill Yard site entrance
 - 2 King Street potential site entrance
 - 3 Network Rail land access
 - 4 Bracondale emergency access
- Heritage**
 - 5 Carrow House car park development
 - 6 Carrow Abbey approach development area
 - 7 May Gurney near St Andrew's Church
- Land use**
 - 8 Housing area east of Carrow Abbey
 - 9 Carrow Works north-east
 - 10 Carrow Works south-east
 - 11 Deal Ground south-west
- Ecology**
 - 12 County Wildlife Site





Cary's Meadow

RIVER YARE

Whitlingham Great Broad

New marina

Whitlingham Country Park

Yacht Club

Whitlingham Little Broad

Norwich Canoe Club

9

12

Norwich Rowing Club

WHITLINGHAM LANE

Lord Boswell's Green

Trowse Woods

Trowse Newton

Fig 3 Stage 1 Illustrative Mastetplan - the areas highlighted are parts of the masterplan which we revisited or revised in light of Stage 1 and initial draft Stage 2 feedback from stakeholders.

5 SUMMARY OF PRINCIPAL CHANGES BETWEEN MASTERPLAN STAGES 1 AND 2

Access & movement changes - plan ref. 1, 2, 3, 4

Feedback received from the County Council highlighted a number of issues relating to the access and movement strategy embedded with the mastetplan. The need to have a clear position relating to primary, secondary and emergency access was highlighted - and this issue related to all four principal development sites.

Whilst the primary points of vehicular access was clear for all sites, the movement strategy was therefore revised in the mastetplan to highlight opportunities for the establishment of secondary and emergency access for all sites. Given significant access constraints associated with the sites, it may be that some flexibility may still be required.

1. Paper Mill Yard access issues

Concerns were raised by the developers for the Carrow Works site that right of access to the site's eastern access via Paper Mill Yard was outside of their direct control. Following some research into the nature of the historic rights of access across this land, the masterplan was not revised. This entrance to the site will play an important role in ensuring the site is connected to its immediate hinterland. In light of the strategic opportunity to deliver improved connections between the city and the Broads, this access also plays an important role. Whilst

there may be some land ownership constraints to overcome, it is the Council's view that these are surmountable issues. Alternative options also exist for establishing secondary and emergency access to the site lancing any potential ransom strip issues.

2. King Street, Carrow House entrance

An existing, largely unused, access point already exists south of Carrow House which provides a direct link to the existing Carrow House car park from King Street. With the County Council having flagged the importance of the masterplan establishing potential secondary points of access to all primary development sites and with potential ownership issues associated with the Paper Mill Yard access having been flagged, the masterplan was reviewed to ensure this potential point of



Fig 4 Carrow House car park site with Stage 1 Masterplan on the left and revised Stage 2 Masterplan on the right where the masterplan has been revised to enable improve access arrangements with King Street if required

access could be used, if need be, to provide an alternative vehicular access point to the Carrow Works site - see Fig 4.

3. Access to Network Rail land and sidings

In liaisons with Network Rail, they were concerns expressed that the Stage 1 masterplan would make accessing Network Rail assets on the west side of the railway (Carrow Works side) difficult. The masterplan was reviewed and revised to ensure access can be made to the made alongside the railway line - see Fig 5.

4. Bracondale access

In light of the concerns raised by the County Council around the need to secure emergency access to all development sites, the masterplan identifies a potential emergency access point to the Carrow Works site directly off Bracondale in the vicinity of the existing Fire Station building.

Heritage changes - plan ref. 5, 6, 7, 8

Important feedback was received from relevant City and County Council officers and Historic England relating to issues associated with the impact new development might have on the site's considerable heritage assets. This led to a review of the Stage 1 masterplan in an number of key areas. Most of the ENSRA heritage assets are clustered within the Carrow Works site.

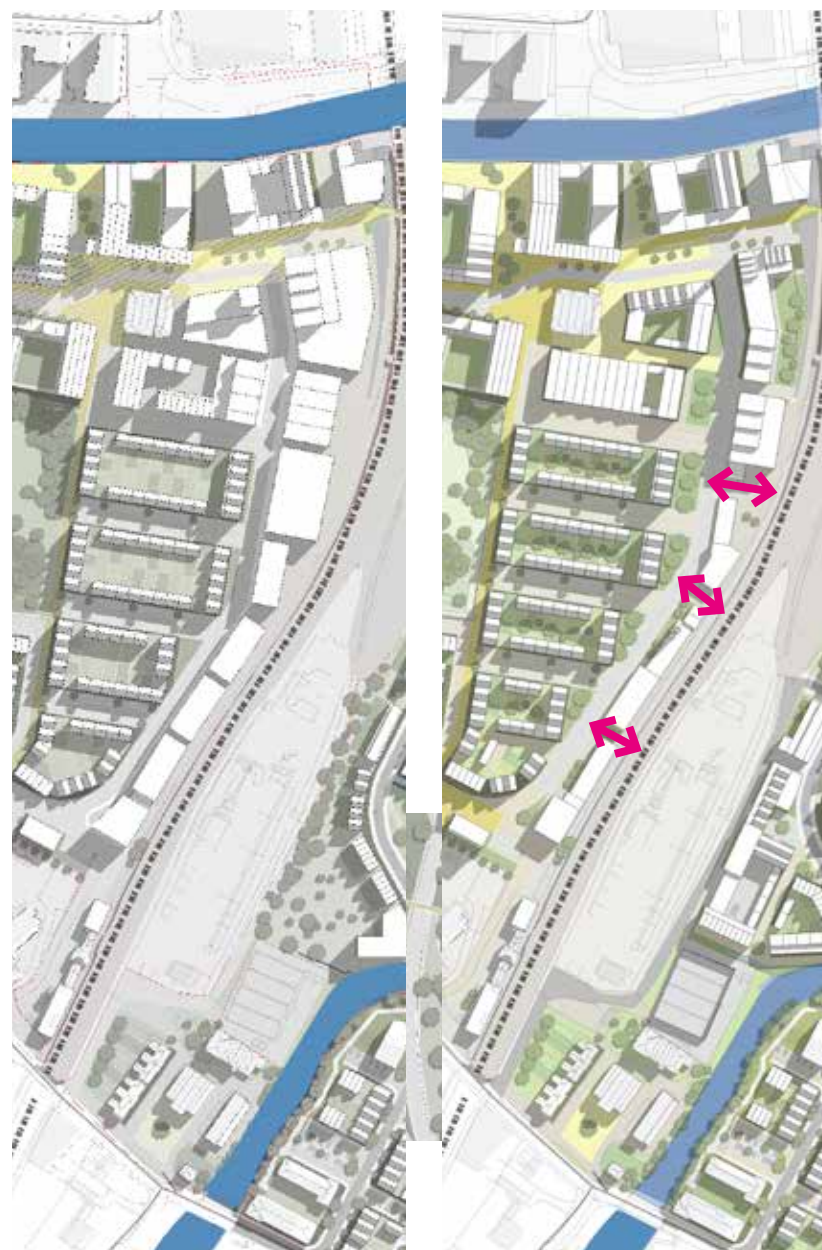


Fig 5 Network Rail sidings, with Stage 1 Masterplan on the left and revised Stage 2 Masterplan on the right where access to Network Rail assets has been improved

During the time the Stage 1 masterplan was being prepared, Historic England were undertaking a review of the listings and other heritage designations across the sites. This process concluded, with revised listing building designations and amended Schedule Monument boundary, in advance of the final production of the Draft SPD (Stage 2 masterplan).

Primary amongst the issues raised was the significance and setting of Carrow Abbey which forms part of a Scheduled Monument designation and is also a Grade I listed building.

Setting of Carrow House - plan ref. 5

The Historic England listing review resulting in the Carrow House conservatory building upgraded to Grade II* status. The formal gardens to Carrow House were created in 1908 and, following the listing review are now also formally recognised as part of the Grade II listed Carrow House.

The Carrow House car park site to the south of Carrow House is an attractive and level development site with good vehicular access. The Stage 1 masterplan showed how residential development could be accommodated on this site whilst maintaining the gardens and east-west pedestrian and cycle access south of Carrow House. However, concerns were raised about the proximity of the new development to Carrow House, its conservatory



Fig 6 Carrow House car park site with Stage 1 Masterplan on the left and revised Stage 2 Masterplan on the right where the masterplan has been revised to enable improve access arrangements with King Street if required

and gardens. In response, the building line for any redevelopment proposals on the Carrow House car park site was pulled south, away from the listed heritage assets in the revised Stage 2 Masterplan - see Fig 6.

Setting of Carrow Abbey - plan ref. 6

Concerns were expressed regarding the setting of this important and sensitive heritage asset. There was concern about the impact of the heights on new buildings around or visible from the Abbey grounds. There was also concern expressed regarding the relationship between the Abbey building and the arrival to the site. The parcels of land south and west of the Abbey building were considered again carefully to improve the arrival experience and improve the setting of the Abbey building itself whilst retaining newly listed assets in the vicinity of the Abbey. The refinements also improve how existing



Fig 7 Carrow House car park site with Stage 1 Masterplan on the left and revised Stage 2 Masterplan on the right where the masterplan has been revised to enable improve access arrangements with King Street if required

buildings to be retained can be better incorporated into an overall masterplan.

Views were expressed by Historic England for the current surface car parking area to the south of the Abbey building to be retained to preserve the open character of the site. These open parking areas are

however considered to detract from the character of the area and are not considered to be a positive aspect of the setting of the Abbey building. The masterplan seeks to improve the setting of the Abbey through appropriately scaled new development framing the Abbey grounds and clearly demarcating, but not encroaching into, the extent of the scheduled monument.

Setting of St Andrew’s Church - plan ref. 7

Historic England raised concerns about the impact of the form of development suggested on the May Gurney site on the setting of the Grade I listed St Andrew’s Church in Trowse Newton. A masterplan revision was made by removing some development on the Bracondale street frontage which was considered to potentially have an adverse impact on the setting of this heritage asset. The open nature of the Yare Valley was another factor in wanting to see a more open and less urban form of development in this sensitive part of the ENSRA - see Fig 8.

Building heights and massing

General concerns were raised by Historic England regarding the impact of new development on the setting of the Abbey but also more generally the site’s wider heritage assets and the character of the historic city of Norwich as a whole.

The distribution massing across the masterplan area is considered to be appropriate given the need to respond positively to the site’s assets and context and the need to make the best use of land.

To add additional control to the Planning Authority in this regard and to help ensure that the scale and massing of new development takes proper account of its context, two plans were included in the Draft SPD.



Fig 8 The south-east corner of the May Gurney site, with the Stage 1 Masterplan above and revised Stage 2 Masterplan below. Development has been pulled away from the south-east corner of the site, adjacent to the river corriidor and closest to St Andrew’s Church

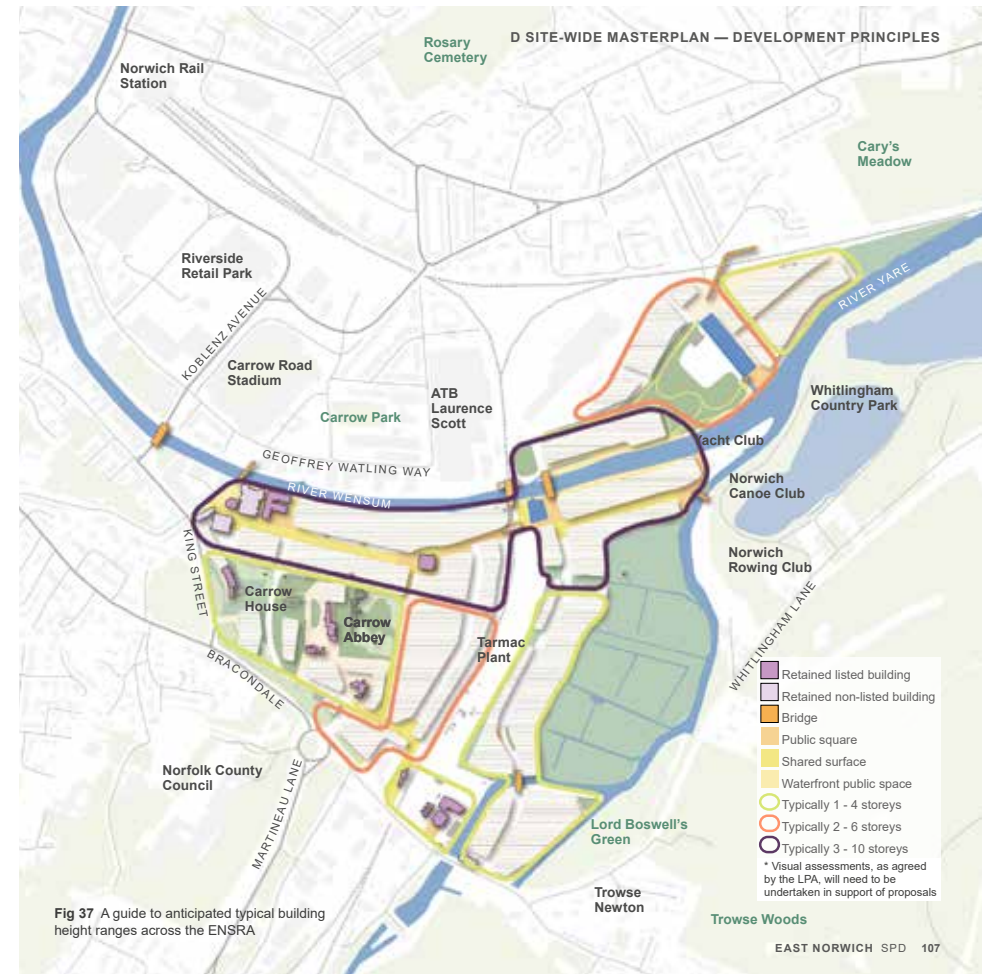


Fig 9 Building height sensitivity assessment (left) and building height guidance (right) as outlined in the Draft ENSRA SPD

The first provides a qualitative assessment of relative levels of sensitivity to potentially adverse impacts of building height across the ENSRA. The second provides guidance on the range of building heights for new development considered appropriate across different zones of the ENSRA - see Fig 9.

Land use distribution and housing density issues - plan ref. 8, 9, 10, 11

Feedback from some of the landowners raised concerns about both the distribution of land uses (in particular, the extent and distribution of employment uses across the sites), and the density of the some of the areas of housing development incorporated into the Stage 1 Masterplan. As a result, the masterplan was reviewed and a number of changes were made, as follows.

Housing density increases - plan ref. 8

Housing blocks were tightened to increase overall levels of housing density in the area east of Carrow Abbey. An additional street block has been incorporated into the area of housing to the east of Carrow Abbey - see Fig 10.

Rebalancing employment land to housing land - plan ref. 9

The extent of employment land uses put forward in the masterplan was rationalised - particularly in the northern parts of both the Carrow Works and Deal Ground sites adjacent to Trowse Bridge. This change which resulted in an overall increase in the amount of residential development - see Fig 11 (A).

Mitigating environmental impacts of Tarmac depot ongoing operations - plan ref. 10

To mitigate against the adverse environmental conditions (noise, odour) associated with the Tarmac aggregate plant, a change in land use emphasis from housing to employment uses has been incorporated into the Stage 2 Masterplan - together with a more intensive and efficient form employment-led of development north of the pumping station on the Deal Ground site - see Fig 11 (B).



Fig 10 Area east of Carrow Abbey with the Stage 1 Masterplan on the left and the Stage 2 Masterplan on the right. The Stage 2 masterplan introduces a more compact and higher density form of housing development in these street-based housing blocks - whilst still ensuring each dwelling has an appropriate amount of private amenity space.

County Wildlife Site boundary change

Feedback from the County Council ecology team highlighted concerns associated with the extent of development shown in the Stage 1 Masterplan on the Deal Ground. It was felt that the extent of developable area encroached into the County Wildlife Site (CWS) ecological designation.

It transpired that the boundary of the CWS had been amended since its incorporation into the adopted development plan. The CWS boundary being taken forward in the emerging Greater Norwich Local Plan is different to that in the adopted development plan - and it was on the basis of the adopted boundary that the Stage 1 Masterplan was based - see Fig 12.

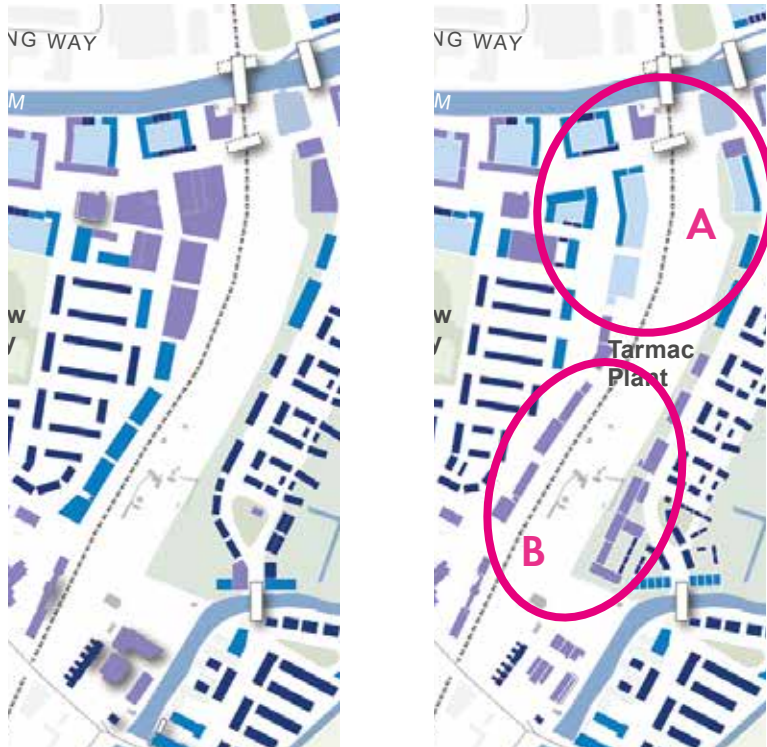


Fig 11 The ground floor land use plan in the Stage 1 Masterplan to the left and the Stage 2 Masterplan to the right. A) In the area around Trowse Bridge, in light of feedback received, a change in emphasis towards more residential development was made. B) Either side of the aggregate depot, the reverse change was made with employment uses being seen as a more appropriate use to buffer other land uses from

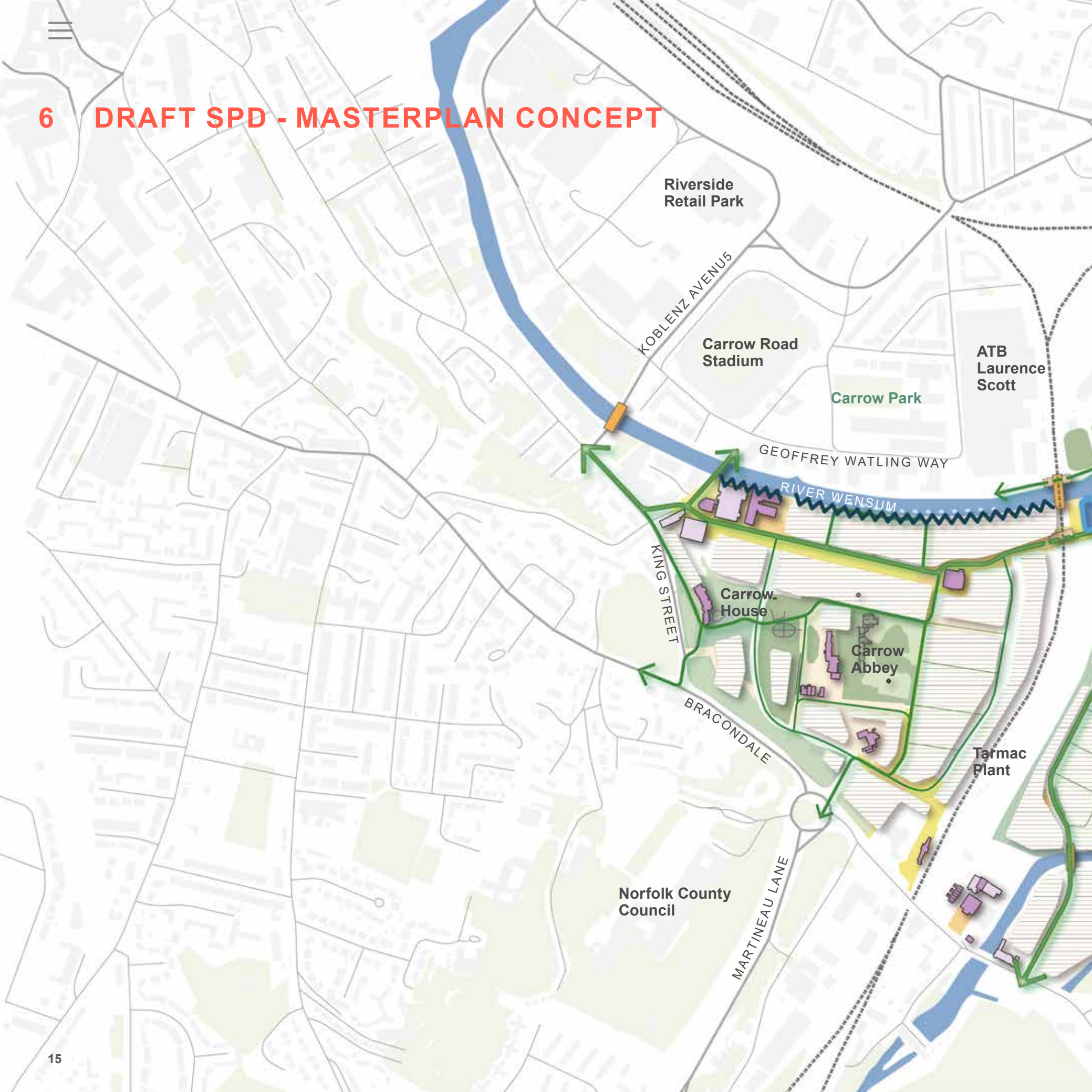
Given the intention for the masterplan to be adopted as an SPD to the new Greater Norwich Local Plan, revisions needed to be made to the masterplan to ensure there was not such conflict. The housing development on the Deal Ground site was revised accordingly to ensure there was no encroachment.

Revisions were also made - including to the wider ENSRA masterplan as a whole - to ensure that there was no overall loss of residential development capacity. The changes to the Deal Ground proposals in the masterplan are shown in Fig 12



Fig 12 Deal Ground proposal and the relationship with the revisions to the boundary of the County Wildlife Site. The Stage 1 Masterplan is shown on the left and the revised Stage 2 Masterplan proposals shown on the right which respects the new CWS boundary.

6 DRAFT SPD - MASTERPLAN CONCEPT



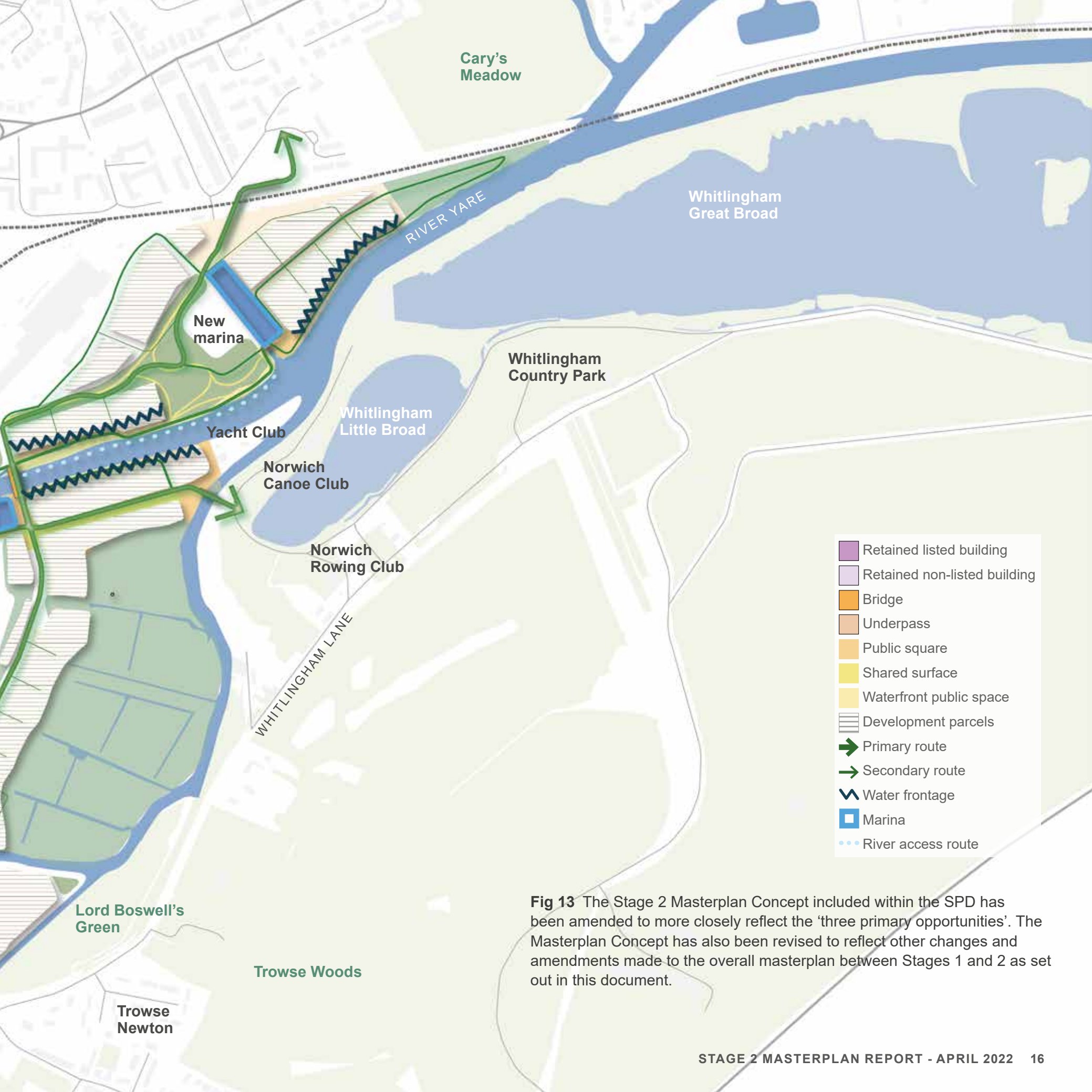
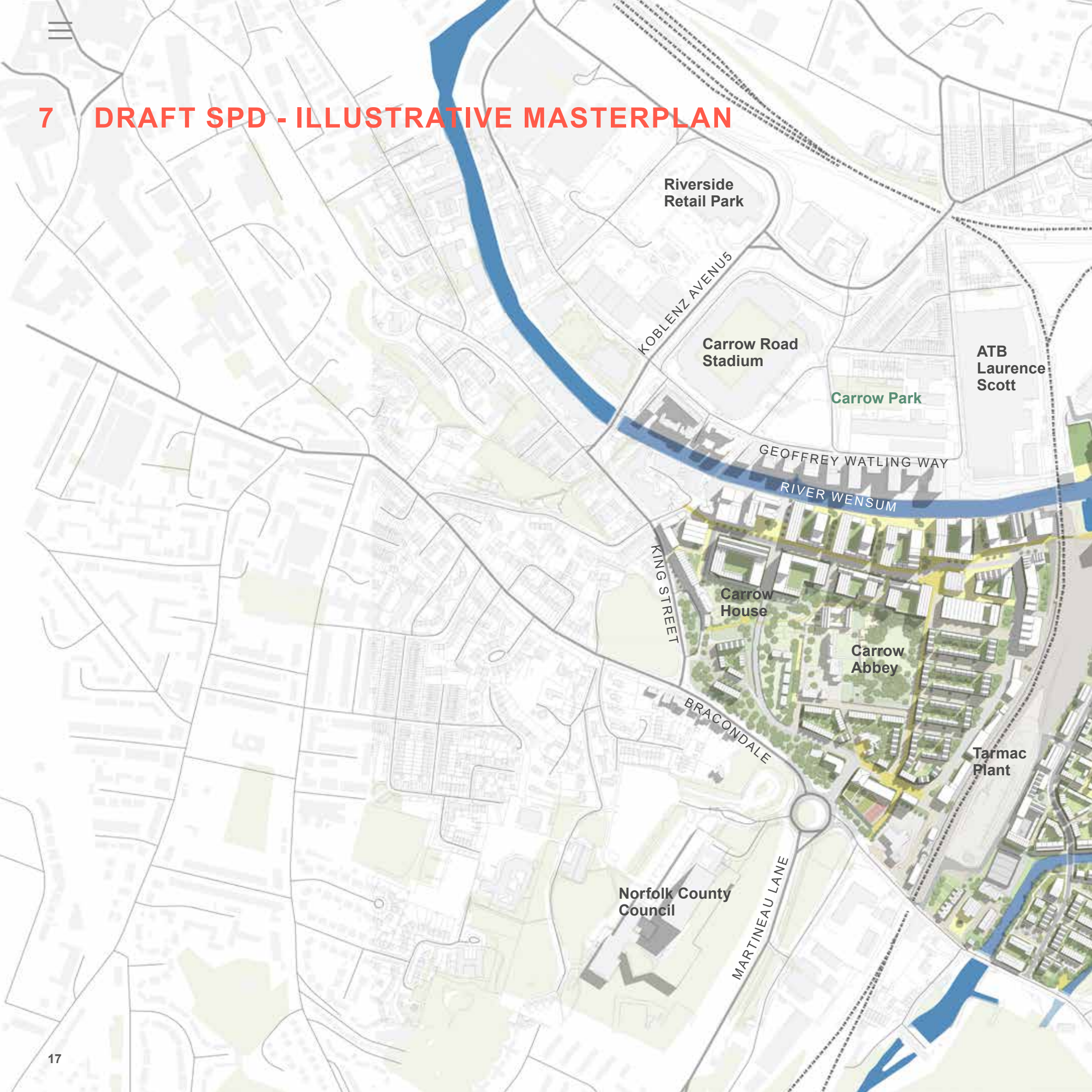


Fig 13 The Stage 2 Masterplan Concept included within the SPD has been amended to more closely reflect the 'three primary opportunities'. The Masterplan Concept has also been revised to reflect other changes and amendments made to the overall masterplan between Stages 1 and 2 as set out in this document.

7 DRAFT SPD - ILLUSTRATIVE MASTERPLAN





Cary's Meadow

Whitlingham Great Broad

RIVER YARE

New marina

Whitlingham Country Park

Yacht Club

Whitlingham Little Broad

Norwich Canoe Club

Norwich Rowing Club

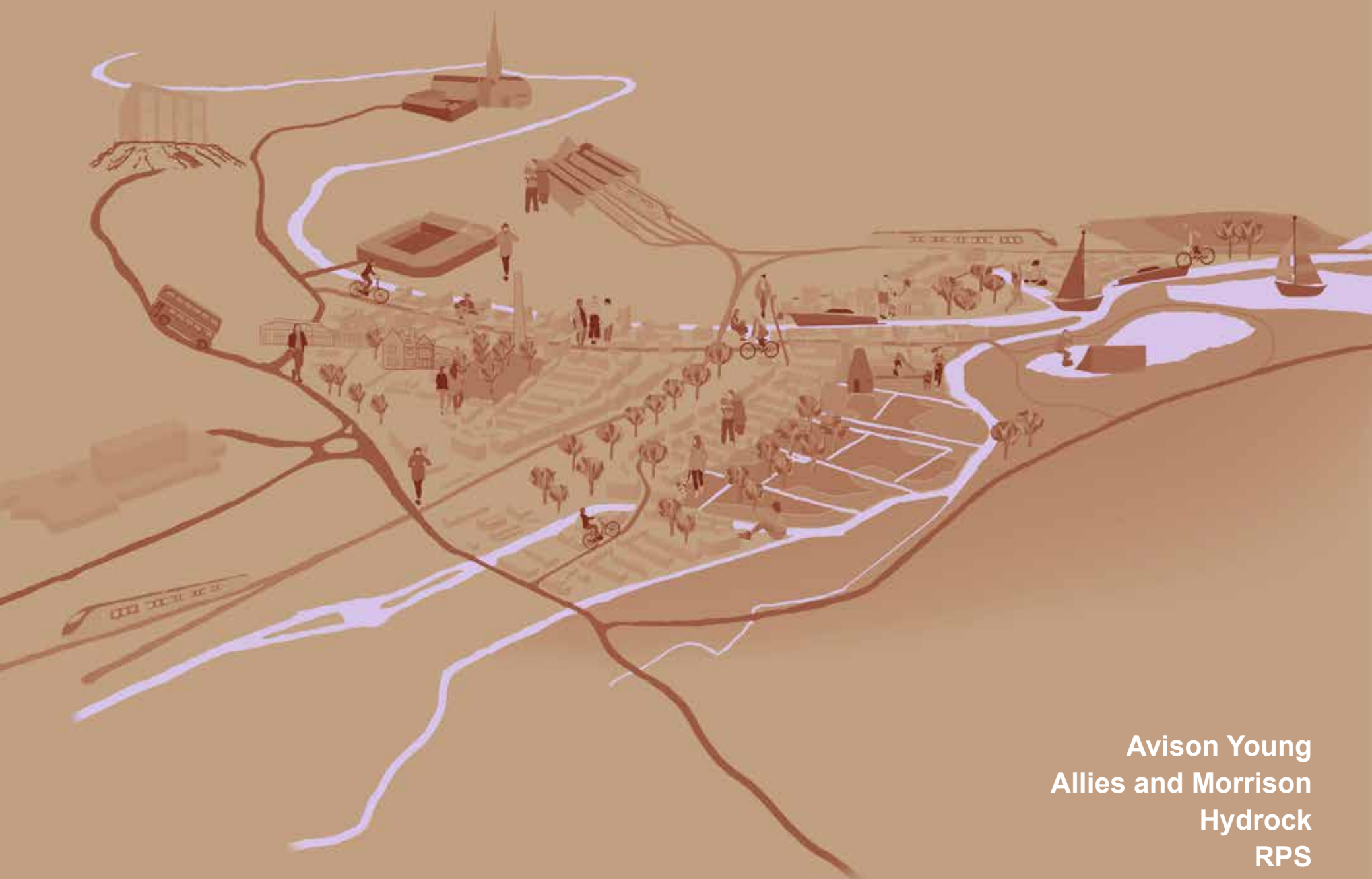
WHITLINGHAM LANE

Lord Boswell's Green

Trowse Woods

Trowse Newton

Fig 14 The Illustrative Masterplan which incorporates amendments and refinements made in light of feedback received through Stages 1 and 2 of the masterplan evolution (to be read in conjunction with the East Norwich Supplementary Planning Document).



**Avison Young
Allies and Morrison
Hydrock
RPS**

May 2022