

EAST NORWICH

STRATEGIC REGENERATION AREA



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RPS

STAGE 2 MASTERPLAN SUMMARY

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EAST NORWICH

STRATEGIC REGENERATION AREA

MASTERPLAN SUMMARY

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“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.

Supported by new infrastructure, the new quarter will link the city centre with the Broads and deliver high quality exemplar design, low carbon energy solutions and provide climate change resilience where this can be designed-in. 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



1 PURPOSE

This East Norwich Masterplan document sets out the key summary plans that form the key elements of the Masterplan to guide the future development of the East Norwich Strategic Regeneration Area (ENSRA). This summary document should also be read in conjunction with the Draft Supplementary Planning Document (SPD) for East Norwich, which sets out the framework for future development of the area.

The key plans included in this summary are:

- Illustrative Masterplan
- Key Infrastructure
- Site wide Development Principles:
 - Built Heritage
 - Movement – pedestrian, cyclist and vehicular
 - Public Realm
 - Land Use – clusters, residential development, employment led clusters
 - Building Heights – sensitivities, ranges

The full Masterplan, and SPD, contain other site-wide development principles, for example, regarding energy provision, water and flood risk, ecology and parking, and these should be reviewed as part of the comprehensive SPD alongside this summary document.

The Masterplan has both been informed by, and in turn informs, the parallel Infrastructure Delivery Plan (IDP) which should also be referenced in conjunction with progressing future schemes as part of the implementation of this Masterplan.

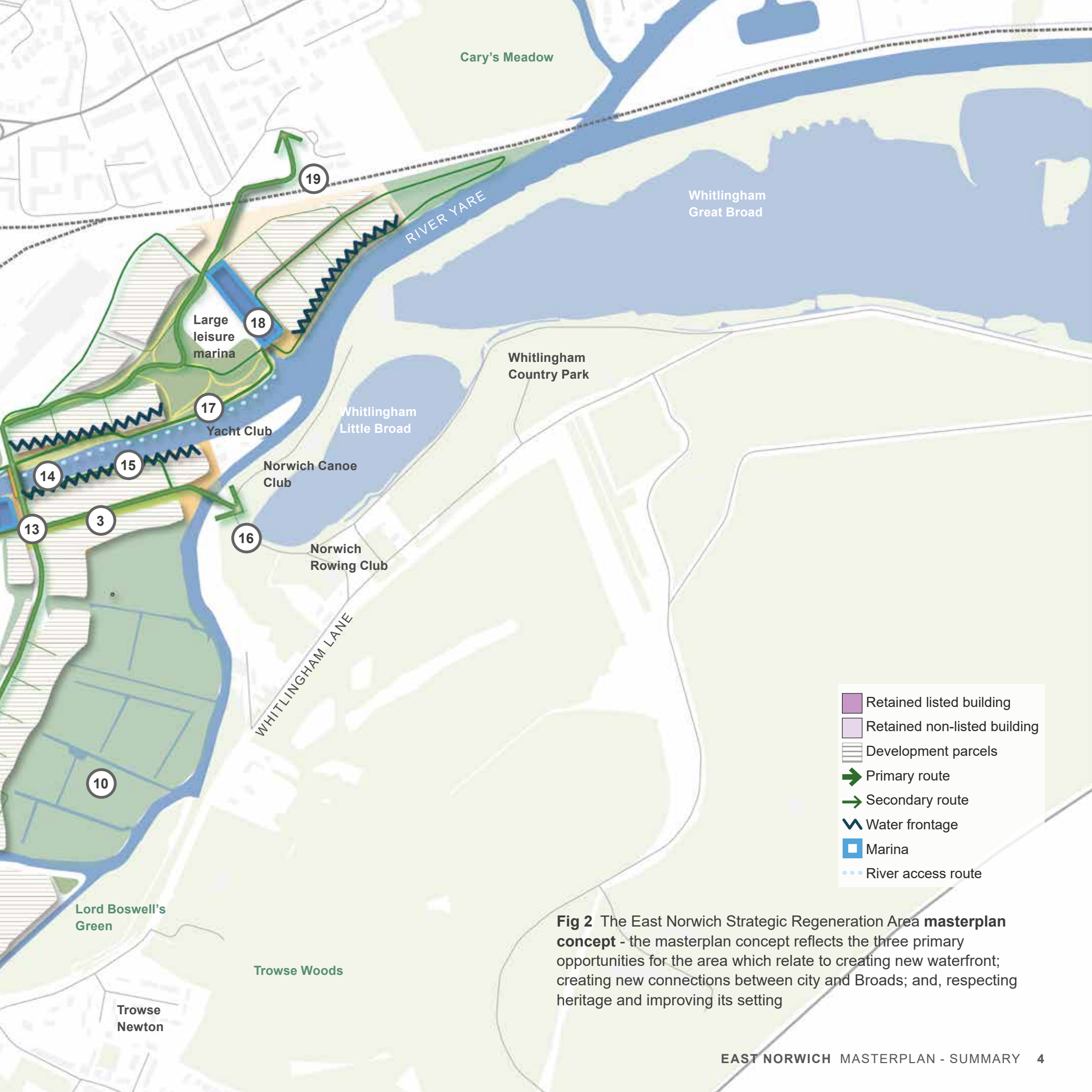


Fig 1 East Norwich Masterplan area and its principal sites

2 MASTERPLAN CONCEPT

- 1 New ped/cycle bridge over River Wensum
- 2 Opening up of 'King Street' entrance
- 3 Key E-W link directly aligned with underpass
- 4 Retained Mustard Seed Drying building
- 5 Formal gardens, opened up to public and linked
- 6 Main Bracondale entrance
- 7 Refurbished Trowse Railway Station building
- 8 Mixed use cluster with heritage buildings
- 9 New all modes bridge over River Yare
- 10 County Wildlife Site
- 11 Improved ped/cycle underpass
- 12 Potential for improved Trowse rail bridge
- 13 Small leisure marina opportunity
- 14 New all modes road bridge over River Wensum
- 15 Low level riverside walk (both side of river)
- 16 New ped/cycle bridge to Whitlingham
- 17 Opportunity for addition river moorings
- 18 Opportunity for new large leisure marina
- 19 Re-use of existing bridge for peds/cycles
- 20 Upgrading of ped-cycle access to Utilities





Cary's Meadow

Whitlingham Great Broad

RIVER YARE

Whitlingham Country Park

Large leisure marina

17

Yacht Club

Whitlingham Little Broad

Norwich Canoe Club

Norwich Rowing Club

WHITLINGHAM LANE

- Retained listed building
- Retained non-listed building
- Development parcels
- Primary route
- Secondary route
- Water frontage
- Marina
- River access route

13

3

16

14

15

10

19

Lord Boswell's Green

Trowse Woods

Trowse Newton

Fig 2 The East Norwich Strategic Regeneration Area **masterplan concept** - the masterplan concept reflects the three primary opportunities for the area which relate to creating new waterfront; creating new connections between city and Broads; and, respecting heritage and improving its setting

3 ILLUSTRATIVE MASTERPLAN

- A** Cluster of mixed / commercial uses
- B** Higher density riverside apartment
- C** Key activity node around Mustard Seed building
- D** Opportunities for mixed uses and housing types
- E** Housing-led development forming a new setting to Carrow Abbey
- F** Development respecting garden setting and creating new accesses to the site
- G** Opportunity for clustering of community uses
- H** Opportunity for clustering of arts/cultural uses
- I** Mixed housing
- J** Employment uses buffer rail-side depot uses
- K** Water-based commercial leisure opportunities





Fig 3 The East Norwich Strategic Regeneration Area **illustrative masterplan** - one possible interpretation of how the site's primary opportunities and masterplan principles could be applied. Respecting the setting of the sites many heritage assets, a wide range of building typologies should respond positively to the site's varied opportunities and a rich mix of uses ensure the establishment of a sustainable and healthy 20-minute neighbourhood



4 ESSENTIAL INFRASTRUCTURE

The regeneration of East Norwich will give rise to the need for a wide range of supporting infrastructure. Essential infrastructure required to support the transformation of the area over the long term includes:

- 1 Upgraded underpass
- 2 Vehicular Yare bridge (fixed)
- 3 Vehicular Wensum bridge (opening or fixed)
- 4 Pedestrian bridge Whitlingham (fixed)
- 5 Pedestrian bridge to Carrow Road (opening or fixed)
- 6 Boating marina on Utilities site
- 7 Small leisure marina on Deal Ground site
- 8 Low level riverside walk (flood mitigation)
- 9 Other flood mitigation as required
- 10 Bus services through the Carrow Works site
- 11 e-bike-hire and e-car-hire services
- 12 2FE primary school and contribution towards secondary school places
- 13 Public open & child play space as required
- 14 Community health facilities (CCG)
- 15 Management and maintenance of Whitlingham Country Park

This plan does not take account of requirements arising out of the need to address Nutrient Neutrality. As this is an emerging issue, and necessary proposals become clearer, these will be referenced in the future SPD.



Top: Existing railway underpass
Bottom: Existing Trowse Rail Bridge



Rosary Cemetery

Cary's Meadow

Norwich Rail Station

Riverside Retail Park

KOBLENZ AVENUE

Carrow Road Stadium

Carrow Park

ATB Laurence Scott

GEOFFREY WATLING WAY

RIVER YARE

Whitlingham Country Park

KING STREET

Carrow House

Carrow Abbey

Yacht Club

Norwich Canoe Club

Norwich Rowing Club

BRACONDALE

Norfolk County Council

MARTINEAU LANE

Lord Boswell's Green

Trowse Newton

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Fig 4 Essential on-site infrastructure (NB does not show any required off-site infrastructure requirements)



5 DEVELOPMENT PRINCIPLES

5.1 Built heritage

The Carrow Works site, in particular, provides a rich context of heritage buildings providing key context for future development. The site wide development principles start with those heritage buildings to be retained. The SPD provides significant reference to how the setting of those buildings can be protected and enhanced as part of future development.



Top: Carrow Abbey from the Priory grounds
Bottom: Carrow House



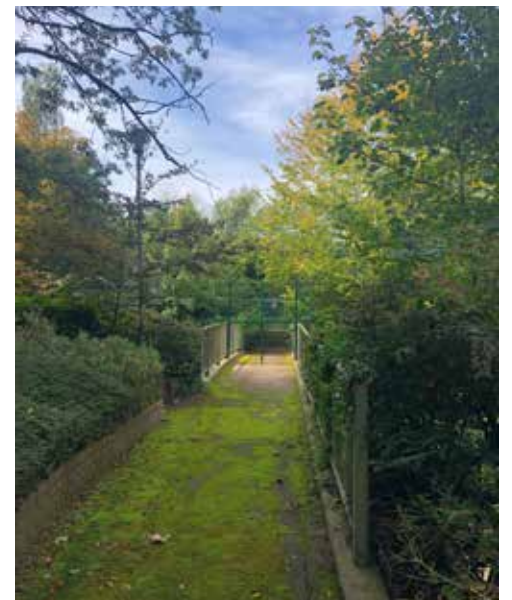
Fig 5 The illustrative masterplan and heritage assets (NB plan only shows assets within the ENSRA's boundary)



6 MOVEMENT PRINCIPLES

6.1 Movement : Walking and wheeling

Connectivity for pedestrians, both around this site - hitherto closed away from public access – and to the city and station to the west, and Whitlingham Country Park and the Broads to the east – is a key part of opening up the site with its gardens and grounds, and as part of the ‘city to the Broads’ opportunity.



Top: Potential riverside space, Carrow Works
Bottom: Existing disused pedestrian bridge connecting Carrow Abbey with Carrow House



Fig 6 Pedestrian routes

6.2 Movement: Cycling

Cycle routes and connections, based on the illustrative masterplan, showing primary, secondary and informal cycling routes across the East Norwich area.



Top: Poor existing cycling facilities on Bracondale
Bottom: The 'east-west main street', Carrow Works



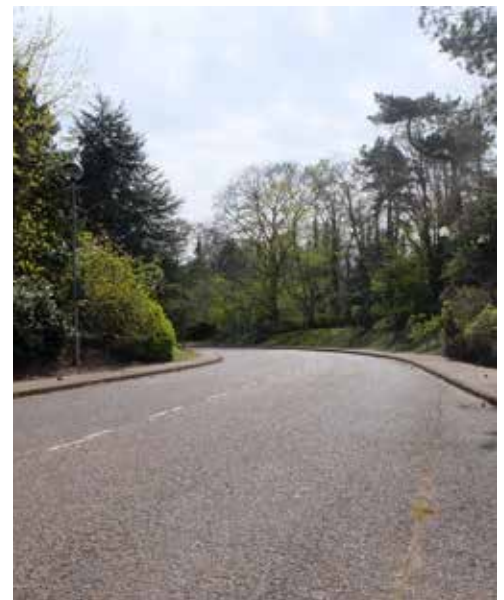
- Retained listed building
- Retained non-listed building
- Primary cycle route
- Secondary cycle route
- Informal cycle path

Fig 7 Cycle routes and connections

6.3 Movement: Vehicles

New road connections and vehicular access points - based on the illustrative masterplan. The plan shows primary vehicular access points, secondary access points and emergency access points. The hierarchy of vehicular routes across the site is also shown.

Early discussion with the County Council will be needed to satisfy requirements within this Framework.



Top: The roundabout at Bracondale will be the principal vehicular access
Bottom: Internal streets within the sites will be reused



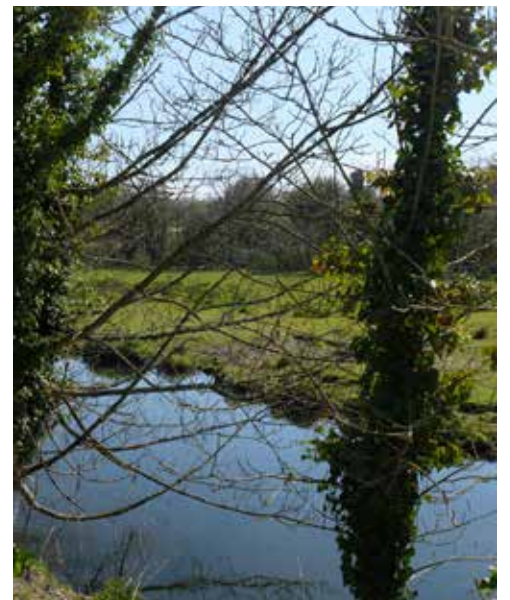
Fig 8 New road connections and vehicular access points



7 OPEN SPACE AND PUBLIC REALM PRINCIPLES

The masterplan's open space and public realm strategy outlines a wide range of opportunities to create a series of new spaces and new or improved streets and links between them.

- A Carrow Abbey grounds
- B Carrow House grounds
- C Carrow west gate
- D The 'F' building space
- E Seed Square
- F Carrow river front
- G Carrow south gate
- H Pumping Station
- I Village greens
- J Broads gate
- K Small leisure marina
- L Large leisure marina



Top: Carrow Abbey sunken gardens
Bottom: The River Yare at May Gurney



Fig 9 Public realm framework based on the illustrative masterplan

- Urban spaces
- Urban link



8 LAND USE PRINCIPLES

8.1 Land use strategy

Strategic land use clusters based on the masterplan concept - showing broad land use strategy for the ENSRA.



Top: The listed former Trowse Railway Station building
Bottom: Former pumping station building, east of the railway line



Fig 10 Land use strategy

8.2 Potential land use distribution

Ground floor uses of the illustrative masterplan. Note that this is the land use framework tested in the masterplan production process and illustrates only one way in which the masterplan could be delivered



Top: Goldsmith Street, Norwich (Mikhail Riches)

Bottom: Hale Wharf, Tottenham

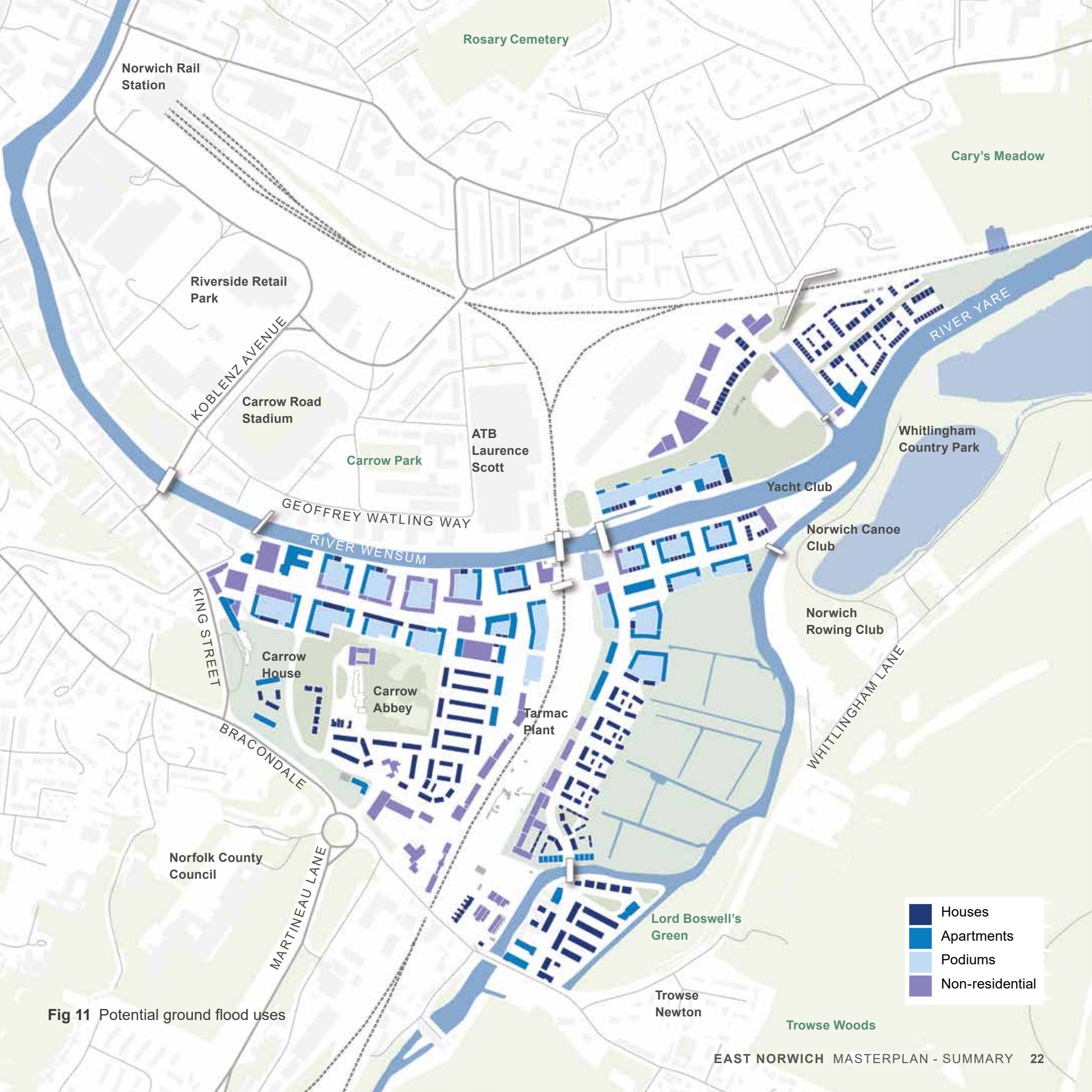


Fig 11 Potential ground floor uses

- Houses
- Apartments
- Podiums
- Non-residential

8.3 Potential employment clusters

Illustrative and potential distribution of employment uses and clusters of non-residential uses - based on the illustrative masterplan. Note that this is the land use framework tested in the masterplan production process and illustrates only one way in which the masterplan could be delivered.



Top: The German Gymnasium, King's Cross
 Bottom: Ancoats, Manchester

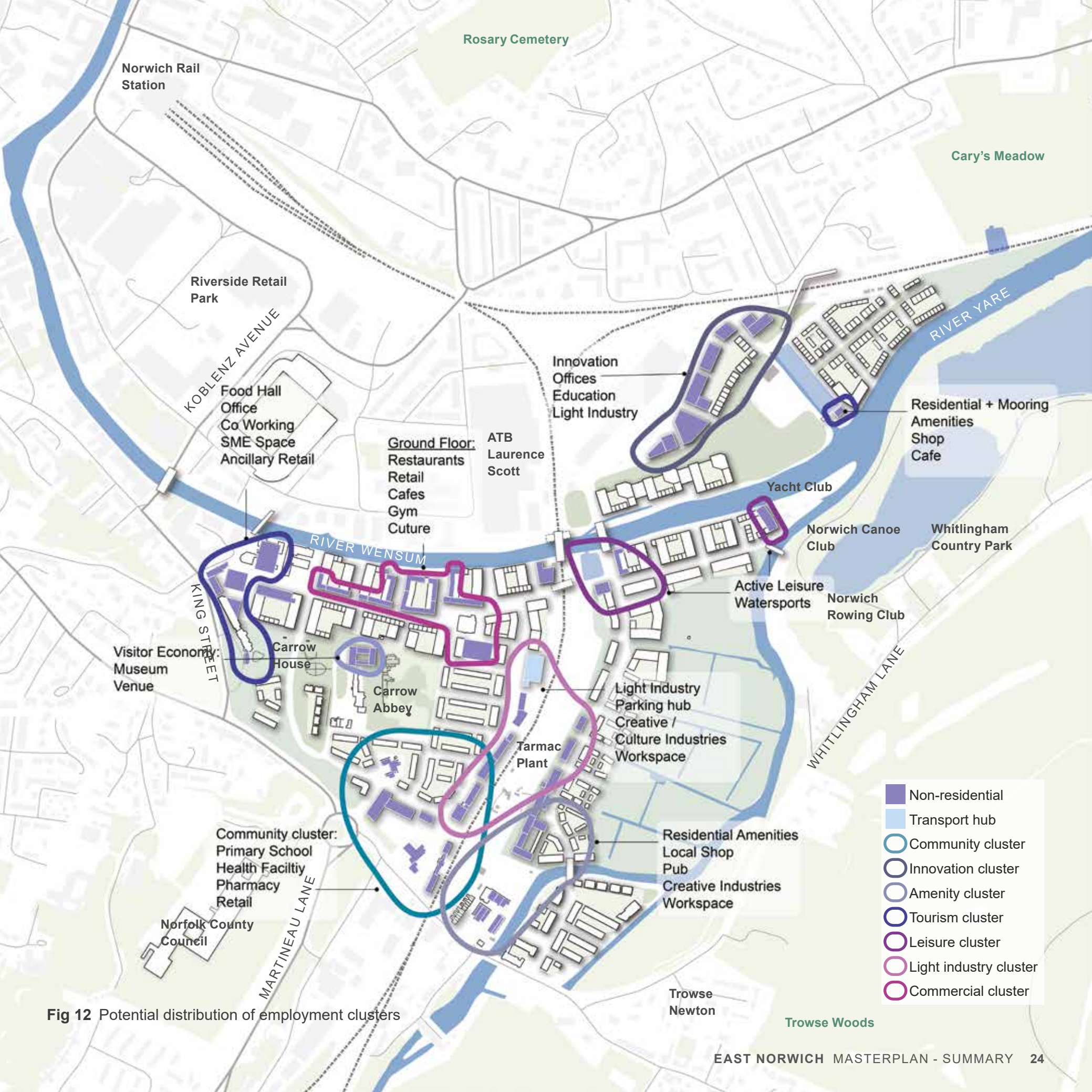


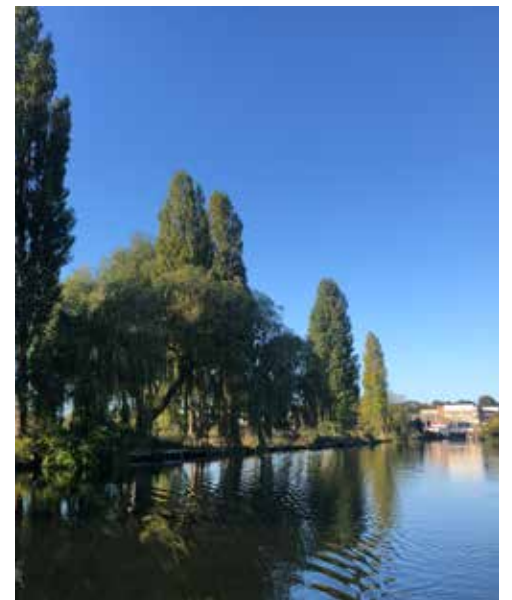
Fig 12 Potential distribution of employment clusters



9 BUILDING HEIGHT PRINCIPLES

9.1 Sensitivities

Given the heritage assets and Broads context, the whole of the ENSRA is sensitive to potentially adverse townscape impacts of new development - although some areas are, relatively, more sensitive than others. This plan outlines a qualitative assessment of relative levels of sensitivity across the ENSRA.



Top: Warehouse building along the River Wensum, Carrow Works
Bottom: View towards the Deal Ground site from the River Wensum



Fig 13 Building height sensitivities

9.2 Building height ranges

In view of the varying levels of sensitivity to building heights across the ENSRA area, this strategy sets potentially suitable building height ranges for new development across East Norwich.



**Top: The setting of Carrow Abbey
Bottom: Trees in the Carrow Abbey
Grounds**

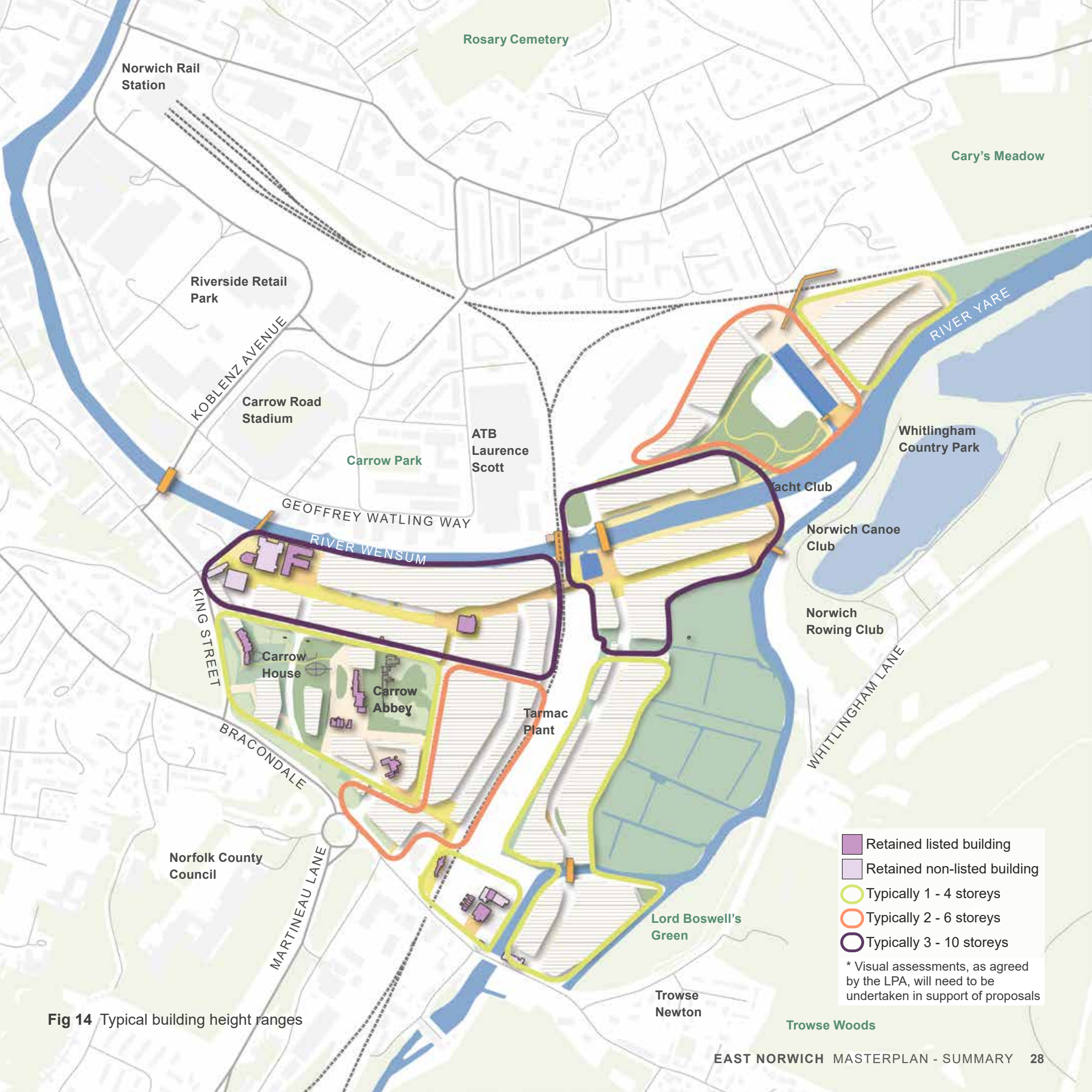


Fig 14 Typical building height ranges



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