Sustainable Development Panel

East Norwich Masterplan







Technical Analysis

Infrastructure + Utilities. Market + Economy. Place + Landscape. Flooding + Ecology. Heritage + Place.



Community Engagement

Online workshops. Launch of project website.

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Stakeholder Engagement

Landowner one to ones. Technical stakeholders. Member briefings.



Masterplan Approaches

Composite constraints + opportunities. Density and typology study. Employment / economic strategies. Access and movement.



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East Norwich regeneration



The East Norwich development represents a transformative opportunity for regeneration of both that area and the wider city.

It is an ambitious project to create a sustainable and ambitious new urban quarter for the city, supported by the preparation of a joined-up development masterplan for East Norwich and a commitment to substantial future investment.

Initial estimates indicate that the development could provide up to 4,000 new homes and 6,000 new jobs – potentially making it the largest development opportunity in the east of England. These estimates are now being tested through the preparation of the East Norwich masterplan.

The plans for East Norwich supports two of the key themes of the city council's <u>Covid-19 recovery plan</u>: business and the local economy; housing, regeneration and development.



Image: Artists impression of Wensum riverfront showing how parts of the Carrow Works site might look if brought back into use, © Allies and Morrison, 2021

Stakeholder Engagement

- Norwich City Council 24/03/21
- Serruys Properties (Deal Ground/May Gurney) 14/04/21
- Fuel Properties (Carrow Works) 14/04/21
- o Network Rail 26/04/21
- Norfolk County Council 05/05/21
- National Grid / RWE (Utilities Site) 17/05/21
- Greater Anglia (Crown Point Depot) 18/05/21
- Historic England 14/06/21
- o 'Trowse Railway Bridge Upgrade' group 04/06/21



Member Briefings

- Workshop 01/06/2021
 - Norwich City, South Norfolk, Broadland + Norfolk County Councils
 - Broads Authority
- Workshop 11/06/2021
 - Thorpe Hamlet Ward

https://www.norwich.gov.uk/homepage/332/east_norwich_regeneration





Community Engagement

Two 2+ hour workshops held 7th and 8th June

Invites sent to c.90 community groups

Attendance:

- o Active Norfolk
- o Bracondale Residents Association
- o Broads Angling Services Group
- Broads Hire Boat Federation
- o Broads Society
- o Carrow Yacht Club
- o Crown Point Estate
- First Eastern Counties Buses
- Norfolk Industrial Archaeology Society
- o Norfolk Wildlife Trust
- Norwich Preservation Trust
- Norwich Society
- o RSPB
- o Sport England
- Thorpe St Andrew Town Council
- Trowse Neighbourhood Plan Steering Group
- Trowse Millgate Neighbourhood Group
- o Yare Valley Society

Programme Update

Remain on track in relation to programme.

Focus on developing the responses to contextual understanding.

Set the framework for the masterplan options.

1a	Baseline stage													T
ũ	i Strategic, planning and economic development policy review													Τ
	ii Evidence base review													+
	iii Gap analysis	-11			 									 +
1b			_											
10	i Environmental, landscape and mapping analysis													T
	ii Infrastructure review									 				+
1c														+
	i Housing (and sub sectors) market review													1
	ii Retail + Leisure market review	_			 					 				+
	iii Office market review	_												+
	iv Industrial market review				 									 +
1d														4
IU		-											1	4
	i Potential barriers to delivery	_												+
	ii Initial solutions analysis													-
	iii Land owner surgeries													-
1e				1					1			1	1	4
	i Qualitative view of project risks													-
f	Stakeholder engagement								1			1	1	4
	i East Norwich Partnership (Local Authorities and key land owners)									 				 -
	ii Elected Members	_												_
	iii Transport stakeholders	_												_
	iv Other statutory consultees													_
	v Civic and amenity stakeholders													_
	vi Local community stakeholders													 _
1g														4
	i Movement framework concept options													_
	ii Public realm concept options	_												_
	iii Spatial (development) framework concept options													
	iv Viability testing of masterplan options													 _
1h	Concept masterplan													4
	i Land use strategy													
	ii Transport and access strategy													 _
	iii Utilities and services strategy													
	iv Sustainable drainage strategy													_
	v Blue and green infrastructure strategy													_
	vi Social and community infrastructure strategy													
	vii Heritage and townscape strategy													
	viii Scoping of Delivery Issues													
1i	Preferred option masterplan													
	i Client approval for informal engagement													
	ii Informal engagement with stakeholders													
	- Elected Members													-
	- Key stakeholders incl land owners													1
	- Wider local community stakeholders		1				1	İ	1		l			 -
	iii Consultation statement													-
lj	Stage 1 masterplan report													ľ
	i Reporting and client sign off								1					ź

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153

29.3

12.4 26.4 10.5 24.5

7.6

21.6

197

28

139

11.10





Design Process

Concept options and approaches for development Land use opportunities Economic strategies Access + movement needs Ecology + landscape



Engagement

Stakeholders

- Neighbouring landowners = Football Club, ATB Laurence Scott
- Economic stakeholders = UEA, NUA
- \circ Council officers
- Public + Community
- $\circ~$ 'Drop in' exhibition July 24/25



Site Visits

Utilities site – ecology, heritage, Wider sites – ecology

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