

Sustainable Development Panel

East Norwich Masterplan

Allies and Morrison

rps

Hydrock 

**AVISON
YOUNG**



Technical Analysis

Infrastructure + Utilities.

Market + Economy.

Place + Landscape.

Flooding + Ecology.

Heritage + Place.

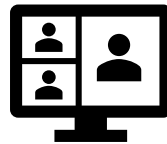


Stakeholder Engagement

Landowner one to ones.

Technical stakeholders.

Member briefings.



Community Engagement

Online workshops.

Launch of project website.



Masterplan Approaches

Composite constraints + opportunities.

Density and typology study.

Employment / economic strategies.

Access and movement.

East Norwich regeneration



Project



Programme and engagement



Contact us

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 [Covid-19 recovery plan](#): business and the local economy; housing, regeneration and development.

Is this how the Carrow Works site could look in the future?

© Artists impression, Allies and Morrison, 2021



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
- 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
- '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



Community Engagement

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

Invites sent to c.90 community groups

Attendance:

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

[illegible]



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

- Council officers

Public + Community

- 'Drop in' exhibition – July 24/25



Site Visits

Utilities site – ecology, heritage,

Wider sites – ecology

Sustainable Development Panel

East Norwich Masterplan

Allies and Morrison

rps

Hydrock 

**AVISON
YOUNG**