

EAST NORWICH MASTERPLAN

Sustainable Development Panel

- i. General project update
- ii. Review of Stage 1 engagement
- iii. Emerging masterplanning principles

14 SEPTEMBER 2021

AVISON YOUNG
ALLIES AND MORRISON
HYDROCK
RPS

PROJECT UPDATE

September 2021

- Updates to the technical analysis, to inform the Stage 1 concept masterplan
- Follow up meetings with landowners to discuss the concept masterplan
- Workshops held with officers from Norfolk County Council and Norwich City Council
- Meetings held with adjacent landowners
- Summary of engagement report made available on the Norwich City Council website



181 people
attended...



ENGAGEMENT UPDATE

Stage 1 – listening and learning

- Two stakeholder workshop sessions
- Two Members' briefing sessions
- Two officer workshop sessions
- Two-day community drop-in exhibition
- Two-week online survey
- Dedicated web-page



Norwich City Council  @NorwichCC · 19 Jul

Are you interested in the future of east Norwich?
Come along and meet the team developing plans for future regeneration at our public drop-in events:

- Friday 23 July: 14:30 - 18:30
- Saturday 24 July: 10:00 - 13:00

Find out more: tinyurl.com/acyukhbx
[#EastNorwich](#) [#TownDeal](#)



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ENGAGEMENT UPDATE

Stage 1 – listening and learning

- Two stakeholder workshop sessions
 - Two Members' briefing sessions
 - Two officer workshop sessions
 - Two-day community drop-in exhibition
 - Two-week online survey
 - Dedicated web-page
-
- Over 180 visitors to the community drop-in events
 - Over 220 completed questionnaires



181
people

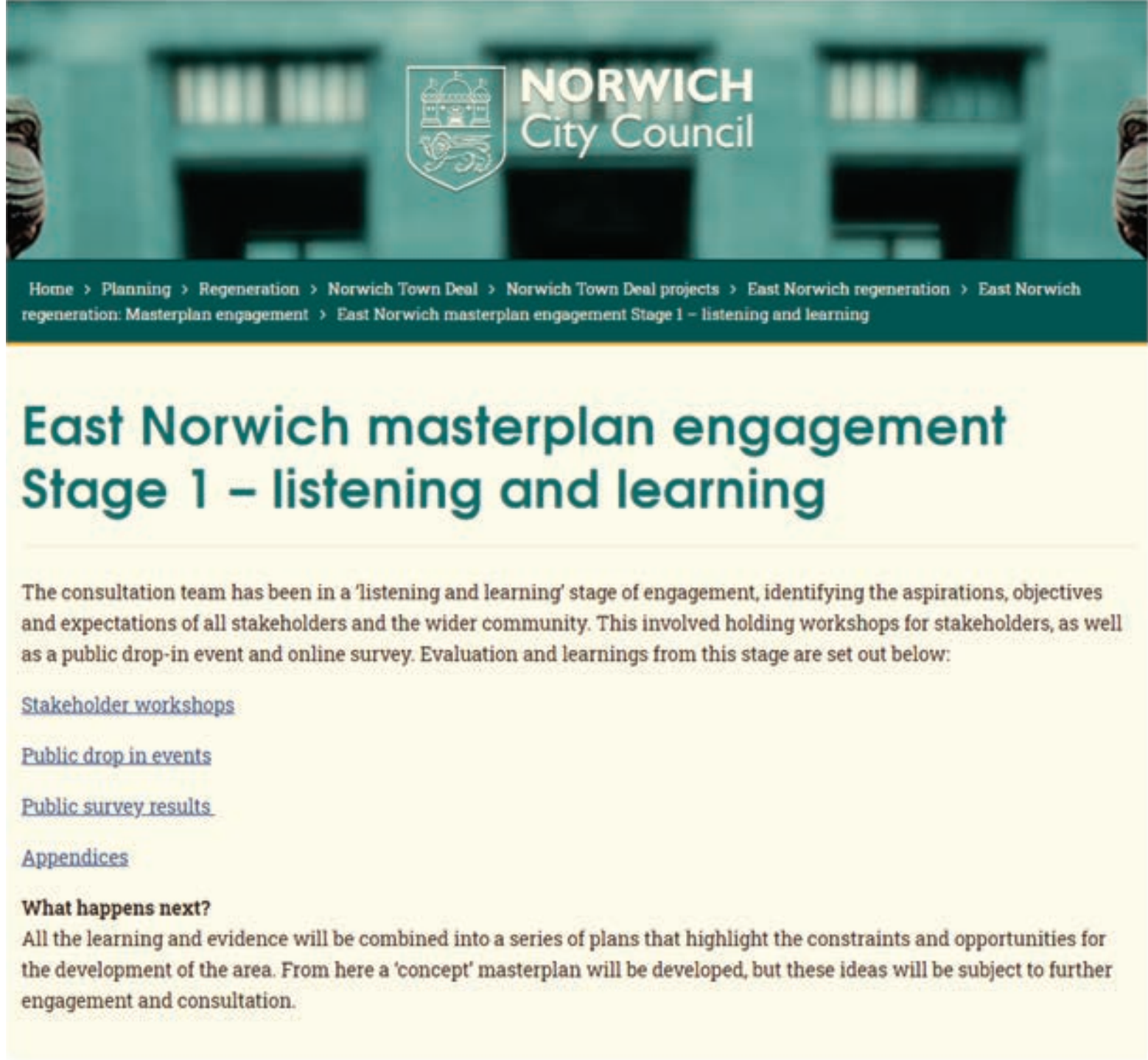
194
post-it
notes

224
forms

ENGAGEMENT UPDATE

Stage 1 – listening and learning

- Two stakeholder workshop sessions
 - Two Members' briefing sessions
 - Two officer workshop sessions
 - Two-day community drop-in exhibition
 - Two-week online survey
 - Dedicated web-page
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- Record made of stakeholder and Member sessions
 - Over 180 visitors to the community drop-in events
 - Over 220 completed questionnaires
-
- ❖ [Web page updated](#)



The screenshot shows the Norwich City Council website. At the top is the council's logo and name. Below it is a breadcrumb trail: Home > Planning > Regeneration > Norwich Town Deal > Norwich Town Deal projects > East Norwich regeneration > East Norwich regeneration: Masterplan engagement > East Norwich masterplan engagement Stage 1 – listening and learning. The main heading is 'East Norwich masterplan engagement Stage 1 – listening and learning'. The text describes the 'listening and learning' stage of engagement, mentioning workshops, a public drop-in event, and an online survey. It includes links for 'Stakeholder workshops', 'Public drop in events', 'Public survey results', and 'Appendices'. A section titled 'What happens next?' explains that the learning will be combined into plans and a 'concept' masterplan will be developed.

NORWICH
City Council

Home > Planning > Regeneration > Norwich Town Deal > Norwich Town Deal projects > East Norwich regeneration > East Norwich regeneration: Masterplan engagement > East Norwich masterplan engagement Stage 1 – listening and learning

East Norwich masterplan engagement Stage 1 – listening and learning

The consultation team has been in a 'listening and learning' stage of engagement, identifying the aspirations, objectives and expectations of all stakeholders and the wider community. This involved holding workshops for stakeholders, as well as a public drop-in event and online survey. Evaluation and learnings from this stage are set out below:

[Stakeholder workshops](#)

[Public drop in events](#)

[Public survey results](#)

[Appendices](#)

What happens next?

All the learning and evidence will be combined into a series of plans that highlight the constraints and opportunities for the development of the area. From here a 'concept' masterplan will be developed, but these ideas will be subject to further engagement and consultation.

EXHIBITION BOARDS



1 EAST NORWICH

Welcome

The East Norwich development represents a significant step in the regeneration of the East Norwich area and the wider city. It is an ambitious project to create a sustainable new urban quarter for the city, representing the implementation of a planning, development masterplan for East Norwich and a comprehensive regeneration vision for the area.

Masterplan

The masterplan for the development is a key document that sets out the vision for the area and the principles that will guide the development. It is a comprehensive document that covers all aspects of the development, from the layout of the housing to the provision of infrastructure and services.

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2 EAST NORWICH

Who is involved?

The East Norwich development is a joint venture between the City of Norwich and the East Norwich Development Corporation. The Corporation is a company limited by guarantee, established to manage the development and to ensure that the development is completed in accordance with the masterplan.

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3 EAST NORWICH

About the site

The East Norwich development site is located in the heart of the city, adjacent to the city centre and the city's main shopping area. The site is a key location for the city's regeneration and is a key part of the city's masterplan.

Site location

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4 EAST NORWICH

Creating a sustainable community

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5 EAST NORWICH

Creating a sustainable community

OPEN SPACE

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6 EAST NORWICH

Creating a sustainable community

COMMUNITY SERVICES

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7 EAST NORWICH

Creating a sustainable community

HERITAGE

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8 EAST NORWICH

Next steps

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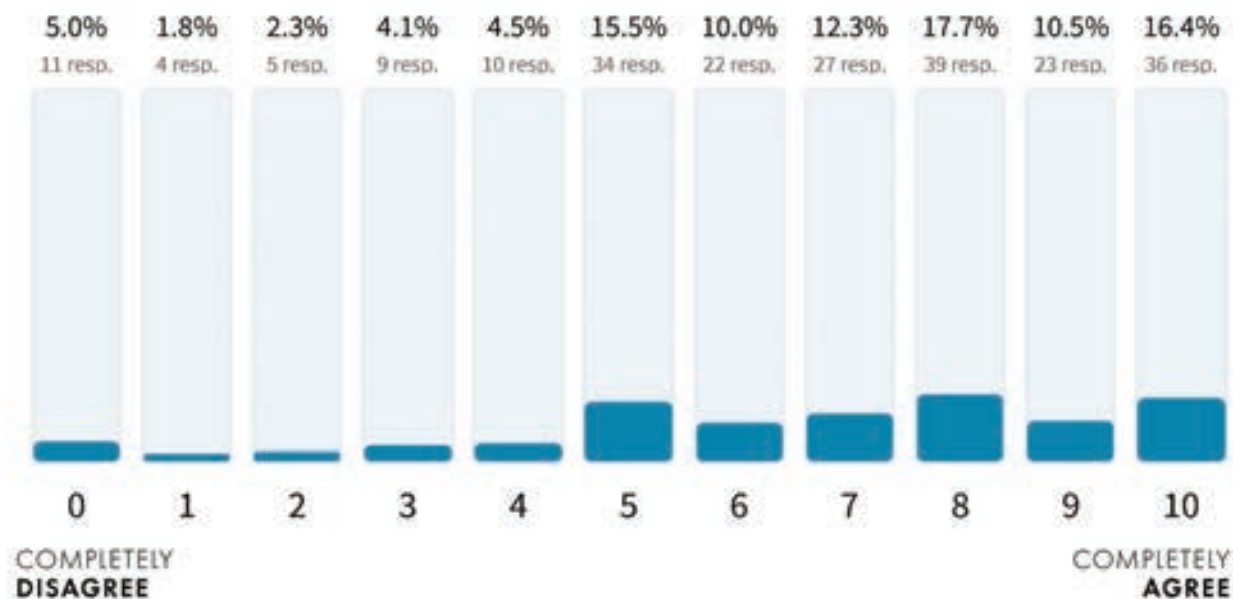
SURVEY

In total, 224 people
responded to the survey



Q1

Do you support the vision for East Norwich?



Average
rating =
6.6

Most
frequently
selected =
8

Q2

Which aspects of the vision for East Norwich do you think are most important? Please pick the your top three.



Top three most frequently selected:

1. Protecting biodiversity and wildlife (56.5%)

2. Respecting the area's special history and heritage assets (53.8%)

3. Supporting sustainable and active travel - walking, wheeling and cycling (43.5%)

Other...

"Supporting affordable/low cost rental housing delivery"

"Providing mainly social housing as there are plenty of properties for rich people to buy in the area."

"Cutting carbon emissions"

"Preventing the build up of more traffic congestion on an already congested area"

ENGAGEMENT UPDATE

Community feedback

TOP PRIORITY ISSUES

i. Flooding and ecology

- Liaise directly with appropriate Officers and Environment Agency – dedicated session
- Take constraints very seriously - dedicated team member providing appropriate support
- Requesting further Homes England support regarding flood modelling



ENGAGEMENT UPDATE

Community feedback

TOP PRIORITY ISSUES

i. Flooding

ii. **Traffic impacts**

- Need to continue to engage with County
- Keen to give as much emphasis to sustainable modes as possible
- Aware of the need to balance local vs strategic movement issues



ENGAGEMENT UPDATE

Community feedback

TOP PRIORITY ISSUES

- i. Flooding
- ii. Traffic impacts
- iii. **Impacts on character of Trowse Village**

- Exploring traffic management measures to help minimise impact on village character
- Creating new walking and cycling connections to help minimise new trips
- Respecting local heritage assets
- Exploiting existing access points



East Norwich Regeneration

Key masterplanning principles



East Norwich Regeneration

Key masterplanning principles

1. SUSTAINABLE CONNECTIONS FOR SUSTAINABLE COMMUNITIES



East Norwich Regeneration

Key masterplanning principles

1. **SUSTAINABLE CONNECTIONS FOR SUSTAINABLE COMMUNITIES**
2. **RESPECTING NATURE**



East Norwich Regeneration

Key masterplanning principles

1. **SUSTAINABLE CONNECTIONS FOR SUSTAINABLE COMMUNITIES**
2. **RESPECTING NATURE**
3. **FLOOD RESILIENCE**



East Norwich Regeneration

Key masterplanning principles

1. **SUSTAINABLE CONNECTIONS FOR SUSTAINABLE COMMUNITIES**
2. **RESPECTING NATURE**
3. **FLOOD RESILIENCE**
4. **RESPECTING HERITAGE**



East Norwich Regeneration

Key masterplanning principles

1. **SUSTAINABLE CONNECTIONS FOR SUSTAINABLE COMMUNITIES**
2. **RESPECTING NATURE**
3. **FLOOD RESILIENCE**
4. **RESPECTING HERITAGE**
5. **CAPITALISING ON THE RIVER FRONTAGE**



East Norwich Regeneration

Key masterplanning principles

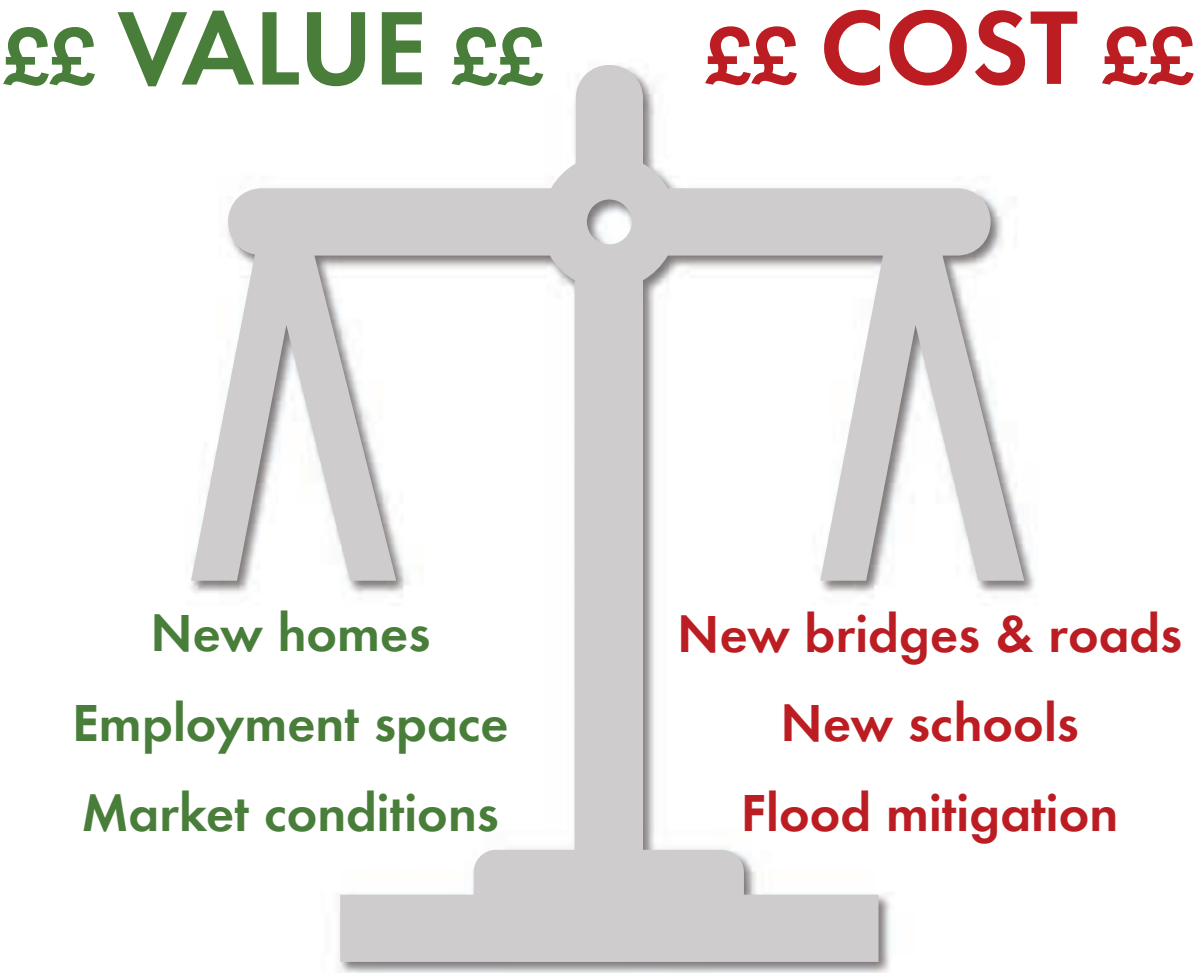
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- 4. RESPECTING HERITAGE
- 5. CAPITALISING ON THE RIVER FRONTAGE
- 6. INTENSITY AND DIVERSITY OF USES



East Norwich Regeneration

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- 2. RESPECTING NATURE
- 3. FLOOD RESILIENCE
- 4. RESPECTING HERITAGE
- 5. CAPITALISING ON THE RIVER FRONTAGE
- 6. INTENSITY AND DIVERSITY OF USES
- 7. MARKET FACING AND DELIVERABLE



East Norwich Regeneration

Key masterplanning principles

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3. **FLOOD RESILIENCE**
4. **RESPECTING HERITAGE**
5. **CAPITALISING ON THE RIVER FRONTAGE**
6. **INTENSITY AND DIVERSITY OF USES**
7. **MARKET FACING AND DELIVERABLE**
8. **FLEXIBILITY, ROBUSTNESS AND LONG TERM THINKING**

