

# EAST NORWICH MASTERPLAN

## Sustainable Development Panel

**9 November 2021**

Avison Young  
Allies and Morrison  
Hydrock  
RPS

# EAST NORWICH MASTERPLAN

## Sustainable Development Panel

1. The site
2. Engagement review
3. Masterplan evolution
4. Character and place-making
5. Capacities and viability

# East Norwich Masterplan

- 1 Carrow Works
- 2 Deal Ground
- 3 May Gurney
- 4 Utilities site







## Sustainable communities...

1. Housing and built character
2. Open space
3. Transport and physical infrastructure
4. Community infrastructure
5. Environmentally sensitive
6. Creating jobs
7. Sensitive to heritage
8. Creating safe and inclusive places



## Engagement overview

### Initial listening and learning stage - July 2021

- Stakeholder workshops
- Members' briefing
- Drop-in exhibition event
- On-line survey

# Concept Masterplan Exhibition

Friday 15 Oct  
Saturday 16 Oct

## 1 EAST NORWICH MASTERPLAN

### Welcome

The East Norwich Masterplan is a long-term plan to improve the life of the town. It will be a guide for the town's future development, and will be used to guide the town's growth and development.

**Key aims...**

1. **Improve the town's environment** - to make it a more attractive place to live and work.
2. **Improve the town's infrastructure** - to make it a more functional place to live and work.
3. **Improve the town's economy** - to make it a more vibrant place to live and work.
4. **Improve the town's community** - to make it a more cohesive place to live and work.

**Getting started...**

The Masterplan is a long-term plan, and it will be developed in stages. The first stage is to create a vision for the town's future, and the second stage is to create a plan for how to achieve that vision.

**Progress to date...**

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## 2 EAST NORWICH MASTERPLAN

### What you told us

In July 2017 we carried out a series of meetings and surveys to hear what you had to say about the town's future. We heard a lot of great ideas, and we will be using them to shape the Masterplan.

**What you told us...**

- What you told us about the town's environment** - you wanted a more attractive town, with more green spaces and better buildings.
- What you told us about the town's infrastructure** - you wanted better roads, more parking spaces, and better public transport.
- What you told us about the town's economy** - you wanted more jobs, more shops, and more services.
- What you told us about the town's community** - you wanted a more cohesive town, with more people getting on.

**What you told us about the town's future...**

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## 4 EAST NORWICH MASTERPLAN

### The Big Opportunities

There are a number of big opportunities for the town's future. We will be using these opportunities to shape the Masterplan.

**1. Improving the town's environment** - you wanted a more attractive town, with more green spaces and better buildings.

**2. Improving the town's infrastructure** - you wanted better roads, more parking spaces, and better public transport.

**3. Improving the town's economy** - you wanted more jobs, more shops, and more services.

**4. Improving the town's community** - you wanted a more cohesive town, with more people getting on.

## 5 EAST NORWICH MASTERPLAN

### The Big Issues

There are a number of big issues that we need to address in the Masterplan. We will be using these issues to shape the Masterplan.

**A. Housing** - you wanted more homes, and you wanted them to be of a good quality.

**B. Transport and infrastructure** - you wanted better roads, more parking spaces, and better public transport.

**C. Health and wellbeing** - you wanted a healthier town, with more green spaces and better buildings.

**D. Access to the sea** - you wanted better access to the sea, with more paths and better buildings.

## 6 EAST NORWICH MASTERPLAN

### The Emerging Masterplan

The Masterplan is a long-term plan, and it will be developed in stages. The first stage is to create a vision for the town's future, and the second stage is to create a plan for how to achieve that vision.

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## 7 EAST NORWICH MASTERPLAN

### Place and character

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## 8 EAST NORWICH MASTERPLAN

### Masterplan objectives

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## 9 EAST NORWICH MASTERPLAN

### Next steps

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**Have your say...**

Everyone has a say in the town's future. We will be using your ideas to shape the Masterplan.

**How to have your say...**

- Online** - you can have your say online, at [www.eastnorwich.gov.uk/masterplan](http://www.eastnorwich.gov.uk/masterplan).
- At the exhibition** - you can have your say at the exhibition, on Friday 15 Oct and Saturday 16 Oct.
- By email** - you can have your say by email, at [masterplan@eastnorwich.gov.uk](mailto:masterplan@eastnorwich.gov.uk).

# Concept Masterplan Exhibition

Friday 15 Oct  
Saturday 16 Oct

## 2 EAST NORWICH MASTERPLAN



### What you told us

In July 2021 we undertook an initial 'listening and learning' engagement exercise. Over 181 people attended our drop-in event at Carme Abbey, generating over 190 comments. In addition, 224 of you responded to our survey which invited your thoughts on the vision and your aspirations for and concerns about the site. These boards present the key messages emerging from this initial engagement exercise.

#### The overall vision for east Norwich

**You said**

Most people indicated that they agreed with the vision for east Norwich.

**Priority issues for you were:**

- 1 protecting biodiversity,
- 2 respecting local heritage, and
- 3 creating good walking, wheeling and cycling links and connections

#### How we responded...

- We are excited about the opportunities in the east Norwich area and the masterplan will play a key role in defining its future regeneration.
- Given the contrasting nature of the different sites within the masterplan area, celebrating nature, heritage and offering up new connections are key opportunities to be explored and provided.

#### Housing and character

**You said**

Your feedback was clear in delivering the message that new development should respect local character.

Some people expressed concern about higher density developments.

#### How we responded...

- We are suggesting that the scale (height and bulk) of development should not be dramatically different to what is around it.
- We are suggesting a wide mix of homes – from small houses to riverside apartments, including new build and conversions and including affordable housing.

#### Open space

**You said**

This creation of riverside amenity space for walking and enjoyment was top of your open space priorities.

You encouraged protected areas for food growth, landscaping and areas to be rewilded.

#### How we responded...

- We think there is an amazing opportunity to use the sites to create an extensive new riverside walk along the River Vensum.
- The masterplan will encompass a wide range of open spaces can be formed – some completely natural to the east and others more managed to the west.

#### Transport and movement

**You said**

You felt greenest priority should be given to walking, wheeling and cycling.

Many of you were concerned about the potential impact of development on local roads and specifically Towne Village.

#### How we responded...

- Moved to our aim. We are suggesting that all the sites connect up together with new routes and links who want to walk, wheel and cycle – not just drive.
- This will then be able to connect with and expand the City's existing network of routes – radically improving links between the city and the Broads.

## 3 EAST NORWICH MASTERPLAN



### What you told us

#### Community facilities

**You said**

Enhanced primary health care provision and primary school provision were your two biggest priorities.

Use Carme Abbey site and other historic buildings for new community facilities.

#### How we responded...

- The emerging masterplan will promote sites for a new primary school within the masterplan area.
- The masterplan framework will also suggest appropriate locations for health facilities and other community facilities – in new and existing buildings.

#### Creating jobs

**You said**

You told us that the areas closest to the railway line to the Carme Works and Uffens sites were the best locations for employment uses.

You also said the area is most suitable for leisure, culture and creative uses.

#### How we responded...

- We agree with you – and are suggesting these locations for employment uses.
- The waterfront will also be a focus for leisure and commercial uses to help attract visitors who enjoy both the historic city and the nature of the Broads.

#### The importance of heritage

**You said**

Opening these historic sites up for public use was seen as the primary heritage opportunity.

You also told that the creative reuse of historic buildings is also a wonderful opportunity.

#### How we responded...

- We agree – the masterplan will show how the sites can be opened up and, over time, become an integrated part of the city.
- The masterplan works with and around the site's identified heritage assets – these are valuable resources for the city and will play a massive role in making the area so special.

#### Environmental sensitivities

**You said**

Taking account of the area's flood risks was a hugely important issue for you.

Having new developments which is design to be environmentally sustainable was also a key issue.

#### How we responded...

- We have worked hard to outline a framework which takes proper account of the flood risks across the site.
- We will ensure that the masterplan will promote sustainable design techniques and measures.

# Web-page updates...



## East Norwich regeneration

### East Norwich drop-in event 15 and 16 October 2021



Following a really useful July event, please come and review project progress on the masterplan for east Norwich.

Drop in for an informal chat with the team at Carrow Abbey at any time during the following sessions:

- Friday 15 October 2.30pm - 3.30pm
- Saturday 16 October 10am - 1pm

Short term on-site parking is available for your visit.

### Take part in the survey

[View surveys and share your thoughts on the East Norwich Masterplan via our online survey](#)



## East Norwich Masterplan stage 2: Welcome

The East Norwich Masterplan represents a transformative opportunity to regenerate this part of the city to deliver local and regional benefits - creating a sustainable new urban quarter, supported by the preparation of a joined up development masterplan and commitment to major future investment.

### The sites...

The masterplan area comprises four principal sites:

1. Carrow Works - the former Colman's factory site
2. Deal Ground - large site east of the railway
3. May Quarry - former PG site for local firm
4. Utilities site - former power station site

### Policy context...

East Norwich is identified as a strategic development opportunity in the emerging Greater Norwich Local Plan (GNLP), which earmarks the area for major growth and regeneration. The emerging GNLP suggests that the area could deliver around 4,000 new homes and up to 5,000 new jobs. The preparation of the masterplan will enable these numbers to be tested and their implications better understood - all with the input and benefit of public and stakeholder engagement.



Aerial view of East Norwich showing the regeneration boundary

Almost  
200  
attendees

Majority  
from NR1

80+ forms  
completed





## Engagement overview

### Concept masterplan stage - October 2021

- Key stakeholder 1-2-1 sessions
- Drop-in exhibition event
- On-line survey

The East Norwich Masterplan team has undertaken extensive site analysis, spoken to stakeholders and listened to your feedback from our initial drop-in event in July 2021.

We are now seeking your views on the emerging concept masterplan. We still have a lot more work to do, testing and refining the proposals, but we want to hear your views now, ahead of a more formal stage of engagement later in the process.

**Please tell us what you think...**

Use this QR code to complete the survey by 12pm on Tuesday 26th October 2021

or visit the East Norwich webpage to find out more about the project

For all information visit [www.norwich.gov.uk/EastNorwichRegeneration](http://www.norwich.gov.uk/EastNorwichRegeneration)

## Engagement statement / report

“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. THE NEW QUARTER WILL LINK THE CITY CENTRE WITH THE BROADS AND DELIVER EXEMPLAR DESIGN. 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.”





1

# CELEBRATING NORWICH'S WATERFRONT

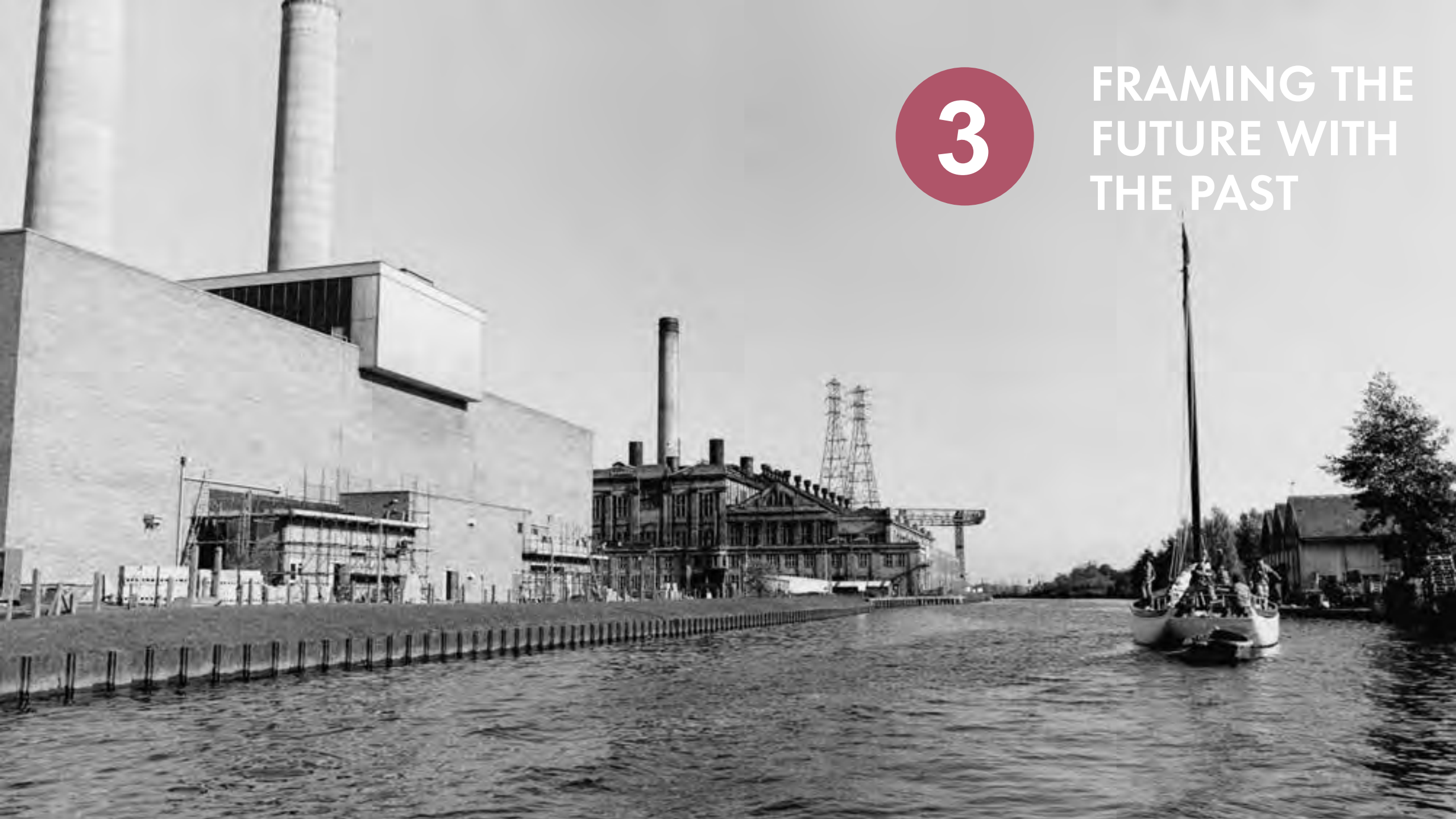
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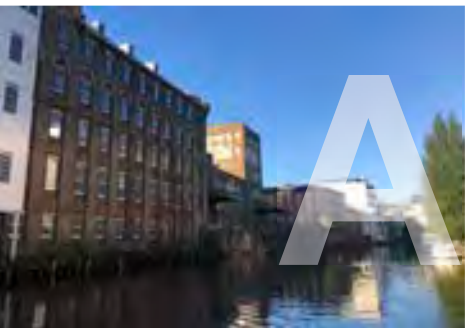
CONNECTING  
THE CITY WITH  
THE BROADS



3

# FRAMING THE FUTURE WITH THE PAST





## CELEBRATING THE WATERFRONT



## CONNECTING THE CITY AND THE BROADS



## FRAMING THE FUTURE WITH THE PAST



# Site-wide Masterplan Objectives

## 1 DELIVERING SUSTAINABLE CONNECTIONS



## 2 RESPECTING HERITAGE AND IMPROVING ITS SETTING



## 3 CAPITALISING ON THE RIVER FRONTAGE



## 4 OPTIMISING LAND AND PROMOTING DIVERSITY



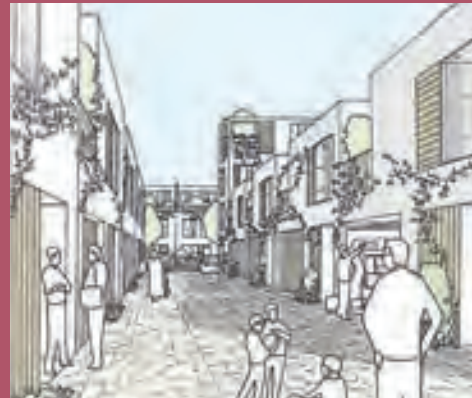
## 5 RESPECTING NATURE



## 6 DELIVERING FLOOD RESILIENCE



## 7 FLEXIBILITY, ROBUSTNESS AND LONG-TERM THINKING



## 8 EQUITABLE INFRASTRUCTURE PROVISION





**FLOODING**



**UNDERGROUND UTILITIES**



**THE RAILWAY AND ASPHALT PLANT**



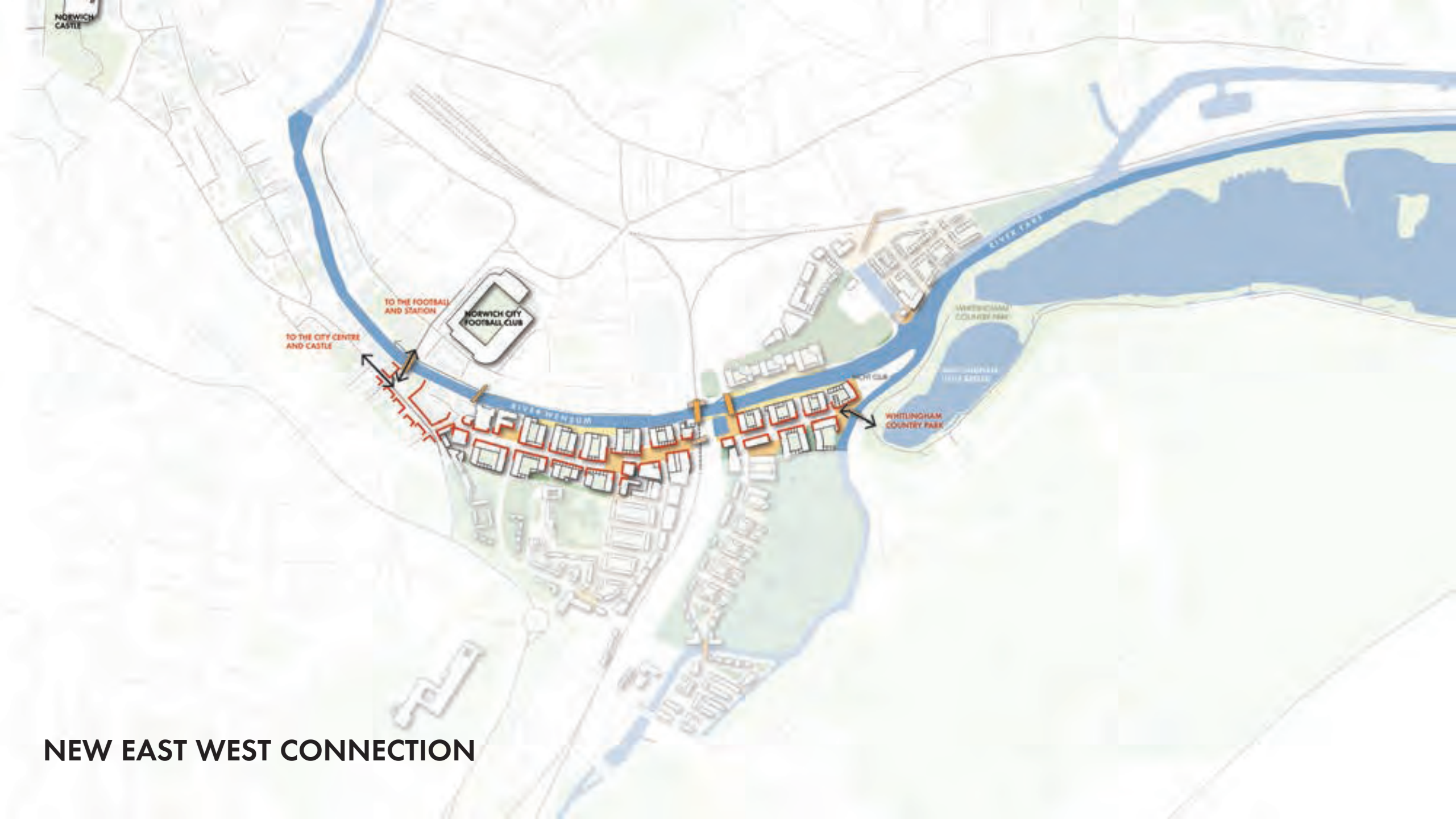
**ACCESS**



**THE EMERGING MASTERPLAN**



PEDESTRIAN PERMEABILITY



**NEW EAST WEST CONNECTION**

## NEW NORTH SOUTH CONNECTION





A CHAIN OF SPACES



A WEB OF GREEN SPACES



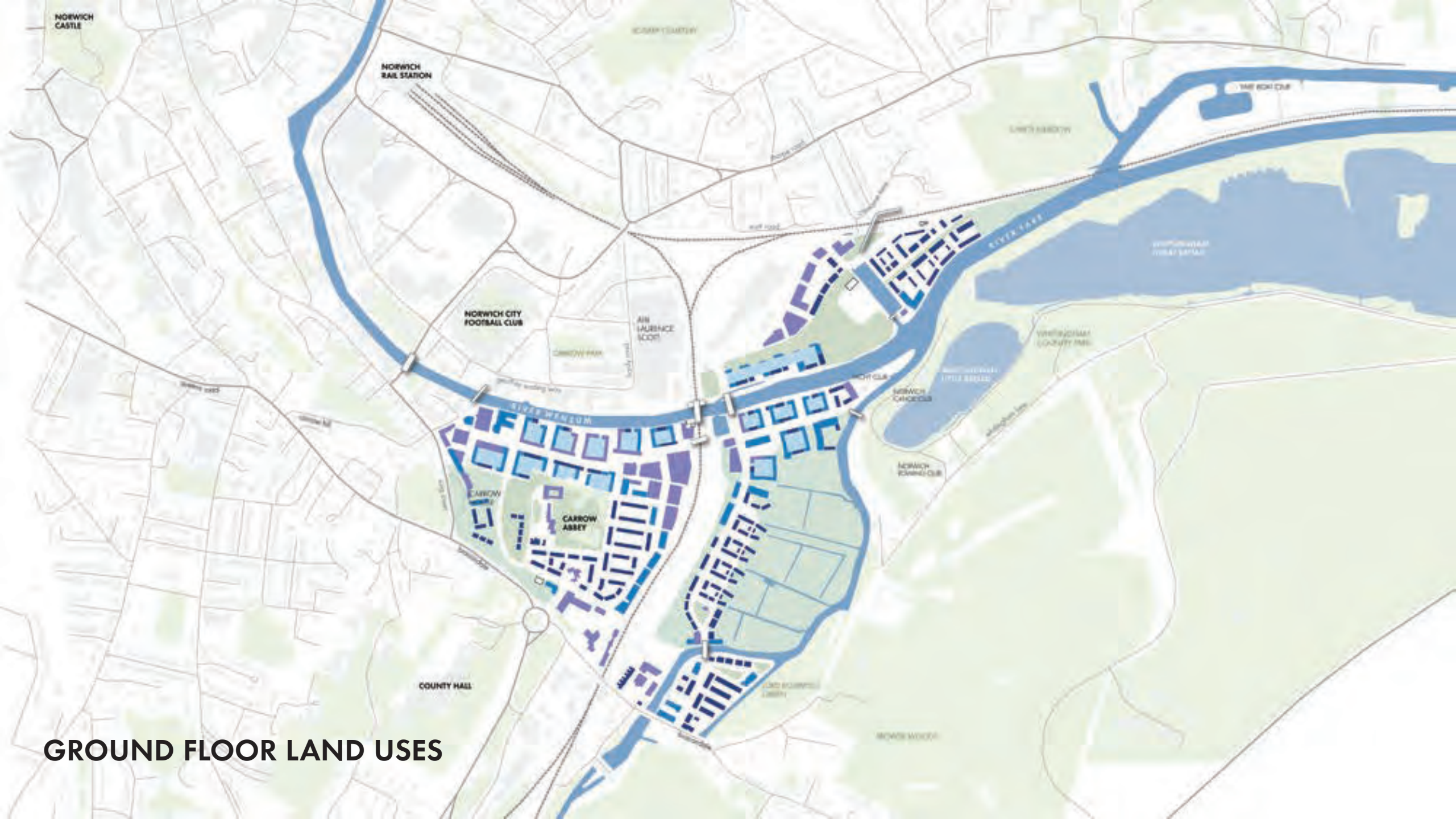
ACTIVE FRONTAGES



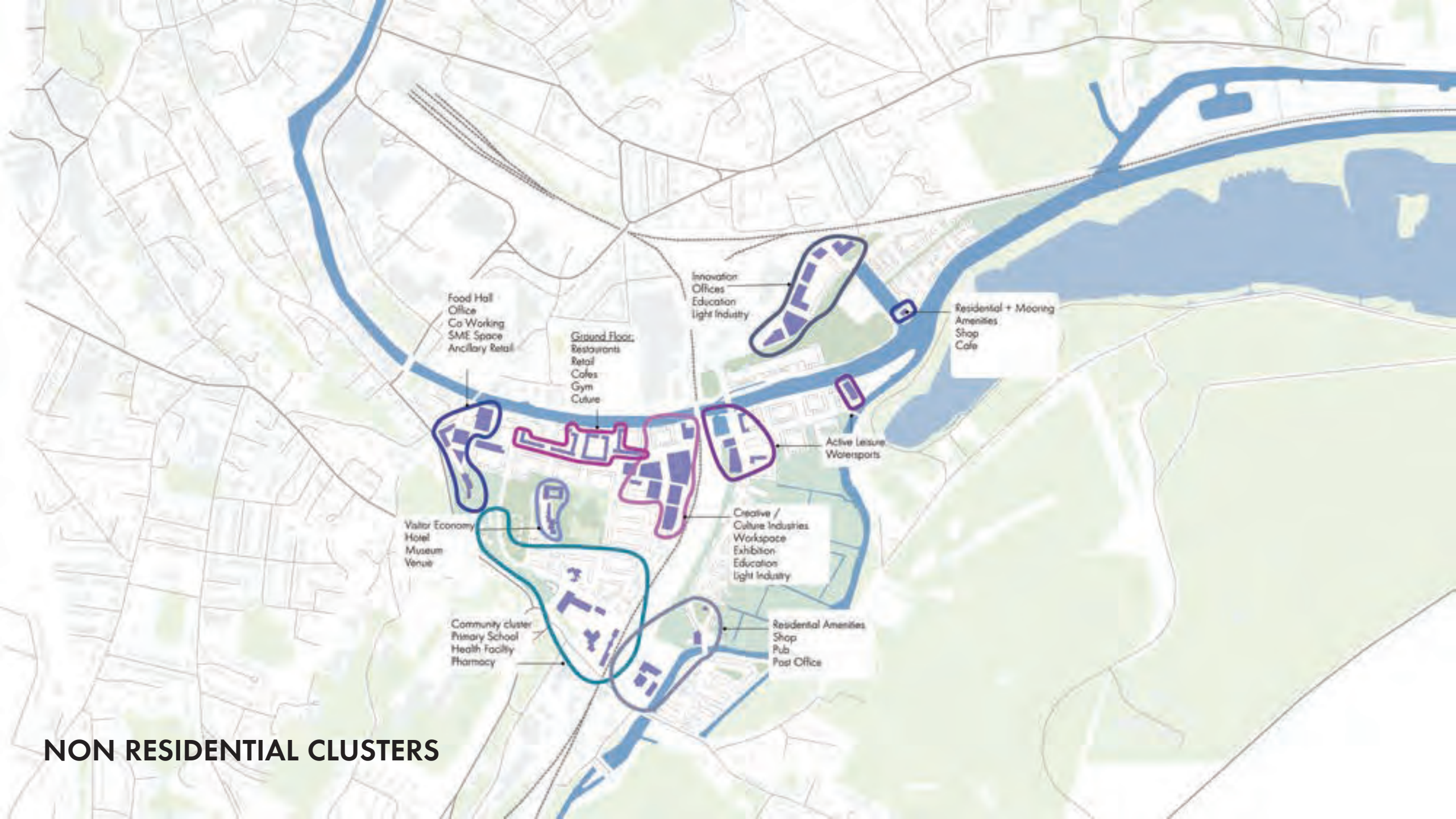
**HOMES FRONTING GREEN SPACES**



**HOMES FRONTING THE WATER**



**GROUND FLOOR LAND USES**



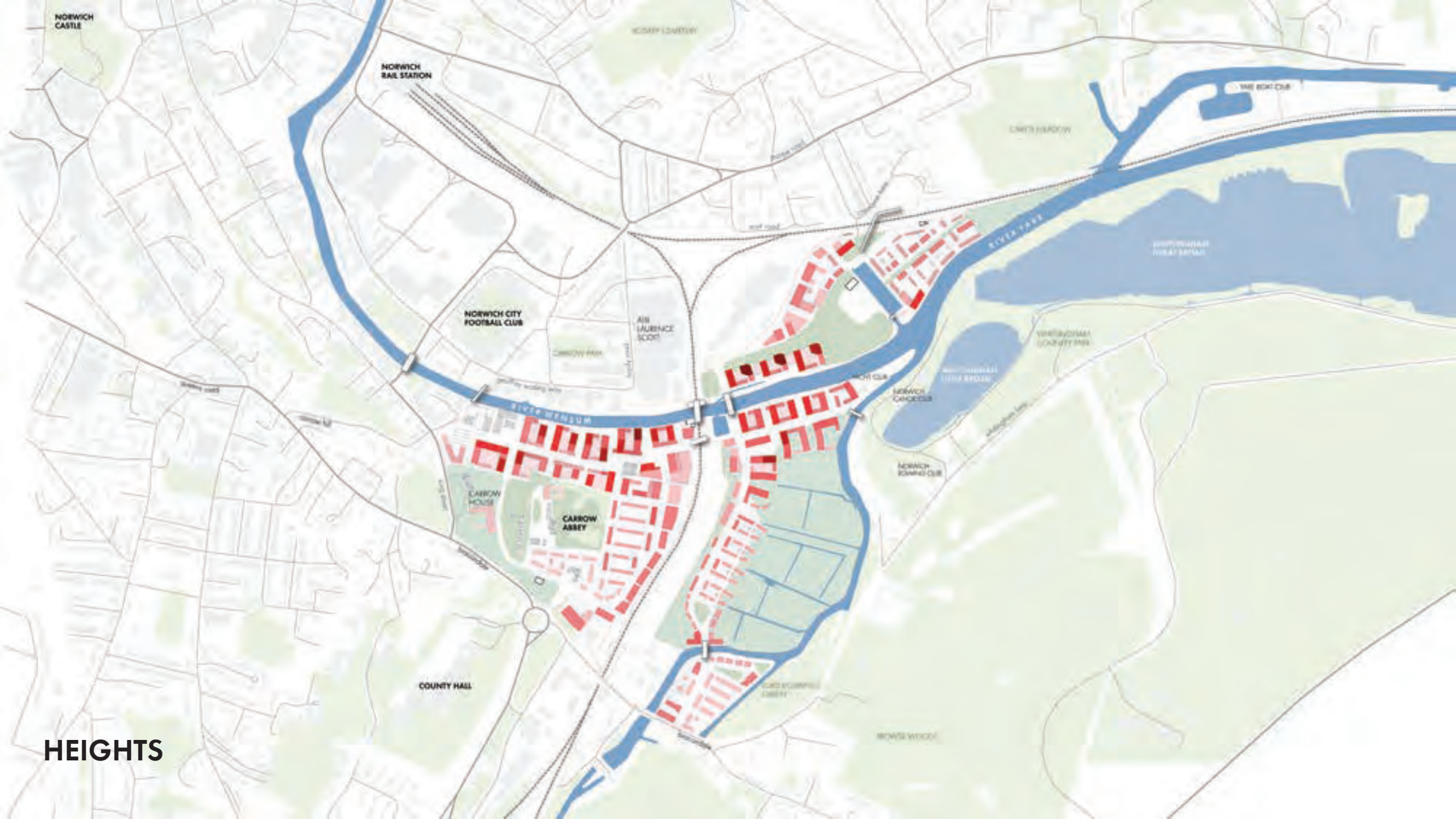
**NON RESIDENTIAL CLUSTERS**

**PARKING**

**PARKING:**

- RESIDENTIAL POTHOLE
- RESIDENTIAL ON PLOT / STREET
- NON RESIDENTIAL PARKING HUB / MSCP
- NON RESIDENTIAL ON PLOT / or within HUB

**ROADS WORKING**



HEIGTS

## SITE WIDE INFRASTRUCTURE

1. Upgraded underpass
2. Vehicular bridge across Yare (fixed)
3. Vehicular bridge access Wensum (opening or fixed)
4. Ped & cycle bridge to Whitlingham (fixed)
5. Ped & cycle bridge to Geoffrey Watling Way (opening or fixed)
6. Boating marina on Utilities site
7. Leisure marina on Deal site
8. Low level riverside walk
9. Other flood mitigation measures
10. Bus services through the Carrow Works site
11. Infrastructure to support e-bike hire, e-car-hire scheme and e-car charging
12. 2FE primary school
13. Public open and play space
14. Community health facilities
15. Ongoing maintenance of Whitlingham Country Park



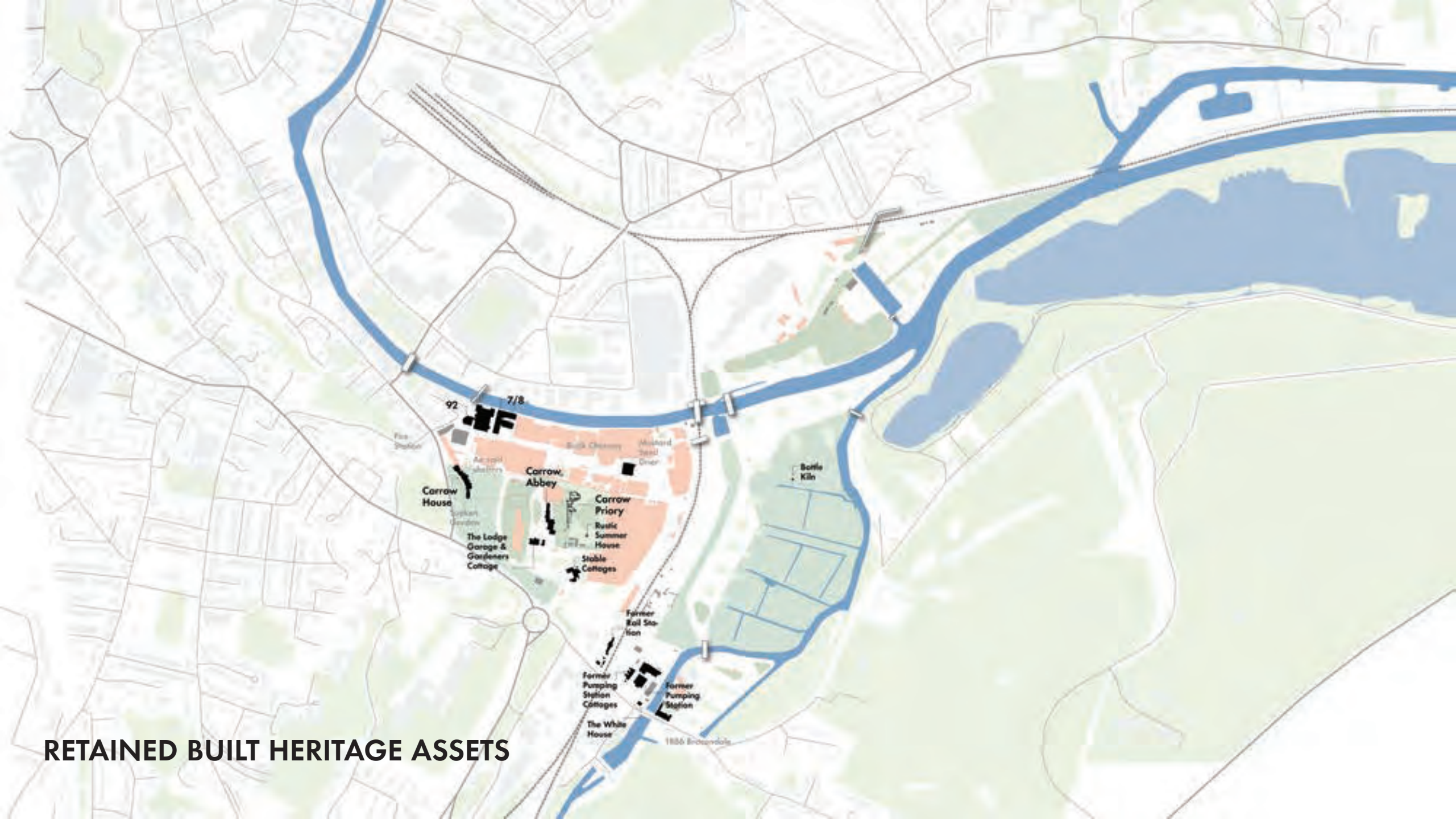
## PRIMARY SCHOOL OPTIONS



**FLOOD ZONE 3B - REMAINING IMPACTS**



**UNDERGROUND UTILITIES**



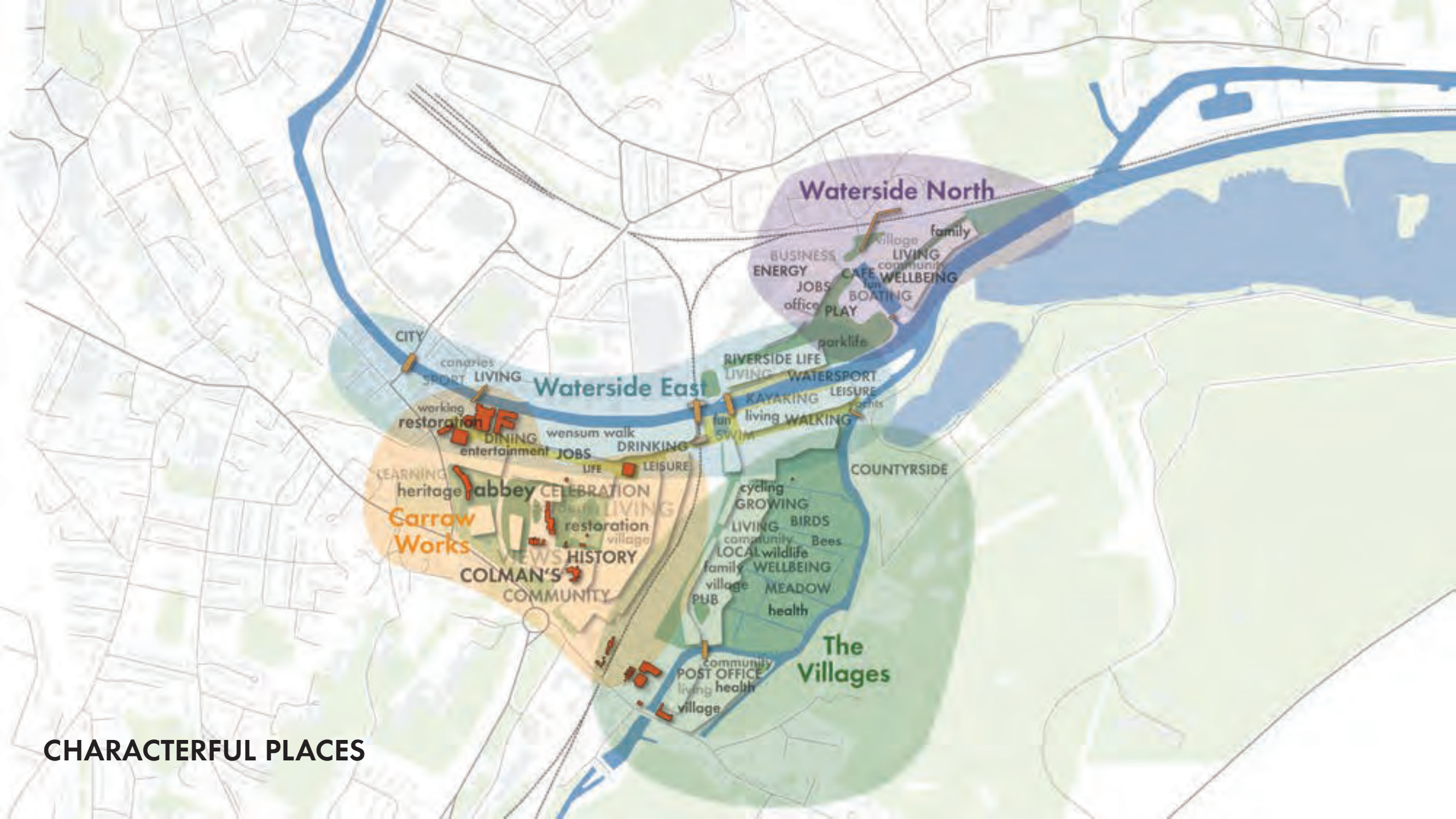
**RETAINED BUILT HERITAGE ASSETS**



**RETAINED BUILT HERITAGE ASSETS**



**THE MASTERPLAN**



**Waterside North**

BUSINESS  
ENERGY  
JOBS  
office  
PLAY  
Cafe  
WELLBEING  
BOATING  
family  
village  
community  
LIVING

**Waterside East**

RIVERSIDE LIFE  
LIVING  
WATERSPORT  
LEISURE  
KAYAKING  
living  
WALKING  
fun  
SWIM  
parklife  
boats

**Carrow Works**

LEARNING  
heritage  
Abbey  
CELEBRATION  
restoration  
village  
LIVING  
VIEWS  
HISTORY  
COLMAN'S  
COMMUNITY  
wensum walk  
DINING  
entertainment  
JOBS  
LIFE  
DRINKING  
LEISURE  
cycling  
GROWING  
LIVING  
BIRDS  
community  
Bees  
LOCAL  
wildlife  
family  
WELLBEING  
village  
MEADOW  
PUB  
health  
community  
POST OFFICE  
living  
health  
village

**The Villages**

**CHARACTERFUL PLACES**

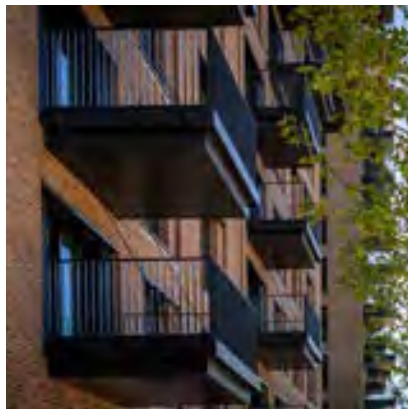
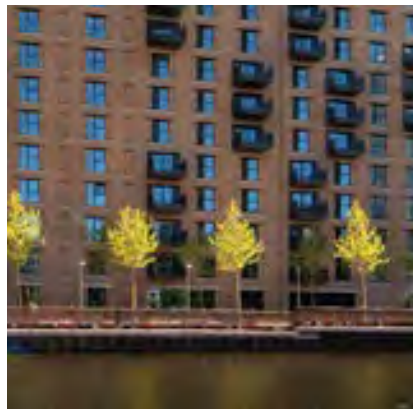




WATERSIDE EAST



WATERSIDE EAST





## Waterside North

BUSINESS  
ENERGY  
JOBS  
office  
PLAY  
Cafe  
WELLBEING  
fun  
BOATING

family

Village  
LIVING  
community

parklife

RIVERSIDE LIFE  
LIVING  
WATERSPORT  
LEISURE  
KAYAKING  
living  
WALKING  
fun  
SWIM

COUNTYSIDE

## The Villages

cycling  
GROWING  
LIVING  
community  
LOCAL wildlife  
family  
village  
PUB  
WELLBEING  
MEADOW  
health

## Waterside East

CITY  
canaries  
SPORT  
LIVING  
working  
restoration  
DINING  
entertainment  
JOBS  
LIFE  
DRINKING  
LEISURE  
wensum walk

LEARNING  
heritage  
Abbey  
CELEBRATION  
restoration  
village  
NEWS  
HISTORY  
COLMAN'S  
COMMUNITY

Carrow  
Works

CARROW WORKS



CARROW WORKS



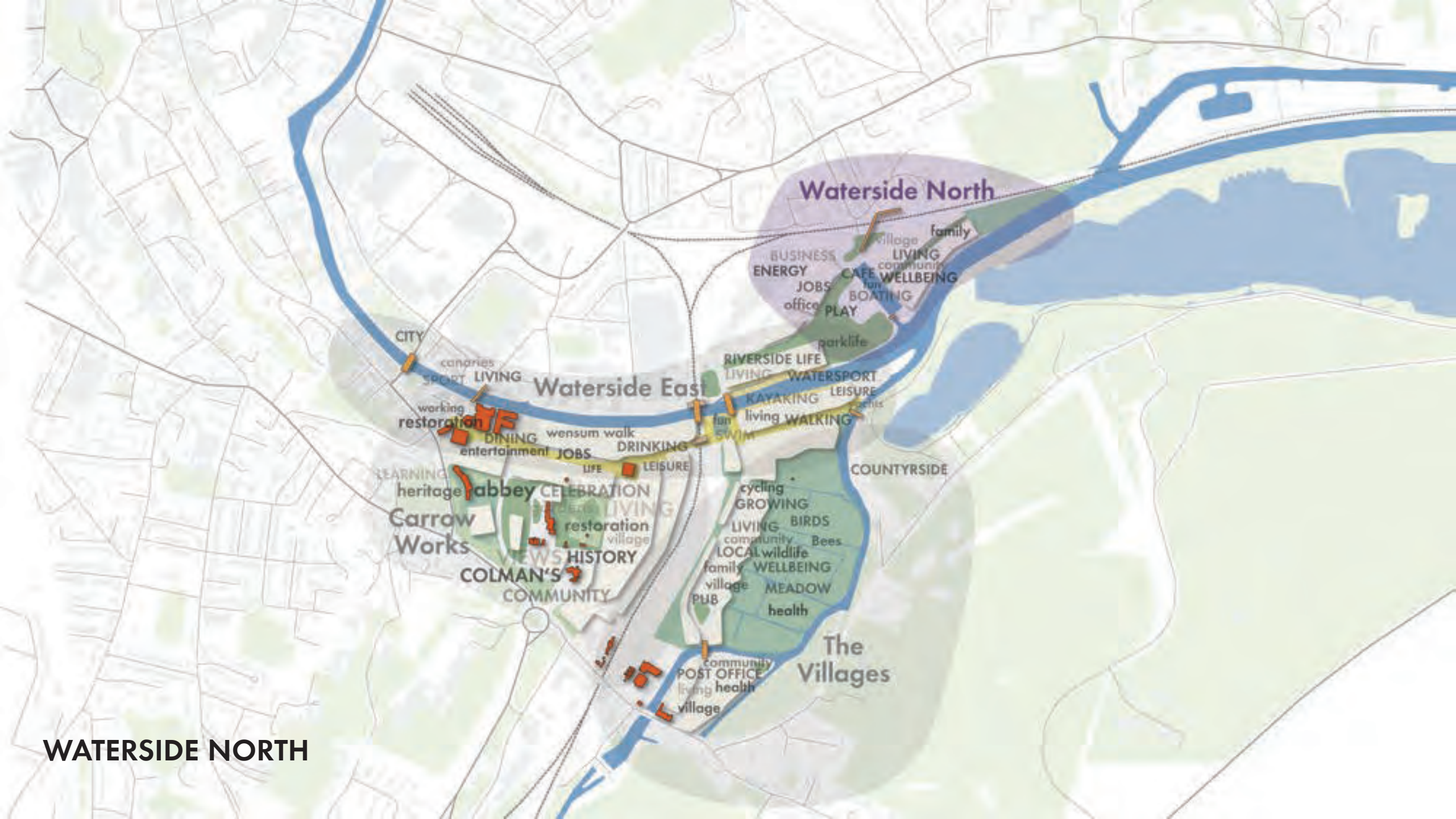


THE VILLAGES



THE VILLAGES





## Waterside North

BUSINESS  
ENERGY  
JOBS  
office  
CAFE  
WELLBEING  
family  
village  
community  
PLAY  
BOATING

## Waterside East

CITY  
canaries  
secret  
LIVING  
working  
restoration  
DINING  
entertainment  
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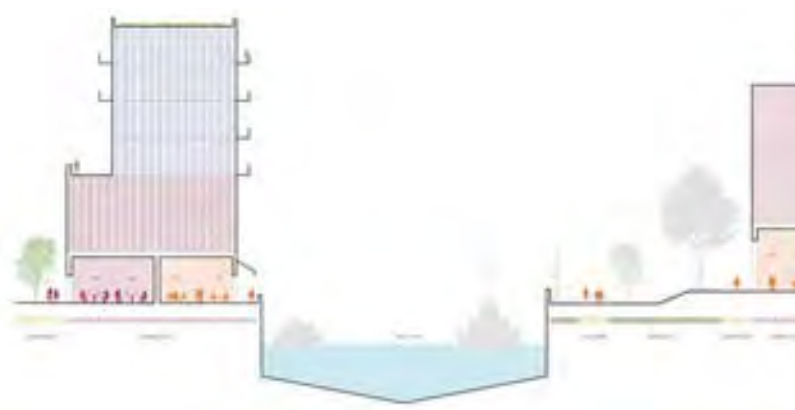
## The Villages

COUNTYRSIDE  
cycling  
GROWING  
LIVING  
BIRDS  
community  
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LOCAL  
wildlife  
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WELLBEING  
MEADOW  
health  
PUB  
community  
POST OFFICE  
living  
health  
village

WATERSIDE NORTH



WATERSIDE NORTH





## The Scheme (Allies & Morrison 12.10.21)

- 3,469 residential units
- 33% affordable housing tenure (85:15 Social Rent: SO)
- 2,844,087 sq ft NSA residential
- 731,700 sq ft GIA commercial
- Total site development cost £652,594,795 (RPS 12.10.21)
  - Infrastructure - £28.366M
  - Site Abnormals - £76.120M
  - Resi / Employment / Education - £548.109M

# Our approach

- Phase 1 – Carrow Works (50%)
  - 759 residential units
  - 237,939 sq ft GIA commercial
- Phase 2 – Carrow Works (50%) and May Gurney
  - 919 residential units
  - 237,939 sq ft GIA commercial
- Phase 3 – Deal Ground (50%) and Utilities (50%)
  - 895 residential units
  - 127,915 sq ft commercial
- Phase 4 – Deal Ground (50%) and Utilities (50%)
  - 895 residential units
  - 127,915 sq ft commercial
- Timescales per phase
  - Pre-construction: 12 months
  - Construction: 60 months
  - Sales: 18-75 months

Residential	Assumption
Affordable Mix	33% affordable across each phase (85% SR / 15% SO)
Private GDV	£375 per sq ft - apartments £300 per sq ft - houses
Social Rent	£115 per sq ft - apartments £90 per sq ft - houses
Shared Ownership	£227.50 per sq ft - apartments £195 per sq ft - houses
Commercial	£230.77 per sq ft (£15.00 per sq ft capitalised @ 6.50%)

Build Costs	Assumption
Apartments	£134.70 psf
Houses (2 bed)	£139.35 psf
Houses (3 bed)	£111.48 psf
Houses (4 bed)	£102.92 psf
Houses (5 bed)	£92.90 psf

# Opportunity

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- Stakeholders have an opportunity to engage and see whether holistic agreement can be reached
- It is rare that all landowners are part of such an opportunity, and this is key to the success of the project
- The Council will benefit from CIL and S106 payments – these are factored into our appraisals along with a development management fee
- If private sales growth outstrips construction cost inflation by 1.0% p.a. over the course of the project, total profit would jump to circa £131m (13.5% on GDV) over the course of the entire project.

# WHAT HAPPENS NEXT?

## STAGE 1

- Concept masterplan
- Infrastructure needs + costs
- Viability check

## STAGE 2

- Transition masterplan into Supplementary Planning Document
- Formal public consultation
- Refined delivery phasing
- Infrastructure
- Development
- Quantification of funding/financing
- Scale and timing
- Potential sources of income

## BEYOND THE MASTERPLAN

- Planning applications for sites/ infrastructure
- Neighbouring land owner negotiation
- Access points
- Bridge landings
- Feasibility studies
- Marina
- Key connections / bridges
- Energy + utilities
- Business case(s) for public intervention