

Greater Norwich Local Plan (extract)**STRATEGIC ALLOCATION****Policy STR.01****East Norwich Strategic Regeneration Area (ENSRA) incorporating:**

- 1. Land at the Deal Ground, Bracondale and Trowse Pumping Station in Norwich and the former May Gurney site at Trowse in South Norfolk (approx. 21.35 ha).**
- 2. Land at Carrow Works, including Carrow House, Norwich (approx. 19.91 ha).**
- 3. Utilities Site, Norwich (approx. 6.92 ha).**
- 4. Land in front of ATB Laurence Scott (0.39 ha).**

Development across the East Norwich Strategic Regeneration Area will achieve the following site-wide requirements:

1. Development should be undertaken comprehensively and be guided and informed by the SPD for the East Norwich Strategic Regeneration Area required by policy 7.1 (including in accordance with any phasing plan). Proposals should not prejudice future development of or restrict options for the other sites within the East Norwich Strategic Regeneration Area.
2. Development should be guided and informed by the movement and connectivity framework set out within the SPD. Proposals must enable connectivity and permeability within and between the sites in the strategic regeneration area and beyond. Proposals should be designed for ease of access to, and by, public transport, with appropriate bridge provision to ensure the sites are fully permeable by sustainable transport modes. The travel impacts of the sites on the transport network must be appropriately managed. Planning applications must be supported by a comprehensive Transport Assessment which considers the whole of the strategic allocation.
3. Development must create an inclusive, resilient and safe community in which people of all ages have good access to high quality homes that meet housing need along with opportunities to access high quality jobs and services.
4. Co-ordinated delivery of new social infrastructure (e.g. a new primary school, neighbourhood shopping centre, health facilities and recreational spaces including public open spaces and child play spaces) and economic infrastructure (e.g. transport routes, bridges and utilities) and services, as informed by the SPD.
5. Make the most of its riverside location, including provision of a riverside walk along the northern and southern banks of the River Wensum, linking the sites and providing connections to Norwich City Football Club and the city centre as well as the establishment of a recreational route to Whitlingham County Park suitable for accommodating National Cycle Route 1 (NCR1). This will be designed to allow future extension of the pedestrian and cycle network to serve other surrounding regeneration opportunity sites east of the city centre

- should they become available, including improved access routes to Kerrison Road and Hardy Road over or under the railway line north of Trowse Swing Bridge and south of the river between the Deal Ground and Carrow Works.
6. Achievement of an exemplar high quality, high density, locally distinctive design of a scale and form which respects its context and setting and makes the most of its riverside setting. Proposals must establish strong built frontages along the River Wensum and the defining network of street and spaces with the sites. Design should also take account of the significance of heritage assets on and off site and protected trees as informed by the SPD.
 7. There will be the general presumption in favour of the repair and re-use of heritage assets on site as part of any redevelopment proposals, however any application will be considered on its merit. Great weight will be given to the conservation of all designated heritage assets and proposals should provide a suitable setting for designated heritage assets affected by the proposal on and off site including key views from and into the site. Development proposals should draw upon local character and distinctiveness and conserve, or where opportunities arise, enhance the character and appearance of the conservation areas affected, the scheduled monument, listed buildings, locally listed buildings and other non designated heritage assets on and adjacent to the site (including any contribution made to their significance by setting). Development proposals should also consider heritage assets below ground and the impact upon the Broads.
 8. Proposals will maintain the open character of the Yare Valley and preserve long views towards the Broads and open countryside.
 9. Development proposals will include protection and enhancement of the existing biodiversity of the site including green infrastructure assets, corridors, trees and open spaces. Development must enhance linkages from the city centre to the Broads, Carrow Abbey Country Wildlife Site, the woodlands, the wider rural area and elsewhere in Norwich. Development must also achieve high quality landscaping, planting and biodiversity enhancements, including enhancements to the River Wensum and River Yare and to the locally registered historic park and garden, along with appropriate improved public access.
 10. Be designed to mitigate the impact of vibration, noise generation, light and air pollution from adjacent industrial operations, roads and railways in order to protect the amenity of users and occupiers of the sites.
 11. Proposals for development must ensure that they will not place constraints on the operation of the safeguarded asphalt and aggregates transshipment operation and associated rail facility.
 12. Development proposals must address and remediate site contamination.
 13. An archaeological assessment will be required prior to development.
 14. Site specific flood risk assessment must be undertaken prior to development and the design of the development will need to be flood resilient and incorporate appropriate mitigation measures in order to address flood risk from both river and surface water flooding.
 15. Development must allow scope for greater use of the Rivers Wensum and Yare for water based recreation, leisure and tourism including the potential inclusion of marinas and riverside moorings.

Carrow Works

Development must also achieve the following site-specific requirements:

1. Proposals will include the conservation and long term management of the scheduled monument and listed buildings on the site and provide a suitable setting for designated heritage assets affected by the proposals on and off site. Proposals, which seek to convert, alter or demolish locally listed buildings or have a harmful impact on the significance of their setting, will be considered on their merits. Clear justification for all proposals will be required.
2. Proposals will be required to adopt and implement a strategy of heritage interpretation relating to both the heritage assets of the site, and the use(s) of the site.
3. Deliver the following key infrastructure having regard to the phasing plans and trigger points to be set out in the SPD and subject to viability testing through individual planning applications:
 - a) Provision of a high-quality east-west pedestrian/cycle route to connect King street to the railway underpass, and facilitate enhancement works to the underpass.
 - b) Provision of a pedestrian/cycle bridge over the River Wensum (linking to Carrow Road).
 - c) Provision of key road infrastructure across the Carrow Works site (built to adoptable standards and able to accommodate public transport).
 - d) Provision of a second point of access to King Street, the detail of which will be determined through a Transport Assessment.
 - e) Provision of high-quality pedestrian/cycle routes to both the city centre and Bracondale.
 - f) Off-site improvements to the highway network including junction enhancements and improved crossing facilities, the detail of which will be determined through a Transport Assessment.
 - g) Safe and convenient cycle route through the Carrow Works site connecting Martineau Lane roundabout to King Street.
 - h) Provision of a serviced site for a two form entry primary school.
 - i) Provision of land for a health facility sufficient to serve the East Norwich development as a whole.
 - j) Provision of a neighbourhood shopping centre to meet the day to day needs of future residents and to be delivered in a location which is accessible to all future residents of the East Norwich Strategic Regeneration Area by sustainable transport means.