

Greater Norwich Local Plan (extract)East Norwich text in **bold** below**POLICY 7.1 - The Norwich Urban Area including the fringe parishes**

Norwich and the fringe parishes will be the area's major focus for jobs, homes and service development to enhance its regional centre role and to promote major regeneration, the growth of strategic and smaller scale extensions and redevelopment to support neighbourhood renewal. The area will provide 27,960 additional homes and sites for a significant increase in jobs, including around 257 hectares of undeveloped land allocated for employment use.

To achieve this, development sites will be focussed in the city centre, in strategic regeneration areas in East Norwich and the Northern City Centre and at strategic urban extensions in the north-east and west as well as other locations across the urban area as follows:

Housing

Part of Norwich Urban area	Existing planning permissions (including completions 2018/19 -2021/22).	Homes forecast to be delivered from allocated sites by March 2038	Total deliverable housing commitment 2018 - 2038
City centre			
Northern City Centre Strategic Regeneration Area	584	1,023	1,607
Other city centre sites	2,664	610	3,124
City centre total	3,248	1,633	4,731
East Norwich			
East Norwich Strategic Regeneration Area	770	2,230	3,000
Elsewhere in the urban area (* denotes strategic urban extensions)			
Colney	4	111	115
Costessey	581	0	581
Cringleford*	1,257	508	1,765
Drayton	415	0	415
Easton*	963	0	963
Hellesdon*	1,151	0	1,151
Other sites in Norwich	1,624	315	2,089

Three Score, Bowthorpe*	903	0	903
Taverham*	93	1,425	1,518
The Growth Triangle*	9,359	760	10,119
Thorpe St. Andrew	404	0	404
Trowse	181	0	181
Other sites in urban area	23	0	23
Elsewhere in urban area total	16,958	3,119	20,227
Norwich Urban Area Total	20,976	6,982	27,958

Employment

Part of Norwich Urban Area	Existing undeveloped employment allocations (hectares, April 2018)	New allocations (hectares)	Total undeveloped employment allocations (hectares)
See policies 1 and 6 for the strategic sites in the Norwich Urban Area	187.9	46.9	245.8
Hellesdon	1.4	0	1.4
Taverham	5.6	0	5.6
Harford Bridge	4	0	4
Norwich urban area total	198.9	46.9	256.8

Other small-scale housing and employment development will be acceptable in principle elsewhere in the Norwich urban area subject to meeting other policies in the development plan.

The City Centre

Norwich city centre's strategic role as key driver for the Greater Norwich economy will be strengthened. Development in the city centre will provide a high density mix of employment, housing, leisure and other uses. Intensification of uses within the city centre to strengthen its role as a main regional employment, retail, cultural and visitor centre, providing a vibrant and diverse experience for all, will be supported.

Comprehensive redevelopment of the large district centre at Anglia Square and surrounding vacant land will provide a viable, high density, housing-led mixed-use

development including retailing, employment, community and leisure facilities. The redevelopment of Anglia Square will be the catalyst for change in the wider Northern City Centre strategic regeneration area identified on the Key Diagram and defined in map 10.

1. Economy

To ensure a strong employment base, development should provide a range of floorspace, land and premises as part of mixed-use developments. Development should promote more intensive use of land to meet identified needs for start-up and grow-on space for small and medium sized enterprises including the digital creative industries, technology, financial and cultural and leisure services clusters.

To support this, loss of existing office floorspace will be resisted:

1. a) Within the areas defined under the 'Article 4 direction relating to the conversion of offices to residential';
2. b) For all statutory listed office buildings situated within the city centre (as defined by map 10);

unless it can be demonstrated that its loss will not be of detriment to Norwich's office economy.

Development of buildings for further and higher education, training and lifelong learning will be supported in the city centre. The development of purpose-built student accommodation will be accepted where it accords with the criteria in policy 5.

2. Retail and main town centre uses

The retail function of the City Centre's primary and secondary retail areas and the large district centres will be supported as part of a complementary range of uses. Provision for any additional comparison retail floorspace will be focused on these centres in accordance with the sequential approach and improvements to the quality of existing retail provision will be supported.

Proposals for new development and change of use in the City Centre's primary and secondary retail areas and the large district centres (as defined in policy 6) will be permitted where they:

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- Promote diversification of services and facilities to ensure that vitality and vibrancy can be maintained throughout the day and evening; or
- Provide mixed-use development including housing, high quality employment, flexible working, education, leisure, culture and entertainment, where this supports and complements the function of the centre; or
- Secure the beneficial redevelopment and adaptation of disused and underused land and premises including redundant retail floorspace and adaptation of upper floors to residential uses.

3. Leisure, culture and entertainment and the visitor economy

The city centre's leisure cultural and entertainment offer will be supported and expanded. Development of new leisure and cultural facilities, hotels and other visitor accommodation to strengthen the city centre's role as a visitor and cultural destination will be accepted in accessible locations well related to centres of activity and transport hubs. Leisure uses, including uses supporting the early evening economy, will be accepted within the defined city centre where they:

- Are compatible with the surrounding uses;
- Would not give rise to unacceptable amenity and environmental impacts which could not be overcome by the imposition of conditions; and
- Would not have a detrimental impact upon the character and function of the city centre or undermine its vitality and vibrancy.

Late-night uses will only be accepted in the designated Late-Night Activity Zone.

4. Housing

To maximise the potential of the city centre to deliver new homes, housing shall be provided on the allocated sites detailed in the Sites document.

5. The Built, Natural and Historic Environment

To protect and enhance the distinctive natural and built environment and heritage assets of the city centre:

- A programme of improvements to public spaces, as illustrated in a public realm infrastructure plan, will be implemented through a combination of public investment on the highway / publicly owned land and private investment in association with development proposals.
- New development proposals will respect the character of the city centre conservation area and address the principles set out in the City Centre Conservation Area Appraisal (or any successor), providing innovative and sustainable design; in particular in relation to scale, mass, height, layout and materials.
- Riverside development will have regard to the policies/ priorities of the River Wensum Strategy (or any successor), including provision of a riverside walk.

6. Access and Transportation

Development will be required to contribute to measures promoted by Transport for Norwich to improve accessibility, connectivity, legibility and permeability within the city centre.

East Norwich

Development of sites allocated in the East Norwich Strategic Regeneration Area (ENSRA) identified on the Key Diagram and defined on map 10 including Carrow Works (which includes Carrow House), the Deal Ground (including the former May Gurney site), the Utilities Site and Land in front of ATB Laurence Scott will create a highly sustainable

mixed-use quarter accommodating substantial housing growth and optimising economic benefits. It will provide in the region of 3,362 homes and significant new employment opportunities for around 4,100 jobs.

Redevelopment of the ENSRA will be guided by an area-wide Supplementary Planning Document (SPD). The SPD will promote development of a locally distinctive, high density and high quality sustainable residential-led mixed-use community which takes full account of its setting and makes the most of its riverside location.

The SPD will provide the framework for seeking new transport infrastructure (through integrated access and transportation) which emphasises sustainable accessibility and traffic restraint and allows for connectivity and permeability within and between the sites and beyond), social infrastructure, jobs and services.

Development must also protect and enhance biodiversity and green infrastructure; provide for sustainable energy provision and its management; conserve, and where opportunities arise, enhance the significance of heritage assets; and address local issues including the active railway, the protected minerals railhead, noise, contamination and flood risk issues.

Whilst proposals within the ENSRA may come forward on different timescales, it is important that development is guided and informed by the SPD and should meet the site wide and site specific requirements set out within site allocations policy STR.01.

Elsewhere in the urban area including the fringe parishes

The remainder of the urban area including the fringe parishes will provide for a significant proportion of the total growth in Greater Norwich. Development will provide a range of sites for different types of housing, employment and community uses that are accessible and integrate well with the existing communities. It will provide necessary infrastructure, with a focus on public transport, walking and cycling, as well as social and green infrastructure.

Growth will include:

- Development of strategic and smaller scale urban extensions at existing locations committed for housing and employment uses as set out in the tables above (including that within the adopted Old Catton, Sprowston, Rackheath and Thorpe St Andrew Growth Triangle Area Action Plan), with uplift on existing allocated sites in Cringleford, Easton and Three Score (Bowthorpe);
- Significant new development proposals (including the expansion of the Norwich Research Park, and a large new allocation for homes in the Growth Triangle in Sprowston);
- Development at the University of East Anglia to cater for up to 5,000 additional students by 2038 through intensification of uses within the campus and its limited expansion;

- Development sites in the Sites document which will support neighbourhood-based renewal on brownfield sites, with densities highest in the most accessible locations; and
- Enhancements to the green infrastructure network which will include links to and within the Wensum, Yare, Tud and Tas Valleys, Marriott's Way and from Mousehold through the north-east growth triangle as set out in maps 8A and B, along with local networks.