

## East Norwich

1. The East Norwich Strategic Regeneration Area (ESRA) consists of three brownfield regeneration sites by the rivers Wensum and Yare. These are Carrow Works, the Deal Ground and the Utilities Site. The ESRA also includes land in front of ATB Laurence Scott fronting the Wensum, (linking to allocation CC16 (Land adjoining Norwich City Football Club north and east of Geoffrey Watling Way)) which is considered essential for the delivery of sustainable transport links to the three sites. The overall area is defined on map 9 of the Greater Norwich Local Plan and the three regeneration sites are allocated under this site allocations policy.
2. East Norwich Strategic Regeneration Area has the potential in the medium to long-term to create a new urban quarter for Norwich, to act as a catalyst for additional regeneration in neighbouring urban areas and to contribute significantly to growth of the Greater Norwich economy. A new partnership has been established - the East Norwich Partnership – to steer preparation of a masterplan for this area that will unlock development on these sites and deliver sustainable regeneration. The partnership is led by Norwich City Council with representation from key public and private sector partners including Homes England, Network Rail, and the landowners of the three sites.
3. To ensure growth is co-ordinated, overcomes local constraints and is well-designed in this particularly sensitive location, policy 7.1 of the Greater Norwich Local Plan requires regeneration to be guided by an area-wide masterplan supplementary planning document. Development is contingent on the provision of economic (e.g. highway network, bridges and utilities) and social infrastructure (e.g. schools, community facilities and recreational spaces) at a scale to support sustainable growth across the ESRA. The masterplan will promote development of a high density sustainable mixed-use community, co-ordinate delivery of new transport infrastructure and services, enhance green spaces and links, provide for a local energy network, enhance heritage assets, protect Carrow Abbey County Wildlife Site and address local issues including the active railway, the protected minerals railhead and flood risk issues. Development across the three sites will provide in the region of 4,000 homes in the plan period and up to 6,000 new jobs.
4. The Deal Ground and Utilities site are allocated in the adopted Norwich Site Allocation and Site-Specific Policies Plan (2014); however the release of the Carrow Works site for development presents the opportunity to strategically address the challenges and opportunities of all three sites. Unlocking the full development potential of the sites relies upon addressing constraints and, in particular, requires the provision of common infrastructure to serve all the sites, which will enable sustainable growth to be delivered in this location.

This should achieve improved integration of the ESRA sites in terms of social, economic and green infrastructure. There is also the potential for a new access route into the Deal Ground from the Carrow Works site passing under the rail line, which is due for upgrading in conjunction with the potential replacement of Trowse Swing Bridge. Viability and deliverability are key considerations in the delivery of the regeneration project and individual proposals capable of delivery will not be allowed to prejudice the comprehensive sustainable development of the east Norwich area as a whole. Development will need to be carried out in accordance with any phasing plans agreed through the masterplanning process.

5. Key development considerations and constraints across the East Norwich Strategy Regeneration area are:
  - (i) There is a need for substantial new transport infrastructure to provide connectivity and permeability within and between the sites in the East Norwich Strategic Regeneration Area and beyond, including north-south links between Trowse and Bracondale and the north bank of the Wensum and Thorpe Road/Yarmouth Road, and east-west links between the city centre, the railway station and Whitlingham Country Park and the Broads including an extended riverside walk on the north and south banks of the Wensum. The ESRA masterplan will include an integrated access and transportation strategy which will identify new routes, river crossings and network improvements. It is anticipated that this strategy will include, but not be limited to, the SA Plan policy requirement for a new all-purpose road access from Bracondale to the Deal Ground via a bridge over the River Yare, and a new bridge over the River Wensum to at the minimum provide cycle, pedestrian links and emergency vehicle access, north to the Utilities site, and cycle and pedestrian links along the river corridor linking to Carrow Works and to the Broads. Any new bridge or bridges must be designed to meet navigation requirements for the River Wensum and provide river moorings and de-masting facilities. The integrated access and transportation strategy must have an emphasis on sustainable accessibility and traffic restraint.
  - (ii) There is a need to manage the transport impact of the development on the strategic and local highway network, including the Martineau Lane roundabout, Bracondale and King Street and on the nearby village of Trowse. A low car environment will be promoted, supported by an excellent walking and cycling network and access to public transport.
  - (iii) Development will be required to provide area-wide environmental, economic and social infrastructure and services in a co-ordinated manner in order to support the level of growth proposed.
  - (iv) There will be a need for development to address and mitigate potential environmental impacts from adjacent uses and activities and ensure that new development will not compromise their continued operation. Relevant issues include the impact of the railway, the Crown Point

- Train Maintenance Depot, the aggregate depot minerals operations and the sewage treatment works.
- (v) Prior to development there will be a need to address and remediate site contamination and remove redundant utilities infrastructure from previous industrial uses.
  - (vi) Development must protect and enhance key areas of landscape and biodiversity value, green infrastructure assets, corridors and open spaces within the area, including enhancing linkages from the city centre to the Broads, Whitlingham Country Park, Carrow Abbey County Wildlife Site, the wider rural area and elsewhere in Norwich. Development must demonstrate the means to retain and maintain these assets in perpetuity.
  - (vii) The East Norwich Regeneration Area is situated within Trowse Millgate Conservation Area and Bracondale Conservation Area and there are a high concentration of heritage assets in and adjacent to the sites. Development must have regard to the character and appearance of the conservation areas and protect and enhance the sites' heritage assets and their settings including long views from, into and across the sites. Development must be of appropriate scale, form and massing, informed through the coordinated masterplanning process. There is also potentially significant archaeological interest from early settlement around the confluence of the Rivers Wensum and Yare which will require further site investigation prior to development.
  - (viii) Development will need to be of a high-quality exemplar, energy efficient design which builds at high densities and maximises the riverside regeneration potential whilst acknowledging the sensitive location at the confluence of two rivers forming the eastern approach to Norwich. The design and form of development must acknowledge the proximity of Whitlingham Country Park, and the village of Trowse, take account of its setting adjacent to the Broads and manage the potential impact on long views toward and away from the urban edge.
  - (ix) The East Norwich Strategic Regeneration Area falls within flood zones 1, 2 and 3 and therefore site-specific flood risk assessments must be undertaken prior to development in order to identify risks from river and surface water flooding. Development will need to be flood resilient and provide appropriate flood mitigation measures. Parts of the sites are within the flood plain of the River Yare and any development on the floodplain would compromise the natural functioning of the river and the Water Framework Directive no deterioration objective. There should therefore be a significant buffer between the development and the flood plain. Any sensitive development of sections of this land parcel outside of the flood plain should also restore natural habitats within the flood plain.
  - (x) Development should make appropriate provision for sustainable drainage. SuDS within the development must be sufficient to protect the water quality of the River Wensum and River Yare and any opportunities to improve riparian habitat to mitigate against the impacts

of the development would help to secure improvements necessary to meet good Water Framework Directive status and help ensure that the development does not cause any deterioration.

- (xi) Development should address the Broads Authority's navigational requirements given that the River Wensum (up to New Mills) forms part of the Broads network. Consideration should be given to allowing greater use of the Rivers Wensum and Yare for water-based recreation, leisure and tourism including the potential inclusion of marinas and riverside moorings and access for waterborne freight subject to not impeding navigation of either river. It also forms a significant corridor for wildlife.

### **Land at the Deal Ground, Bracondale and Trowse Pumping Station in Norwich and the former May Gurney site at Trowse in South Norfolk**

The Deal Ground comprises an extensive area of disused former industrial land and buildings on the south-eastern fringe of Norwich situated between the main Norwich-London rail line and the confluence of the rivers Wensum and Yare. The majority of the site has been tipped to raise its level: the lower lying eastern edge of the site adjoining the River Yare (including Carrow Abbey Marsh) falls within the river valley and is largely rural in character.

Adjoining the site to the west is an operational minerals railhead and asphalt plant, situated alongside the railway. This railhead site is safeguarded under policy CS16 in the adopted Minerals and Waste Core Strategy. The railhead currently receives the majority of crushed rock delivered for Norfolk. It benefits from deemed consent and is not subject to any restrictions to operating hours, noise limits etc. The asphalt plant has the benefit of permanent planning permission (ref C/4/2010/4003), which contains conditions regarding noise limits, operational hours etc.

Development of this site needs to respect and enhance the setting of the designated heritage assets within and adjoining the site: including the grade II listed brick "bottle kiln" in the north part which is in a poor state of repair and on Norwich's Buildings' at Risk Register and Trowse Pumping Station within Trowse Millgate Conservation Area to the south.

The majority of the site lies in Flood Zones 2 and 3, both now and with the addition of climate change. A significant majority of Flood Zone 3 is shown on Environment Agency modelling to actually be Flood Zone 3b Functional Floodplain, with an annual probability of flooding of 5% (1 in 20) and classed as 'land where water needs to flow and be stored in times of flood'. Residential and commercial development, classed as 'more vulnerable' and 'less vulnerable' development respectively, is not permitted in Flood Zone 3b. The developable area will be informed by level 2 SFRA. As with all development in Flood Zones, the more vulnerable development, and ideally the less vulnerable development too, will need to be designed with floor levels raised 0.3m above the flood levels for the future 1% (1 in 100) annual probability flood event with 35% and ideally 65% allowances for climate change. Refuge will also need to be provided above the 0.1% (1 in 1000) annual probability 25% climate change flood levels. Compensatory flood storage will also need to be provided for any built

development or land raising within the 1% (1 in 100) annual probability flood outline with 35% climate change to ensure no increase in flood risk elsewhere. This will require lowering of higher land in Flood Zone 1 to provide the compensatory flood storage. It is noted that extant outline permission 12/00875/O on the site met these requirements, although climate change allowances have since changed so the required floor levels may be different.

A significant proportion of the site falling within Norwich is allocated in the adopted 'Site allocations and site-specific policies' plan and the major part of it also benefits from outline permission for residential led mixed-use development, although this has not yet been progressed. This is a cross boundary allocation as part of this site also falls within South Norfolk jurisdiction (this is a single policy covering the cross-boundary site). As an existing allocation this site is included in the housing commitment figure and has been considered in the calculation of the housing requirement

## Land at Carrow Works

Carrow Works was formerly the location for Britvic Soft Drinks Ltd. and Unilever UK Ltd., and the site also includes Carrow House owned by Norfolk County Council. It is being promoted for redevelopment.

The site is known for the presence of the remains of Carrow Priory and as the former family home of the Martineau and later the Colman families. The manufacture on the site grew from the Colman's family business, which included the milling of mustard seed to produce the international brand of Colman's Mustard. Corona fizzy drink was produced from the site and later Britvic and Unilever overtook manufacture here. The site also includes a conference centre, former coroner's court and social services department offices, a fire station and disused Trowse Railway Station.

There is a high concentration of both heritage and natural assets within the site. There are further assets within close proximity of the site (including the Broads), which may also impact on the proposals. Designated heritage assets include scheduled monuments, listed buildings, and conservation areas; non-designated heritage assets include locally registered parks and gardens, locally listed buildings and the area of main archaeological interest, and items as yet unidentified.

The land and buildings around Carrow Abbey is both a scheduled monument (Carrow Priory) and contains listed buildings (grade I), there are individual and group TPOs, and the land is a locally registered historic park and garden. The historic park and garden extends for some distance to King Street and Bracondale and includes Carrow House, which is also listed (grade II). The conservatory at Carrow House and Blocks 7,7a, 8 and 8A at Carrow Works are listed II\*. Block 92 at Carrow Works is listed grade II.

The Lodge at Carrow, Stable Cottages at Carrow, the Former Pineapple PH, and the railway station at Trowse are locally listed. Further research regarding the buildings and structures on site may reveal further assets of heritage significance.

Part of the site is contained within the Bracondale Conservation Area and part of the site is contained within the Trowse Millgate Conservation Area.

The site is situated within the Area of Main Archaeological Interest; this area offers potential to reveal more about the history of the early City. It is likely that the archaeological potential across the whole site will be of interest. Archaeological investigation below any areas of construction or altering of the ground will likely be required to assist in the understanding of the City.

There are further group and area TPO trees within the site, including a group to the rear of the fire station and a group running parallel with the railway line.

To the east of the site lies a County Wildlife Site, the trees and green spaces on the site together with a number of buildings are likely to be important for wildlife and biodiversity. Protection of the wildlife and the increase the biodiversity of the site will be required.

The vast majority of the site is Flood Zone 1. There is a very small area to the north east of the site, adjacent to the river which is Flood Zone 3 now and in the future.

Therefore, the sequential approach must be applied to avoid built development within this small area of flood zone to allow it to continue to provide flood storage.

### **Utilities site**

The site was allocated in the previous Local Plan but has not yet been developed. Previous proposals were founded on the expectation of delivering a renewable power generation facility as an integral part of the development and although this option is not being actively pursued there is scope for local energy generation serving the wider area which is reflected in policy 7.1.

The principle of development on the site has already been accepted and it is expected that development will take place within the time-period of this Local Plan.

The Utilities site is split between Norwich City and the Broads Authority Executive Area for planning purposes: the land immediately to the east of site R10 between the River Yare and the railway line falls within the planning jurisdiction of the Broads Authority. Policy NOR1 of the adopted Broads Local Plan 2019 (or successor document) provides for mixed use development of this adjoining land potentially providing up to 120 homes in addition to the housing potential of the site allocated within this plan. Development proposals will need to incorporate both areas and are required to comply with the site-specific policies of both local planning authorities.

## **STRATEGIC ALLOCATION**

**Policy GNLP0360/3053/R10: East Norwich Strategic Regeneration Area incorporating:**

- a) 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)**
- b) Land at Carrow Works, Norwich (approx. 19.91 ha)**
- c) Utilities Site, Norwich (approx. 6.92ha)**
- d) Land in front of ATB Lawrence Scott (0.39 ha)**

**The East Norwich Regeneration Area is allocated for residential led mixed use development including housing, community, education and leisure facilities, employment and retail, local greenspace, biodiversity areas and recreational open space as part of a balanced mix, together with all necessary supporting vehicular, pedestrian, cycle and public transport access infrastructure. The site is expected to deliver in the region of 4000 homes subject to confirmation through detailed master planning as defined in policy 7.1 of this plan.**

The development will achieve the following site-specific requirements:

1. Development must be undertaken comprehensively in accordance with the masterplan 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 Regeneration Area.
2. 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.
3. Co-ordinated delivery of new social (e.g. schools, community facilities and recreational spaces) and economic infrastructure (e.g. transport routes, bridges and utilities) and services, as informed by the detailed masterplan for the East Norwich Strategic Regeneration Area.
4. 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 the 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) as part of the integrated access and transportation strategy required by policy 7.1 and the 'River Wensum Strategy'. This will be designed to allow future extension of the pedestrian and cycle network to serve 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;
5. Achievement of an exemplar high quality, locally distinctive design of a scale and form which respects its context and setting and makes the most of its riverside setting. Design should also take account of the significance of heritage assets on and off site and protected trees as informed by the coordinated masterplanning process
6. There will be the general presumption in favour of the repair and re-use of heritage assets on site as part of any site regeneration, however any application for redevelopment 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 affect by the proposal on an off site including key views from and into the site. Development proposals should draw upon local character and distinctiveness and preserve or enhance the character and appearance of the conservation areas affected, Scheduled monuments, listed building, 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.
7. Proposals will maintain the open character of the Yare Valley and preserve long views towards the Broads and open countryside
8. 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. Furthermore Development must secure remediation and long term management of the Carrow Abbey County Wildlife site. 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.

9. 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.
10. Proposals for development must ensure that they will not place constraints on the operation of the existing rail connected asphalt and aggregates transshipment operation.
11. Development proposals must address and remediate site contamination
12. An archaeological assessment will be required prior to development
13. 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.
14. Norfolk Minerals and Waste Core Strategy Policy CS16 and the NPPF 'agent of change' principle applies, as parts of the sites are within the consultation area of a safeguarded mineral infrastructure (aggregate and roadstone railhead and asphalt plant);

### Deal Ground

Development must also achieve the following site-specific requirements:

1. Preserve the integrity and wooded landscape character and biodiversity interest of the eastern margin of the Deal Ground around Carrow Abbey Marsh and Whitlingham Country Park to the east.
2. Development must secure remediation and long term management of the Carrow Abbey County Wildlife site (on and adjacent to this site).
3. Proposals will include the preservation of the grade II listed 'bottle kiln' and it's setting in the north part of the site and Trowse Pumping Station within Trowse Millgate Conservation Area to the south. Imaginative repair and re-use of the bottle kiln in a manner that maintains its special interest will be encouraged. Proposals should also acknowledge the heritage significance of the site adjacent to Carrow Works.

### Carrow Works

Development must also achieve the following site-specific requirements:

1. Proposals will include the protection 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.

#### Utilities Site

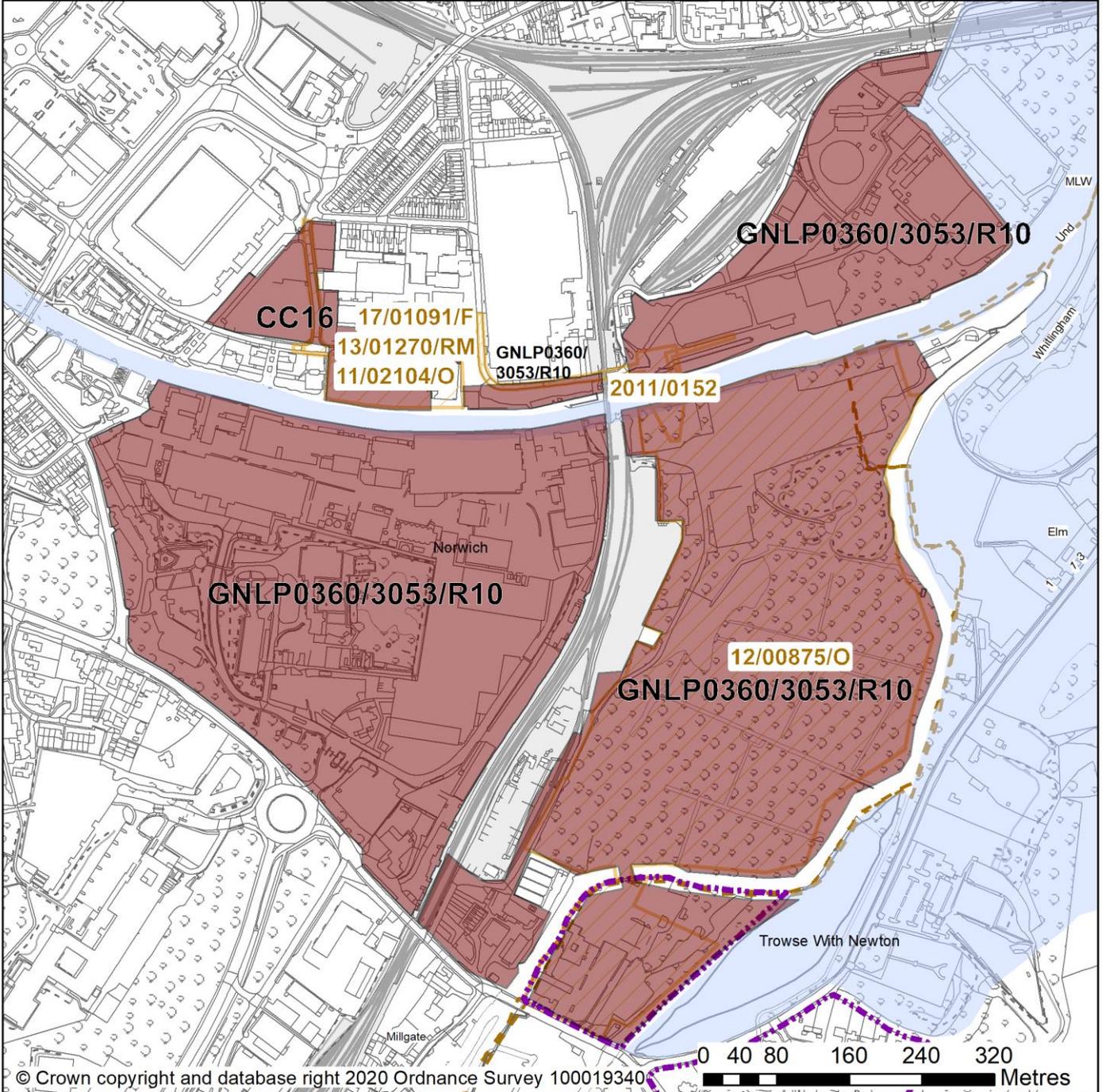
Development must also achieve the following site-specific requirements:

1. Proposals should acknowledge the heritage significance of the site as a former power station as part of the requirement in policy 7.1 to protect and enhance heritage assets and their setting.
2. Establishment of recreational routes along the eastern margin of the site with a potential pedestrian and cycle link to Carey's Meadow as part of the integrated access and transportation strategy;
3. Effective integration with proposals for the area of the site immediately to the east falling within the Broads Authority area and covered by policy NOR1 of the adopted Broads Local Plan 2019 (or successor document).

# NORWICH

## GREATER NORWICH LOCAL PLAN SITE ALLOCATION FOCUS MAP

SITE REFERENCE: GNL0360/3053/R10  
 LOCATION: East Norwich Strategic Regeneration Area - Deal Ground, Carrow works and Utilities site  
 ALLOCATION: Mixed Use (4000 dwellings)  
 SITE AREA: 48.57 ha



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- Mixed Use Allocation
- Broads Authority Area
- Settlement Boundary
- Commitment\*
- Parish Boundary

Scale at A4:  
1:6,011



Date: 15/12/2020

\*new and extant permission at 1st April 2020