

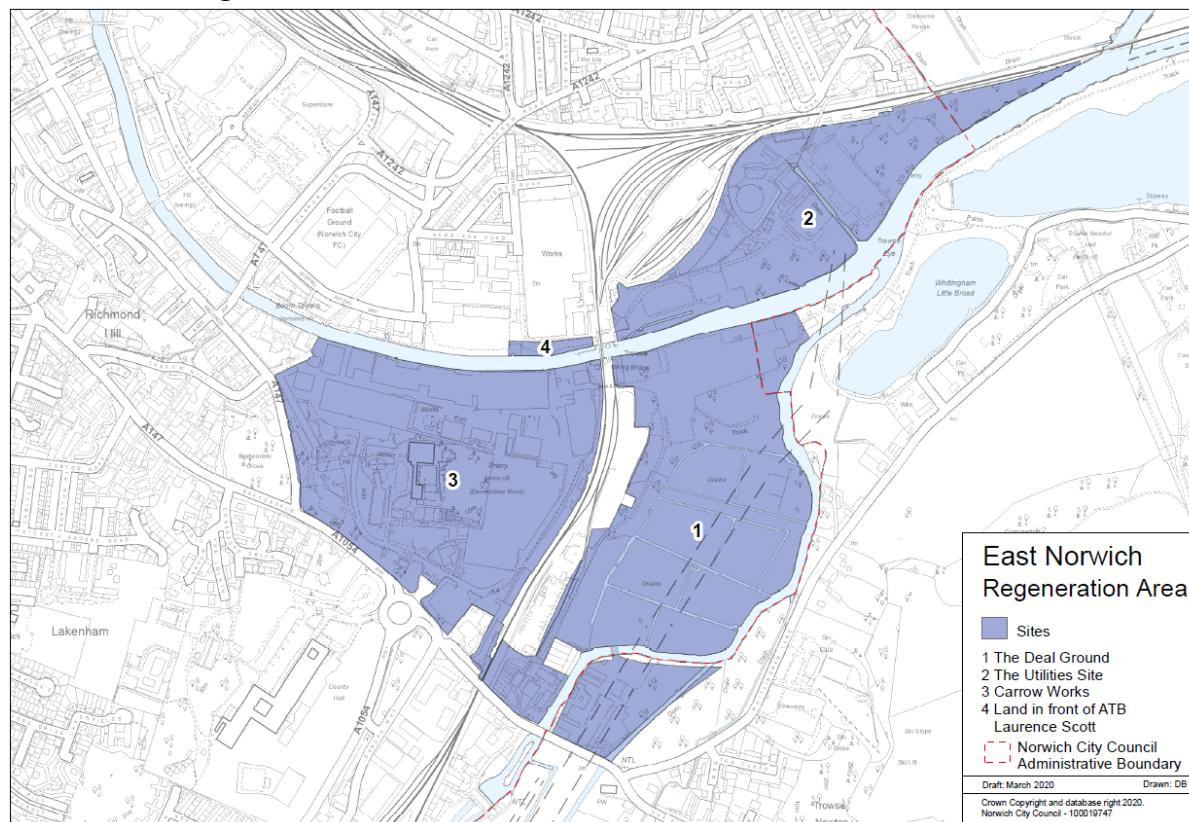
Location/Site Name and Address

East Norwich, Bracondale, Norwich NR1 2DD

Opportunity type/planning type and status including red line plan (if available)

East Norwich is a strategic regeneration area allocated in the Greater Norwich Local Plan and Broads Local Plan and supported by a comprehensive masterplan.

East Norwich Regeneration Area Plan:



Norwich Investable Opportunities – EAST NORWICH

Description (including status and associated infrastructure)

The East Norwich site in Norwich, UK, is a strategically important brownfield regeneration site which represents a significant opportunity for transformative housing and economic growth for the city of Norwich and broader Greater Norwich area. This ambitious development includes the former Colman's and Britvic/Unilever Carrow Works site, the Utilities site, and the Deal Ground and May Gurney sites.

Located at the eastern edge of the city centre and close to Norwich Rail Station, regeneration will create a sustainable new district for the city within the wider Norwich-Cambridge corridor. Local Plan allocations and the masterplan vision consider the infrastructure to connect the composite sites and embed them into the city, whilst creating enhanced connections between the city and Broads National Park.

There is a long-term Council commitment to promoting and supporting regeneration, including through a Delivery Board of Public Sector partners across the local authorities and Homes England.

Size (floorspace/land)

Approximately 50 hectares in total.

Vision/potential outcomes (investment, jobs, homes)

The area is allocated for 3633 new homes and in the region of 4100 new jobs (c.80,000sqm).

Existing tenants/businesses

The land is principally vacant brownfield land, previously used for manufacturing and light industrial. It is predominantly in the ownership of 4 private sector landowners.

Sector focus (if any)

East Norwich will support a wide range of sectors relevant to future growth of Norwich and the surrounding area including: Cultural/creative, Digital/ Tech, Professional, Business and Financial Services.

Photo and/or map (including connectivity/transport connections)

View looking northeast from Carrow House:

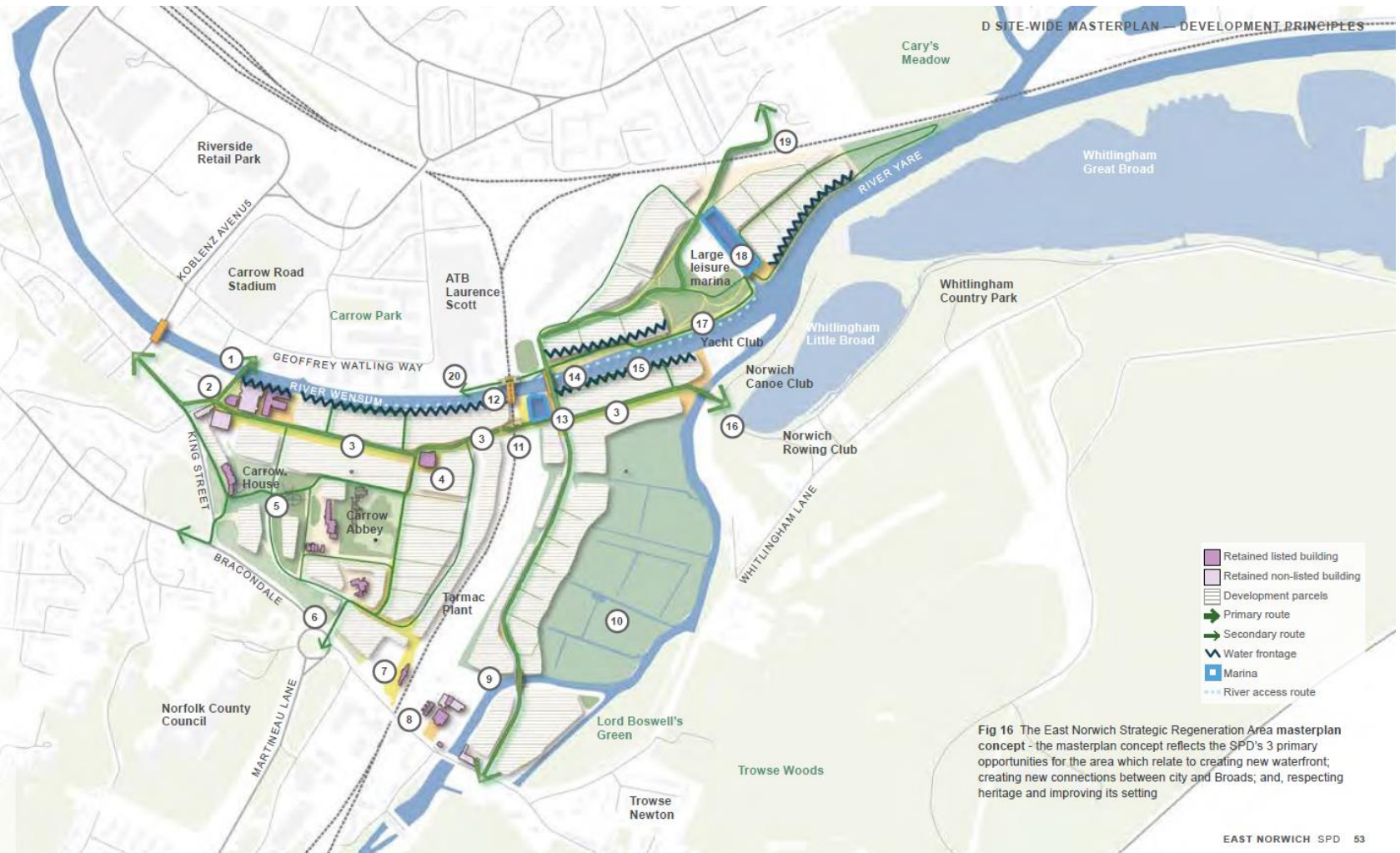


Norwich Investable Opportunities – EAST NORWICH

Masterplan concept:

8 MASTERPLAN CONCEPT

- 1 New ped/cycle bridge over River Wensum
- 2 Opening up of 'King Street' entrance
- 3 Key E-W link directly aligned with underpass
- 4 Retained Mustard Seed Drying building
- 5 Formal gardens, opened up to public and linked
- 6 Main Bracondale entrance
- 7 Refurbished Trowse Railway Station building
- 8 Mixed use cluster with heritage buildings
- 9 New all modes bridge over River Yare
- 10 County Wildlife Site
- 11 Improved ped/cycle underpass
- 12 Potential for improved Trowse rail bridge
- 13 Small leisure marina opportunity
- 14 New all modes road bridge over River Wensum
- 15 Low level riverside walk (both side of river)
- 16 New ped/cycle bridge to Whittingham
- 17 Opportunity for addition river moorings
- 18 Opportunity for new large leisure marina
- 19 Re-use of existing bridge for peds/cycles
- 20 Upgrading of ped-cycle access to Utilities



Norwich Investable Opportunities – EAST NORWICH

Is the offer market ready and has the site already been marketed?

The scheme is well progressed with public sector partners in achieving pre delivery commitments, including a local plan allocation. Some of the sites have been marketed historically as individual sites by the private sector. The Public Sector are seeking expressions of interest from potential large scale regeneration investors who would then be able to support ongoing discussions with landowners. Expressions of interest are also sought from organisations with skills, experience and capital to deliver a range of residential tenures including affordable, private sale, build to rent, co-living and retirement.

How is the opportunity relevant to investors, corporate end-users, hotel groups, retailers or developers?

East Norwich presents the opportunity to partner with the Public Sector at an early stage to shape long term outcomes in a market that is largely untapped for provision of modern, urban living.

Norwich is a world-leading hub for biotechnology due to its concentration of cutting-edge research institutes like the John Innes Centre and the Earlham Institute, which drive innovation in areas such as plant science, genomics, and industrial biotechnology. In 2022 the John Innes Centre was ranked among the top 10 institutions in the world by patent influence.

Norwich has strong educational and research facilities in a historic city environment. There is an opportunity for modern urban living to help Norwich better retain and attract key skills to support ongoing growth.

What investment is sought? What might be offered in return for investment? E.g. what might a joint venture look like?

Public Sector partners are open to a range of partnership structures. We would like to understand what structures investors and developers think might work for them.

What do investors need to know about the opportunity? E.g. who might the main point of contact be etc.

Norwich City Council are the lead Public Sector partner. Please contact the Norwich City Council Project Officer- details below.

Contact details

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Norwich Investable Opportunities – EAST NORWICH

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