

Welcome

Thank you for taking the time to visit our public exhibition today to find out more about our emerging plans for land to the south of Hurricane Way on the Norwich Airport Industrial Estate.

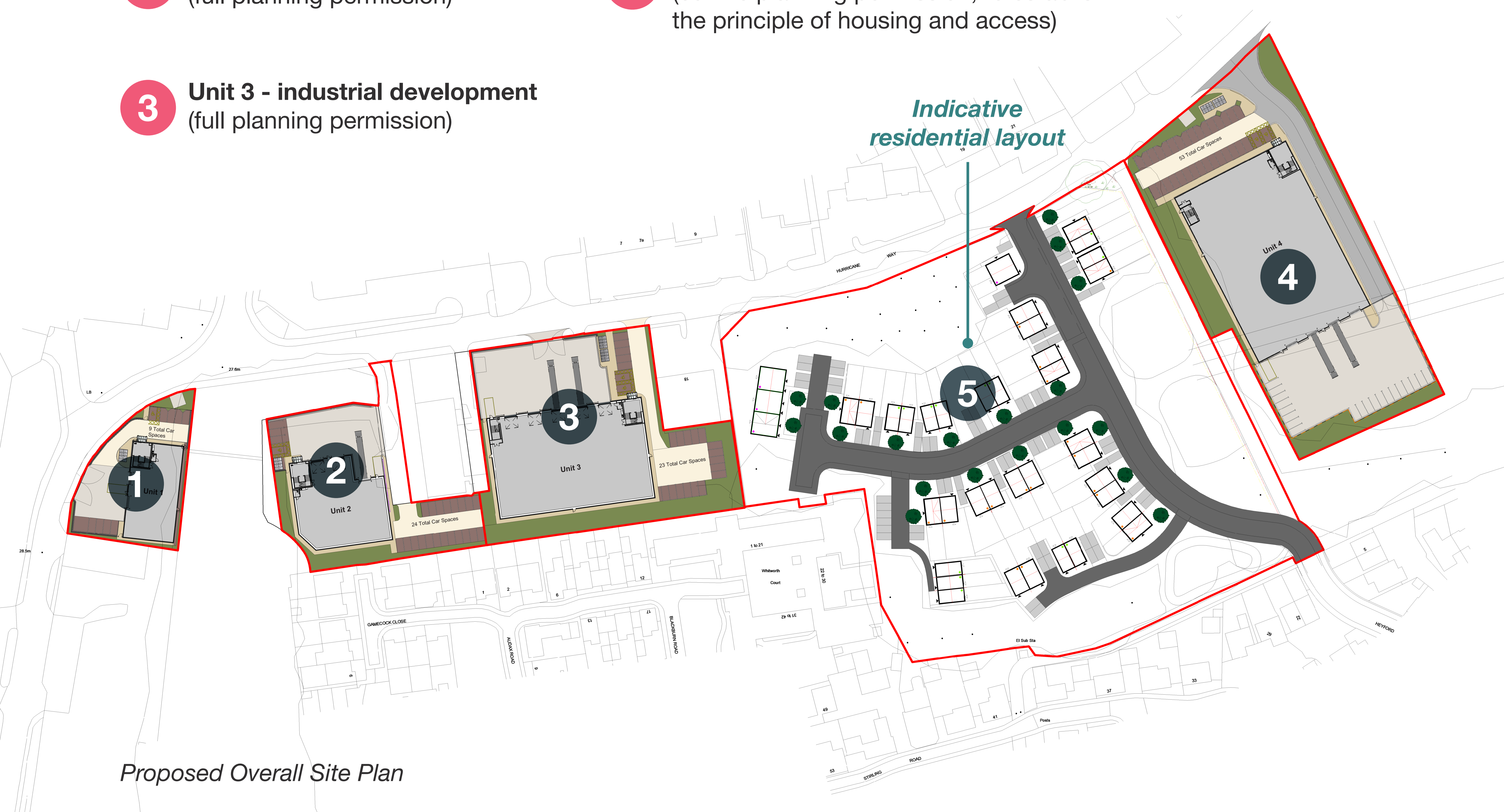
We are looking to develop five derelict sites on Hurricane Way and regenerate this area of the estate. The proposals will provide an opportunity to deliver new, high-quality industrial units and new homes, aligning with the sites' allocation in the Greater Norwich Local Plan (2024).

We are keen to begin discussing the emerging plans with you. We want our development proposals to deliver a positive outcome, and collecting your ideas now is going to help us achieve that.

Our Proposals

We are preparing five separate planning applications for redevelopment schemes as follows:

- 1 Unit 1 – industrial development**
(full planning permission)
- 2 Unit 2 - industrial development**
(full planning permission)
- 3 Unit 3 - industrial development**
(full planning permission)
- 4 Unit 4 - industrial development**
(full planning permission)
- 5 Residential development**
(outline planning permission, to establish the principle of housing and access)



Please let us know what you think

Please take your time to consider the information presented and discuss your thoughts and ideas with the hosting team.

After looking through the information on display, we would encourage you to please complete a feedback form to let us know what you think about the initial plans and to provide any other comments.

Your local knowledge, thoughts and suggestions are important to us, and will help us to ensure that the very best schemes can be brought forward.

If you do not have time today, you can complete the feedback form on our website or return the form via post. Please ask a member of the project team for a stamped addressed envelope.

Scan the QR code to visit our website



The Industrial Estate

Norwich is currently one of the UK's fastest-growing cities with a vibrant, dynamic economy. The businesses within the Norwich Airport Industrial Estate are important providers of local employment and economic contribution.

Norwich Airport Industrial Estate is located to the north of Norwich City Centre. Land to the east and south is predominantly residential and land to the west is a mix of industrial, retail and residential land. The estate is accessed via Fifers Lane and provides a direct route to the airport and Cromer Road. The proposals sites are very well connected to the local highways network and existing pedestrian and cycle infrastructure, enabling access for local employees and residents to onward connections to public transport services.

Norwich City Council was the previous owner of the Norwich Airport Industrial Estate. The adopted Greater Norwich Local Plan allocates all of the application sites for redevelopment and our emerging proposals are consistent with the Local Plan vision for the Estate.

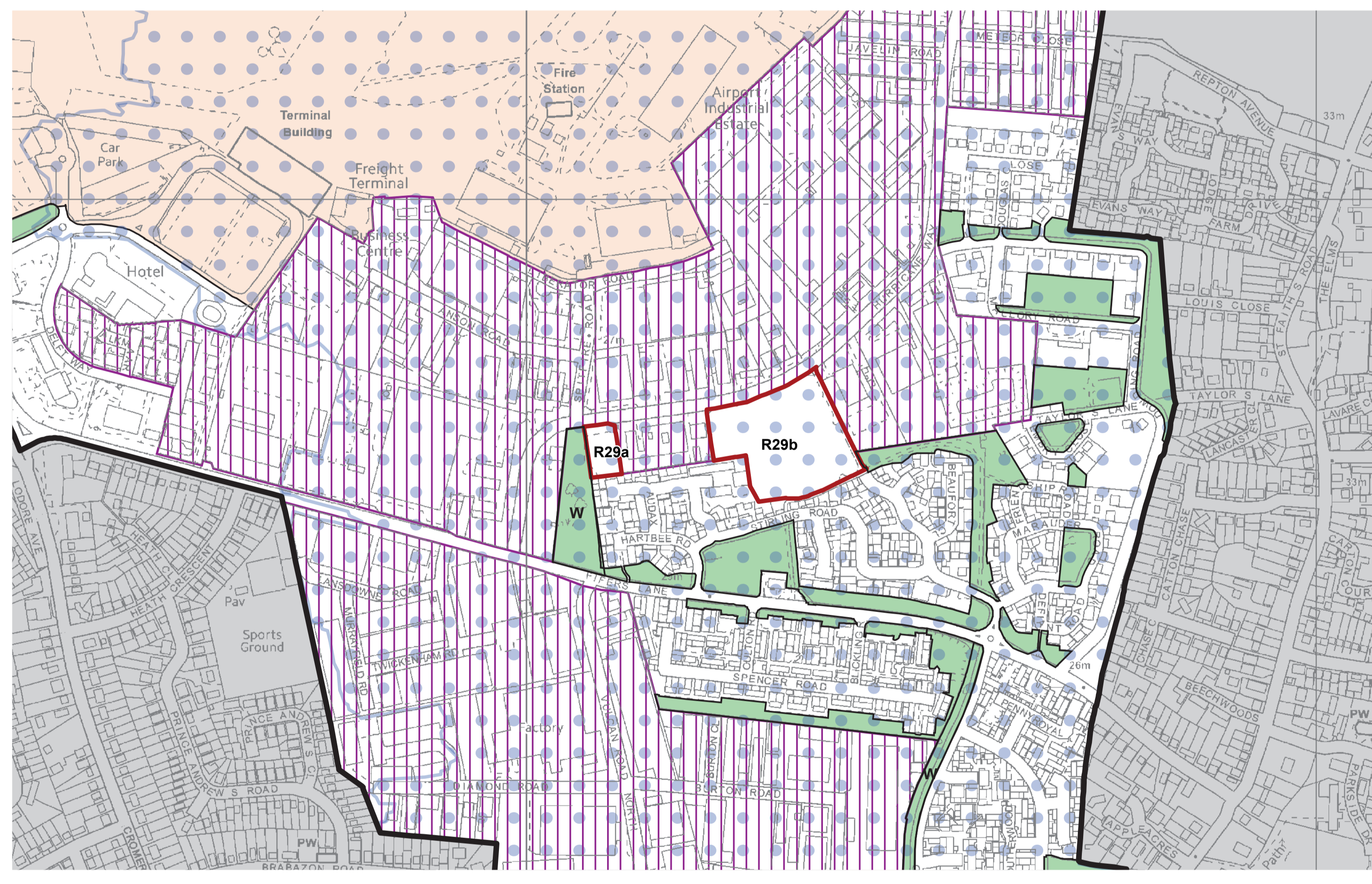
Wider regeneration aspirations

The Applicant bought the Estate from Norwich City Council in August 2022, and has since been developing proposals to regenerate those parts which have become unable to meet the accommodation requirements of modern business and industrial occupiers.

Five separate planning applications will be submitted to Norwich City Council for consideration in Q1 2025. Full planning permission will be sought for industrial proposals for four sites. Outline planning permission will also be submitted for a residential scheme to establish the principles of the developable area and access, with all other details to be applied for at a later date.



Local Plan Extracts



Demolition Works

Permission to demolish existing units on the application sites was granted by Norwich City Council in March 2024. This allowed us to proceed with sensitively demolishing and clearing the sites. These works are expected to be completed by the end of this year and have already helped to stop incidences of anti-social behaviour that were attracted to the vacant buildings.

If you would like to read more about the recent Prior Demolition Approval, please visit Norwich City Council's website and search for application reference 24/00139/DEM.



Unit 1: Industrial Proposals

The consented demolition of the premises has now been completed. The site currently comprises vacant previously developed land within an established industrial area, with a planning history of industrial and business use.

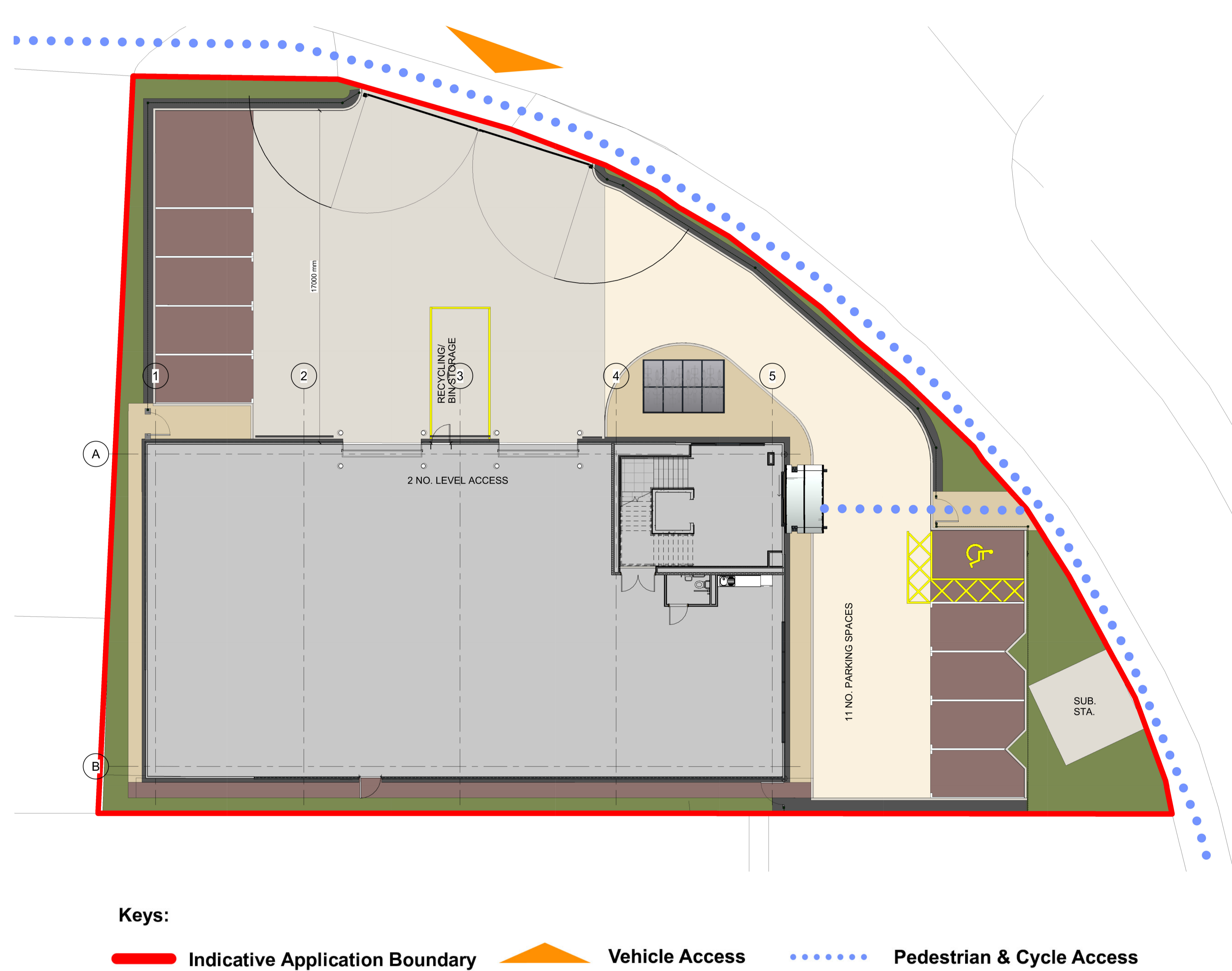
The Site is located within a designated Employment Area in the Greater Norwich Local Plan and is prioritised for employment uses and other forms of economic development (policy DM.16). The proposals for Unit 1 are considered to be fully supported by the aims of relevant Local Plan policy for the site.

Full planning permission will be sought for a new, two-storey industrial unit of 598 sqm (GIA). The new unit will provide both warehouse and office accommodation, in addition to ancillary areas, and be designed to be flexible for suitable end-users with an internal height of 8m. A total of 11 car parking spaces, including disabled bay provision, and 10 cycle parking spaces are proposed.

Unit 1 will provide high-quality premises, suitable for occupation by a small or medium scale business, supporting this important sector of the local Norwich economy. It is expected that the new unit could create 16 new local jobs


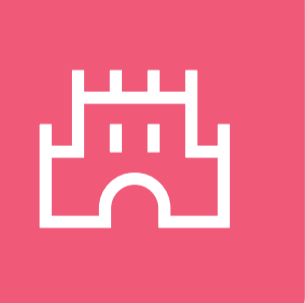










The proposals have been designed to maximise the site's opportunities and meet modern day operator and business requirements. The appearance of the proposed unit has been designed to sit sensitively within the context of an industrial estate. The proposed building materials and colours have been selected to reduce the massing of the unit and to provide visual interest.

 Floorspace: 598 sqm	 Car parking: 11
 Job creation: 16	 Cycle parking: 10



Please see the design board for Unit 1 to see more and speak to a member of the team to find out more about the proposals for Unit 1.

Key considerations for proposals for Unit 1

- | | |
|--|---|
|  Vehicular, pedestrian and cycle access will be taken from the existing access point from Hurricane Way |  No statutory or non-designated heritage assets to consider |
|  Impact on woodland to the east sensitively considered |  Low probability of flooding from rivers and the sea and not at risk from surface water flooding |
|  Amenity of neighbouring properties to be protected |  No forecast adverse air quality impacts |
|  Proposed building heights respond sensitively to surroundings |  Within the River Yare Nutrient Neutrality Catchment Area |
|  2.4m fence will enclose the yard around its perimeter |  Within the River Wensum SSSI Impact Risk Zone |
|  Provision of additional landscaping and tree planting |  Within the Wensum DS Norwich Drinking Water Protected Area. |

Unit 2: Industrial Proposals

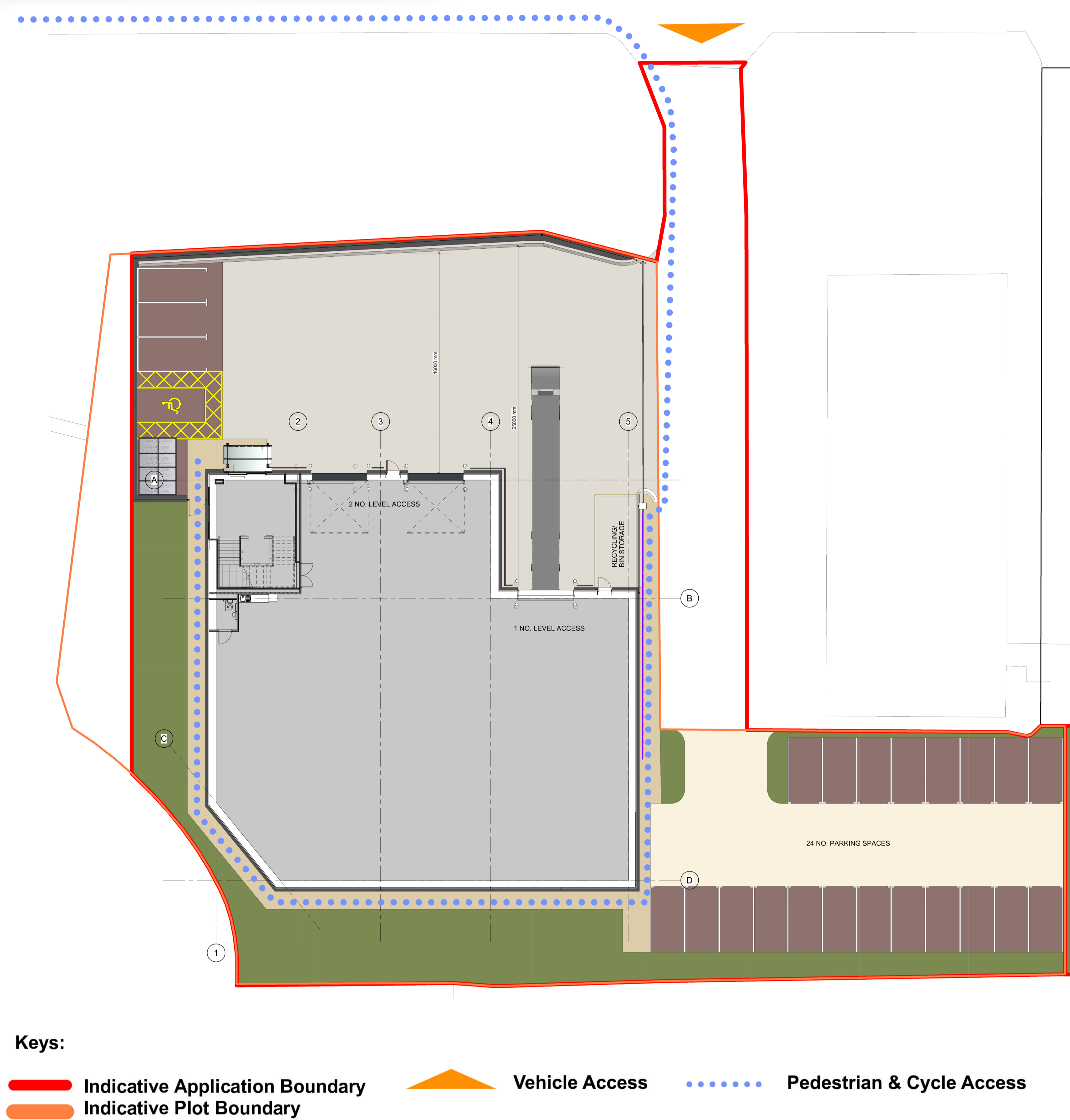
The site currently comprises vacant previously developed land within an established employment area. The Site's development for employment purposes is fully supported by Local Plan policy. It is allocated in the Greater Norwich Local Plan for light industrial or residential development (policy NON.02) and lies within a designated Employment Area, which prioritises it for employment uses and other forms of economic development (policy DM.16). The proposals for Unit 2 are considered to be fully supported by the aims of relevant Local Plan policy for the site.

Full planning permission will be sought for a new industrial unit of 896 sqm (GIA), providing accommodation at ground floor and within a mezzanine floor. The new unit will provide both warehouse and office accommodation, in addition to ancillary areas, and be designed to be flexible for suitable end-users with an internal height of 8m. A total of 24 car parking spaces, including disabled bay provision, are proposed within a dedicated car park and to the west of the service yard. 10 cycle parking spaces will also be provided.

Unit 2 will provide high-quality premises, suitable for a small or medium scale business, supporting this important sector of the local Norwich economy. It is expected that the new unit could create 24 new local jobs.


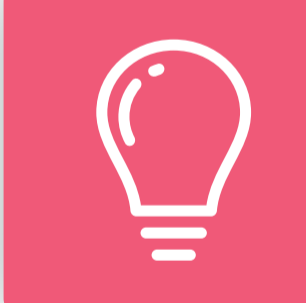






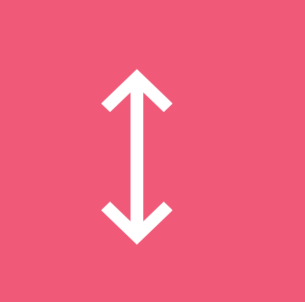




The proposals for Unit 2 have been designed to be sensitive to its surrounding context and ensure no detrimental impact will be had on neighbouring residential and industrial properties. We are very aware that the proposals adjoin the private gardens of existing homes and that the treatment of the boundary between Unit 2 and the existing homes on Gamecock Close requires sensitivity. Semi-mature, non-deciduous planting is proposed to ensure year-round green screening in this location.

 Floorspace: 896 sqm	 Car parking: 24
 Job creation: 24	 Cycle parking: 10



Please see the design board for Unit 2 to see more and speak to a member of the team to find out more about the proposals for Unit 2.

Key considerations for proposals for Unit 2

- | | |
|--|---|
|  Vehicular, pedestrian and cycle access will be taken from the existing access point from Hurricane Way |  Potential for noise generation, light and odour pollution all carefully assessed |
|  The preparation of plans have fully taken into account the neighbouring woodland and trees on the site |  No forecast adverse air quality impacts |
|  Perimeter landscaping to increase visual interest and reduce impact on properties to the south |  Low probability of flooding from rivers and the sea and not at risk from surface water flooding |
|  Proposals will include woodland planting and tree planting |  Within the River Yare Nutrient Neutrality Catchment Area |
|  Proposed building heights respond sensitively to surroundings |  Within the River Wensum SSSI Impact Risk Zone |
|  No statutory or non-designated heritage assets to consider |  Within the Wensum DS Norwich Drinking Water Protected Area. |
|  Amenity of neighbouring properties to be protected | |

Unit 3: Industrial Proposals



The Site was formerly occupied by 6-14 Hurricane Way and was comprised of end-of-life industrial units. The consented demolition of this accommodation has now been completed and the site currently comprises vacant previously developed land within an established employment area.

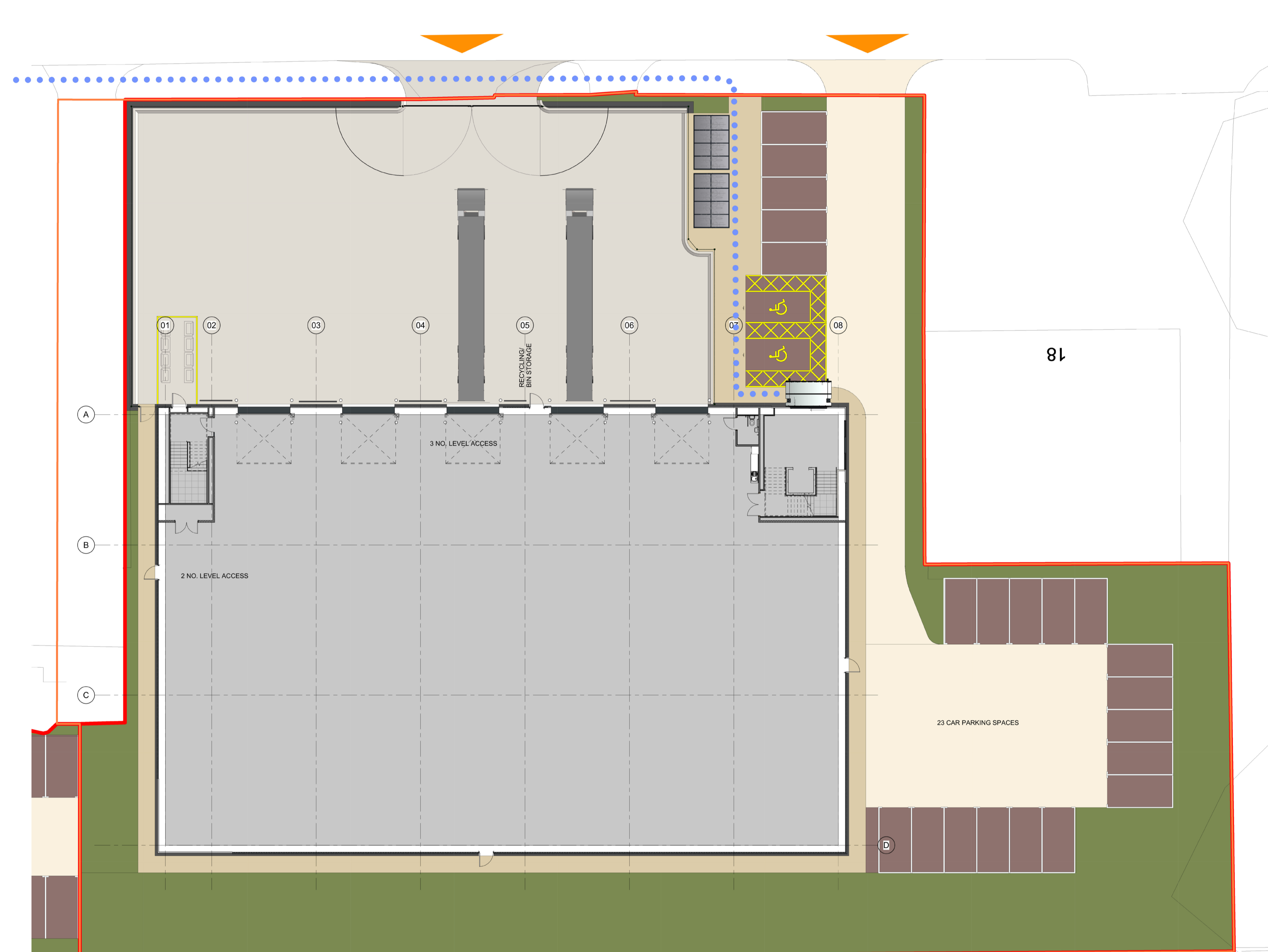
The Site is located within a designated Employment Area in the Greater Norwich Local Plan and is subject to policy DM16, which prioritises the Site for employment uses and other forms of economic development. The proposals for Unit 3 are considered to be fully supported by the aims of relevant Local Plan policy for the site.

Full planning permission will be sought for a new industrial unit of 2,103 sqm (GIA), providing warehouse accommodation at ground floor and office space within a mezzanine floor. The new unit is designed to be flexible for suitable end-users with an internal height of 10m. A total of 23 car parking spaces, including disabled bay provision, are proposed and 20 cycle parking spaces will also be provided.

Unit 3 will provide high-quality premises, suitable for a small or medium scale business, supporting this important sector of the local Norwich economy. It is expected that the new unit could create 58 new local jobs.

We are very aware that the proposals adjoin the private gardens of existing homes and that the treatment of the boundary between Unit 3 and the existing homes on Gamecock Close, Audax Road and Blackburn Road requires sensitivity. The majority of existing planting in these locations will be maintained and reinforced through new non-deciduous planting in those areas currently with less cover. Unit 3 is also proposed to be positioned so that all yard activities are screened from residents.


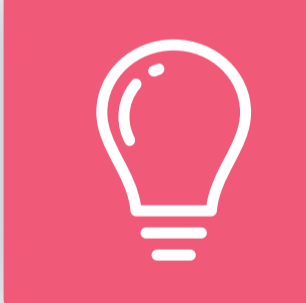






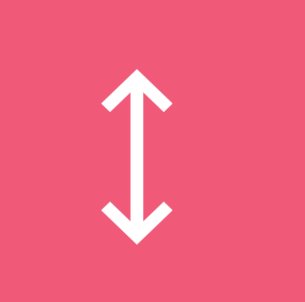




 <p>Floorspace: 2,103 sqm</p>	 <p>Car parking: 23</p>
 <p>Job creation: 58</p>	 <p>Cycle parking: 20</p>



Keys:
— Indicative Application Boundary  Vehicle Access Pedestrian & Cycle Access
— Indicative Plot Boundary

Please see the design board for Unit 3 to see more and speak to a member of the team to find out more about the proposals for Unit 3.

Key considerations for proposals for Unit 3

- | | |
|--|---|
|  Vehicular, pedestrian and cycle access will be taken from the existing access point from Hurricane Way |  Potential for noise generation, light and odour pollution all carefully assessed |
|  The preparation of plans have fully taken into account the neighbouring woodland and trees on the site |  No forecast adverse air quality impacts |
|  Perimeter landscaping to increase visual interest and reduce impact on properties to the south |  Low probability of flooding from rivers and the sea and not at risk from surface water flooding |
|  Proposals will include woodland planting and tree planting |  Within the River Yare Nutrient Neutrality Catchment Area |
|  Proposed building heights respond sensitively to surroundings |  Within the River Wensum SSSI Impact Risk Zone |
|  No statutory or non-designated heritage assets to consider |  Within the Wensum DS Norwich Drinking Water Protected Area. |
|  Amenity of neighbouring properties to be protected | |

Unit 4: Industrial Proposals





The Site was formerly in industrial use and consented demolition works have now been completed. The Site currently comprises vacant previously developed land within an established employment area.

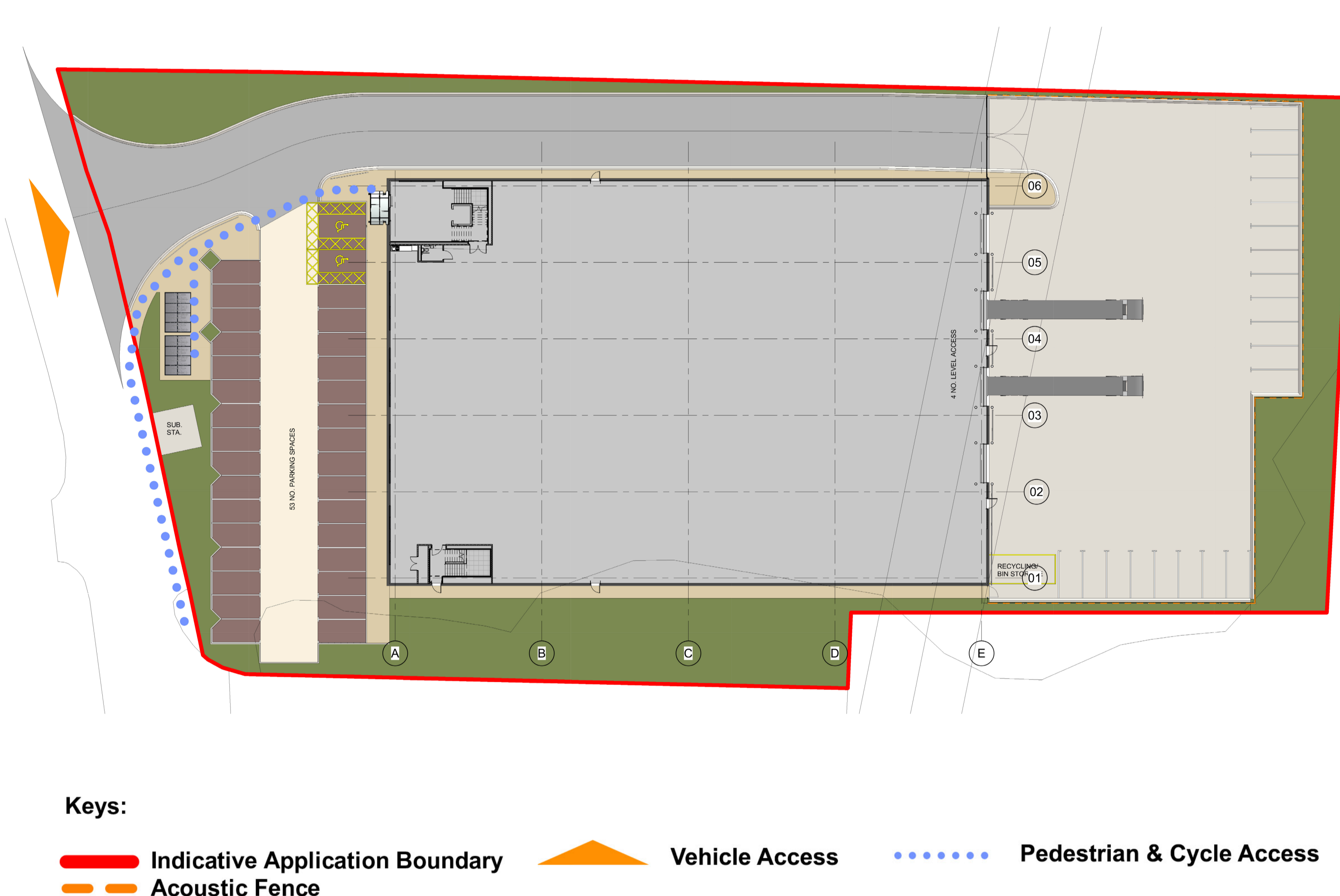
The Site is located within a designated Employment Area in the Greater Norwich Local Plan and is subject to policy DM16, which prioritises the Site for employment uses and other forms of economic development. The proposals for Unit 4 are considered to be fully supported by the aims of relevant Local Plan policy for the site.

Full planning permission will be sought for a new industrial unit of 2,914 sqm (GIA), providing warehouse accommodation at ground floor and office space within a mezzanine floor. The new unit is designed to be flexible for suitable end-users with an internal height of 10m. A total of 53 car parking spaces, including disabled bay provision, are proposed within a dedicated car park and 20 cycle parking spaces will also be provided.

Unit 4 will provide high-quality premises, suitable for a small or medium scale business, supporting this important sector of the local Norwich economy. It is expected that the new unit could create 80 new local jobs.

The proposals have been designed to maximise the site's opportunities and meet modern day operator and tenant requirements. The proposals for Unit 4 have been designed to be sensitive to its surrounding context and ensure no detrimental impact will be had on neighbouring residential and industrial properties. We are very aware that the treatment of the boundary between Unit 4 and neighbouring woodland requires protection.

 Floorspace: 2,914 sqm	 Car parking: 53
 Job creation: 80	 Cycle parking: 20



Keys:
— Indicative Application Boundary — Acoustic Fence
▲ Vehicle Access ●●●● Pedestrian & Cycle Access

Please see the design board for Unit 4 to see more and speak to a member of the team to find out more about the proposals for Unit 4.

Key considerations for proposals for Unit 4

- | | |
|---|--|
|  Vehicular, pedestrian and cycle access will be taken from the existing access point from Hurricane Way |  Amenity of neighbouring properties to be protected |
|  The preparation of plans have fully taken into account the neighbouring woodland and trees on the site |  No forecast adverse air quality impacts |
|  Perimeter landscaping maintained to increase visual interest and reduce impact on properties to the south |  Low probability of flooding from rivers and the sea and only small sections at low-medium risk from surface water flooding |
|  Proposals will include woodland planting and tree planting |  Within the River Yare Nutrient Neutrality Catchment Area |
|  Proposed building heights respond sensitively to surroundings |  Within the River Wensum SSSI Impact Risk Zone |
|  No statutory or non-designated heritage assets to consider |  Within the Wensum DS Norwich Drinking Water Protected Area. |

Residential Proposals

The application site for the residential proposals comprises green, undeveloped land. It is bound to the north by Hurricane Way, to the south by existing residential development, to the east by a pedestrian walkway and to the west by a mix of residential and industrial units.

The application sites for new industrial accommodation Units 3 and 4 adjoin the residential proposals site on its western and eastern boundaries.

The site is allocated in the Greater Norwich Local Plan for light industrial and housing development to accommodate approximately 30 new homes (policies DM.16 and NON.02).



Our Emerging Proposals

The aim for this site is to achieve a high-quality, locally distinctive design which supports the integration of this site with the surrounding residential areas to its south and provides effective separation from the employment areas across the industrial estate.

Early stage survey work has confirmed that the site is not of high ecological value. The importance of retaining the site's trees currently around its perimeter is fully understood and trees will be retained in any future residential scheme for this site.

We will be proposing a scheme of 43 new homes, to include affordable housing provision. Outline planning permission will be applied for, with all matters reserved for future consideration expect access. It is proposed that vehicular access from this site will be taken from Heyford Road, consistent with Local Plan policy.



- Keys:
- Indicative Application Boundary
 - House Type 1A+1B
 - House Type 2A
 - House Type 3B
 - House Type 3A
 - Car Parking
 - Road
 - SuDs
 - Trees

Please see the design board for our residential development site to see more and speak to a member of the team to find out more about the proposals.

Homes: **43**

Priorities for Future Residential Plans

We are in the early stages of preparing proposals for this site and welcome ideas and thoughts from the local community. We want our residential proposals to respond to the needs of both new and existing residents, and to provide a sensitively-designed, high-quality scheme.

To help us plan this site, please tell us what features of a new housing scheme are most important to you. Please share your thoughts by adding sticky dots below.

- High quality homes and environment
- Character and identity
- Sustainable design features
- Private garden areas

- Reducing local traffic
- Easy pedestrian movement
- Health and wellbeing
- Landscape, trees and biodiversity

Key Considerations in the Design Process

Bus route

A new bus link, connecting Heyford Road to Hurricane Way, is expected to be delivered as part of the residential development proposals, bringing about important improvements to access opportunities by sustainable travel modes. The bus link is required by policy NON.02 of the Greater Norwich Local Plan, which allocates the site for development. Further, a cycle route through the site, to be part of the Tallow Pedalway, is also proposed, consistent with policy.

Southern Boundary

We are very aware that the proposals site is directly behind the private gardens of homes along Stirling Road. The images on the design board show the relationship between the proposed residential development and the existing homes on Stirling Road and Whitworth Court, and how we propose to treat this sensitive boundary by maintaining the existing trees and landscaping to the perimeter of the site.

Transport and Access

A transport assessment has been prepared for each of the application sites individually.

Technical work will continue and will be discussed during the determination of the planning applications. The scope of the transport assessment work has been agreed with Norfolk County Council as local highways authority through pre-application advice.

Existing Site Access Arrangements



UNIT 1



UNIT 2



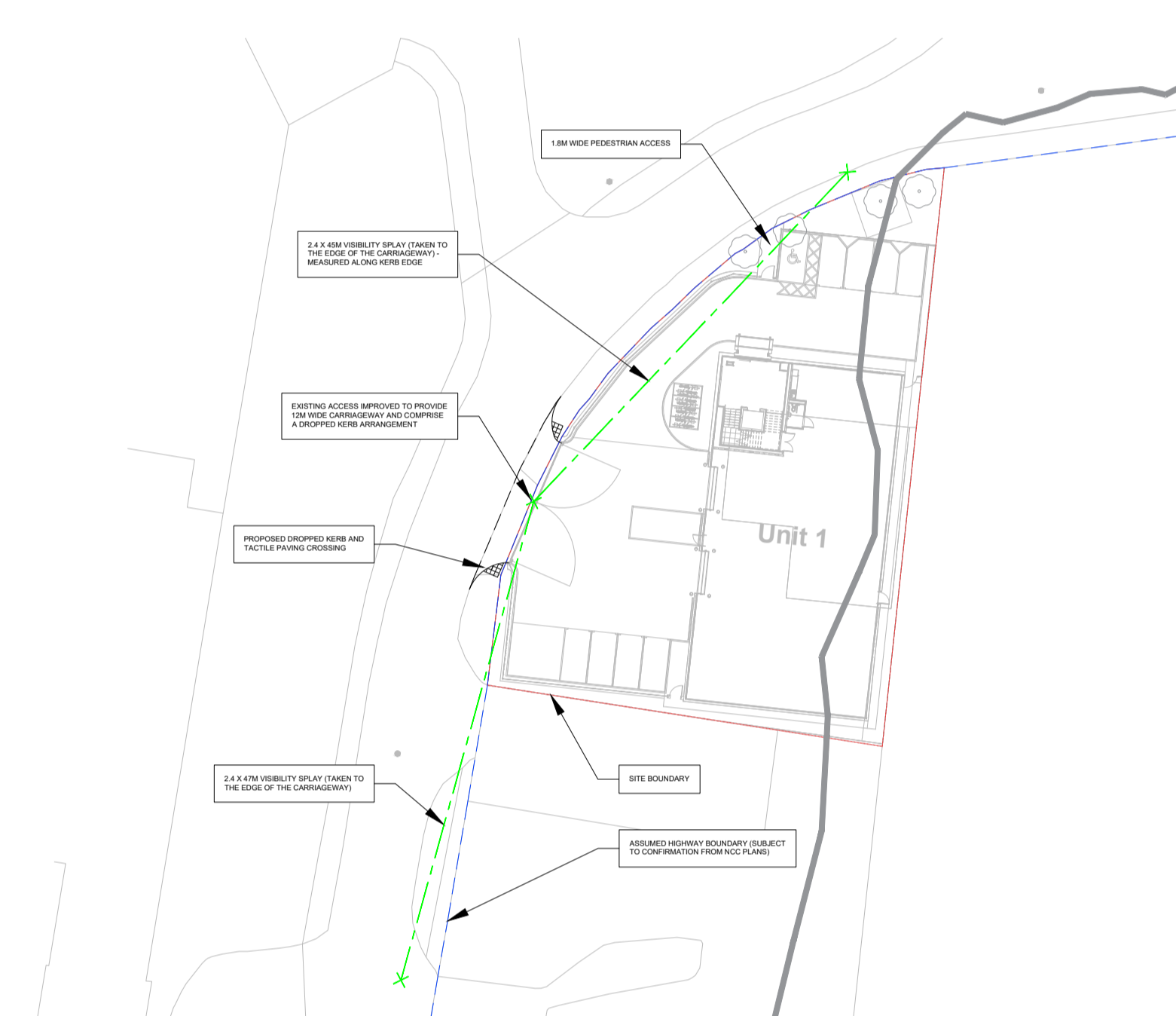
UNIT 3



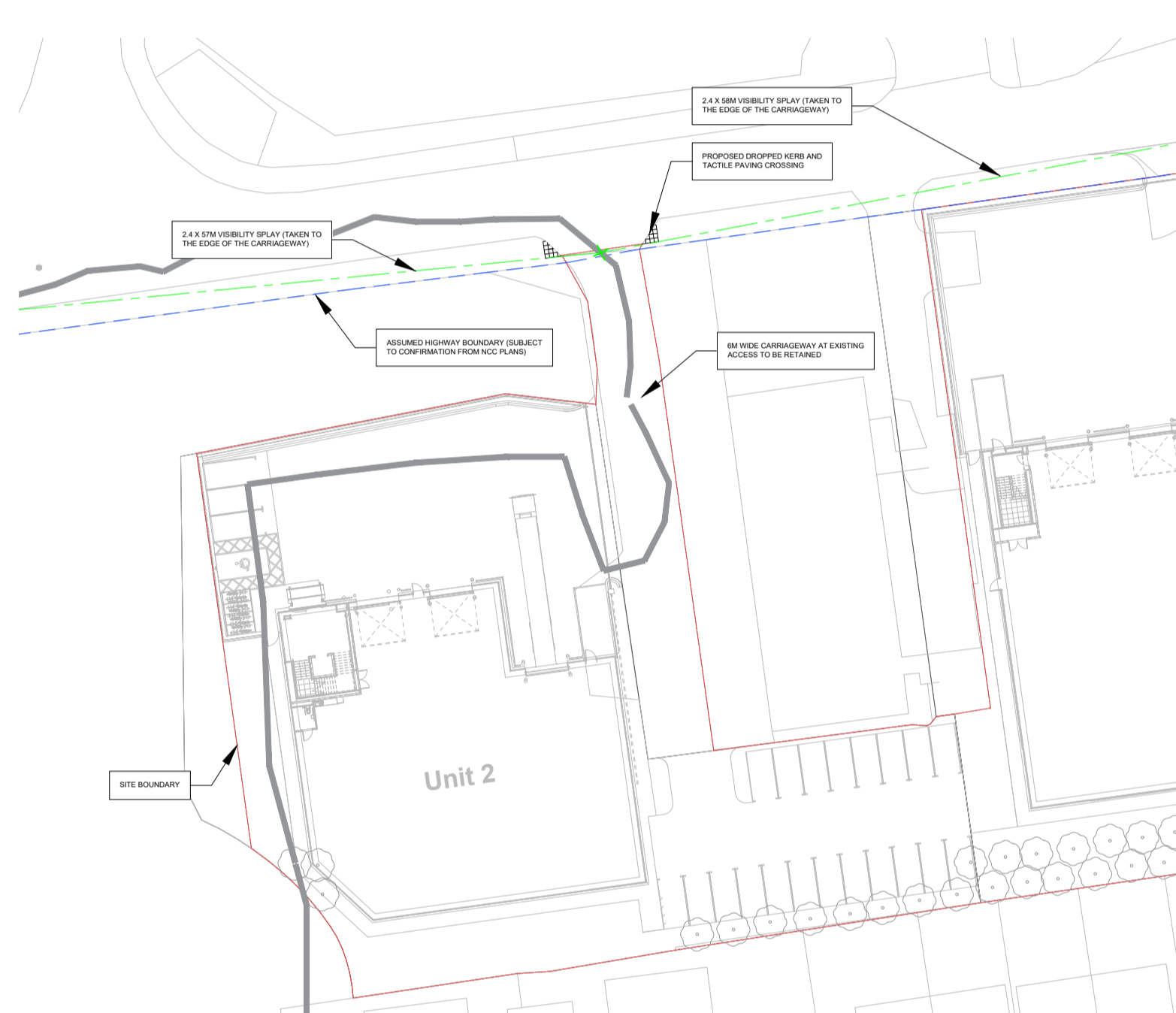
UNIT 4

Proposed Site Access Arrangements

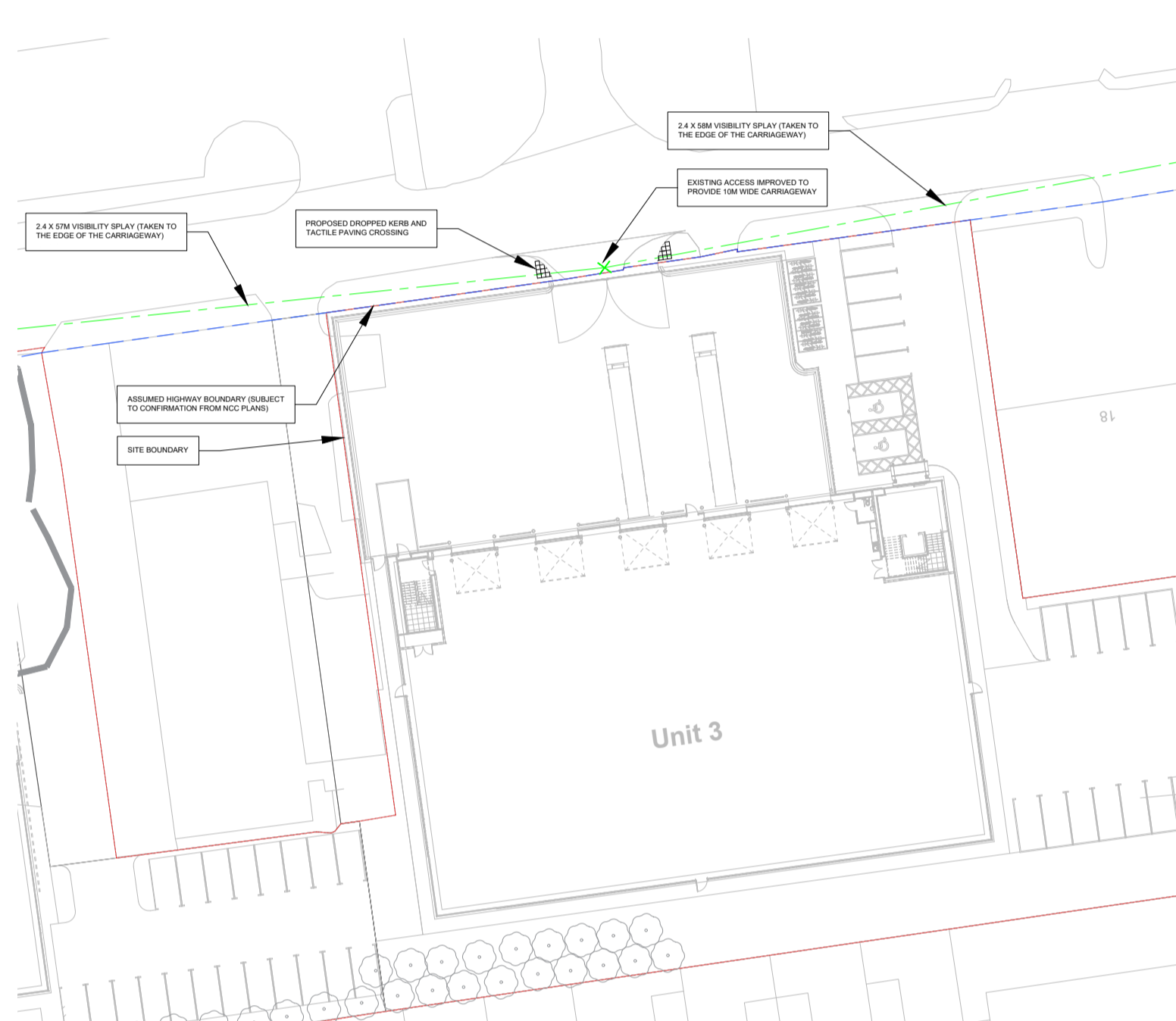
The proposals will seek to use the existing access points along Hurricane Way to serve the new industrial units. Each access would be improved as part of the proposals, Dropped kerbs and tactile paving crossings will be provided at each access along Hurricane Way to assist pedestrians.



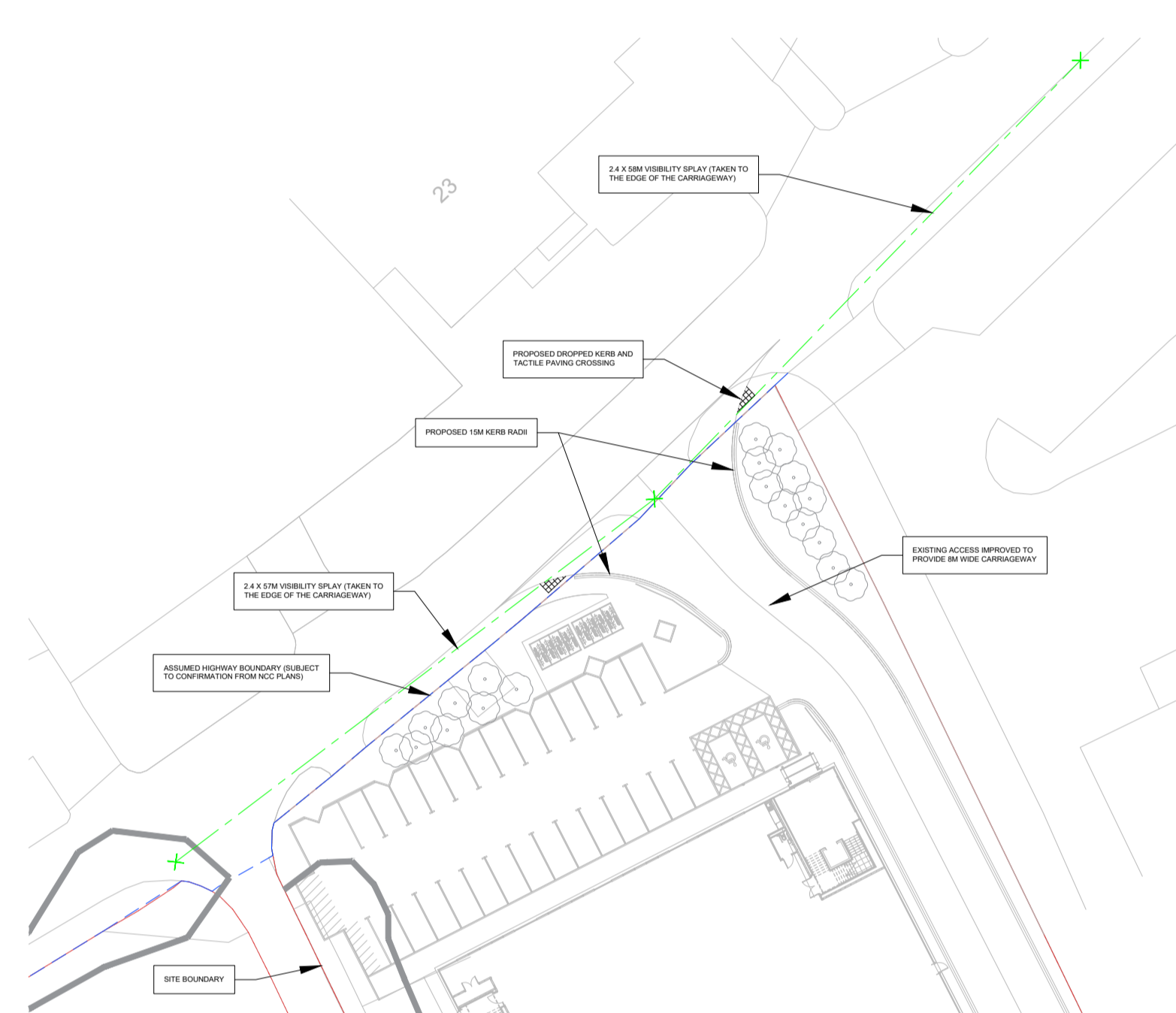
UNIT 1



UNIT 2



UNIT 3



UNIT 4

Car and Cycle Parking Provision

It is proposed that each of the industrial units is provided with a parking area adjacent to the new building.

	Proposed Car Parking			Proposed cycle parking
	Total, including disabled bays	EV active charging facilities	EV infrastructure for future charging points	
Unit 1	11 spaces	1 bay	2 bays	10 spaces
Unit 2	24 spaces	2 bays	5 bays	10 spaces
Unit 3	23 spaces	3 bays	5 bays	20 spaces
Unit 4	53 spaces	5 bays	11 bays	20 spaces

Accessibility by Sustainable Modes of Transport

Walking

Our analysis shows that the majority of Norwich Airport Industrial Estate is within an acceptable walking distance of the site, as well as some of the large residential areas surrounding the area.

Public transport opportunities are also close by, including the existing bus stops on Fifers Lane (around 600m south of the application sites).

Cycling

Almost all of Norwich is accessible by bicycle, which is an excellent sustainable travel credential.

There are many designated cycle paths in the Norwich Network, and Hurricane Way is part of both the 'Lakenham-Aviation Academy Route' and the 'Outer Circuit Route', giving future occupiers of the proposed industrial units easy access to a route that connects to the wider cycle network.

Public Transport

Norwich Airport Industrial Estate already benefits from good levels of public transport connectivity, with various regular bus services along routes to/from the estate and Norwich City Centre.

A new bus link, connecting Heyford Road to Hurricane Way, is expected to be delivered as part of the residential development proposals. This would bring additional improvements to access opportunities by sustainable modes.

Key findings from the Transport Assessments

The assessments show acceptable impacts on the local highways network as a result of the individual planning applications. All sites are within a well-established industrial area and benefit from good pedestrian infrastructure, cycle routes and connectivity for public transport users. All sites are accessible and sustainable locations for development and there is a good level of choice in how to travel sustainably to the sites without the need to rely on private vehicles.

Sustainable Industrial Accommodation

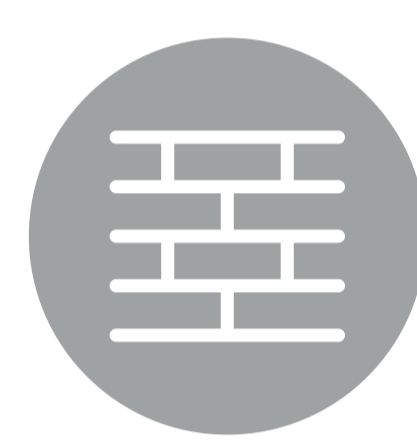
Practical steps have been taken to implement sustainable initiatives across the whole life cycle of the project.



Carbon Control

The project team is aligned in working towards carbon reduction across both embodied and operational carbon, through the consideration of a number of strategies including:

- EPC A
- Excellent airtightness
- Public transport connections
- Electric vehicle provision
- Lower embodied carbon materials
- Reuse and reclamation of materials
- Careful consideration of internal environment comfort



Biodiversity

The project will retain and enhance biodiversity as far as possible through a number of strategies:

- Biodiversity Net Gain
- New tree planting
- Where felling is unavoidable, the material will be reused in the landscape or by local schools and artists
- Bat and bird boxes
- Insect hotels
- Log piles
- Cycle shelters with green roofs



Climate Resilience

To ensure climate resilience, the following strategies are being considered:

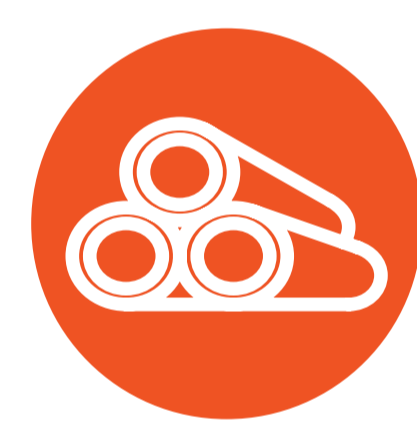
- Renewable technology such as PV panels
- Drainage strategies
- Careful landscape design



Resources

To ensure responsible use of resources, the project will consider:

- The use of reclaimed steel, and other key materials
- Following a circular economy mindset
- Minimise construction waste
- Ensure proper recycling processes on site



Water

Water is a precious resource. To minimise water use, where possible, the project is considering:

- Low flow appliances
- Low flow taps and WCs
- Rainwater harvesting



Value

The project aspires to be a low environmental impact scheme, by reducing carbon, maximising biodiversity, and benefitting health and wellbeing, among other strategies. Through the application of these strategies, and building certifications such as BREEAM Excellent, the project shows the value of sustainability.



Health and Wellbeing

To provide a healthy internal and external environment, the following strategies have been considered:

- External spaces to provide nature connection
- Cycle stores
- Ample daylight
- Building materials that promote indoor air quality



Please speak to a member of the design team to find out more about these

Thank You and Next Steps

Thank you for joining us today. We hope you found the information and opportunity for discussion useful.

Please do talk to us and ask any questions. We are here to help and would very much like to hear your views. Your local knowledge, thoughts and suggestions are important to help shape any plans for the sites and ensure that the very best schemes can be brought forward.

Please leave your comments on the ideas shared with you today by completing a feedback form and posting it in the box provided. You can also complete this form online by visiting our website or scanning the QR code below.

If you would prefer to take the form away with you, please ask a member of the team for a stamped addressed envelope.

Please return your form to us by **Sunday 5 January 2025**, to allow us to collate and consider all feedback received.

Over the next few weeks, we will share all your comments and suggestions with the wider project team as we continue to develop our ideas for the sites.

Thursday 5 December 2024

Consultation launches and public exhibition to meet with the local community

Sunday 5 January 2025

Close of consultation period

December 2024 - January 2025

The project team will collate and analyse all feedback to develop proposals for each site

Early 2025

Target submission of our planning applications to Norwich City Council (NCC)

Contact us

If you require any further information, have a question, or need this information in another format, please do get in touch:



Phone: 0207 446 6818 (Mon - Fri, 9.30am - 5.00pm)



Email: hurricaneway-norwich@stantec.com



Post: Hurricane Way Engagement Team,
c/o Stantec, 7 Soho Square, London, W1D 3QB

Scan the QR code to visit our website



Illustrative CGI of the proposals for Units 2 and 3, looking south from Hurricane Way



Illustrative CGI of the proposals for Unit 4, looking south from Hurricane Way