

A New Vision For Norwich Nelson

Welcome to the public exhibition on the regeneration of the Norwich Nelson site.

Whitbread are delighted to announce a public consultation on proposals for the regeneration of the Premier Inn Norwich Nelson City Centre site, creating a vibrant new gateway to the city.

Our ambition is to comprehensively redevelop the existing Premier Inn hotel and surrounding land and buildings, opening up the dated site to create a vibrant new urban quarter with an enhanced community offer. The proposals represent a landmark investment in Norwich city centre, introducing a range of new uses alongside a brand new Premier Inn.

We want to hear your feedback to help shape our new urban district. Have your say by filling in our consultation survey, or speaking to a member of the project team.

Norwich
Nelson



Our Vision



A vibrant new gateway to the city with enhanced views of Norwich's historic centre



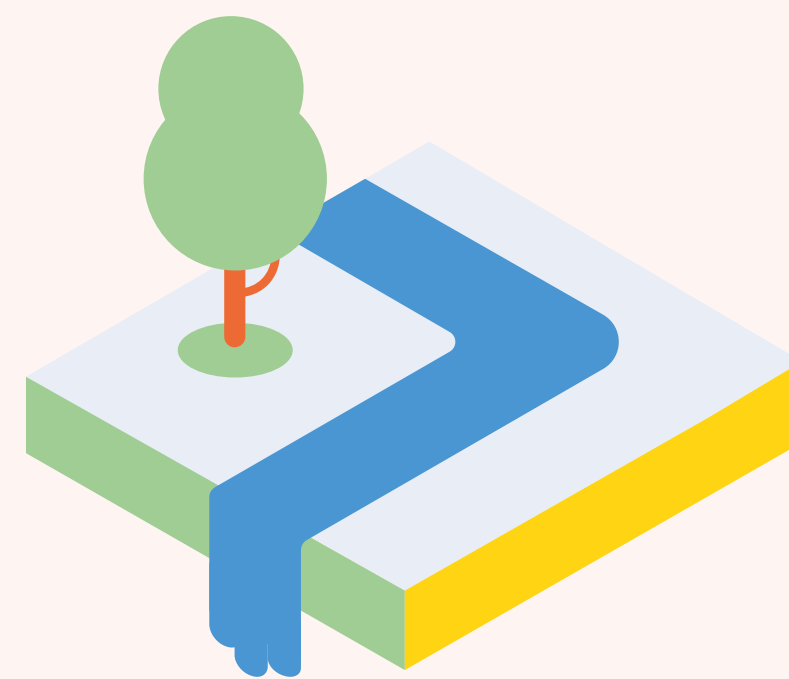
A dynamic new urban quarter for residents, employees and visitors to enjoy



Supporting Norwich's economy with an enhanced hotel and range of new uses



A people-led approach with a new public plaza and the potential for restaurants, cafés and retail



A green and welcoming environment, with a new riverside walk, river garden and extensive landscaping



High-quality design which complements and celebrates Norwich's character and heritage

About Whitbread

Norwich
Nelson

WHITBREAD

Whitbread PLC is the owner of Premier Inn and restaurant brands including Beefeater, Brewers Fayre, Table Table, Bar + Block, Whitbread Inns and Cookhouse + Pub.

The business has had a presence in Norwich for many years and currently offers its customers a choice of five Premier Inn hotel locations across the city.



The Project Team

SHEPPARD ROBSON

Architect



Planning Consultant



Project Manager



Macfarlane + Associates
Landscape Architect



Transport Consultant



Engagement Consultant

Introducing the Site



The site consists of the existing Norwich Nelson hotel building on Prince of Wales Road and its surrounding land and buildings. It is located directly adjacent to Norwich station, however at present the end-of-life site presents an uninviting gateway to Norwich and is in need of significant regeneration.

Built in 1971, the hotel is in need of significant investment, with poor energy efficiency and an increasingly dated feel. Many of the surrounding commercial units to the north are vacant, with the office accommodation to Prince of Wales Road having also sat vacant for some time. At present, it offers very limited public benefit, with poor-quality, uninviting external space and public realm which has begun to attract antisocial behaviour. There is also a lack of indoor amenity space, with no active frontage onto the Prince of Wales Road and limited animation offered by the small café entrance.

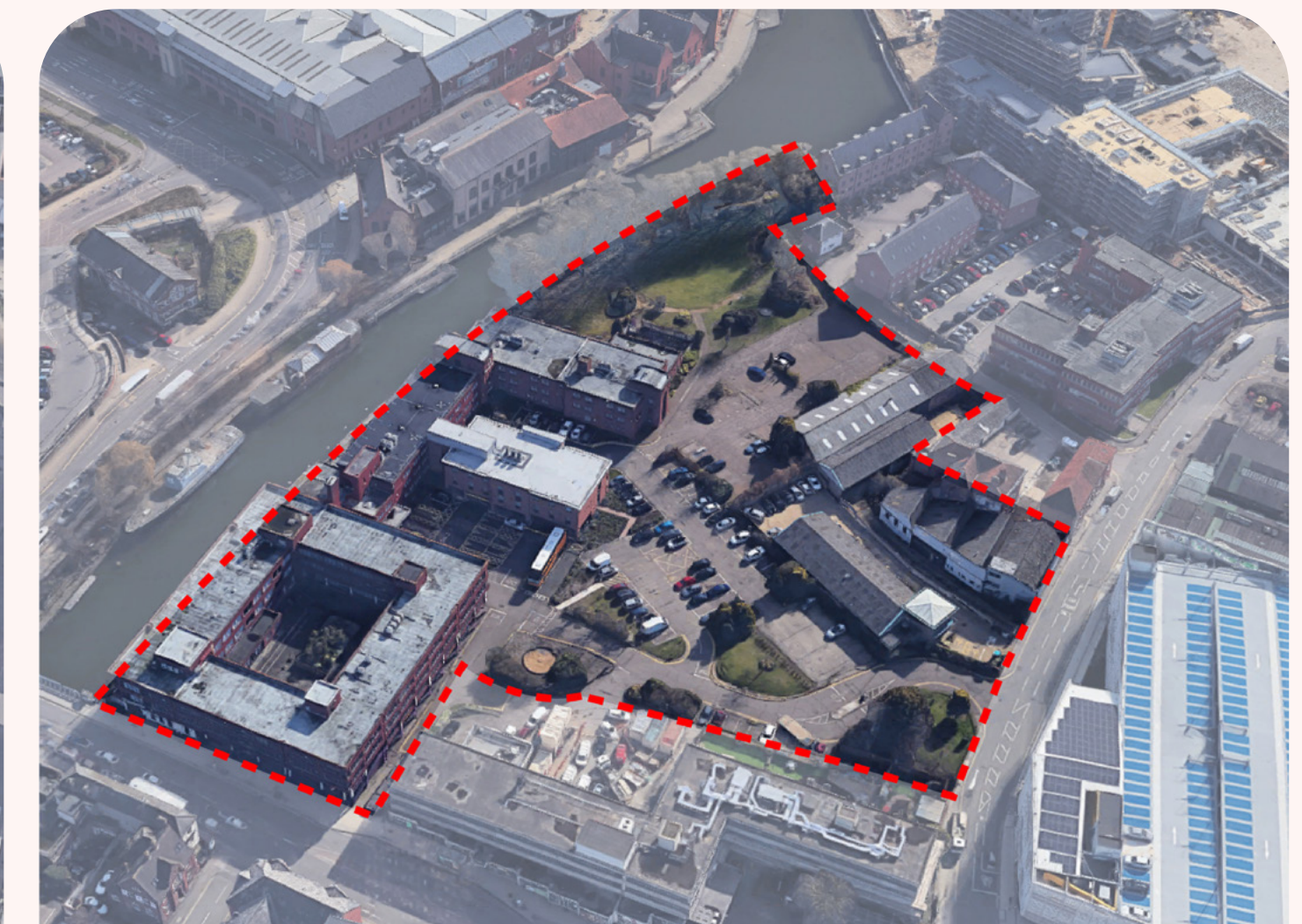
The site has been identified by Norwich City Council for large scale mixed use development, and is recognised to have significant potential to regenerate the gateway to the city. Our proposals will realise this ambition, creating a vibrant new mixed-use district for workers, residents and visitors to enjoy.



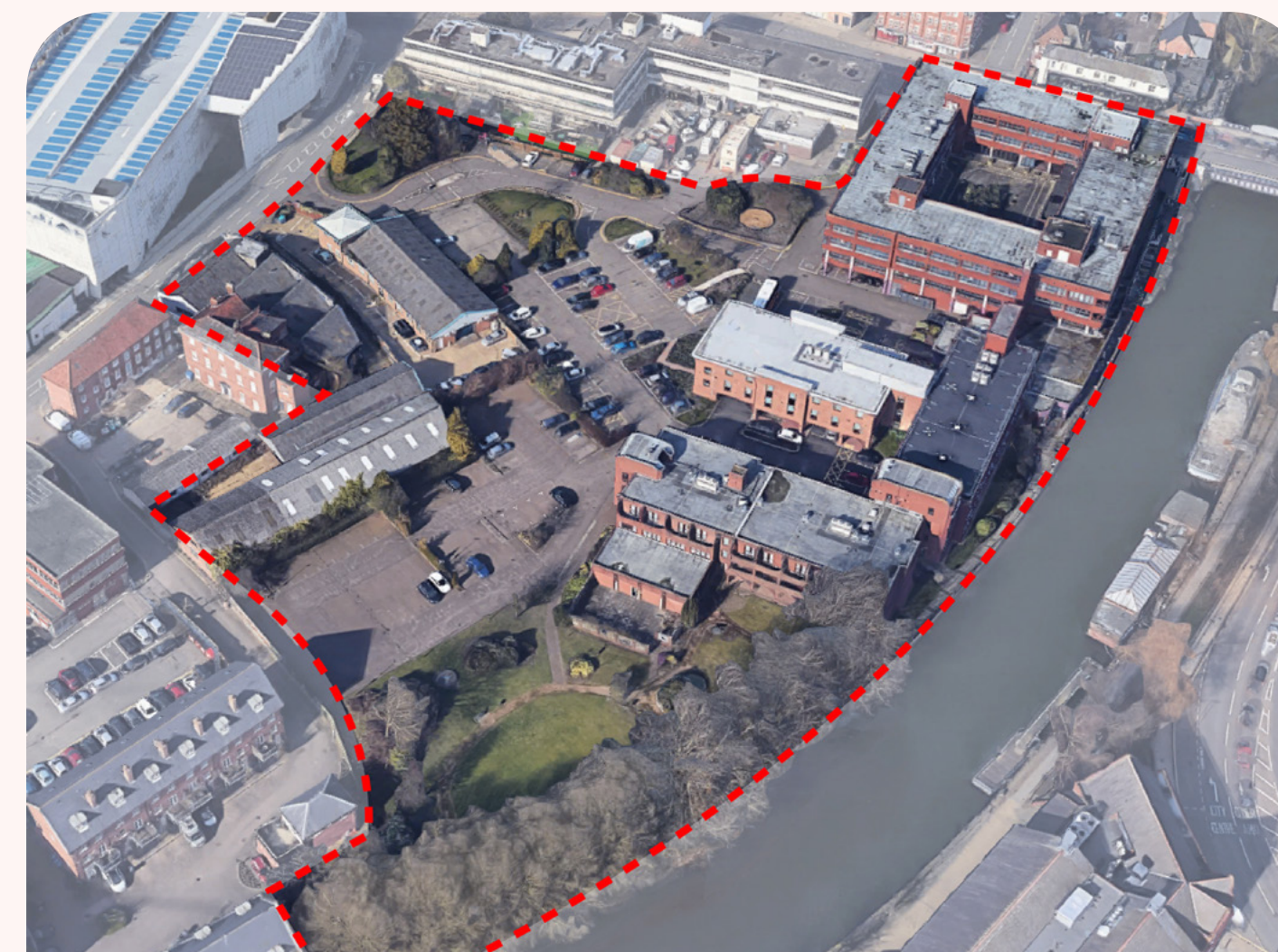
Aerial view of current site



View of the current site from the East



View of the current site from the North



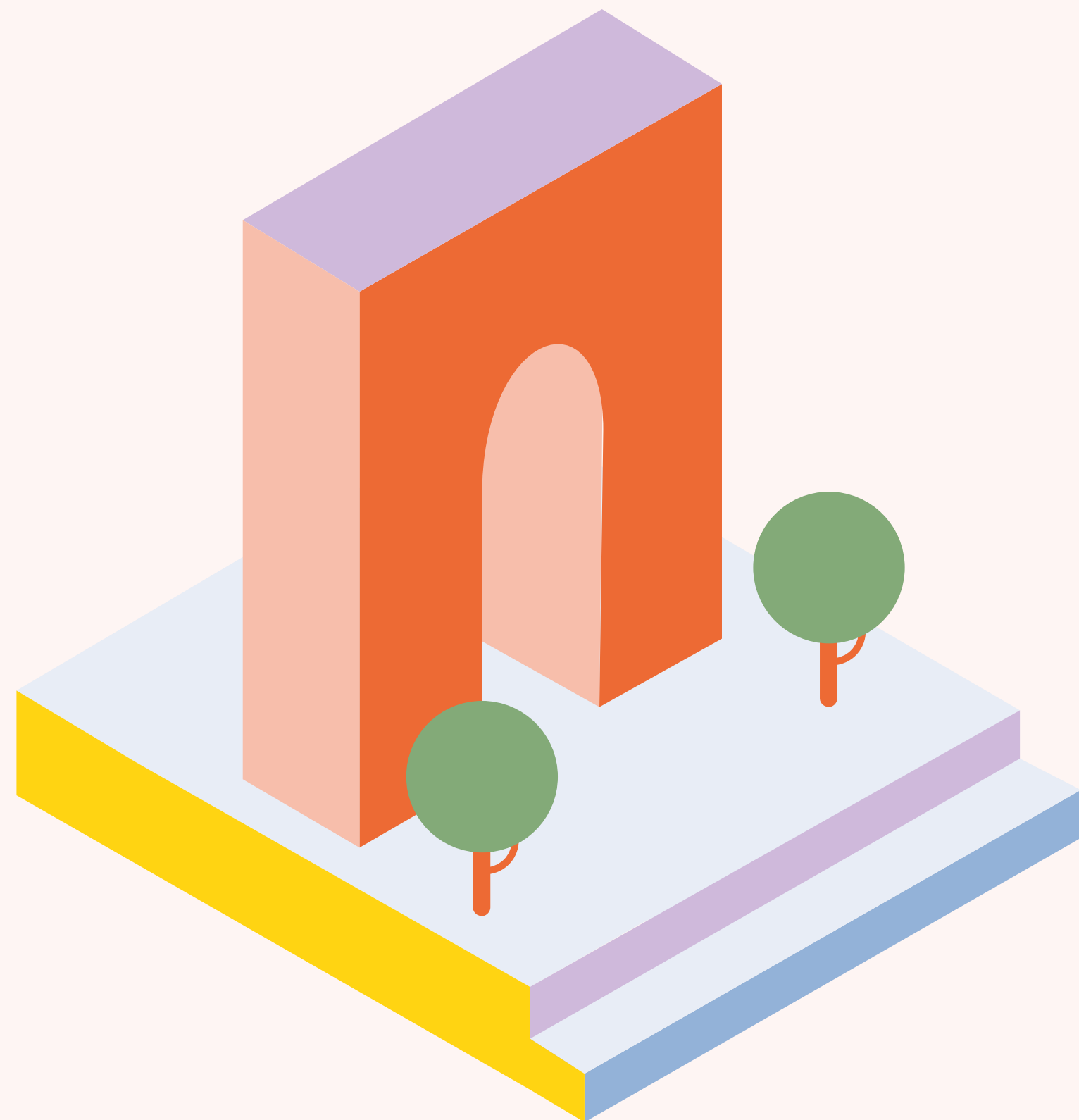
View of the current site from the South



View of the current site from the West

A New Gateway to Norwich

The site is excellently located in close proximity to Norwich Station. However, at present it presents an uninviting gateway to the city, with vacant industrial units and neglected, poor-quality external space. Our proposals will create a new landmark gateway to the city, with improved permeability and a design which opens up views of Norwich's historic centre and creates a more vibrant district for visitors, students and residents. The proposals will be designed to frame views of Norwich Castle as visitors approach the city, celebrating one of Norwich's most important historic landmarks.



Supporting Norwich's Economy

The Norwich Nelson regeneration will be a landmark investment in Norwich's economic longevity. Our proposals will retain the existing hotel use on the site, with Premier Inn bringing its latest format rooms and ground floor spaces to the development improving the quality of the hotel offer to visitors to Norwich. The proposals will also deliver new high-quality student accommodation to meet growing demand in Norwich, alongside much-needed, high-quality homes to meet identified housing need in the city. Alongside supporting the tourism and education sectors, the proposals will diversify the site with the potential for a range of commercial uses including shops, bars and restaurants to enhance the vibrancy of the site and deliver wide-ranging economic benefits.

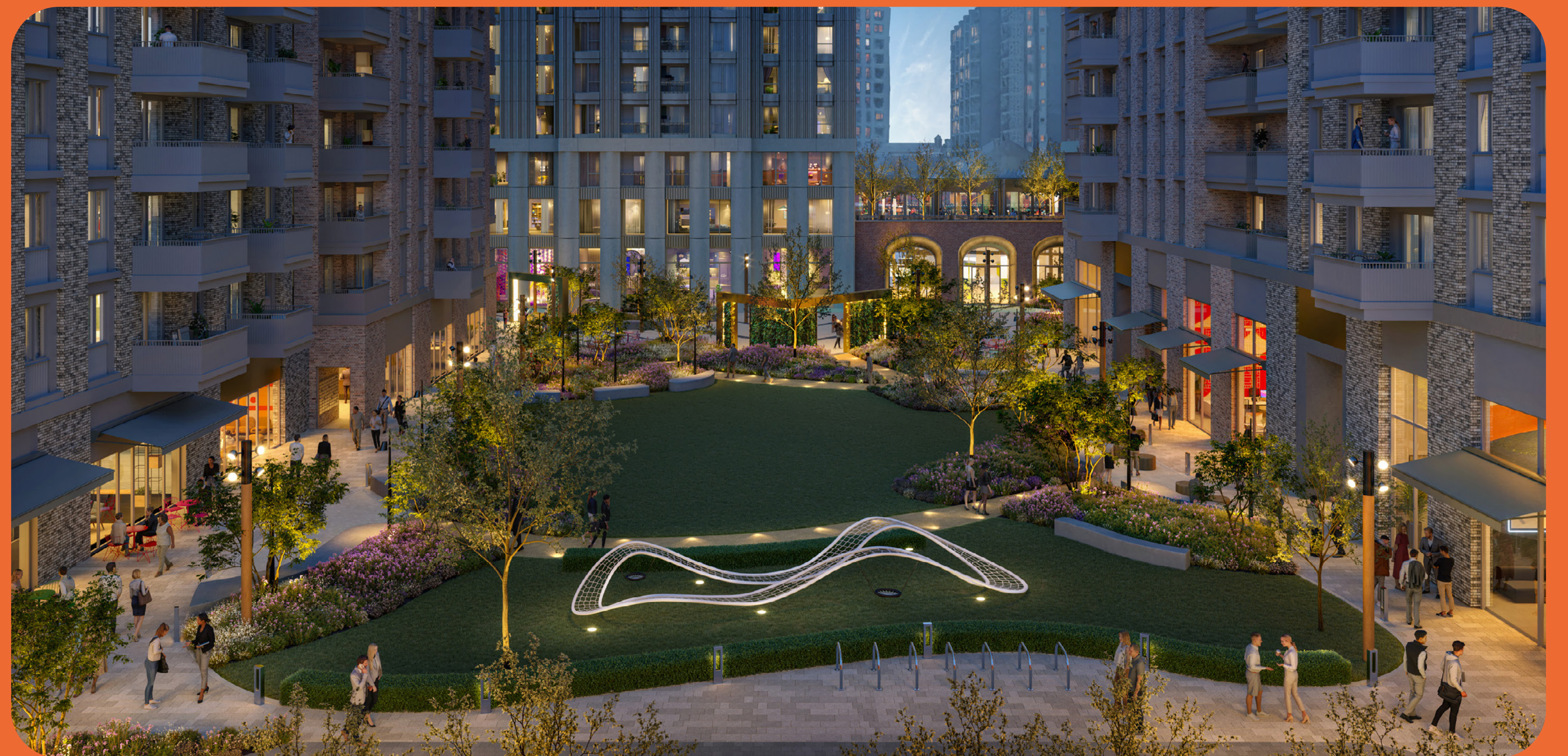


A People-led Approach

The proposals will take a community led approach, restoring a neglected area to vibrant public use. Alongside a new public plaza, the new hotel and accommodation will be accompanied by a range of commercial uses, with the potential for including shops, cafés, bars and restaurants, creating a new hub for residents, visitors and employees alike. Additionally, the proposals will revolutionise the public realm, creating new seating areas, walkways and meeting points for residents and visitors to enjoy, alongside new play space for families.



Concept imagery of new public plaza



An open, green environment

The landscape-led design approach will create an attractive new riverfront with areas of open space and a green river walkway. The scheme will create new landscaped communal areas, with enhancements to all exiting green areas and a 32% increase in accessible open space. The landscape design and naming will also take inspiration from Norwich's historic character, creating a welcoming green environment which celebrates the city's heritage. Climate resilient features will also be incorporated throughout the landscape design to enhance biodiversity and energy efficiency.



Concept imagery of new riverside walk and green spaces



Celebrating the city

Our vision is for a development which celebrates and pays tribute to Norwich's rich character and heritage. The scheme has been designed to complement and respond to Norwich's heritage assets, with the masterplan framing views of Norwich Castle from the station. The design and composition will respect and draw inspiration from the surrounding conservation areas and will incorporate new landscaped areas that will reference the rich history of the city. We want to work with the local community in Norwich to hear your ideas for how Norwich Nelson can celebrate the character and history of the city.



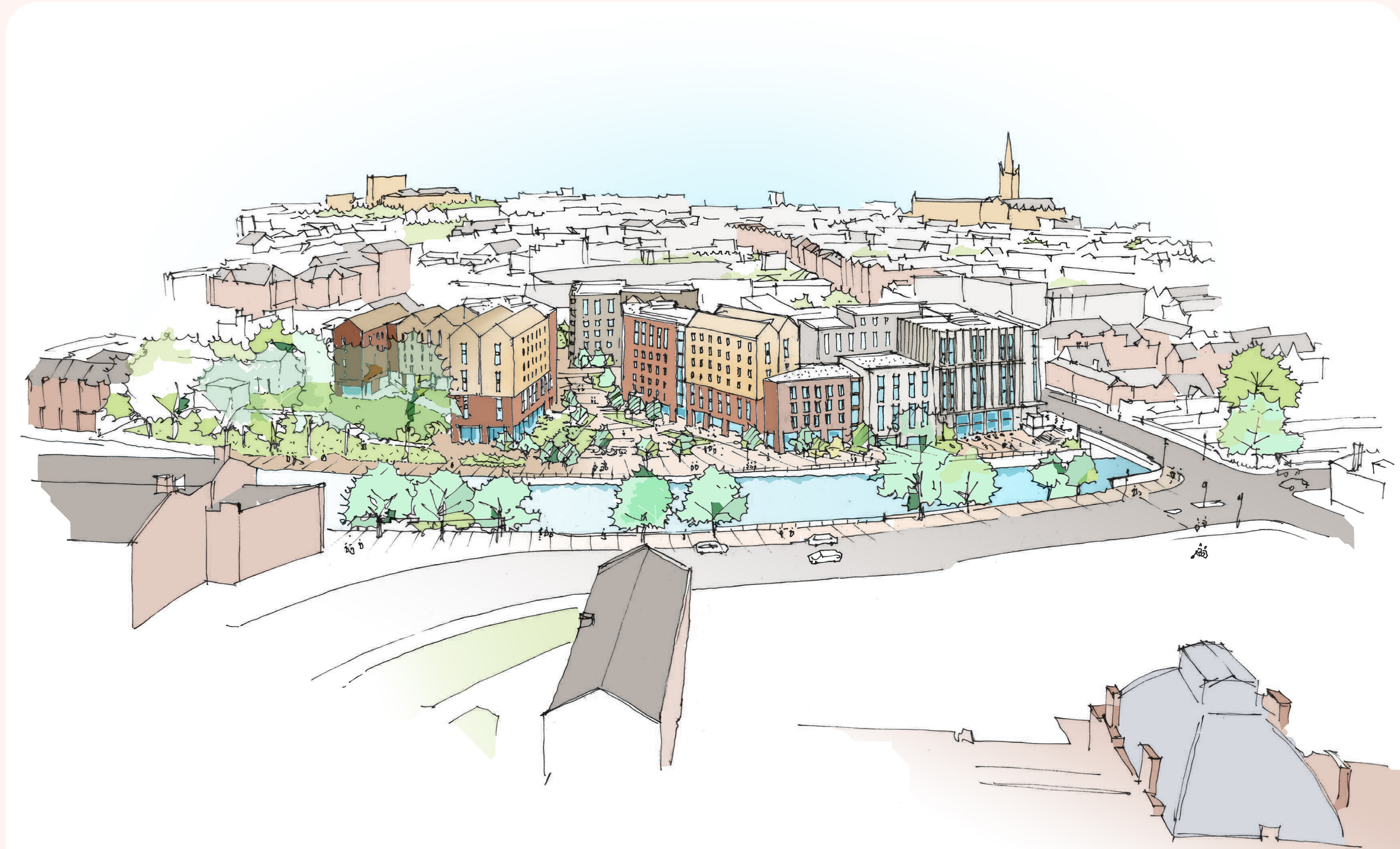
Our emerging masterplan

Norwich
Nelson



- 1 River Walkway
- 2 Urban Plaza
- 3 River Garden
- 4 Semi-private student amenity
- 5 Pocket Plaza & Green Streets
- 6 Servicing Plaza
- 7 Private Amenity
- 8 Purpose Built Student Accommodation
- 9 Hotel
- 10 Private residential
- 11 Commercial/retail

Concept sketches



Masterplan concept sketch

Concept sketches



Concept sketch from river looking towards urban plaza



Concept sketch from river looking towards hotel

Concept sketches



Gardens concept sketch



Riverside walk concept sketch



We want to hear from you!

Tell us what landscape and public realm features you would like to see for residents, employees and visitors to enjoy

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Help us celebrate Norwich!

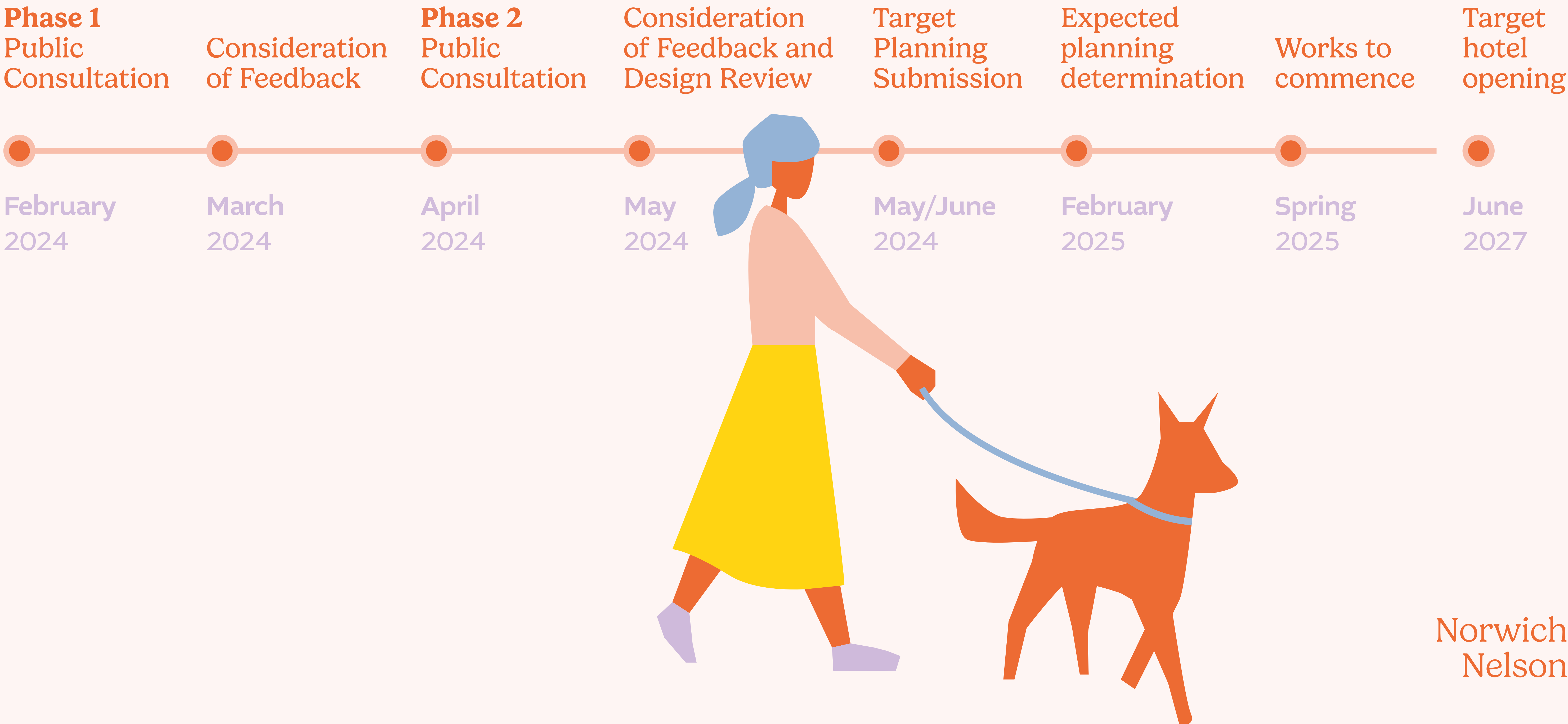
Share your suggestions for names and features to incorporate in our design to celebrate the city’s character and history

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Timeline and next steps

We are in the early stages of developing our initial vision for the Norwich Nelson site. Following this public consultation, we will review your feedback to shape the design, before consulting on more detailed plans later this year.



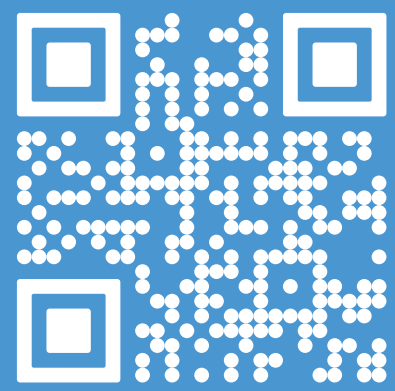
Have your say

Thank you for attending the
public consultation on our initial
vision for Norwich Nelson.

We want to hear your feedback to
shape the development of our plans.
Get involved by filling in one of the
consultation surveys provided or
speaking to a member of the project
team.



SCAN ME



To stay up to date on the project
or complete our online survey,
visit our website

norwichnelson.co.uk

This round of public consultation will
close on Friday 23rd February.



Contact Information

ISOBEL FRASER

0800 193 0884

ifraser@conciliocomms.com

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