

# Have your say on our updated proposals for Norwich Nelson

## Welcome to the second public consultation on the regeneration of the Norwich Nelson site.

Whitbread is delighted to welcome you to the second public consultation event 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 deliver a sustainable regeneration of the existing Premier Inn hotel, Table Table restaurant and surrounding low quality buildings, opening up the dated site to create a vibrant new urban quarter with an enhanced community offer, underpinned by substantial high quality open space. The proposals represent landmark investment in Norwich's future, introducing a range of uses to support the city's economy.

At the beginning of the year, we held an initial public consultation to introduce the project and understand local priorities for the site.

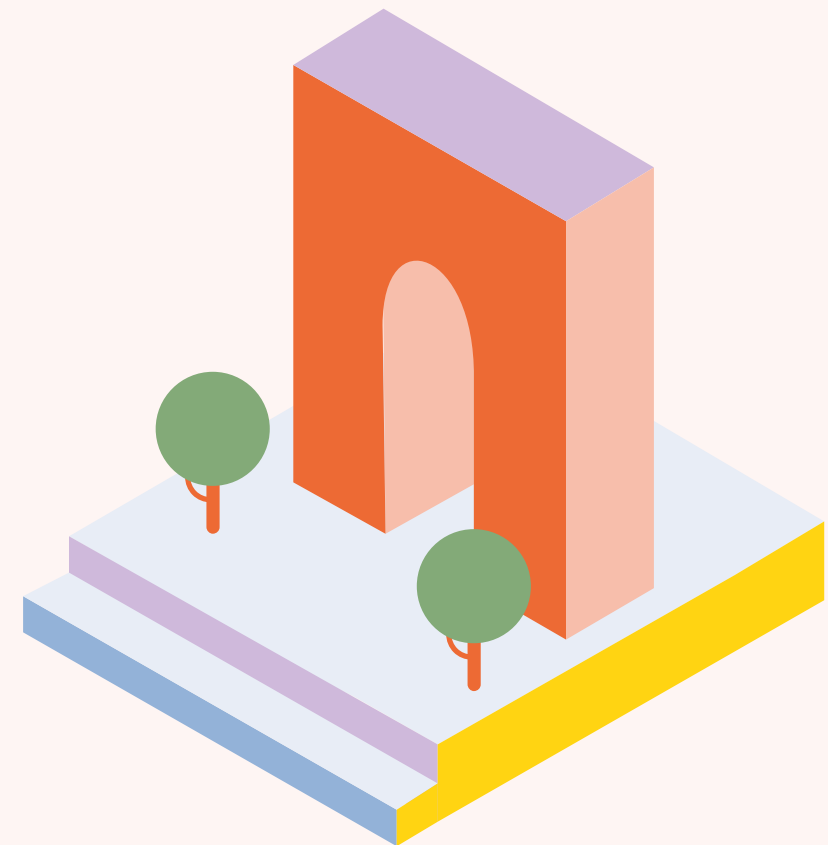
Having reviewed local residents and stakeholders feedback to shape the development of our proposals, we are now pleased to present a second round of consultation on more detailed plans.

Norwich  
Nelson





# Our Key Principles



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



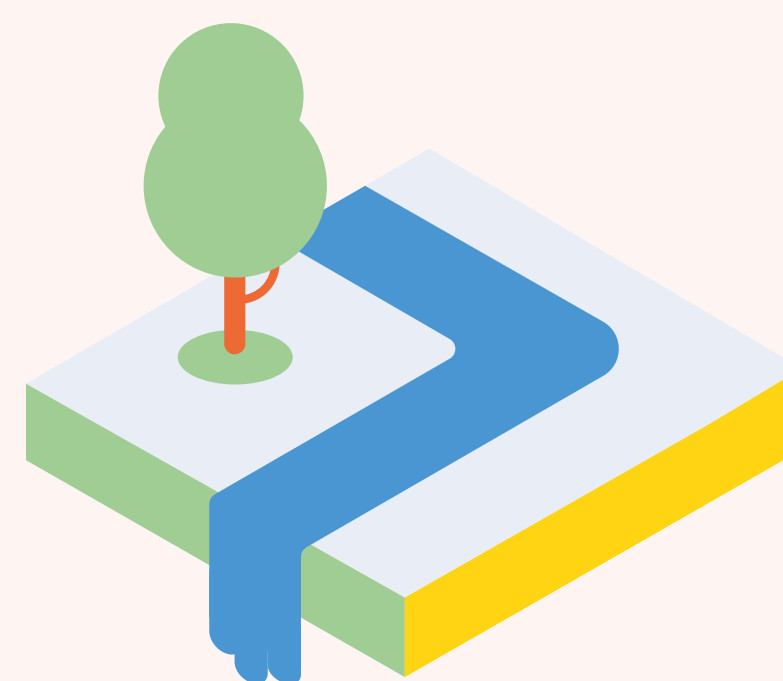
A dynamic new urban quarter for residents, employees and visitors to enjoy



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



A people-led approach with a new public plaza and the potential for new eating and retail spaces



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  
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## 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.

Premier Inn is the UK's largest hospitality business owning and operating more than 850 Premier Inn hotels across the UK.

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.

Whitbread is committed to growing its hotel network from 85,000 UK bedrooms today to a long-term potential of 125,000 UK bedrooms.



## The Project Team

**SHEPPARD  
ROBSON**

Architect



Planning Consultant

**CUMMING**  
Building Value Through Expertise

Project Manager



**Macfarlane + Associates**  
Landscape Architect



Transport Consultant

**CONCILIO**

Engagement Consultant



# The site



The site consists of the existing Norwich Nelson hotel building on Prince of Wales Road and its surrounding land and low quality office buildings. It is located directly adjacent to Norwich station, however at present the 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 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 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 present site also denies users access to and views of the river.

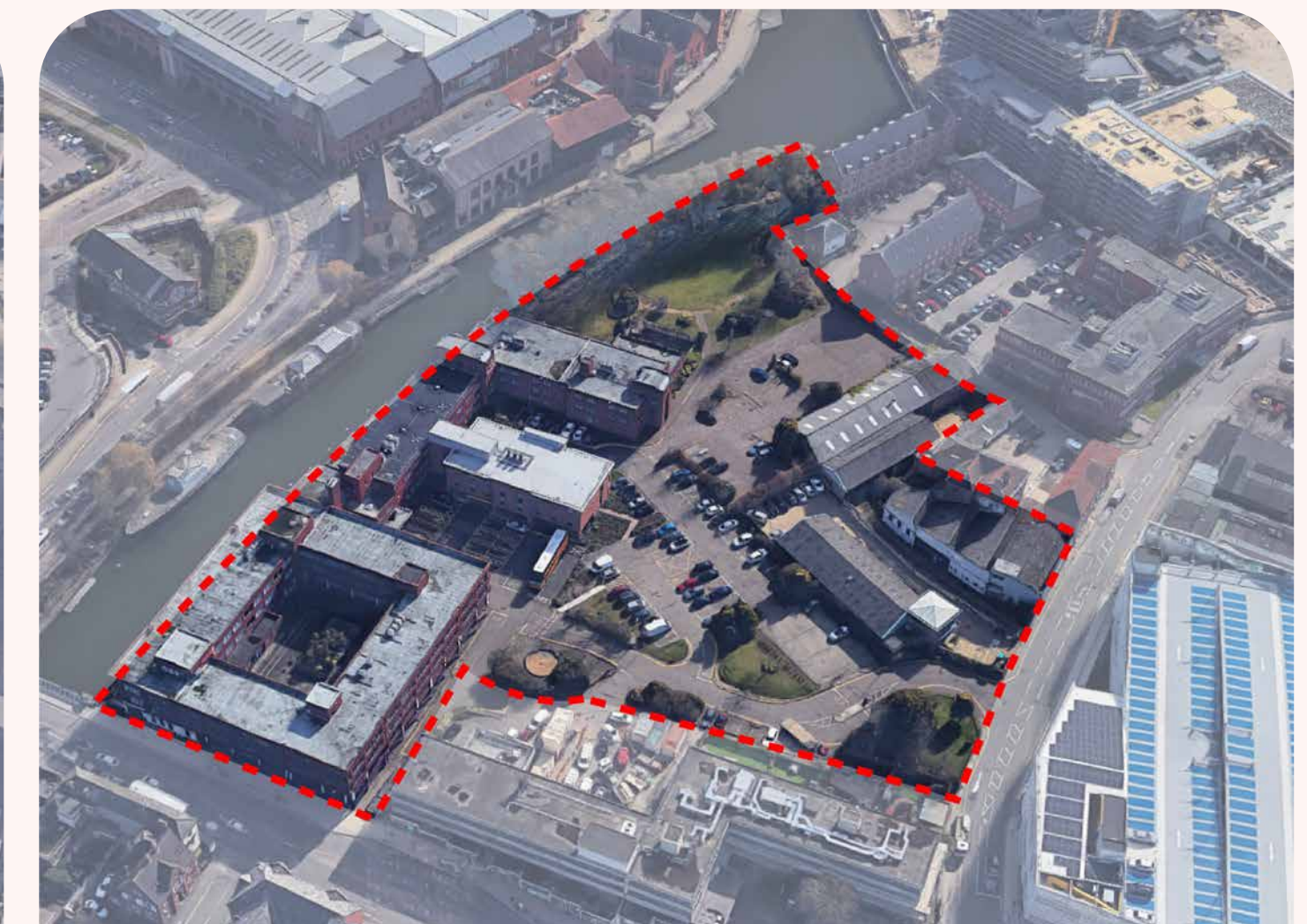
The site has been identified by Norwich City Council for large scale mixed use development, and is recognised to have significant potential to improve the gateway to the city. Our proposals will realise this ambition, creating a vibrant new mixed-use district for workers, residents and visitors to enjoy.



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



# The consultation so far

In January and February 2024, we held a public consultation to introduce our vision for the Norwich Nelson site and to understand the local community's priorities. This included:

2,555

flyers distributed to local addresses

3,900

dedicated visitors to the consultation website

388

survey responses received

2,646

social media ad clicks

153

consultees across two public exhibitions

The feedback we have gathered from the local community can be summarised into a number of key themes:

1 Heritage references and contextual design

2 Community engagement and involvement

3 Sustainability and green spaces

4 Art, culture and creativity

5 River access and utilisation

6 Architecture and Design

7 Supporting local businesses

Tired and dated

Run-down

Eyesore

Unwelcoming

Underutilised

Unattractive

At our first consultation, local residents described the existing site as:

Depressing

In need of regeneration

Underwhelming

Waste of space



# Local community feedback

The proposals should consider the unique heritage of Norwich and its historic Norman and Anglo-Saxon elements.

The proposals should improve connectivity and provide better pathways for pedestrians across the site.

The proposals should improve the riverside walk for pedestrians and wildlife.

The proposals should incorporate increased greening and biodiversity.

Norwich Nelson should be a better space for public gatherings and activities, reflecting the vibrancy of activity in the city.

The current site is a dated and uninviting gateway to the city and want the new proposals to ensure the Norwich Nelson site better reflects the character of Norwich.

# Our design response

Reduced height and massing across the scheme so heritage assets like St Faith's House and the Old Weaving Building are not overshadowed.

Included a public path that leads down to the riverside, connecting Mountergate to the River Wensum. Created a new pedestrian network with improved access to heritage buildings.

Widened the promenade and added new biodiverse planting, creating new seating areas and spaces to dwell and relax.

Designed new attractive green, landscaped areas, with additional tree planting to improve biodiversity.

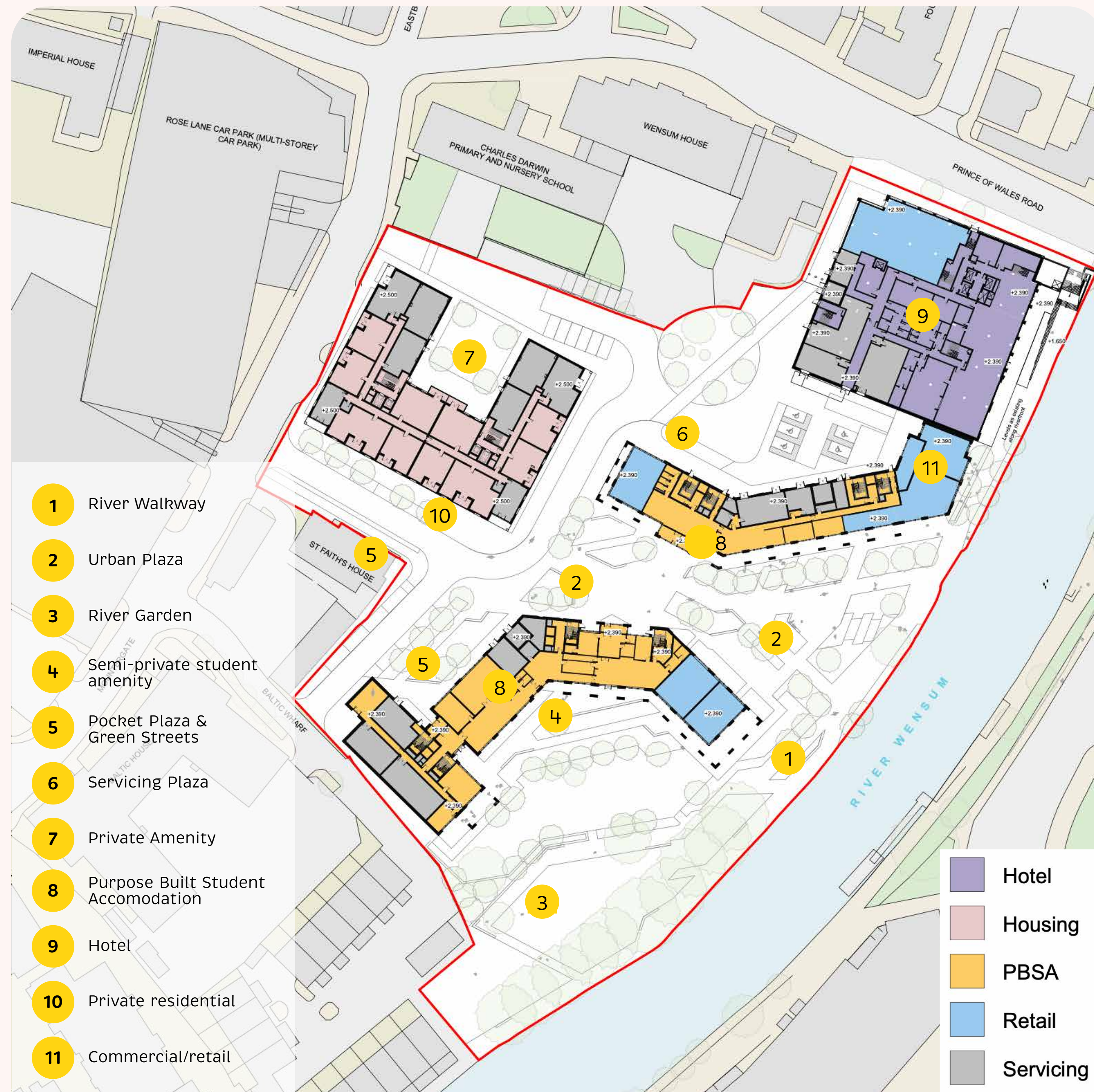
Increased the area of the urban plaza to create additional events space for performances, art, celebrations and socialising.

Designed a contextual scheme which celebrates Norwich and enhances views of heritage assets, with the potential for public art to further celebrate the city.

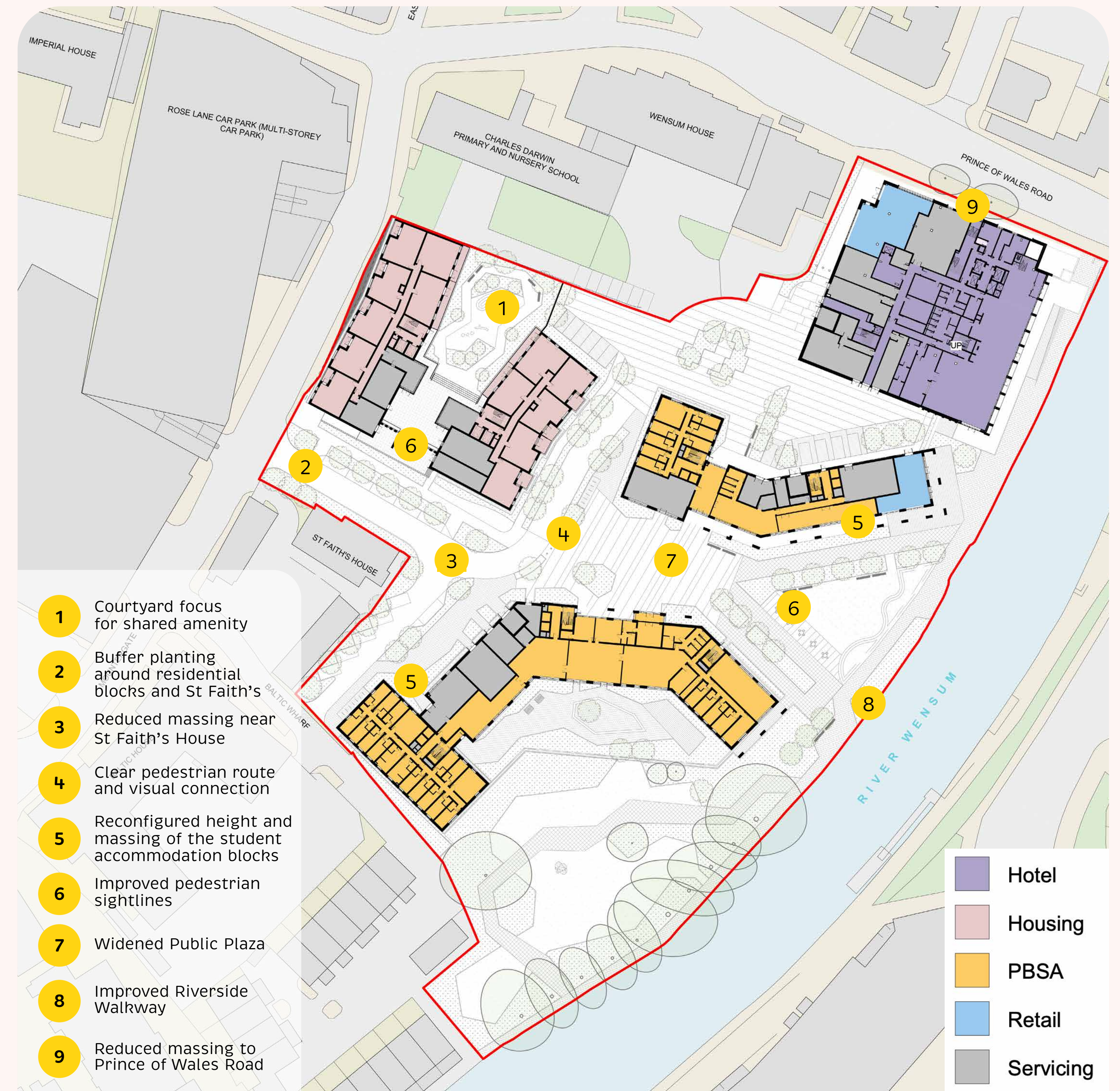


# Our updated Masterplan

Norwich  
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Our initial masterplan



Our updated masterplan



# Design Approach

We've ensured the design of our buildings is amenable with the surrounding heritage, in terms of material, design and massing.

We've reduced height and massing where possible across the scheme so that neighbouring heritage assets, including St Faith's House and the Weavers House, are not overshadowed.

We've set back the hotel top floor, reduced the height and massing of the student accommodation and revised

the roof forms of the residential buildings behind St Faith's House to better reflect the industrial buildings characteristic of the area. Our revised design and layout will also enhance views of the Castle and St Faith's House from the station side of the Castle, and ensures that viewpoints of heritage assets across the development are not blocked.

Our design will reflect the unique character of Norwich and aims to enhance the unique features of the existing site, making it a more welcoming gateway for Norwich.



Existing view



View from the river looking towards the urban plaza



# Public Realm

We are creating up to 12,000 sqm of publicly accessible space. We have widened the public plaza, creating a vibrant focal point for events, socialising, relaxation and children's play.

This will enhance connectivity, creating a network of footpaths across the site with places to explore, stop and dwell, overall improving the pedestrian experience.

We will create a clear footpath from Mountergate to the River Wensum, and improve the riverside walkway with places to stop and dwell, seating and biodiversity.

We will retain the existing mature trees on the site and plant new, young trees for an appealing contrast, creating an attractive green landscaped area, with dense shrubbery and usable lawns to deliver a biodiversity net gain.

We have also included potential for public art as part of the proposals, to add to the vibrancy of the space and reflect the unique character of Norwich.



Existing view



View of the riverside walk



# Landscape Masterplan and Character Areas

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- 1 Green Streets
- 2 Private Amenity
- 3 The Yard
- 4 Public Plaza
- 5 Riverside Promenade
- 6 River Park



# Character Areas: Core public realm

## Key characteristics

1. Central community plaza
2. Programmable space for events and markets
3. Clear and navigable routes
4. Diverse and accessible seating
5. Framed views to heritage assets
6. Level changes accommodate flooding
7. Diverse climate-resilient planting

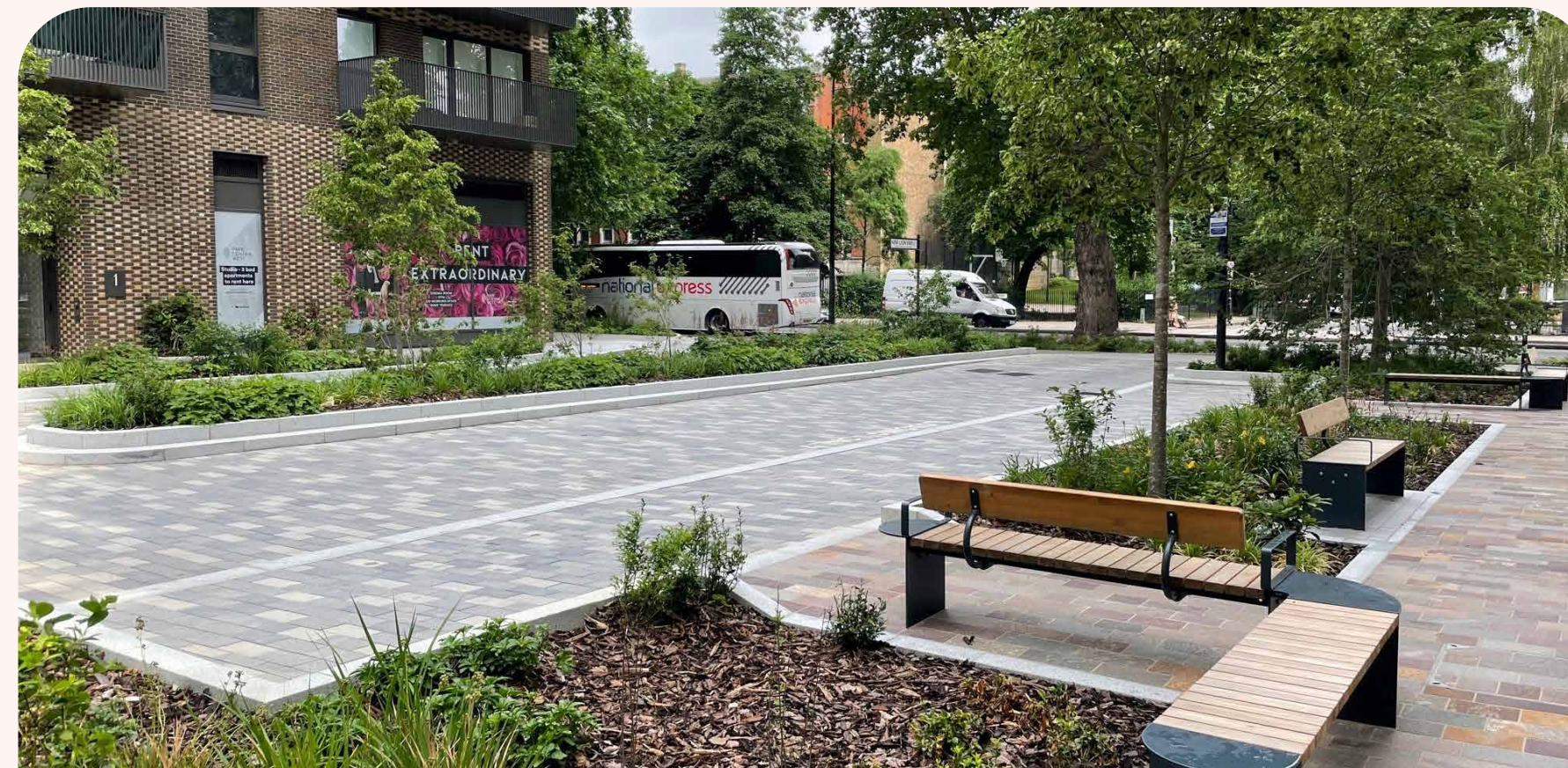




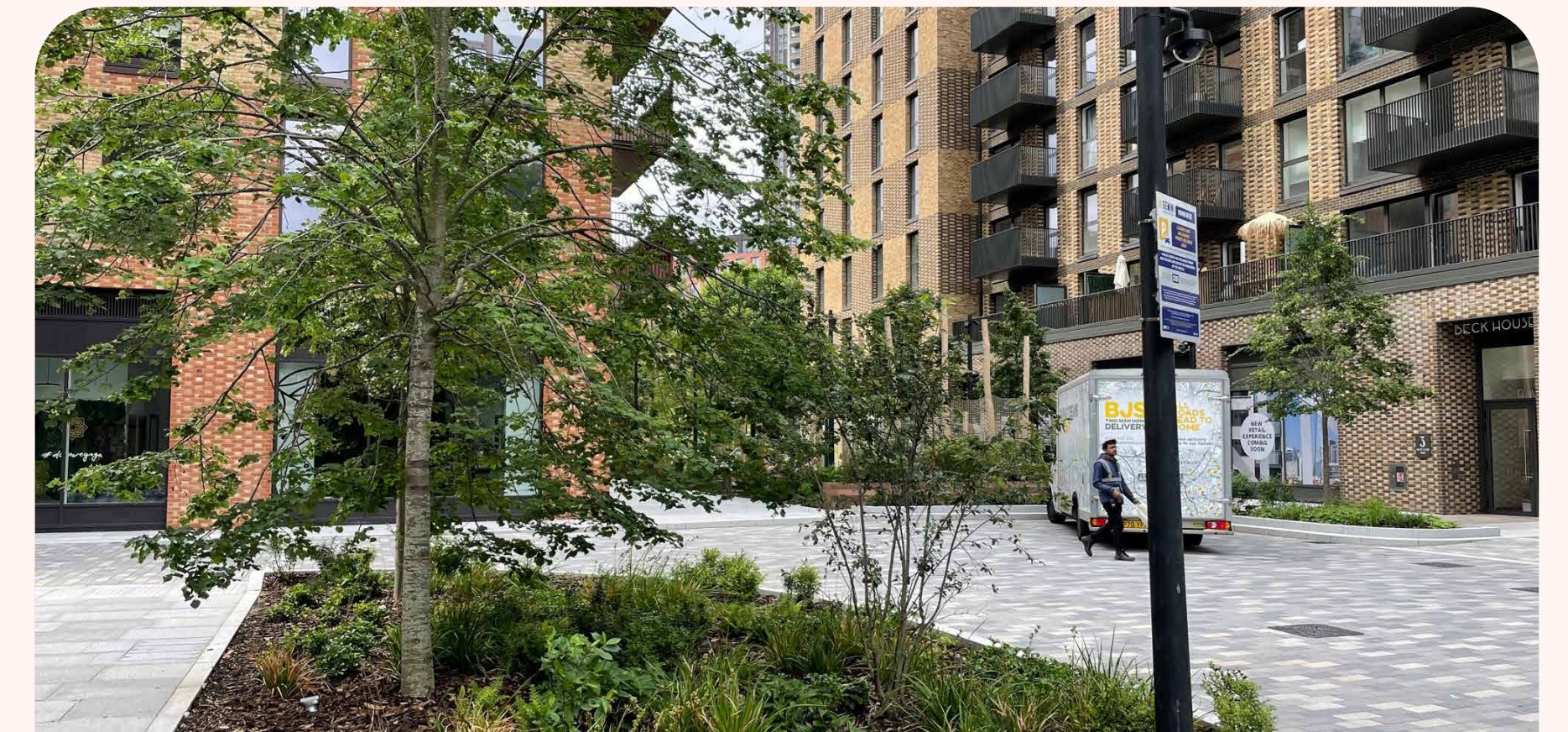
# Character Areas: Public Plaza

## Key characteristics

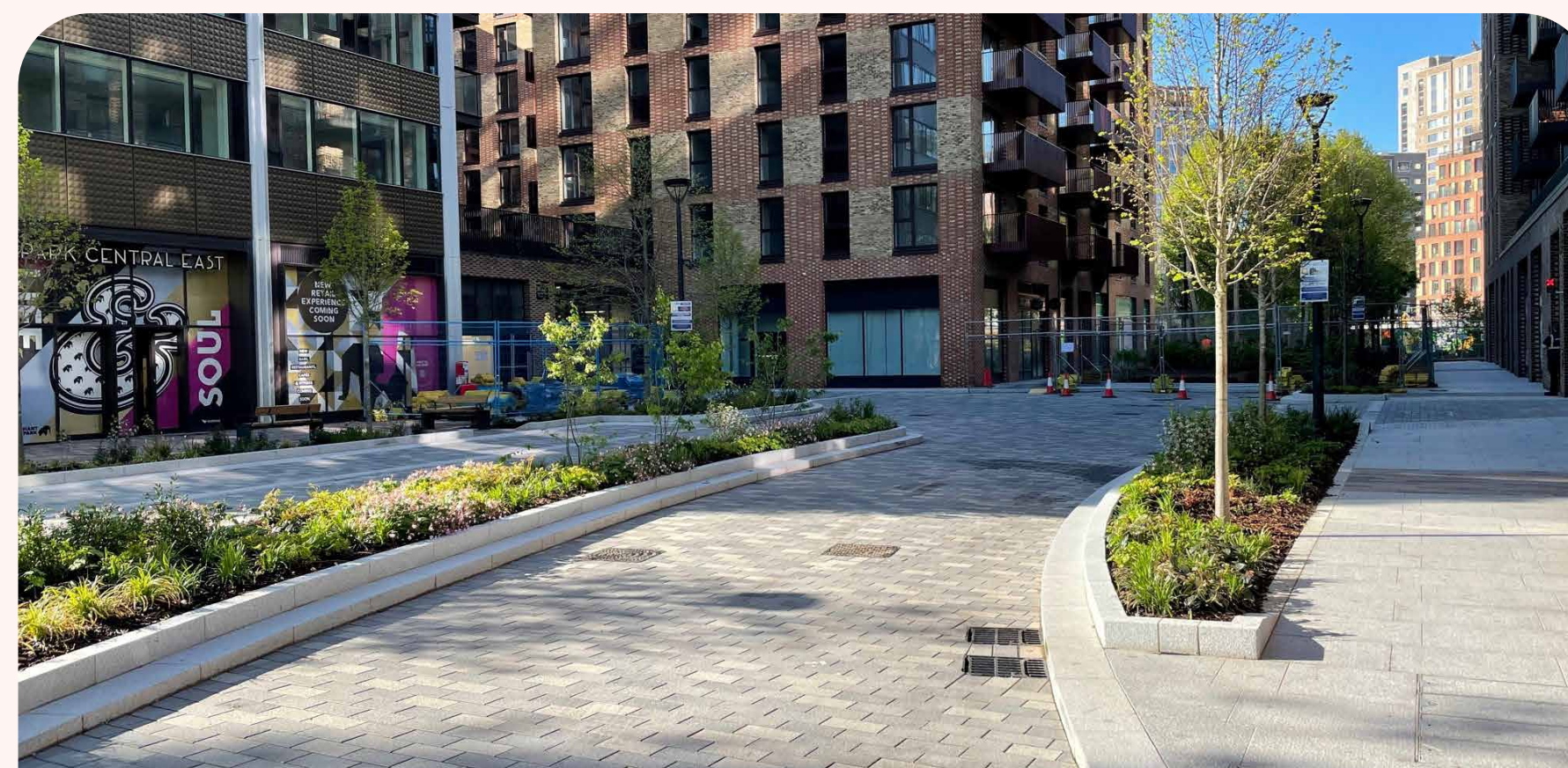
1. High quality materiality
2. Seating integrated into planting beds for activation
3. Maximise planting
4. Trees in planted verges and raingardens



Integrated amenity features



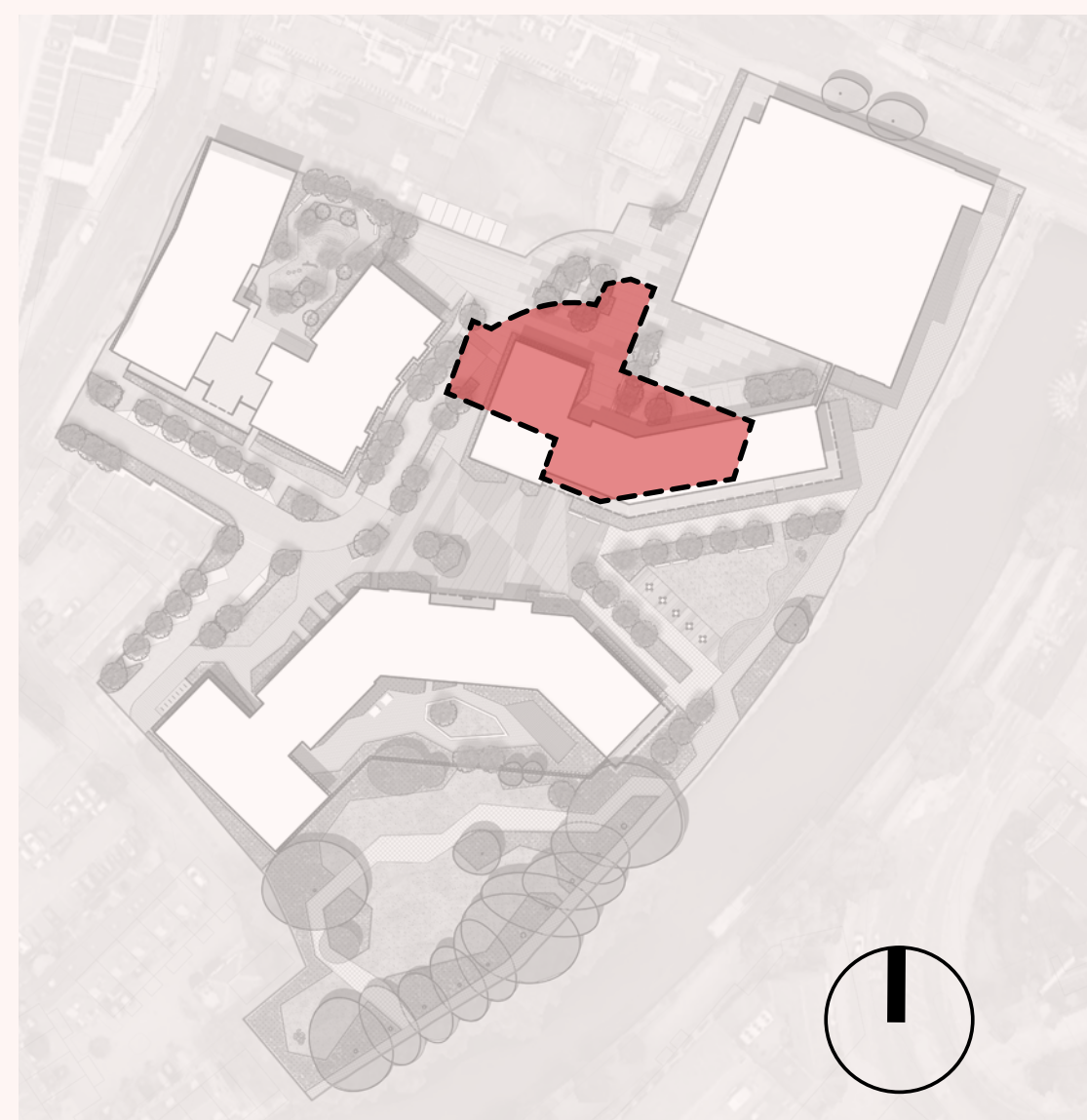
Designated delivery bay



Clear servicing strategy



High-quality material finishes

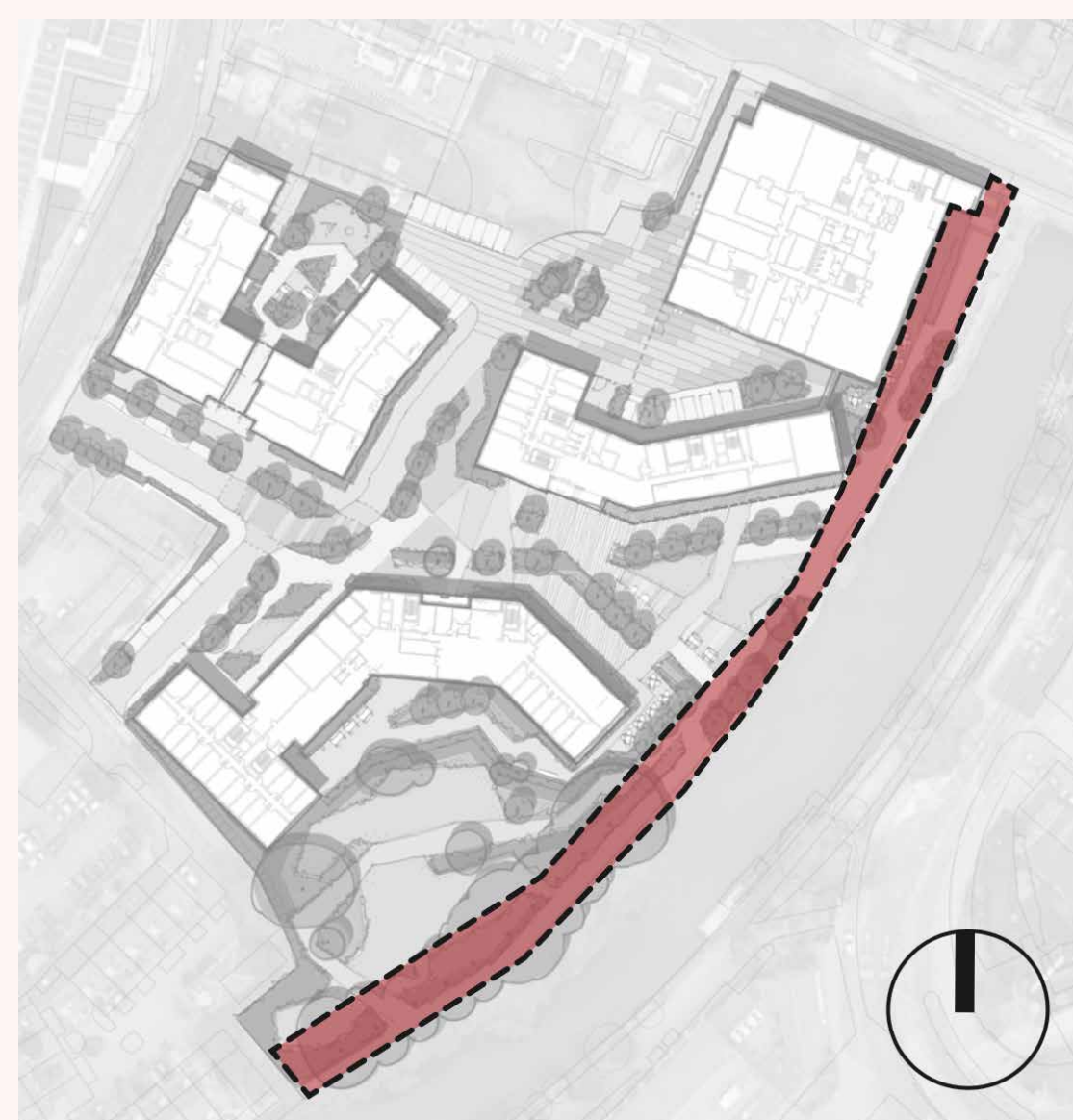




# Character Areas: Riverside Walk

## Key characteristics

1. Open up river footpath to the south
2. Encourage engagement and connection with the river
3. Links to the site history and heritage
4. Moments along the river to stop and dwell

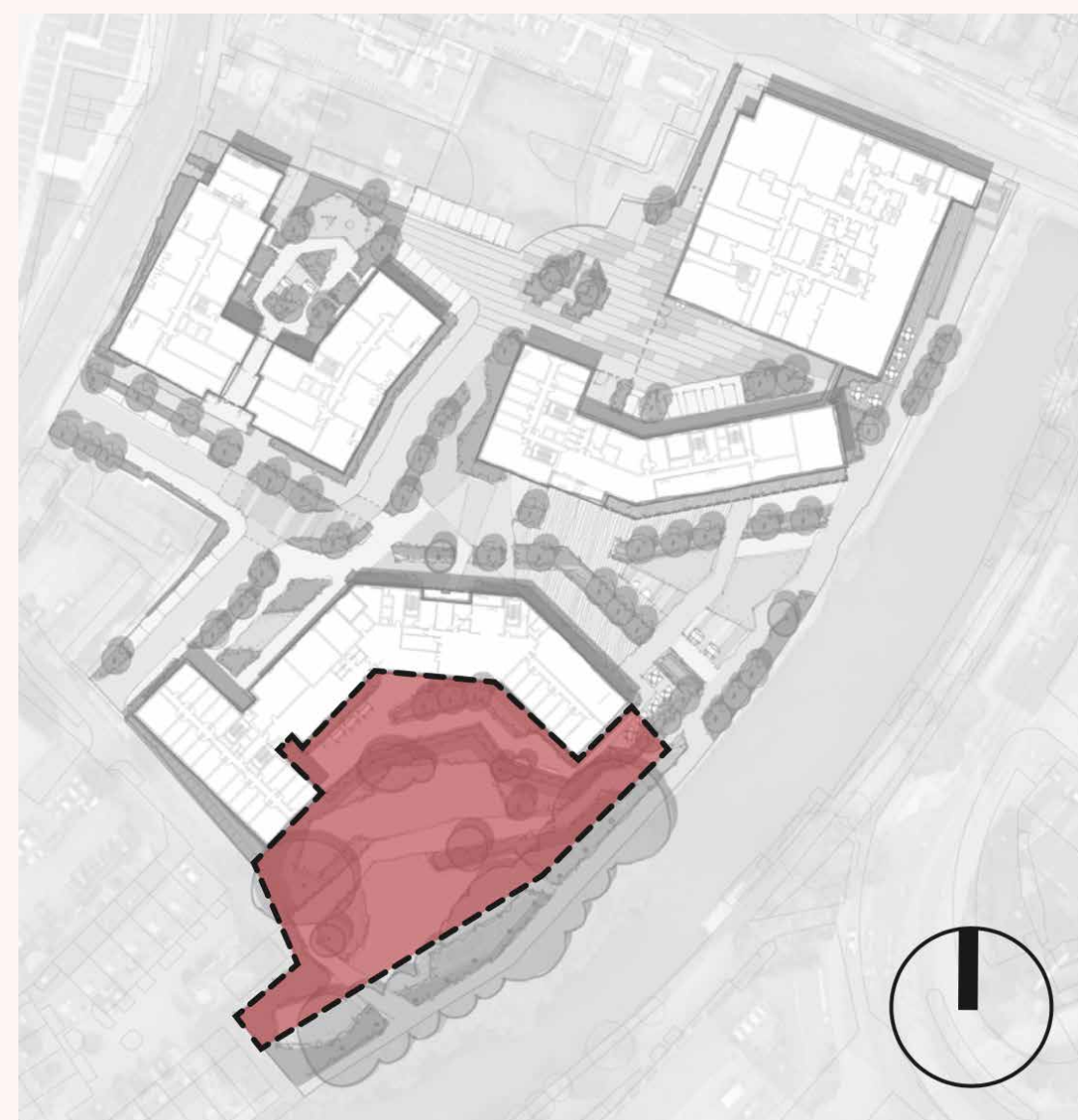




# Character Areas: River Park

## Key characteristics

1. Natural elements and playfeatures woven into existing space
2. Pedestrian desire lines
3. Riverside walkway experience improved
4. Established habitats enhanced
5. Inviting, open design
6. Existing mature trees to be retained

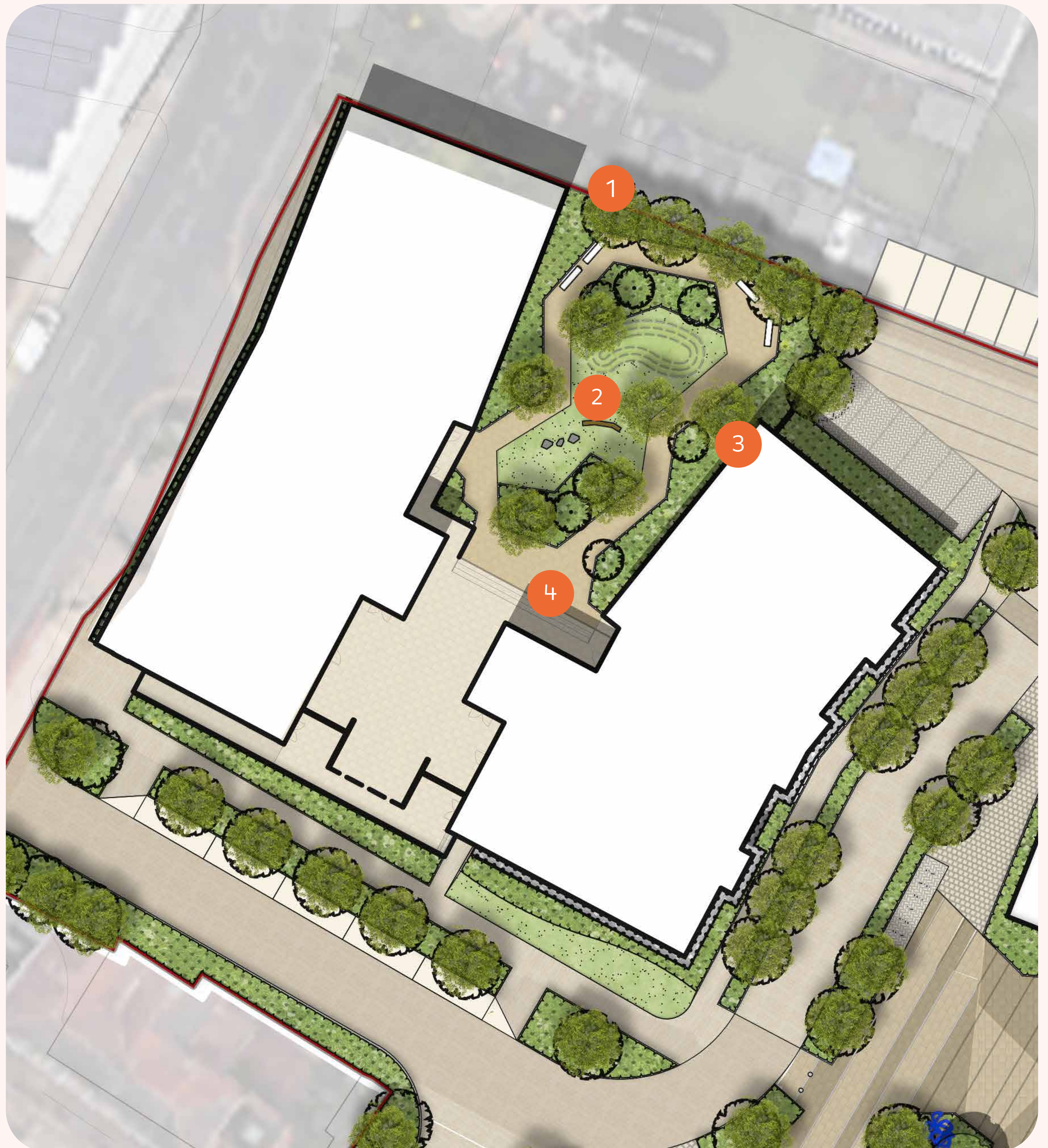




# Character Areas: High-quality residential amenity

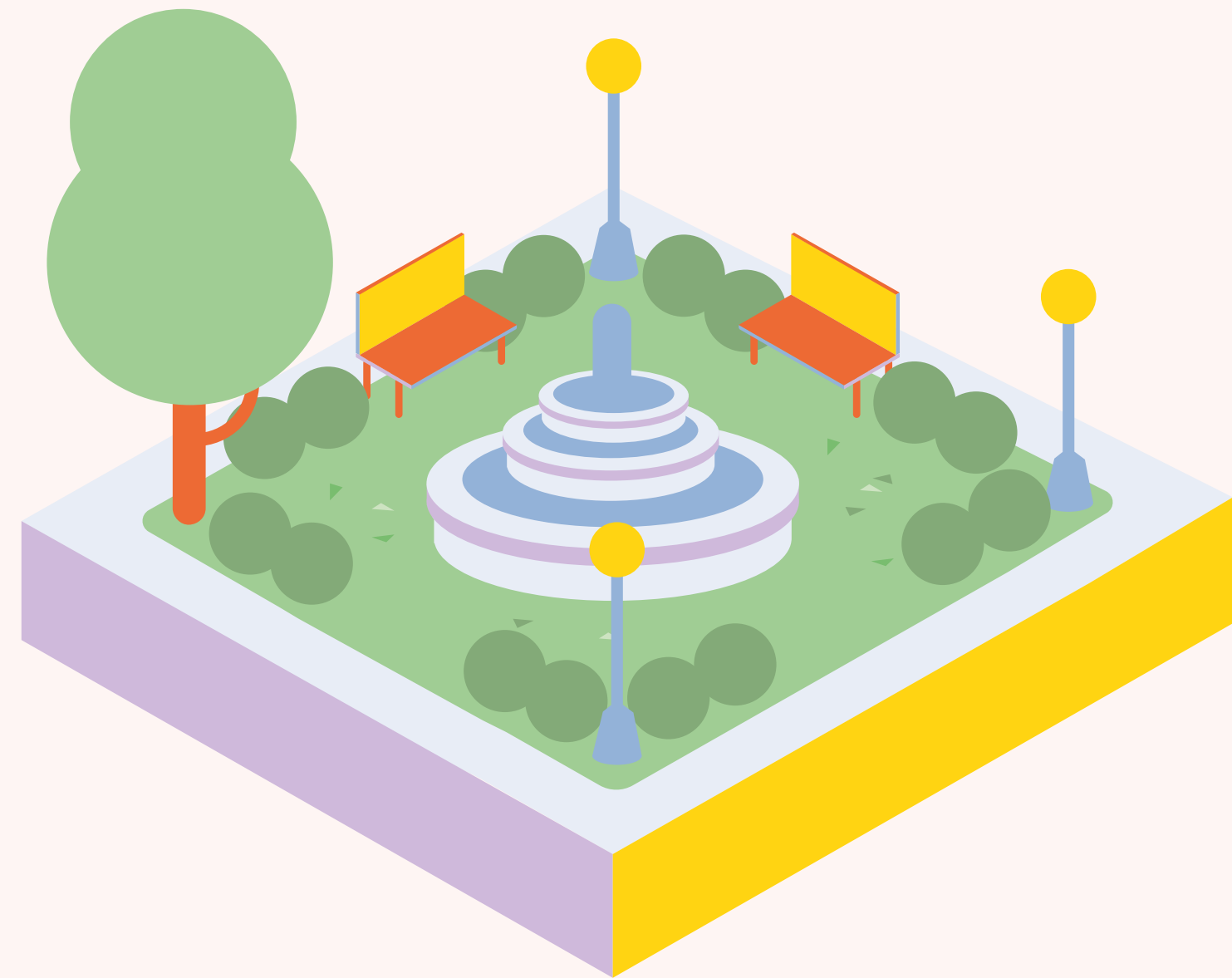
## Key characteristics

1. Buffer planting between the adjacent school for privacy.
2. Lawns for dwelling and play.
3. Lush, herbaceous planting to maximise biodiversity and provide a buffer to ground-floor residences.
4. Footpath weaves through the gardenesque landscape.





# Activating the space



The improvements to the public realm will include better connected footpaths, improved viewpoints, a new riverside walkway and a wider public plaza. This will activate the public space, making the area more vibrant, more welcoming and safer.

Our proposals will also create an active frontage to the pathway by extending the glazed windows of the commercial shop space. This will further activate the

public pathways across the scheme and increase its sense of security.

The buildings within the masterplan have been carefully composed to enhance a wide range of townscape views and sightlines, inviting pedestrians into the site.



View from the river looking towards the hotel



# An improved hotel

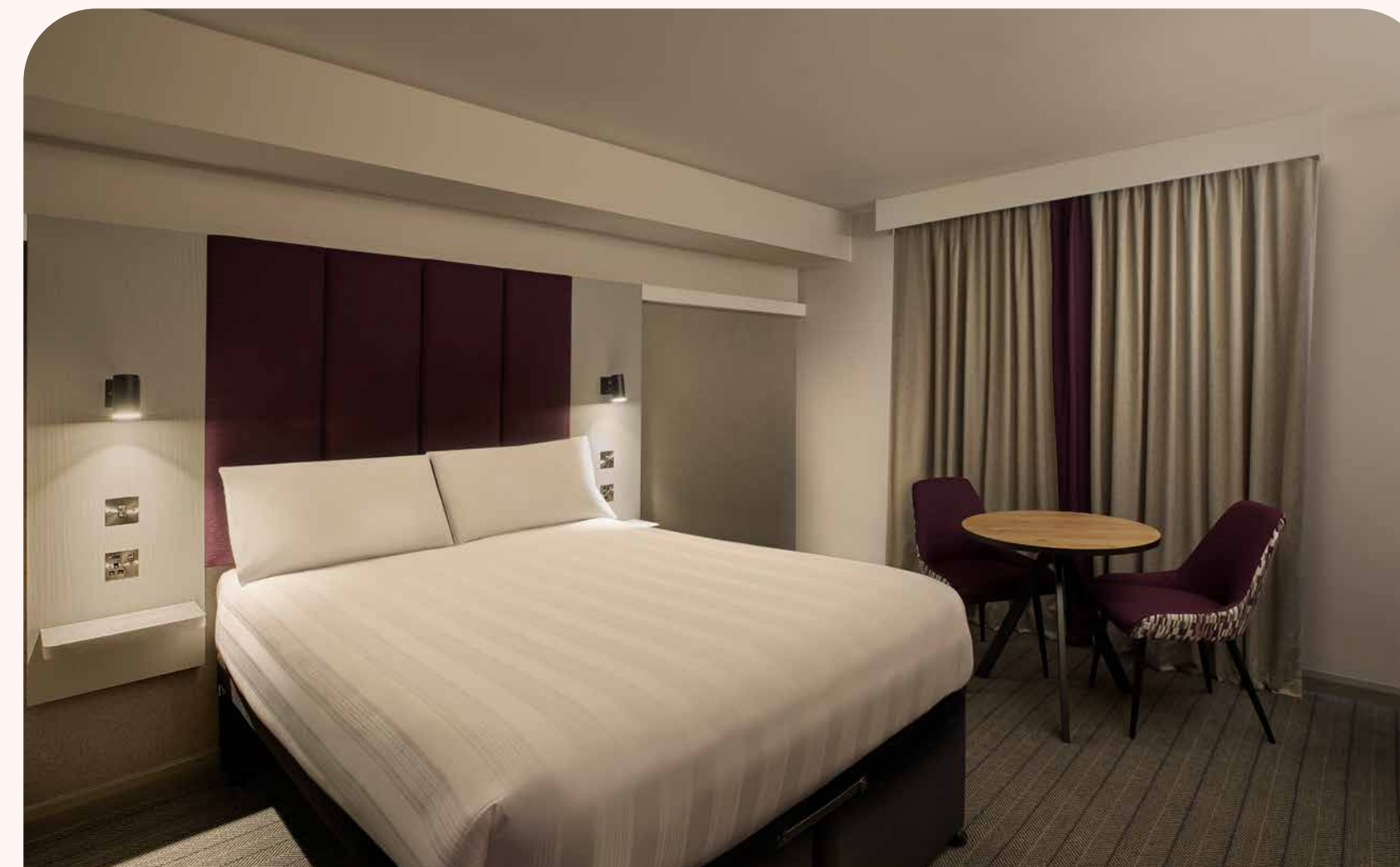
## Bringing Premier Inn's latest bedroom and food offer to Norwich

We're bringing our very best bedroom offer to the new Norwich Nelson Premier Inn. The new hotel will offer our latest specification bedrooms as well as our popular 'enhanced' Premier Plus rooms.

Flexibility is at the heart of our bedroom offer, so whether guests want a standard room, twin room or a family room set up, we will have it covered.

Premier Inn's accessible rooms with all the features of a Premier Inn room, but with facilities designed to help our guests with disabilities or mobility issues rest easy, will also be provided.

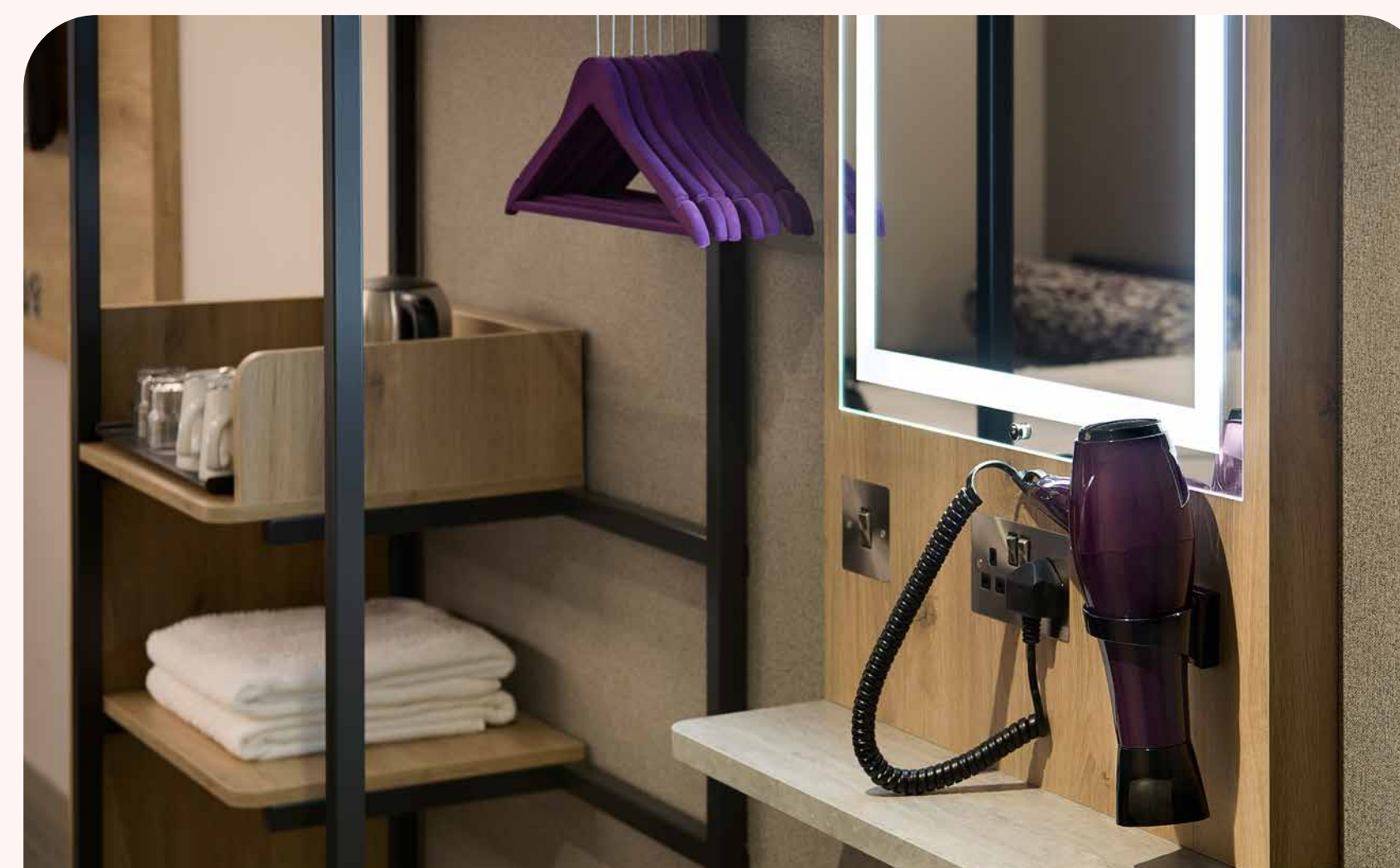
In every room guests will find a luxury Premier Inn bed, a super-comfy duvet, a choice of firm and soft pillows, a power shower, luxurious Baylis & Harding products, Freeview TV, free Wi-Fi 24/7, tea and coffee making facilities and blackout curtains.



Standard bedroom



Premier Plus bedroom



Standard bedroom



Premier Inn bathroom



# An improved hotel

## Bringing The Social to Norwich Nelson

Our plan is to bring our latest F&B format to Norwich Nelson. It's called 'The Social' and is designed to create an all-day space for checking-in and hanging out in style.

The Social will serve Premier Inn's much-loved breakfast - including our famous unlimited cooked breakfast - as well as a daytime and (11am-5pm) and dinner (5pm to 10pm) menu.

A high-quality destination bar and Premier Inn's easy to use check-in terminals feature in the space together with stylish booths and comfy furniture for our guests and community visitors to enjoy.

In Norwich, The Social will be located at the same level as the enhanced riverside walk - making best use of this improved space - and our plans include outdoor seating areas.

The Social at Norwich Nelson will be for everyone and you will not need to be a guest of the hotel to visit.



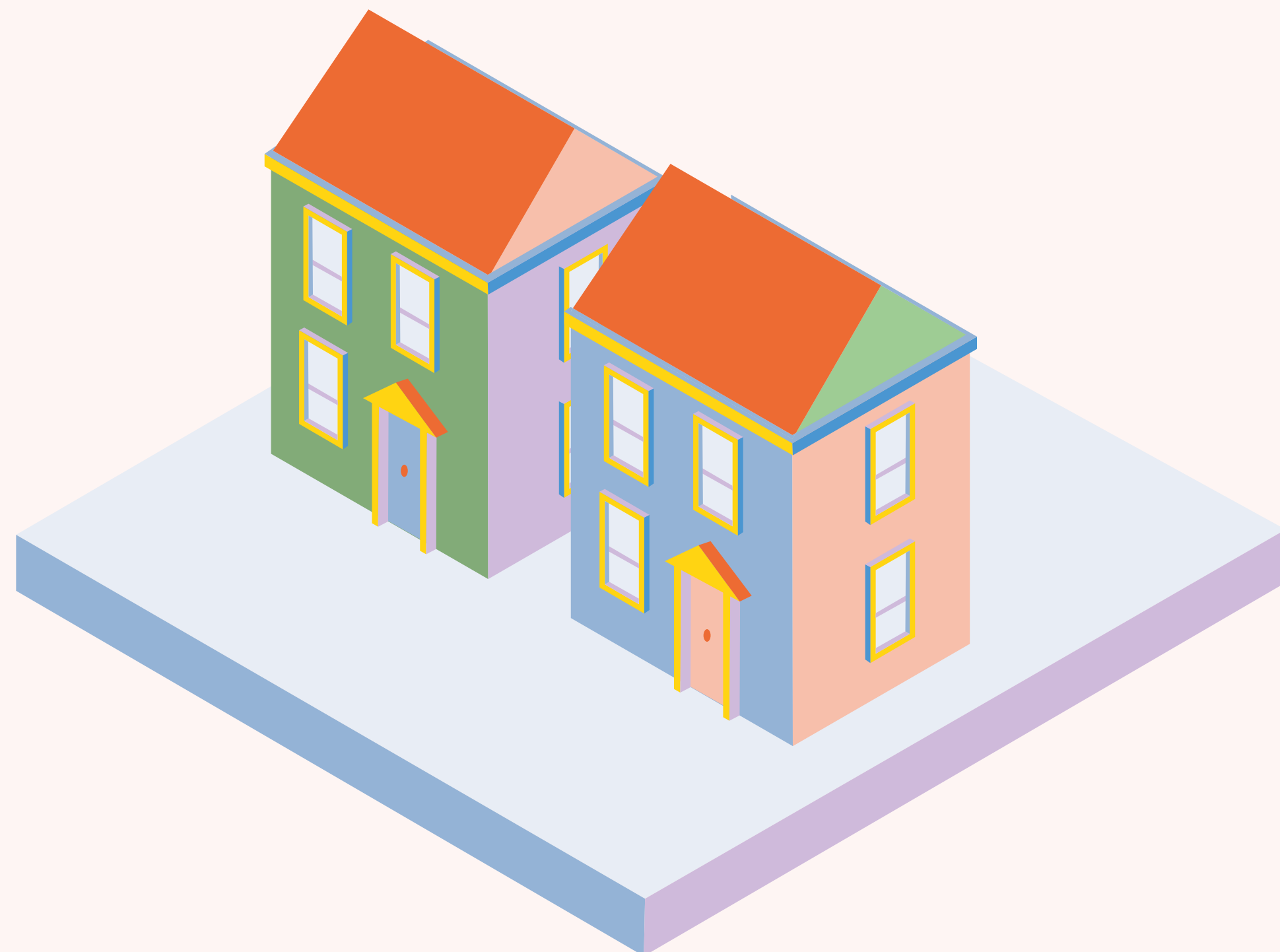


# New homes and student accomodation

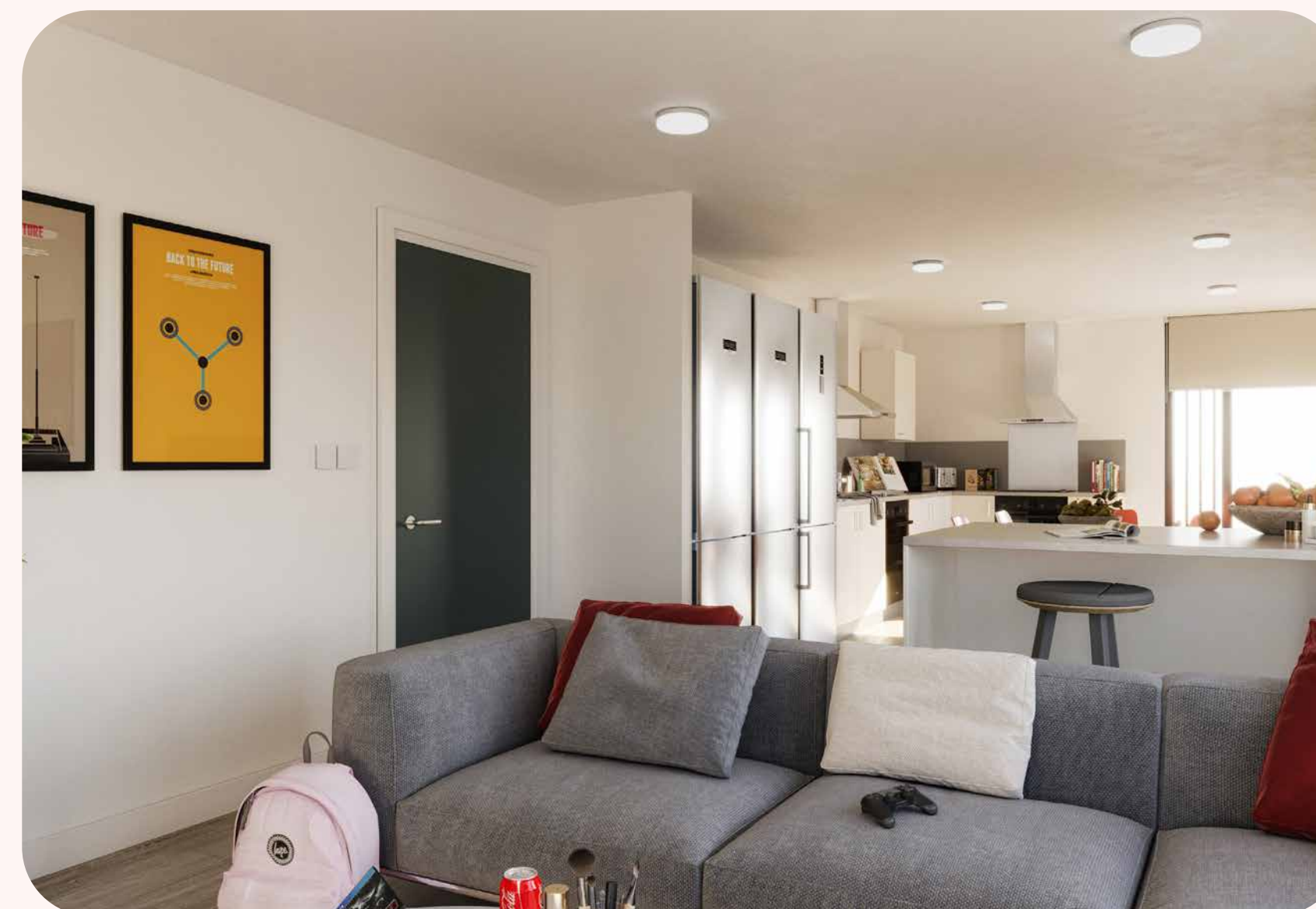
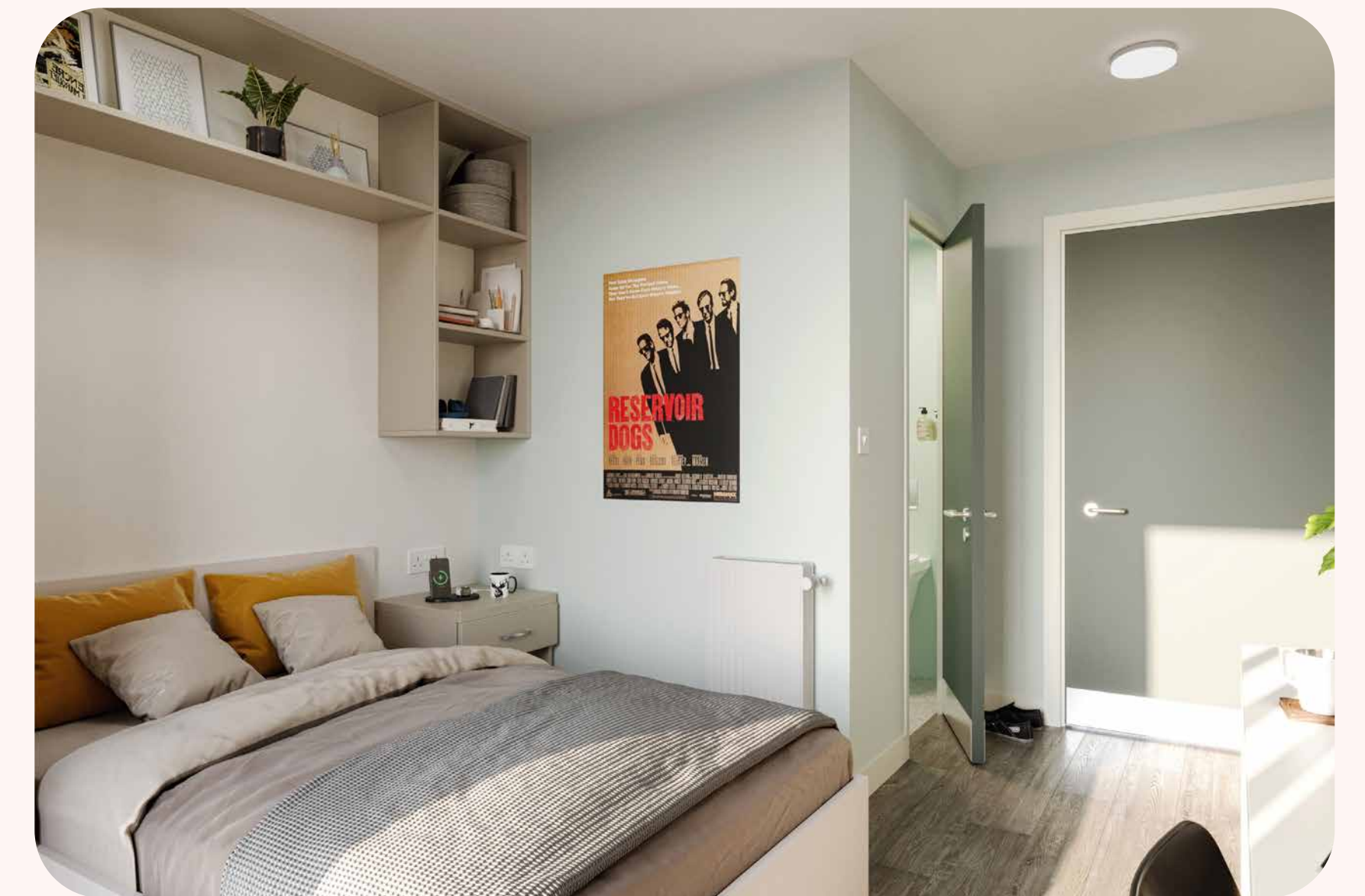
Our proposals have capacity for circa 75 new homes depending on the type of housing which is delivered to meet identified housing need in Norwich.

The Norwich Nelson regeneration will also provide circa 491 new student rooms of a range of sizes and types. This will support strong local demand for additional purpose built student accommodation, freeing up housing stock across the city.

The proposals will also provide new on-site amenities and well designed spaces to ensure a high standard of student welfare.



Precedent imagery of residential and student accomodation



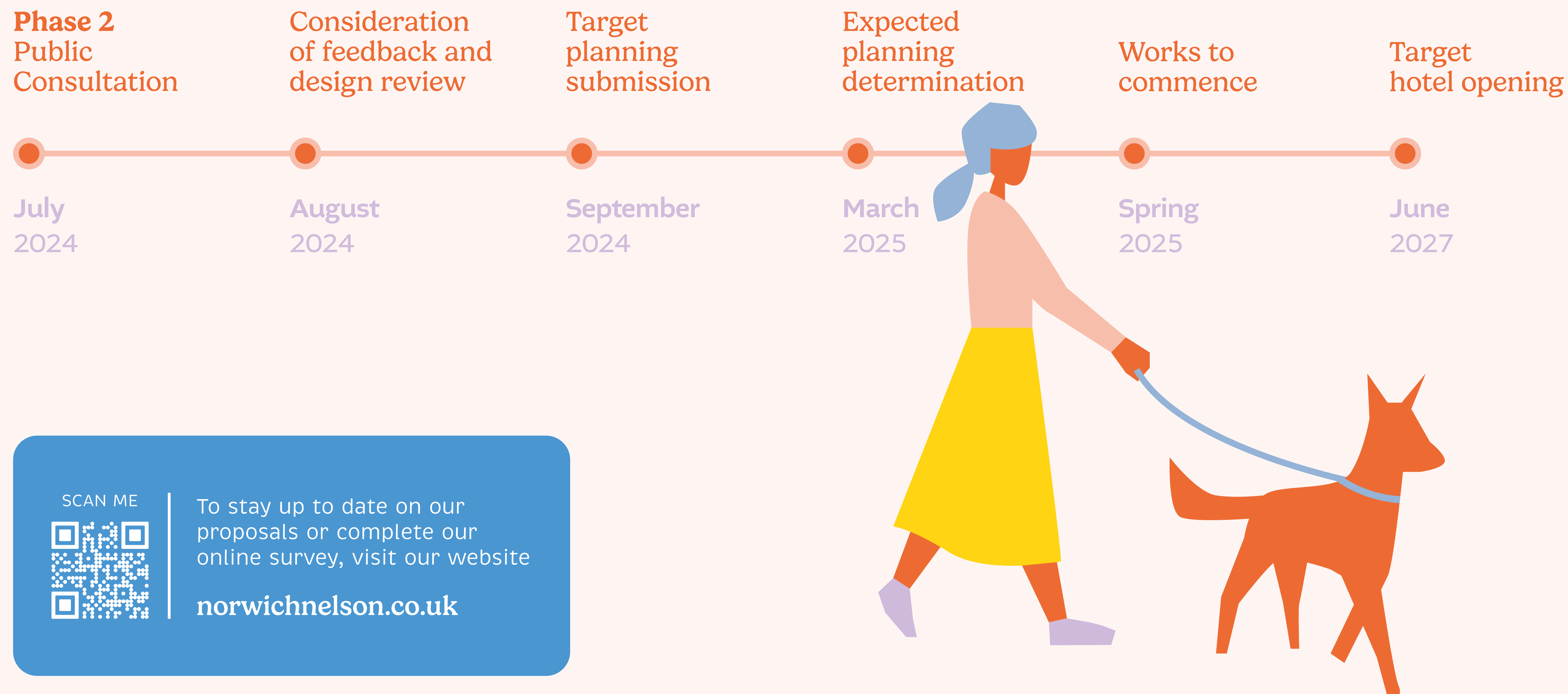


# Timeline and next steps

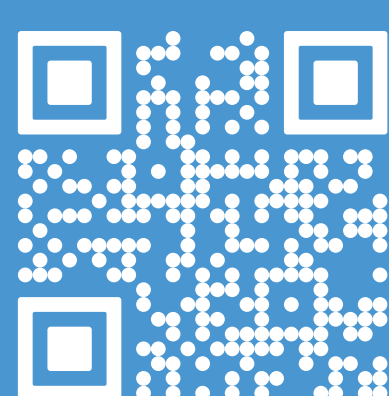
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Thank you for attending our second public consultation on the future of the Norwich Nelson.

We will review your new feedback on our updated proposals for a final design review. We then aim to submit a planning application to Norwich City Council later this year.



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

[norwichnelson.co.uk](https://norwichnelson.co.uk)