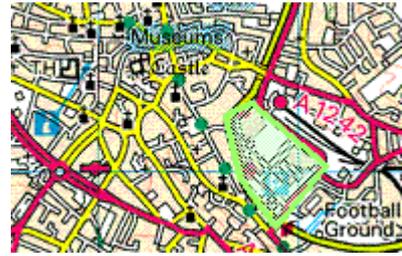


Norwich Riverside Development

The site is around 750 metres ($\frac{3}{4}$ of a kilometre) south-east of the centre of Norwich.



Originally the site was used for industry. Next to the river and the railway line was a good location for this. An iron and steel foundry was the largest user. This led to the ground being contaminated with poisonous chemicals such as mercury and lead. By the 1980s almost all the industry had closed down leaving a large derelict site.

The site is 14 hectares in size - 28 football pitches. On its edges are the railway line, the river and the football club. This is a very large brownfield site - it's not common to find brownfield areas which are this large. This provided an excellent opportunity for the City Council to develop a "mixed-use" site.



The redevelopment has 3 main land uses:

- **retail** - shopping development of 4 hectares, including the Morrisons supermarket;
- **leisure** - the multiplex cinema, bowling alley, swimming pool and a variety of bars and restaurants. This makes the area "lively" at the weekends;
- **housing** - a mixture of town houses and flats, mostly with secure car parking. These are close to the CBD and railway station and ideal for young professionals or people without children. The Riverside site has around 300 residential units.

There is also a large multi-storey car park with 1800 spaces.

The wider area has also seen much redevelopment. This has been on smaller brownfield sites such as the Flour Mills by the footbridge, the Brewery site on Kings Street and the Football Club car park. This is mostly residential development - in total around 1500 residential units are planned for the area (including those on Riverside). Some of these are "Social Housing" - housing for cheap rent to people who need houses but can't afford them - but most is to buy. Some of these will be bought by landlords in order to rent - this is common in this type of development.

1500 houses in one area of brownfield sites provides a lot of houses. This might house between 3 and 5,000 people. Importantly it takes pressure off greenfield sites at the edge of the City - although these are being developed as well. It is also providing the sorts of houses we need - smaller houses for smaller families or for single people. There are also a number of retirement developments in the City which will provide sheltered type housing for elderly people - important as people are living longer.



Riverside's all very well, but how can ordinary working people like me afford to live in those swanky new flats down by the river? It may look nicer, but it hasn't solved the housing problems.

It's got it all. Riverside is packed with stylish clubs, bars and entertainment that will blow your mind. During the day, sit and while away the time as the world goes by. At night, Riverside comes alive. The Riverside Quarter is quite simply Norwich's number one place to be seen.

Riverside has become one of Norwich's most sought after residential areas with high quality houses, flats and apartments, many fronting the River Wensum.

I thought we were promised an improvement to the City? Instead of the small boutiques and quiet restaurants in the original plan, we have a drunken rabble every weekend which costs us more than £1m a year to police.



A one bedroom apartment by the football ground sells (March 2006) for £155,000. A 3 bedroom apartment for £311,000.