

Client: Jarrold & Sons



## JARROLD MASTERPLAN, NORWICH

Located within the shadows of Norwich's famous medieval Cathedral along the northern banks of river Wensum, this 6Ha urban site owned by Jarrold & Sons involved a major mixed-use regeneration exercise.

A key objective of the masterplan was to stitch back this former industrial site into the fabric of the city and create a new permeability, previously hindered by almost total site coverage of ageing industrial buildings.

This mixed-use urban development include 180 bed hotel, 200 residential units, over 32,000sqm of high quality offices, shops, printing museum and sports facilities.

The first building for this masterplan has now been completed.

