

# PRIME RING ROAD OPPORTUNITY

Sweet Briar Park, Norwich, NR6 5AP



- ⊕ Suitable uses, subject to planning – Retail (Class A1 Bulky Goods), Leisure, Showroom, Industrial, Distribution, Trade Counter, Offices
- ⊕ Plot sizes – 0.5 to 22 acres
- ⊕ Design and Build units available
- ⊕ Prominent and highly accessible ring road location
- ⊕ For Sale / To Let

A development by





Norwich Castle



Norwich International Airport

## Location

Norwich is the administrative and commercial centre of East Anglia and Norfolk's principal city, located 110 miles to the north east of London, 60 miles north east of Cambridge and 43 miles to the north of Ipswich.

The city benefits from excellent communication links, with the A11 providing dual carriageway access to Cambridge and London, via the M11. Other major trunk roads include the A47, linking Norwich to Great Yarmouth and Peterborough, whilst the A140 links directly to Ipswich.

Norwich benefits from direct train connections to London every 30 minutes, with a journey time of approximately one hour and fifty minutes. Norwich International Airport offers flights to both domestic and European destinations with daily flights to Schiphol, Aberdeen and Manchester Airports, which provides worldwide access. London's Stansted Airport is 85 miles to the south west and is the 4th busiest airport in the UK.

The city is the administrative centre for the Anglian region and significant employers include Norfolk County Council, Norwich City Council, the University of East Anglia, Aviva, Briar Chemicals, Colmans and Marsh.

## Demographics

Norwich's geographical distance from major competing centres ensures that the city is the dominant commercial centre in Norfolk and East Anglia, with a primary retail catchment population of approximately one million people. The city has a growing population of 132,200 in the Norwich City Council area and a Norwich Travel to Work Area of 376,500 people. Norwich is ranked 10th out of the UK's top retail centres (CACI 2011) and has two major shopping centres, Chapelfield and Castle Mall, together with all of the country's principal departments stores.

Norwich is home to two universities, the largest, the University of East Anglia, is located 2.5 miles away from the site and has a student population in excess of 15,000 students.

Norwich also benefits from approximately 5 million tourist visitors annually due to its historic city centre, the Norfolk Broads and extensive coastline.

## The Opportunity

The landowner and Dencora a renowned Norwich based developer active throughout East Anglia, have formed a Partnership to promote the 25 acres for a variety of potential uses comprising the following:

- ⊕ Retail - Class A1 Bulky Goods
- ⊕ Leisure
- ⊕ Showroom
- ⊕ Industrial
- ⊕ Distribution
- ⊕ Trade Counter
- ⊕ Offices

Opportunities are available on either land only basis or a turnkey design and build basis, (either freehold or leasehold). Land is available from half an acre upwards with buildings available from 5,000 sq ft upwards.

This is a very rare opportunity to secure bespoke representation on a prime site fronting Norwich's outer ring road.

## Planning

Consideration will be given, subject to planning, to the following use classes, **A1 (Bulky Goods), B1, B2, B8** and certain **Sui Generis** uses.

## Tenure

Land is available on a freehold basis, with buildings available on either a freehold or leasehold basis. Price, rents and terms are available upon request.



CarShop





Asda



Norwich Cathedral



M&S at Sweet Briar Retail Park



Example of a Dencora development at Bowthorpe, Norwich



### Situation

Sweet Briar Park, comprising a total of **25 acres**, lies immediately adjacent to the A140 inner ring road, to the west of the city centre and is between the A1074 and A1067 arterial roads that link directly to the A47 Southern Bypass and North West Norfolk respectively.

Sweet Briar Retail Park is immediately adjacent, with tenants including Marks & Spencer and an IKEA Click and Collect, whilst an Asda Superstore and CarShop are within close proximity. The area is also surrounded by industrial and office users focussed at Hellesdon Park and Sweet Briar Industrial Estates.

### Joint Agency Contacts



#### Roche

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