

**New Car Showroom Site, 73 Whiffler Road,  
Norwich, Norfolk**

**Planning application: 11/01747**

**HER Ref: ENF 128436**

**Archaeological Monitoring Report**

(© John Newman BA MIFA, 2 Pearsons Place, Henley, Ipswich, IP6 0RA)

(April 2012)

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## **Site details for HER**

Name: 73 Whiffler Road, Norwich, Norfolk,

Client: Camden Ventures Ltd for CarShop Northampton

Local planning authority: Norwich City Council

Planning application ref: 11/01747

Development: Demolition of existing buildings & erection of new showroom, vehicle preparation workshop, car wash etc

Date of fieldwork: 24 & 27 January, 23 February & 22 March, 2012

HER Ref: ENF 128436

OASIS: johnnewm1-122806

Grid ref: TG 2084 1099

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*Summary: Norwich, 73 Whiffler Road (ENF 128436, TG 2084 1099) monitoring of ground works during the redevelopment of what was already an industrial site close to finds scatters of various dates revealed evidence for a site partially truncated in the mid 20<sup>th</sup> century while other previously undisturbed areas remain largely intact under new car parks. An anomaly recorded on aerial photographs running across the site appears to be a natural feature of likely periglacial origin (John Newman Archaeological Services for Camden Ventures Ltd & CarShop Northampton).*

## 1. Introduction & background

1.1 Lanpro Services on behalf of their clients, Camden Ventures Ltd and CarShop Northampton, commissioned John Newman Archaeological Services (JNAS) to undertake the archaeological monitoring of ground works required under a condition for a programme of archaeological works of the planning decision notice for application 11/01747. The monitoring requirements were set out in a Brief set by Dr K Hamilton of the Norfolk CC Historic Environment Service to satisfy this condition (Appendix II). This development concerns the redevelopment of an existing industrial site to create a car showroom and associated functions at 73 Whiffler Road, Norwich (see Fig. 1), within an industrial estate area adjacent to the outer ring road around the city.

1.2 This development site lies within an area of mid 20<sup>th</sup> century industrial estate development one mile north-west of the outer limits of the medieval city of Norwich on the south-eastern side of the crossroads formed by the A1067 Drayton Road and the outer ring road. The Mile Cross ('restored') is shown on the relevant larger scale maps of the area (see Fig. 2). The site, which has a total area of c1.70ha, lies at 25m OD and is c0.5 mile north-east of the River Wensum though its original aspect in relation to the valley to the south-west cannot be discerned now as 20<sup>th</sup> century landscaping works have created the current flat surface across the area.

1.3 Archaeological interest in this site was generated by its close proximity to various recorded sites and finds which can be summarised as follows (see Appendix III for detail):

- Norfolk CC HER site 498- a Late Bronze Age copper alloy axe head found on the north-eastern edge of this development site in 1965
- Norfolk CC HER site 18514- a scatter of Roman period coins, early, high and Post medieval artefacts and coins recovered from the area to the north of this development site in the early 1980s
- Norfolk CC HER site 53550- the cropmark of an undated linear feature running on a south-west/north-east orientation across the development site, the HER record also notes that this is within an area 'of many geological marks'

1.4 This car showroom development is also a major project with a total site area of c1.70ha, however ground works are to a large extent were restricted in extent as the new structure will re-use the floor slab of the previous building with a foundation trench simply running around the outer edge of the existing foundations. Much of the remainder of the development site was also planned to have limited ground disturbance as extensive areas are required for car parking requiring shallow make-up layers. Therefore apart from the new foundation trenches around the perimeter of the new build on top of the existing floor levels deep excavations were only planned for a storm water containment tank and its associated drainage pipe trenches.

## 2. Monitoring methodology

2.1 Four periods of extended site monitoring were carried out through the first quarter of 2012 in order to observe the excavation of the new foundation trenches,

the excavation of the storm water tank and the associated drainage pipe trenches. In addition during the third visit when the upper part of the tank pit was stripped of overburden the areas of car parking across the north-eastern quarter of the site were also seen as shallow soil stripping prepared these areas. For the foundations trenches and pipe trenches a large 360 machine equipped with a wide, toothed bucket was employed, however for the car parking areas and storm water tank a flat bucket was used on the same machine in order to give a clean surface across these areas. Every opportunity was allowed to examine stripped areas and open trenches and examine upcast spoil on what were generally periods of dry and sunny weather. A metal detector search of the spoil and stripped car park areas was not seen as being a useful exercise as being an existing industrial site the overburden was extensively contaminated with modern ferrous and non-ferrous material with a strong likelihood that the undeveloped north-eastern quarter of the site had also been used for dumping spoil from other areas of the site in the past with modern material incorporated into the deposits. The areas of the ground works were recorded in relation to nearby mapped features and a number of digital images were taken in order to record the monitoring (see Appendix I).

### 3. Results (see Fig. 2)

3.1 The foundation trenches for the new showroom were close to 300m long by 700mm wide with 2000mm x 2000mm pad pits at regular intervals along each side. As indicated above the existing concrete floor level within the building footprint is being left in place for re-use and, as might be expected for a previously developed site, any original topsoil has already been removed in the mid 20<sup>th</sup> century. In the area within the perimeter formed by the new foundation trenches 350mm of concrete floor and make-up could be seen in the exposed deposit profiles above the locally occurring natural glaciofluvial deposits which at this site are yellow sands with small and medium flints. On the outer face of the foundation trenches up to 200mm of mid brown sandy subsoil was still in place though it was often mixed with intrusive modern brick and tile debris. No archaeological features or finds were visible in the excavated trenches and no evidence could be seen for the cropmark anomaly noted above in section 1.3 which runs across the south-eastern part of the footprint.

3.2 The area for the storm water tank in the south-eastern quarter of the development site covered an area of some 700m<sup>2</sup>, this area had not been developed previously and was watched as 250mm of topsoil and 200mm of mid brown sandy subsoil was removed. This soil stripping revealed clean yellow sand with small and medium flints and occasional irregular very pale brown silty bands. No archaeological features were present and the topsoil contained only modern debris.

3.3 Across the car parking area of the development in the north-eastern quarter of the site 250mm of topsoil was removed leaving the base of the topsoil, which in part may be recently redeposited material, in situ plus any underlying subsoil. Therefore no archaeological features were visible and if any were present they would be preserved in situ.

3.4 New drainage pipes were required across the northern edge of the site and from this area south to the water tank. The trenching for these works was observed as it was carried out which had to be done in short runs close to the tank due to the depth required to achieve the drop in levels. Close to the tank the trench therefore had to

be at least 3m-4m deep and c4m across at the top as the naturally occurring local sands proved to be moderately unstable. However at the northern end of the drain run trench width could be limited to 1000mm. Again these trenching works did not reveal any archaeological features. A particularly careful observation was maintained as the pipe trench crossed the line of the cropmark anomaly recorded running across the site, HER site 53550 as outlined in section 1.3 above, but all that could be seen in this area was a band of clean brown sand with an irregular profile suggesting a glaciofluvial origin for this feature (see Appendix I- Images).

#### 4. Conclusion

4.1 While this site lies within an area of archaeological potential as suggested by recorded finds of various date nearby and a favourable topographic location on a sand and gravel terrace close to a relatively major river no evidence was recorded for past activity. However it should also be noted that the western half of the site had already seen significant truncation of the original ground surface when first developed in the mid 20<sup>th</sup> century and in the eastern half deep ground disturbance below topsoil levels was limited. The single previously recorded feature on the site, of linear type as seen on aerial photographs, appears to be of natural origin as are other features seen as cropmarks nearby and due to periglacial disturbance to the sand and gravel deposits. In addition over the entire site ground disturbance was limited as previous floor levels are to be re-used and in summary the western half of the site appears to be heavily truncated while the eastern half may still contain deposits preserved below the new car parks.

*(Acknowledgements: JNAS is grateful to Steve Hopkins and everyone on site for their close cooperation throughout the monitoring works)*



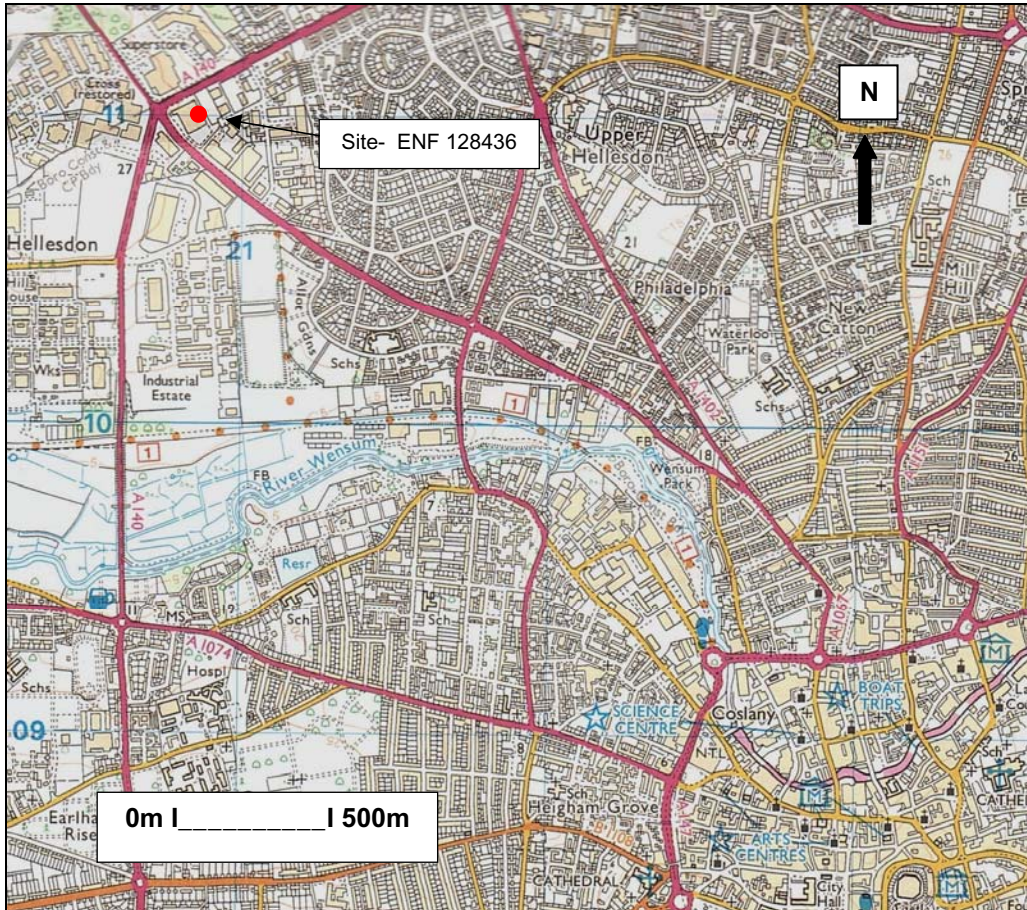


Fig. 1: Site location (Ordnance Survey © Crown copyright 2006  
All rights reserved Licence No 100049722)

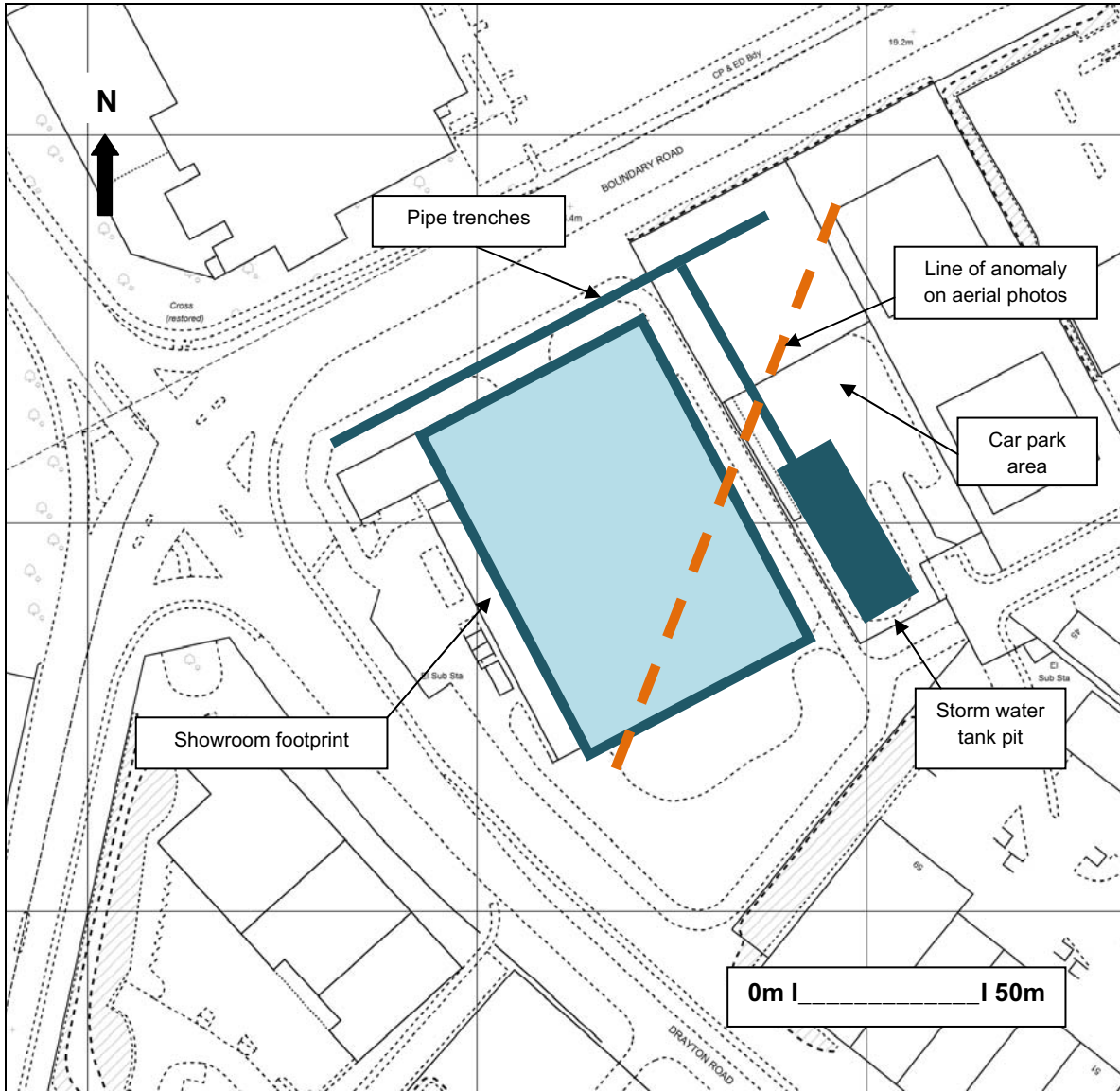


Fig. 2: Location of monitored ground works (in dark blue)  
 (Ordnance Survey © Crown copyright 2012 All rights reserved Licence no 100049722)



## Appendix I- Images



General view of site from south-east



Eastern foundation trench to new car showroom





Southern foundation trench to new car showroom



Western foundation trench to new car showroom



Area stripped for car in north-eastern quarter of the site



Soil stripping for storm water tank area



Pipe trench crossing line of cropmark anomaly from south-west

**BRIEF  
FOR THE MONITORING OF WORKS  
UNDER ARCHAEOLOGICAL SUPERVISION AND CONTROL**

Site or Project Name: 73 Whiffler Road  
Parish: Norwich  
Grid reference: TG 2084 1099  
Norfolk HER No.: To be arranged  
HES Reference CNF43801 Associated Y/N  
Planning Authority: Norwich City Council  
Application or Reference No.: 11/01747  
Level Required Constant Attendance  
Issued by: Ken Hamilton  
Senior Archaeologist (Planning)  
Historic Environment Service  
Environment, Transport and Development  
Union House, Gressenhall  
Dereham, Norfolk NR20 4DR  
Tel: 01362 869275 (direct)  
ken.hamilton@norfolk.gov.uk  
Date: 11/11/2011  
Notes: The proposed development area contains  
cropmarks and prehistoric material. Monitoring  
is required on the construction phase of works.



If you need this document in large print, audio, Braille, alternative format or in a different language please contact Ken Hamilton on 01362 869275 and we will do our best to help.

## THE BRIEF

The Archaeological Contractor should confirm that the Monitoring of Works Under Archaeological Supervision and Control will be undertaken in accordance with the following:

1. Provision will be made for monitoring the development, including, where appropriate, the following:-
  - all areas of below-ground disturbance, including excavations, foundation trenches, service trenches, drains and soakaways.
  - pipeline and cable trenches.
2. Monitoring will be undertaken at the level indicated i.e. occasional visit, regular visit or constant attendance.
3. Where appropriate, topsoil or spoil will be scanned by metal-detector before and during its removal.
4. All archaeological contexts and artefacts exposed, examined or excavated will be fully recorded on appropriate context, finds and sample sheets, on plans and sections and by photographic record.
5. Provision will be made for an appropriate level of analysis, including identification of artefacts, specialist reports if appropriate, production of archive and report, donation of finds to an appropriate museum, transfer and storage of artefacts and archive in an acceptable form to an appropriate museum, conservation and inclusion of the results of the project in the County Historic Environment Record.
6. Indicate that any areas of environmental potential will be sampled, as advised by the environmental specialist.
7. The results will be presented in a report, the nature of which should be commensurate with the findings.
8. The report should include appropriate scale plans showing the locations of all features and finds, and detailed plans and sections where necessary.
9. The report should include comprehensive details of all finds.
10. Three hard copies and a PDF copy on CD of the Report should be supplied to the Historic Environment Service for the attention of the Senior Archaeologist (Planning) within eight weeks of the completion of the fieldwork on the understanding that this will become a public document after an appropriate period of time (generally not exceeding six months). Two hard copies and the PDF file will be deposited with the Norfolk Historic Environment Record, and the third hard copy will be forwarded to the Local Planning Authority.
11. At the start of work (immediately before fieldwork commences) an OASIS online record <http://ads.ac.uk/project/oasis/> must be initiated and key fields completed on Details, Location and Creators forms. When the project is completed, all parts of the OASIS online form must be completed for submission to the Norfolk Historic Environment Record. This will include an uploaded .pdf version of the entire report. Hard copies of the report must still be provided as specified.
12. A copy of the OASIS form must be included in the final report.
13. Hard copies of the report must also be provided, as specified below.
14. All works will be carried out in full accordance with the appropriate sections of Gurney, D., 2003, '**Standards for Field Archaeology in the East of England**', as adopted by the Association of Local Government



Archaeological Officers for the East of England Region and published as *East Anglian Archaeology Occasional Paper* 14. This is available as a PDF file on the web at [www.eaareports.org.uk](http://www.eaareports.org.uk). Archaeological Contractors should note that the **Standards** document stipulates basic *methodological* standards. It is considered axiomatic that all contractors will strive to achieve the highest possible *qualitative* standards, with the application of the most advanced and appropriate techniques possible within a context of continuous improvement aimed at maximising the recovery of archaeological data and contributing to the development of a greater understanding of Norfolk's historic environment. Monitoring officers will seek and expect clear evidence of commitment to the historic resource of Norfolk, with specifications being drawn up within a context of added value.

15. The Archaeological Contractor will contact the HER Officer of the Historic Environment Service in advance of work starting to obtain a HER number for the site or, if a number is already given on the Brief, to ensure that it is still applicable.
16. The Archaeological Contractor will give the Historic Environment Service not less than two weeks' written notice of the commencement of the work so that arrangements for monitoring the project can be made.

### **THE MONITORING OF WORKS UNDER ARCHAEOLOGICAL SUPERVISION AND CONTROL**

This means that you will need to commission an archaeological contractor to ensure that an archaeologist is present during certain phases of the development to record any features exposed or any archaeological finds.

This does not mean that the development programme will be stopped or delayed by the archaeologist, who will work alongside other contractors on site to ensure that any necessary archaeological records are made.

In the unlikely event of the discovery of unanticipated remains of very great importance, discussions will take place on how these might be preserved or recorded.

### **WHAT YOU NEED TO DO**

You should forward a copy of this Brief to one or more Archaeological Contractors, and discuss with them the timing and costs. Your appointed contractor should be asked to confirm in writing to the Historic Environment Service that this brief will be adhered to.

The Historic Environment Service does not see Contractors' costings, nor do we give advice on costs. You may wish to obtain a number of quotations or to employ the services of an archaeological consultant.

Details of archaeological contractors based in Norfolk and beyond may be found in the Institute for Archaeologists Yearbook & Directory, available from the I.F.A., University of Reading, 2 Earley Gate, PO Box 239, Reading RG6 6AU. Tel: 0118 931 6446. Fax: 0118 931 6448. Email: [admin@archaeologists.net](mailto:admin@archaeologists.net). Website: [www.archaeologists.net](http://www.archaeologists.net).

**FOR FURTHER HELP, INFORMATION AND ADVICE CONTACT**

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Norfolk Historic Environment Service is responsible for safeguarding the County's archaeological heritage. The Historic Environment Service is consulted by Planning Authorities and provides advice on archaeological work that may be required as a result of development proposals.

# Norfolk Landscape Archaeology Monument Full Report

19/12/2011

Number of records: 4

## 250m search area around TG 2084 1099

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SMR Number	Site Name	Record Type
498 - MNF498	Bronze Age copper alloy axehead, Boundary Road/Drayton Road	Find Spot

A Late Bronze Age socketed copper alloy axehead with part of its wooden haft surviving was found on a building site in 1965.

### Monument Types and Dates

FINDSPOT (Bronze Age - 2350 BC to 701 BC)

### Description and Sources

#### Description

1965.

Socketed bronze axe with part of wooden haft remaining found on surface of building site.

Unknown if axe came from this site.

W. Milligan (NCM).

#### Sources - None recorded

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### Location

#### National Grid Reference

TG 2076 1100 (point)

TG21SW

Point

#### Administrative Areas

Civil Parish

NORWICH, NORWICH, NORFOLK

#### Address/Historic Names - None recorded

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### Designations, Statuses and Scorings

#### Associated Designations - None recorded

#### Other Statuses and Cross-References

Historic Environment Record - 498

Active

NCM Site No - TG 2011/-

Active

SHINE Candidate (No)

Active

#### Ratings and Scorings

Proportion Scheduled

7

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### Land Use

#### Associated Historic Landscape Character Records - None recorded

#### Other Land Classes

Landuse

Built over

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### Related Monuments - None Recorded

### Associated Finds

FNF1244 SOCKETED AXEHEAD (Late Bronze Age - 1000 BC to 701 BC)

COPPER ALLOY

FNF1245 PLANT REMAINS (Bronze Age - 2350 BC to 701 BC)

WOOD

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### Associated Events/Activities

ENF3847 Telford, (Event - Survey)

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### Associated Individuals/Organisations

NCM

Material Location

**SMR Number** 498 - MNF498

**Site Name** Bronze Age copper alloy axehead, Boundary Road/Drayton Road



SMR Number	Site Name	Record Type
Site 1182 - MNW2776	Boundary Road / Drayton Road	Monument

**Monument Types and Dates**

FINDSPOT (Undated)

**Description and Sources**

**Description**

Description: 1965. Socketed bronze axe with part of wooden haft remaining found on surface of building site. Unknown if axe came from this site. NCM 618.965. Comp. W. Milligan (NCM).

**Sources**

Archive: Site Archive.

Machine readable data file: Norfolk Museums Service. Sites and Monuments Record Database.

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**Location**

**National Grid Reference**

Centroid TG 20761 11001 (MBR: 20m by 20m) TG21SW Area

**Administrative Areas**

Civil Parish NORWICH, NORWICH, NORFOLK  
Locality HELLESDON

**Address/Historic Names - None recorded**

**Designations, Statuses and Scorings**

**Associated Designations - None recorded**

**Other Statuses and Cross-References**

SHINE Candidate (No)	Active
Urban Archaeological Database - Site 1182	Active
- 498	Active

**Ratings and Scorings - None recorded**

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**Land Use**

**Associated Historic Landscape Character Records - None recorded**

**Other Land Classes - None recorded**

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**Related Monuments - None Recorded**

**Associated Finds**

FNW1063	SOCKETED AXEHEAD (Bronze Age - 2350 BC to 701 BC)	BRONZE
FNW1064	PLANT REMAINS (Bronze Age - 2350 BC to 701 BC)	WOOD

**Associated Events/Activities**

ENW1181 Boundary Road / Drayton Road (Event - Survey)

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**Associated Individuals/Organisations - None recorded**

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<b>SMR Number</b>	<b>Site Name</b>	<b>Record Type</b>
18514 - MNF18514	Multi-period coins and metal objects	Find Spot

Roman coins, Early Saxon brooches, medieval and post medieval coins and other post medieval metal finds found by metal detecting.

***Monument Types and Dates***

FINDSPOT (Roman to Post Medieval - 43 AD to 1900 AD)

***Description and Sources***

**Description**

1982. [1]. Found with metal detecting.  
Roman coins, 1st to 4th century.  
4 medieval coins.  
Late medieval ring.  
Early Saxon head plate of small long brooch.  
Early Saxon bow and foot of cruciform brooch.  
Post medieval metalwork and coins.  
See list in file.  
Identified by S. Margeson (NCM) September 1982.

1984. Metal detecting.  
Roman coins and brooch.  
See details in file.

1987. Further metal detecting finds.  
Post medieval leatherworking stamp.  
See details in file.

**Sources**

Secondary File: Secondary file.

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***Location***

**National Grid Reference**

Centroid TG 20 11 (MBR: 438m by 342m) TG21SW Area

**Administrative Areas**

Civil Parish HELLESDON, BROADLAND, NORFOLK

**Address/Historic Names - None recorded**

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***Designations, Statuses and Scorings***

**Associated Designations - None recorded**

**Other Statuses and Cross-References**

NCM Site No - TG 21 SW/114	Active
SHINE Candidate (No)	Active
Historic Environment Record - 18514	Active

**Ratings and Scorings**

Proportion Scheduled 7

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***Land Use***

**Associated Historic Landscape Character Records - None recorded**

**Other Land Classes - None recorded**

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***Related Monuments - None Recorded***

***Associated Finds***

FNF36647	COIN (Medieval - 1066 AD to 1539 AD)	SILVER
FNF36648	BROOCH (Early Saxon - 411 AD to 650 AD)	COPPER ALLOY
FNF36649	COIN (Roman - 43 AD to 409 AD)	COPPER ALLOY
FNF36650	BROOCH	METAL
FNF36651	COIN (Post Medieval - 1540 AD to 1900 AD)	METAL
FNF36652	STAMP (Post Medieval - 1540 AD to 1900 AD)	COPPER ALLOY
FNF36653	UNIDENTIFIED OBJECT (Post Medieval - 1540 AD to 1900 AD)	METAL

***Associated Events/Activities***

- ENF7557 Metal-detecting by ? Minter, 1982. (Event - Intervention)  
ENF10901 Metal-detecting by R. Rushbrooke, 1984. (Event - Intervention)  
1  
ENF9379 Metal-detecting by G. Kemp, 1987. (Event - Intervention)
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***Associated Individuals/Organisations***

NCM

Material Location

**SMR Number** 53550 - MNF59326 **Site Name** Cropmark of undated linear ditch

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<b>SMR Number</b>	<b>Site Name</b>	<b>Record Type</b>
53550 - MNF59326	Cropmark of undated linear ditch	Monument

An undated linear ditch is visible as a cropmark on aerial photographs.

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### **Monument Types and Dates**

DITCH (Unknown date)

Evidence CROPMARK

LINEAR FEATURE (Unknown date)

Evidence CROPMARK

### **Description and Sources**

#### **Description**

April 2010. Norfolk NMP.

A cropmark of an undated linear ditch is visible on aerial photographs (S1), running northeast-southwest from TG 2088 1107 to TG 2083 1094. This feature is visible within an area of many geological marks. It is possible that some of these may be archaeological pit features, although none of them are as convincing as those recorded as the possible sunken featured buildings (NHER 53549) approximately 400m to the northwest.

E. Bales (NMP), April 2010.

#### **Sources**

(S1) Vertical Aerial Photograph: RAF. 1947. RAF CPE/UK/2111 5020-1 28-MAY-1947 (NMR).

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### **Location**

#### **National Grid Reference**

Centroid TG 2086 1101 (MBR: 65m by 144m) TG21SW Area

#### **Administrative Areas**

Civil Parish NORWICH, NORWICH, NORFOLK

#### **Address/Historic Names - None recorded**

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### **Designations, Statuses and Scorings**

#### **Associated Designations - None recorded**

#### **Other Statuses and Cross-References**

Historic Environment Record - 53550 Active

SHINE Candidate (Possible) Active

#### **Ratings and Scorings**

Certainty	-	17/05/2010	Aerial photograph interpretation by Norfolk National Mapping Programme, TG21SW, 2010 (Thetford-Norwich-A11 Corridor Project). - English Heritage Project No. 5313MAIN
Evidence	Physical	17/05/2010	Aerial photograph interpretation by Norfolk National Mapping Programme, TG21SW, 2010 (Thetford-Norwich-A11 Corridor Project). - English Heritage Project No. 5313MAIN
Survival	Buried site	17/05/2010	Aerial photograph interpretation by Norfolk National Mapping Programme, TG21SW, 2010 (Thetford-Norwich-A11 Corridor Project). - English Heritage Project No. 5313MAIN

### **Land Use**

#### **Associated Historic Landscape Character Records - None recorded**

#### **Other Land Classes**

Landuse Cultivated land, undetermined 16/01/1956

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**SMR Number** 53550 - MNF59326 **Site Name** Cropmark of undated linear ditch

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***Related Monuments - None Recorded***

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***Finds - None recorded***

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***Associated Events/Activities***

ENF12440 Aerial photograph interpretation by Norfolk National Mapping Programme, TG21SW, 2010 (Thetford-4 Norwich-A11 Corridor Project). (Event - Interpretation. Ref: English Heritage Project No. 5313MAIN)

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***Associated Individuals/Organisations***

Bales, Ellen - Norfolk National Mapping Programme

Aerial Photograph Interpreter

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