# Golden Triangle secures top spot as Norwich’s priciest housing market despite cooling prices



HM Land Registry data for 2024 reveals that the Golden Triangle remains the most expensive area to buy a house in Norwich, with nine out of the ten highest property sales located within this distinctive wedge bounded by Earlham Road, Newmarket Road, and Colman Road. The priciest sale was a six-bedroom Victorian home on Unthank Road, fetching £1.435 million. This property, built in 1894, showcases a blend of modern and period features including stained glass windows, an octagonal turret, a large conservatory, and a garden treehouse, underscoring the area’s enduring appeal. The only top-tier sale outside this area was a £1.3 million house on Thorpe Road in the NR1 postcode.

Despite a slight movement of buyer interest towards parts of eastern Norwich, estate agents stress that the Golden Triangle’s unique combination of tree-lined streets, attractive period homes, and proximity to a variety of shops, restaurants, cafes, and pubs keeps demand high, particularly among professionals and young families. Properties here rarely come to market, contributing to their premium status. However, this popularity often puts home ownership in the area beyond the reach of many first-time buyers. One local resident renting in the area noted that while she loves living in the Golden Triangle, the steep prices will likely mean she and her husband need to consider relocating to more affordable postcodes like NR3 when they eventually buy.

The NR3 postcode, which accounted for eight of the ten cheapest house sales in 2024, offers a markedly more affordable alternative. Recent data puts the average property price in NR3 at around £172,500, nearly 40% below the national average, with a price per square metre also lower than the national benchmark. This area has been gaining a reputation as Norwich’s equivalent to Shoreditch, attracting young couples and graduates with its own vibrant mix of amenities. Property sizes and values vary within NR3’s streets, with certain roads such as Waterloo Road and Bull Close Road showing moderate price per square metre figures reflecting their residential appeal.

Comparing 2024 figures with those from 2023 highlights a notable dip in house prices across both expensive and affordable brackets. The most expensive 2023 sale in Newmarket Road reached £1.99 million—over half a million pounds more than the top sale in 2024—while the cheapest house sold in 2023 fetched £93,000, nearly £11,000 above the lowest sale recorded this year. Market analysts attribute this cooling to rising living costs, increased interest rates, and general economic uncertainty that have made buyers more cautious and prompted sellers to adjust their asking prices, especially for properties needing renovation. After the extraordinary growth in house prices during the pandemic, this decline may also reflect a market correction back towards more typical conditions.

The housing market dynamics in Norwich thus paint a picture of a city still anchored by its prestigious and sought-after Golden Triangle, whose exclusivity sustains high prices and demand, while more affordable options like NR3 gain profile as practical alternatives for younger and first-time buyers. The ongoing tension between desirability and affordability remains a defining feature of Norwich’s property landscape, and many will be watching closely how the market evolves beyond 2024.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.edp24.co.uk/news/25248459.expensive-cheapest-house-sales-norwich-2024/?ref=rss), [[2]](https://www.eveningnews24.co.uk/lifestyle/22339567.1-4m-golden-triangle-house-expensive-home-sold-city/), [[3]](https://www.eveningnews24.co.uk/news/24324491.1-75m-historic-townhouse-sale-golden-triangle/), [[4]](https://www.edp24.co.uk/news/24155827.golden-triangle-home-wine-cellar-sale-1-3m/)
* Paragraph 2 – [[1]](https://www.edp24.co.uk/news/25248459.expensive-cheapest-house-sales-norwich-2024/?ref=rss), [[4]](https://www.edp24.co.uk/news/24155827.golden-triangle-home-wine-cellar-sale-1-3m/), [[5]](https://www.eveningnews24.co.uk/news/24633686.golden-triangle-house-mile-end-road-sale-1-25m/)
* Paragraph 3 – [[1]](https://www.edp24.co.uk/news/25248459.expensive-cheapest-house-sales-norwich-2024/?ref=rss), [[6]](https://www.mouseprice.com/house-prices/norfolk/norwich/nr3), [[7]](https://www.housemetric.co.uk/house-price-analysis/NR3-1/Norwich)
* Paragraph 4 – [[1]](https://www.edp24.co.uk/news/25248459.expensive-cheapest-house-sales-norwich-2024/?ref=rss), [[4]](https://www.edp24.co.uk/news/24155827.golden-triangle-home-wine-cellar-sale-1-3m/)
* Paragraph 5 – [[1]](https://www.edp24.co.uk/news/25248459.expensive-cheapest-house-sales-norwich-2024/?ref=rss)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.edp24.co.uk/news/25248459.expensive-cheapest-house-sales-norwich-2024/?ref=rss> - Please view link - unable to able to access data
2. <https://www.eveningnews24.co.uk/lifestyle/22339567.1-4m-golden-triangle-house-expensive-home-sold-city/> - A six-bedroom home in Norwich's Golden Triangle area, located at 211 Unthank Road, sold for over £1.4 million in August 2024, marking it as the most expensive property sold in the city during that month. The Victorian property, built in 1894, features an octagonal turret, stained glass windows, and a tree house cabin in the garden. The interior blends modern and period features, including a large conservatory and six bedrooms. The sale highlights the enduring appeal and high demand for properties in the Golden Triangle area of Norwich.
3. <https://www.eveningnews24.co.uk/news/24324491.1-75m-historic-townhouse-sale-golden-triangle/> - A historic Grade II listed townhouse in Norwich's Golden Triangle, located on Newmarket Road, was listed for sale at £1.75 million. The six-bedroom, three-bathroom property is a short five-minute drive from the city centre and maintains its traditional façade with a classic cottage-like feel. The interior features a blend of modern and classic elements, including period fireplaces, wood floors, and a modern kitchen diner. The property also boasts a dedicated library room with a wood-burning stove and a garden divided into different sections with a sunken terrace and feature pond.
4. <https://www.edp24.co.uk/news/24155827.golden-triangle-home-wine-cellar-sale-1-3m/> - A five-bedroom home with a wine cellar in Norwich's Golden Triangle, located on Unthank Road, was on sale for £1.3 million. The property sits on half an acre of land with a carriage driveway offering ample off-road parking. The ground floor includes a dual-aspect living room, dining room, large kitchen, office, sunroom, and garden room. The first floor features five bedrooms and a large bathroom, with the master bedroom having an en suite shower room and garden views. The house retains original Edwardian features such as exposed beams and is surrounded by trees, well-maintained hedges, and flowerbeds.
5. <https://www.eveningnews24.co.uk/news/24633686.golden-triangle-house-mile-end-road-sale-1-25m/> - A six-bedroom Victorian family home in Norwich's Golden Triangle, located on Mile End Road, was on sale for £1.25 million. The property includes a sitting room, dining room, drawing room, breakfast room, kitchen, pantry, and garden room. The first floor houses four of the six bedrooms, with the principal room boasting an en suite bathroom. The other two bedrooms, with a separate family bathroom, are on the second floor. The property also features a carport, outbuilding consisting of a garage and storage space, and landscaped gardens at both the front and back of the home.
6. <https://www.mouseprice.com/house-prices/norfolk/norwich/nr3> - The NR3 postcode area in Norwich has an average property price of £172,500, which is 39.4% lower than the national average of £284,464. The average price per square metre is £2,579, 6.1% lower than the national average of £2,747. Recent sales in the area include a property at 8 Heathgate sold for £90,000 in November 2024, and a property at 33 Rye Avenue sold for £325,000 in the same month. The data indicates that NR3 offers more affordable housing options compared to other areas in Norwich.
7. <https://www.housemetric.co.uk/house-price-analysis/NR3-1/Norwich> - An analysis of house prices in the NR3 1 area of Norwich reveals that properties on Waterloo Road have an average size of 71 sqm and an average price per square metre of £2,721, with 14 recent sales. Bull Close Road properties average 67 sqm with a price per square metre of £2,760, based on 12 recent sales. Heathgate properties average 70 sqm with a price per square metre of £1,758, based on 10 recent sales. These figures provide insight into the property market dynamics in the NR3 1 area of Norwich.