

Prospect House, Development Brief Consultation Introduction



Development Opportunity

Archant own and occupy a 1.03ha site bounded by Rouen Road, Thorn Lane, Cattle Market Street and the rear of properties on Ber Street. Prospect House is the only building on the site and is Archant's headquarters.

Archant announced in late 2017 that they were reviewing their property holdings at the Prospect House site. Prospect House is too large for their needs, would require major investment if retained and fails to make the best use of the site due to the large open areas of car parking surrounding it.

The council supports the principle of redevelopment and it is assumed that Prospect House will be demolished in any redevelopment, although an application has been made by Archant to Historic England to confirm that it is not suitable for listing.

Purpose of the Brief

There is no site specific policy in the current local plan to guide the development of the site. The development brief will provide that policy.

The document will be submitted to the Council's Planning Applications Committee for approval in October 2018 following public consultation and revisions to reflect the feedback from that consultation. The brief will be a material planning consideration when decisions are made about any planning application that is subsequently submitted for the site.



- 01. Prospect House Site.
- 02. Castle Mall.
- 03. Norwich Castle.
- 04. Castle Green & Gardens
- 05. River Wensum.
- 06. Norwich Market.
- 07. Norwich Rail Station.
- 08. Chapelfield Shopping.
- 09. Norwich Cathedral.
- 10. Norwich City Football Club.



Site Boundary Council Owned Sites

10-14 Ber Street

The council owns land adjacent to the site. Plans are being drawn up for the vacant site at 10-14 Ber Street by Norwich Regeneration Ltd, the council's wholly-owned development company. We are seeking to ensure that the design of buildings and spaces on both sites are complementary. A separate public consultation on the plans for 10-14 Ber Street will be held during July.

How To Have Your Say

Comments must be received by Friday 3rd August. You can fill in the survey at www.norwich.gov.uk/prospecthouse or post them to Ben Webster, Norwich City Council, City Hall, St Peters Street, Norwich NR2 1NH.



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10-14 Ber Street



22-24 Ber Street



Paradise Place

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Historic Built Environment

Historic Development

The site lies within the city walls. In the past there have been a number of churches in or close to the site. St Michael at Thorn, after which Thorn Lane was named, was built in the late eleventh or early twelfth century. It stood in the south east corner of the site at the junction of Thorn Lane and Ber Street. It was demolished in the late 1940s after suffering bomb damage. Surviving churches in the vicinity are All Saints Timberhill, St John the Baptist Timberhill, St Peter Parmentergate, St Julian's Church and St John de Sepulchre. The location of these and other lost churches can be seen on the 1789 map. The main approach to the Castle was from the south, passing adjacent to the site along Ber Street.

The 1885 map shows the intricate pattern of streets and terraced buildings that lay on the site at the end of the nineteenth century. All these were removed during the 1960s as part of slum clearance projects. At this time Rouen Road was constructed and the site now occupied by Prospect House was cleared and levelled.



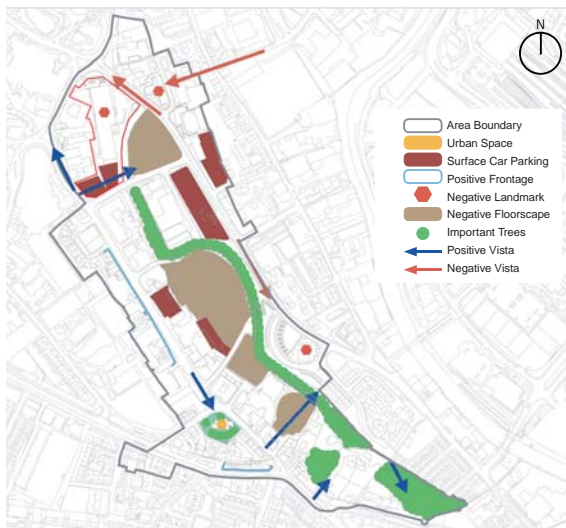
Norwich in 1789 (Site In Red)

Norwich in 1885 (Site In Red)

Conservation Area

The site is within the city centre conservation area. The conservation area extends across the whole area of the medieval city and is divided up into character areas. The site lies within the Ber Street character area. This character area is described as being "a fragmented area as a result of slum clearances and Second World War bomb damage. Remnants of its earlier character and buildings survive along the long and wide Ber Street, behind which, towards Rouen Road, lies a predominantly mid C20 local authority housing area."

The appraisal map identifies Prospect House as a negative landmark due to its bulk and massing, which is out of scale with the remaining historic development in the area. It also has a poor relationship with the surrounding streets due to the lack of a built frontage on Rouen Road or Thorn Lane and the prominence of surface car parking.



Ber Street Character Area From Conservation Area Appraisal (Site Shown In Red)



St John the Baptist Church (Grade 1 Listed)



All Saints Church, Westlegate (Grade 1 Listed)

Listed Buildings

There are 97 listed buildings within 250m of the site whose setting must be respected as part of any redevelopment. Those listed as Grade 1 that may be relevant to the site:

- Church of St John the Baptist, Timberhill
- All Saints Church, Westlegate
- Castle
- Anglican Cathedral

Other listed buildings of most relevance to the site:

- 18 Golden Ball Street
- 12 Farmers Avenue
- 4 Ber Street
- 8 Ber Street

The Woolpack PH, sitting immediately adjacent to the site, is locally listed.



12 Farmers Avenue (Grade 2 Listed)



4-8 Ber Street (Grade 2 Listed)

Prospect House

The area was extensively bombed in the Second World War and much of what remained was cleared by the council for redevelopment. The stepped terraced housing was replaced by a series of levelled "shelves" ready for building light industry and council housing. Rouen Road was laid out and formed the eastern boundary of the site that was bought by Eastern Counties Newspapers for the establishment of their headquarters in a suitably prominent location. Prospect House was designed by London-based architect Yates, Cook and Derbyshire and opened by Princess Alexandra in April 1970. The image shows her examining the sculpture by Bernard Meadows, which adorns the entrance to the building. Prospect House was originally designed to accommodate the printing works but these were moved to Thorpe St Andrew in 1995.



Historical Photographs From Archant



The Unveiling of Bernard Meadows Sculpture



Prospect House 1970s

Prospect House, Development Brief Consultation Site Analysis

Site Viewpoints & Landmarks



Prospect House sits near the top of the valley side with land sloping steeply away to the east towards the river Wensum. The dominant topographical feature is the ridge line extending north-south at 20-25 metres elevation. The ridge widens out as it moves through the Prospect House site and rises to a 25 metre elevation at the junction of Rouen Road, Cattle Market Street and Golden Ball Street. The Castle was strategically positioned at the end of the ridge overlooking the river below. This ridge line is generally wooded and undeveloped because the slopes are steep.

The majority of the development site is relatively level and in effect set on a terrace between Paradise Place and mixed development on Ber Street. The only exception is the on-site car park adjacent to Thorn Lane which extends westwards up a slope to match levels on Ber Street.

The view from the corner of Golden Ball and Cattle Market Street at the northern part of the site is particularly impressive where Norwich Cathedral and Castle can be seen.

- Archant site boundary
- Natural visible landmark
- Built visible landmark
- Views from the site
- Views towards the site
- Views across the site
- Potential future view across site
- Tower/skyline landmark
- Potential future skyline landmark
- Views across valley to wooded ridge



View From the Roof of Prospect House

Green Infrastructure Principles



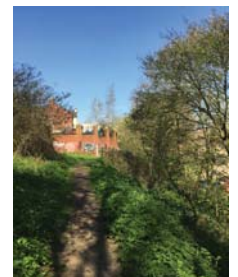
The wooded ridges of the city are valued green areas lying to the top of the Wensum and Yare river valleys on steeply sloping ground. Much of the wooded ridges within the city are still in existence although some areas have become fragmented as a result of development over time.

Although Prospect House lies on the wooded ridge corridor, the building interrupts the flow and consistency of the tree-covered ridge. The wooded ridge walk joins Thorn Lane opposite the site. The Castle Gardens and Green lie to the north of the site and are a significant area of greenspace within the city centre. There is an opportunity to improve the connectivity between the wooded ridge and Castle Gardens to enhance this green infrastructure corridor.

- Archant site boundary
- Public open space
- Private green space
- Strategic urban green space
- Wooded ridge
- River Wensum corridor
- Riverside Walk
- Bodicosa Way
- Wherryman's Way
- Wooded Ridge Walk
- Local landmark
- Potential improvement to public realm
- Local network enhancement area
- Interface/accessibility enhancements
- New green corridor & associated biodiversity enhancements



The Wooded Ridge



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Site Tree Survey



The trees on the site have been surveyed. The trees on the Golden Ball Street frontage, on the wooded bank adjacent to Paradise Place and on the side of Rouen Road are recommended to be retained. The three London Plane trees (one off site and two within the raised terrace area) are particularly good specimens.

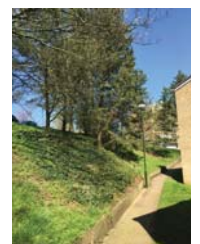
- Category A : Trees Of High Quality and Value
- Category B : Trees Of Moderate Quality and Value
- Category C : Trees Of Low Quality and Value



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Development Principles

Development Principles

Development of the site must fulfil the following development principles:

A Planning Policy - Uses

- A1 The existing lower grade accommodation should be replaced with purpose built, flexible and attractive high quality office space, ideally in a prominent location such as the Golden Ball Street frontage or the junction of Ber Street and Thorn Lane.
- A2 A residential-led development with market housing and affordable housing is welcome on the site. At least 33% of units should be affordable, split 85% social rented and 15% of intermediate provision. They should be predominantly 1-bedroom flats. 2-bedroom houses would also be welcomed. The affordable housing should be provided on-site (not off-site commuted payment) in separate blocks with no visible distinction in quality of location, outlook or design.
- A3 Retail can be part of the mix of uses providing it is well connected to the existing primary retail area, such as the ground floor on Ber Street.

B Pedestrian Routes And Public Spaces

- B1 New pedestrian routes across the site should be provided east-west through from 10-14 Ber Street to Rouen Road and north-south from Thorn Lane to Cattle Market Street.
- B2 Public spaces should be created that relate well to the new pedestrian routes:
- Upper section of Thorn Lane should be created.
 - Centre of the site at the intersection of the east-west and north-south routes
 - North end of the site with views to the Castle and Cathedral.

C Vehicles

- C1 Main vehicles should access the site from Rouen Road. A secondary access could be at the lowest part of the site on Thorn Lane providing it does not undermine the quality of the public space and pedestrian connection to be created on the upper part of Thorn Lane.
- C2 A car-free development is encouraged and if car parking is included is should be substantially below 1:1 for household. No parking would be allocated for retail uses. A car club parking space and car club vehicle must be provided.
- C3 Any car parking should be contained beneath the buildings at the northern end of the site.

D Landscape

- D1 The Bernard Meadows sculpture should be reinstated within the new development.
- D2 Boost biodiversity within the site to support green infrastructure connections between the Wooded Ridge, Castle Gardens and Green, Chapelfield Gardens, Norwich Cathedral / The Great Hospital and the River Wensum should be enhanced including: Sustainable Urban Drainage (SUDS), green roofs and walls, retention of mature trees, planting new vegetation and installing boxes for birds, bats, hedgehogs and insects.
- D3 Existing views to the Castle, Cathedral, City Hall, St John de Sepulchre, and the wooded ridge should be enhanced.

- D4 Informal publicly accessible recreational open space and younger children's playspace should be provided on site in places that are overlooked by homes.

- D5 Grade A and B trees should be retained, especially those on the Golden Ball Street frontage with extensive planting of new trees within the public spaces on the site.

E Energy, Water And Land

- E1 Generate at least 10% of the scheme's expected energy requirements through sources of decentralised and renewable or low-carbon energy.
- E2 Dealing with water by ensuring: a) external ground levels have a nominal fall away from any entrances to buildings, with ground levels maintained above the adjacent highway; b) foul and surface water runoff connect into Anglian Water's sewer network and discharge by gravity; c) at least 50% reduction in discharge of surface water from the site using the a combination of the following SUDS techniques: ponds, blue roofs, swales, bio-retention areas, green roofs and permeable paving.
- E3 Ground investigation and remediation secured by inclusion of contaminated land planning conditions.

F Historic Built Environment

- F1 Preserve or enhance the conservation area and avoid harm to the setting of listed buildings.
- F2 Reinstatement a strong building line along Ber Street.
- F3 Development on Rouen Road and the east side of Ber Street must respect the topography of the area.
- F4 The scale of building proposed for the site should respond to the sensitivity of smaller scale historic buildings and neighbouring residential uses and the opportunity of prominent parts of the site for greater architectural emphasis. Three broad height parameter areas are proposed for the site (number of storeys measured from primary entrance level):
- The lowest buildings (4-5 storeys) should be positioned along the west edge of the site close to listed buildings and residential flats at the rear of Ber Street.
 - A moderate scale of buildings (5-7 storeys) could be positioned: a) on the east edge of the site to emphasise the dramatic topography but with sensitivity towards the Paradise Place flats, which have their main windows and spaces on the side away from Prospect House and b) the corner of Ber Street and Thorn Lane where there is an opportunity to emphasise the street corner, but a need to fit into the context of historic Ber Street and the transition of scale with the neighbouring buildings
 - The highest element of the development (7-8 storeys) should be positioned at the north end of the site with its greater distance from heritage assets, the location addressing the edge of a large open space and to provide an eye-catching termination of the view along Cattle Market Street.
- At this stage these parameters are indicative. When a planning application is prepared for the site the thresholds may be adjusted in response to architectural treatment, information on visual impact in relation to heritage assets and development viability.
- F5 The prominence of this site and its location within the conservation area will require a high quality architectural response.



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Design Principles

Introduction

The following diagrams illustrate the key design principles described on the previous board.



1. Routes & Public Squares



-  Green Route
-  Pedestrian Routes
-  Public Squares
-  Vehicular Routes

2. Key Views



-  Public Squares
-  Views to Castle
-  High Level Views To Cathedral
-  High Level Views Across Valley

3. Illustrative Site Layout & Building Uses



-  Residential
-  Commercial

Prospect House, Development Brief Consultation Illustrative Scheme

Introduction

There are different ways that the site could be designed to fulfil the development principles explained on the previous boards. One way that those principles can be translated into a scheme for the site is shown on the final two boards to illustrate the physical form that the development might take.



Illustrative Site Plan



Aerial View Of The Illustrative Scheme From The North



Aerial View Of The Illustrative Scheme From The South



Illustrative View 1 From Farmers Avenue



Illustrative View 2 Rouen Road



Illustrative View 3 From Farmers Avenue