

# Anglia Square, Norwich

Design Proof of Evidence of Peter Vaughan BA (Hons) Dip Arch RIBA

December 2019

Applicant: Weston Homes and Columbia Threadneedle



PINs ref: APP/G2625/V/19/3225505

Planning Application ref:18/00330/F

Peter Vaughan WH1 / 1







My name is Peter Vaughan and I appear at this inquiry in my role as director at Broadway Malyan and as lead project architect of the development proposals at Anglia Square, Norwich.

My evidence will explain the background to the proposal, describe the proposal in detail and explain the reasons for our design decisions.

I will explain how the physical constraints of the site and its context were analysed, and how, working with colleagues in the architectural team, the design was developed in response to both the immediate environment and local context.

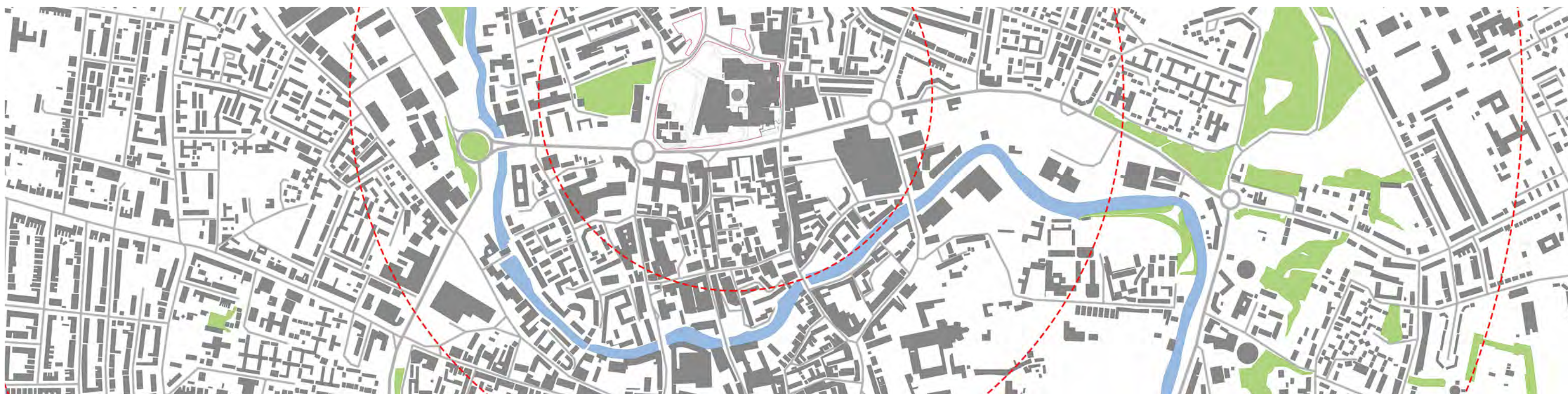
I will explain how the scheme responds to the context of the site and how it was thought through so as to be viable for construction.

I will review the relevant design policies and how the project fulfils their requirements. I do not seek to duplicate the general evidence relating to planning policy, which will be given by Mr Peter Luder and I defer to him in that respect.

Nor do I seek to duplicate the specific evidence relating to Heritage, which will be given by Dr. Chris Miele and I defer to him in that respect.

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## Section 1.0

# **The Architect, the Practice and Key Projects**



# 1.1 Qualifications, Experience and Declaration



**Peter Vaughan**  
**UK Chair**  
**Main Board Director**  
BA (Hons) Dip Arch RIBA

## 1 Awards

- Obel: **Winner of the 2010 Commercial Development of the Year (Northern Ireland Construction Excellence Awards)**
- Obel: **Northern Irish Residential Development of the Year, Irish Property Award**
- The Bridge: **Promoting Excellence & Sustainability in Home Design (Shortlisted) The Housing Design Awards**
- The Bridge: **Residential Architect of the Year (over 14 units) (Shortlisted) Building Design Architect of the Year Awards**
- Woolwich Arsenal: **Regeneration Project of the Year Royal (Commendation) British Homes Awards**
- Woolwich Arsenal: **Best Project over 1000m²: (Landscaped green roof over car park) Flat Roofing Association Awards**

## 2 Qualifications

My name is Peter Anthony Vaughan, I am a Chartered Architect, a designer and hold the post of UK Regional Chair at Broadway Malyan Ltd. I am sector lead for mixed use projects. I have spent my entire career at Broadway Malyan contributing to the development of our design platform and the global expansion of the business founded in the UK. I have been a Member of the RIBA since 1989.

## 3 Experience

I have worked on the design and delivery of major projects in the UK and overseas in regions including Central and Eastern Europe, United Arab Emirates, Asia, the Far East and North Africa.

Throughout my career I have had responsibility for leading design teams in the preparation and submission of planning applications for a wide variety of projects in the UK and overseas. In the last 7 years my design focus has been on residential led mixed use developments for private sector clients.

I appear on behalf of Weston Holmes PLC and Columbia Threadneedle Investments, ("the Applicant"), who instructed me as an expert to provide evidence on architecture and design matters.

## 4 Declaration

I understand my duty to the inquiry and have complied with that duty. I can confirm that the opinions that I express in this Proof of Evidence and provide for this Application (Reference APP/ 18/00330/F) are my true and professional opinions.



# 1.2 Broadway Malyan Architects

Broadway Malyan is an award-winning global architecture, urbanism and design practice with a network of 14 studios across four continents.

Founded more than 60 years ago, Broadway Malyan employs more than 400 designers with expertise in a wide range of fields from heritage and regeneration to interiors and graphic design.

The practice is active across a number of key sectors and boasts a portfolio of transformational projects that reflect the practice's passion for quality design with placemaking at its heart.

Whether it is a city masterplan or an individual building, underpinning every project is an approach that captures, understands and responds to the widest possible context – only by looking beyond the immediate boundaries of the brief and location can a project truly add the greatest value to its site, surroundings, community and environment.

Placemaking is people driven and the places we design have a clear purpose, enhancing and adding meaning to the activities they contain, be that living, working, learning or relaxing. They use appropriate scales for different conditions and activities with a hierarchy of environments that are both liveable and legible.

This approach is evident in the numerous urban regeneration and high density city centre projects that Broadway Malyan has designed and delivered, both in the UK and by our international practice in Europe, the Middle East and Asia.

Two high profile and award-winning schemes in the UK include Mann Island in Liverpool and The Tower, One St George's Wharf, in London, both of which were designed to respond sensitively to their surroundings while creating exciting new landmarks.

Mann Island, which won a prestigious RIBA award, is a truly mixed use regeneration project that comprised two triangulated residential blocks and a single linear office building on a site adjacent to Liverpool's world-renowned 'Three Graces' and at the heart of the city's World Heritage site.

The scheme, which has since become the home of RIBA's national architecture centre, incorporates three new major public spaces that reconnect the city with the historic waterfront while also acting as a catalyst for further regeneration of the city's historic docklands area.

The Tower, which won a string of awards including the Best Tall Building in Europe by The Council on Tall Buildings and Urban Habitat (CTBUH), was developed on a brownfield site that sat dormant for 40 years and was the catalyst for a series of emerging tall buildings and development in the Nine Elms regeneration area.

The tower itself takes a simple and elegant circular form with floor to ceiling glazing to provide unrivalled views along the Thames and across London. The unique floor plate is based on the shape of a ratchet with each floor divided into five apartments with separating walls radiating from the central core.

Another key city centre regeneration project in the UK is the Beorma Quarter in Birmingham, a mixed use gateway scheme adjacent to the proposed site for the new HS2 international railway station. The completed first phase included the restoration of the historic Coldstore building into a new national HQ for the Prince's Trust while construction of the second phase, a 30-storey sandstone and glass residential and office tower, is set to start in 2020.

Further afield Broadway Malyan has designed a number of landmark towers that have completed in the last two years including the Skyland towers in Istanbul, HSBC's new HQ in downtown Dubai, Prudential's new HQ in Kuala Lumpur and the first phase of 7point8, a mixed use regeneration project in the heart of Jakarta in Indonesia.

As a global expert on urban regeneration and tall building design, Broadway Malyan's designers are frequently invited to present on these themes at events around the world and have built strong relationships with key organisations such as CTBUH where we have contributed to a range of discussion papers including most recently, Contextualising Tall Buildings to Avoid the Creation of Identical Cities. (<https://www.broadwaymalyan.com/cms/documents/Contextualizing-tall-buildings-to-avoid-the-creation-of-identical-cities.pdf>)

## Selection of UK Project Experience

(illustrated on the following pages)

Battersea Reach, London

Mann Island, Liverpool

The Tower, London

New Capital Quay, London

Brentford Community Stadium

Royal Mint Street, London

Obel, Belfast



# Battersea Reach

## London, UK

Multi award-winning mixed-use development which successfully led the regeneration of its surrounding area



Battersea Reach is a multi award-winning, mixed-use waterfront development, which has transformed what was once London's largest brown-field site into a new and vibrant urban quarter.

The development consists of 1350 apartments, including affordable housing, spread over 14 separate buildings and built over several stages. The scheme has also delivered a restaurant, shops and community facilities including a new health care centre.

Broadway Malyan's original masterplan was awarded 'Best New Housing Project of the Year' in the National Home Builder Design Awards.

Subsequently the previous developers sold the site to St George South London who maintained Broadway Malyan for a revised masterplan. This masterplan developed the initial ideas, and the scheme has now largely been completed.

Within this new urban quarter the architecture is organised into two distinct languages. The riverside orientated "international style" and the Wandsworth-side, which speaks to the new London vernacular.

The buildings are arranged along a central spine, with a new open park to the west.

### Sustainability

Permeability was a key consideration when designing the scheme, with 65% of the site given over to landscaped public space.

A 300 metre-long riverside walkway facilitates public access to the riverside for the first time since the 18th Century and creates a new series of river-edge habitats for wildlife.

The mixed use project has significant parallels to the proposal for Anglia Square. Our brief included a similar mix of uses; residential, retail and leisure and the project has transformed a long derelict site to include high quality public realm, including a significant piece of the public Thames Path.

Like Anglia Square, the site sits at low level in the city and is visible from the surrounding rising ground. Delivering successful integration into longer views across the site, including from across the river, involved detailed testing and informed the massing and form of the buildings.

At a crossing of the river Thames and on a primary south London arterial road, the project resolves the challenge of integration into the highly visible location in a context includes low rise properties and boundaries characterised by large volumes of vehicle movement.

Taller buildings mark public spaces of distinct character, overlooked by residential properties which successfully integrate the amenity needs of residents and provides for members of the public using the retail and leisure offers.



Best Housing Project (Large Development): Battersea Reach Block A  
**LABC Building Excellence Award 2011**

Best New Large Development:  
Battersea Reach  
**Evening Standard Homes & Property Awards 2008**

Best Large Residential Project  
**London District Surveyors Association Built-In Quality Award (2008)**

Best UK Development – 5 Star Award  
**Daily Mail Property Awards (2006)**

Urban Housing Development of the Year (Shortlisted)  
**Building Communities Awards (2005)**

Best Landscape Project  
**Horticulture Week Awards (2005)**

Best Landscaped Development (Shortlisted)  
**National Homebuilder Design Awards (2005)**

Best New Housing Project of the Year  
**National Homebuilder Design Awards (2000)**

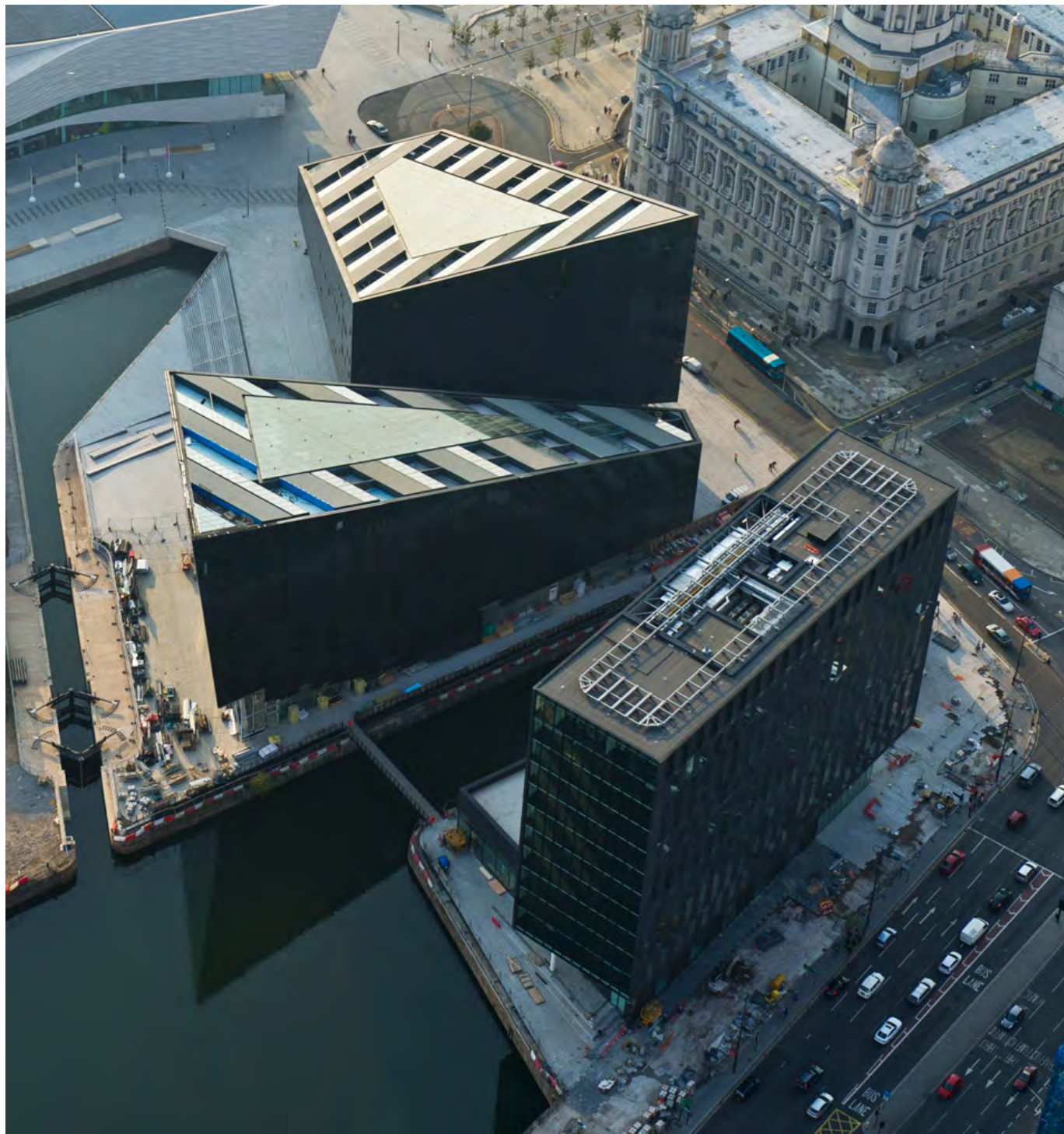




# No.1 Mann Island

## Liverpool, UK

An environmentally-responsive office building forming an integral part of the wider Mann Island masterplan



Designing within Liverpool - Maritime Mercantile City, a World Heritage Site, on land previously known as the site of the 'Fourth Grace', historic context was the primary determinant of the form, colour and material of the mixed cluster of three buildings.

Extensive work and consultation was undertaken with then English Heritage to understand the context and how best to redevelop the vacant site within our clients brief.

View studies shaped the buildings to the line of key views to the listed buildings and supported the alignment of building edges of the dockside and roads.

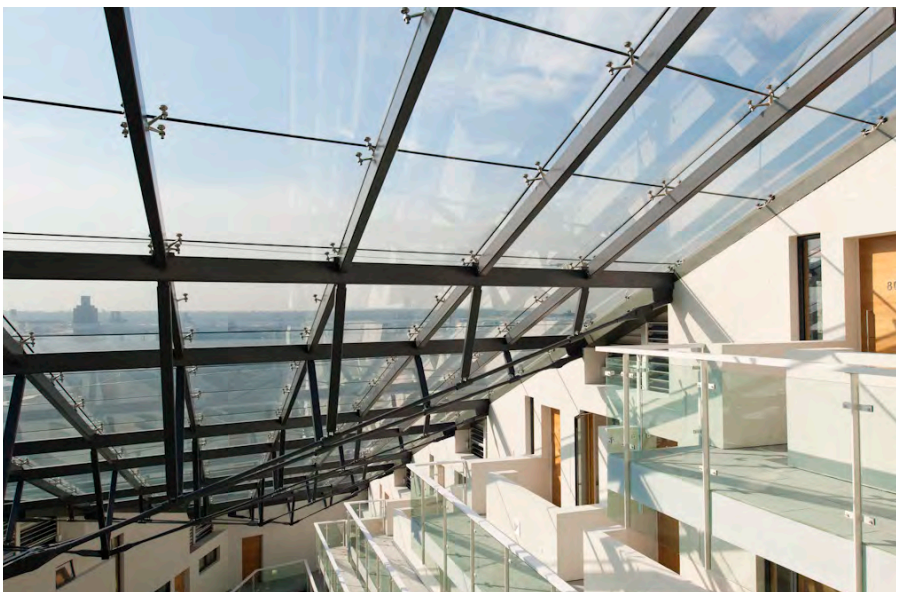
Like Anglia Square, the project is directly informed by its location and heritage assets. Our solution her was to avoid any slavish (and potentially lesser) attempt at a Forth Grace, rather to choose materials that contrast with and forms that compliment the cluster of listed buildings.



No.1 Mann Island forms an integral part of the wider Mann Island masterplan consisting of three new buildings and three new public spaces aiming to contribute to the re-animation of Liverpool's waterfront. The site demanded a highly imaginative and sensitive design approach in view of the site's location within a prospective World Heritage Site and its position between the historic commercial port buildings (The Three Graces) and the Albert Dock.

The office building, aiming to set a new benchmark for 21st century workplace in the region, needed to strike a balance between providing the opportunity for flexible subdivision whilst maintaining clean open floorplates for a whole floor letting. Therefore the plan was devised to allow each floor to be used as a single unit or sub-divided into three distinct floors, each directly accessible from the main circulation core.

A significant 3m taper to the edge of the floor plates was created; maximising the penetration of natural daylight, creating a sense of a much higher ceiling and a space which feels more embracing of its external context.



No.1 Mann Island, Block 3 achieved a BREEAM Offices 2005 rating of "Excellent", and the design also achieved an Environmental Performance Index of 10.



# The Tower

## One St George Wharf, London

**Energy efficient, luxury high-rise, acting as a wayfinder on London's River Thames and urban regeneration catalyst**



The Tower can be seen in the context of a number of London's heritage assets, both local and more distant.

Visible from the World Heritage Site of the Palace of Westminster as well as from more local Conservation Areas, the design was the subject of extensive consultation. Through preparation of models the team worked with then English Heritage to evolve and agreeing a process of visual impact assessment. This process informed the form and material of the final design.

The project, ultimately approved by the Secretary of State, set an agenda for the significant regeneration that is now taking place within Vauxhall and Nine Elms.



The Tower, One St George's Wharf is a landmark apartment tower in Vauxhall comprising 223 apartments over 49 storeys. At 181 metres, it is the tallest residential tower in London. Located on a prominent bend of the River Thames, the Tower is one of the most significant recent additions to London's skyline, acting as an important marker at the focal point of views along the river. Built on a brownfield site that had stood derelict for 40 years, the Tower benefits from excellent transport links and will act as a catalyst for urban regeneration along the Nine Elms corridor.

The unique floor plan is based on the shape of a Catherine wheel and is typically divided into five apartments per floor with separating walls radiating out from the central core. The step-backs created by the plan house sky-gardens, providing residents with a semi-external space and accentuating the building's verticality when viewed from outside. Floor to ceiling glazing offer all residents dual-aspect views across the city. The lower floors contain the communal facilities, including a lobby, business lounge, gym, spa and swimming pool.

The building's form has been designed to be simple and elegant – a slender glazed cylinder, rising next to the river. At the top the form reduces in diameter, leading the eye to a 10-metre high wind-turbine, which crowns the structure and gives the building its recognisable form.





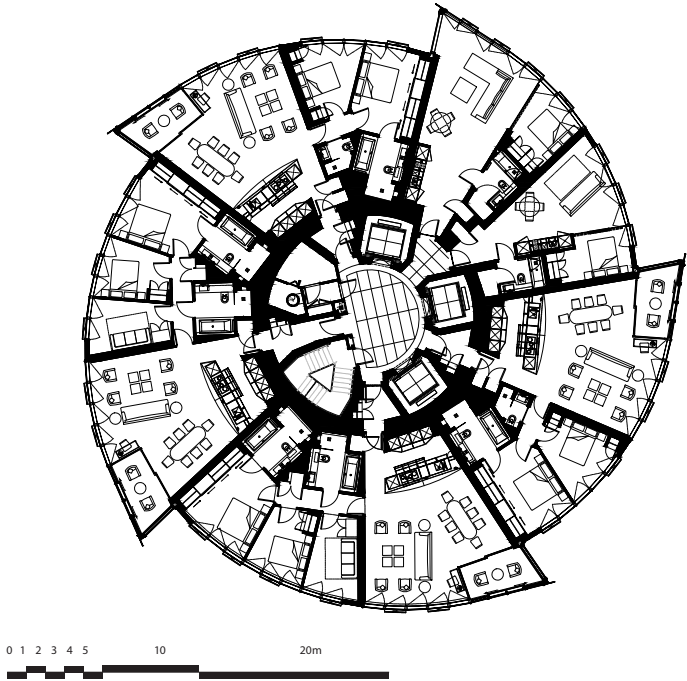
**Sustainability**

Despite being almost entirely glazed, the building uses considerably less energy than a conventional tall building. The sky gardens act as a thermal buffer, while all habitable rooms have opening windows, reducing residents' reliance on air-conditioning.

The wind-turbine generates enough energy to power the lighting in common areas, while the building also draws water from London's aquifer deep below ground and uses heat exchange technology for heating and cooling.

**Landscape**

At ground level the radial plan of the building extends into to adjacent landscape, improving the riverside walk with granite paving and semi-mature London Plane trees to help attract visitors to a previously underused part of the waterfront.



Best Luxury Home Winner  
**Evening Standard New Homes 2014**

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Winner of the Large Residential category  
**LABC London Building Excellence Awards**





# New Capital Quay

## London, UK

An exemplary residential-led mixed-use scheme which creates vibrant public spaces, regenerating a brownfield waterfront site



New Capital Quay is at the confluence of Deptford Creek and the River Thames and marks the riverside entrance into the Royal Borough of Greenwich. It sits within the Strategic View from the Woolfe Monument to St. Paul's Cathedral, both significant heritage assets. Our brief was similar to that for Anglia Square, a residential led mixed use scheme with associated parking, that delivers retail and leisure spaces with private and public realm.

Work with then English Heritage informed the design of the simple cluster of courtyard buildings to a height below the protected view corridor. The taller building was agreed as a contrasting marker at the new pedestrian bridge over the creek.

Substantial regeneration of the immediate area has followed the completion of this project.



Broadway Malyan was appointed by Derwent London to deliver a residential-led mixed-use scheme on a key brownfield site in Greenwich, London.

### Sustainability

New Capital Quay will act as a new gateway for Greenwich, opening up river frontages, providing an active and vibrant public realm and delivering valuable new community facilities. The 100,000m<sup>2</sup> development comprises 982 residential units (including 35% affordable units) along with shops, bars, restaurants, cafés, a crèche, medical facilities, a heritage museum and a design studio workshop.

The scheme has been designed to meet the current Greater London Authority requirements for 10% renewable energy and provides 62% of the site as public space.





# Brentford Community Stadium

## Brentford, UK

Residential-led mixed-use development featuring a 20,000-seat community stadium and substantial PRS component



Brentford Community Stadium is a residential-led mixed-use development situated on former industrial land close to Kew Gardens in West London. A new multi-use 20,000-seat stadium for Brentford FC and its associated charity Brentford FC Community Sports Trust forms the heart of the development and is framed by 10 residential buildings containing 910 residential units.

The first phase contains 648 residential units of which 344 are for private rent, managed by Wilmott Dixon's private rental company: be:here.

The project is located in the backdrop of the northerly vista along Kew Bridge, Grade 1 listed. This vista and views from Kew Gardens and Strand on the Green Conservation Areas were key considerations in the site wide planning of the project.

Consideration of these heritage assets informed the detailed design, height and distribution of buildings as well as the positioning of the Stadium and new public plaza linking to the adjacent public transport.

The selection of materials was derived directly from Kew Bridge Steam Museum Pump House Tower. Simply detailed brickwork.



The site is located within and alongside a triangle of existing railway lines that form part of the original Great Western Railway. The architectural language takes its cue from the sweeping, stream-lined curves which these powerful infrastructural components set up. They evoke a sense of speed, movement and horizontal rhythm.

The masterplan layout makes best use of the orientation of the site and the potential to create key urban connections. From this flows a clear hierarchy of public, semi-private and private spaces.

The scheme seeks to integrate the stadium and the surrounding residential developments in a way that enables both an efficient and robust spectator environment on match days and a welcoming series of places and spaces creating a high-quality new residential community within Brentford.

The stadium entrance acts as a clear beacon, with strong visual links from the Kew Bridge Road junction encouraging pedestrian flow across the site. A new urban square is created at the main stadium entrance. This space is animated by commercial units which bookend the central stadium concourse creating a hub of activity and interest for the new community.





# Royal Mint Street London, UK

Truly inclusive and sustainable mixed use development  
providing new gateway to London



The mixed use scheme, Royal Mint Street sits to the north of and features in views from the World Heritage site of the Tower of London. It is at the end of the northerly vista from the Tower Bridge, Grade 1 listed. In this regard, the design challenge resonates with that we have successfully resolved at Anglia Square

Consideration of these significant heritage assets in consultation with then English Heritage, shaped our considerate design response.

Visible from the Tower of London, the form and facade detail of the hotel were crafted to reduce the perceived mass, receding at upper levels, with material tones selected in reference to the coins stamped at the historic Mint.



Royal Mint Street is a mixed-use scheme offering hospitality, residential, workplace, community and commercial uses at a key gateway location in central London.

The site sits within a transition zone between the more commercial areas of the city to the west, the important heritage landmark of the Tower of London to the south and residential environs to the east.

Responding to this, the proposal aims to achieve an appropriate, viable and deliverable high quality and high-density development solution to this strategically important site. In achieving this, the scheme overcomes the constraints imposed by the railways and level differences across the site to finally regenerate and reconnect this prominent and highly accessible, under-used brownfield site.

Royal Mint Street includes a total GEA of 65,000m<sup>2</sup> with an integrated mixed of uses to complement the surroundings, including: 236 bed 5\* hotel and 33 apart-hotel units; SME employment space; commercial uses, including retail, restaurant, bars and cafés; 354 residential units including a mix of studios, 1, 2 and 3 bed duplex and triplex units; leisure space/art gallery; neighbourhood police base and indoor sport/activity space; plus new public piazza space.

## Sustainability

The scheme is a truly inclusive and sustainable development, targeting Code for Sustainable Homes Level 4 for residential elements and BREEAM Very Good for the commercial and hospitality elements.





# Obel

## Belfast, Northern Ireland

### Award-winning waterfront residential-led scheme featuring the tallest tower in Northern Ireland

Obel at Donegall Quay, is part of a comprehensive regeneration programme of the area along the edge of the River Lagan in the heart of Belfast city centre.

The centrepiece of the scheme is a dramatic 85 metre, 28-storey landmark tower which is Northern Ireland's tallest building.

The tower comprises 233 apartments, including state-of-the-art studio, 1, 2 and 3 bedroom contemporary apartments as well as additional duplex and penthouse levels.

An eight storey residential block, with 49 apartments, and a seven storey office building with 4,500m<sup>2</sup> prime office space complete the scheme.

At ground level 1,100m<sup>2</sup> commercial space for restaurants, bistros and bars open up onto an improved public realm and river walk. The design also incorporates two levels of basement car parking.



Obel marks the northerly landing of the Lagan Bridge and easterly edge of the city centre.

The design of the mixed scheme was conceived as a group of distinct uses, residential, hotel and office, each taking its form in response to context. The tower, tall and marking the location whilst the hotel defines the road edge and provides the waterfront terrace.

The office terminates the southern vista of Waring Street to the Lagan and continues the established lines of the Custom House, a 19th-century B+ listed building, to define the new riverside park it presents onto.

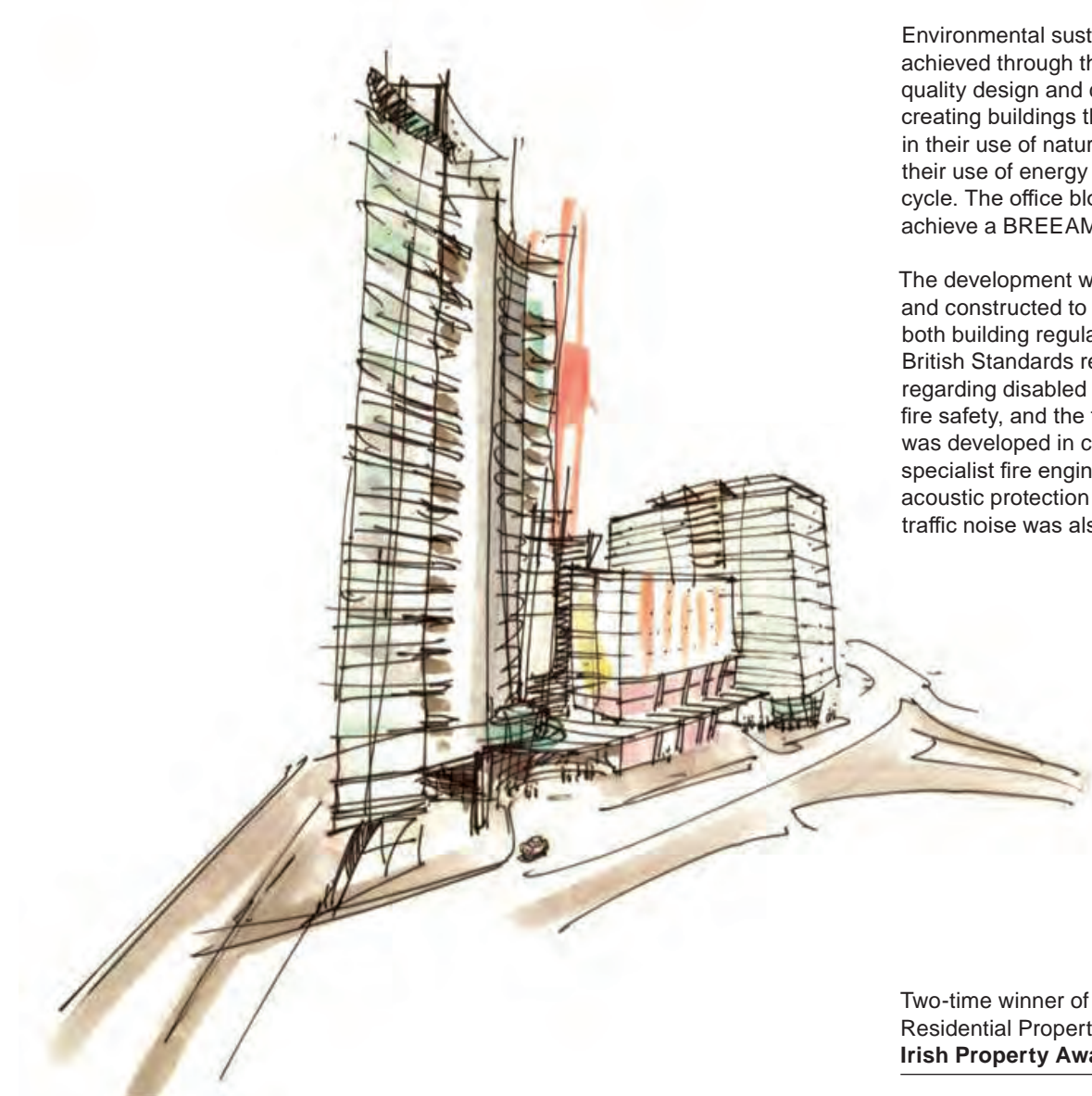
The design of clearly defined forms and restrained palette of materials is a considered contextual response to the Customs House. The project stands at the forefront of significant regeneration within the city. A bold move.

#### Sustainability

The scheme is viable and sustainable, supplying high quality contemporary facilities that support, enhance and sustain life in the city centre.

Environmental sustainability is achieved through the use of high quality design and construction, creating buildings that are efficient in their use of natural resources and their use of energy through their life cycle. The office block was designed to achieve a BREEAM 'Very Good' rating.

The development was designed and constructed to comply with both building regulations and British Standards requirements regarding disabled access and fire safety, and the fire strategy was developed in conjunction with specialist fire engineers. Advanced acoustic protection from potential traffic noise was also utilised.



Two-time winner of Northern Irish Residential Property of the Year  
**Irish Property Awards 2005 & 2006**

Winner of the 2010 Commercial Development of the Year  
**Northern Ireland Construction Excellence Awards 2010**



# 1.3 Background to the Inquiry and my Involvement

This Inquiry concerns a hybrid planning application submitted to Norwich City Council (the “Council”) on behalf of Weston Homes PLC and Columbia Threadneedle Investments (the “Applicant”) in relation to the proposed redevelopment of the buildings and open land known as Anglia Square (the “site”).

## 1 The Principle of Development

The application site in this case falls within the Anglia Square, St Augustine's and Magdalen Street Large District Centre as identified in the Development Plan. It has a lengthy planning history but the site was cleared and partially redeveloped in the 1960's alongside construction of the St Crispin's Road (Inner Ring Road). More recently, planning permission was granted in 2009 (08/00974/F) for a mixed use scheme comprising, amongst other things, 200 residential dwellings a food store and a bridged link from St. Crispin's Road.

1.1 The St. Augustine's Street gyratory system (which was required by condition 15 of the consent) was duly completed and the Council is therefore satisfied that work on the application has commenced. Further planning permission was granted in 2013 (11/00160F and 11/00161/F) for comprehensive redevelopment of the site including a food store, car park and residential dwellings alongside a wide range of other uses and alterations.

## 2 The Planning Application

The planning application was lodged by the Applicant on 26 March 2018, (Ref 18/00330/F), (“the Application Scheme”) and subsequently modified in September 2018, (“the Amended Scheme”), (collectively “the Application”). It comprised a hybrid application where Block A, the residential tower and the public realm areas were submitted in detail, whilst the remainder formed an outline application. This necessitated a lengthy application description, which has already been submitted to the Planning Inspectorate, but the short form used by NCC is:

*“Part Full / Outline application for the comprehensive redevelopment of Anglia Square and adjacent land on Edward Street for: up to 1250 dwellings, hotel, ground floor retail and commercial floorspace, cinema, multi-storey car parks, place of worship and associated works to the highway and public realm areas.”*

2.1 The Council officers recommended in their Planning Applications Committee Report on 6th December 2018 that the proposed development be approved, subject to imposition of conditions, completion of a Section 106 Agreement and subject to the application being referred to the Secretary of State for Communities and Local Government.

2.2 On 7 December 2018 the Council received a direction pursuant to Article 31 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 requiring it not to grant planning permission in respect of the Application without specific authorisation from the Secretary of State.

2.3 On the 21 March 2019, the Secretary of State subsequently confirmed in writing his decision to call-in the Application for his own determination.

The call-in letter (at paragraph 7 of the same) sets out the following matters about which the Secretary of State particularly wishes to be informed for the purposes of his consideration of the Application. These are:

- a) The extent to which the proposed development is consistent with the Government's policies for delivering a sufficient supply of homes (NPPF Chapter 5);
- b) The extent to which the proposed development is consistent with the Government's policies for building a strong, competitive economy (NPPF Chapter 6);
- c) The extent to which the proposed development is consistent with the Government's policies for ensuring the vitality of town centres (NPPF Chapter 7);
- d) The extent to which the proposed development is consistent with the Government's policies for conserving and enhancing the historic environment (NPPF Chapter 16);
- e) The extent to which the proposed development is consistent with the development plan for the area including any emerging plan; and
- f) any other matter the Inspector considers relevant.

## 3 My appointment

My brief by Weston Homes was to lead and collaborate with the design team in the preparation of a hybrid planning application for a comprehensive masterplan for the redevelopment of Anglia Square.

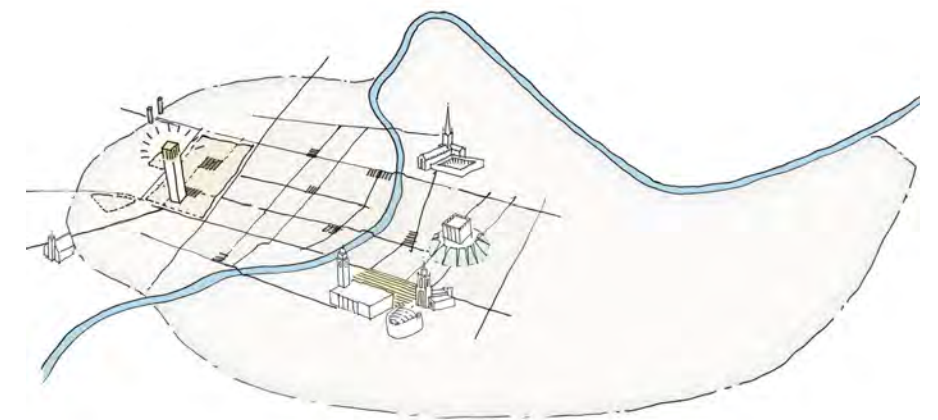
3.1 The design and consultation process has been amongst the most collaborative, thorough and engaged that I have experienced in my career.

3.2 I have been involved in the collaborative process of design, the process of seeking pre-application advice from Norwich City Council (NCC) and a breadth of consultees, making formal presentations on the evolution of the project and representing the proposal at three stages of multiple-day public consultation events.

3.3 Since my appointment to provide expert witness services, I have revisited all of the design material submitted as part of the planning application, reconsidered the relevant and up to date planning policy context and reviewed feedback given on the design during both pre-application and application consultations with LPA officers, statutory bodies, Design South East and the public.

3.4 Having reviewed all of this material along with the Committee Report, the Council's Statement of Case and all representations relevant to my evidence, I set out my conclusion in Chapter 6.

3.5 In summary, I consider the scheme will produce a vibrant mixed use development which will reinvigorate Anglia Square's retail and leisure offer whilst producing a high quality residential destination. It presents an important opportunity for regeneration of the northern city centre. I consider that the urban design elements of the proposed scheme are sensitive to the surrounding area and that the tower design is of the highest quality, commensurate with its intended role as a symbol of that regeneration.





# 1.4 Scope of Evidence

## 1 Overview

Although overarching planning policy and matters relating to the planning balance are addressed in detail within the evidence of Mr Peter Luder, I set out a brief review of the policy context of the proposal in Chapter 2 of my evidence, where this may have a bearing on the consideration of design related issues.

**1.1** I begin by setting out below a summary of the agreed design matters that are defined in the Statement of Common Ground and in each party's Statement of Case, and also a summary of the relevant Consultee Responses and which are addressed further, within my evidence. My evidence evaluates the architectural and design elements of the scheme. I have considered the comments of statutory consultees and objectors, where these comments concern relevant design issues.

## 2 Summary of Proposed Development

More detailed information on the proposed development is available within the application documents, but I set out here a brief summary of the main elements of the proposals, which may have a bearing on the consideration of design matters.

**2.1** The proposed development would provide a vibrant mixed use development which reinvigorates Anglia Square's retail and leisure offer as a principal element of the large District Centre, whilst producing a high quality residential destination. The key components of the proposed development include;

- 13,000 sqm (140,000 sq ft) retail space including local services, restaurants, bars and community uses, plus ancillary support spaces including service and delivery areas.
- 2,000sqm cinema complex comprising multiplex cinema rooms of varying sizes, together with a café/bar.
- A 10,000 sqm hotel.
- Up to 1250 dwellings comprising 9 no. 3 bed houses, and up to 1241 apartments being a mix of 1 bed and 2 bed units. This will include a minimum of 120 affordable units.
- A series of animated streets and squares to create the heart of the neighbourhood
- A multi-storey public car park to serve the new shopping centre.
- Private parking to serve new housing, the hotel and community uses.
- Well designed cycle parking provision.
- An agreed strategy for refuse for residential and retail uses.

## 3 Summary of the Proof of Evidence Structure

Chapter 3 illustrates how the Illustrative Masterplan and the Design and Access Statement (DAS) with its Addendum covering the amended scheme, respond to the special character of the site and its surroundings and how the design principles in the DAS submitted with the application and modified in the addendum, would ensure the delivery of a high quality, characterful development with a strong sense of place.

**3.1** The DAS and Addendum for the planning application were prepared in accordance with relevant best practice guidance, including published Building for Life Criteria. The scheme is assessed against the 12 Building for Life Criteria later on in my evidence, in Chapter 5.

## 4 Summary of Statutory Consultee Responses

### 4.1 Norwich City Council

As the Council resolved to approve this application, a comprehensive Statement of Case has been prepared by NCC.

The Council confirms its support for the application in paragraph 8.3:

*“The Council supports the proposal. In his report to the Planning Applications Committee the Head of Planning Services recommended that planning permission should be granted, subject to conditions being imposed on the planning permission and a Section 106 planning obligation being completed. The Planning Applications Committee voted in favour of this recommendation.”*

**4.2** It asserts that the site in its current condition does not benefit from a high quality setting and does not add to the overall heritage and character of Norwich. In this regard, it states in paragraph 9.3 that:

*“The degraded appearance of Sovereign House (former offices), the MSCP and the site in general, is detrimental to the local historic townscape and comprises a highly visible indicator of a decade or more of dereliction and lack of development in this part of the city. The site lies within the northern city centre where there are significant concentrations of deprivation.”*

**4.3** It goes onto summarise in paragraph 9.3, that the application site:

*“is the most significant development opportunity in the northern part of the city centre and is one of the Councils most important regeneration priorities.”*

**4.4** The Council goes on to list a range of benefits associated with the Application Scheme (paragraph 9.3):

- delivery of net environmental gains through the remediation of derelict land and buildings;

- creating a vibrant mixed use neighbourhood with a strong and distinct sense of place;
- bringing benefits to local people through the provision of a substantial number of new mixed tenure homes;
- creating of new jobs, enhanced public openspace and an improved Large District Centre;
- boosting the local economy through investment and new expenditure, supporting existing businesses and the growth of new enterprise.

**4.5** It outlines that the application scheme will have a permanent and regenerative effect on the northern city centre with comprehensive improvement on one of the most conspicuous and degraded brownfield sites in the city. The Council ultimately concludes that the application scheme would constitute a sustainable form of development for the site which is consistent with the adopted development plan and relevant guidance in the NPPF.

I fully agree with that assessment.

### 4.6 Historic England / Save Britain's Heritage / The Norwich Society

The objections by the above Rule 6 parties relate to heritage impact, height, massing and design of the proposal. Whilst these issues are clearly inter-related, I seek below to deal with matters of design and architecture only. The evidence of Chris Miele addresses heritage impact in more detail. I note that the three consultees above are broadly supportive of the development of the site in principle and that their objections do not support the quantum and form of development proposed.

I address those matters in more detail in Chapter 5.

### 4.7 The Save Britain's Heritage Statement of Case states that:

*“SAVE acknowledges that much of the existing Anglia Square development is detrimental to the character and appearance of the conservation area. Its redevelopment in principle is something to be welcomed”.*

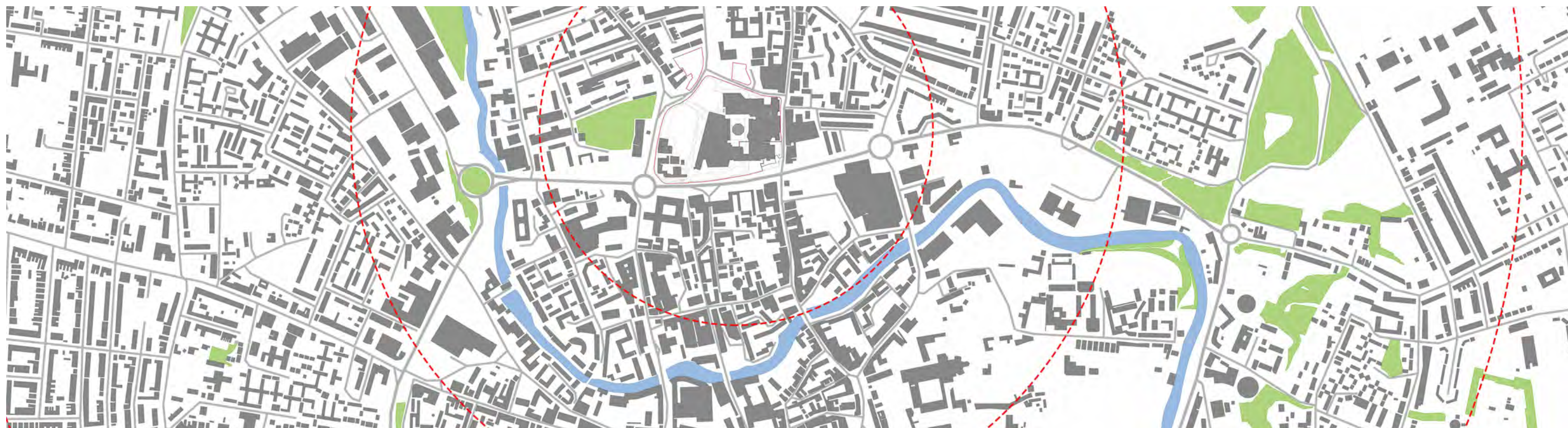
Similarly, I note the comments of Historic England when they state that:

*“Few people would dispute that the present condition of Anglia Square detracts from the character of Norwich and particularly from the character of the surrounding area. The redevelopment of the site is to be encouraged”.*

### 4.8 Norwich Cycling Campaign.

The Cycling Campaign objects to the proposal on the basis of height, mass and design, air pollution and cycle/pedestrian routes.







## Section 2.0

# Context



# 2.1 Planning Policy Context and other Material Considerations

## 1 Planning Policy Context and other Material Considerations

Whilst overarching planning policy and matters relating to the planning balance are addressed in detail within the evidence of Mr Peter Luder, I have set out below a review of the policy context relevant to the application proposals where it may have a particular bearing on a consideration of design / masterplanning issues.

**1.1** My evidence below refers to both national and local policies along with other related guidance documents, which were referred to in the Council's Statement of Case. This section provides an overview of the relevant policies with a more detailed review and explanation of the scheme's compliance with the relevant policies in Chapter 5.

**1.2** The principle design related policies or guidance within the following documents that are relevant are:

- CD1.1 National Planning Policy Framework (NPPF) (2019)
- CD1.2 National Planning Policy Framework Guidance (PPG)
- CD2.2 Joint Core Strategy for Broadland, Norwich and South Norfolk (2014)
- CD2.4 Norwich Development Site Allocations Local Plan (December 2014)
- CD2.10 Norwich City Centre Conservation Area Appraisal (Sept 2007)
- CD2.3 Norwich Development Management Policies Local Plan (2014)
- CD3.2 Affordable Housing SPD (July 2019)
- CD3.6 Main town centre uses and retail frontages SPD (2014)
- CD3.3 Open space & play space SPD (October 2015)
- CD3.4 Landscape and Trees SPD (June 2016)
- CD3.5 Heritage Interpretation SPD (2015)
- CD2.11 Anglia Square Policy Guidance Note (PGN) (2017)
- CD13.4 National Design Guide
- CD1.4 DCLG - Technical housing standards – nationally described space standard
- CD11.19 Historic England : Tall Buildings Advice Note 4
- CD10.18 Waste management in buildings - Code of Practice BS5906-2005
- CD11.20 Building for Life 12
- CD10.19 NCC DMP Internal Space Standards Information Note
- CD1.5 BR\_PDF\_AD\_M1\_2015\_with\_2016\_amendments\_V3
- CD10.20 NCC DMP Accessible And Adaptable Dwellings Information Note

As stated in the Council's Statement of Case (paragraph 15.1), the key design related national and local planning policies are:

### 2 National Planning Policy Framework (NPPF)

The NPPF provides guidance on design as part of its broader presumption in favour of sustainable development. It attaches importance to the design of the built environment, asserting good design is indivisible from good planning and should contribute positively to making better places for people.

**2.1** The NPPF identifies design quality expectations and community engagement when planning for development. Chapter 12 'Achieving well - designed places' states in paragraph 124:

*"The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities."*

**2.2** Chapter 12, Paragraph 127 outlines that planning policies and decisions should ensure that developments will function well and add to the overall quality of the area, not just for the short term but also over the lifetime of the development.

**2.3** Chapter 16: Conserving and enhancing the historic environment states that "Great weight" should be given to the conservation of heritage assets (paragraph 192) and the implications of identifying levels of harm in relation to different grades of heritage asset are explained in paragraphs 194-197 of the NPPF. Any harm to, or loss of, the significance of a designated heritage asset, should require clear and convincing justification.

### 3 Joint Core Strategy

JCS Policy 2 'Promoting Good Design' deals with design and outlines that all development must be designed to the highest possible standards, creating a strong sense of place. It goes on to suggest that all residential development of 10 units or more will be evaluated against Building for Life Criteria published by CABI achieving at least 14 points.

### 4 Development Management

- DM1 Achieving and Delivering Sustainable Development, requires development proposals to promote mixed, diverse, inclusive and equitable communities.
- DM3 Delivering high quality design, states that all development will be required to be designed to the highest possible standards, creating a strong sense of place. This policy also sets out design principles against which development proposals will be assessed.
- DM9 Safeguarding Norwich's heritage, requires development to maximise opportunities to preserve, enhance or better reveal the significance of designated heritage assets.

### 5 Supplementary Planning Documents

Supplementary Planning Documents provide additional guidance to support specific Local Plan policies. The following documents are relevant to the proposed development:



- Affordable Housing SPD (July 2019), augments relevant policies in the Core Strategy and is a material consideration. Its purpose is to increase affordable housing delivery in view of the lack of sufficient provision to meet current needs, especially for affordable rented accommodation. It states that Development viability is a material consideration and that the provision of affordable housing on-site is the city council's preferred approach, as per the NPPF.
- Main town centre uses and retail frontages SPD (2014) sets out a number of requirements for planning applications which seek to maintain and support the viability of the Large District Centre which include: seeking to maintain a minimum of 60% of defined retail frontage in retail use; and supporting the further expansion of hospitality uses supporting the evening economy complementary to main town centre uses as well as community uses.



- Open space & play space SPD (2015) sets expectations of the provision of on site open space and play areas for sites over the threshold set in the Development Management Policy DM8 (over 100 dwellings/2 hectares/provide more than 100 child bedspaces)
- Landscape and Trees SPD (2016) provides guidance on landscape design principles and sets out best practice in relation to the incorporation of landscape and trees within development proposals.

#### 5 Other

The following documents are also relevant, however they do not carry as much weight in the decision making process because of their status.

- Northern City Centre Area Action Plan (2010) expired. Anglia Square was allocated for mixed use development in the 2004 Replacement Local Plan and subsequently in the Northern City Centre Area Action Plan (2010). This Action Plan expired in March 2016 and is of reduced significance as a material consideration.
- Anglia Square Policy Guidance Note (PGN) adopted 2017 in light of the expiry of the NCCAAP, promotes the comprehensive redevelopment of the Application Site and guides the form and nature of the proposals. It also notes that the redevelopment presents an opportunity to enhance the conservation area. It includes within the vision statement, that a rejuvenated Anglia Square will have a 'distinctive identity that compliments the neighbouring area and reflects its location in the heart of the historic northern city centre' and that the development will have a 'clear relationship in built form with the surrounding area'. In paragraphs 7.86 and 7.87 it is stated that the site provides an opportunity for significant enhancement to the character of the conservation area and that any future application will need to address how the proposals can successfully integrate and improve upon the existing townscape character. It is not a statutory document.

#### 6 National Design Guide

The National Design Guide outlines extensive guidance on design standards and proposes to be a material consideration in planning decisions. The document sets out 10 characteristics intended to foster local character, community as well as a sensitive approach to climate change. These are: context, identity, built form, movement, nature, public spaces, uses, homes and buildings, resources and lifespan.

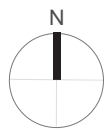
#### 7 Historic England - Tall Buildings, Advice Note 4

This note encourages a plan led approach to tall buildings, recognising that they will likely give rise to some harm to heritage significance which needs to be weighed in the balance. It calls for developments to identify the various roles and characters of different areas, including their heritage interest, which will enable the conservation of heritage assets in a manner appropriate to their significance in accordance with the core planning principles in paragraph 17 of the NPPF.





# 2.2 Location



## 1 Overview

The Design and Access Statement (DAS) includes a study of the site's context comprising the following;

- the City's history and special heritage buildings
- an understanding of City Centre CA (CCCA), and its sub-character zones, especially Anglia Square Character Area (CA) within which sits the development site and the neighbouring local Character Area's, i.e. Northern City CA, Northern Riverside CA, Colegate CA
- identification of the importance of key views and vistas
- access and connectivity
- topography
- Anglia Square site appraisal

## 2 Site Connectivity

The site lies in the northern part of the City Centre, which makes it highly sustainable in terms of access to local amenities and public transport. It is served by an existing road network accommodating a range of travel connections, including buses, cycle and pedestrian routes. Rail services are also located within a 20 minute walk from the site. Norwich retains its largely historical street pattern, including Magdalen Street, Duke Street and St George Street which bridge the River Wensum and provide the primary north-south links to the City centre. It was the construction of the major dual carriageway which today encircles the city centre that has severed the site's relationship to the City.

## 3 St Crispin's Road Crossing

St Crispin's Road creates a significant physical barrier to the movement of pedestrians and cyclists into the City from the north. Norfolk County Council, in collaboration with Norwich City Council, have put in place a new pedestrian and cycle crossing which replaced the previous sub-way crossing thereby significantly improving connectivity and movement. Refer to page 24 of this document for further details on the pedestrian and cycle crossing.

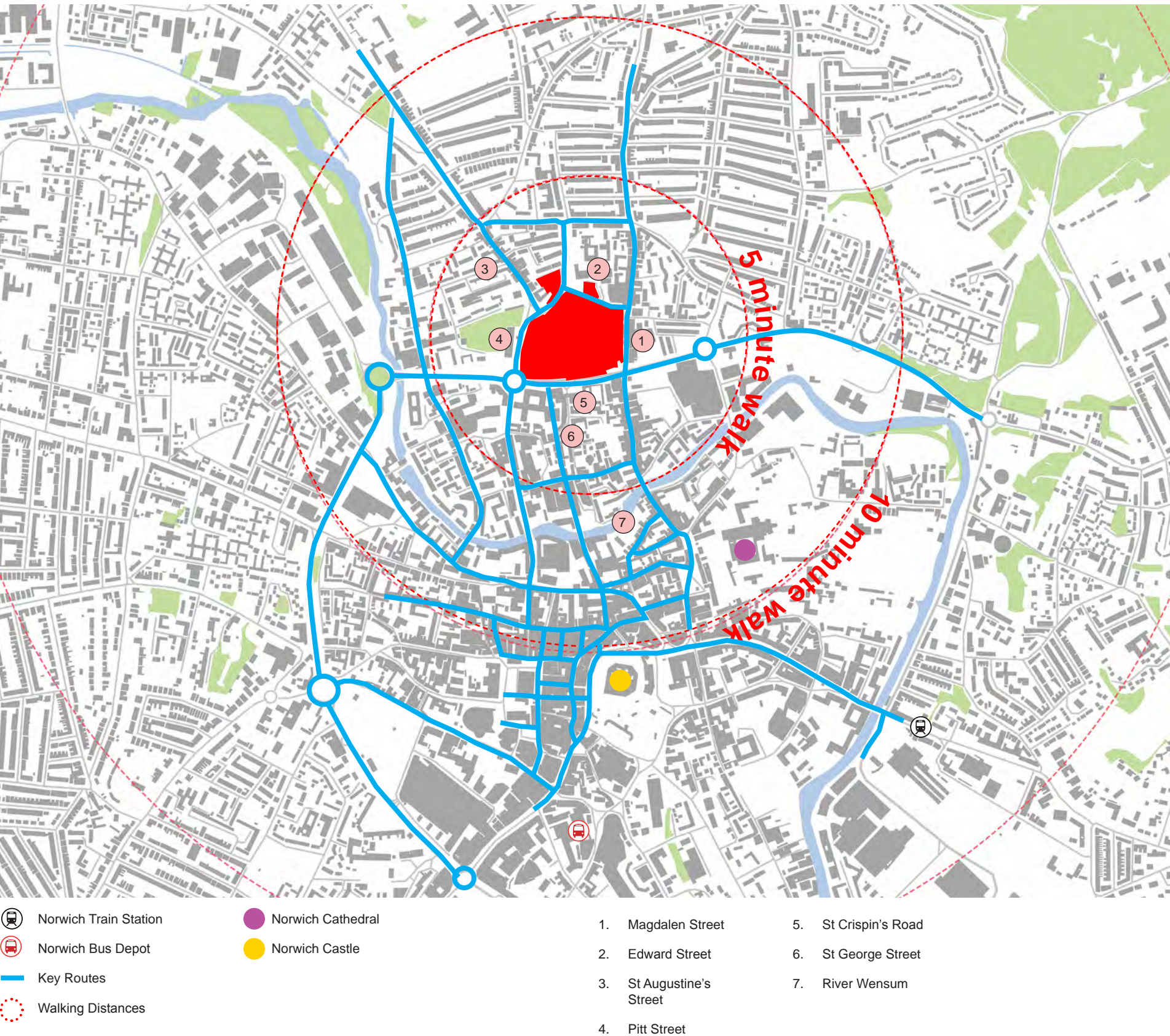
## 4 Vehicular Links

St. Augustine's Street to the North West forms part of the one way system with Edward Street directing vehicles ultimately into Pitt Street. To the north and continuation of St. Augustine's Street links the City with the regional airport. Edward Street provides access to the multi-storey carpark on the north side of Anglia Square and is the east west connection into Magdalen Street. The dual carriageway of St. Crispin's Road to the south provides vehicular access to Anglia Square at two points, both of which are left-in only with ultimate exits onto new Botolph Street and Edward Street respectively.

## 5 Public Transport

A large number of bus services are available from stops adjacent to the site on Magdalen Street, Edward Street, and St Augustine's Street that link to the wider area and City centre.

Figure 1 | Site Location Diagram







## 6 Topography

The site is relatively flat and sits at a low level within the wider City context. The River Wensum, is the low point of the valley floor, with the terrain gently sloping up around the location, and then more dramatically towards the north and east. There are two areas of relatively high ground; Mousehold Heath to the north east and the Ber Street escarpment to the south which forms a prominent and quite steeply wooded ridge between Rouen Road and Ber Street.

Mousehold Heath is an extremely important element of the city's setting and one which features heavily in the work of the Norwich School of landscape painters. This vantage point also provides attractive views over the City and the 'Norwich City Skyline'.

### Key

- ① Norwich Cathedral
- ② Norwich City Hall
- ③ The Forum
- ④ Norwich Castle
- ⑤ St. Andrews Hall
- ⑥ St. John Baptist Cathedral
- ⑦ St. John Baptist Church
- ⑧ St. Augustine's Church

Figure 2 | Topography Diagram

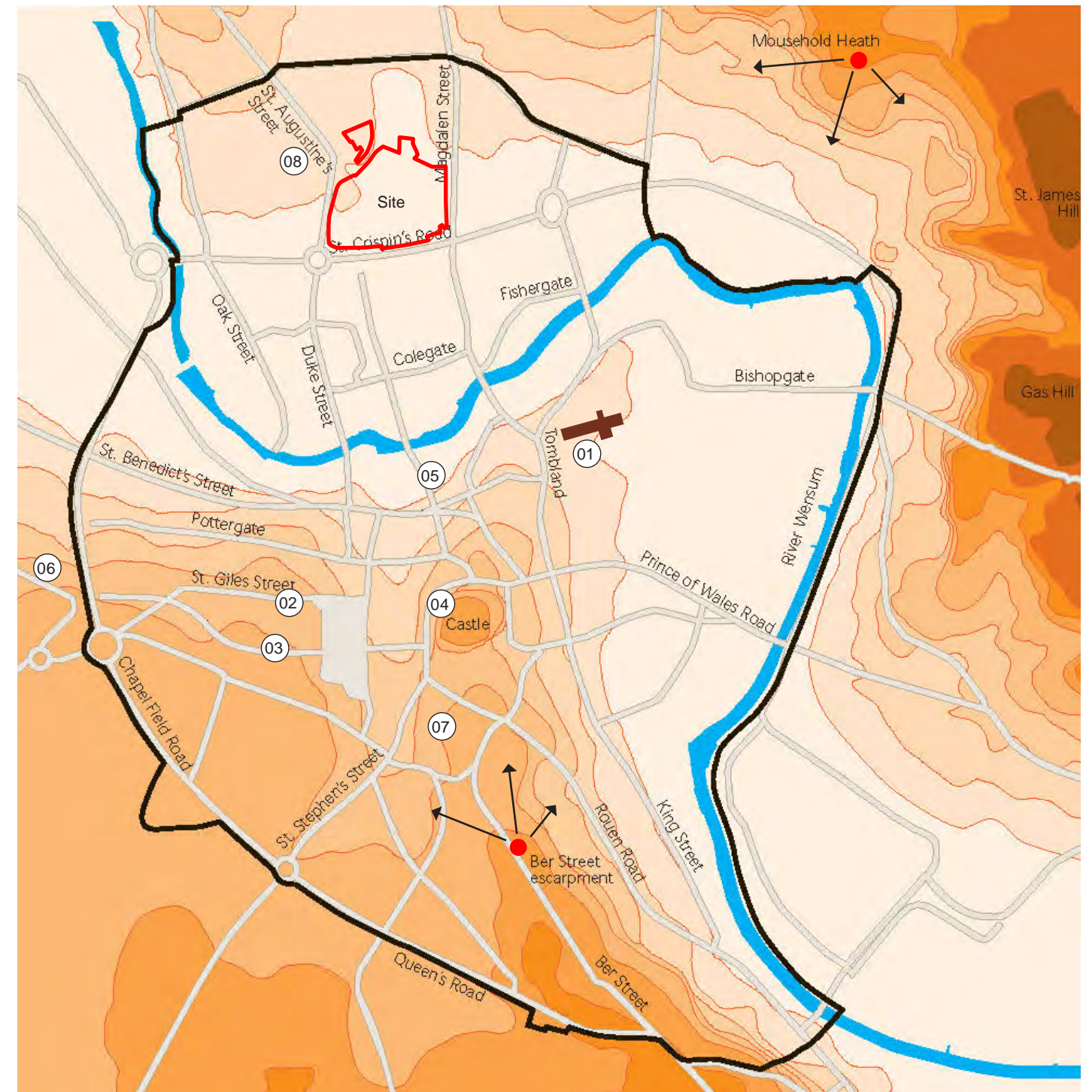


Image extract:

Topography (m)





**7 Emerging Infrastructure | St Crispin's Road, Crossing**

The pedestrian subway across A147 St Crispin's Road has now been replaced with a pedestrian and cycle crossing by Norfolk County Council the current solution at Anglia Square is temporary pending the delivery of the redevelopment of Anglia Square.

para 486 of the Councils Planning Reports states;

*'The development makes provision for substantially improved connections that will enhance pedestrian circulation and reconnect historic streets. Two primary routes are catered for. St George's Street is extended through the site with a connection to Edward Street on the desire line for pedestrian movement. This will exploit the new crossing that the council has installed as a replacement for the subway'.*

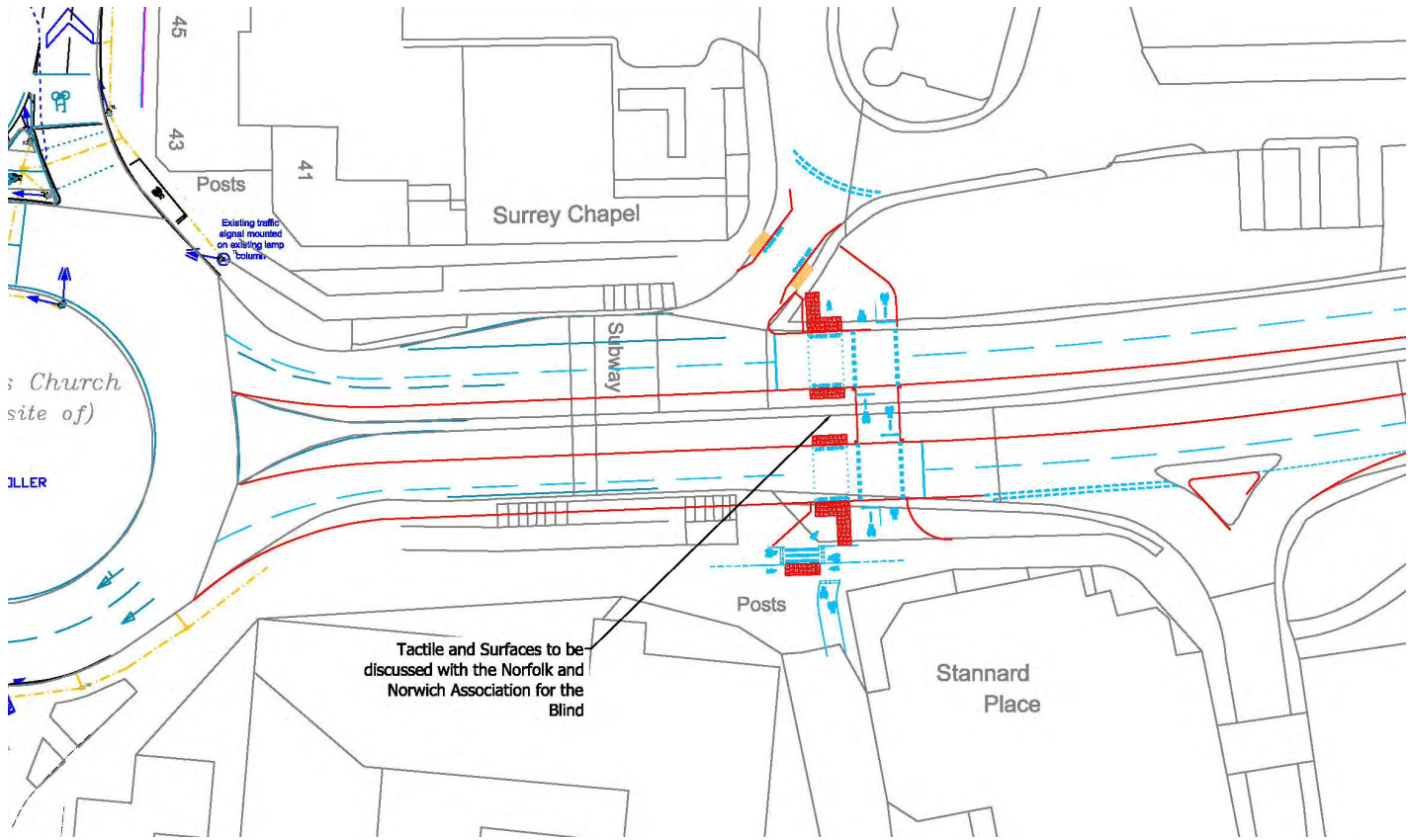


Figure 1 | Technical design drawing provided by Norfolk County Council during the consultation process



Figure 2 | Existing pedestrian subway under St Crispin's Road is closed



Figure 3 | Illustrative study view showing the proposed crossing presented and discussed at pre-application meeting



## 8 Meanwhile Uses | Magdalen Street

Columbia Threadneedle (CT) promoted and obtained planning consent for regenerating the area under the fly-over to the west side of Magdalen Street. This initiative was promoted as 'Under the flyover' which provide 'an opportunity to create a living, fertile and unique place packed with local talent, innovation and creativity that contributes and supports the vibrant mix of community life along Magdalen Street.

For CT it was important to deliver some leisure and other uses early to invigorate the character of Magdalen Street and this new facility will provide a temporary 'meanwhile' use anticipated to last up to 10 years, and;

- it is constructed out of ISO Shipping Containers;
- the units provided will be small spaces with flexible
- lease arrangements;
- it is proposed that no more than 50% of the floor area will be available for food & beverage uses.



Figure 1 | 'Under the flyover' aerial view



Figure 2 | View into the proposed courtyard



Figure 3 | View from Magdalen Street below St. Crispin's Way flyover



## 2.3 Existing Site

### 1 Overview

The development site comprises 3 areas:

### 2 Main site

Occupied by the Anglia Square Shopping Centre including a multi-storey car park, (closed), Sovereign House, (vacant), Gildengate House, (temporary artists' studio use and vacant), cinema, (vacant), two night clubs, (vacant), pool club, (vacant), retail and other mixed use properties, (some vacant), including a chapel (Surrey Chapel) fronting St Crispin's Road, and surface level car parking. This part of the site also contains Botolph Street and Cherry Lane and a service road for Anglia Square called Upper Green Lane.

### 3 Edward Street Site

Bounded by Edward Street and the private gardens of the properties fronting St Augustine's Street and Leonard's Street.

### 4 Beckham Place Site

The smallest of the three sites, sits directly to the north of the main site, bounded on the west by an existing 4 storey apartments building, and to the North by vacant land which has planning consent for residential development that is now implemented. This is covered in the emerging context on Page 63 of the Design and Access Statement (DAS).

### 5 St Crispin's Crossing

This element of infrastructure comprises the recently completed pedestrian and cycling crossing, details for which can be found on page 24 of this document.

### 6 The Site

Norwich is a highly attractive historic city. The Council acknowledges this in paragraph 580 of their Committee report:

*"The architectural and historic quality of Norwich city centre is of great national importance, having developed over at least 1000 years and containing a wealth and density of heritage assets, many enjoying the highest levels of protection. The entire area within the city walls is a conservation area."*

6.1 However, the site in its current condition does not benefit from a high quality setting and does not add to the overall heritage and character of Norwich. In this regard, the Council's Statement of Case states in paragraph 9.3 that:

*"The degraded appearance of Sovereign House (former offices), the MSCP and the site in general, is detrimental to the local historic townscape and comprises a highly visible indicator of a decade or more of dereliction and lack of development in this part of the city. The site lies within the northern city centre where there are significant concentrations of deprivation."*

and paragraph 574:

*"The visible signs of vacancy and dereliction blight the image of this part of the city centre and send a negative message to the development sector."*

6.2 The site excludes 100 Magdalen Street, a retail unit with consent for a gym at first floor level. Although physically connected to the Anglia Square buildings the party walls could be made good following the latter's demolition.

Figure 1 | Existing Site Plan

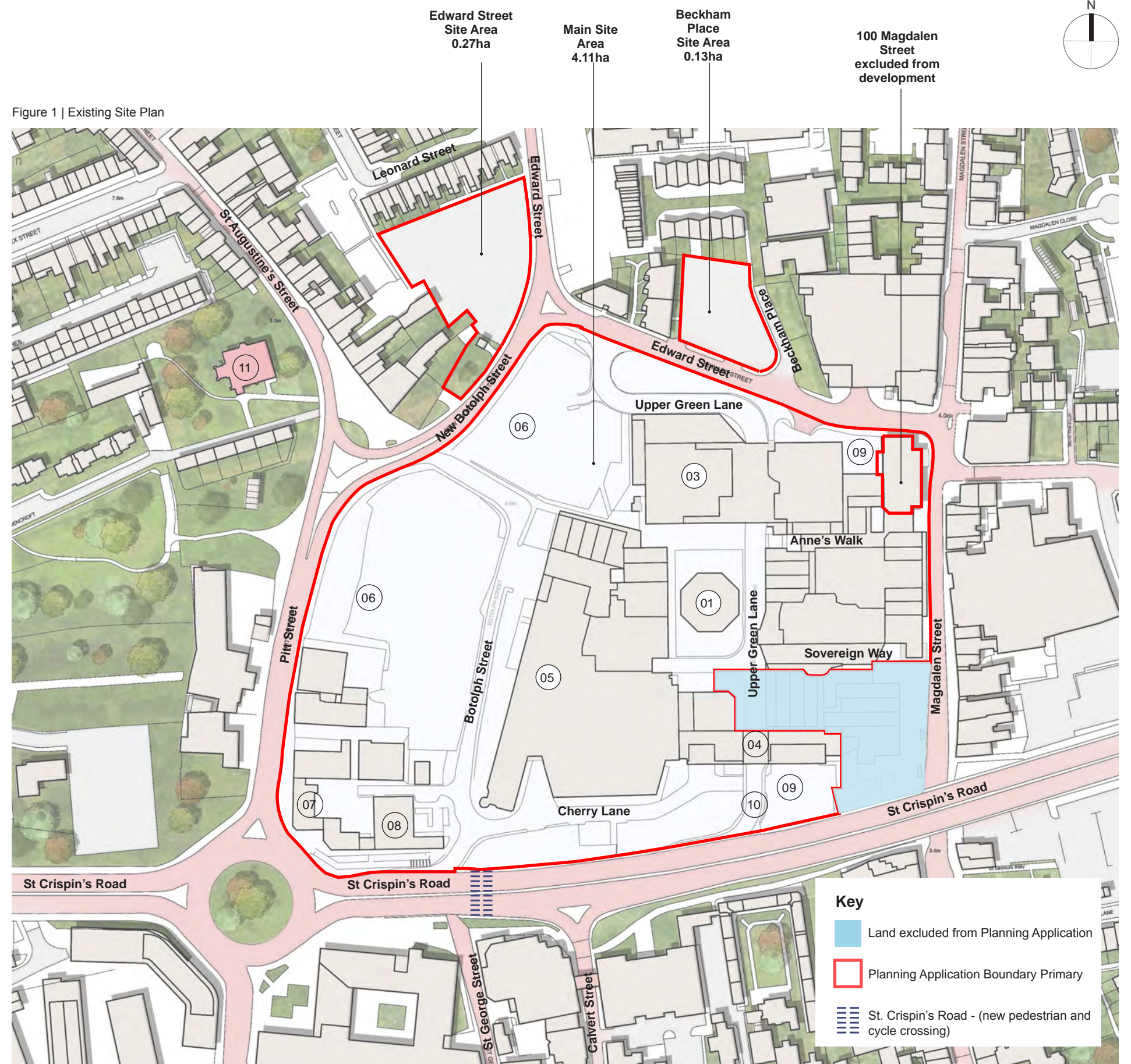




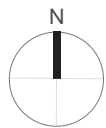
Figure 2 | Existing Site Aerial View

- Key**
- 01 Anglia Square
  - 02 Cinema with retail below
  - 03 Vacant multi-storey car park
  - 04 Gildengate House above existing service area
  - 05 Sovereign House
  - 06 Surface car park
  - 07 Edwardian Buildings
  - 08 Surrey Chapel
  - 09 Existing loading and service area
  - 10 Existing access from St. Crispin's Road leading to upper level service area
  - 11 St Augustine's Church and Gildencroft Alms Houses





# 2.4 Existing Site Character



The following pages provide additional graphic information to demonstrate the quality of the immediate edges and internal areas of Anglia Square.



Figure 1 | View 1 | St Augustine's Street, and in context St Augustine's Church and Gildencroft Almshouses

- Key**
- St Augustine's Church - Grade 1
  - Gildencroft Almshouses Grade 2
  - Locally Listed Buildings
  - Listed Buildings
  - Land excluded from Planning Application
  - Planning Application Boundary Primary
  - St. Crispin's Road - (new pedestrian and cycle crossing)

Figure 2 | Existing Site Plan

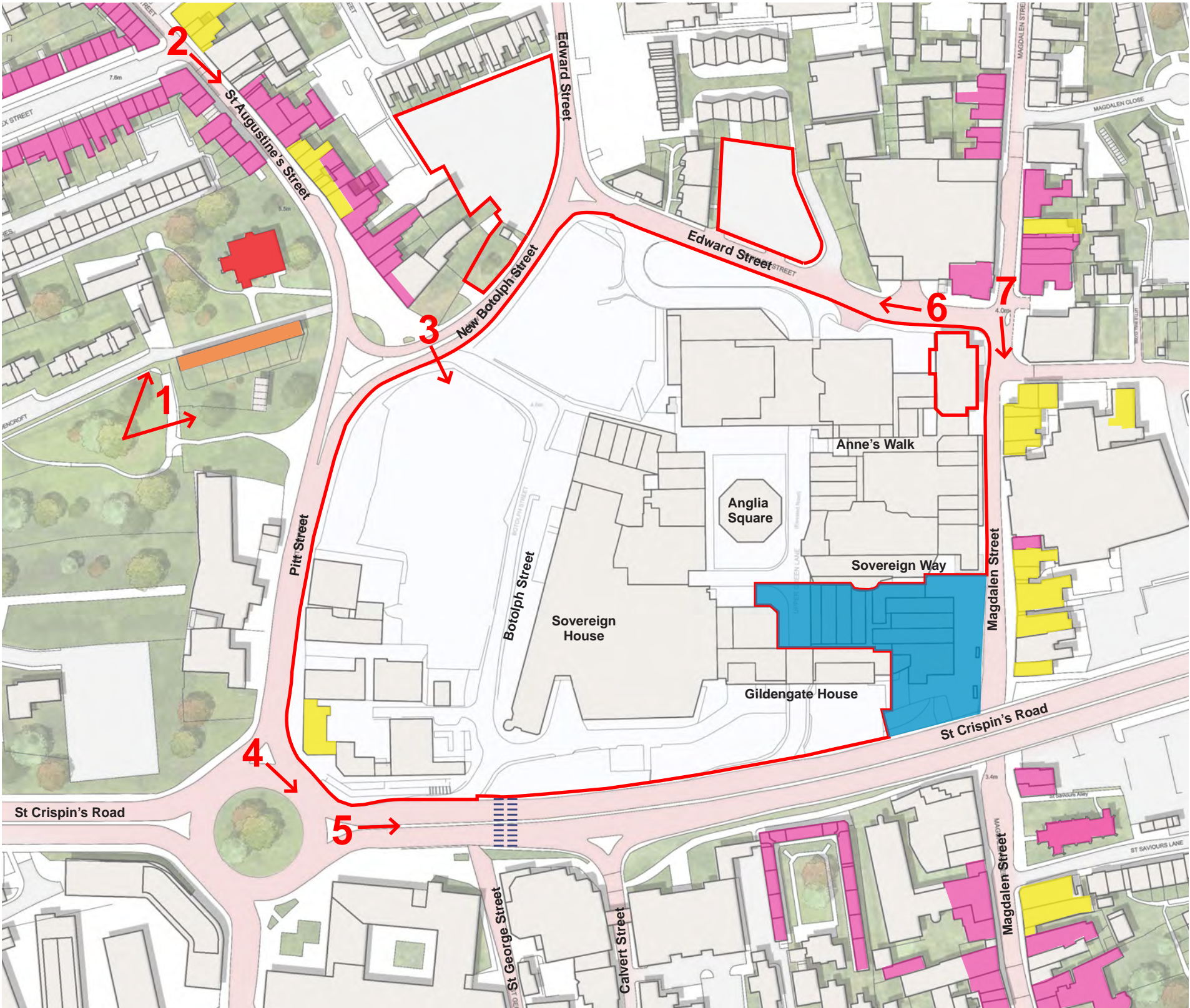






Figure 3 | View 2 | St Augustine's Street, existing character comprising two storey brick and rendered buildings creating a simple rhythm of traditional plots, with Sovereign House at far end



Figure 4 | View 3 | Existing carpark to the west of the site with St. Crispin's House visible beyond St. Crispin's Road



Figure 5 | View 4 | St Crispin's Road roundabout and existing office buildings ( application site on left)



Figure 6 | View 5 | St Crispin's Road and the existing Surrey Chapel (left) and Sovereign House in the background



Figure 7 | View 6 | Edward Street and existing multi storey public carpark (condemned) and Dalmand Court apartments to north of Anglia Square site



Figure 8 | View 7 | Magdalen Street at junction with Edward Street (100 Magdalen Street to right)





Figure 1 | Existing Site Plan

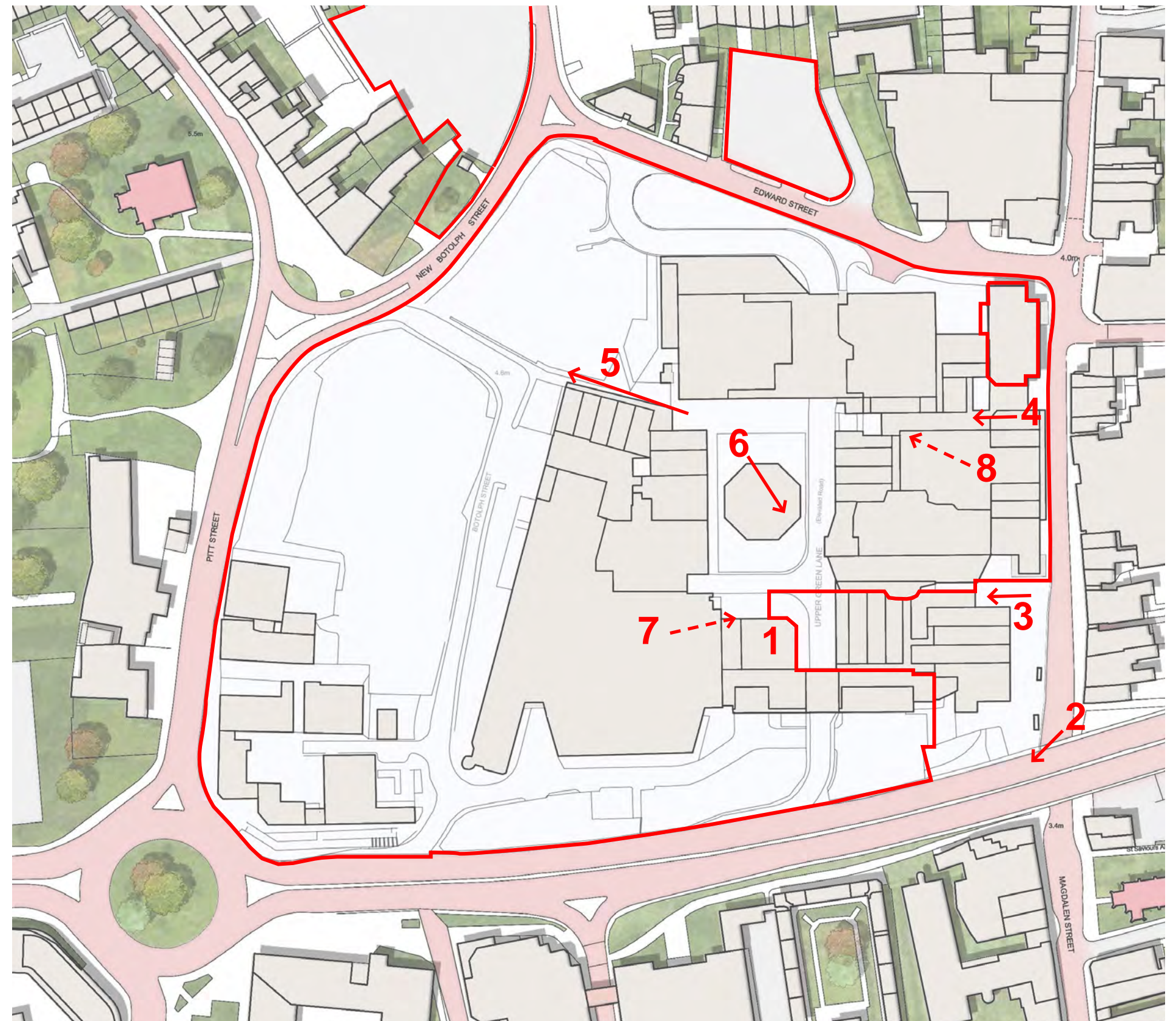


Figure 1 | View 7 | Memory of the public consultation held at the office area on the first floor for the previous development proposals consented in 2013.



Figure 3 | View 5 | Current exit to the north west offers little or no visual connection to the existing context. St Augustine's Church just visible to the left.





Figure 4 | View 2 | Magdalen Street, current poor condition and space for local traders under the St. Crispin's Road flyover



Figure 5 | View 3 | Sovereign Way, is a gloomy tunnel, with the underside of the cinema exacerbating the overbearing character. The route leads directly to the south east corner of the Anglia Square, which is barely visible from Magdalen Street



Figure 6 | View 4 | Anne's Walk (above) is the second link from Magdalen Street. Anne's Walk is an oppressive low, meandering tunnel leading to Anglia Square. A daunting experience given the lack of through visibility



Figure 7 | View 6 | Anglia Square offers a dull experience, and inward looking space with no visual connections to the wider context. A view to the Cathedral spire from within this space is prevented by the scale and configuration of the built form. Events within the space are not visually linked to the surrounding streets

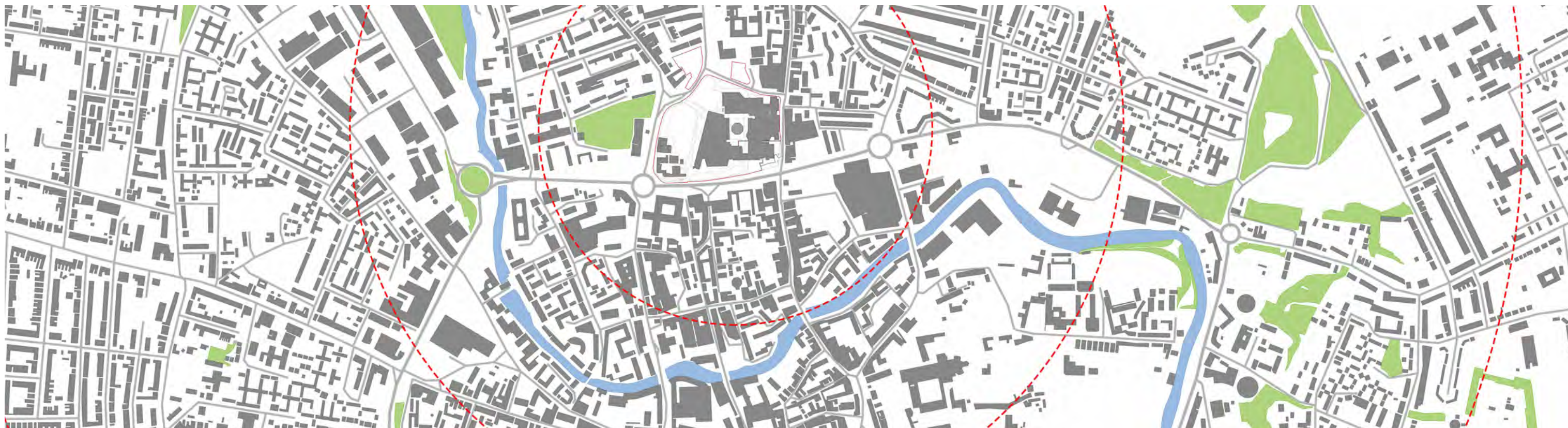


Figure 8 | View 6 Upper Level | Upper Green Lane car park, devoid of green landscaping, provides inactive open spaces surrounded by overbearing run down buildings



Figure 9 | View 8 | Upper floor car park deck area to the north of the cinema, with the condemned multi story car park







## Section 3.0

# **Response to Context**



# 3.1 Key Objectives and Process

## 1 Key vision

Anglia Square presents an obvious development opportunity for a site that has for decades blighted the City but also its immediate neighbourhood. The NCC resolution to grant Planning Permission for this proposal presents a significant opportunity for comprehensive re-development and regeneration of the site, as well as for making a positive contribution to the immediate area and the wider City context. The benefits of redevelopment of this current site are not disputed.

## 2 Key objectives for a sustainable development

The scheme vision developed at the outset of the project comprises the following aspirations, which reflect the PGN objectives:

- Regenerate the physical environment, including open spaces and public areas, and help to preserve and enhance the historic character of the surrounding area and key views
- Revitalise the retail and leisure provision of Anglia Square as a key element of the Large District Centre serving its immediate catchment and existing and new residents, complementary to Magdalen Street, with commercially attractive retail units based around an appropriate shopping circuit to maximise footfall to all units and thus ensure the long term viability of the retail offer, and act as a catalyst for the wider economic regeneration of the northern city centre
- Provide significant levels of residential development in order to make effective use of this sustainable city centre location, thereby assisting in the delivery of new homes to meet Norwich's needs and creating a vibrant, sustainable community which will support the viability of the enhanced retail and leisure provision
- Provide enhanced tourism, arts and cultural provision including potential for hotel use, as well as an enhanced evening economy that will include restaurants, cafes, bars and a cinema
- Provide for improved public transport facilities in the immediate vicinity of the site
- Enhance opportunities for pedestrian and cycle movement through the site, linking with the wider area
- Re-using and maximising the potential of previously developed brownfield land located within close proximity to the City centre
- A catalyst for the regeneration of the adjoining neighbourhood
- Significantly increasing permeability and connectivity with improved linkages to the wider community

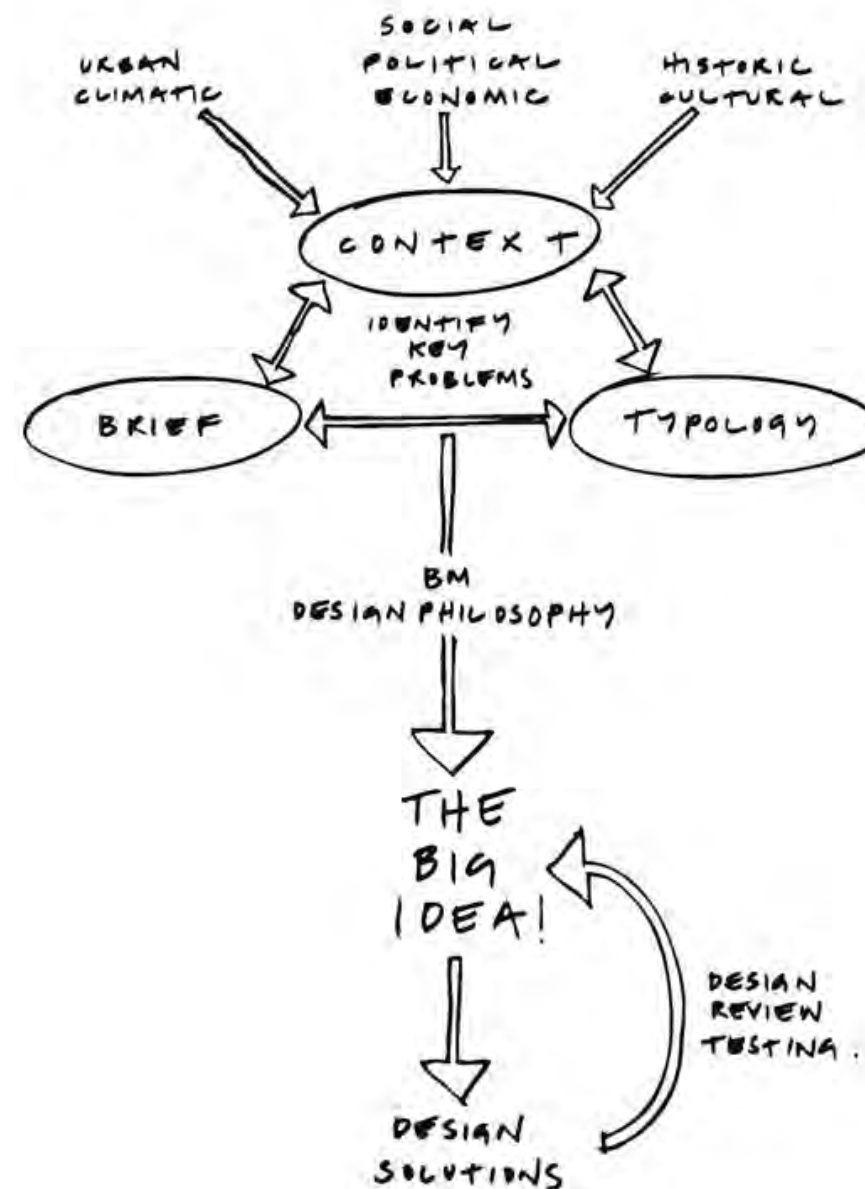


Figure 1 | Broadway Malyan approach to design

## 3 Design Evolution

**3.1** There are no preconceptions in our approach to any given site. The approach and design is driven by a clear understanding of the site, its immediate and wider context, coupled with guidance obtained through a process of consultation with local community and stakeholders. Our approach to design philosophy and process is outlined on page 68 of the Design and Access Statement (DAS) which has been established over many years of experience, and underpins our thought methodology for creating good design.

**3.2** Anglia Square is a blight on the character of the City, which has been acknowledged by all stakeholders. The expectations of the local community, local retailers and the City Council for regeneration of this place and its surroundings are significant - this is reflected in the design brief and the sensitive process that has been adopted by the applicant. Our involvement in the project and the journey to achieve the NCC resolution to grant permission in December 2018 is summarised on the opposite page.

**3.3** The pages that follow in this chapter seek to outline the design process and the extensive collaboration and consultation with key stakeholders.







## 3.2 Illustrative Masterplan Principles



### 1 The Design Narrative – The ‘Big Idea’

‘Norwich over the Water’, was the name coined in the medieval period for the area to the north of the River Wensum. It was then seen as a less distinguished part of the city, as investment was focused mainly to the south of the river around the Cathedral, market square and Norwich Castle.

**1.1** In the late 1960’s the construction of St Crispin’s Road and fly-over physically severed or diminished existing historic links to this part of the city from the centre of Norwich. Anglia Square was delivered as a significant retail centre and cinema to serve the local community, alongside office employment. It was typical of mixed commercial and retail centre that continues to fail as a consequence of lack of investment but, significantly, also due to the lack of good access, absence of ground level evening activity and general layout failings. Nevertheless, irrespective of its dilapidated buildings, some covered with graffiti and broken windows, accessed by poor public realm, this ‘place’ still has a ‘soul’ for the community it serves since it is the main element of a Large District Centre which provides for very localised shopping. This role is however much diminished from its previous significance due to the vacant buildings and the absence of evening activities.

**1.2** The primary objective is ‘regeneration’, and there are 4 primary development principles that influence the concept design and which positively respond to the local distinctiveness. These are set out in the diagrams overleaf.

**1.3** These principles were developed with close reference to national and local planning policy, such as Chapter 16 of the NPPF and Development Management policy DM9 ‘Safeguarding Norwich’s heritage’, which in particular requires new development to maximise opportunities to preserve, enhance or better reveal the significance of designated heritage assets.

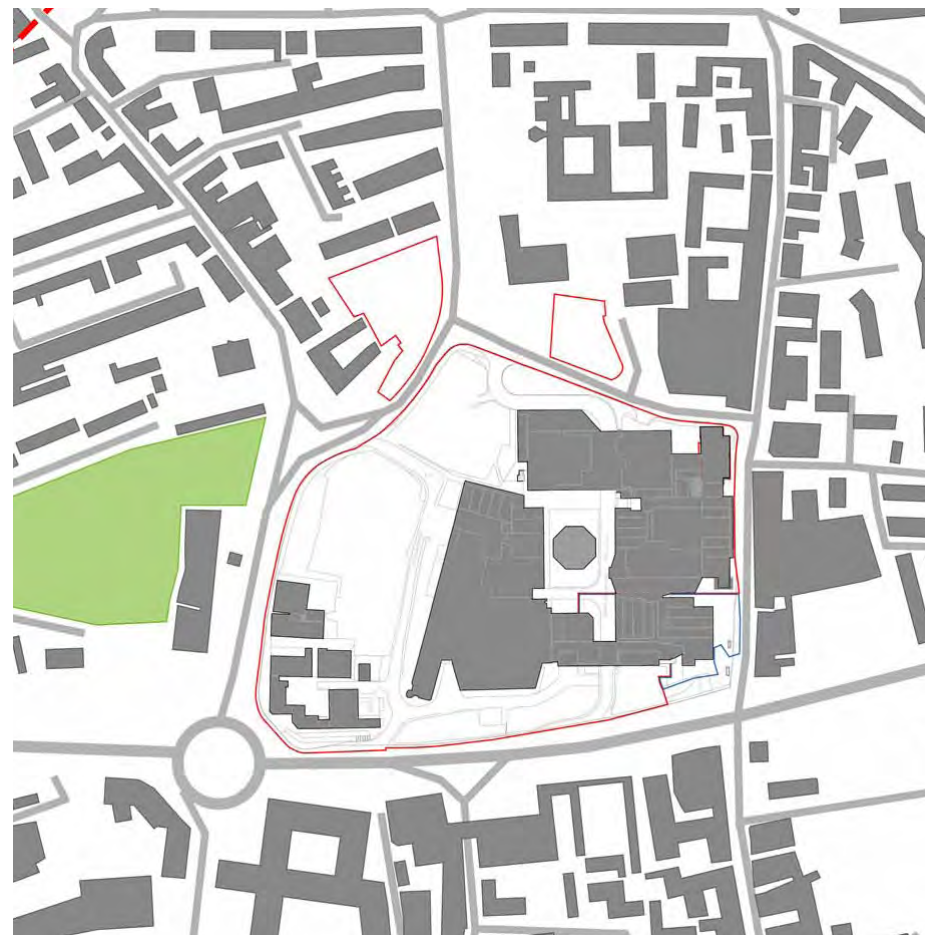


Figure 1 | Existing Site and immediate context.

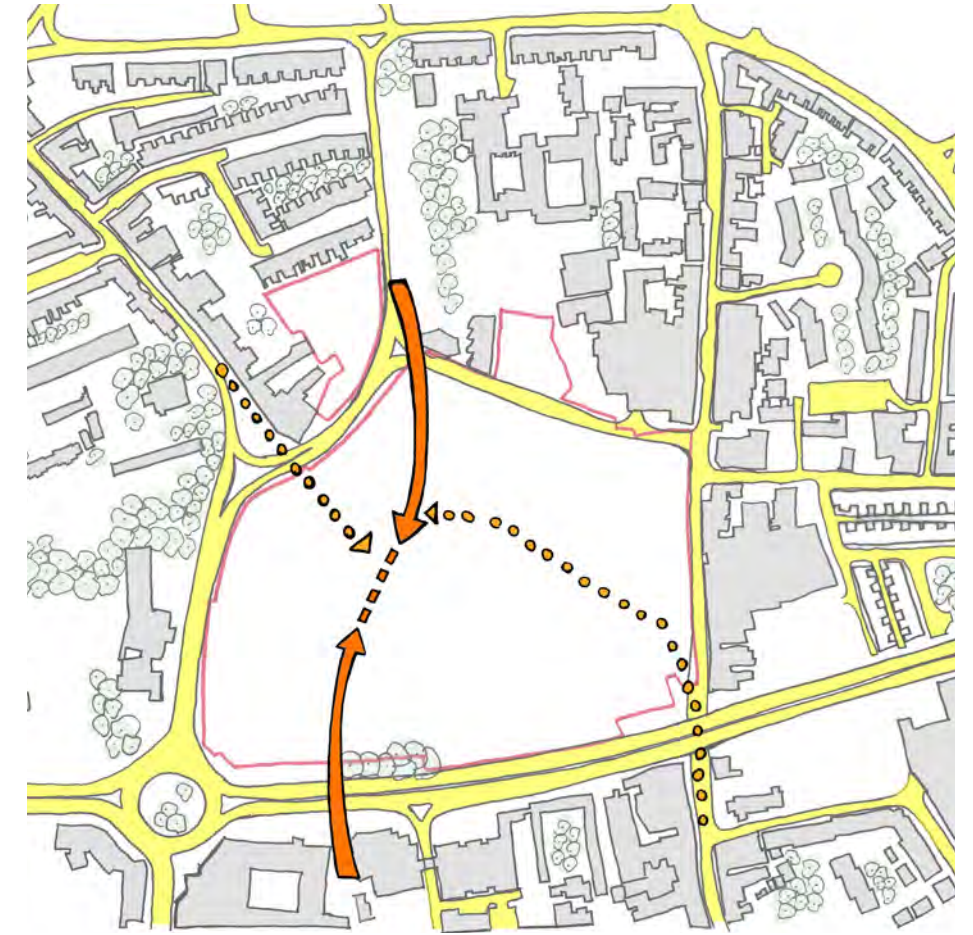


Figure 2 | Re-establish the two primary historic routes through the site;

- The continuity of St George Street creating the north-south link.
- Botolph Street reinforcing the east-west link from Pitt Street to Magdalen Street.



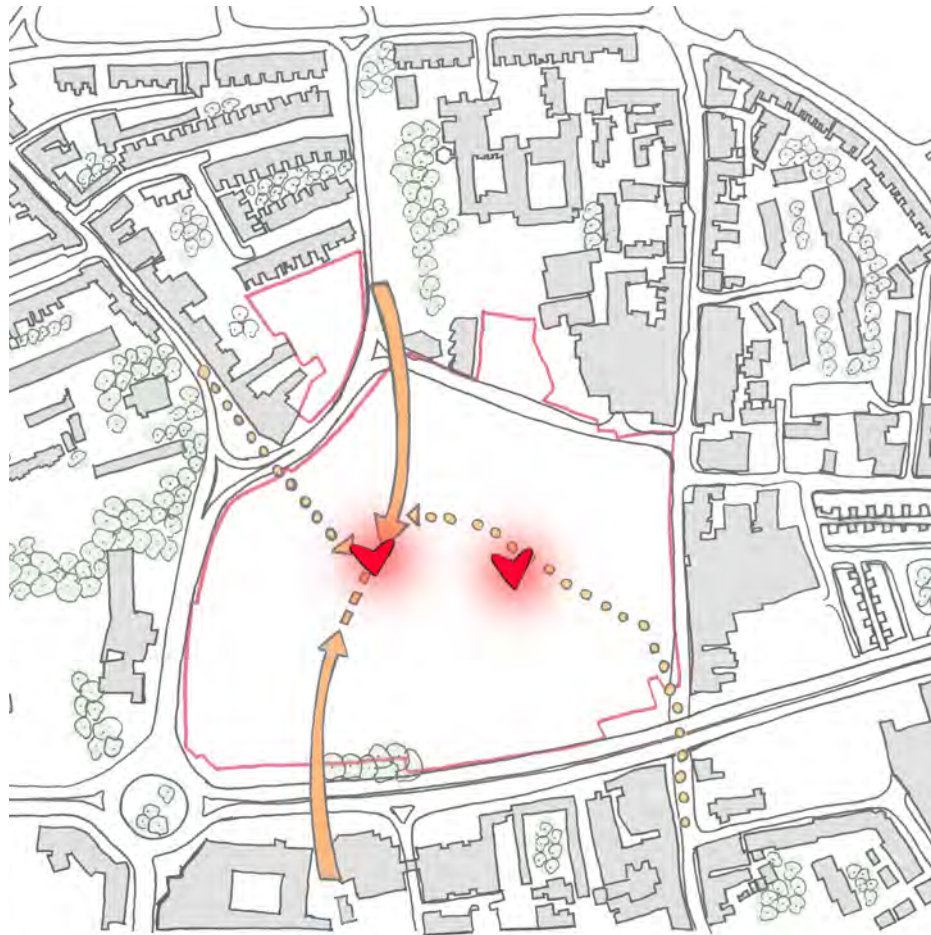


Figure 3 | Retain and enhance the existing Anglia Square as a public space and introduce a new square as the new leisure 'hub' – St George's Square.

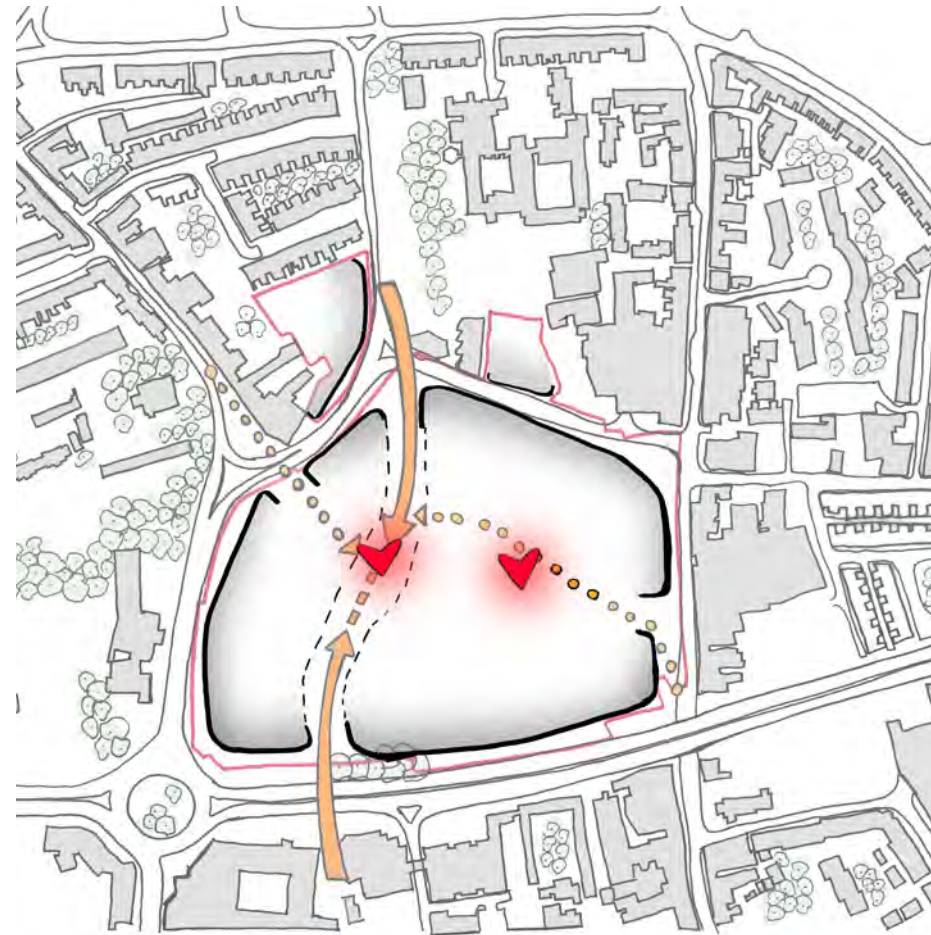


Figure 4 | New frontages along these new routes and the enhancement of the existing edges along Edward Street, Pitt Street, St Crispin's Road and Magdalen Street.

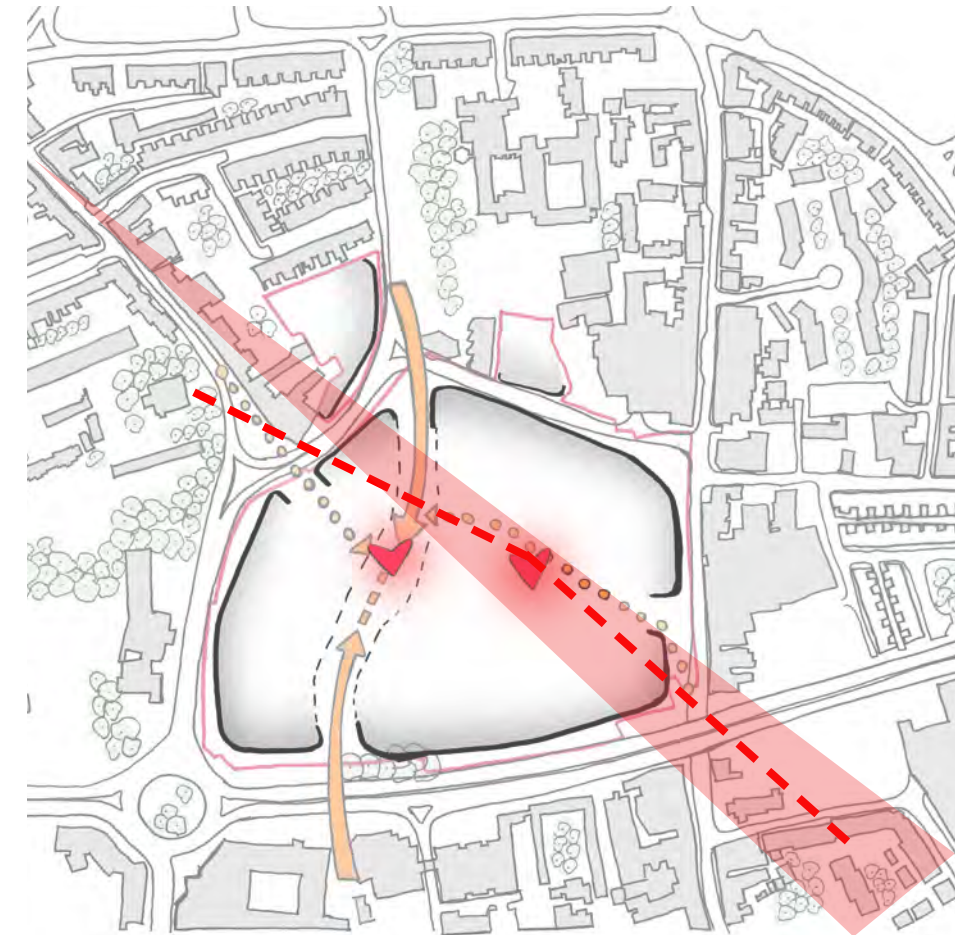


Figure 5 | Reinforce and enhance the historic visual links;

- From St Augustine's Street to Norwich Cathedral spire.
- Along Botolph Street to St Augustine's Church (Grade I Listed)
- Seek opportunity to reinforce visual link from Anglia Square to the spire of Norwich Cathedral.





## 2 Masterplan Organisation

A study of the City's history, the analysis and understanding of the immediate context, as expressed in the Design and Access Statement and this document, represent the many challenges that the design has embraced.

**2.1** The design proposal is a considered balance integrating a modern new city quarter within a sensitive historic context.

**2.3** The observations and comments received from stakeholders acknowledge that the key masterplan principles identified in the Design and Access Statement, and again repeated on this page, knit the proposed development into its immediate context. Reinstating the lost historic route, enhancing the public space and the creation of the new square focused on leisure uses. This together with a revitalised retail provision and a new residential uses provide the necessary ingredients to begin the regeneration of this part of the City.

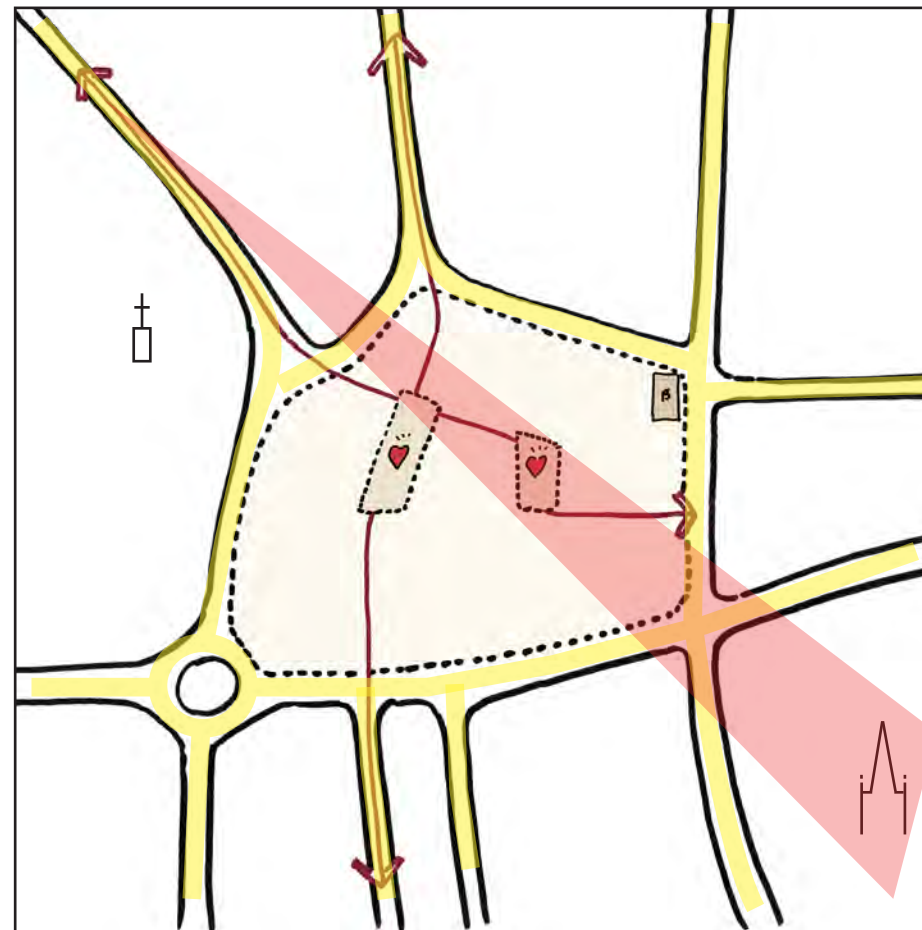


Figure 1

- Re-establish the two primary historic routes through the site
- The continuity of St George Street creating the north-south link
- Botolph Street reinforcing the east-west link from Pitt Street to Magdalen Street
- Enhance the vista from St Augustine's Street
- Enhance the existing Anglia Square and create a new square comprising a 'leisure' focus

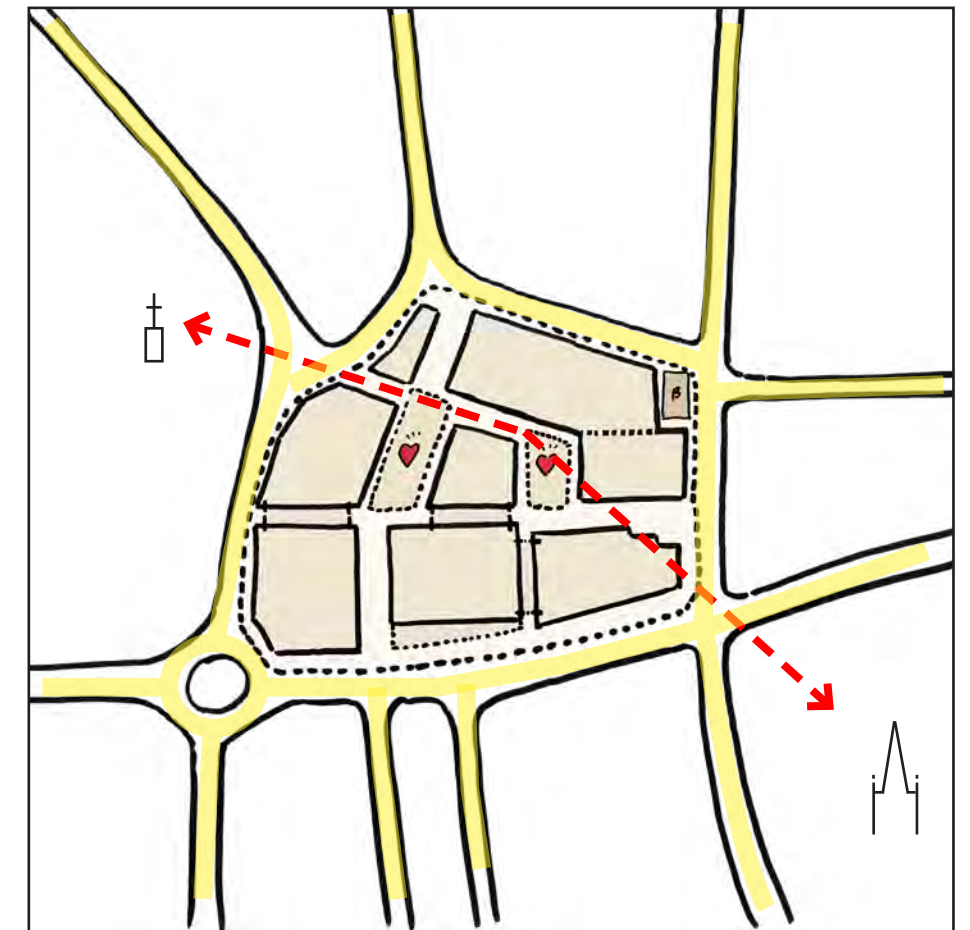


Figure 2

- Alignment of Botolph Street recreates the framed historic view St Augustine's Street and the new development offers a framed vista from Anglia Square to the Norwich Cathedral spire
- The streets define the size and orientation of the urban blocks and establish the retail 'grain'
- Retail uses ensure continuity of frontages on the internal streets, and also the edges of the site along Edward Street, Pitt Street, St Crispin's Road and Magdalen Street, reinforcing natural surveillance





Figure 3

- A finer grain above the retail base reflects the residential use
- Urban blocks break down into smaller building typologies with their own identity
- Blocks maximise opportunity of orientation and views over the city from higher levels



Figure 4

- Garden squares at podium level provide shared amenity



Figure 5

- Residential grain reinforces the street enclosure to public spaces at ground level. Ownership and natural passive surveillance is achieved



# 3.3 Block Principles

## 1 Heritage Assessment Process

The extensive process of heritage study, as expressed within the Design and Access Statement, comprised an in depth study assessing and analysing the important heritage of the City of Norwich.

1.1 The project team are conscious of the unique architectural and historic quality of Norwich city centre, which contains a wealth of important heritage assets that add to the character of the city. The proposals look to celebrate and enrich this identity. Alongside this, the team is also aware that the Council considers that the application site:

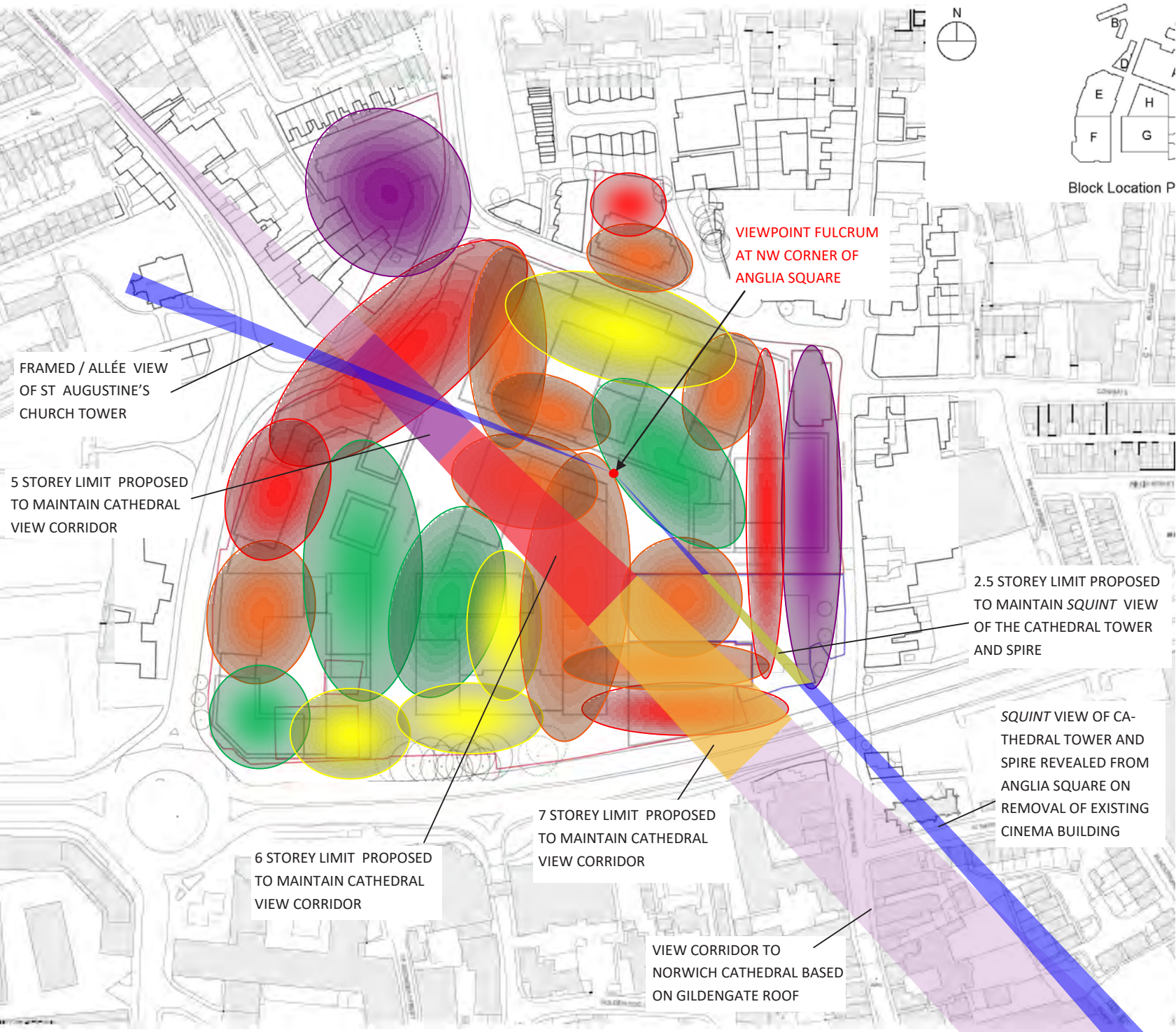
*“is the most significant development opportunity in the northern part of the city centre and is one of the Councils most important regeneration priorities.”* (paragraph 9.3 of the Council's Statement of Case).

1.2 Early in the design process, through consultation with NCC and with HE, an extensive view study established the key parameters for the evolving design. This culminated in a ‘heatmap’ which provided a robust guide to the approach to scale and massing for the redevelopment proposals. The heat map responds directly to national and local planning policy, such as Chapter 16 of the NPPF, *Development Management policy DM9 ‘Safeguarding Norwich’s heritage’ and Historic England - Tall Buildings, Advice Note 4*. In this regard, our proposals assessed the surrounding scale and massing of the site, grouping areas of sensitivity.

1.3 In response, the massing of the blocks proposed is varied in form and creates visual interest, sensitively modulates scale and mitigates some of the setting impacts highlighted by the Rule 6 Party objectors.

This is covered in more detail in Dr Miele’s Evidence (reference WH3).

Figure 1 | Heat Map Extract | Built Heritage Statement prepared by CGMS



### Key

- Violet**  
Extreme sensitivity: buildings above 3.5—4 storeys likely to have a major impact on the setting of heritage assets
- Red**  
Very High sensitivity: buildings above 5 storeys likely to have a major impact on the setting of heritage assets
- Orange**  
High sensitivity: buildings above 8 storeys likely to have a major impact on setting of identified heritage assets
- Yellow**  
Medium sensitivity: buildings above 10 storeys likely to have a major impact on setting of identified heritage assets
- Green**  
Low sensitivity: buildings between 10—12 storeys likely to have a moderate impact on setting of identified heritage assets. Buildings above 12 storeys likely to have a major impact on setting of heritage assets of high significance within the extended setting of the Site.



To achieve a more connected scheme and respect the existing heritage of the City, the following vistas are explored:



Figure 2 | St Augustine's Street view towards the Cathedral spire



Figure 3 | Current view towards St Augustine's Church



Figure 4 | View looking southeast from Anglia Square

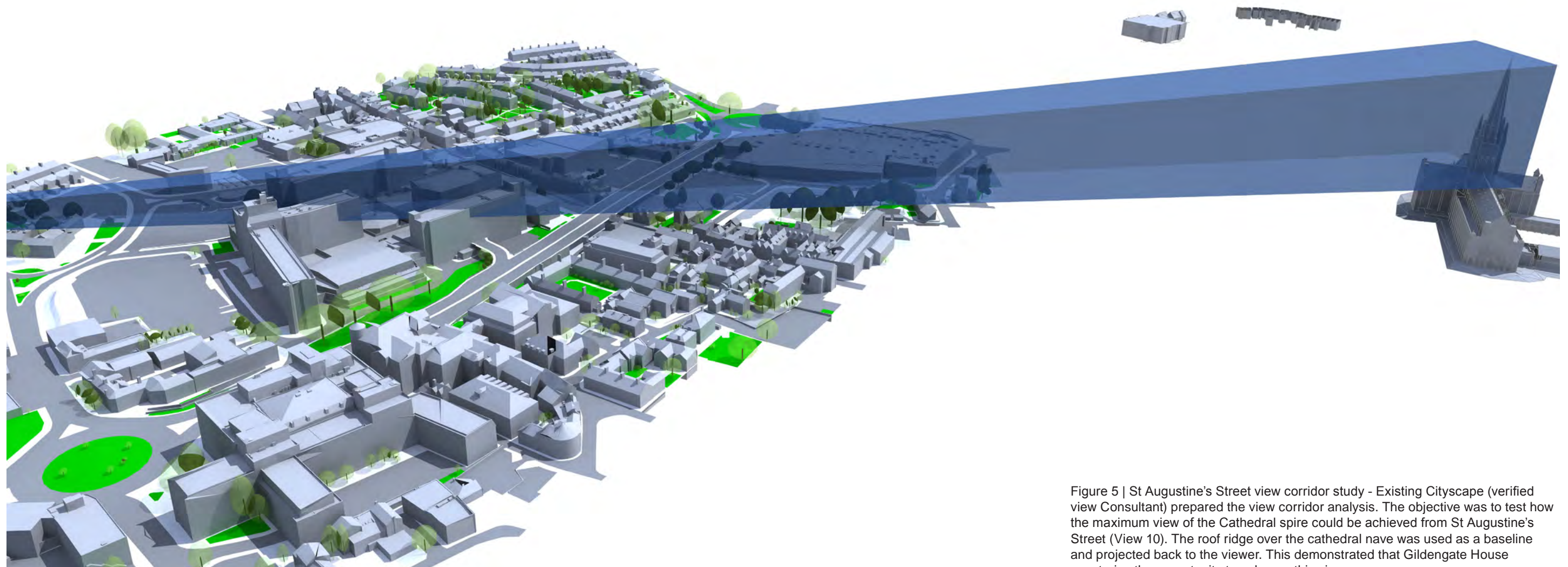
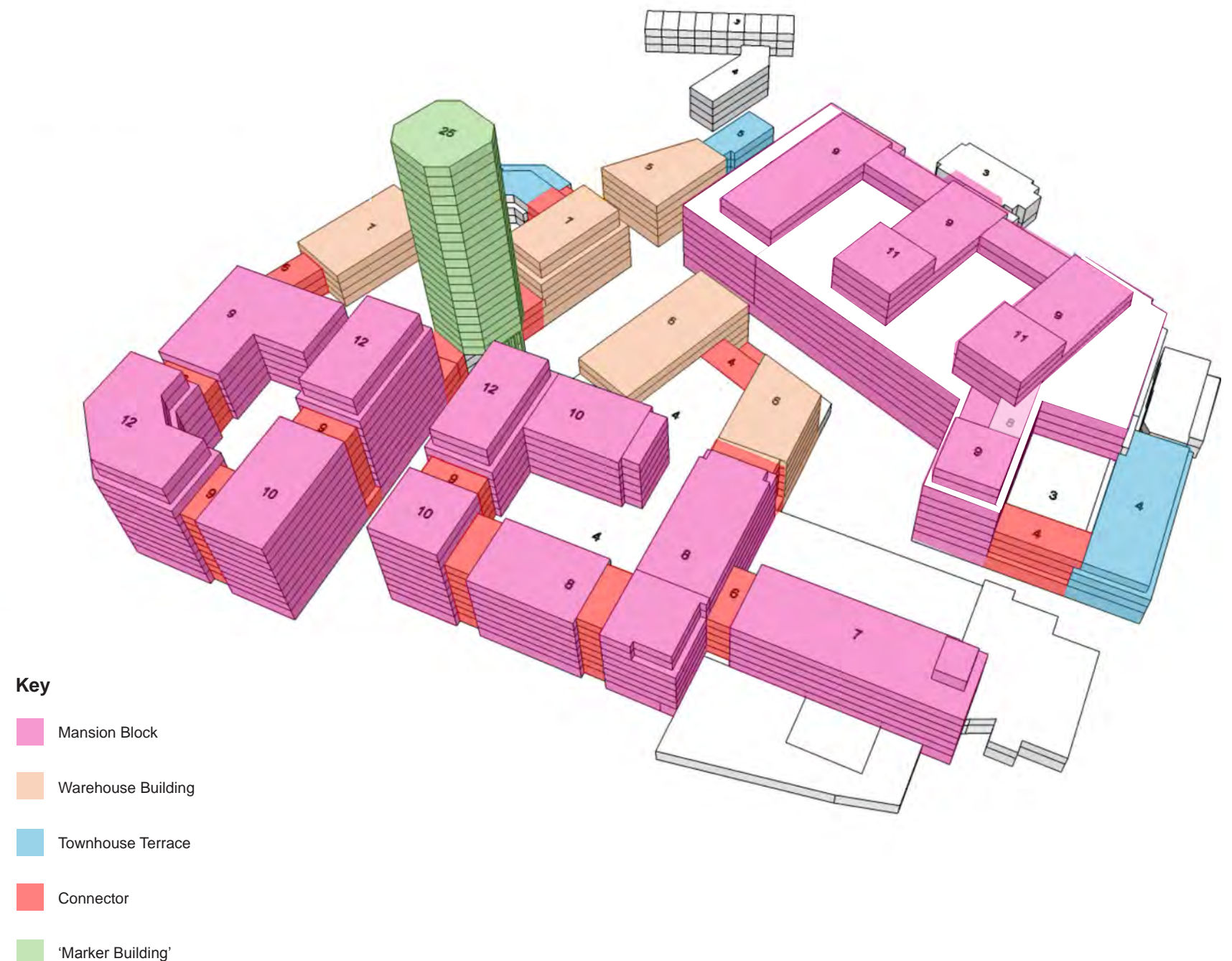


Figure 5 | St Augustine's Street view corridor study - Existing Cityscape (verified view Consultant) prepared the view corridor analysis. The objective was to test how the maximum view of the Cathedral spire could be achieved from St Augustine's Street (View 10). The roof ridge over the cathedral nave was used as a baseline and projected back to the viewer. This demonstrated that Gildengate House constrains the opportunity to enhance this view





Figure 1 | Block Principles



#### Key

- Mansion Block
- Warehouse Building
- Townhouse Terrace
- Connector
- 'Marker Building'

## 2 Approach to Block Design and Grain

The arrangement and profile of the blocks vary across the site, their footprint dictated by the following key drivers;

- site constraints, and orientation
- opportunity for views over the city from higher levels
- movement strategy and public spaces
- the particular conditions of the site edges
- the brief requirement for the variety of uses and car parking

## 3 Building Typologies

The designation of typology is contextual and prevalent within the wider and immediate context. The existing historic street grain is primarily a reflection of the 'burgage' plot boundaries, although within the immediate context of the site larger block footprints have prevailed since the late 19th century with the introduction of the cinema, which was then followed by industrial warehouses and, more recently, factory and office buildings.

**3.1** Norwich City Council acknowledge that the new Anglia Square can be a distinct character.

The Committee Report, in paragraph 340 states that,

*'Anglia Square is currently different in character to its surroundings, hence it having a discrete character area designation in the city centre conservation area appraisal'.....a case can be made to legitimately establish a new identity for the Anglia Square character area given its current condition, the size of the site, the disparate nature of its surroundings and the potential to add to the variety of the city's development typologies and experiences'.*

**3.2** Uses such as car parking and larger retail/commercial demand greater footprint and height. The architectural treatment, predominantly brick, will assist in integrating the scheme into the context. Our approach, is contextual at a primary level, and breaks down into further layers using the residential typologies, and materials reflecting the narrow plot rhythms of the existing streets on the elevation design (please refer to page 100 of the DAS).

**3.3** Four key types are linked by a fifth, the 'connector' type, providing a linking element. This element plays an important role to articulate the facade, its height, building line and materiality remain subservient to the adjoining typologies.

**3.4** The particular feature of the site is the tower, building which provides a distinct object. It contrasts in form and architecture to the rest of the development. The tower feature has been covered in more detail in the DAS and in this document (please refer to page 104 of the DAS and it is described further within Section 4.7 of this document).



## 5 Block Grain

The design for the individual blocks vary, influenced largely by their location within the wider masterplan framework the type of retail and the strategy for parking, servicing, etc.

**5.1** For reasons of continuity, design and viability, the masterplan approach maintains efficiency in the layout by;

- Utilising a controlled palette of apartment typologies
- Encourage repetition of internal and external elements, e.g. balconies, although with variety in the expression via materiality
- Use a consistent approach to floor heights
- Ensuring good orientation and outlook
- Where possible limiting the number of dwellings accessed from a single core to no more than 8 - 10 per core subject to dwelling mix
- Where possible avoiding north facing apartments
- Encourage dual aspect apartments

Where possible ground floors have been designed with active frontages, either retail / commercial or residential entrances



Figure 3 | Block Grain

## 4 Block Articulation

The articulation of the proposed buildings is considered in aesthetic terms under a general framework coined in modern language as 'base, middle and top', which translated to the scheme's setting within the City context.

**4.1** The approach reflects the vertical stacking of uses, retail/commercial at the ground floor and residential on middle and top levels, tops are materially contrasting to the middle which helps the scale and articulation of the facade treatment.

**4.2** The second layer of detail is the facade articulation which is explored in more detail within the elevation design, including features such as;

- horizontal sub-division in larger buildings by grouping pairs of residential floors
- expression of the vertical 'grain' of the apartment typologies
- integration of features, e.g. windows, balconies, shopfronts

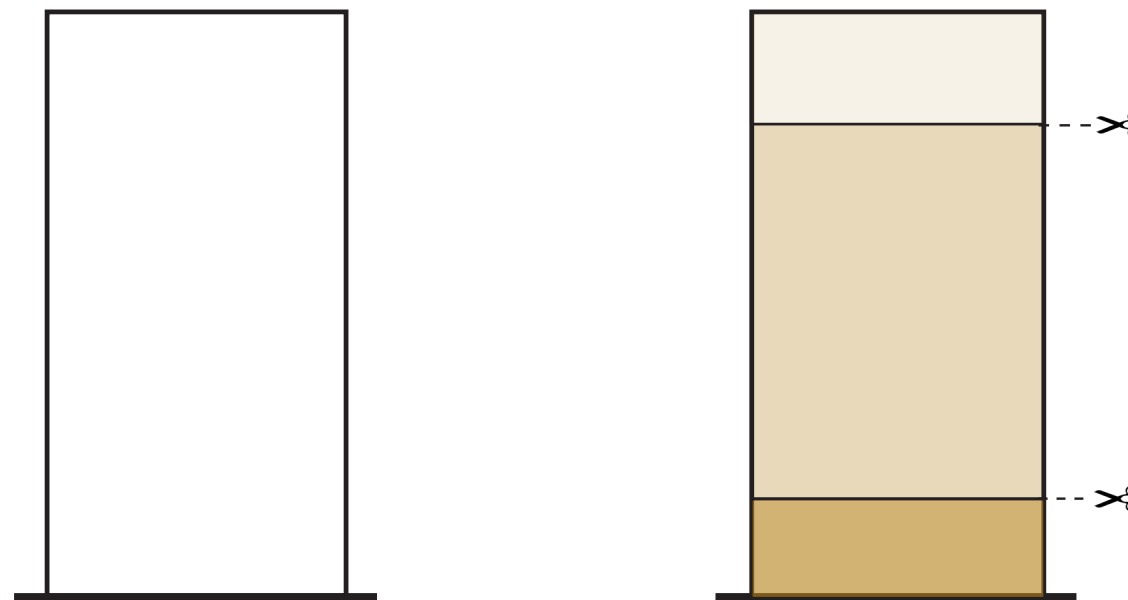


Figure 2 | Block Articulation





## 6 Massing and Scale

The approach to massing has been developed in consultation with Norwich City Council, Historic England and the local community. Commentary on these aspects of the design were also received from Design South East (DSE).

**6.1** The guidance provided by the view studies and Heat Map have broadly shaped the mass and height of the scheme, although it is accepted that the tower is a distinct element of the overall composition. I believe the approach is a positive response to the historic environment in terms of scale, massing, materiality and detailed design.

**6.2** Anglia Square itself is currently distinct from the rest of the City in its form, mass and scale and therefore a key consideration for the height and massing of the proposed scheme. The diagrams on the right provide a clear indication of the extent to which the Heat Map parameter has informed the design proposals in relation to the block massing and distribution of buildings of contrasting height throughout the development.

**6.3** Where the indicative storey thresholds have been exceeded, this has been addressed via architectural design and articulation. These elements have been carefully considered, incorporating a combination of high quality design and an incremental approach to massing, facade articulation and facing materials. The tallest buildings are within the internal core of the masterplan. Whilst the 20 storey tower (provides valuable accommodation). It also is integral to legibility and wayfinding objectives.

**6.4** The massing has also been assessed to ensure that appropriate access to sunlight and daylight is achieved. The sunlight and daylight report (included in the planning submission) concludes that overall the scheme demonstrates careful attention to daylight and sunlight requirement, and pays due consideration to the nature of urban development. It notes that this scheme causes limited impact on existing surrounding dwellings whilst achieving generally positive results within the proposed development.

**6.5** The proof of evidence prepared by Dr Chris Miele (WH3) goes on to assess and specify the impacts of the proposal on townscape and heritage assets. The overall conclusions (if not the route to them) are consistent with the Statement of Case submitted by the Council when it states at Paragraph 15.11 that:

*'Overall it is the Council's view that the scale of public benefits of the proposal, coupled with the evidence on scheme deliverability and the lack of viable alternatives delivering comparable benefit, provides a clear case for considering that the benefits of the scheme outweigh the identified harm to the historic environment and meet the tests set out in the NPPF'.*

**6.6** Whilst the professional evidence on this matter will be left to Dr Miele and others, I would agree with the conclusions of both Dr Miele and the Council in that the substantial benefits of the scheme would outweigh the identified level of harm in accordance with Paragraph 196 of the NPPF.

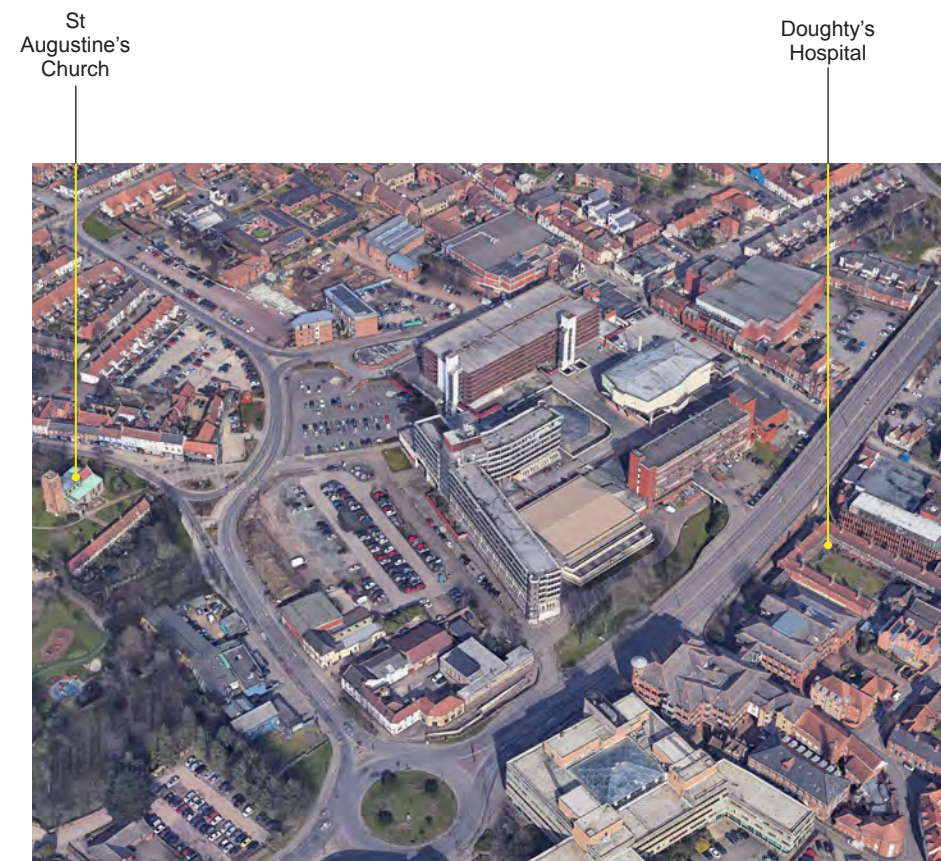


Figure 1 | Existing aerial photograph view from south west

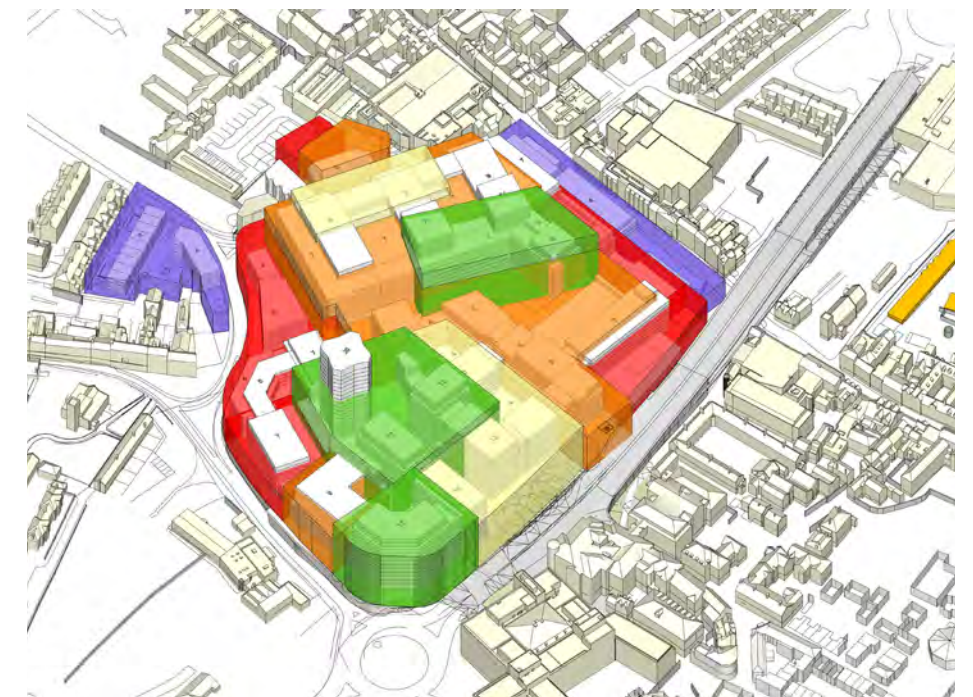


Figure 2 | Aerial view from south west



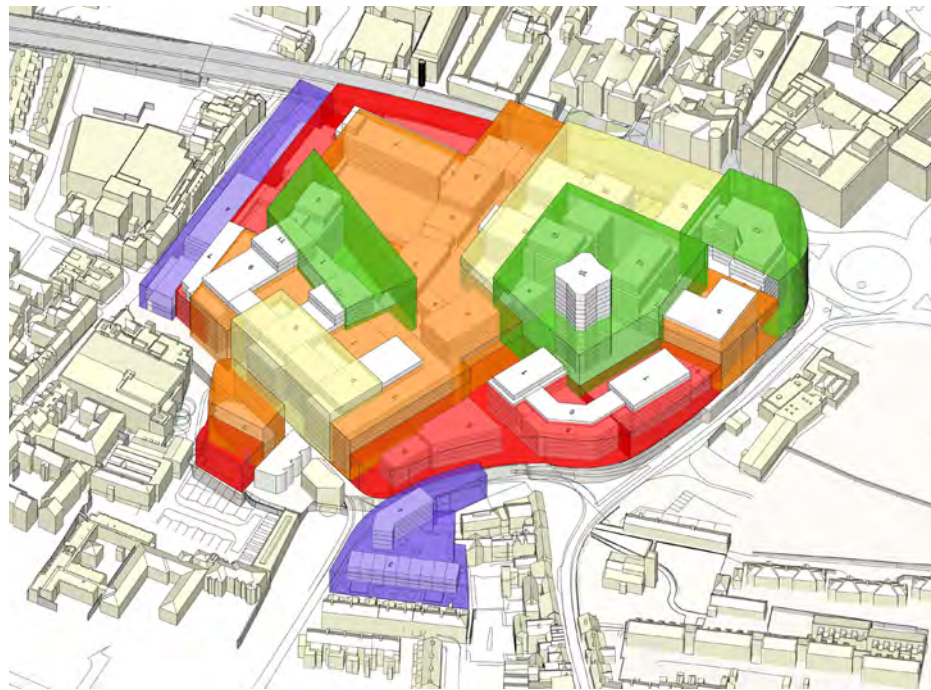


Figure 3 | Aerial view from north west

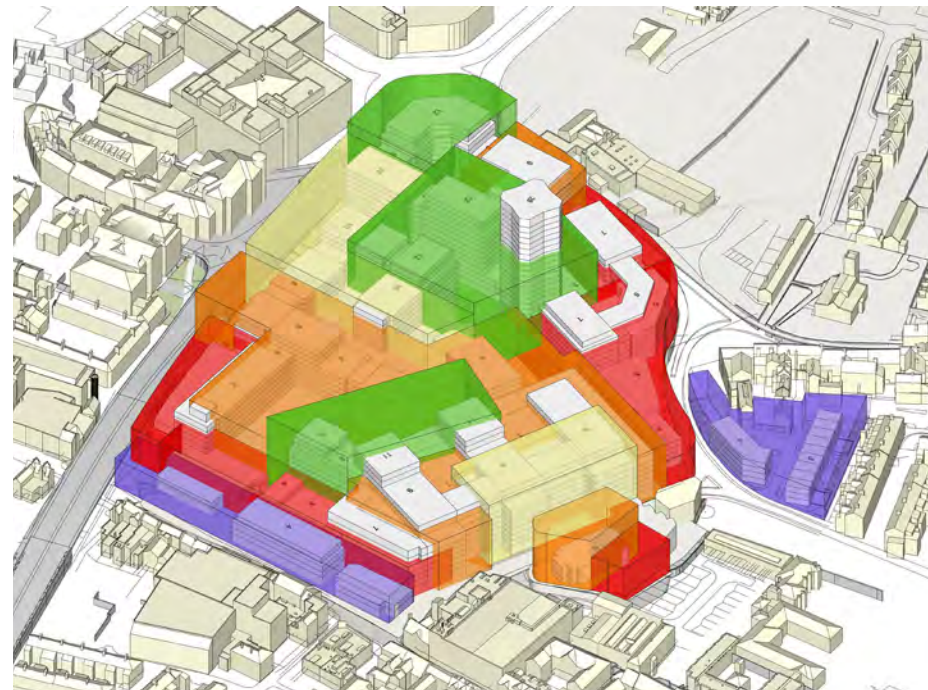


Figure 4 | Aerial view from north west

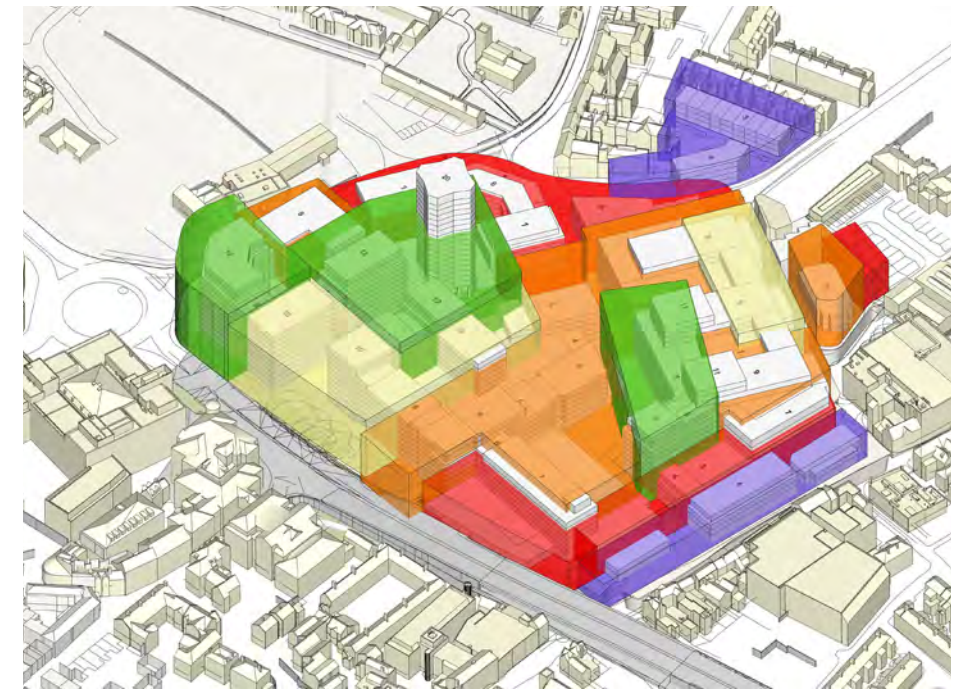
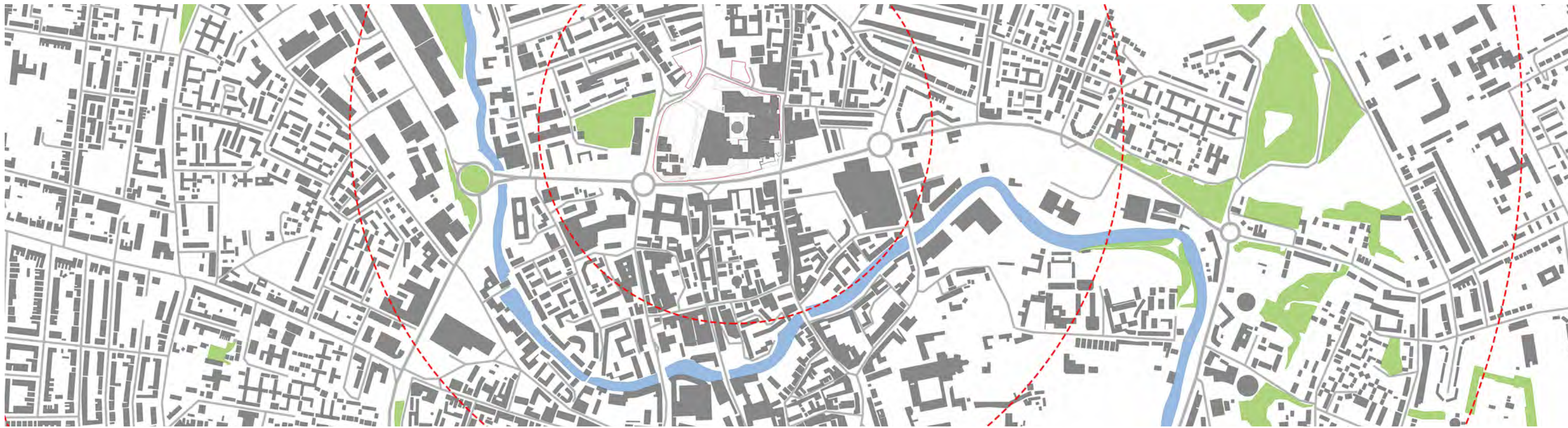


Figure 5 | Aerial view from north west







## Section 4.0

# **The Scheme in Detail**



# 4.1 Illustrative Masterplan Layout

## 1 Illustrative Masterplan Layout

The proposed masterplan is underpinned by the 4 primary development principles and the further principles governing the residential uses above the retail. This covered on page 34 and 35 of this document.

**1.1** The approach adopts the analogy of 'living over the shop', a vernacular which ensures the continuity of the retail uses, and gives the opportunity for the residential uses above to have their own identity. The commercial frontages clearly define and reinforce the movement at ground level. The residential blocks above;

- reinforce new street frontages and create active frontages on the edges of the whole development
- provide residential entrances at street level encouraging lively street character
- provide passive surveillance of the public realm and frontage on to the new public spaces
- adopt the use of a marker building located in the new St George Square marking a new part of Norwich City
- use a block typology and organisation which responds to the variety and distinctive medieval grain of the City
- define and enclose landscaped amenity courtyards at upper levels

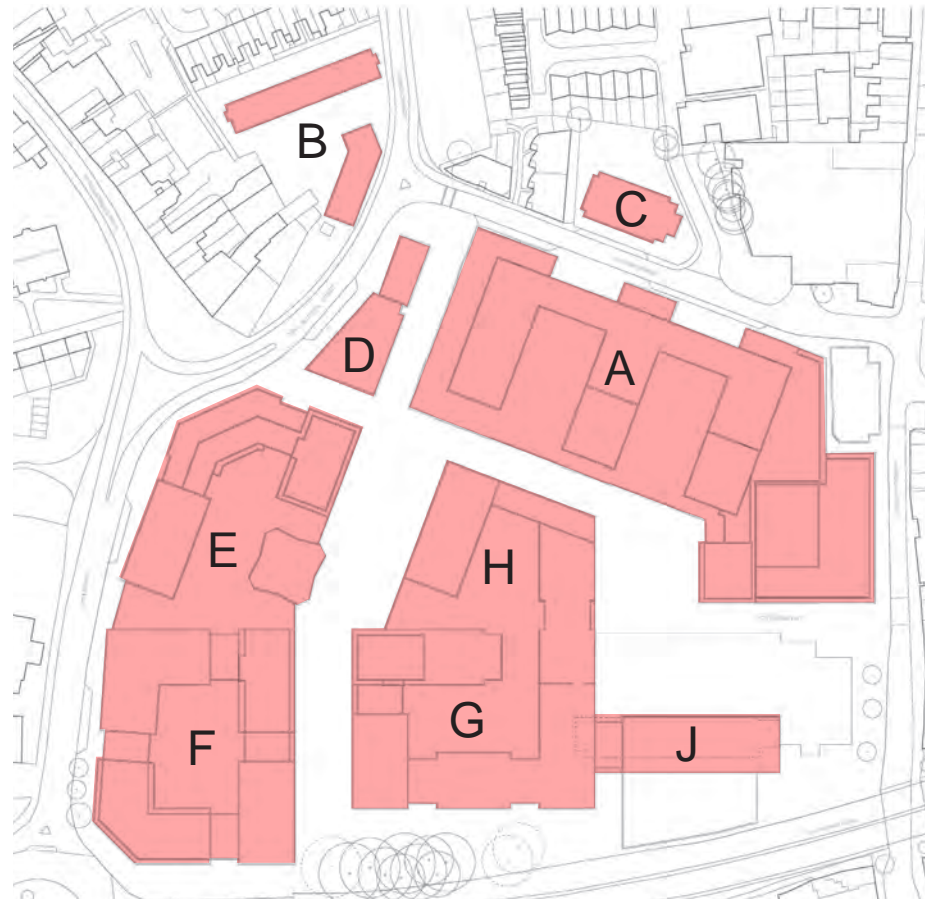
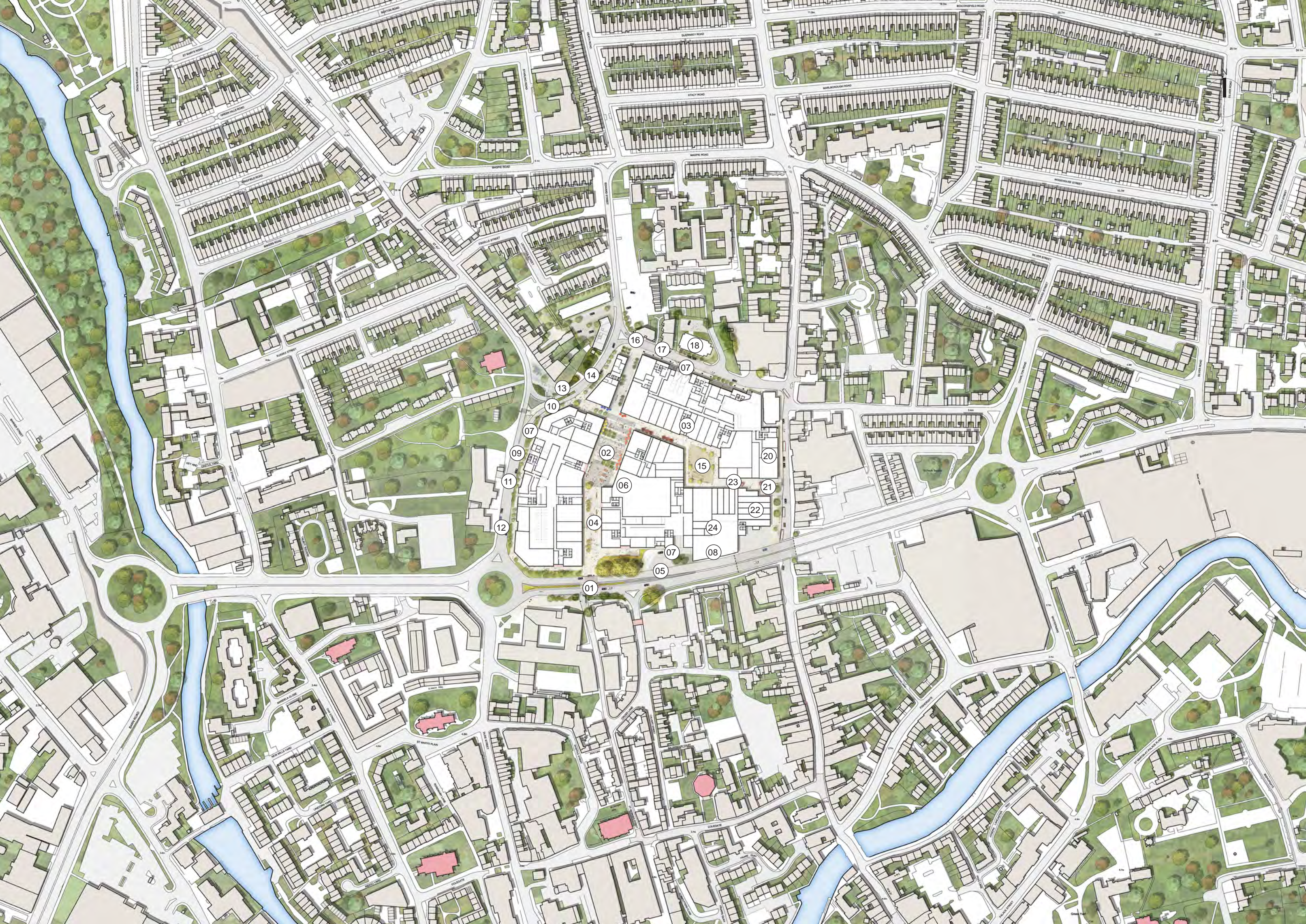


Figure 1 | Block Reference Plan

## 2 Illustrative Masterplan Layout Key

1. New pedestrian and cycle crossing on St Crispin's Road which enables the continuity of St George Street towards the north
2. St George Square comprising the cinema entrance, restaurants and café uses
3. Residential entrances leading to a welcoming arrival lobby comprising shared lift and stair cores serving residential use above shops
4. High quality landscaped paving and tree planting
5. New location for service access road to serve the southern service and loading area
6. Entrance to new cinema
7. Car park entrance
8. Remove existing access link (Upper Green Lane) and provide a new landscaped amenity deck over the existing service area, integrating buffer planting and green wall against the existing St Crispin's Road
9. Pitt Street integrating hard and soft landscape strategy will enhance character
10. New entrances and workshops will create a more active street frontage
11. Delivery and service lay-by's
12. Car Park entrance to serve hotel and car parking for private residents
13. Improved crossing on Pitt Street leading to St Augustine's Street and Gildencroft Park and play area
14. Taxi pick-up and drop-off area
15. New Anglia Square
16. New crossing on junction of Edward Street and New Botolph Street and landscaped arrival space
17. Edward Street enhanced with new hard landscape and planting, new residential entrances provide more activity and surveillance
18. Existing car park site allocated for Surrey Chapel and associated parking
19. Existing car park site with new apartments and family housing
20. New development set back along west side of Magdalen Street improving the width of the footpath
21. Entrance to Anglia Square and bus stop plaza enhanced to create a new arrival experience
22. Existing retail retained, new shop frontages will enhance and compliment the new retail in Anglia Square
23. Enhanced Sovereign Way leading from Anglia Square to Magdalen Street
24. Outline of existing Gildengate above existing retail







# 4.2 Proposed Floor Plans



## 1 Overview

The plan demonstrates;

- the opportunity of visual links to the immediate key buildings and wider City landmarks
- the hierarchy and clear legibility of streets and spaces sinuously integrated into the existing fabric of the City
- a clear retail strategy to reinforce legibility and serviceability of the development
- strong continuous frontages provide vibrant and active streets through out the day and late evenings
- the strong retail mixed use offers places and spaces with different characters and moods
- clearly identifiable residential entrances to ensure continuity of footfall
- a landscape and planting strategy which underpins the heritage of the City with a contemporary expression
- pedestrian and cycle crossing at St Crispin's Road and Edward Street are integrated into the landscaped arrival spaces. The souther arrival space retains the existing mature plane trees

## Key

- Leisure - Cafes / Restaurants / Bars - A3 / A4
- Services & Convenience Retail (A1 & A2), Comparison Retail (A1), Local Sui Generis Retail Services (Bookmakers, Nail Bars) / Community Facilities D1 (Refer to Retail Strategy Report for floor area ranges)
- Life Style - A1 / A2 / D1
- Food Store - A1
- Cinema - D2
- Other A1-A4 / B1 / D1 Uses
- Hotel
- Residential Entrances

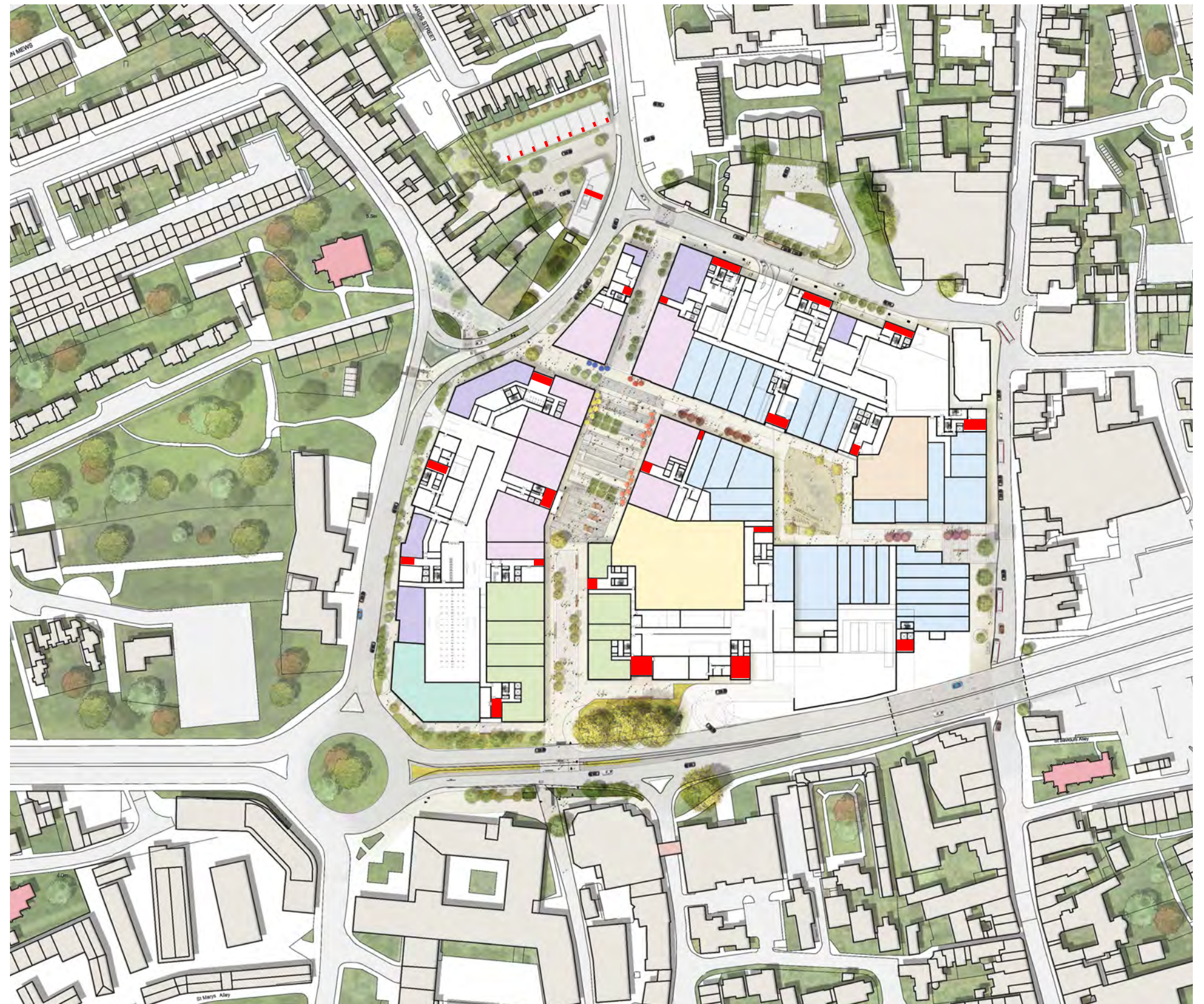


Figure 1 | Land Use Diagram









Figure 1 | St. George's Square





Figure 2 | View (overleaf)



Figure 5 | View (this page)



Figure 3 | Existing view from Anglia Square towards St Augustine's Church



Figure 4 | Proposed view from Anglia Square towards St Augustine's Church





Figure 1 | Key



Figure 2 | Existing Anglia Square view towards the Anglican Cathedral



Figure 3 | Illustrative view study from Anglia Square framing the Anglican Cathedral Spire





Figure 6 | Key



Figure 4 | Existing Anglia Square view northwards towards existing public carpark



Figure 5 | Illustrative view of the reconfigured Anglia Square towards Block A



# 4.3 Parameter Plans

## 1 Overview

The Design and Access Statement (page 84), set out the principles governing the illustrative masterplan for the redevelopment of Anglia Square:

- Building Heights
- Land Use
- Access
- Development Parcels
- Public Realm

**1.1** The Parameter Plans provide essential guiding principles for these aspects, proposed on the basis that the development proposals have been evolved to a substantial level of detail as part of the pre-application process with all Stakeholders including Norwich City Council.

Block A and the proposed Tower are the subject of a detailed application, these parts of the masterplan have been evolved in more detail and are covered in Section 4.

**1.2** The proposed design has been guided by an extensive process of collaboration with stakeholders, heritage guidance and townscape analysis and verified view studies. refer to the TVIA included as part of the planning application..



Figure 1 | Proposed Building Heights  
Drawing Number. 31467-A01-PP-100

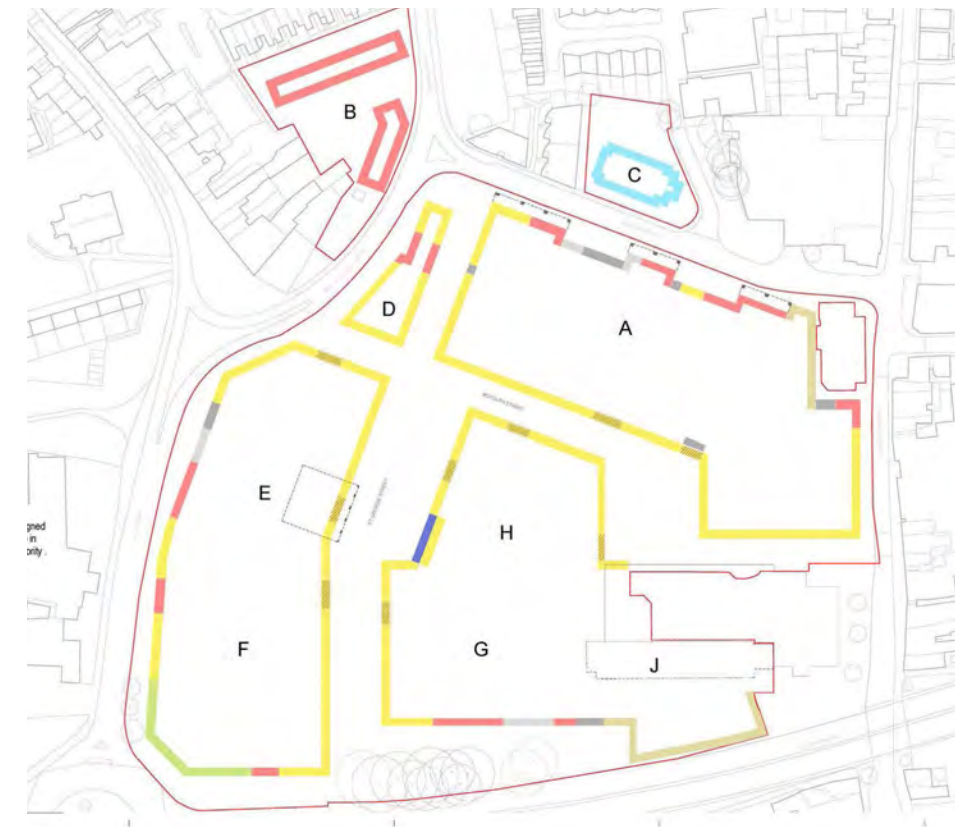


Figure 2 | Proposed Land Use  
Drawing Number. 31467-A01-PP-200



Figure 3 | Proposed Access  
Drawing Number. 31467-A01-PP-300




Figure 4 | Proposed Development Parcels  
Drawing Number. 31467-A01-PP-400




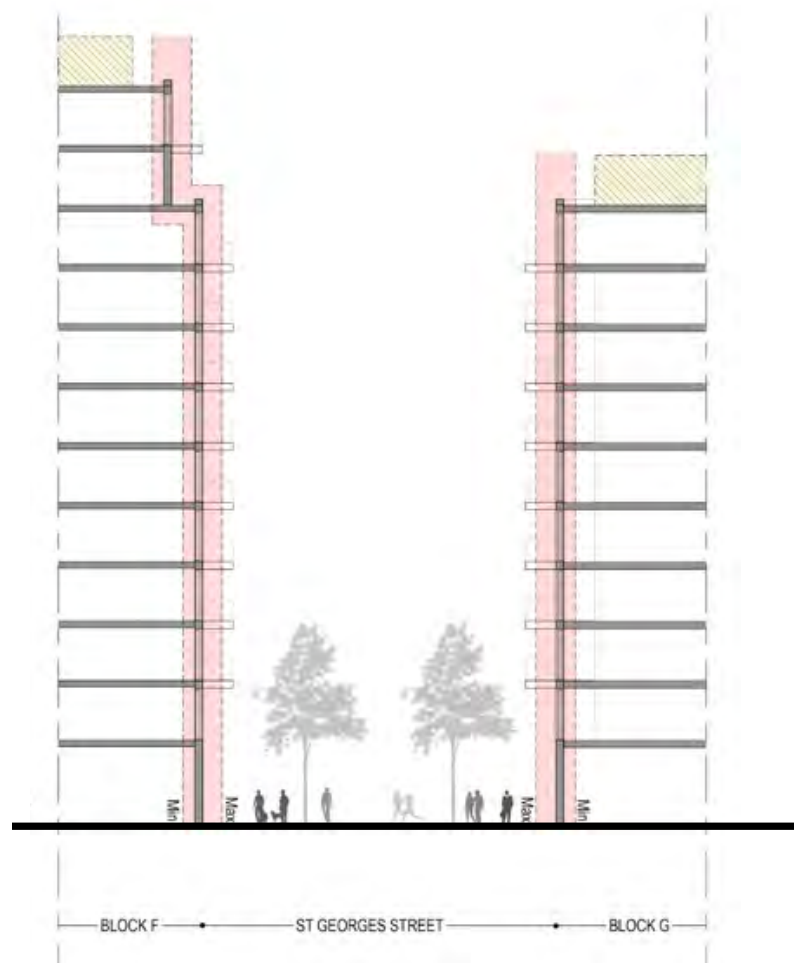
Figure 5 | Proposed Public Realm  
Drawing Number. 31467-A01-PP-500



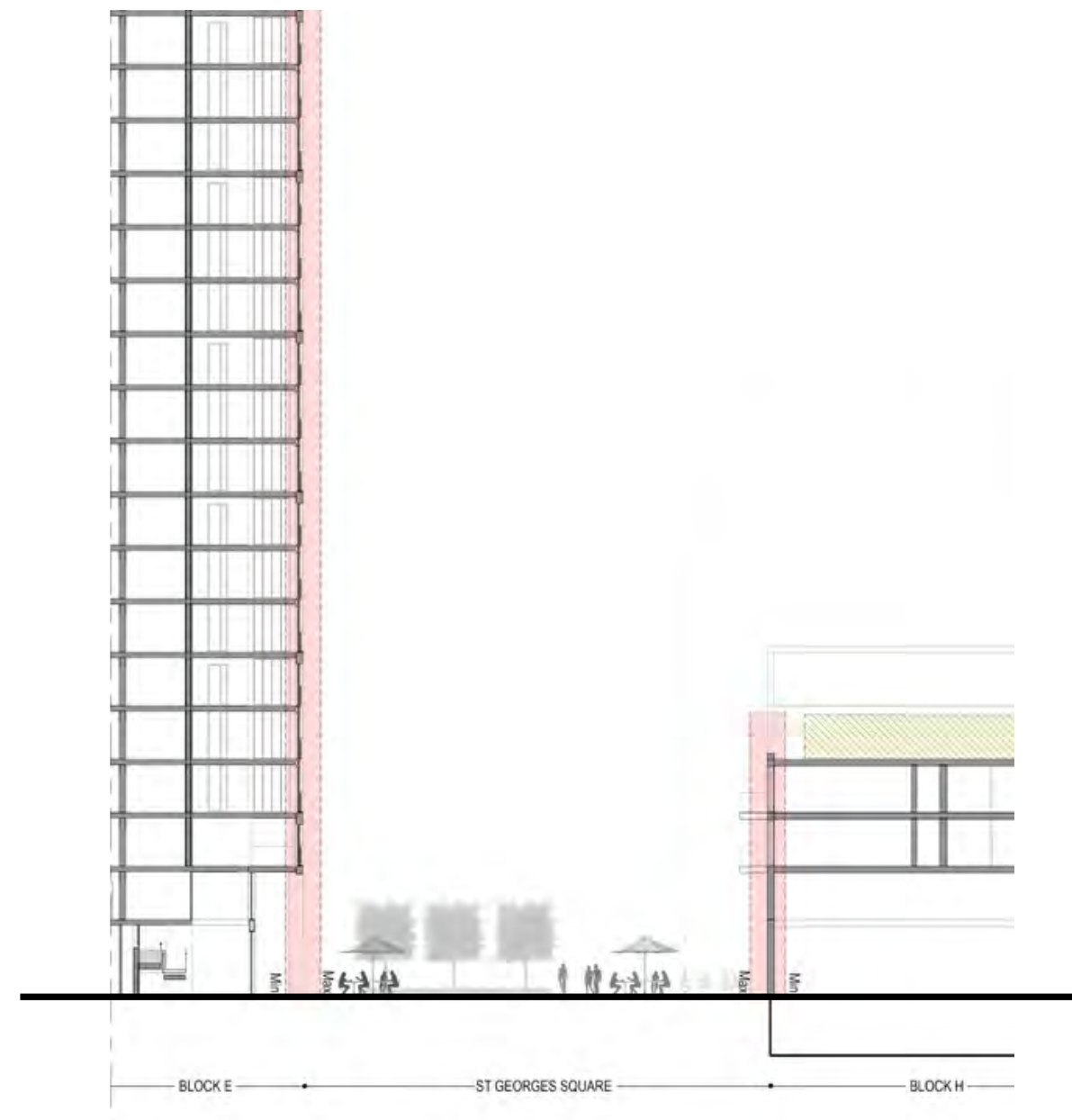


 Development zone, exclude balconies and canopies zones Footprints shown based on +/- 1m  
 Min Max

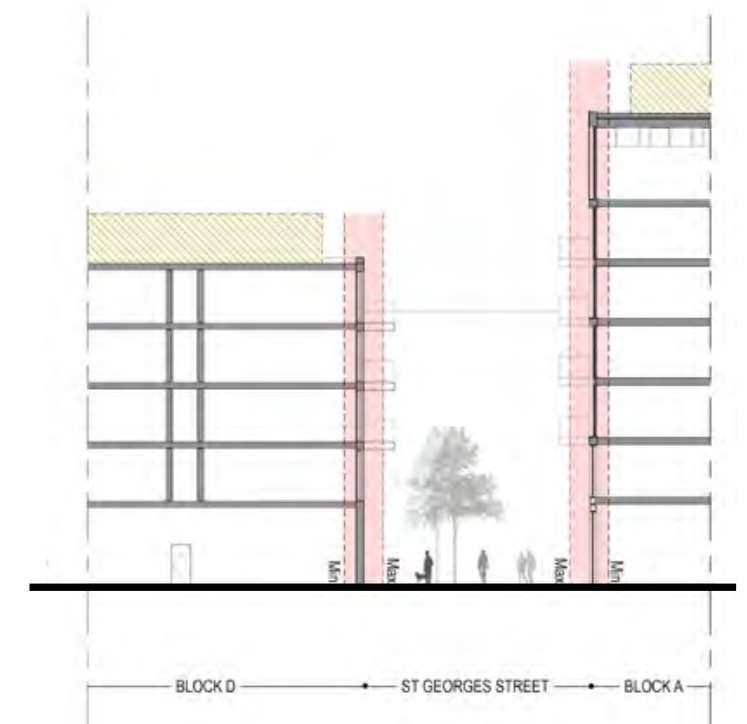
 Any roof top projections should be limited to no more than 2.5M above roof level. This may include mechanical equipment, lift overruns, ventilation shaft/flues



SECTION 1



SECTION 2



SECTION 3

Figure 6 | Diagrammatic Sections through St. George's Street



# 4.4 Landscape



## 1 Overview

The landscape strategy aims to deliver a high quality public realm, the details for which are covered in the Landscape Strategy report prepared by Planit-ie.

The approach has been evolved through collaboration with NCC's cycling and landscape officers to develop a strategy that will create biodiversity and a materials and planting strategy which offers a rich level of detail responding to the City's historic context. This design underpins the necessary strategic and local plan policy, the amount and quality of public realm will be of exemplar quality, and the residents will share high quality private amenity areas on the upper podium area.

I consider it to be clear that the principle of the landscape design in this case is fully supported at both the national and the local level and is entirely acceptable in this case.

## 2 St George' Square

St George's Square provides a civic heart to the development and a focal point for the bars and cafes. A clear north to south cycle route through the square, with extensive planting and seating provision. Distinctive paving will highlight the residential entrances, including the base of the tower building leading to its dedicated lobby. A water feature is integrated to further enhance the civic nature of the space and to provide a focal point to entice passers-by to dwell in the space. As a result, the space is now more balanced and has a pleasant rhythm to it. Lighting within the square will ensure that it is an inviting and safe environment at night, within the overall parameter that must be designed to avoid harm or disturbance to bats.

## 3 Anglia Square

A more retailed focused space with new shops and services including a foodstore anchor. The square will be enhanced with the introduction of trees and seasonal perennial planting creating a more convivial setting. The square has a number of residential entrances opening out onto the space alongside retail units with the potential for a foodstore, which will animate the square throughout the day and evening. These public squares will be driven by many different design drivers, including the creation of a new community and the retail strategy for this Large District Centre.



Figure 1 | Landscape Masterplan, Ground Floor





#### 4 Amenity

The proposed development includes 13,100m<sup>2</sup> (1.31 ha) of shared residential amenity areas on podium terraces or accessible roof gardens, and a further 2,900m<sup>2</sup> of 'private' amenity in the form of balconies or terraces.

Shared amenity can be accessed from the main circulation cores or directly from the circulation routes. Where roof spaces cannot be used by residents, a green roof will be integrated to increase biodiversity opportunities.



Figure 2 | Landscaped Podium Garden



Figure 3 | Landscape Masterplan, Roof Plan



# 4.5 Typical Floor Plans



## 1 Residential Strategy

The residential provision will address three key objectives;

1. Provide a framework to meet the City's much needed housing including affordable housing
2. Integrate a new community into the existing which will essentially support the new retail centre and the existing along shops Magdalen Street
3. Ensure that the overall development is both viable and deliverable by ensuring that the costs of the retail and necessary infrastructure are met by the income generated from the enabling development

**2** Good residential design always starts with a clear layout. Providing well-proportioned homes with functional and efficient layouts and good orientation with access to daylight, sunlight and views is essential. The brief to design residential accommodation of high quality was imperative. There are numerous spatial and policy requirements that guide residential design and should be met or exceeded to ensure quality accommodation. All units are designed in accordance with Technical Housing Standards – Nationally Described Space Standard, although guidance below has informed the proposed layouts;

- Building For Life 12 – The Sign Of A Good Place To Live
- Building Regulations M4(2) for accessible and adaptable dwellings
- All other relevant parts of the Building Regulations
- Norwich Local Plan Information Note – Internal Space Standards
- Norwich Local Plan information note - Accessible and Adaptable Dwellings Standards
- Anglia Square Policy Guidance Note 2017

**3** The scheme provides 1 bed and 2 bed apartments for which there is an identified need in north Norwich, and 9 terraced houses for families. There is a commitment to ensure that 10% of the units will achieve Wheelchair Housing Standards. Wheelchair units will be spread across both the market and affordable units and there will be a choice of location and house type designed to meet the needs of wheelchair users.

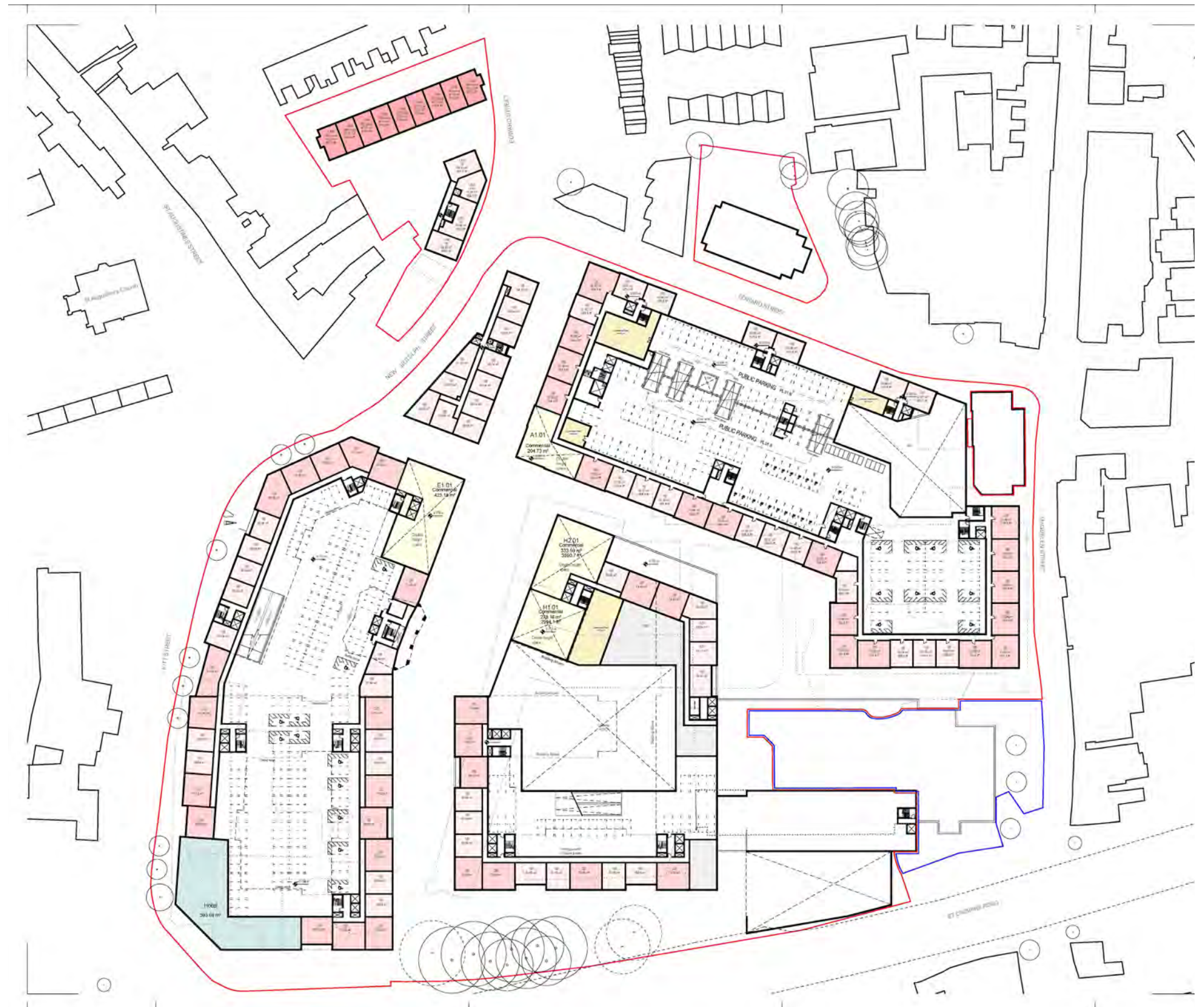


Figure 1 | First Floor Plan





Figure 2 | Typical 1 Bed Flat - Single Aspect  
Area - 50m<sup>2</sup>



Figure 3 | Typical 2 Bed Flat - Single Aspect  
Area - 70m<sup>2</sup>

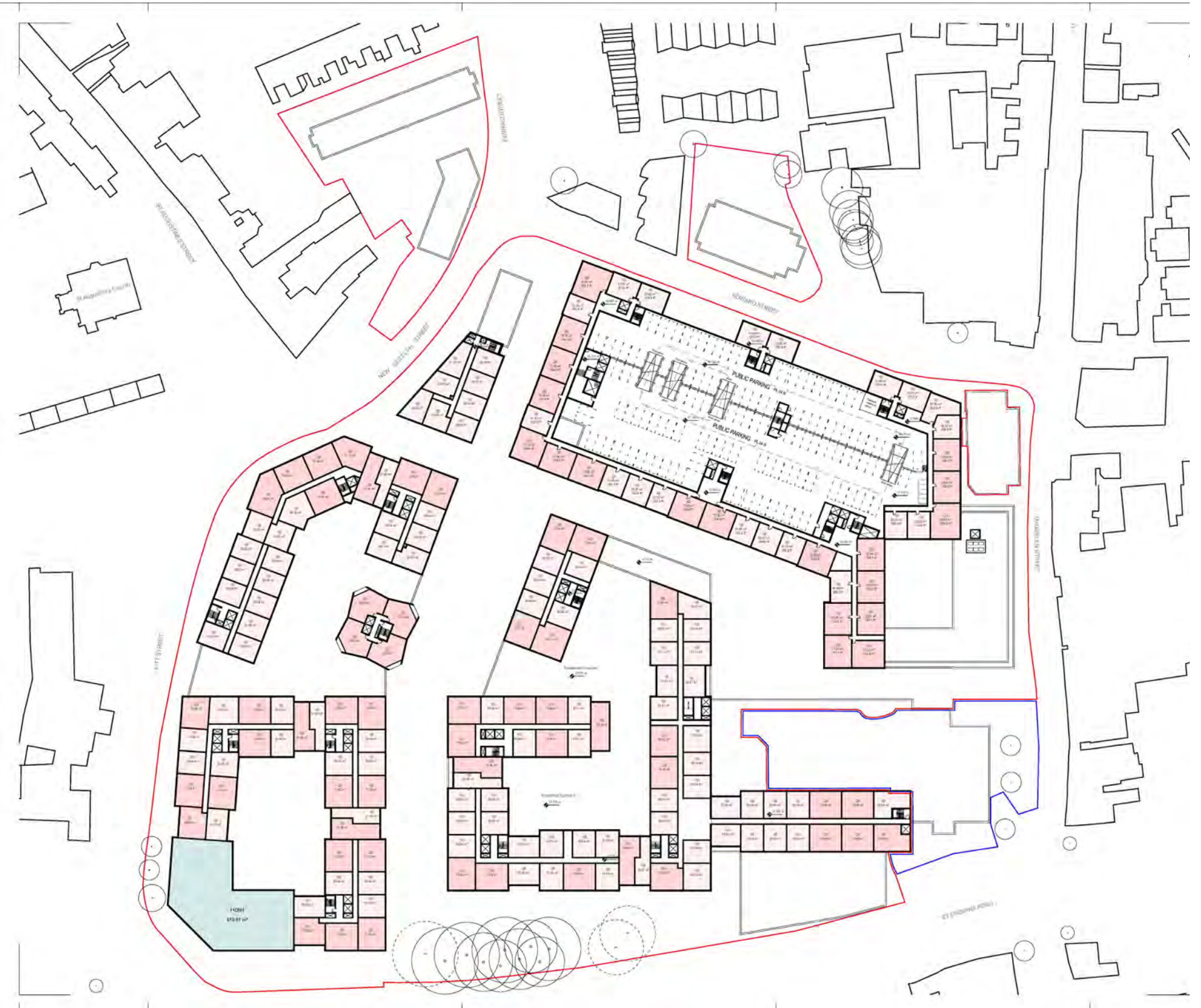


Figure 4 | Fourth Floor Plan





## 2 Block plans and Sub-division

The massing and block principles have been guided by the existing constraints of the site and wider context. This approach provides a small 'neighbourly' community on every level. A standard module of 1 and 2 bedroom units is adopted for the whole site, which ensures support the technical viability and creates a 'standardisation' responding to achieve the high technical standards for construction.

This approach has a significant effect on its appearance. The vertical divisions expressed on the elevations, the analogy of the existing historic plot widths or 'grain', is reflected on the elevations using the 'module' of apartment type.



Figure 1 | Fifth Floor Plan





Figure 2 | Ninth Floor Plan