

# 4.6 Hybrid Application Outline and Detail Application Boundary

## 1 Hybrid Planning Application

The following description has been extracted from the Norwich City Council Planning Report to Committee

### Outline

The outline element of the planning application comprises an area of 2.73 ha, and seeks outline planning permission for the following:

- A maximum of 822 residential dwellings (Use Class C3), including the refurbishment and change of use of Gildengate House from office to residential. At least 120 of the above dwellings will be affordable housing, with a tenure split of 85% social rented and 15% intermediate tenure;
  - 11,350 sqm GEA hotel (Use Class C1);
  - 5,430 GEA flexible retail, services, food & drink and non-residential institution floorspace (Use Classes A1/A2/A3/A4/D1/Sui Generis (bookmakers and/or nail bars, up to a maximum of 550 sqm);
  - 770 sqm GEA flexible commercial floorspace (Use Classes A1/A2/A3/A4/B1/D1);
  - 3,400 sqm GEA cinema (Use Class D2);
  - 1,300 sqm place of worship (Use Class D1); and
  - Associated means of access, car parking, landscaping, service infrastructure and other associated works and improvements.
32. All of the above floorspace figures are given as maximum Gross External Area (GEA), thereby identifying the maximum development envelope and amount of floorspace to be delivered in each development parcel.
33. The outline submission is supported by a number of parameter plans relating to:
- Proposed building height (no of storeys)
  - Land use – at all level
  - Access
  - Development parcels
  - Public realm

34. The broad location of the proposed uses is identified in the parameter plans submitted in support of this application (specifically, drawings A01-PP-200 – 207), thereby giving an indication of the types of uses that are proposed to come forward within the frontages of the various blocks.

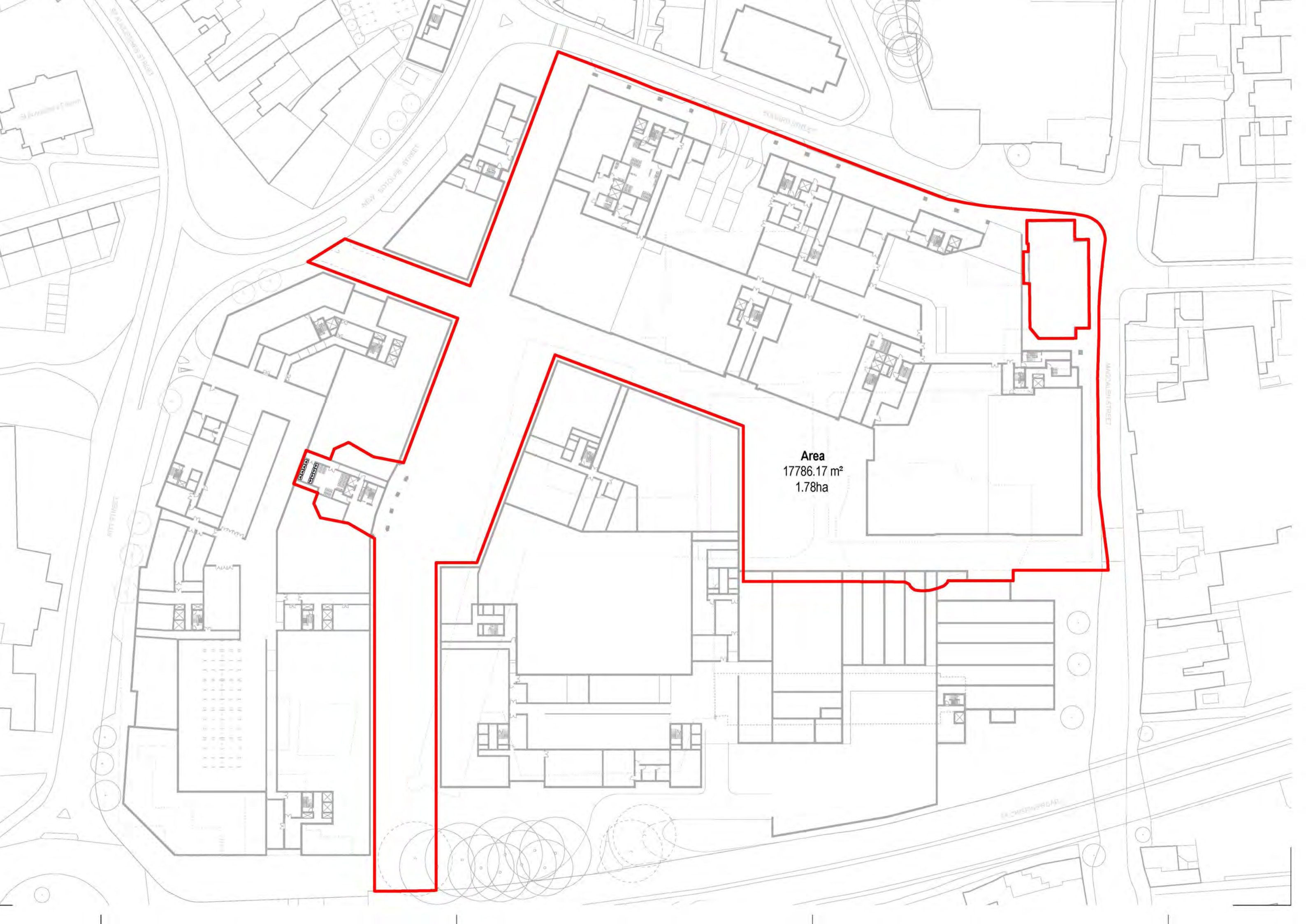
35. The ground floor frontages on the main site will accommodate a range of potential retail/commercial and other main town centre uses, The upper floors of each block on the main site (with the exception of some double height/ first floor voids for retail/commercial uses) will accommodate the residential dwellings proposed. The final residential mix will be determined through subsequent Reserved Matters applications.

36. The southwestern part of Block F will accommodate a hotel which would include a range of business facilities and a restaurant and bar open to the public, located at roof level to take advantage of the city centre views.

### Detail

The detailed element of the planning application comprises an area of 1.8 ha and seeks full planning permission for the following:

- Demolition of the multi-storey car park, cinema and associated ground and first floor elements of this sector of the shopping centre
- 428 residential dwellings (Use Class C3); (with block A and the tower)
- 4,420 sqm GEA flexible ground floor retail, services, food & drink and non-residential institution floorspace (Use Classes A1/A2/A3/A4/D1/Sui Generis (bookmakers and/or nail bars, up to a maximum of 550 sqm within the entire scheme); 380 sqm GEA ground floor flexible commercial floorspace (Use Classes A1/A2/A3/A4/B1/D1);
- Public conveniences with disabled and Changing Places facility
- Multi-storey car park with associated means of access, car parking, landscaping, service infrastructure and other associated works and improvements; and
- Public realm spaces comprising 2 squares and 2 streets.



Area  
17786.17 m<sup>2</sup>  
1.78ha





SPAGHETTI KITCHEN

Spaghetti Kitchen

Spaghetti Kitchen

Spaghetti Kitchen

SPAGHETTI KITCHEN

Mangiore



# 4.7 The Tower

## 1 Approach

The rationale for the tower is based on its impact and effect. That is to say there is an express desire for the building to be visible here and to punctuate the skyline.

**1.1** The process of design is summarised on the following pages, The design concept for the tower has respected the guidance offered in 'Historic England' Advice Note 4, and has been the subject of considered review and consultation with NCC, Design South East (DSE) and presented to Historic England. Relevant to the design process were the authoritative and independent design reviews held with Design South East (DSE) which are referred to in detail at Section 5 (Page 96).

**1.2** The tower is designed as a marker and to identify the location of the new city quarter and Large District Centre and is located within St. George's Square, the new and second square within the proposal as the focus of café, restaurant, cinema and leisure activities. Common throughout the city is the marking of public spaces with tall buildings; the Market Place addressed by City Hall and The Upper and Lower Close by the Anglican Cathedral are examples.

**1.3** It is acknowledged that many such examples serve a civic or spiritual purpose, but the logic of linking height and related marking, with a place of significance, is borne out.

*'It is considered that the case for the tower to be provided as a landmark building to mark a stepped change in the role of this part of the city centre has been made'* - NCC Report to Planning applications committee – 6th December

**1.4** Marking this major regeneration proposal at the north of the city contributes to legibility, wayfinding/orientation and identity. Along with design quality, architectural and the need for a deliverable scheme, and the careful coordination of impact, it provides the justification for the height proposed in the context of the illustrative heatmap.

**1.5** The DAS, and DAS Addendum collectively provides the narrative for the tower, which is summaries and includes:

- An overview to form, height and scale
- Emphasis on the vertical to create a more elegant structure
- Material and textures
- Detail of balconies
- Convenient cycle store access from square
- Clearer Narrative. Why this proposal is specific to Norwich

## 2 Siting and Design

In assessing the opportunity and impact of the tower, various locations, plan forms and heights have been tested. Early models included locations at the centre of the site, north of Botolph Street to Edward Street and included more complex plan forms than the finally resolved 'pinched square' format (Page 68).

**2.2** Assessment of options through early view studies discredited locations to the north and centre of the site as they would obscure the significant view from St. Augustine's Street to the Anglican Cathedral.

**2.3** The design team undertook a process of design iteration (indicated at page 35) and including a suggestion made by DSE in April 2018 to integrate of a public viewing level at the top of the tower.

**2.4** We started with a floor-plan led approach to provide residents with accommodation of exemplary quality. This included giving every apartment a corner aspect to take advantage of the excellent views, across the City and wider context.

**2.5** The proposed changes to the massing of the tower have been driven by the twin objectives of ;

- lessening its impact on heritage assets via a reduction in height, and achieving a slender, elegant proportion with a vertical emphasis through reducing the footprint of the building
- the exercise focused on reducing its impact on heritage assets where comments indicated that this was most sensitive and improving its contribution to the panoramic skyline of the city and local views, again in response to comments. This led to the decision to reduce the building by 5 storeys, and the design review then proceeded in the context of a 20 storey height.

## 3 The Tower in plan

The earliest design options investigated the potential for a tower of six apartments per floor, sharing a single lobby, clustered around a central core. Numerous options were investigated, including the provision of a public gallery and community space at the upper most floor. This was discounted from a viability perspective design perspective, as the aspect ratio of the building increased unacceptably. Other considerations included;

- Evolution of the plan and reducing apartment four per floor, slimmer silhouette.
- The balconies afford magnificent views across the city and their stacked alignment and 'zip' like character serves to reinforce the verticality of the tower.
- The final major design move was to inflect the skin of the building and 'pinch' the plan form. In this way the four brick facades become eight.

## 4 The Tower in three dimensions.

The three dimensional character of the tower has been developed with;

- the use of simple physical models, testing shape and proportion,
- moving three dimensional digital representations
- photo realistic digital renders testing materiality and the play of light and shade
- basing the articulation of the building in aesthetic terms under a framework of 'base, middle and top'.
- testing its relationship with the height and building line of the adjoining blocks to distinguish the tower and exposing a taller elevation.
- vistas from the arrival spaces at the north and south of St George's Street - culminating in stepping the building forward into the square with a colonnaded base which promotes distinction

**4.1** Following submission of the Hybrid planning application and the third review with DSE, the tower was revised to respond to the guidance, and significant positive evolution of the tower design in response to the TVIA view studies. The tower was reduced in height from 25 to 20 storeys to ensure the view from Cathedral Close could not be interrupted and to reduce impacts elsewhere, whilst retaining the express desire for the building to be visible and to punctuate the skyline and mark the new 'place' north of the city centre.

The characteristics of the revised design is expressed in the illustrative image opposite.





## 1 The evolution of the tower plan

The diagrams explore the key drivers for the tower plan

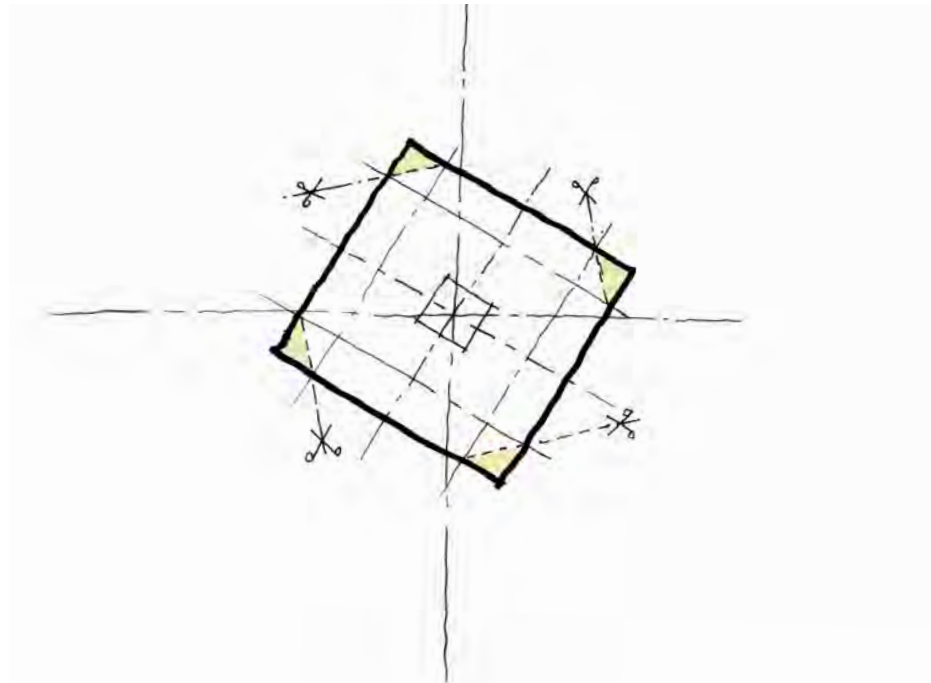


Fig. 1  
It started with a square plan form, which is an efficient simple building form, initially comprising 6 and 8 units around a central core. However this provided a large footprint and resulted in single-aspect units. A four unit around a core strategy around a core presented the smallest footprint and a more elegant width to height proportion

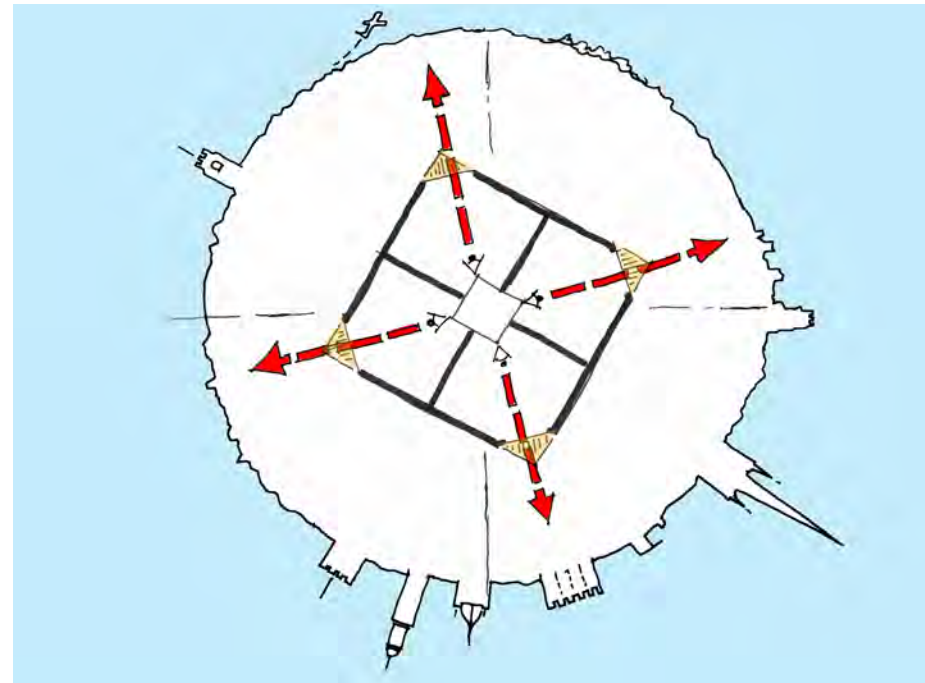


Fig. 2  
By arranging the apartments in a cruciform plan that has eight external corners, every home becomes fully dual aspect, maximising daylight and access to sunshine and views of the City and wider countryside.

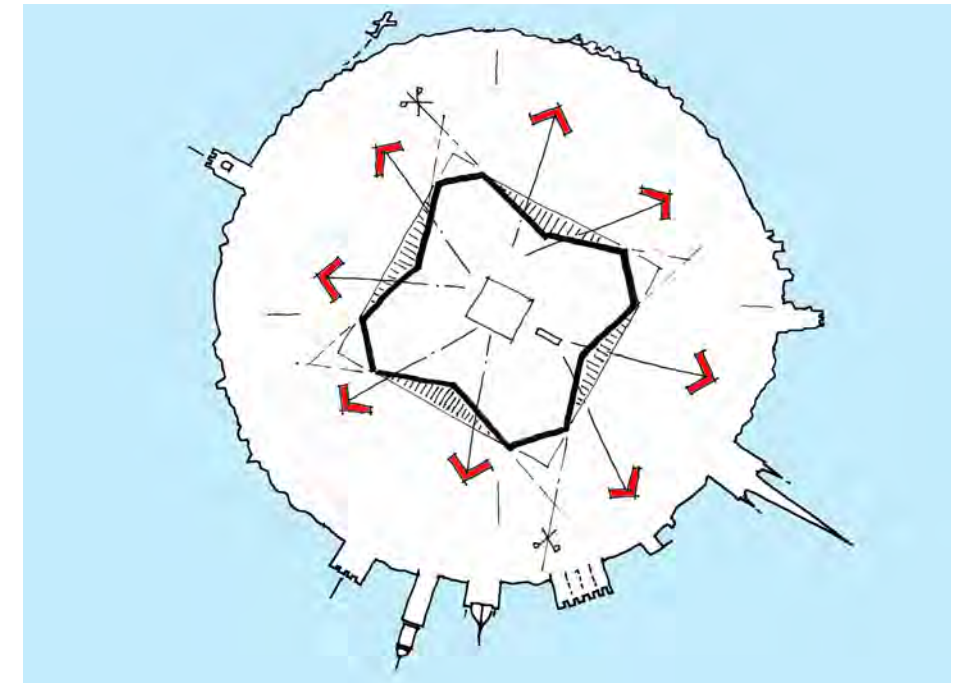


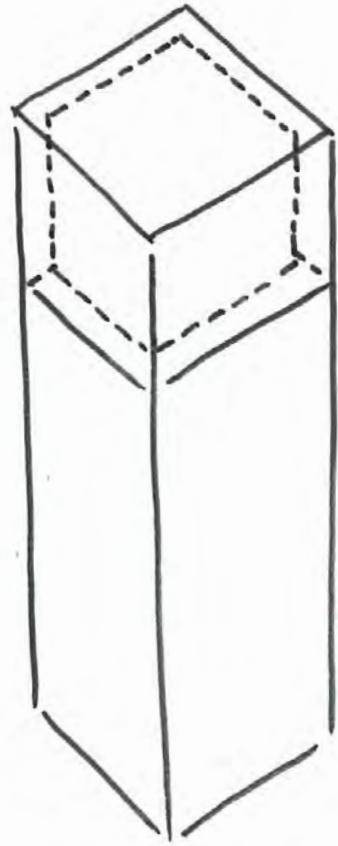
Fig. 3  
The pinched plan and folded facades form is readily distinguished from adjacent buildings and the general character of buildings throughout Norwich



## 1 The evolution of the tower form and proportion

The diagrams explore the development of the tower form evolving from a simple extrusion of the plan to a more articulated design to make a slender silhouette.

Figure 4

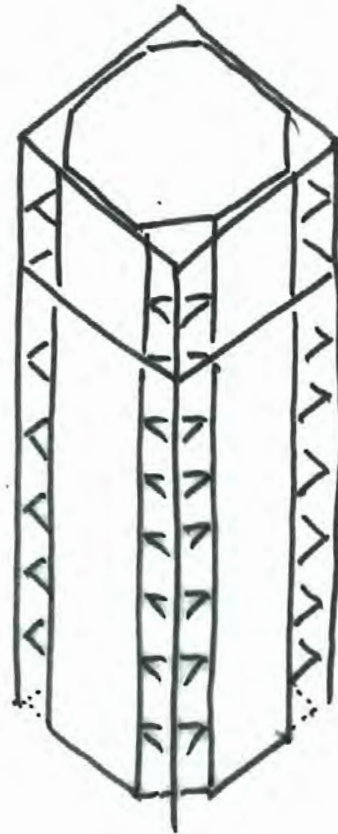


**Form Diagram 1**  
Cubic Form - Not Dynamic

At the early stages of design development the tower was divided, vertically, into two elements: the main tower form, and a 'lantern' at the top which could be viewed from the surrounding neighbourhood.

Discussed with DSE in April 2017 - refer to comments in Section 5

Figure 5

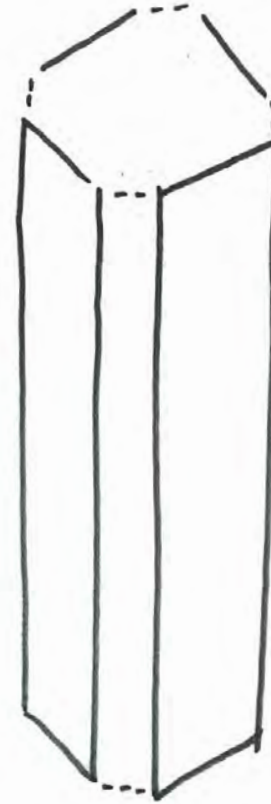


**Form Diagram 2**  
Corner Balconies - too wide

In order to help reduce the building's perceived scale, vertically and horizontally, 'see-through' balconies were located at each corner. These afford good views from each apartment. The horizontal 'banding' effect were intentionally added to help reduce the perceived height.

Discussed with DSE in April 2018 - refer to comments in Section 5

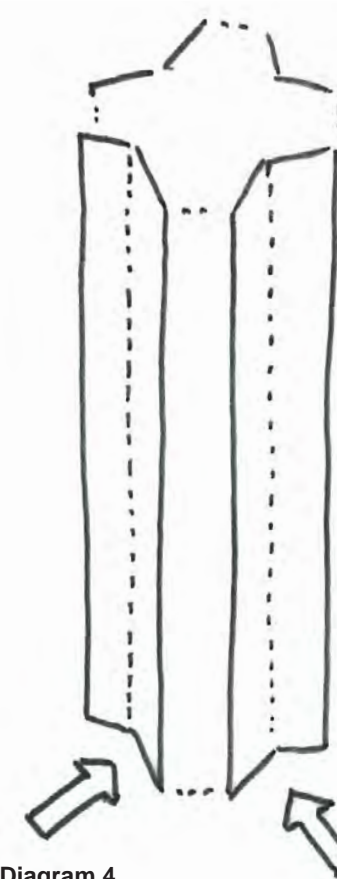
Figure 6



**Form Diagram 3**  
Remove corner balconies - more slender

Further to a very positive Design Review process it was agreed to make the tower appear as a single vertical 'object'. The triangular balconies at each corner were removed.

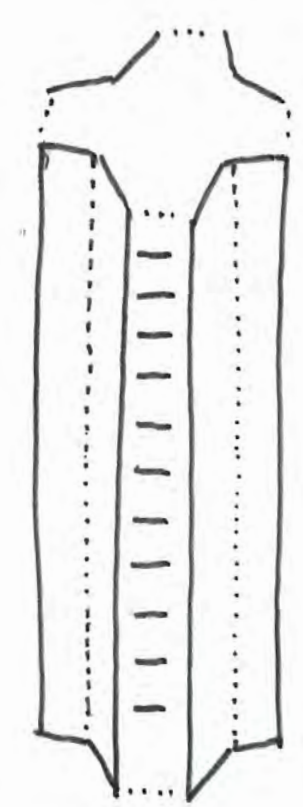
Figure 7



**Form Diagram 4**  
Increase articulation - increase slenderness

In order to enhance the improved vertical proportion of the building each of the four main facades were 'pinched' along their vertical axes. By incorporating the 'folds' the intention is to further enhance the improved vertical proportions and cleaner lines expressed on the exposed edges of the 'planes'.

Figure 8



**Form Diagram 5**  
Place balconies at centre

Inset balconies were reintroduced at the corners of the building to capture and frame views looking out of the apartments and provide 'texture' and 'life' to the building.

The tower's defining characteristic, the pinched plan and folded facades form is readily distinguished from adjacent buildings and the general character of buildings throughout Norwich.

The folds will contrast with varying degrees of light and shadow as they catch the light, in the different orientations, and serve to reinforce the vertical appearance of the tower.



#### 4 Base - Middle - Top

We have adopted the classical traditions, base - middle - top, which resonates with the setting given the context of this City. Tall buildings, like the columns described in the classical orders, can be designed with reference to this, and in the context of Norwich this grounds the philosophy.

The top of a building determines its relationship with the overall Norwich skyline and long-distance views, the middle establishes the substance of the building and reflects its use, and the base reflects how the building interacts with the public space, and is experienced at the intimate scale of the people directly adjacent.

#### 5 Base

The building has a double height entrance portico, with brick piers on the facade help to ground the building in the new square. The alignment of St George Street ensures retains visual connection with this and marks the location of the square in the development. The landscape treatment echoes the rhythm of the columns with contrasting block pattern and colour.

#### 6 Middle

The middle section, or the body, creates and reinforces the overall proportion and elegance. The folded panels provide the slender proportion, and further accentuates the height and slenderness by the simple articulation of (solid and void) brick piers/panels and windows creating a strong vertical elegance.

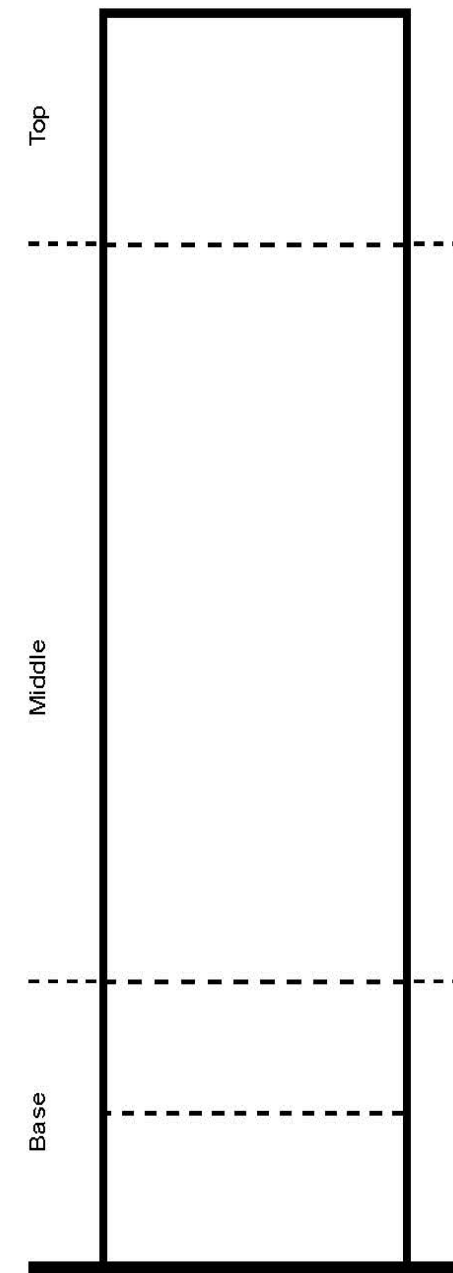
#### 7 Top

The top of the tower is part of a singular form, however, the top is expressed using a contrasting material creating a distinct diamond pattern, a feature derived from the local context. Close up the pattern provides the crowning element, and in distant views the this pattern against the contrasting light brick will provide a textural quality akin to the other elements that punctuate the City's skyline.

#### 8 Materials strategy

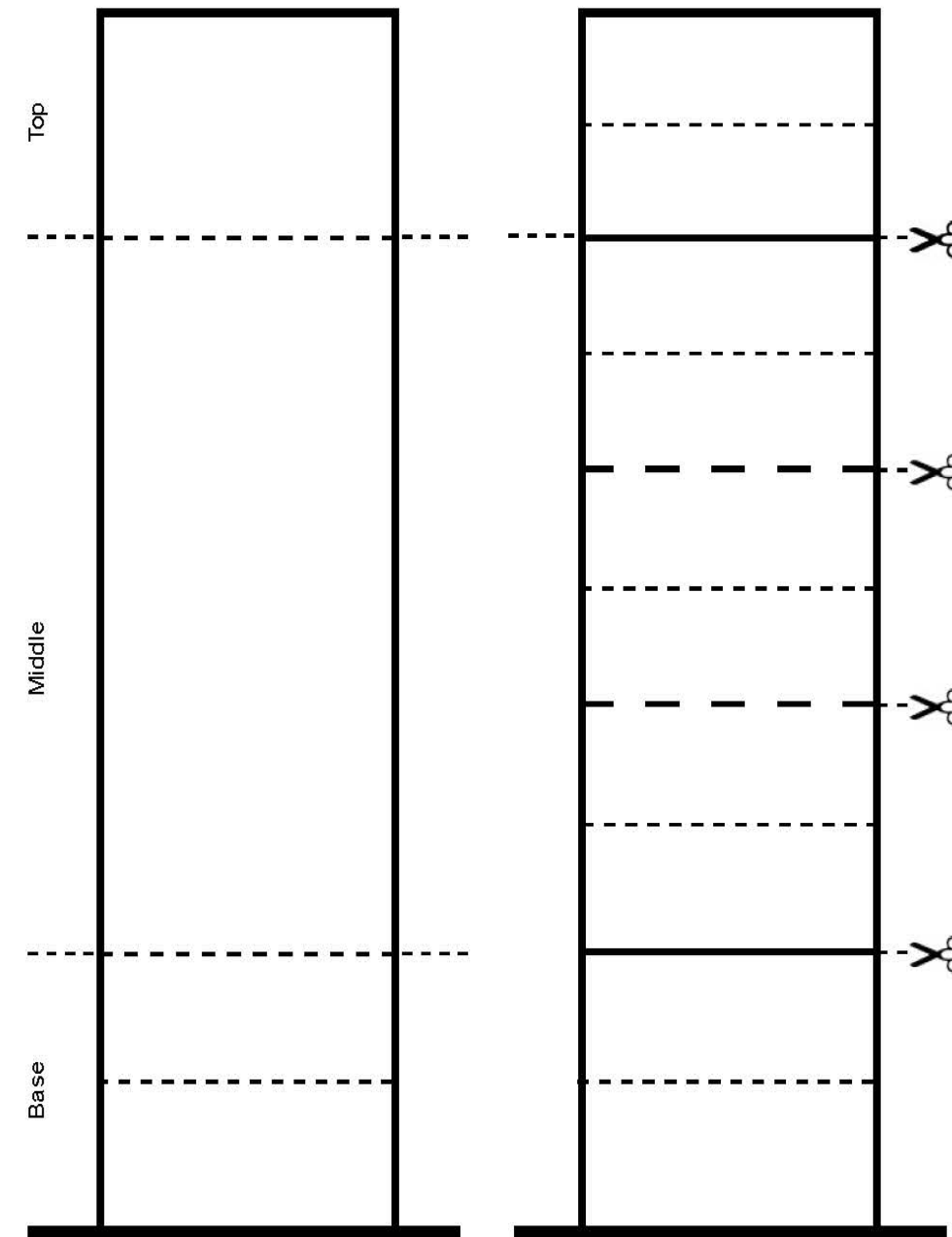
Materials are linked to the 'City', traditional materials and contextual tones. Pale brick piers, incorporating a matching mortar colour extend from ground to top, dark bronze window frames accentuate the light brick piers, light bronze PPC panels provide a 'crowning' feature, comprising an etched pattern, balconies will be of light bronze and incorporate metal railings

Figure 1



Typical Bay Principle

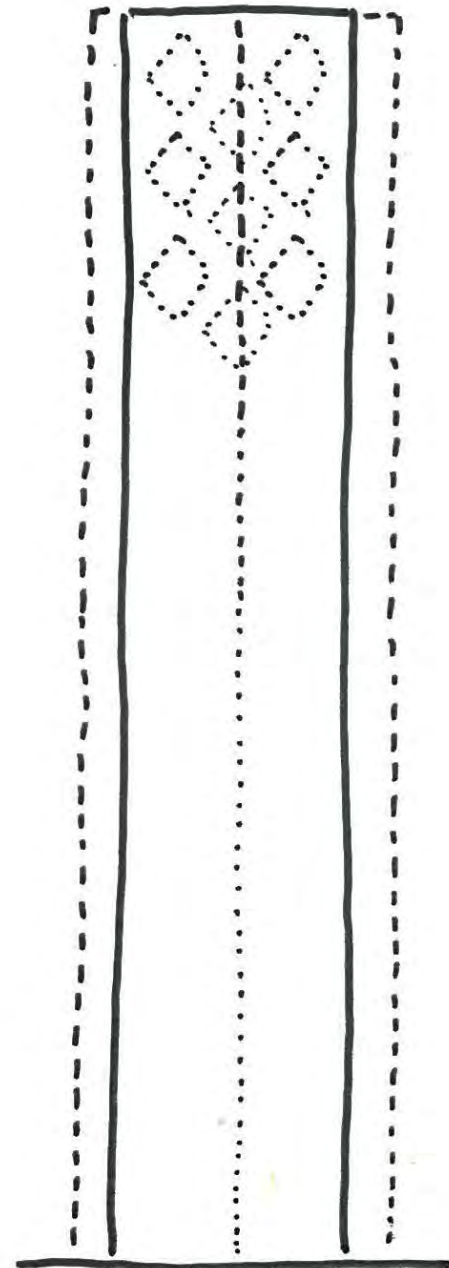
Figure 2



Horizontal Grain



Figure 3



Elevation Diagram 2: Slenderness and Pattern

As a result of the post-submission Design Review process two primary objectives were identified to help refocus the design.

Reconfiguration of the plan to the pinched /folded form and the singular form with diminished crown

Piers extend above the roof line to form a 'parapet' screen to the proposed plant space on the roof

Intricate brick pattern - provides articulation yet dissolves the 'crown' as an integral part of tower

Further articulation with projecting glazing bar feature helps to create finer grain within crown element as well as providing sun shade

Light bronze / gold colour spandrel panel and window frames

Pale brick piers and window proportion reinforce the verticality and elegant feature of the composition

Inset balcony feature creates a vertical rhythm and expresses the 'veil' quality of the main elevations

Podium gardens frame building

Grand scale residential lobby

Piers extend into the square forming a colonnade, grounding the tower within the public space



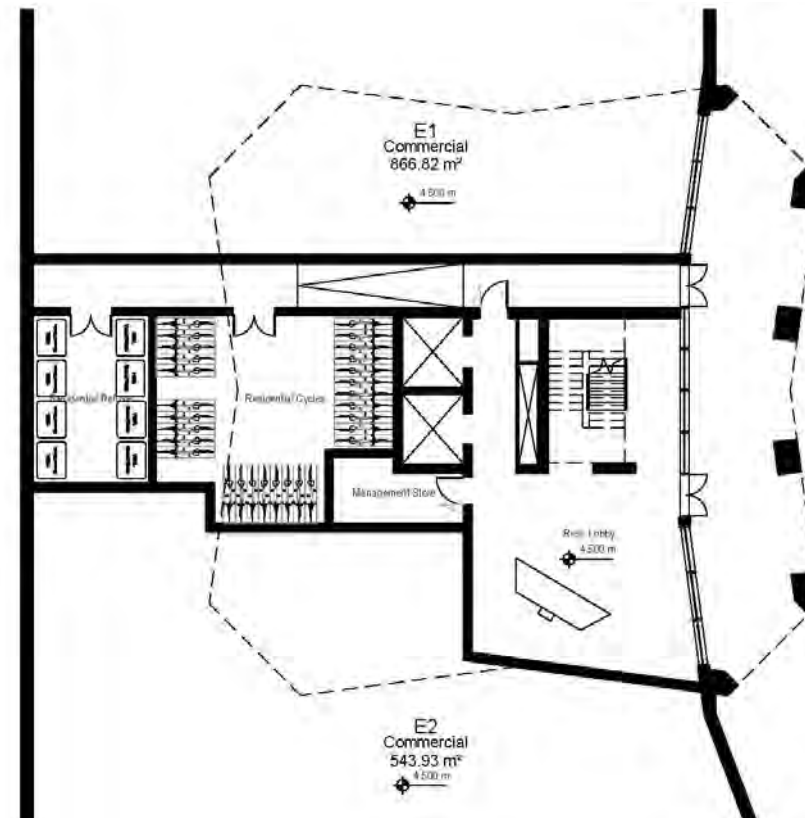
Figure 4



## 1 Detail Plan

The detail plan layout is included on this and the facing page. This demonstrates:

- the tower is grounded in St George Square
- the colonnade provide a defensible space and sense of arrival in front of the entrance lobby
- concierge service will manage the servicing aspects of the buildings and receive deliveries associated with the residents in the tower
- a separate entrance directly from the square leads to a generous cycle store at the rear of the plan. The direct access to the cycle link in St George Street and square will encourage residents to use their cycles
- Our concept provides a tower that has a simple, elegant orthogonal form, and comprises a materiality that resonates with the textures and tones of the traditional materials in Norwich
- We have developed a form that is uncluttered elegant and sits comfortably with the articulation of the existing Norwich skyline
- We started with a floor-plan led approach to provide residents with accommodation of exemplary quality. This included giving every apartment a corner aspect to take advantage of the excellent views



Proposed Ground Floor Plan  
Entrance Lobby / Double height entrance colonnade

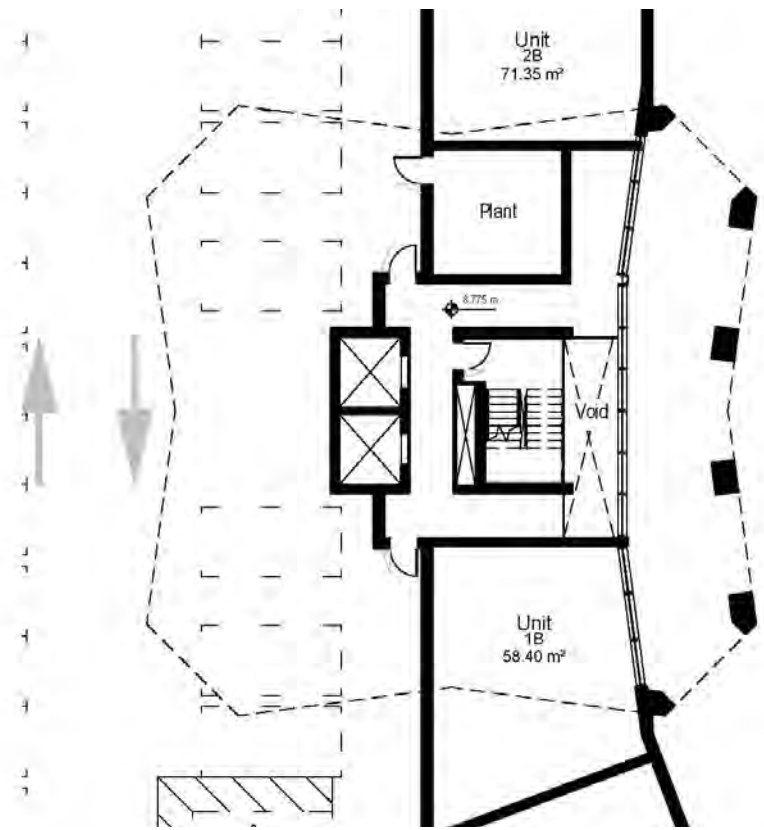
Figure 1



View to St. George's Square from Residential Lobby

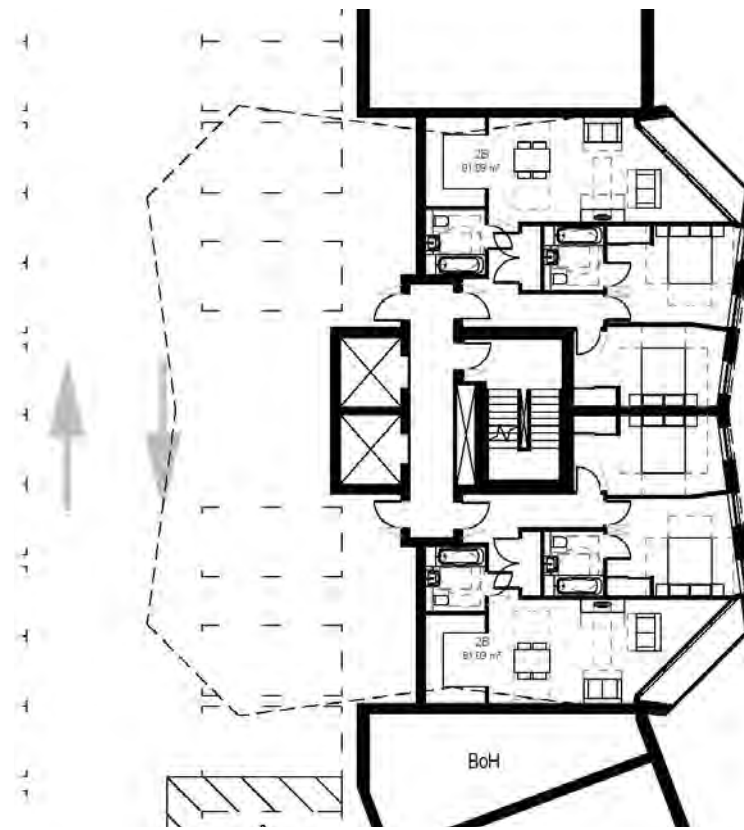
Figure 2





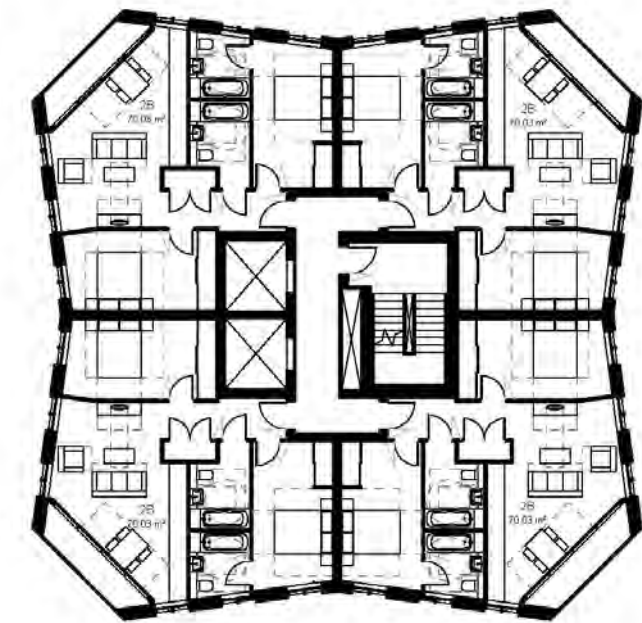
Proposed First Floor Plan  
Car Parking / Apartments

Figure 3



Proposed 2nd Floor Plan  
(3rd Floor similar)  
Car Parking / Apartments

Figure 4



Proposed Typical Floor Plan  
4th - 19th Floor  
Apartments

Figure 5



## 2 Residential Apartments

The broad principle of the design in plan is to cluster 4 flats, arranged in pairs, around a central core. The lobby area create an intimate and 'neighbourly' arrangement at each front door. With units on each corner, the upper floor apartments enjoy the benefit of dual aspect and fantastic views across the City and wider countryside. The plan opposite shows the typical layout which provide excellent quality accommodation, good storage and en-suite bathrooms;

- central living space with dual aspect
- bedrooms on each side offers flexibility to share use
- unit sizes comply with National Housing Standard, as do the individual room sizes

## 3 Technical Design Studies

One of our key objectives was to test and demonstrate that technical viability of the design proposals for all buildings. The sketches on this page demonstrate the team's response to the structural design strategy for the evolving tower.

In addition the DAS sets out the other areas of the technical study including, energy, heating and ventilation strategy.

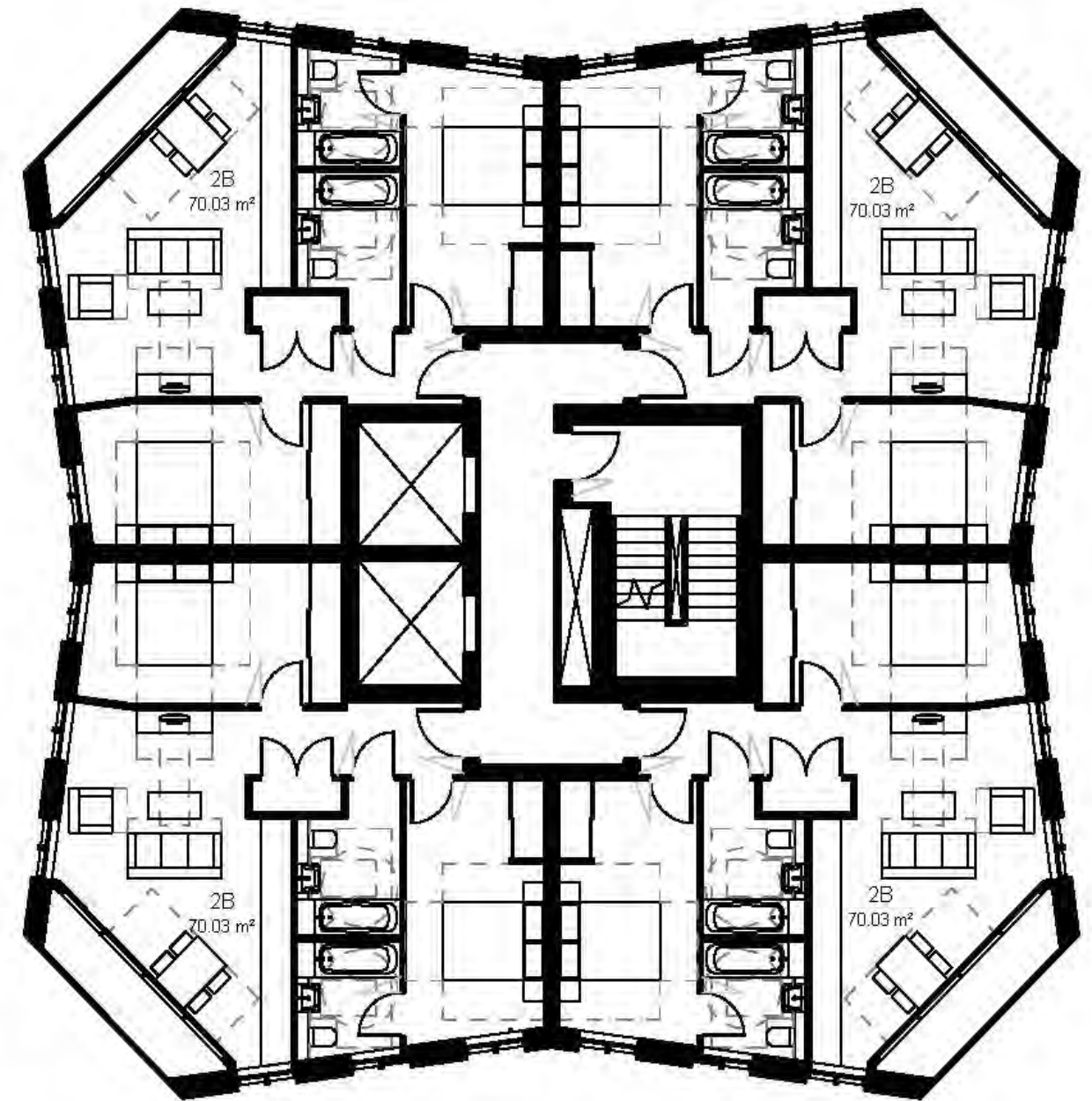


Figure 1| Typical Upper Floorplan



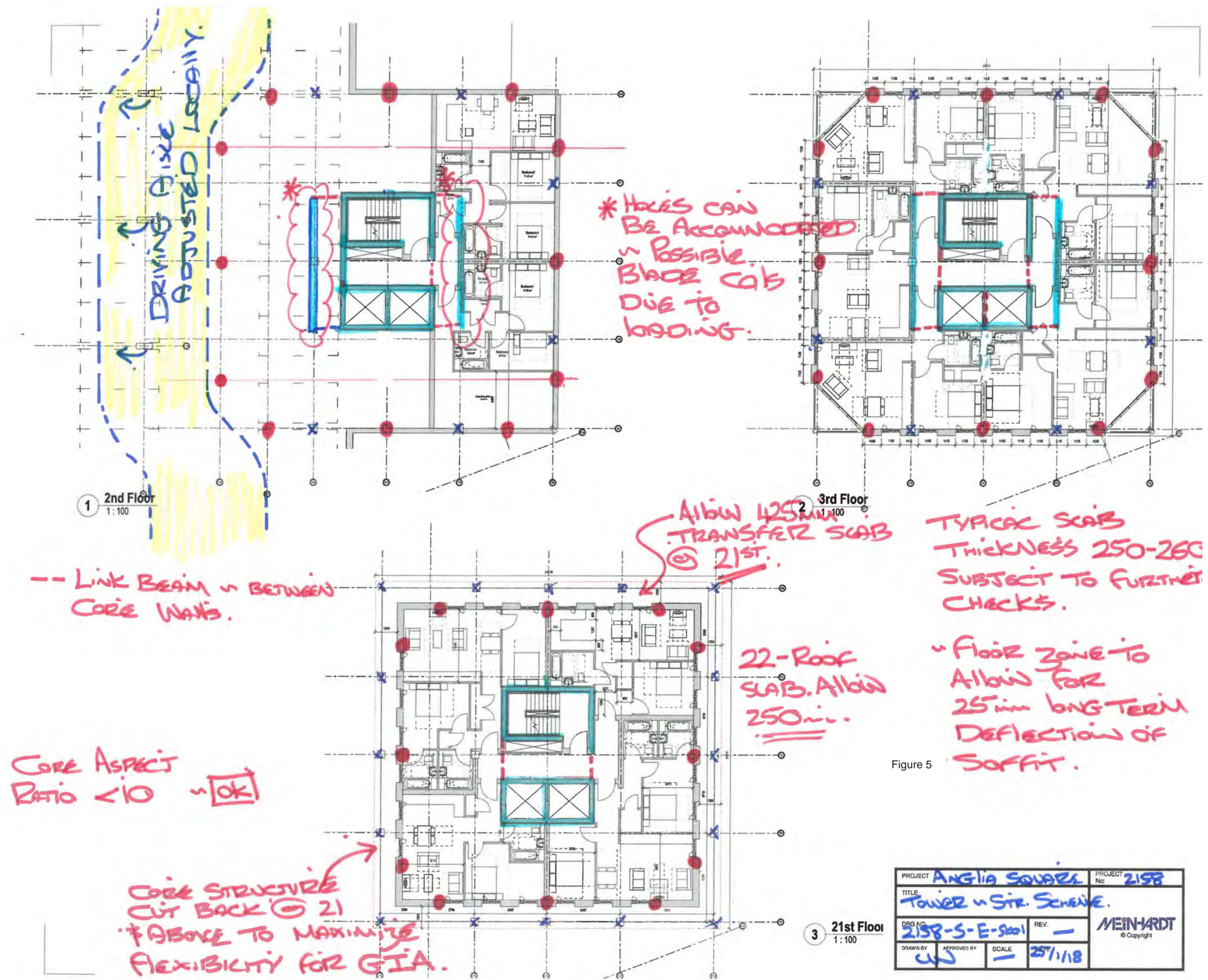


Figure 5

Figure 2 | Early Structural Design Development Sketches





Figure 1 | Artist's Impression

A perforated crown of piers extends above the roof line to soften the skyline

Intricate brick pattern - provides articulation and reinforces 'crown' as an integral part of tower

Further articulation with projecting glazing bar feature helps to create finer grain within crown element as well as providing sun shade. The bars would be of metallic finish, providing subtle reflection, that might delicately catch the sunlight and sunrise.





SPAGHETTI KITCHEN

Spaghetti Kitchen

Mangiore

PIZZERIA  
PANNINO









Spagetti  
Kitchen

Spagetti  
Kitchen

Spagetti  
Kitchen

Mangrove

Mangrove



## 11 Proposed Street Elevations

The proposed street elevations are provided as illustrative material and demonstrate the integration of the proposed 'marker building' within the potential streetscape along Pitt Street and St George Street.

Despite the reduction in height, the new design for the tower achieves an elegant proportion within the streetscape. Adjoining buildings are set back, which affords the marker building greater presence within this composition.

### Elevation Material key

1. Brick cladding. Colour and type to complement existing context
2. Brick feature banding expresses grouping and parapet edges
3. Dark grey or gold coloured framed window system
4. Shop fronts are 'illustrative information only', but with fascia panel on Magdalen Street Return. Shopfronts will be provided by retail operators and their design guided by a 'Shopfront Design Guide' included as part of the application documents.
5. Balconies - balustrade designs comprising perforated metal, glass or railings subject to location and character area
6. Light weight cladding

Note:  
Rooftop plant and associated enclosures shown within the illustrative drawings of the Outline element of the Hybrid application are indicative and will be subject to detailed design. Actual size and positions will be finalised as part of future Reserved Matters Applications.



Figure 1 | Illustrative Elevation - St George Street (Tower element detail)



Elevation Material key

1. Brick cladding. Colour and type to complement existing context
2. Brick feature banding expresses grouping and parapet edges
3. Dark grey or gold coloured framed window system
4. Shop fronts are 'illustrative information only', but with fascia panel on Magdalen Street Return. Shopfronts will be provided by retail operators and their design guided by a 'Shopfront Design Guide' included as part of the application documents.
5. Balconies - balustrade designs comprising perforated metal, glass or railings subject to location and character area
6. Light weight cladding



Figure 2 | Illustrative Elevation - Pitt Street















THE KITCHEN

HOME STORE

CORA

CORA

Candy SHOP



# 4.8 Block A

## 1 Architectural Principles

The overarching architectural principles are set out on pages 94 – 119 of the Design and Access Statement (DAS).

**1.1** Within the proposed masterplan, Block A satisfies a very complex brief, with the provision of not only a large number of commercial spaces and ancillary accommodation, but also a car park comprising 750 spaces, of which 600 spaces are dedicated for public use. The flats are positioned on the outer faces of the building in order to screen the car park, except on parts of the Edward Street elevation, and importantly to create interest and activity above the commercial ground floor on all sides of the building. All public spaces are therefore provided with natural surveillance.

**1.2** The following pages show the proposed changes to the architectural treatment of Block A which responds to the issues raised within the consultation, i.e.

- Achieve further differentiation between typologies
- Add visual richness and variety
- Replace the dark coloured cladding to tops of blocks
- Revise design and material on Magdalen Street block to complement its setting

**1.3** The treatment of each elevation is considered separately, although as a whole this will contribute to the vibrancy and richness of the architectural character.

## 2 Shopfront Design Guide

**2.1** The proposed elevations currently show, for illustrative purposes only, shopfronts to the proposed commercial uses. The shopfronts to the commercial units will be a key element of the scheme's impact on the streetscape. To ensure that future tenants' shopfronts are of a high quality and contribute towards creating a cohesive scheme, Weston Homes and Columbia Threadneedle have commissioned Broadway Malyan to produce a Shopfront Design Guide.

**2.2** This document lays out a set of guidelines with which tenants will have to comply, when designing their shopfronts. The guidelines have been set up to include fixed requirements, such as the shopfront framing system and signage locations and sizes, to provide continuity. However there is a built in flexibility to allow tenants to personalise their shopfront in line with their specific requirements and branding, to create variation and interest. The scope of the shopfront Design Guide document will include:

- Shopfront framing system, finish and colour.
- Dimensions for glazing sizes and doors.
- Signage style, size and location.
- Integration of awnings where appropriate

Figure 1 Massing Diagram

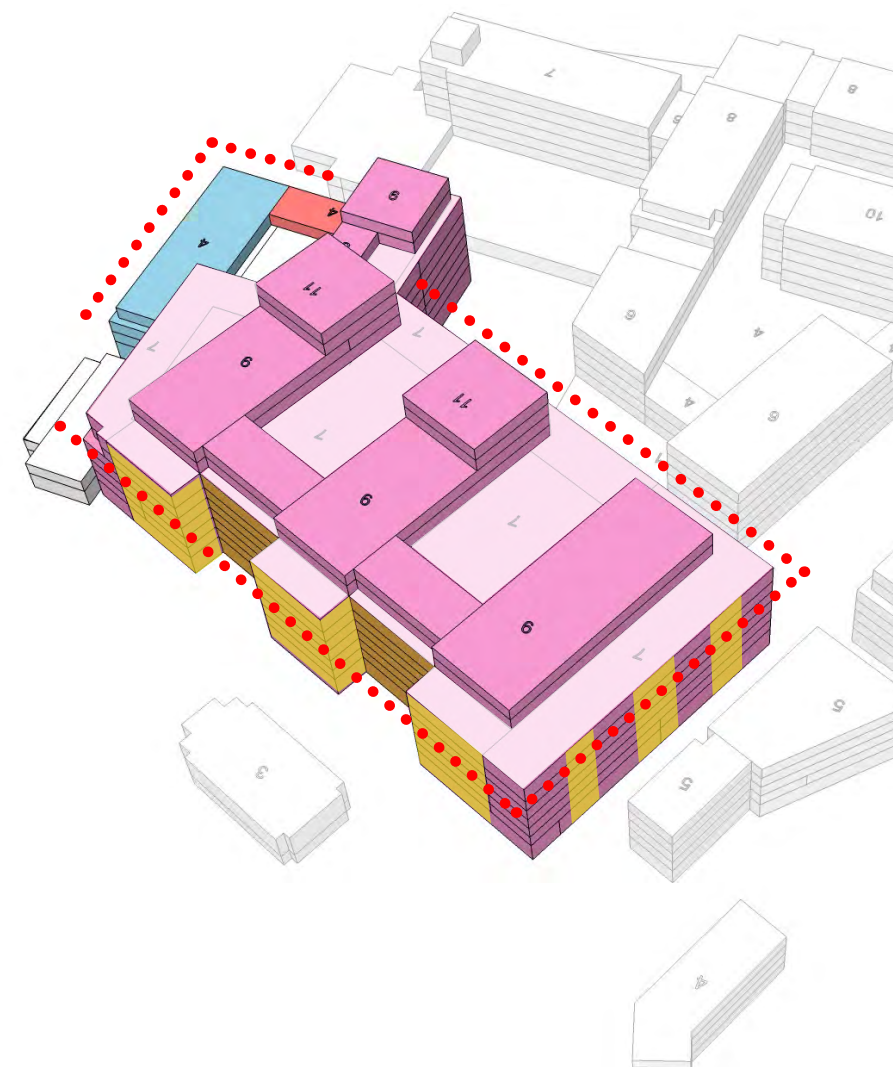
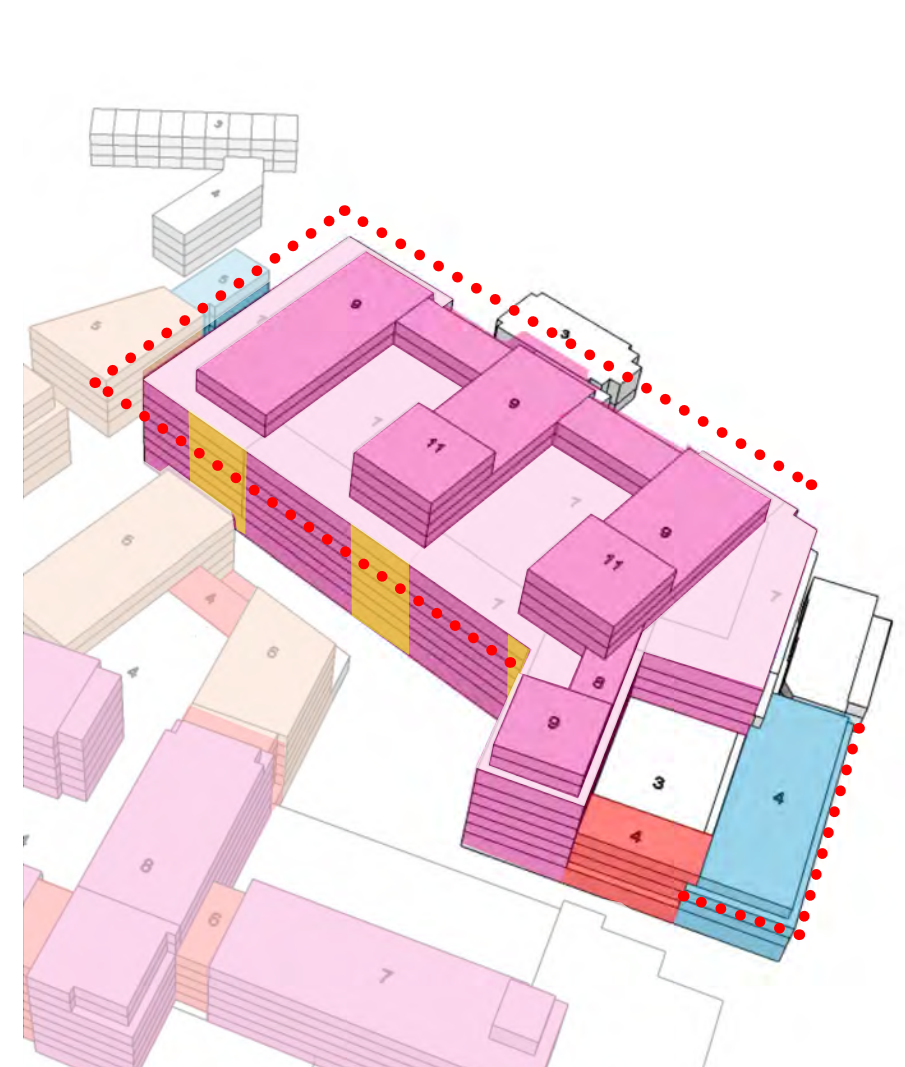


Figure 2 | Amended Massing Diagram



### Key

- Mansion Block
- Alternative Mansion Block
- Connector
- Magdalen Street Townhouses
- Multi-storey Car Park
- Block A - Key Elevations amended



### 3 Key Amends:

1. Brick type changed to a calm pale brick, with corner sections in contrasting darker brick.
2. Outer framing with inset balconies added to recessed upper floors, to reinforce the projecting bays and break down the bulk of the upper stories.
3. Articulation and sub-division of the perforated cladding to reinforce the banding included on the projecting bays.
4. A 'green wall' is included on the ground floor - to boost biodiversity and improve air quality. Subject to further detailed design.

#### Elevation Material key

1. Brick cladding, Dark & pale colour and type to complement existing context
2. Brick feature banding expresses grouping and parapet edges
3. Dark grey or gold coloured framed window system
4. Shop fronts are 'illustrative information only'. Shopfronts will be provided by retail operators and their design guided by a 'Shopfront Design Guide' included as part of the application documents.
5. Balconies - balustrade designs comprising perforated metal, glass or railings subject to location and character area
6. Light weight cladding
7. Textured Brick
8. Perforated Panel

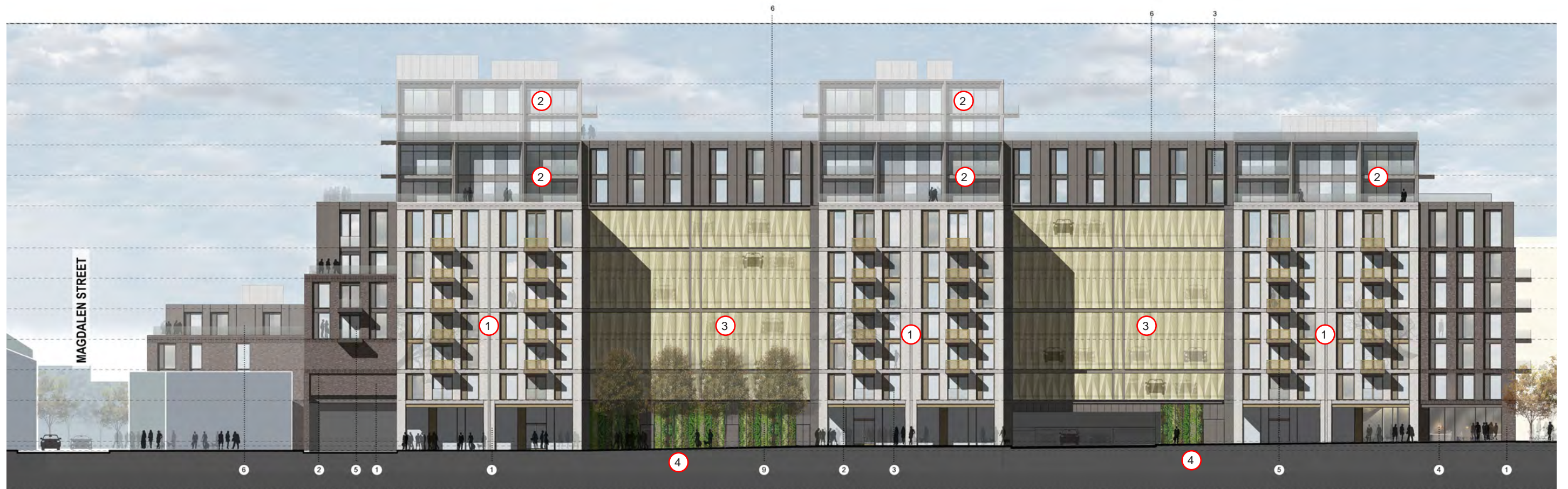


Figure 3 | Illustrative Elevation



**Block A**

Total Number of Units

154 x 1 Bed Flat

155 x 2 Bed Flat

14 x 2 Bed Duplex Flat

**Key**

- Commercial
- Commercial BoH
- Service Routes
- Loading Bay
- Parking
- Public Parking Access / Cores
- Residential Access / Cores
- 1 Bed Flat
- 2 Bed Flat
- 2 Bed Duplex
- Residential BoH

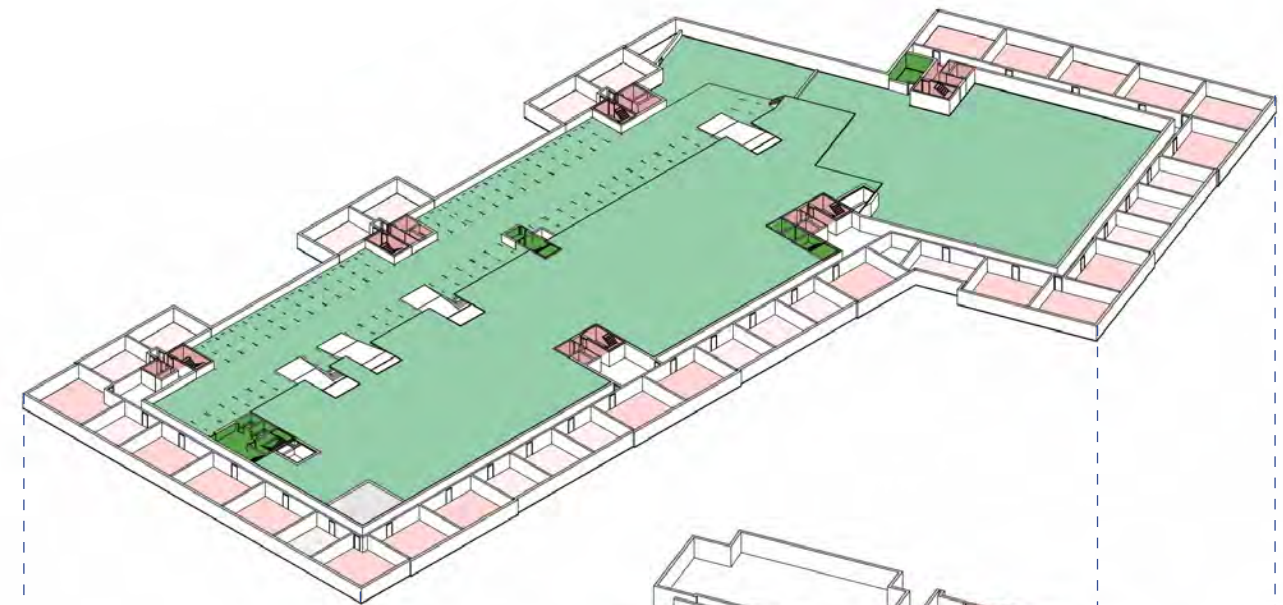


Figure 1 | Second Floor Plan

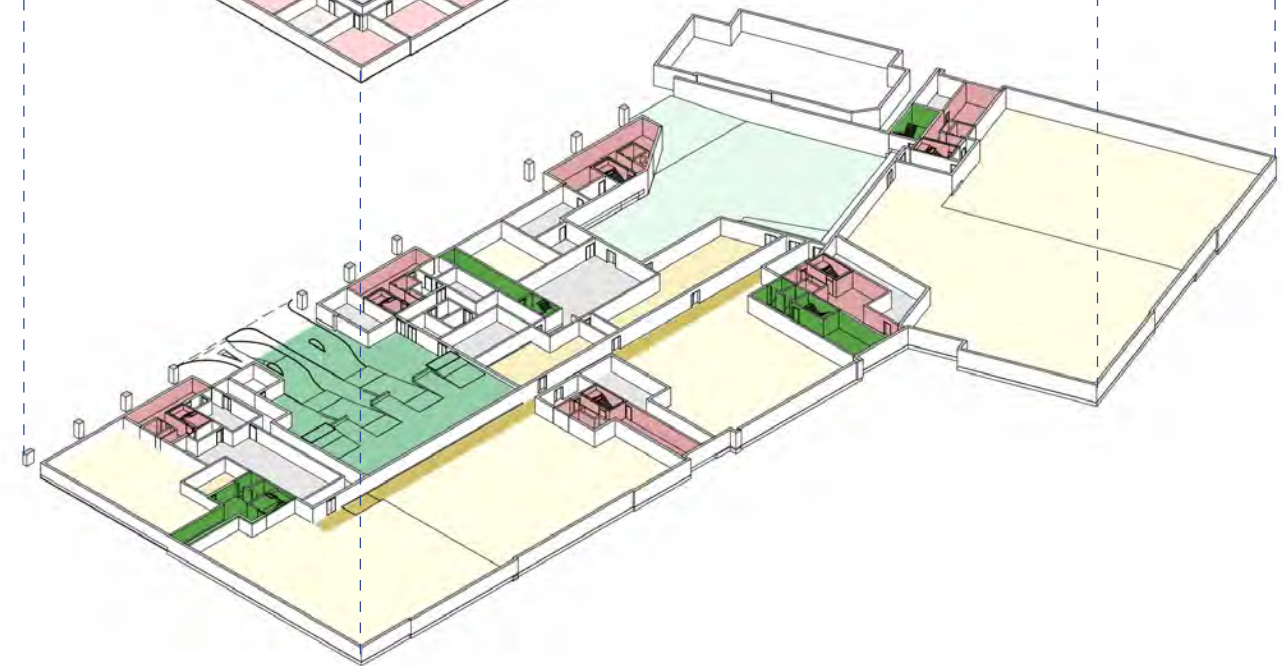


Figure 2 | Ground Floor Plan



Figure 3 | Ninth Floor Plan

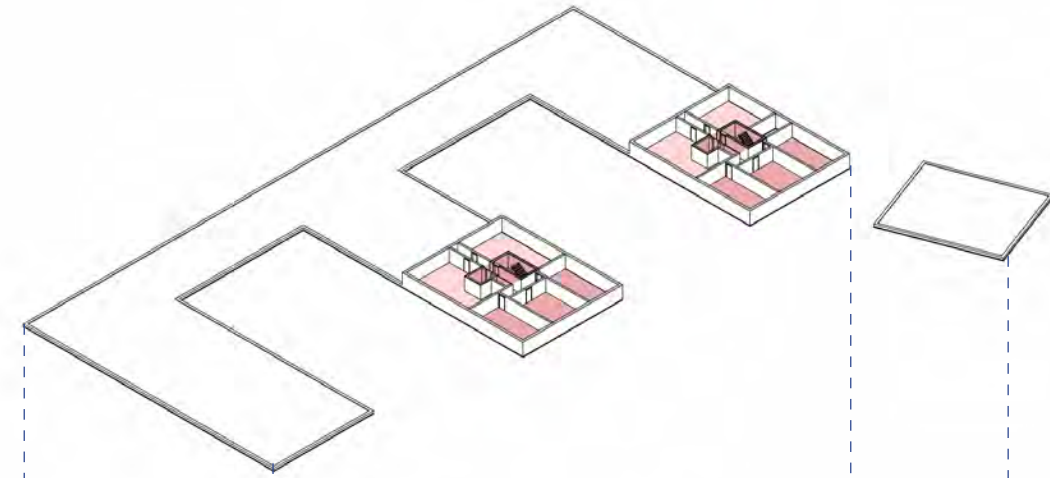


Figure 4 | Seventh Floor Plan

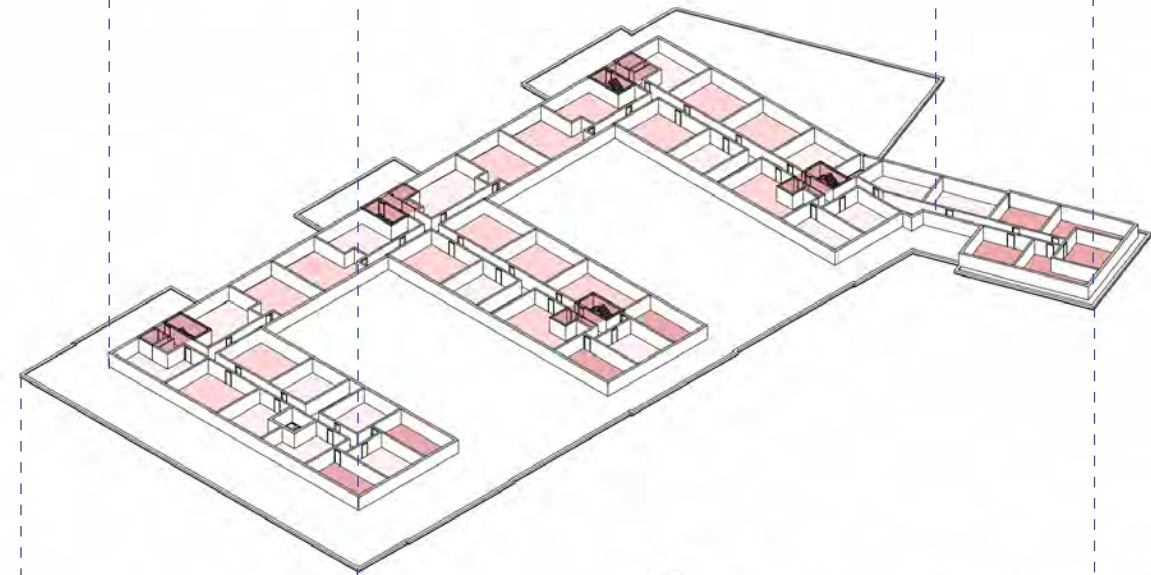
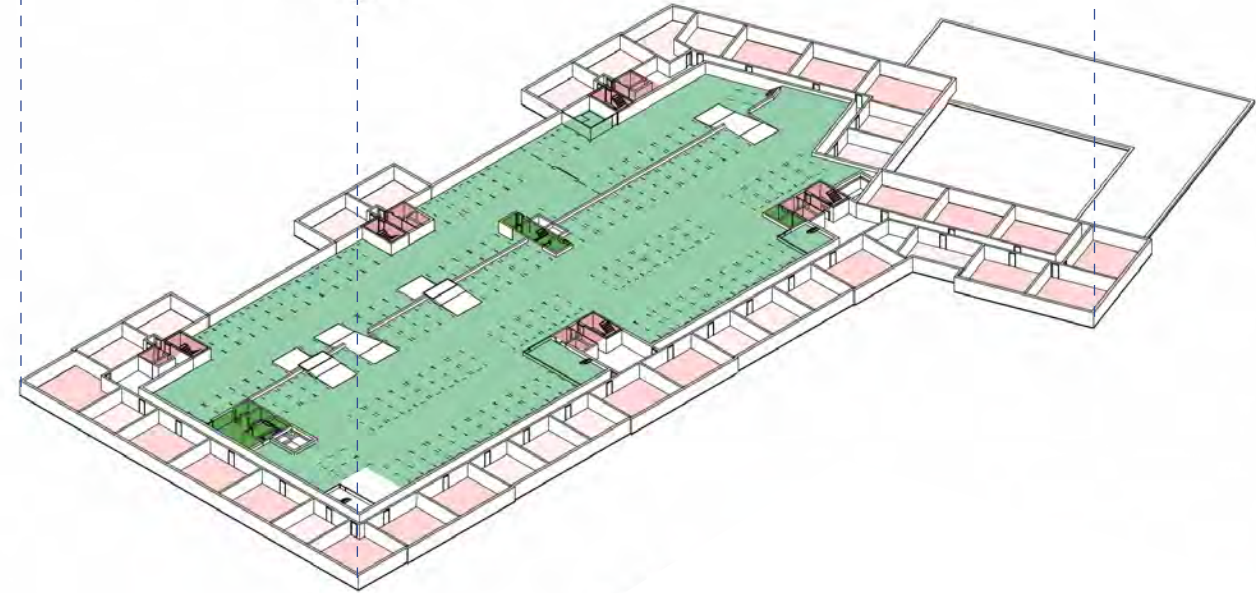


Figure 5 | Fourth Floor Plan



**Key**

- Commercial
- Commercial BoH
- Service Routes
- Loading Bay
- Parking
- Public Parking Access / Cores
- Residential Access / Cores
- 1 Bed Flat
- 2 Bed Flat
- 2 Bed Duplex
- Residential BoH



### 3 Material Palette

**3.1** Pages 94 - 99 of the Design and Access Statement, explains the rationale for the materials strategy. Essentially this is based on analysis of the City's fabric and the effect of materials on the composition of the massing, and the sense of architectural legibility and place making, experienced both within the development and from afar.

**3.2** Norwich's historic fabric comprises rich and varied character. Existing building materials are explored within the Design and Access Statement, core to this richness is the use of stone, brick, flint and timber. Roof finishes vary although predominantly terracotta clay tiles.

**3.3** The following pages helps to evolve the detail for the materials for the Tower and Block A. Brick is traditional, and a robust material and is used for all buildings. Colours have been selected as a reference to the existing context of Norwich, combination of red, dark and pale brick.

### 4 Block A

**4.1** Block A defines the edges, of the 4 key movement routes, Botolph Street to the south and St George to the West, Magdalen Street and Edward Street to the east and north respectively. The characters of these movement routes are varied. Our materials approach for Block A comprises:

- Red brick along Magdalen Street responds to the existing character.
- Along Botolph Street and St George Street, the pale brick highlights vertical bay elements of the architectural design, grey cladding on the upper floor residential wings. A dark brick provides the base material for the building
- Along Edward Street, the car park elevation comprises a perforated folded panel, subdivisions are expressed in grey feature bands. The projecting residential bays are in pale brick as along Botolph Street.

### 5 Features

**5.1** Brick banding helps to articulate the horizontal subdivisions and parapet features. Recesses in the brick provides the vertical subdivision to accentuate the rhythm of the apartments, a reference to the traditional narrow burgage plots.

**5.2** Balconies provide private amenity. Along Magdalen Street juliet balconies, is a more contextual response, with railing balustrade set into the window opening. Elsewhere projecting balconies are designed to comprise balustrades of either glass, perforated panel, or railings. This typology can be varied in colour to provide the variety in the character.

**5.3** Balcony typologies and their location have been considered carefully and guided by the wind report prepared by Elliot Wood . More solid balustrade helps to mitigate discomfort induced by wind, railing balconies are avoided in locations of higher velocity wind conditions.



Figure 1 | Magdalen Street - Bay Study

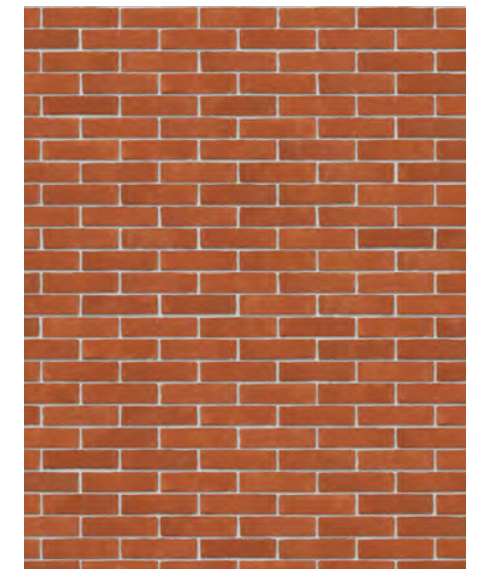


Figure 2 | Red Brick Sample (Illustrative Only) Possible type: Vandersanden ref: 099-2-1024 or vds528vb-3





- Terrace balcony comprising glass panel balustrade.
- Grey lightweight cladding
- Pale Brick and feature banding on principle bay feature
- Balcony on principle bay feature comprising gold / light bronze perforated panel balustrade.
- Windows: Gold / Light Bronze window frames with perforated ventilation panel
- Dark Brick and feature banding on secondary elevations
- Ventilation - For illustrative purposes the proposed bay study shows the location of proposed boiler ventilation and mechanical extract for dwellings. Mechanical extract from bathrooms are located discretely in the overpanel on the balcony doors. Boiler flue outlets from each lobby is also shown.
- 'Juliet' balcony at first floor comprising glazed panel balustrade. Approach retains hierarchy of extended ground floor portal feature
- Balcony comprising glazed panel balustrade.
- Shopfronts are 'illustrative' only.

Figure 3 | Botolph Street - Bay Study



Figure 4 | Pale Brick Sample (Illustrative Only) Possible type: Vandersanden ref: 125-perla-1024



Figure 5 | Dark Brick Sample (Illustrative Only) Possible type: Vandersanden ref: 533-4

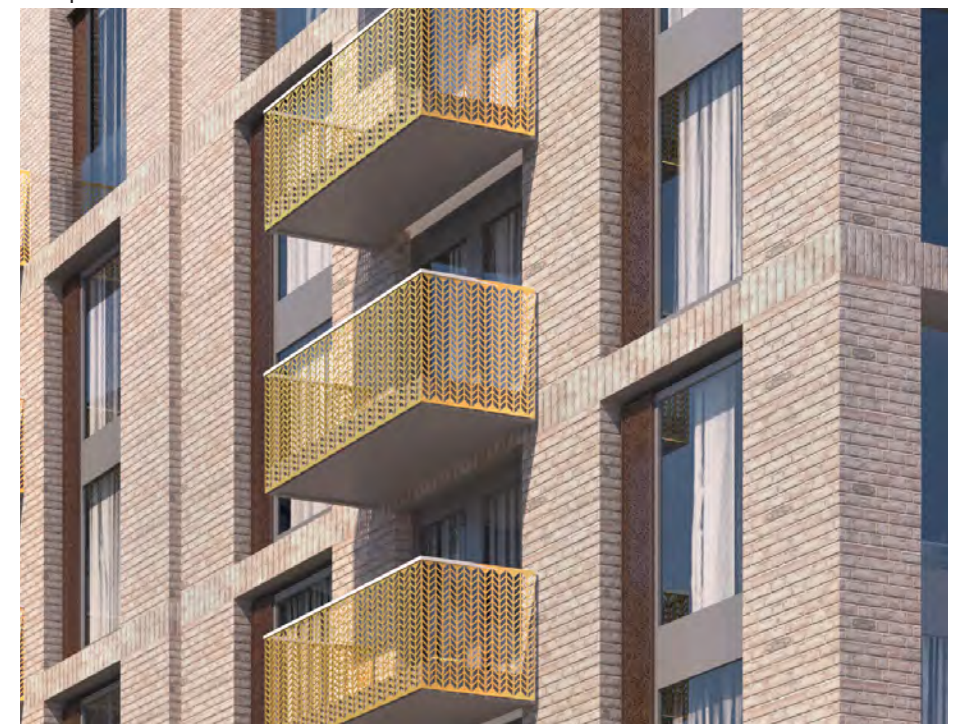


Figure 6 | Elevation Artist's Impression



## 6 Key Amends:

1. Bay elements introduced to breakdown the mass of the building
2. A calm pale brick with subtle banding, coupled with light bronze/gold colour window panels and perforated balcony features articulates and softens the overall feel, contrasting with intervening alternative elevations of darker brick, grey colour window panels and glazed / railing balcony balustrade
3. At street level further detail is added to shop fronts in the form of coloured awnings (shown illustratively on the elevations)

## Elevation Material key

1. Brick cladding, Dark & pale colour and type to complement existing context
2. Brick feature banding expresses grouping and parapet edges
3. Dark grey or gold coloured framed window system
4. Shop fronts are 'illustrative information only'. Shopfronts will be provided by retail operators and their design guided by a 'Shopfront Design Guide' included as part of the application documents.
5. Balconies - balustrade designs comprising perforated metal, glass or railings subject to location and character area
6. Light weight cladding
7. Textured Brick
8. Perforated Panel



Figure 1 | Illustrative Elevation



## 7 Key Amends:

1. Pale coloured brick feature bays between the darker brick bays, as introduced on the south elevation are repeated on this elevation; to reinforce the rhythm and add variety to the elevation
2. Contrasting colour is introduced over the 'pale brick bay' to provide complete vertical articulation and interest on the upper level cladding
3. Light bronze/gold colour window panels and perforated balcony features included to complement the pale brick with grey tones retained with the darker brick, as a contrast
4. Taller full height glazing is introduced to the corner commercial unit on both the south and west elevation, to create a special corner feature. Signage and logos would also help articulate this corner at street level, in accordance with the Shopfront Design Guide

### Elevation Material key

1. Brick cladding, Dark & pale colour and type to complement existing context
2. Brick feature banding expresses grouping and parapet edges
3. Dark grey or gold coloured framed window system
4. Shop fronts are 'illustrative information only'. Shopfronts will be provided by retail operators and their design guided by a 'Shopfront Design Guide' included as part of the application documents.
5. Balconies - balustrade designs comprising perforated metal, glass or railings subject to location and character area
6. Light weight cladding
7. Textured Brick
8. Perforated Panel



Figure 2 | Illustrative Elevation



## 8 Key Amends:

1. A dark red brick provides the contrast here to the rest of the development, and responds to the materials synonymous to Magdalen Street.
2. Vertical recess feature in the brick extends to the upper floor cladding to express the rhythm of the 'plot' widths
3. Windows are narrower to reflect traditional vertical proportions on Magdalen Street; living rooms enjoy the benefit of light bronze/gold railings, screening lower window sections
4. Shopfronts are shown as 'illustrative only', but include a fascia panel for future signage
5. A subtle texture is introduced on the corner of Sovereign Way and Magdalen Street, and an additional projecting balcony feature looks onto the arrival space
6. A light grey cladding for the upper floor reflects the presence of state roofs on Magdalen Street, whilst a light bronze/gold colour metal railing provides a subtle articulation at this level set against the grey backdrop

## Elevation Material key

1. Brick cladding, Dark red colour and type to complement existing context
2. Brick feature banding expresses grouping and parapet edges
3. Dark grey coloured framed window system
4. Shop fronts are 'illustrative information only', but with fascia panel. Shopfronts will be provided by retail operators and their design guided by a 'Shopfront Design Guide' included as part of the application documents.
5. Balconies - balustrade designs comprising perforated metal, glass or railings subject to location and character area
6. Light weight cladding
7. Textured Brick
8. Perforated Panel



Figure 1 | Illustrative Elevation



### 9 Key Amends:

1. The Magdalen Street elevation treatment returns onto Sovereign Way, to give depth to the elevation, distinguishing it from the design approach within Anglia Square
2. The corner, with its textured brick and projecting balconies, reinforces this special corner and entrance to the development

#### Elevation Material key

1. Brick cladding, Dark red colour and type to complement existing context
2. Brick feature banding expresses grouping and parapet edges
3. Dark grey coloured framed window system
4. Shop fronts are 'illustrative information only', but with fascia panel on Magdalen Street Return. Shopfronts will be provided by retail operators and their design guided by a 'Shopfront Design Guide' included as part of the application documents.
5. Balconies - balustrade designs comprising perforated metal, glass or railings subject to location and character area
6. Light weight cladding
7. Textured Brick
8. Perforated Panel



Figure 2 | Illustrative Elevation



Elevation Material key

1. Brick cladding. Colour and type to complement existing context
2. Brick feature banding expresses grouping and parapets edges
3. Dark grey framed window system
4. Shop fronts to be provided by retail tenants and in line with design code
5. Balconies - balustrade designs comprising perforated metal, glass or railings subject to location and character area
6. Light weight cladding



Figure 1 | Block A Street Elevation - Anglia Square



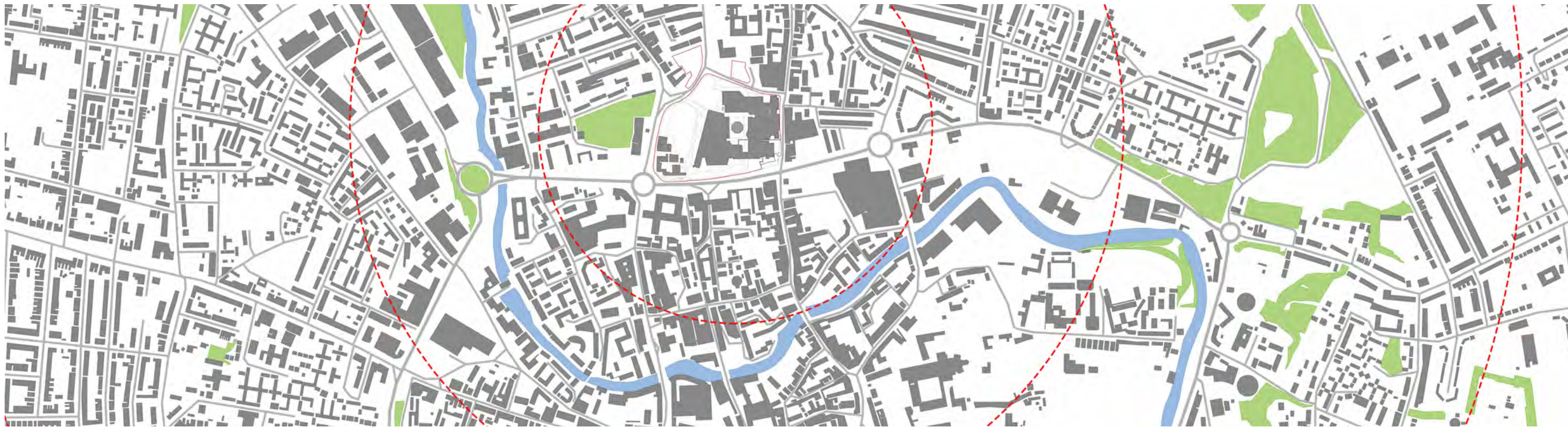
Elevation Material key

1. Brick cladding. Colour and type to complement existing context
2. Brick feature banding expresses grouping and parapets edges
3. Dark grey framed window system
4. Shop fronts to be provided by retail tenants and in line with design code
5. Balconies - balustrade designs comprising perforated metal, glass or railings subject to location and character area
6. Light weight cladding



Figure 2 | Block A Street Section - Through Sovereign Way & Edward Street







Section 5.0  
**Response to Rule 6 Parties**



# 5.1 Response to Planning Policy

## 1 Overview

1.1 Clearly the proposed scheme in this case is supported by Norwich City Council as the Local Authority and has the benefit of a resolution to grant planning permission. As such, there are no putative reasons for refusal to which the Appellant is required to respond. However, it is noted that objections have been received from a variety of different groups and a number of those groups are now Rule 6 parties at the inquiry as set out below:

- Historic England;
- The Norwich Society;
- Save Britain's Heritage;
- Norwich Cycling Campaign.

1.2 The submissions by those parties raise a number of points, some general, some very specific. I respond to those issues below on a thematic basis.

## 2 The Principle of Development

2.1 I note that the appeal 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 was cleared and partially redeveloped in the 1960's alongside construction of the St Crispin's 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.

2.2 The St. Augustine's 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 including a food store, car park and residential dwellings alongside a wide range of other uses and alterations.

2.3 In considering the whether the principle of development is acceptable in this case, the NPPF at Paragraph 117 outlines that planning policies and decisions should promote an effective use of land in meeting the need for homes and other uses. It makes it clear that strategic polices should:

*'set out a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously-developed or 'brownfield' land'.*

2.4 And at Paragraph 118, it outlines that planning policies and decisions should:

*'give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs'*

And

*'promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained and available sites could be used more effectively'*

2.5 JCS Policy 9 outlines that *'the Norwich Policy Area will be the main focus for growth.'* JCS Policy 11 is clear that *'the role of Norwich as a regional centre will be enhanced through an integrated approach to economic, social, physical and cultural regeneration to enable greater use of the city centre, including redevelopment of brownfield sites'*. It identifies northern parts of the City Centre in particular for comprehensive regeneration, with the aim of achieving physical and social regeneration, facilitating public transport corridor enhancements, and utilising significant redevelopment opportunities. The City Centre key diagram identifies Anglia Square specifically as an 'Area of change' for mixed use development (residential, commercial and retail) with an improved public realm.

2.6 In addition, JCS policy 19 identifies Anglia Square/Magdalen Street as a Large District Centre (LDC), where new retailing, services, offices and other town centre uses will be encouraged at a scale appropriate to its form and function.

2.7 Policy DM12 outlines with a number of exceptions, residential development will be acceptable as a matter of principle. Amongst other things it should not compromise the delivery of wider regeneration aims and should contribute to achieving a diverse mix of uses.

2.8 Against that background, the Council in its Statement of Case, outlines that the appeal site forms part of the Anglia Square and Magdalen Street Large District Centre and that Anglia Square itself is the most significant development opportunity in the northern part of the city centre and one of the Councils most important regeneration priorities. It confirms that the site comprises over 16,000 sqm of vacant office space an unused multi storey car park a dilapidated shopping centre and as well as extensive areas of open space which are under-utilised with surface level car parking. The Council suggests that the vacant office building 'Sovereign House' in particular, and the site more generally are cited as "a highly visible indicator of a decade or more of dereliction".

2.9 Notably the Council goes on to list a range of benefits associated with the Appeal Scheme with which I am in full agreement. Namely:

- 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.

2.10 It outlines that the appeal 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 appeal scheme would constitute a sustainable form of development for the site which is broadly consistent with the adopted development plan and relevant guidance in the NPPF. I fully agree with that assessment.

2.11 In that regard I note that the Statement of Case by Save Britain's Heritage is broadly supportive of development in principle when it 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'*

2.12 Similarly, I note the comments of English Heritage 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'.*

2.13 Albeit neither party supports the quantum and form of development proposed in this case. I address those matter is more detail below but fundamentally, I consider it to be clear that the principle of redevelopment in this case is fully supported by policy at both the national and the local level and is entirely acceptable in this case.

## 3 Built Heritage

3.1 It is a fact that the appeal site lies within the City Centre Conservation Area and is in the vicinity of the Northern City and Colegate character areas. It is also in the vicinity of a number of statutorily and locally listed buildings, including several buildings in Magdalen Street and at the junction of Pitt Street and St Augustine's Street. The closest Listed Buildings are Doughty's Hospital (Grade II) and 75 Magdalen Street (Grade II) St Augustine's Church (Grade I) and the Gildencroft cottages (Grade II) Buildings 43-45 Pitt Street are locally listed. There are three Grade I listed churches nearby, to the east St Saviour's and to the south of St Crispin's Road: St Martin at Oak and St Mary's Coslany.

3.2 The tower, its distinct form and architectural design takes reference from the City's important heritage buildings. This 'object' clad with light brick, and subtle articulation at its top plays an important role in the skyline of Norwich to celebrate the regeneration of the site. Its colonnade feature on the ground interacts with the new public square, St George Square.

3.3 The tower relates to the many 'markers' in the City which celebrate and signal the location of importance public spaces, this tradition is repeated here. Overall, the character of the new place will replace the 'blight' which degrades the area, and impacts on the many historic structures adjacent to the site and within the wider City context.



**3.4** The NPPF sets out at Paragraph 193 that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

**3.5** Paragraph 195 is clear that where a development will lead to substantial harm to (or loss of significance of) a designated heritage asset, local planning authorities should refuse consent unless the harm is outweighed by substantial public benefits.

**3.6** Similarly Paragraph 196 is clear that where a development would lead to less than substantial harm, the harm should be weighed against the public benefits of the proposal including, where appropriate securing its optimum viable use.

**3.7** Consideration of the built Heritage has been key in shaping a new Anglia Square. The ability to physically 'connect' Anglia Square to the immediate context has been demonstrated with the integration of the historic street pattern and the provision of two public spaces.

The shape and form of the development has been considered with reference to the historic fabric and the many heritage assets, in particular, St Augustine's Church within the immediate context, and the Anglican Cathedral in the wider context.

The tower, its distinct form and architectural design, takes reference from the City's important heritage buildings. This 'object' clad with light brick, and subtle articulated top plays an important role in the skyline of Norwich, marking the regenerated site. Its ground level colonnade feature engages with the new public square, St George Square, to distinguish it from adjoining buildings.

The tower resonates with other heritage 'markers' in the City which denote the location of important public spaces. The considerate response of the new city quarter takes as its starting point the significant heritage assets. The considered design resolution will lead the regeneration of the area.

A separate proof of evidence dealing specifically with heritage matters has been prepared by Chris Mielel of Motagu Evans LLP.



Figure 1 | Aerial photograph towards the south-west



# 5.2 Design

Within this section, I respond to the matters raised by Rule 6 parties.

1. Design and Character - Planning Policy
2. An assessment of the proposal against Building for Life criteria.
3. The tower in context. A description of the tower and scheme design and the independent design reviews held with Design South East (DSE).
4. Built Heritage
  - a. Historic England
  - b. SAVE Britain's Heritage
  - c. Norwich Society
5. Alternative schemes

## 1 Design and Character

**1.1** It is clear that overwhelmingly the objections by Rule 6 parties relate to matters of the design and heritage impact of the tower. Whilst these issues are clearly inter-related, I seek below to deal with matters of design in the first instance.

**1.2** In that regard, Paragraph 124 of the Framework states that the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. 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 over the lifetime of the development.

**1.3** Section 26 of the NPPG refers to design and reiterates the objectives of the Framework in stating that good design is an integral part of sustainable development. It goes on to outline that planning permission should not be refused for development which demonstrates good design and which promotes high levels of sustainability because of concerns about incompatibility with an existing townscape (Paragraph 26-004). Design is not seen as the preserve of specialists but should also include the views of local communities.

**1.4** The National Design Guide outlines extensive guidance, but notably at paragraph 56 outlines that:

*'Materials construction details and planting are selected with care for their context. They are attractive but also practical, durable and affordable. They contribute to visual appeal and local distinctiveness. In well-designed buildings, the materials and details suit the design concept and they are consistently followed through the construction process to completion.'*

## 2 An assessment of the proposal against Building for Life criteria.

**2.1** JCS Policy 2 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 (BfL) published by CABI achieving at least 12 points.

**2.2** In resolving to grant planning permission, Norwich City Council (NCC) refer to and use the Building for Life method in their own urban design evaluation of the scheme as follows;

**2.3** Norwich City Council Report to Planning applications committee – 6th December 2018

### Part 1 - Urban design evaluation

*315. 'The first part of the assessment is an urban design evaluation that is structured around the questions contained in the Building for Life method. They are used to establish whether a successful place will be created. The use of Building for Life is encouraged in NPPF para 129 and JCS policy 2 as a way of ensuring that development is 'designed to the highest possible standards, creating a strong sense of place'. A scheme is evaluated against 12 questions and a green, amber or red rating is awarded. Red means that a particular aspect of a development needs to be reconsidered.'*

**2.4** I deal with the design elements of the scheme by reference to the Building for Life criteria on the following pages.





### BfL 1 - Connections

*Does the scheme integrate into its surroundings by reinforcing existing connections and creating new ones; whilst also respecting existing buildings and land uses along site boundaries of the development site?*

1.1 Building for Life Question 1. Connections and specifically 1d, invites an approach and response to the relationship to existing development. I address this in the sequence of Norwich City Council Report to Planning applications committee – 6th December 2018, such that the detailed aspects of the tower are addressed separately. **Ref Item 3 below**

1.2 Fundamental to the design of the scheme is the delivery of a project conceived beyond its boundaries and informed by its context and the site's history. At a primary level, the design is not concerned with the boundaries of ownership, rather with its successful integration into the surrounding historic street patterns and the fabric of buildings and open spaces.

I consider the notion of connections both in terms of physical movement and as views and vistas, into and from within the site.

#### 1.3 Primary physical connections;

- i. Re-provision of the north/south route from St. George's Street across the site to Edward Street to the north.

The historic route, destroyed by the construction of St. Crispin's Way, is re-established and characterised by the retail and leisure frontages, new residential buildings and St. George's Square.

Through design collaboration with Norfolk County Council, the project engages with a safe and successful resolution to the frustrations of the horrific underpass, currently below St. Crispin's Way. Refer to image on page 24 of this document. The historic route of George's Street from the south is re-established through provision of a street level pedestrian and cycle crossing. The current route, with ill-defined edges, passing between graffiti covered walls and surface carparks is now to be defined by active retail frontages, residential entrances and punctuated by the new public space – St. George's Square.

The re-established pedestrian and cycle route culminates in the north in a landscaped arrival plaza, focussed on the approach from Edward St. and again the provision of enhanced pedestrian and cycle crossings.

- ii. Re-provision of the historic route of Botolph Street which previously crossed the site, but was lost in the development of the current Anglia Square.

The former Botolph Street currently exists in name only, rather frustratingly along the line of what was previously the northern part of St. George's Street. Current east-west movement across the site from Magdalen Street is either along Sovereign Way below the heavy soffit of the underside of the upper level cinema or through the unwelcoming, and convoluted tunnel that is Anne's Walk, without line of sight to Anglia Square.



Figure 1 | Figureground plan - Streets & Squares



Through re-development of the site the re-established historic route of Botolph Street links St. Augustine's Street in the west, through the heart of the project, with the diversity of retail in Magdalen Street to the east and affords access to the city's primary bus routes. The street links the two new public spaces, each with a distinct character; the reconfigured Anglia Square and new St. George's Square.

*'The most important and beneficial design element of the proposed development is the reconnection of strategic movement routes through the site between historic streets for pedestrians'* - Norwich City Council Report to Planning applications committee – 6th December 2018

#### 1.4 Primary visual connections.

In designing a project conceived beyond title boundaries and informed by local heritage assets, the proposal establishes new vistas to both the Anglican Cathedral and St. Augustine's Church.

- i. The realignment and widening of Sovereign Way and the redesign of Anglia Square, (including the removal of the dense canopy) have been tuned to create a new and engaging view from the public and retail heart of the project to the historic spire of the Anglican Cathedral. This view is best captured from the north west of Anglia Square and illustrated at Figures 2 and 3 on page 54 of this document.
- ii. From the same vantage point looking north-west, along the route of the re-instated Botolph Street, a clear vista has been created, focused on St. Augustine's Church. This view and the character and scale of Botolph Street are illustrated at Figures 3 and 4 on page 53 of this document.

1.5 The current introverted character of Anglia Square will be replaced by an integrated and permeable part of the city, particularised by the nature of the retail, leisure and commercial offers at street level and punctuated by residential entrances to the homes above.

1.6 Both Botolph Street and St. George's Street are designed as environments for pedestrians and cyclist without risk of conflict with motorists.

1.7 The northern boundary of Edward Street, is currently poorly defined. It accommodates surface parking at Pitt Street, the ramped access to the condemned carpark and open mouth of Anglia Square's northern service yard at the approach to Magdalen Street. Site C, an open carpark is to the north of the street. In all, a poor offer to the city.

1.8 The proposal will deliver the wholesale and positive transformation of Edward Street. The current ill-defined street is replaced with the arrival plaza that links Edward Street from the north with St. George's Street. A new built edge, including residential entrances and benefiting from the natural surveillance of overlooking from residential balconies above, contains the new retail and town centre carpark. Opposite the entrance will be the relocated Surrey Chapel, further defining the street and adding the character and balance of a community facility to the proposal.

*'The street will benefit from the activity generated by people walking to and from the three residential ground floor entrances and the side window of the shop that would turn the corner into St George's Street'* - Norwich City Council Report to Planning applications committee – 6th December 2018

1.9 Provision for service vehicles is well contained below the carpark with the operational access managed to a minimum. In this way the character of the street is defined by the residential and community uses with associated new trees and enhanced pavement widths delivering a greener environment.

1.10 Magdalen Street accommodates significant numbers of bus movements with the major stop just beyond the flyover of St. Crispin's Way. Whilst the location undoubtedly benefits from this sustainable transport, the pavement to the western side of Magdalen Street is currently narrow and characterised by the inelegant overhanging building. The proposal provides active retail frontages in character with the street and removes the oppressive overshadowing from the overhang. A wider pavement is provided, increasing space for pedestrians in the busy street.

#### 1.11 Building for Life Question 1d asks; *How should the new development relate to existing development? What should happen at the edges of the development site?*

This question speaks to the scale of the proposal as much as to the building alignments and routes which I have address above.

1.12 In order to assist in guiding the design, with regard to the response to the scale of existing buildings in the vicinity, specialist heritage consultant CgMs, in collaboration with NCC and in consultation with Historic England (HE), produced a 'heat map'.

1.13 In its final form, the 'heat map', identifies the maximum heights of buildings that would be considered to have an acceptable impact on the setting of heritage assets. Ref. Plan on Page 38

*'Scope of guidance provided by the Heat Map / other considerations.*

*'It is acknowledged that the cumulative impact that would result from development that approaches the recommended thresholds in all the parts of the site cannot be deduced by reference to the proposed thresholds alone. Likewise, it is accepted that where the thresholds are exceeded development is likely to have a major impact on the setting of heritage assets, potentially causing a high level of harm. However, other factors, such as the present conditions of the site and the overall design quality of the scheme, need to be taken into consideration in order to determine the level of harm that proposed development will ultimately give rise to. Similarly the aggregate impact on cumulative heritage significance and townscape is something which will need to be judged independently and is beyond the scope of what the Heat Map is able to convey in terms of guidance'. - Built Heritage Statement – CgMs*

1.14 In order to further inform the design, and in collaboration with CgMs, the two dimensional 'heat map' was developed into a three dimensional form. The resulting model aided the evaluation of building form and massing, particularly as it related to the edges of the site. Ref. Pages 42 and 43

1.15 It is acknowledged that the cumulative impacts of the development cannot be assessed by the 'heat map' alone. Accordingly, a total of 68 views towards the site were agreed with NCC and HE to allow detailed consideration of impacts (positive and negative) on the immediate context and the wider setting.

1.16 In designing the mixed-use development, elements of the project have been proposed outside the envelope of the 'heat map'; the tower and the inboard elements of block A. These are illustrated in white on the 3d images on Pages 42 and 43

1.17 A detailed assessment of the heritage impacts in the 68 views is undertaken by Dr. Miele of Montagu Evans in his Proof of Evidence

The tower is discussed in detail in Part 3 below.



Figure 1 | Illustrative view study from Anglia Square framing the Anglican Cathedral Spire





Figure 2 | Proposed view from Anglia Square towards St Augustine's Church

#### **BfL 2 - Facilities and services**

***Does the development provide (or is it close to) community facilities, such as shops, schools, workplaces, parks, play areas, pubs or cafes?***

**2.1** The mixed-use redevelopment of Anglia Square will bring new residents to the heart of a thriving district. A wealth of improved retail and leisure offers, cafes, restaurants and a replacement cinema will be available within the streets and squares that they live.

**2.2** These new places are characterised at street level by their offer and facilities. Anglia Square is the location of the primary retail offer, whilst St. George's Square is distinguished as the leisure hub of the quarter. Residential entrances animate and punctuate the street scene and ensure a sense of ownership of the address.

**2.3** The location of Anglia Square is well served by the network of existing bus and cycle routes, but currently lacks successful integration into these and the northern city within which it is located.

**2.4** The construction of St. Crispin's Way, cutting the historic street pattern, frustrated north-south cycle routes to the west, leading cyclists to engage with the high volumes of traffic on Pitt street.

**2.5** The new street level pedestrian and cycle crossing, replacing the current underpass and the re-introduction of the northern part of St. George's Street will now allow cyclist to share with pedestrians a route free from vehicles. The re-introduction of Botolph Street running east-west across the site, provides a similar opportunity and together the new provision for cyclists releases a long standing frustration.

*'The development itself would provide better accommodation for shops and a cinema on the ground floor than the current space at Anglia Square'. - Norwich City Council Report to Planning applications committee – 6th December 2018*

#### **BfL 3 - Public Transport**

***Does the scheme have good access to public transport to help reduce car dependency?***

**3.1** The proposed mixed-use development is ideally located for residents to access public transport. The clear plan of streets and squares links to Magdalen Street, where buses currently running from the north of the city to the city centre stop at various locations. Access could hardly be easier.

**3.2** Local provision for taxi's is provided on New Botolph Street and Edward Street for 'drop-off' and 'pick-up'. Further detail is provided in the Proof of Evidence of Mr. Martin Paddle, WSP.

*'The very high density residential development would mean that around 1200 households would have good access and convenient to public transport'. - Norwich City Council Report to Planning applications committee – 6th December 2018*

#### **BfL 4. - Meeting Local Housing requirements**

***Does the development have a mix of housing types and tenures that suit local requirements?***

**4.1** Matters of tenure and Mix are address in the Proof of Evidence of Mr. Peter Luder, Weston Homes

*Item 2. Item (a) of the Secretary of State's letter of 21 March 2019: – the extent to which the proposed development is consistent with the Government's policies for delivering a sufficient supply of homes;*



#### **BfL 5 Character**

***Building for Life asks, does the scheme create a place with a locally inspired or otherwise distinctive character?***

**5.1** Few would dispute that to draw inspiration from the built form, character and materials of the failed elements of Anglia Square would set a poor agenda. Equally, the hostile character of Pitt Street and the dual carriageway of the elevated St. Crispin's Way afford little positive local distinction.

**5.2** The site currently has the character very much of an island development, designed with little regard to its context. It has become increasingly isolated by the construction of major roadways and retains a little relationship with the historic network of streets. Interaction is largely limited to the poor connections with Magdalen Street; Sovereign Way and Anne's Walk.

**5.3** Magdalen Street at this location is characterised by the small open space to the north of the flyover, which accommodates the various bus stops (certainly a positive) and by undistinguished buildings.

**5.4** With regard to these immediate conditions, there is little that is positive to draw on. The project is designed to deliver to the twin agenda of local distinctiveness and integrated physical and visual connectivity, not to perpetuate the failed character of poor buildings, spaces and isolation that prevail today, rather to re-engage with the positive character of the historic streets and spaces that exist beyond the current island.

**5.5** This physical and visual integration (as described at 1.0 Connections above) has been fundamental to grounding the project in the immediate and wider location – a new, connected and integrated piece of the city

**5.6** The project is distinct and creates its own character. It is unashamedly urban and will bring transformational and regenerative change to the location. The residential density is significantly greater than the immediate surroundings, which, with the mix and character of proposed uses will sustain the variety of new streets and spaces and reinforce those beyond.



Figure 1 | Illustrative aerial view. Note: tower design subsequently revised.



5.7 A new and significantly improved identity is created for Anglia Square, of a scale sufficient to add to the rich diversity of the city's development typologies.

5.8 At a more detailed level, the project is scaled and characterised relative to the uses;

Residential buildings are crafted at various scales, predominantly of brickwork which is widely used in the area. Building typologies, variously mansion, warehouse and town house are descriptive of the general scale of the associated blocks which provide differentiation and focus across the project.

The residential tower is distinct in character, tone and detail and provides a particular identity to St. George's Square and the general project. Detail of the tower is presented in greater detail in Section 4 of this document.

Retail and leisure frontages are conditioned to a notional 8m grid, which affords a calm rhythm to street frontages, animated at corners and particularised by the tenant offer and double height volumes onto Anglia Square and St. George's Square.

The multi-story carpark is unique in the location. Its engage relationship with the residential elements of the project is crafted to exceed the technical challenges and the rhythm of mesh cladding offers a bespoke character and memorable image.

*The public spaces would be rich and interesting, animated by public activities and the pedestrian connections would open it up to the rest of the city.* - Norwich City Council Report to Planning applications committee – 6th December 2018

#### BfL 6 - Working with the site and its context

***Does the scheme take advantage of existing topography, landscape features (including water courses), wildlife habitats, existing buildings, site orientation and microclimates?***

6.1 The site, north of the River Wensum is near the lowest topographic level of Norwich, almost flat and with limited landscape features. Ref. Page 23. With the exception of Gildengate, most of the buildings on the site are to be demolished.

6.2 There are significant views into and from the site which have been key drivers of the design and planning of the project. Consideration of these has controlled much of the structure of the masterplan and informed the projects three dimensional character and massing. New views have been created to both the Anglican Cathedral and St. Augustine's Church, with improved linkages and views along the reinstated St. George's Street

6.3 The group of mature plane trees are an asset to the site and offer welcome relief to the St. Crispin's Way frontage. The best of these have been retained and the loss of part of the group is balanced by the re-connection and extension of St. George's

Street. Additional planting in the location will reinforce the cluster and the retrenched building frontage and landscaped residential entrance plaza will provide improved context and purpose.

6.4 The project includes the demolition of the locally listed buildings at 43-45 Pitt Street. This demolition was approved as part of the previously implemented food store consent that delivered the junction works to New Botolph Street.

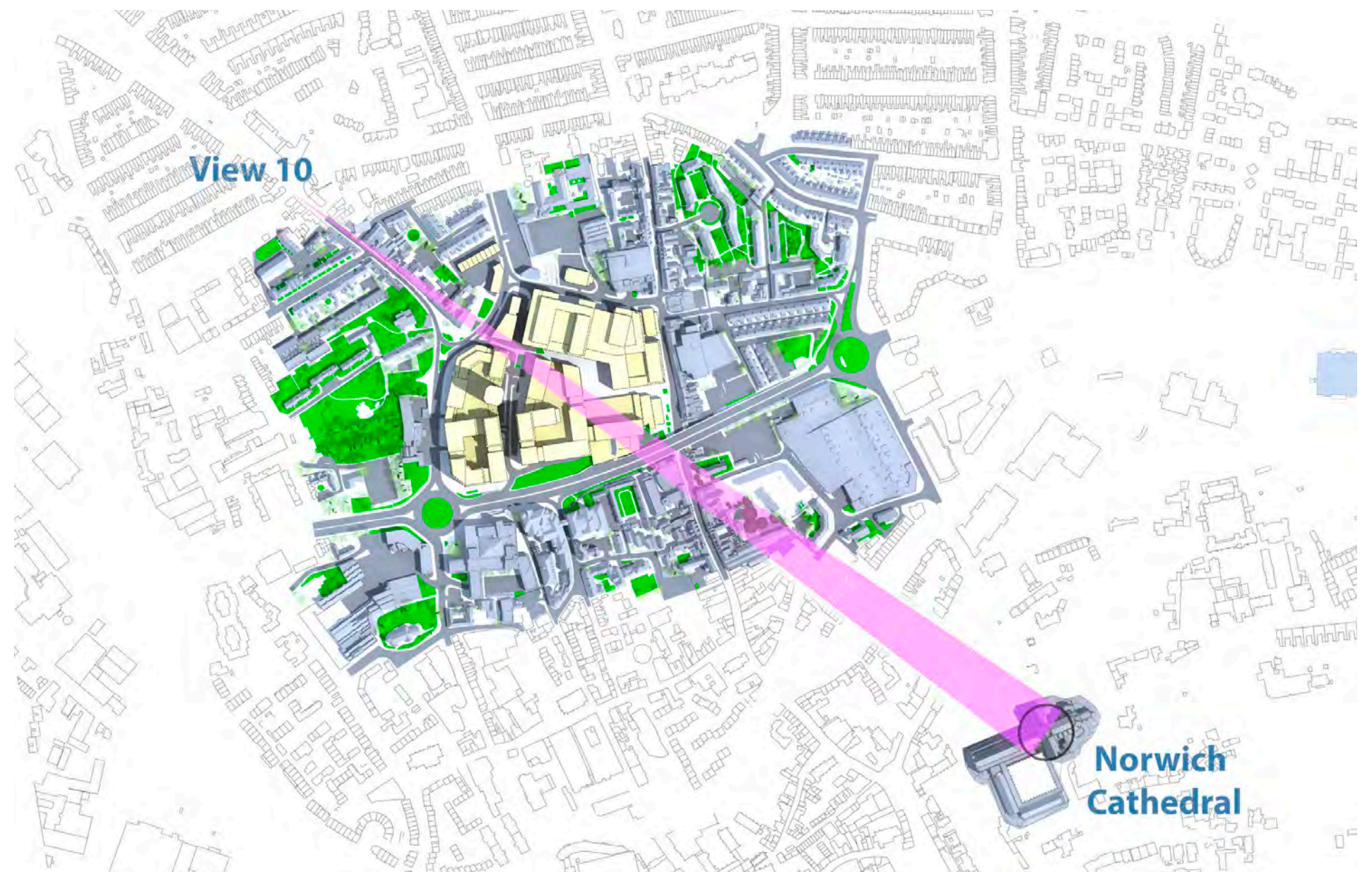


Figure 2 | View cone to the Anglican Cathedral from St. Augustine's Street



**BfL 7 - Creating well defined streets and spaces**

***Are buildings designed and positioned with landscaping to define and enhance streets and spaces and are buildings designed to turn street corners well?***

7.1 The streets and squares of the project are informed by the routes of the historical street patterns that once crossed the site. The reinstated routes and new spaces are well defined by buildings of varying scales, determined by their location, use and orientation.

7.2 The current open carparks and loose edge definition of Pitt Street is replaced with new built frontage and a landscape of buffer planting and bio-swales. Similarly Edward Street will be better defined with a wider pavement, retail and residential building frontages and the control of carpark and service access.

7.3 The proposed Magdalen Street frontage will establish a retrenched consistency of building line and remove the current awkward and oppressive overhangs, transforming the street scape.

7.4 The numerous corner buildings deliver focus at street level for feature retail and leisure uses and allow residential properties to face two directions with simple outward surveillance. Dead corners and facades are avoided as the scheme responds positively to the new pattern of streets.

7.5 Clearly defined routes and spaces are fronted by retail and leisure offers, and punctuated with the front doors of residential properties and access to public and community facilities. Hard and soft landscaping reinforces the logic of the buildings, as street trees and paving are coordinated with the rhythm of the building facades.

7.6 Buildings range in height from 2 to 12 storeys with the tower at 20 storeys. Landscaped street widths are generous and commensurate to the buildings' scale, with widths between 10m and 18m. St. George's Square and Anglia Square are significantly larger at 29m x 72m and 43m x 33m respectively. The squares are successfully defined by the taller buildings that enclose them and in the case of the larger St. George's Square scaled to sustain the tower.

7.7 The clearly defined streets and spaces frame the new views that have been created to both the Anglican Cathedral and St. Augustine's Church.

*'The proposed streets are very well defined by the adjacent buildings and planting within the streets and are not subservient to carriageway alignments'.  
- Norwich City Council Report to Planning applications committee – 6th December 2018*

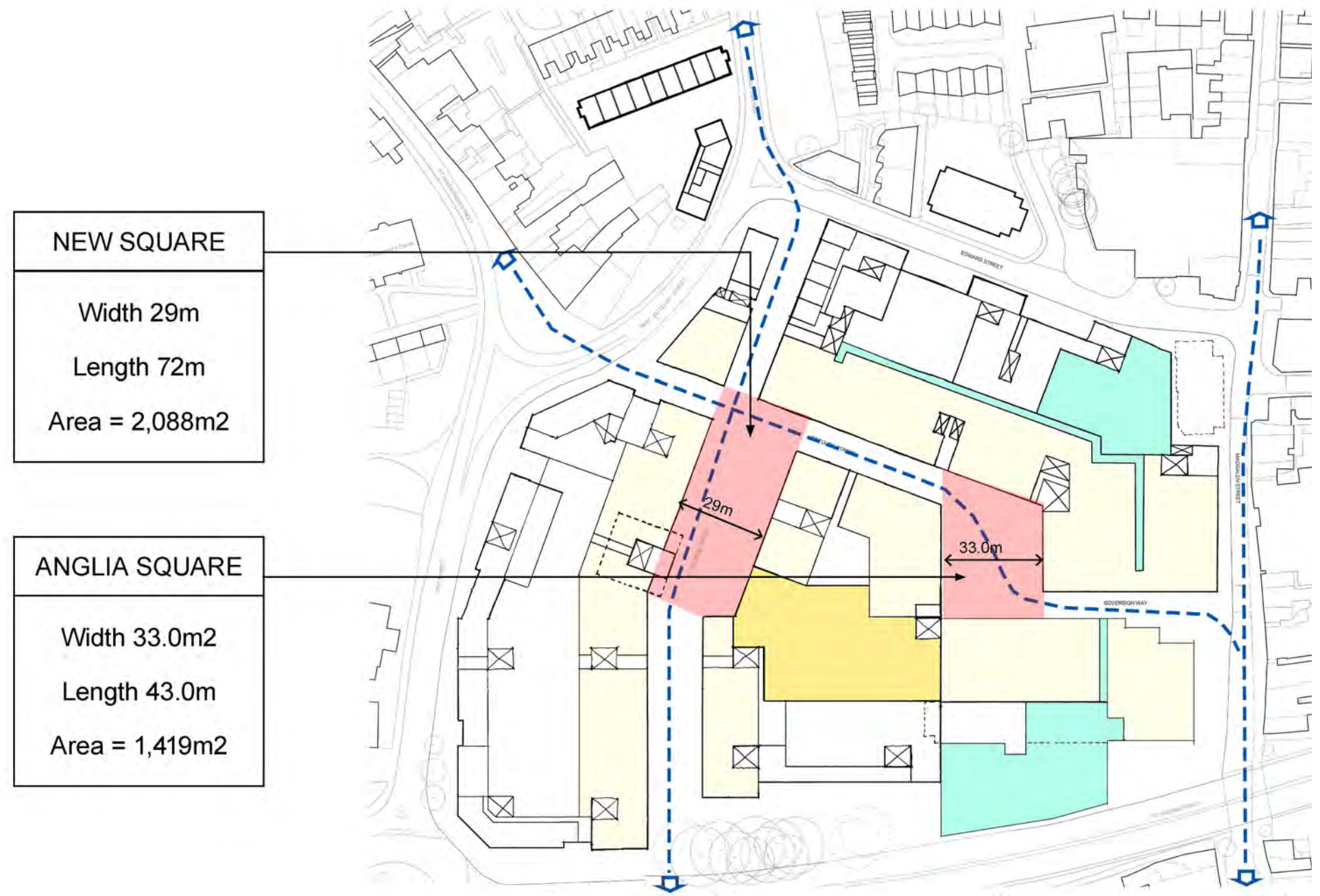


Figure 1 | Dimensions of Public Squares



**BfL 8 - Easy to find your way around**

***Is the development designed to make it easy to find your way around?***

**8.1** The hierarchy of streets is designed to be clear and legible. The simple east-west and north-south alignment of pedestrian and cycle routes, reach beyond the site to connect with the paths of the historic streets. Navigation is simple.

Botolph Street – vehicle free and running east-west links the public buses in Magdalen Street and routes to the city centre, with Gildencroft Park to the south of St. Augustine’s Church.

St. George’s Street – again vehicle free, includes the north-south cycle route connecting the northern residential quarters with the heart of the city.

**8.2** The streets are punctuated at crossing and node points by the two squares. Again, simple and legible. The distinct offers, retail in Anglia Square and the leisure/cinema offer of St. George’s Square aid legibility. There is elegance in the simple repetition of the residential facades, varying in scale and detailed material, such that it is the character of the location that defines their ‘address’ and ensures the development is easy to navigate. Routes between places are clear and direct. Residential entrances feature in all building frontages, common in design and detail they are distinguished by their location, orientation, retail, restaurant or café neighbour. Where I live and how I get there is very clear.

**8.3** The residential tower located at the fulcrum point of St. George’s Street characterises the associated square and provides a wayfinding marker within the site and from further afield.

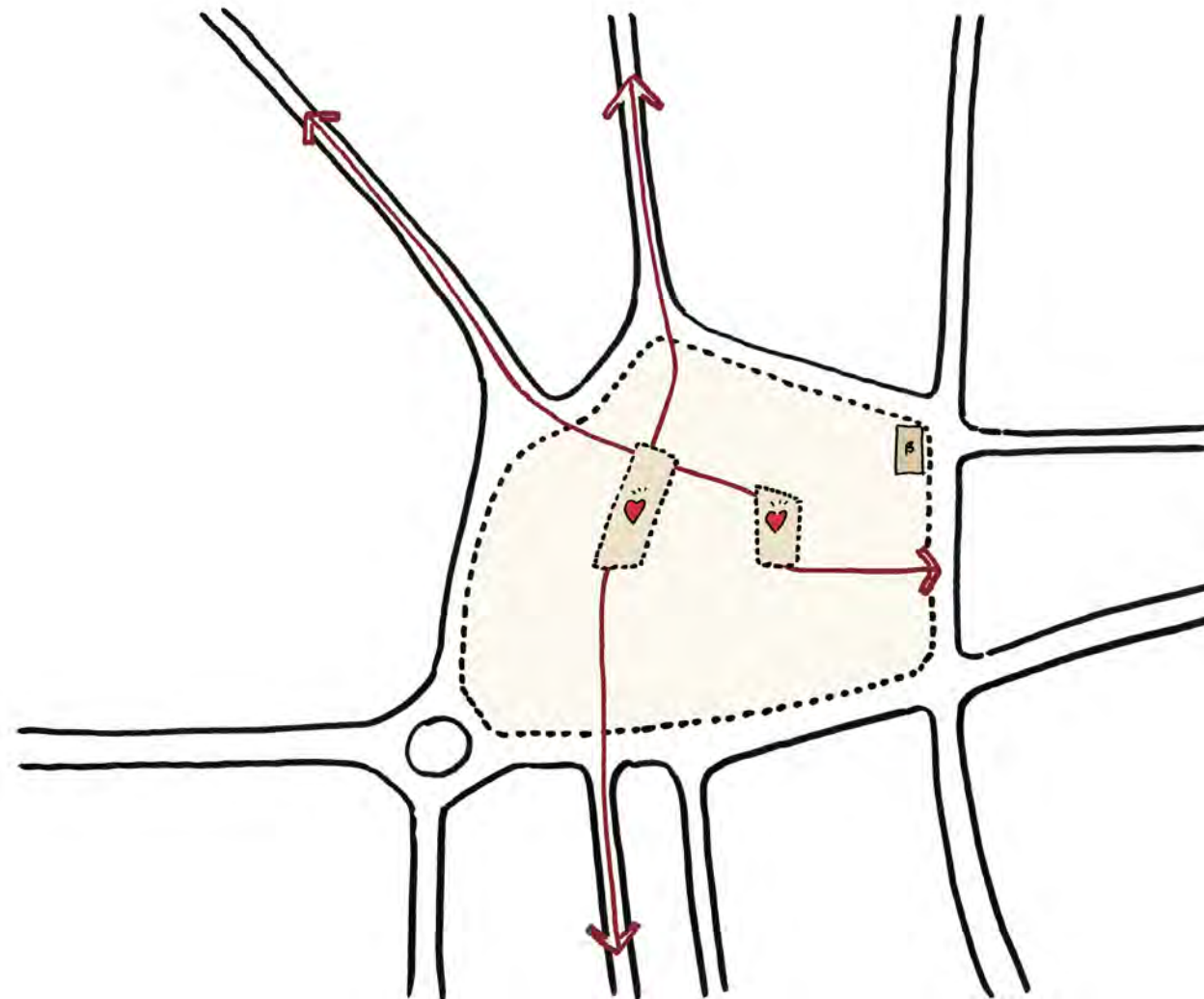


Figure 1 | Legible hierarchy of streets and spaces (Botolph Street and St. George’s Street)



#### **BfL - 9 Streets & Home**

***Streets for all – does the development engage with the street so passers-by will understand the movement between the building and the street, and is there an obvious visual link between the inside and outside?***

**9.1** The streets and squares on the site, are vehicle free and accommodate north-south and east-west cycle routes. Pedestrian friendly, with a landscape of trees and street furniture, the frontages contain numerous residential lobbies and the entrances to diverse retail and leisure units.

**9.2** Residential entrances are carefully spaced along the streets to ensure a balance of residential address and sense of 'where I live', without disrupting the required flow of shop fronts.

**9.3** The day to day activity within both squares will focus towards the edges. These areas are designed to accommodate café and restaurant tables and chairs and to personalise and animate the spaces relative to the adjacencies. The heart of these spaces is available for ad hoc events, orchestrated by centre management, performance art or the creative games of children etc. The nature of the streets will be of home to the residents and through this, surveillance and ownership.

**9.4** Strong visual links exist to the perimeter streets of the site which are provided with widened pavements and enhanced landscaping. This delivers significant enhancement especially to the existing retail environment of Magdalen Street.

**9.5** The surrounding highways are ultimately the jurisdiction of others, however the scheme facilitates improved pedestrian and cycle crossings at St. Crispin's Way and Edward Street as well as improved the pedestrian crossing at New Botolph Street to St. Augustine's Street. These are an important part of the design rationale to improve integration of the project with the wider city.

#### **BfL - 10 Car parking**

***Is the resident and visitor parking sufficient and well integrated so that it does not dominate the street?***

**10.1** All resident and visitor parking is contained within the three enclosed carparks. Access is managed and secure in all cases, with direct connection to residential cores.

There is copious cycle parking located adjacent to all residential entrances and cores. This is designed to relate well to the cycle routes that have been created through the development and will assist in promoting the use of this sustainable means of transport.

**10.2** Pedestrian interface with cars is limited to the carpark access points at the perimeter of the site. These are designed to include wider pavements, providing the safety of enhanced lines of sight between vehicles and pedestrians.

*'cycle parking is abundant and relates well to residential entrances and the cycle routes through the development'* - Norwich City Council Report to Planning applications committee – 6th December 2018



Figure 1 | Design Development Model ( Block A and Car Park)



#### BfL - 11 Public and private spaces

**Will public and private spaces be clearly defined and designed to have appropriate access and be able to be well managed and safe in use?**

*'The position of the two main open spaces is well judged'* - NCC Report to Planning applications committee – 6th December 2018

**11.1** Botolph Street, running east-west across the site links the two public squares. St George's Square is located at its intersection with Botolph Street, whilst Anglia Square is the node which links Sovereign Way from Magdalen Street to Botolph Street and St. Augustine's Street beyond.

**11.2** Anglia Square includes the supermarket and access to the public carpark and has a clear route to public buses in Magdalen Street. It will be the focus of daytime shopping activities and is planned to be the bustling hub of activity of the district centre and to develop on those positive elements that exist in the current Anglia Square. The ground floor retail buildings to the south of the square are outside the planning application and are retained to complete the square and retail offer. Ref. Page 48

**11.3** St. George's Square in contrast, hosts the primary leisure elements of the project and includes the replacement cinema. The square will anchor the evening activities and is distinguished at pedestrian level from Anglia Square by its uses and offers. It is sized to allow for the cafes, bars and restaurants to spill out, personalise and add distinctiveness to the space.

*'The cinema is a good anchor for St George's Square and it is logical for this space to be described as more active in the evening than Anglia Square'*. - NCC Report to Planning applications committee – 6th December 2018

**11.4** A playful landscape feature including water jets is design into the square to add further animation to the space and to illicit an engaged response. A programme of managed events and activities will further augment this.

**11.5** The private and semi-private spaces are distinct in character and clearly distinguished from the public squares. The landscaped semi-private courtyards (podium gardens), are shared by the new homes located around them and provide generous gardens with clear defensible space to dwellings at the perimeter.

**11.6** All residents have access to the gardens from the cores and shared circulation.

**11.7** In addition and in contrast, the resident's private space is in the form of balconies. These either overlook the courtyard gardens, the activity of the streets and squares or across longer views of the city.

#### BfL -12 External storage and amenity space

**Are outdoor spaces, such as terraces and balconies, large enough for two or more people to sit? Is there opportunity for personalisation of these spaces? Is waste storage well integrated into the development so residents and service vehicles access it easily whilst not having an adverse impact on amenity for residents?**

**12.1** Private amenity space is provided in the form of balconies, although some homes on the upper most floor benefit from larger terraces. There is space for table and chairs and personal planting etc., in addition to access to the substantial courtyard gardens. In addition to the kitchen provision of bins and recycling, integrated facilities are located at ground floor level in close proximity to residential cores. All day to day refuse and recycling are contained within the buildings. Residents' cycle and car spaces are conveniently accessible from the residential cores and secure within the building footprint.



Figure 2 | Residential balconies overlooking Anglia Square



### 3 The Tower in Context

3.1 I have above considered the proposal against the tests of *Building for Life*, as a way of ensuring that development is **designed to the highest possible standards, creating a strong sense of place**

I focus now on the authoritative and independent design reviews held with Design South East.

3.2 The tower has been a point of contention throughout the design and consultation process and features particularly in objections from HE and others. I have set out the rationale for and described the design of the tower in detail at Section 4 of my Proof of Evidence and elsewhere within the Design and Access Statement, submitted as part of the hybrid planning application.

*'It is considered that the case for the tower to be provided as a landmark building to mark a stepped change in the role of this part of the city centre has been made'* - NCC Report to Planning applications committee – 6th December 2018

3.3 Fundamental to the design process for Anglia Square were the authoritative and independent design reviews held with Design South East (DSE).

3.4 Three reviews were held with DSE and these, along with the collaborative pre-application meetings with NCC and public consultation events can all be said to have informed the design to advantage.

3.5 The rationale for the tower is based on its impact and effect. That is to say there is an express desire for the building to be visible and to punctuate the skyline. It is to serve as a marker from more distant views and to identify the location of the new city quarter and Large District Centre that is the regeneration of Anglia Square.

3.6 The masterplan introduces a new and second square (in addition to Anglia Square) St. George's Square, as the focus of café, restaurant, cinema and leisure activities. This is the location of the proposed tower.

3.7 Common throughout the city is the marking of public spaces with tall buildings; the Market Place addressed by City Hall and The Upper and Lower Close by the Anglican Cathedral are examples.

3.8 It is acknowledged that many such examples serve a civic or spiritual purpose, but the logic of linking height and related marking, with a place of significance, is borne out.

3.9 It is for this express architectural reason that a tower form is proposed. Marking this major regeneration proposal at the north of the city contributes to legibility, wayfinding/orientation and identity. In assessing the opportunity and impact of the tower, various locations, plan forms and heights have been tested. Early models included locations at the centre of the site, north of Botolph Street to Edward Street and included more complex plan forms than the finally resolved 'pinched square' format.

3.10 Assessment of options through early view studies discredited locations to the north and centre of the site as they would obscure the significant view from St. Augustine's Street to the Anglican Cathedral.

3.11 I acknowledge that the location of the tower at the fulcrum of St. George's Street, whilst fulfilling the beneficial role of marker and personalising the new square, impacts on the context of St. Augustine's Church and Gildencroft Alms Houses. This matter is addressed in detail by Dr. Miele in his Proof of Evidence.



Figure 1 | Volumetric brief massing presented at first DSE review



#### 4 The Tower in plan

4.1 The earliest design options investigated the potential for a tower of six apartments per floor, sharing a single lobby, clustered around a central core. Such an option was discussed at the first review with Design South East (DSE). Comment was made with regards to the resulting poor proportion and the panel sought a smaller footprint to secure a finer profile.

4.2 Numerous options were investigated, including the provision of a public gallery and community space at the upper most floor. This was discounted from a design perspective, as the aspect ratio of the building increased unacceptably.

4.3 Evolution of the plan and reducing apartment numbers to the DSE suggestion of four per floor, has delivered a significantly slimmer silhouette. The key decision to orientate apartments along the diagonal access, dictates an alignment of balconies and the delivers the chamfer to the corners of the square plan. The widest aspect of the plan, the diagonal is reduced and the building profile reduced.

4.4 The balconies afford magnificent views across the city and their stacked alignment and 'zip' like character serves to reinforce the verticality of the tower. The final major design move was to inflect the skin of the building and 'pinch' the plan form. In this way the four brick facades become eight. Please refer to Figures 4&5 at page 69 of this document.

#### 5 The Tower in three dimensions.

5.1 Consideration of the plan configuration was not a standalone exercise. The tower has evolved through the use of simple physical models, testing shape and proportion, as well as moving three dimensional digital representations and ultimately photo realistic digital renders testing materiality and the play of light and shade.

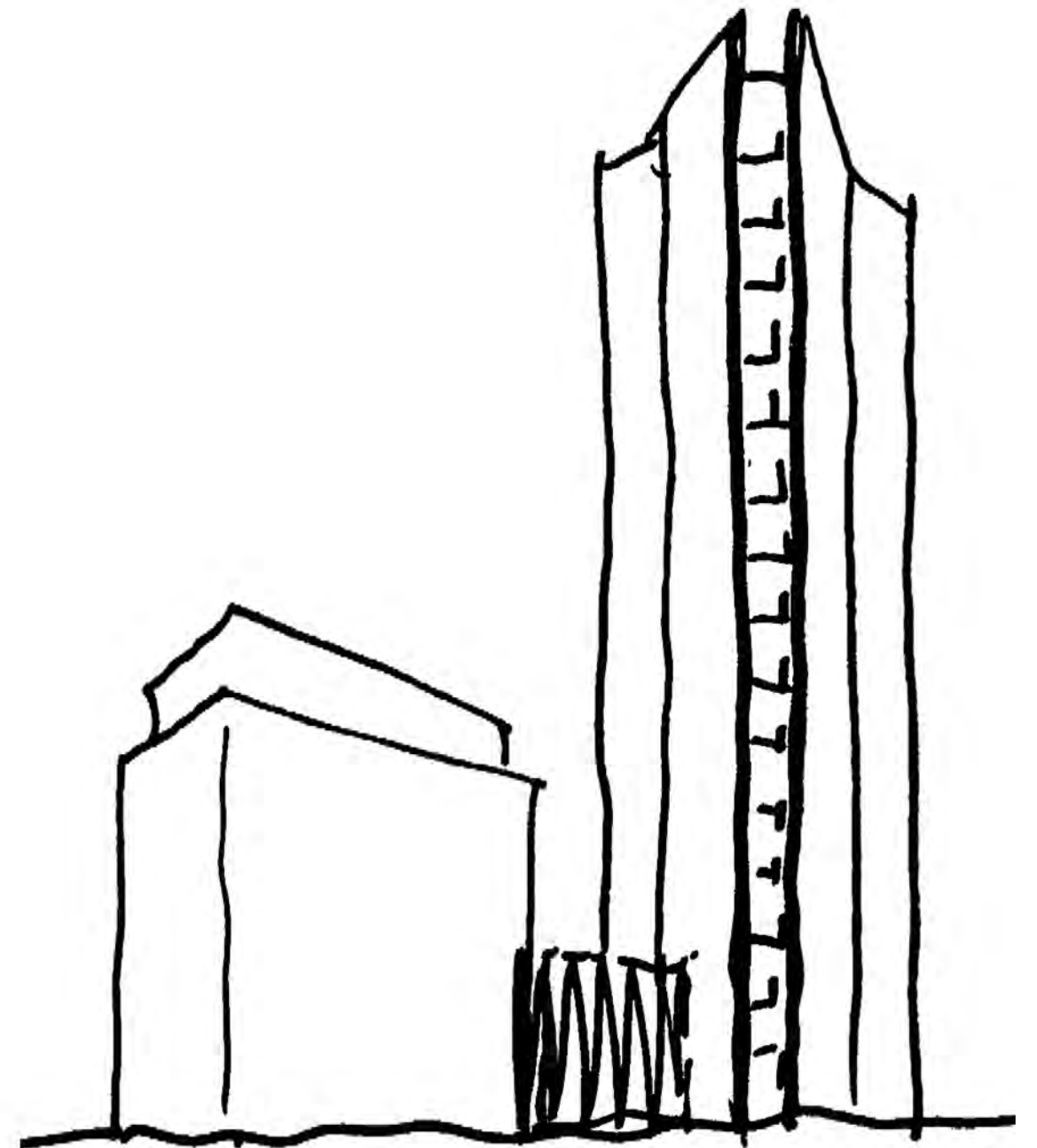
5.2 Initial studies reflect articulation of the building in aesthetic terms under a framework of 'base, middle and top'. In the particular circumstance of the tower and its engagement with St. George's Square, key to the successful resolution of the tower is that it is understood to be distinct from the scale, character and material tone of its immediate neighbours. The strategy to step the tower forward into the square with a colonnaded base promotes this distinction. The reduction in height of adjoining buildings further distinguishes the tower, exposing a taller elevation. This approach was encouraged by DSE at the third review following submission of the Hybrid application as follows;

*'The colonnaded ground floor has started to address the surrounding square and is a good, revised response to the public realm; the relatively small floorplate of the tower also helps reduce the bulk. The reduction in height of the 'shoulder blocks' either side of the tower is also beneficial.'*

*'The footprint of the tower at 20x20m is not a principal concern, and we appreciate that advice from previous reviews has been taken into account with the proposal of a relatively slim tower. With a typical a typical floor providing 4 units (ranging between 3 and 5 units depending on the level), this is generally a supported strategy for the creation of a well-proportioned tower.'*

*'...in the context of Norwich this proposal currently appears relatively bulky and overbearing. Strategies to resolve this issue in the context of wider views should be explored, but we suggest that more elegantly resolving the façade treatment and the way the crown relates to the main structure is likely to improve this situation.'*

DSE Design Review Report 10.05.18





5.3 Notwithstanding the positive comments of the DSE above, concerns expressed in the third paragraph led to further evolution of the tower design.

5.4 Following submission of the Hybrid planning application and the third review with DSE, revised material was submitted to address significant positive evolution of the tower design. The tower was reduced in height from 25 to 20 storeys to ensure the view from Cathedral Close would not be interrupted and to reduce impacts elsewhere, whilst retaining the express desire for the building to be visible and to punctuate the skyline. To mark the location north of the city centre.

5.5 The plan was revised to include the inflection of the pale brick facades referred to above. This gave the tower its defining characteristic, the pinched plan and folded facades. This final form is readily distinguished from adjacent buildings and the general character of buildings throughout Norwich.

5.6 Particular to the site, the folded/pinched facades and open 'zip' of balconies contrast with the other buildings, which retain plans of consistent façade lines and solid corners - the contrast of solid boxes with folding sheets (please refer to figure 1 at page 113 of this document).

5.7 To further reinforce this distinction and to particularise the tower, pale brickwork with matching mortar has been chosen. This detail to secure uniformity of the brick sheets/piers. The achieved result is to reinforce the contrast between the darker recess of the line of balconies and to emphasise the verticality of the tower.

5.8 Dr. Miele, notes positively in his Proof of Evidence (WH2/1) the significance of this lighter tone. It affords a softer silhouette than a darker building would offer when viewed against the sky.

5.9 The 'pinched' plan form, through which four pale brick facades become eight, adds positive vertical emphasis to the tower (now reduced from 25 to 20 storeys) and will contrast with varying degrees of light and shadow as they catch the light. This again is a detail that serves to reinforce the vertical appearance of the tower.

5.10 The tower on which DSE comment in their third review is shown on this page.

*'... we suggest that more elegantly resolving the façade treatment and the way the crown relates to the main structure is likely to improve this situation'.*

DSE Design Review Report 10.05.18



Figure 1 | Tower Design as at DSE Review No. 2. Tower at 25 storeys and contrasting crown detail



**5.11** The work to successfully resolve the facades and the play of light on them is described above. The evolution of the 'crown' and its relationship to the main structure is shown on this page.

**5.12** I refer above to an aesthetic design framework for the tower of 'base, middle and top'. These distinctions are retained in the final proposal, although the absolutes of middle and top are consciously refined and blurred to limit the distinction. The simple punctuated crown feature and the addition of the diminishing darker brick detail that characterise the 'top' distinguish it subtly from the 'middle'. In this way, the 'top' of the building, whilst absolute, appears to blend with the 'middle' whilst softening to the sky. These design details all work to deliver an enhanced vertical expression and are the elegant resolution to the façade treatment DSE sought.

#### **6 DSE Review – December 2016**

The scheme presented at the first meeting with DSE was an introduction to the brief received from Weston Homes and the aspirations for the project. Material included diagrams of the architectural approach and simple block massing images including the tower. Please refer to Figure 1 at page 112 of this document.

**6.1** At this early stage, the proposal did not include the site of the existing cinema and the illustrative material pre-dated preparation of the 'heat map'.

**6.2** The DSE letter of 14th December 2016, takes a pragmatic view of the challenges presented by the scheme's viability and the related brief and identifies the main challenge as one of achieving good place making, taking into account the provision of car parking.

**6.3** The panel advised a tower with a narrower footprint than the illustrative massing and with four flats per floor and of lower height.

**6.4** The panel's advice also identified a particular issue around St Augustine's Church and local impacts. The evolution of the 'heat map' and TVIA work have informed the response to these concerns. Please refer to Figure 1 at page 40 of this document.



Figure 2 | Evolution of Crown Design



Figure 3 | Final resolved Tower Design



## 7 Issues raised by DSE - December 2016

DSE return to these issues at subsequent reviews and acknowledge either positive response and resolution or to express ongoing concern.

**i Justify the need for a tall building on this site, if a tower was considered acceptable this should be more elegant and slender**

The evolution of the design of the tower is described in detail in the Design and Access statement. Typical floors of the building are now four apartments per floor reducing the tower footprint significantly from the earlier six apartments. This has been a key contributor to informing the slenderness of the building. Refer to Figure 1 at page 74 of this document.

**ii Further review of the layout and connectivity is required, as well as responding to the rhythms and grain of the existing street pattern**

There has been significant evolution of the masterplan since this review, never yielding on the agenda to engage beyond the boundaries of ownership and to achieve successful integration into the surrounding historic street patterns. DSE's reference to grain and street pattern, was made in particular to Anne's Walk, the unwelcoming, and convoluted tunnel from Magdalen Street. Whilst this afforded a limited break in the street frontage, the subsequent decision to include the cinema site to facilitate positioning of the supermarket in direct connection to the service yard, resulted in the loss this route. In tandem however and following removal of the upper level cinema, the route of Sovereign Way was widened, opened to the sky and now affords a vista from Anglia Square to the spire of the Anglican Cathedral. Refer to Figure 1 at page 83 of this document. The rhythm of Magdalen Street shop frontages is now animated with a residential entrance at the earlier location of Anne's Walk.

**iii Careful consideration needs to be given to how heights are distributed across the site. Car parking, dictating the scale of the buildings**

This is acknowledged. The requirement to replace the significant public carpark and provide residents' parking has certainly informed the site planning and distribution of the massing. Locations have been carefully chosen to ensure the physical impact of carparks is mitigated and to ensure a safe relationship with pedestrians and users.

Engagement with the informative process that generated the 'heat map', and consideration of the projects visibility and impact in the Townscape and Visual Impact Assessment (TVIA) views, the scheme has assisted in directing the distribution of height across the project.

**iv View Analysis - study of short, middle and long distance views to establish the articulation and scale of other buildings**

The detailed process of view selection for the TVIA through collaboration with NCC and HE has informed the site wide planning, distribution of height, the rhythm of facades and related materials.

Dr. Miele addresses this point in detail in his Proof of Evidence Ref. WH2

**v Sunlight and daylight assessment required**

This was prepared by Calford Seaden and submitted as part of the hybrid planning application.

**vi Apartment block design should consider the challenge of wrapping residential uses around the car park, the degree of single aspect apartments, seek to minimise north facing apartments. More frequencies of circulation cores can impact on retail needs**

I agree with all of the foregoing and this advice undoubtedly informed the ultimate planning of the proposal. The challenge of retail needs and the frequency of residential entrances was tested continually throughout the design development and drove the 'living over the shop' proposal.

**vii Sustainability - consider ambitious approaches to energy efficiency and water management. Starting point should be 'fabric first' approach and potentially combined heat and power**

The suggested fabric first approach was adopted and detail of the environmental approach can be found in the Sustainability Statement prepared by JHS Engineering Services and submitted as part of the hybrid planning application.

**viii Daylight Sunlight and air quality needs to be assessed**

Daylight and sunlight assessment was prepared by Calford Seaden and the Air Quality Assessment by Aether Ltd. Both were submitted as part of the hybrid planning application.

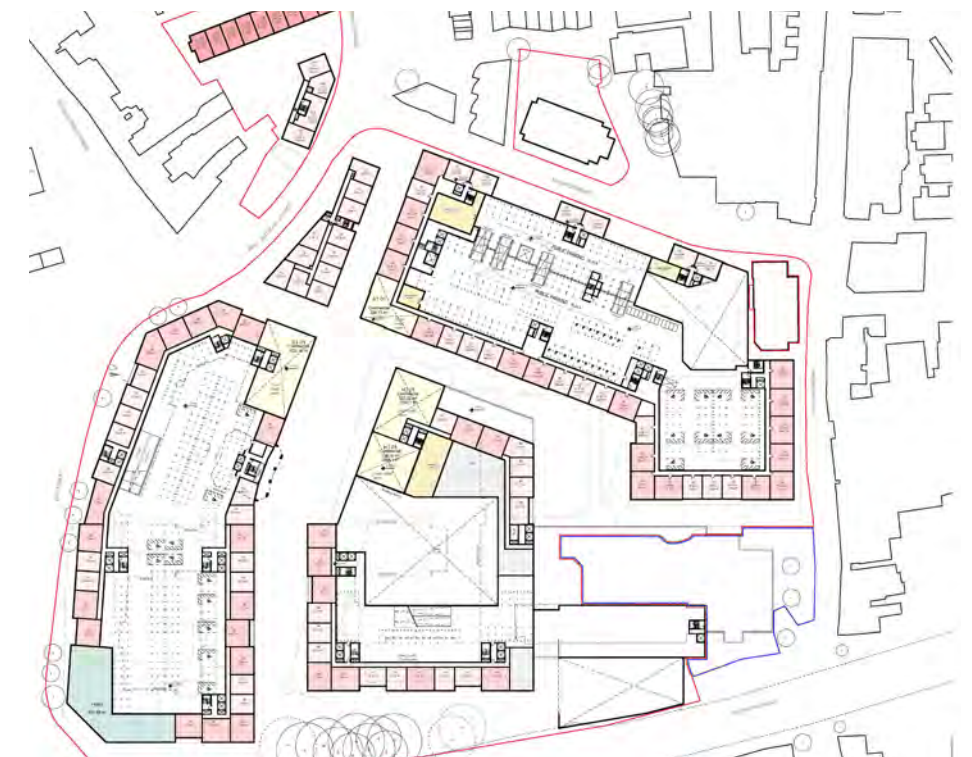


Figure 1 | Second floor plan illustrating residential uses around car parking



## 8 DSE Review – April 2017

**8.1** More detailed information, including developed massing informed by the 'heat map', was presented at the second panel review. The brief remained unchanged and the site of the existing cinema was yet to be included in the project.

**8.2** The panel reiterated concerns over the level of density and the potential impacts in relation living conditions/public realm quality. The technical aspects of these are addressed in the reports of Calford Seadon, JHS Engineering Services and Aether Ltd. In terms of residential and public realm quality, amenity and related spatial arrangements, these are addressed in Section 4 of my Proof of Evidence.

**8.3** The panel noted and approved of the developed urban design of the scheme, the pattern of spaces and routes and the associated landscape and further noted improvements to the site wide planning and connectivity across the site as follows;

*'The proposal is successful in setting up routes that correspond to the surrounding network of streets, creating clear and logical connections. This connectivity – both physical and visual - has improved since the previous proposal, with increased access to Magdalen Street and the creation of the axial view to Saint Augustine's church'.*

DSE report 7th April 2017



Figure 2 | Proposed landscape masterplan

**8.4** Further information about the scale of the tower was presented together with simple massing images, illustrating the tower's impact over a wider area. The panel questioned the rationale for the tower, stating they saw no "sound and deep rationale" for one.

**8.5** The rationale for the tower is based on its impact and effect and I can see no planning policy reason in principle against this form of development.

**8.6** As described above, significant development of the tower followed this second review and a third panel review held following submission of the Hybrid planning application

## 9 DSE Review – April 2018

**9.1** This, the third review updated the panel on development of the site-wide design but focussed more specifically on the tower

**9.2** I respond to the reports commentary as follows:

i. **...it is unhelpful to consider how a polite approach can help it fade into the background**

I agree. The stated rationale for the tower is based on its impact and effect, there is an express desire for the building to be visible and to punctuate the skyline. That is not to say that it is of a character that draws the eye through use of vibrant or dramatic colour or through excessive scale or over-animated form. The approach is to achieve the sought visibility without resorting such techniques – what I would term a considered and considerate approach.

ii. **.....how it could act as a tourist attraction, and how a more elegant and slender?**

The potential for a visitor attraction was investigated but not pursued. Work to achieve the elegant and slender appearance was successfully undertaken through.

iii. **....how it can sit more comfortably in relation to the Cathedral and other key historic buildings**

Detailed design development of the tower followed this third review as set out above. The reduced height removes what was considered harmful impact. The successful outcome is a tower that has its own architectural expression, distinct from the rest of the development that sits subordinate to and in contrast with the Cathedral whilst sharing a tonal character. This matter is addressed in detail by Dr. Chris Miele in his Proof of Evidence

iv. **Although our previous concerns relating to the scale of the overall development and how this could negatively impact on the surrounding area remain, some positive.... we are very concerned by the impact the scheme has on many of the verified views. Historic locations such as St Augustine's Church and the Cathedral Close are particularly problematic**

This matter is addressed in detail by Dr. Chris Miele in his Proof of Evidence

v. **.... the key issue is how the tower will be viewed across the city**

**9.3** This matter is addressed in great detail by Dr. Chris Miele in his Proof of Evidence.

**9.4** Engagement with Design South East added greatly to the design process. The final project has developed significantly beyond that presented at the first meeting and responds positively to their input throughout.

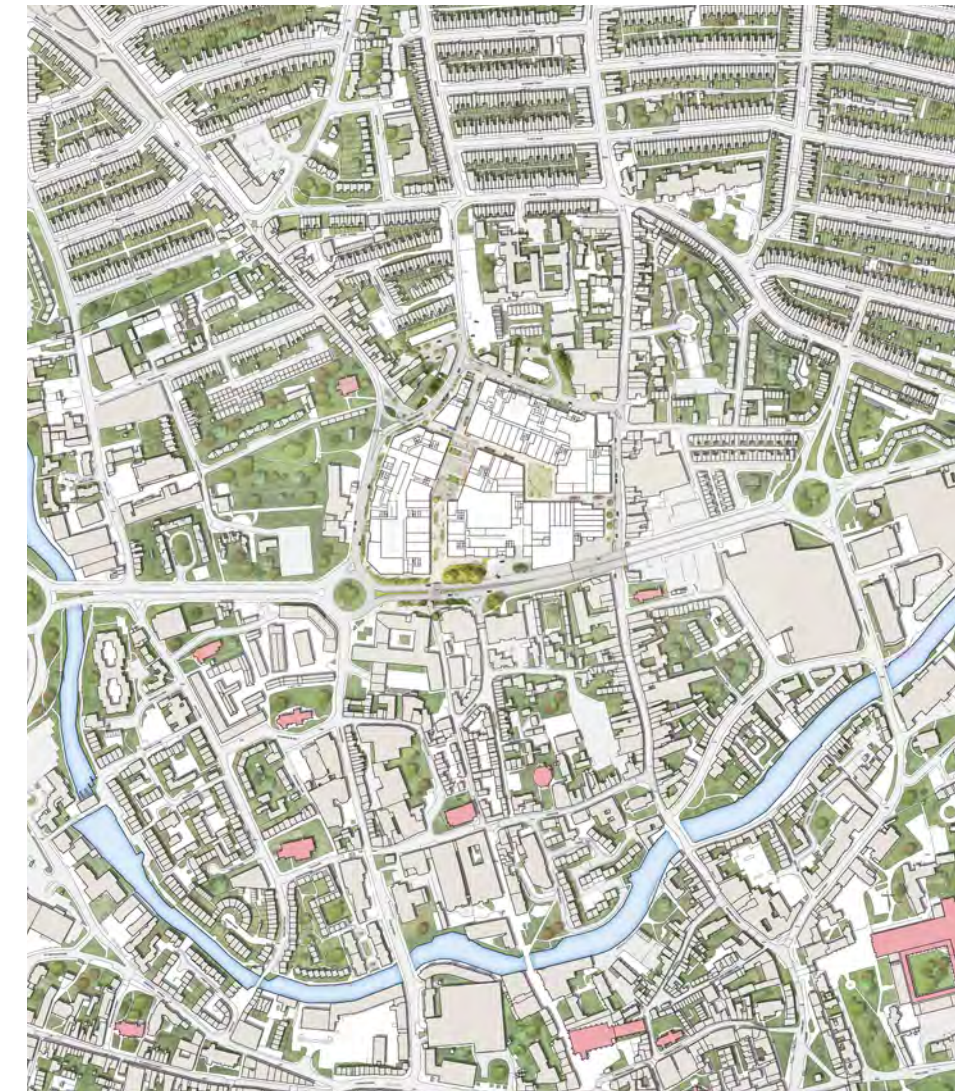


Figure 3 | Final masterplan



#### 4 Built Heritage

4.1 A detailed proof of evidence dealing specifically with heritage matters has been prepared by Dr. Miele.

4.2 I refer to the Statement of Case submitted by the Council which records as follows:

*‘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.’*

4.3 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.

4.4 I respond below to the issue of scale and mass (as they relate to my expertise) and which represents the primary concerns raised by the Rule 6 parties. The responses below encompasses Norwich Cycling Campaign’s ‘broad’ concerns about height and mass.

For all verified view details, please refer to the TVIA report prepared by ICENI.

#### 5 Historic England

Historic England’s Statement of Case, Para 6.16 identifies three broad categories of ‘harmful impact’, which are elaborated in Para. 6.17, 6.18 and 6.19. I summarise and respond to each individually;

i. HE’s SoC Para. 6.17.....identifies harm to what they term “*the image of Norwich*” and particularly the ‘*erosion of the cathedral’s pre-eminence in the cityscape*’ when considered in terms of its skyline and the historic buildings from St James Hill (View 8) and Ketts Heights (View 9), Castle Precinct (View 12) and St Augustine’s Street (View 15).

5.1 The principle of a tower to the north of the City can be supported. NCC’s report para 385, states:

*‘the skyline of Norwich can absorb a new building of quality that can be appreciated when the viewer surveys the panorama from high vantage points’*

5.2 For example in view 8 and 9 the view render shows that the lower parts of the **scheme** sit below the horizon and the proposed materiality integrates with the foreground and background materials of the existing buildings and context. The tower sits above the horizon, and is a distinct feature separated from the existing historic features that articulate the skyline, reinforces the evolution of the modern City.

5.3 There is an express desire for the building to be visible and to punctuate the skyline. It is to serve as a marker from more distant views

5.4 The tower features are discernible and the light brick, although in contrast with the rest of the scheme which engages with the lower aspects of the horizon, the tower materially responds to the lighter materials of the Anglican Cathedral

iii. HE’s Soc Para. 6.18’...*its impact on rich assemblage of spaces streets and incidental views creating the intimacy of Norwich*’. e.g. junction of Elm Street and Princes Street (image 22), riverside walk close to Fye bridge (image 27), junction of Calvert street and Colegate (image 38) and entrance to Quaker burial ground(view 31).

5.5 I will not comment on the ‘impact’ on heritage as this is dealt with by Dr Chris Miele.

5.6 Norwich is a City characterised by its medieval streets and many important historic buildings, however, the City also comprises large modern structures, including Anglia Square, most of which are not of any particular quality and contribute little or negatively to the setting of the City’s heritage. The southern edge of the City and north of the river comprises many tall buildings which provide a ‘*negative*’ backdrop and foreground (depending on the view point) to the many spires and church towers which characterise the parts that in HE’s view provide the ‘*intimacy*’.

5.7 The design of the proposed scheme, and in particular the detailed parts, are described in the DAS and this documents. Their scale has been evaluated through a sensitive assessment process in consultation with NCC and guided by heritage professionals. In many of the views the scheme as presented includes elements forming part of the outline application. The proposed massing will in these circumstances be controlled by the parameters established with NCC and HE, Beyond the parameter defining material, the architectural treatments shown are illustrative only.

iv. HE’s Soc Para. 6.17, the impact on immediate environs of Anglia Square. St Augustine’s and Sussex street (View 16), Cowgate and Bull close (View 35), Doughty’s Hospital (View 44), churchyard of St Augustine’s (View 32), of the TVIA study (Figures...)

5.8 The approach via St Augustine’s Street to the City (View 16) is diminished by the drab quality of the surface car park, and the significant scale of the dilapidated Sovereign House. The ASCA, appraisals recognise this as a ‘*negative*’ vista, whilst the CCCA recognises the whole of Anglia Square development as ‘*negative landmark*’, especially exasperated by the scale and height of Sovereign House. The replacement of all these building is desired.



### 5.9 View 16 and 32

The scheme as set out in the DAS and this document is well considered and the introduction of the tower contributes as a marker and wayfinder. The journey and sense of arrival is improved, the quality and scale of the lower brick buildings make a positive contribution to the existing character and streetscape. It should be noted that the lower buildings form part of the outline application and are therefore illustrative only, and subject to future design detail.

The design of the tower, as described in detail above, marks the entrance to the City, from the north is distinguished in tone and enhances the experience of arriving to the City.

### 5.10 View 35

Cowgate is a street characterised by two storey brick and rendered terraced homes. The street character is diminished by the bulk of the upper part of the existing supermarket on the east side of Magdalen Street. This dominates the left hand side in this view - the overall suggestion of scale along Magdalen Street is increased. The vista is closed by the haphazard organisation of the Anglia Square development. The 'wall' of the discussed car park looms over the lower scale building, 'Desh Supermarket' fronting onto Magdalen Street, neither contribute nor offer any positive value to this view or to the character of Magdalen Street. It should be noted that Desh Supermarket does not form part of the planning application.

5.11 Block A, is the most complex of the buildings on Anglia Square, and forms part of the detail application. This comprises the multi-storey public carpark which contributes significantly to its scale and height. Our approach to Magdalen Street delivers an enhanced pavement and set back and removal of the oppressive overhang which currently characterises this west of the street. The impact of the buildings is mitigated by articulating the massing with setbacks and detail changes in materials. The lower elements comprises of red brick with a contrasting material to the upper floors. The layering of these facades will contribute to reduce the impact and provides a much improved and enhanced appearance within the vista.

### 5.12 View 44

The current view, from within the courtyard of Doughty's Hospital, is dominated by the existing poor quality Gildengate House in the background and compromises the quality of the space. The contrast nevertheless heightens the quality of the existing listed building.

5.13 The height parameters guiding the proposals considered the potential impact on this view. The proposed massing of the scheme including that of the tower has been reduced during design evolution. The southern edge of Block G, to the west of Gildengate includes further articulation of the upper floor. Beyond this the impact of the tower is mitigated by the reduction in height (from 25 to 20 storeys), the form, material and detailed architectural treatment. The new Anglia Square development will create a refined backdrop to the courtyard within Doughty's Hospital and improve the overall experience.

### 6.0 SAVE Britain's Heritage

SAVE's primary concerns, in my opinion relate to the impact of harm on the heritage of the City. Paragraphs 12 and 14 specifically relate to the mass and scale of the scheme.

#### 6.1 Paragraph 12

*'Secondly, the proposals, by reason of their height, scale and bulk will be visible from many streets and public spaces which currently contribute to the very special character and appearance of this medieval city, and will have an adverse impact on the Conservation Area'*

#### 6.2 Paragraph 14

*'Its redevelopment in principle is something to be welcomed, but its replacement with buildings of considerably greater height and bulk promises to make matters much worse'*

6.3 It is acknowledged that Anglia Square represents a significant and important regeneration opportunity in the City. The rationale for the proposed scale and mass are derived from the character of the brief. This has been modulated with regard to the informed and analytical process that delivered the three dimensional 'heat map' against which height and massing options have been tested.

6.4 The detail of design iterations can be found in the DAS and the design section of this document. Visibility of the Large District Centre is promoted through the inclusion of the tower as an express aim of the proposal. A character consistent with other significant places within the city

6.5 I do not believe that the scheme of city wide significance should be either disguised or otherwise 'concealed'. The process of detailed design has delivered an integrated scheme in plan, material and grain, however recognisably distinct and urban in character.

### 7 Norwich Society

Norwich Society's concerns regarding the impact of scale on the historic context has been covered in my response to the concerns of Historic England in Section 5, above.

7.1 Para. 4.3, Norwich Society also raised concern about the overshadowing of public spaces. The technical section of the DAS page 121 set out the daylight and sun-path study. The report prepared by Calford Seaden concludes that overall the scheme demonstrates careful attention to daylight and sunlight requirement, and having 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.



## 8 The Tower

**8.1** The tower has been raised as a concern by all Rule 6 parties, and I respond below. The issues raised have been summarised under the following general themes;

- the tower is not justified as a 'marker' in the city scape
- the tower would not act as a counterbalance or be on a par with the cathedral
- it does not follow that a new public space needs a tall building as a landmark
- the proposed tower does not have a civic or spiritual purpose
- there is no need for a 'wayfinder'
- the tower's impact on the skyline view
- a landmark building does not need to be tall

**8.2** The design rationale is covered in detail in the Design and Access Statement and in Section 4 of this document. In summary;

*i. there is an express desire for the building to be visible and to punctuate the skyline.*

*ii. to serve as a marker from more distant views and to identify the location of the new city quarter.*

*iii. Common throughout the city is the marking of public spaces with tall buildings. The Market Place addressed by City Hall and The Upper and Lower Close by the Anglican Cathedral are examples. It is recognised that many such examples serve a civic or spiritual purpose, but the logic of linking height and related marking, with a place of significance, is borne out.*

*iv. Having regard to concerns expressed by the Rule 6 parties, I agree with the following views expressed by NCC and Dr. Miele*

*v. Dr. Miele, referring to TVIA view 8 in his PoE, in para. 9.44, 'It marks an area identified for major regeneration so also, therefore, the northern extent of the city centre and an LDC as defined in the local plan. For that reason, it adds legibility to the scene and so reveals city form'; and*

**8.3** Para. 9.47, '*...I conclude that the proposals actually enhance the view, telling the continuing history of an ancient settlement which is the most important modern settlement in the region by means of an attractive new building'*

*vi. NCC view in their SoC, Para.15.9 supports the view that 'The cumulative harm identified above is to some extent offset by other beneficial aspects of the development for the historic environment. These benefits have been scarcely acknowledged by Historic England in their comments on the application:*

- The removal of areas of undeveloped wasteland off Pitt Street.
- The removal of buildings identified as negative in the city centre conservation area appraisal.
- The reinstatement of streets on an alignment close to those that previously existed on the site resulting in clear relationships between surrounding streets and the development.
- New streets and squares with a high quality landscape treatment that, combined with the new accommodation, will attract people to the area and result in more people appreciating the surrounding parts of the conservation area.
- Framed views of St Augustine's Church and the Anglican Cathedral from within the development.
- Higher quality replacement buildings on Magdalen Street

*vii. Para.15.11 '.....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'.*

## 9 Alternative Schemes

**9.1** It is the opinion of Historic England that not enough work has been done to explore design alternatives.

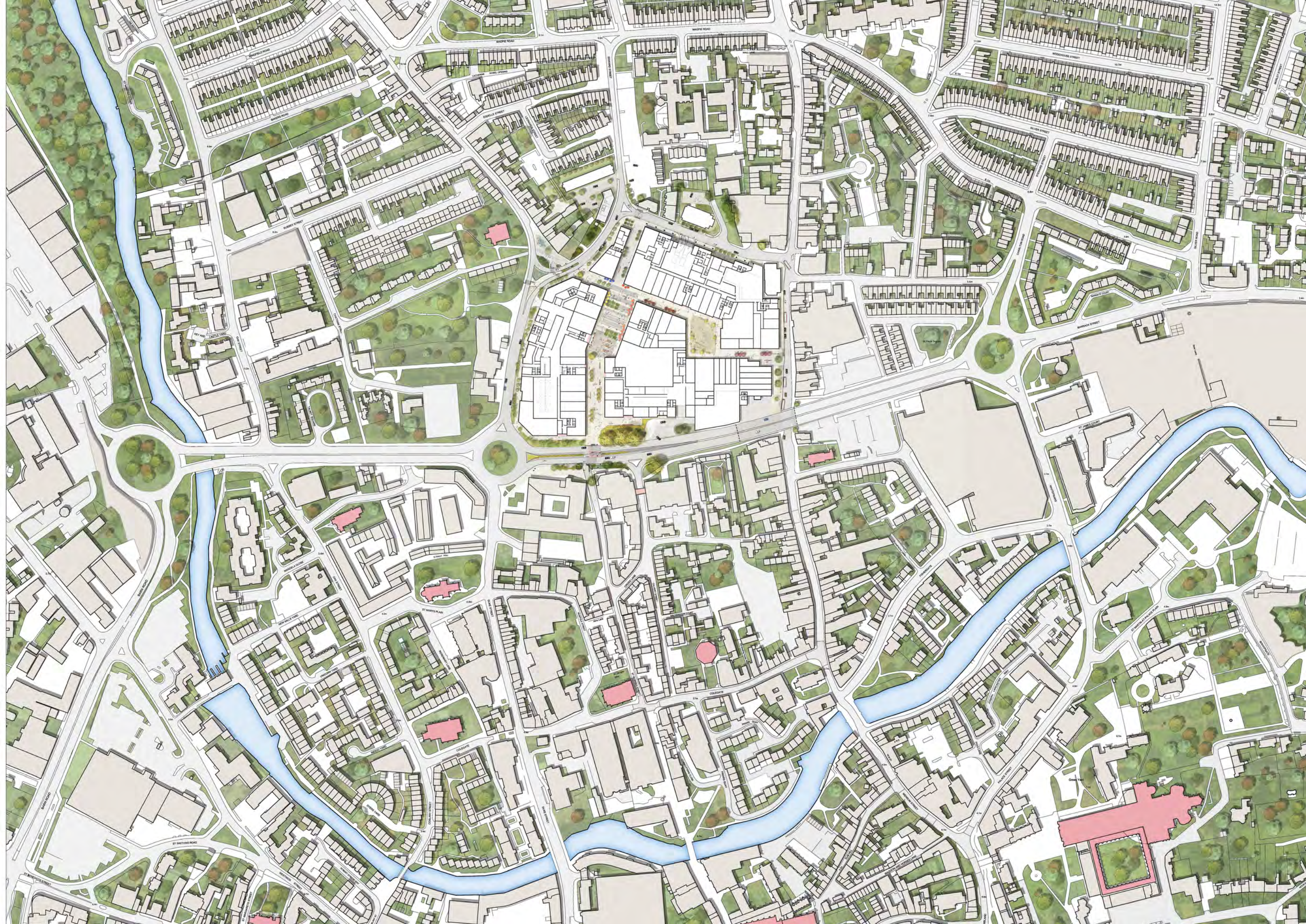
**9.2** Design alternatives have been considered, as set out in the process of evolution. My client's vision has been consistent, aimed at achieving the comprehensive regeneration of the site. Deliverability has been fundamental to this process and this too has been demonstrated.

**9.3** The Councils SoC Section 10 Para 10.13.... '*6 alternative schemes to the submitted proposal were examined including additional options that were identified following the first round of public consultation on the planning application. Five of the alternative options were ruled out for reasons set out in the table at paragraph 161 of the committee report. The only alternative option which was considered viable was the "do nothing" option of management of the centre as is currently done'*

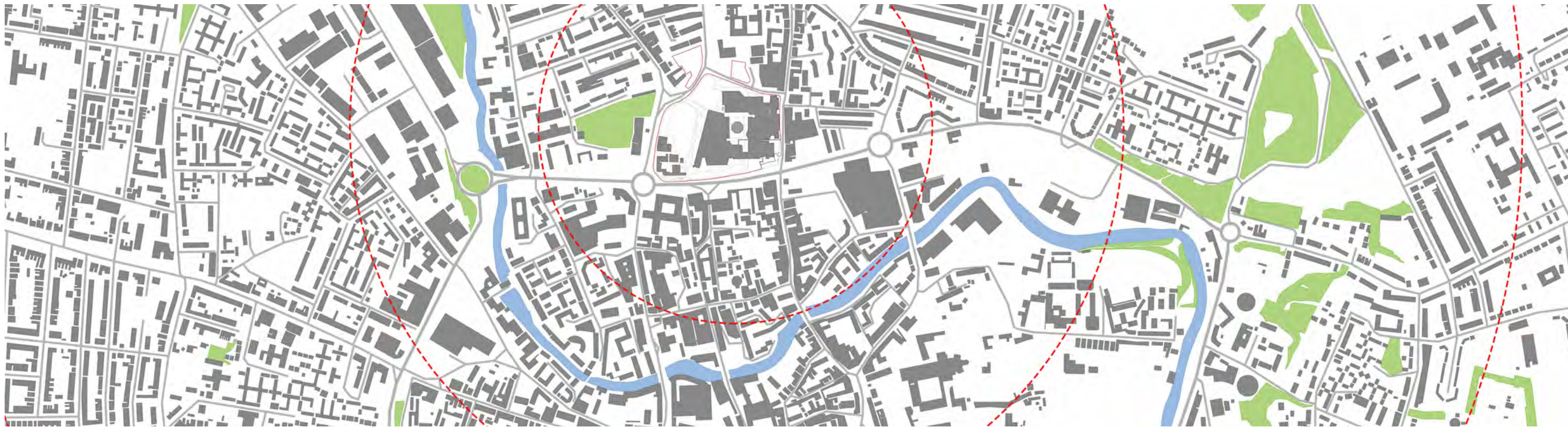
**9.4** Historic England has offered an alternative scheme for this site in their SoC, prepared by Ash Sakula Architects, they acknowledge that 'this alternative would not be currently viable'.

**9.5** Whilst there are elements of the plan form that have merit, it fails to address the detail of my brief and as such I see no merit on commenting in detail on it.











## Section 6.0

# Conclusion







1 Within this report and for the following reasons, I have demonstrated that planning consent should be granted for the proposed project.

1.1 Paragraph 575 of the Planning Committee report states:

*'The proposal represents the largest development scheme proposed in the city centre since Chapelfield. The £270 million investment will: enhance the physical appearance, the retail and leisure function and overall vibrancy of the site; create a new residential quarter at Anglia Square which will have good connectivity to the existing surrounding community, and boost the city's housing supply and confidence in the northern city centre as a location for wider re- development'.*

1.2 I have described my brief and the integrity of the design process within this report and the related Design and Access Statement, through which the project was conceived and robustly tested.

1.3 I also record the direction set through the comprehensive process of consultation and a unique and detailed level of pre-application engagement over a two year period, supported by authoritative and independent design reviews held with Design South East. These and the contributions of the extensive list of supporting consultants were significant considerations in the evolution and formulation of the final proposals.

1.4 Norwich City Council (NCC) undertook a thorough review of the project using the Building for Life method, used to establish that a successful place will be created and that the development is designed to the highest possible standards, creating a strong sense of place.

1.5 The objections of Rule 6 parties overwhelmingly relate to matters of design and heritage impact, which are clearly inter-related. These are addressed within my report in commentary above and through the collaborative testing undertaken as part of the evolution of the design.

1.6 I have shown that through detailed analysis and a developed understanding of the context, the proposed scheme has evolved to deliver the stated future vision for the site, along with the specific development objectives listed in the Planning Guidance Note (PGN) as follows:

1.7 PGN Vision

A rejuvenated Anglia Square, with a distinctive identity that compliments the neighbouring area and reflects its location in the heart of the historic northern city centre.

The development will have, a clear relationship in built form with the surrounding area, and a safe and attractive public environment, including enhanced public spaces.

Enhancement of a strong and diverse District Centre function, serving the wider suburban areas of North Norwich.

An improved convenience offer, and enhanced leisure offer with a new cinema, cafes and restaurants to continue the use of the area into the evening.

A surface link will cross the existing St Crispin's Road improving walking and cycling connections into the core city centre, and there will be an enhanced public transport offer.

All this will be supported by new residential development to create additional footfall, natural surveillance and activity that will enhance the vitality and viability of the Large District Centre and help to meet the housing needs of Greater Norwich.

1.8 Paragraph 580 of the Planning Committee report states:

*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. A very detailed evaluation of the design quality of the proposed development and the impact it is expected to have on these heritage assets has been carried out.*

1.9 Having regard to this and the objections of Rule 6 parties, the independent expert Dr. Miele records in his Proof of Evidence -

*'Overall, taking account of the identified harms and benefits, I conclude a net benefit to the CA as a whole'.*

1.10 The Statement of Case of Norwich City Council records at 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."*

1.11 The project secured the support of Norwich City Council officers in their Recommendation to Grant Planning Consent which Members of the NCC Planning Applications Committee resolved to approve and are recorded in the minutes of NCC Planning Applications Committee dated 6th December 2018 as follows:

1.12 Article 35(2) Statement

*'The local planning authority in making its decision has had due regard to paragraph 38 of the National Planning Policy Framework as well as the development plan, national planning policy, Town and Country Planning (Environmental Impact Assessment) Regulations 2017 (EIA Regulations) and the Conservation of Habitats and Species Regulations 2017 and other material considerations, following negotiations with the applicant and subsequent amendments the application has been approved subject to appropriate conditions and for the reasons outlined in the officer report'.*

1.13 In conclusion, this scheme has evolved with inputs from the local community, local interest groups, statutory consultees, specialist consultants, in particular with regards to cultural heritage and following an established masterplan design approach. The proposal gained the support of the local authority and in my opinion should be approved.



