

NORWICH

North City Vision

**St. Augustine's & Anglia Square Regeneration
Community Brief**

The St Augustine's & Anglia Square Community Regeneration Vision

Background & Community Engagement Process

Background

The St Augustine's Community Together (ACT) Residents Association asked the Cathedral Magdalen and St Augustine's Neighbourhood Forum Steering Group (CM&StA Steering Group), now known as the Cathedral Magdalen and St Augustine's Forum, to support them in articulating the concerns of the local community regarding the proposed Anglia Square development, and the impact of regeneration on the area more generally. The CM&StA Steering Group secured the pro-bono support of the Norfolk Association of Architects and The Norwich Society to run a community planning and visioning event, and to provide technical support.

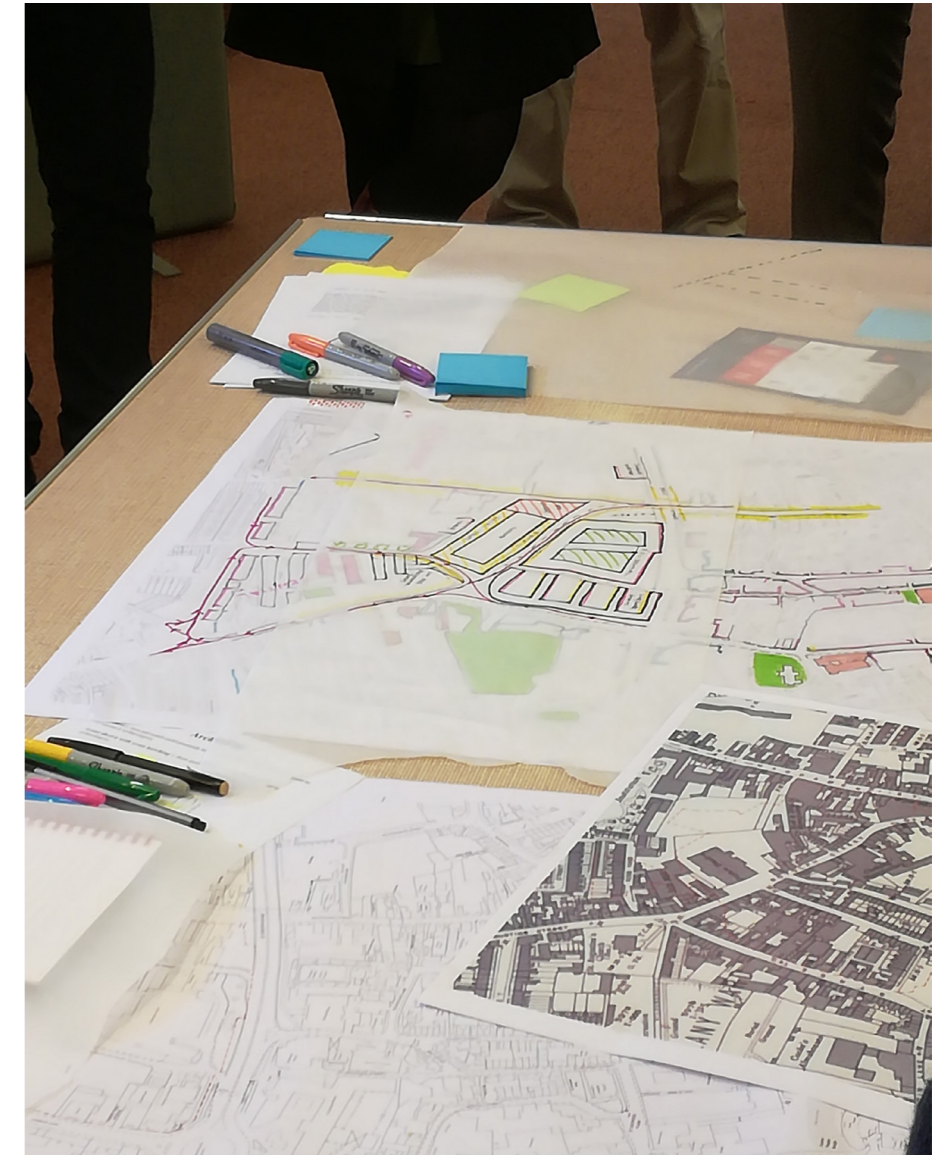
A 'community brief' – see Appendix A - had already been developed by CM&StA Steering Group after contact with the developers of Anglia Square at their consultation event in 2016, and after concerns were raised through the group membership at the plans displayed. This was following discussion with senior members of both the architectural team (Broadway Malyan) and with Weston Homes, that on such a strategic site it is accepted good urban design practice to work proactively with communities to elicit views as to requirement and specification of future development. It was suggested that, on the basis of experience elsewhere, this can obviate challenges and provide valuable local intelligence to inform high quality place making. Weston Homes indicated that they were prepared to accept such a brief. However, they did not take up the opportunity to work with the community on a collaborative planning and design exercise.

The community brief (mentioned above) was submitted by CM&StA Steering Group to Weston Homes, and to Norwich City Council.

Community Engagement Process

A two-day event was organised, which included a three-hour scoping session on a Friday night (26th January, 2018 6-9pm) to explore stakeholder issues and views, and an extended open studio stakeholder design session and presentation on Saturday morning (27th January 2018 10am – 2.00pm). The event was advertised locally and on-line via Eventbrite and raised a high level of interest. The Eventbrite site received over 1300 hits. The Friday evening, which involved 60 people (the full capacity of the community hall) was fully booked with a waiting list for places. The Saturday event was a drop-in and attracted similar numbers.

A wide range of views was expressed over the course of the two days. The level of interest is an indication of the high level of concern at the impact that the present scheme for Anglia Square will have on the surrounding area, its communities, businesses and the overall attractiveness and tourist of the historic city. The Norfolk Association of Architects assisted in helping to identify key community insights and the articulation of these into a schematic drawing.



"City centre communities have the same need to be listened to as those in villages and suburbs and often experience more oncoming schemes and plans that impact their immediate lifestyle. Each year brings more and more consultations and feedback requests from the Council, making it hard to keep up. As resources are increasingly stretched, decision makers need to be wary of short-term gains. It is important for us to have these opportunities, to join with our neighbours and engage in discussions of issues that directly affect us personally and pragmatically, whilst aiming to preserve and enhance the special character of the city we choose to be a part of. Segmenting the areas and people (and therefore the city) would not enable a cohesive vision inclusive of these combined experiences."

A local resident

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Methodology & Identifying Key Topics

Methodology

Scoping Session

After introductions from the organisers setting out the form and ambition of the event, namely to identify the detailed concerns, issues and ambitions the participants held about the area and with regard to the redevelopment of Anglia Square, participants were asked to contribute their views on a set of topics by means of post-it stickers and through discussion with the design team. Topics raised can be seen in the adjacent table.

A second session elaborated points that had arisen in the initial issues identification exercise through discussion with volunteer architects and designers present who hosted table discussion on each of the topics. This exercise was supported by mapping of the area and participants were invited to identify site specific issues and opportunities.

The final part of the evening saw a report-back by each table host on the issues raised. A general discussion then took place.

"We welcome development but don't agree with the statement 'anything is better than what is there now'. We challenge developers to create something interesting, that supports our artists and small businesses, that continues to enhance the area into a place the community wants to be, instead of yet another area filled with chain stores and standard apartments which won't speak to what the people in the area need."

Comments from residents during a public meeting, held on 25 April 2018

COMMUNITY INFRASTRUCTURE	<ul style="list-style-type: none"> Are there enough nursery school places? Are there enough school places? Primary? Secondary? Are these within walking distance? Are there enough doctors? Are there enough dentists? Other community services and facilities?
GREEN SPACE & LEISURE	<ul style="list-style-type: none"> Is there sufficient green space? Are their sufficient leisure opportunities?
PEOPLE MOVEMENT, TRAFFIC & PARKING	Ease of movement, parking, pedestrian & bike safety; connectivity
SHOPPING ON ST AUGUSTINE'S STREET	Range of shops
MAGDALEN STREET	<ul style="list-style-type: none"> Accessibility Affordability
CULTURE HERITAGE & TOURISM	<ul style="list-style-type: none"> Sufficiency of cultural infrastructure? Views of and setting of historic buildings Use and reuse of existing buildings Processes to help culture
HOUSING	<ul style="list-style-type: none"> Mix of Housing Tenures Mix of Housing Types Housing for all life stages Live/work
ECONOMY, JOBS & BUSINESS	<ul style="list-style-type: none"> Space for Creative Business Affordability Working with Partners to improve the local economy Infrastructure

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Stakeholder Design Studio Session, Presentation & Community Regeneration Vision

Stakeholder Design Studio Session

The following day the design team and community representatives met at 10am to walk the area and survey key assets, opportunities and issues.

This was followed by an open studio session from 11am to which members of the public were invited to join in the urban design process. As well as the designers present, members of community organisations were available to engage in discussions and register views.

Presentation

At 2pm the design team presented an emerging urban design response to the views gathered to test this with individuals present. Feedback was noted and informed a subsequent review and scheme development exercise.

The design team then worked up the sketch proposition into a more developed visualization of the community vision which is illustrated in this document.

The St Augustine's & Anglia Square Community Regeneration Vision

The community drawings visualise a urban design response to the concerns, issues, opportunities and aspirations for the area articulated over the two day briefing taking, place making and urban design session.

These propose an approach to the urban design scheme which:

- A** Recognises, but is not constrained by the historic context
- B** Optimizes the wider area regeneration through the redevelopment of Anglia Square
- C** Creates a public realm (not a privatised realm) through reinstating Botolph Street and a new public space at Stump Cross
- D** Reinvigorates and reclaims key civic assets for residents such as the Gildencroft Park, and the historic - now redundant - St Augustine's Church, through reconnecting them into the city fabric via new Botolph Street
- E** Consolidates the retail proposition of St Augustine's, Edward Street and Magdalen Street through the reinstatement of Botolph Street.
- F** Creates a respectful transition of heights and massing from historic urbanism to the new scheme
- G** Produces a significant volume of parking
- H** Consolidates and optimises the area's creative, cultural and tech industry presence through the creation of newbuild studio and live/work/make/sell space at St George's Street/ Pitt Street
- I** Consolidates the city's cultural tourism and visitor offer through the inclusion of a significant new gallery to house collections already present in the city
- J** Includes a significant quota of car parking
- K** Includes three substantial new green spaces: one semi-private serving new residents; a new public garden space; a landscaped entrance to the north part of the site associated with a landscaped car park
- L** Completes and consolidates St Augustine's urban village
- M** Provides significant community servicing in the vicinity of Edward Street/St Augustine's through the inclusion of an integrated medical centre and associated extra-care housing; a nursery school and a relocated Surrey Chapel
- N** Proposes 'civilising' the inner ring road to function as an urban boulevard with dedicated cycle lanes, landscaped treatment and at grade crossing points
- O** Complementary redevelopment around St Saviour's Church and under the flyover to accommodate community based arts, maker and up-cycling workshops, community outreach and engagement, with a further opportunity to consolidate the public space around the church
- P** Reinforces the local street hierarchy and distributes movement

The St Augustine's & Anglia Square Community Regeneration Vision

Integrating a Variety of Uses Needed Within the Community

Gallery and Landmark Building

Located next to the market, a Gallery would act as a landmark building and re-enforce this area as a focal point. It would allow for larger events to be held, an artist run gallery and spaces, and host other flexible uses.

Market

A central market that creates a focal point to the neighbourhood area. It would connect Magdalen Street, St Augustine's Street (via the new Botolph Street connection) and the Anglia Square site.

This open air market would be a interchangeable plaza, with the ability to host various events. The market would also provide a connection to the central city market.

Community & Cultural Units

A number of services are required in the community, especially if there is to be an increase in population. These include a integrated medical centre, nursery, community building, and cinema.

Retail and Commercial Units

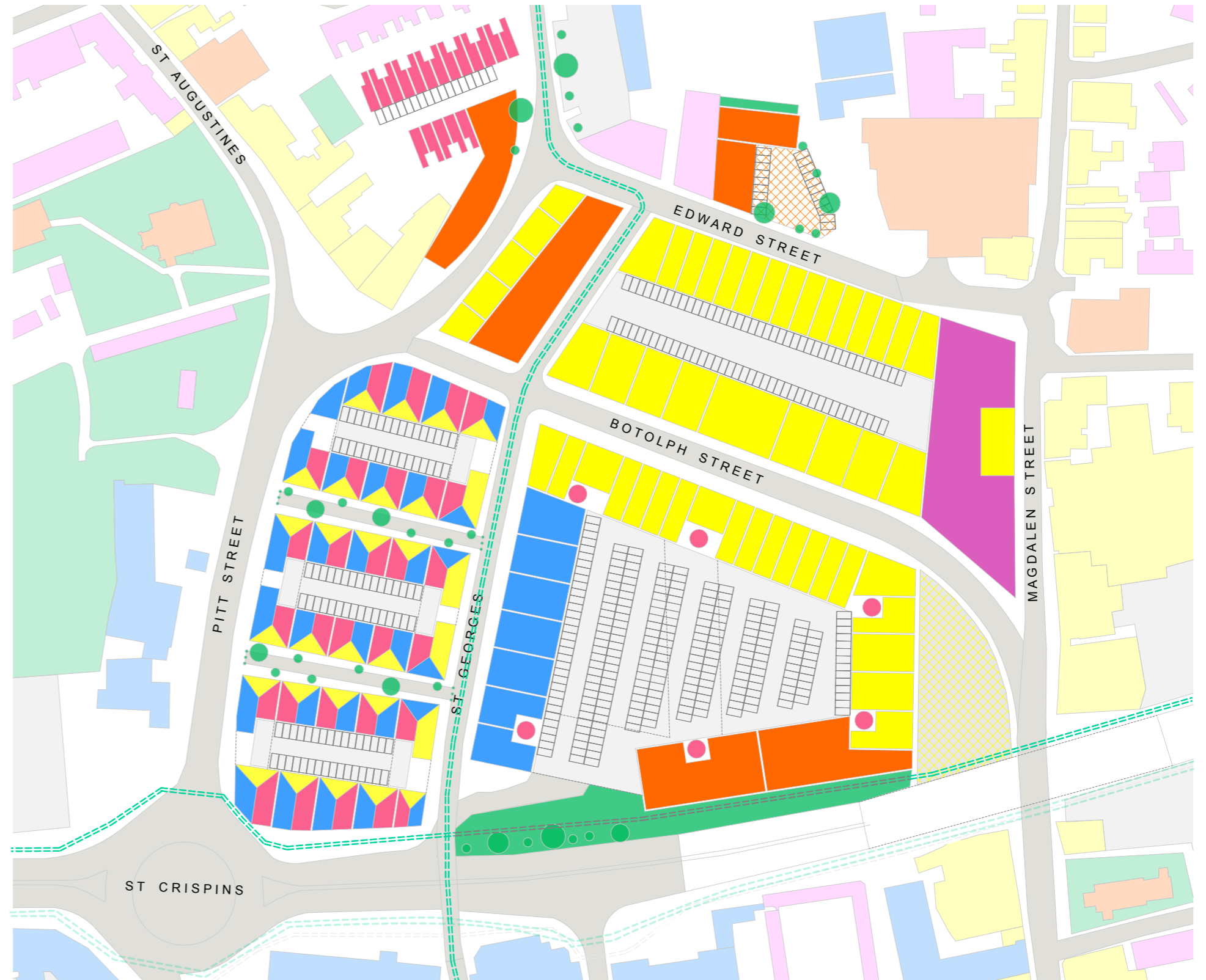
A mix of different retail options to attract a range of businesses who will all contribute to the area's economic growth.

Live Make Work Units

Include for those who have start-up businesses, studios and office in their home, combining small affordable units with work areas.

Residential Units

Various residential options, offering different sizes of units to attract a diverse range of people (including families, couples and elderly). Some units on the ground floor would be studios and 2-bed apartments.

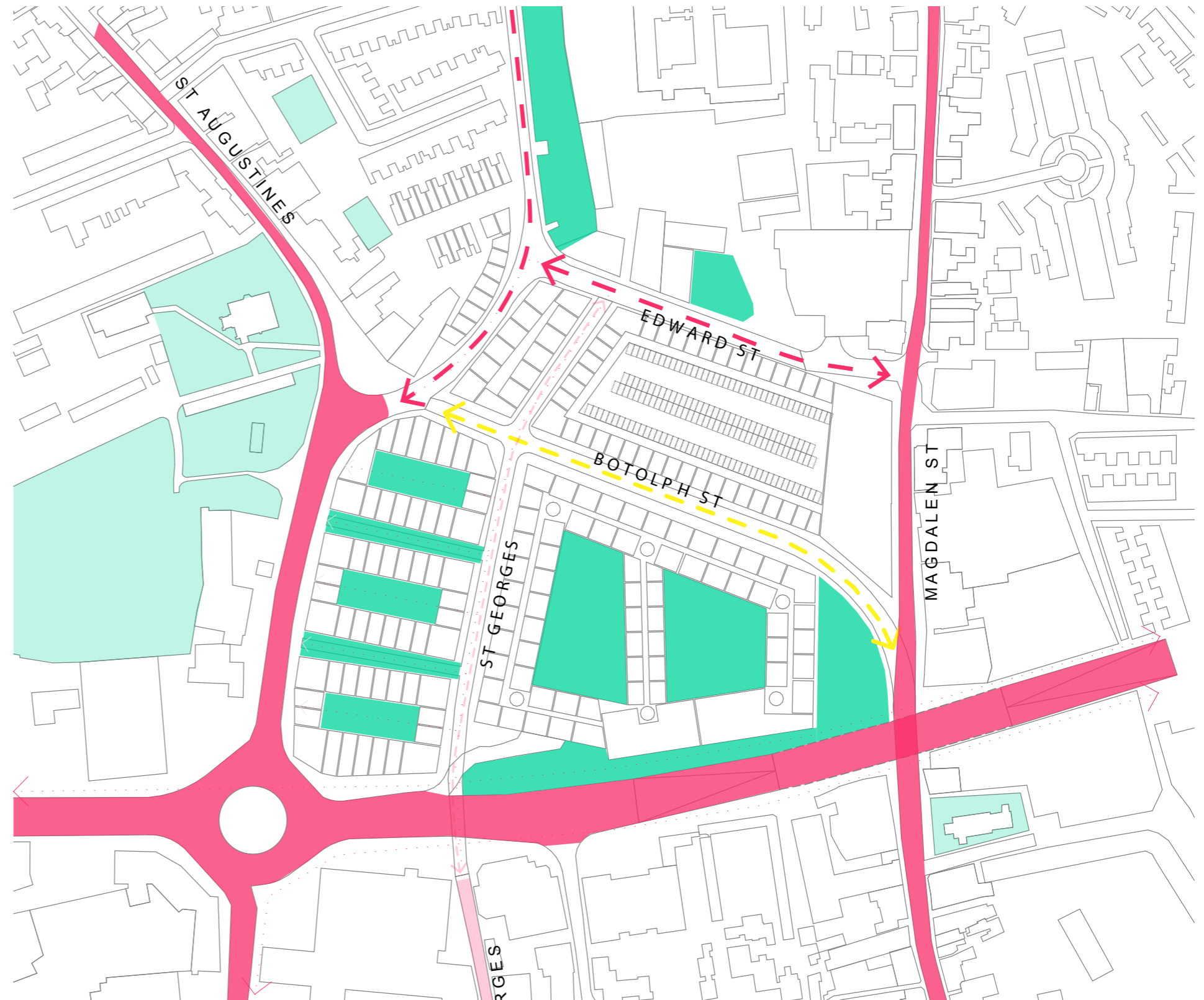


This plan is not to scale and is a diagrammatic representation of the uses discussed at the community event.

The St Augustine's & Anglia Square Community Regeneration Vision

Considering Open Spaces & Movement Patterns

- Botolph Street**
Re-establishing the link between St Augustine's Street and Magdalen Street, the re-introduction of Botolph Street is a key factor in the regeneration of the areas.
- Open Spaces**
The introduction of a variety of open and green spaces, including semi-public areas, community gardens, and a structured greenway.
- Existing Open Spaces**
- Existing Primary Movement Routes**
- Existing Secondary Movement Routes**
- New Primary Movement Routes**
- New Secondary Movement Routes**



This plan is not to scale and is a diagrammatic representation of the routes and open spaces discussed at the community event.

The St Augustine's & Anglia Square Community Regeneration Vision

Indicative 3D Visualisation Showing Height Transition Across Scheme Ranging From 3 - 7 Storeys



Appendix A: Cathedral Magdalen & St Augustine's Forum

Note to Weston Homes - St Augustine's & Anglia Square Community Brief

Background

- 1 This note has been prepared on the invitation of Martin Pearce of Weston Homes by the Cathedral Magdalen & St. Augustine's Neighbourhood Plan Steering Group (CM&StA Steering Group).
- 2 CM&StA Steering Group is in process of establishing a Neighbourhood Forum for the Cathedral, Magdalen & St. Augustine's area, with the intention of producing a neighbourhood plan.
- 3 The aim of the Neighbourhood Forum in producing a neighbourhood plan will be : *'to produce a Neighbourhood Plan to protect and enhance the inherent qualities of the Area and to further the cultural, creative, social, economic and environmental well-being of the Area'*.
- 4 The group have undertaken an area asset mapping exercise which informs the production of this note.
- 5 It is the intention of the group to adopt the now abated Norwich City Council (NCC) North City Action Plan as the starting point for the proposed neighbourhood planning exercise together with NCC heritage appraisals pertaining to the area in the formulation of the plan.

The Area

- 6 Key aspects of the wider area are:
 - It is the locus of important heritage buildings and streetscapes which form a key element of the city's visitor, tourism and locational offer, including Norwich Cathedral, St Andrews Halls, Tombland, Colegate, Elm Hill and The Great Hospital.
 - The presence of Norwich University of the Arts
 - The presence of a range of educational facilities including Jane Austen College, City College, the Norwich School, Anteros and Magdalen Gates School.
 - The presence of a range of arts and cultural facilities, affordable studios, workshops, venues and exhibition spaces.
 - The presence of a large number of faith organisations, associated churches and other establishments, social enterprises, volunteer-led enterprises and charities.
 - Magdalen Street, which functions both as a valued local high street, with specialist retailers supporting the presence of the arts university and also as a character retail area, which is part of the city's visitor and tourism offer.
 - Prince of Wales Road, which functions as a gateway into the city from the railway station as well as hosting the night time economy and some local and professional services.
- The presence of a concentration of professional and legal firms, and the Norwich Combined Courts.
- A series of related residential urban villages, all dependent for their daily servicing upon Magdalen Street, and Prince of Wales Road.
- The River Wensum running through the area with its potential to become once again a feature of city life, tourism and to bind the city rather than divide it (as is currently the case).
- 7 Critical characteristics of the wider area are its diversity, mixed use quality, walkability and accessibility as well as its strongly historic character comprising a large number of 2-4 storey historic buildings and streetscapes, and a relatively unbroken skyline which emphasises the presence of the Norman Cathedral and its spire.
- 8 Many of the members of the Neighbourhood Forum steering group both live and work in the area. This live/work quality is an essential characteristic of the area.
- 9 The Anglia Square site lies within the area that is considered to have been the location of the earliest settlement of the city on the banks of the River Wensum forming the Anglo-Saxon/ Danish settlement of 'Norwic'.
- 10 Visually, the site forms an important gateway to the historic city centre as it is approached from the North; the site further impacts on views across the city centre given the compactness of central Norwich.

Appendix A: Cathedral Magdalen & St Augustine's Forum

Note to Weston Homes - St Augustine's & Anglia Square Community Brief

Issues

11 Urban Design

11.1 Opportunity

The overall place making concept should be respectful of and respond to the heritage and functional mixed use context of Anglia Square. Set against this, we understand the constraints imposed by the presence an existing quantum of space, and the need to produce a viable scheme.

As overall urban design aims we suggest the scheme should consider the potential to reintroduce a street grain to this sensitive part of historic Norwich which is reflective of the historic pre-1960s street pattern. This would create a logic for courtyard based development (there are many good contemporary examples in the vicinity of Old Street/St John's Street), with blocks respecting a traditionally configured street, and also opening into internal semi-private courtyards, which can be secured as appropriate.

To this end, we suggest consideration could be given to a form of development that is configured around the reinstatement Botolph's Street completing the diagonal axis to the St Augustine's roundabout. This could be an access only route, and could be configured to prioritise walking and cycling.

While we respect the strongly expressed desire for more green space locally we would raise the question of whether a well conceived, fully public street potentially including a new public space along its length could satisfy tis requirement.

We suggest the avoidance of privatised plaza forms of outdoor space which are within an estate management regime, produce long term maintenance issue, and personal security issues.

We also suggest resisting complex planting/streetscape concepts which produce long term management and maintenance issues and would err towards robust street planting that is compatible with the wider city centre. There could be a further opportunity at Esdelle/Edward Street gateway to the site to create a more informal, but meaningful landscaped space.

A reinstatement of Botolph's Street would provide commercial connectivity between Magdalen Street and St Augustine's and potentially would reinforce the ongoing retail regeneration of St Augustine's Street. This direct route would further operate to recover the link between Magdalen Street and the existing green spaces of the Gildencroft and Leonard's Street, potentially satisfying local need through greater accessibility. The creation of a dowry to maintain these spaces to a high standard could be considered.

12 Height & Massing

12.1 Relationship to Heritage Context

Given the importance of the heritage of the wider area, and the role that this plays in underpinning Norwich's place offer and tourism proposition, the group is concerned that the proposed scheme not only regenerates the area by producing new buildings, but does so in a fashion that is respectful to the historic context of the area.

Critical factors in generating the scheme should therefore be:

- Consideration of appropriate overall heights, scale and massing given that neighbouring historic buildings are generally 2-3 storeys.
- Careful consideration to how the transition between neighbouring 2 storey buildings and the greater height and mass of the regenerated Anglia Square
- Consideration of impacts on the overall skyline of the historic city centre.
- The potential to reinstate historic street based urbanism and street pattern.
- Scheme should reflect texture and grain of the historic urbanism typical of the area both in its urbanism and architectural approach, and should maintain a human scale.
- Without producing pastiche, the scheme should be respectful of its heritage context in terms of style and materials.
- The scheme should avoid monotony of architectural approach.

Appendix A: Cathedral Magdalen & St Augustine's Forum

Note to Weston Homes - St Augustine's & Anglia Square Community Brief

12.2 Significant views

The scheme should be conceived to have regard to maintaining important views both from within the area, and across the wider city.

12.3 Unbroken Skyline

The scheme should have regard to the fact that, apart from Norwich Castle & Cathedrals, St Peter Mancroft, City Hall and Westlegate Tower, the skyline of Norwich remains uniformly low rise and unbroken by tall buildings.

This is not to preclude a relatively tall building within the site, however this should be proportionate; it should have consideration of the impact on the overall skyline of the city in terms of design and configuration, and should be very carefully justified so as NOT to set a precedent to be followed by neighbouring regeneration sites which could produce a cluster of high buildings as these sites are developed out with consequent issues on the skyline, of over-shadowing and of over-bearing surrounding building stock, or on the surrounding streetscape.

12.4 Precedent Setting

The redevelopment of Anglia Square is likely to be followed by the development of a number of neighbouring sites of significant scale. It is therefore important

that the role of the scheme in setting a precedent for future development and redevelopment within the North City Centre area is considered. Under the present planning climate it is difficult to sustain the argument that any given site displays 'exceptional circumstances' – once height and massing precedents are set these are likely to be followed elsewhere.

12.5 Density

The scheme should avoid over-densification within site.

There is considerable opportunity within the North City Centre area to change land use through regeneration, and a wider area approach should be adopted by the City Council so as to achieve an optimal regeneration and townscape solution.

13 Impacts on Local Servicing

The present scheme, which seeks to accommodate over 1000 housing units within the site, could place an unacceptable burden upon the existing local infrastructure. A full impact study should be undertaken to consider the capacity of the area to accommodate additional households, businesses and trips. This should include impacts on:

- the present educational provision (both state and independently provided)
- childcare
- the medical provision
- other social servicing
- movement network capacity
- utilities capacity
- parking impacts

Appendix A: Cathedral Magdalen & St Augustine's Forum

Note to Weston Homes - St Augustine's & Anglia Square Community Brief

14 Health & Wellbeing

The regenerated Anglia Square should contribute to a wider area approach which deals in a positive way with the issues of homelessness, addiction, related crime and anti-social behaviors. It is not sufficient that the problem is displaced elsewhere. The scheme should not create a greater burden of pollution and noise through traffic movements than is already imposed on neighbours and future residents and tenants.

The scheme should encourage walkability and healthy lifestyles.

The scheme should consider how impacts from bus movements through the area causing pollution, noise and personal safety issues can be positively handled.

Equally, there is a need for issues of personal safety to be addressed and a positive approach to securing parts of the area through architectural/urban design, while maintaining a clear cut and safe public realm.

15 Economic / Market Proposition

15.1 Cultural Industries

The wider area hosts a significant number of Norwich's digital, entrepreneurial and creative industries businesses. Norwich has been recognized by NESTA as a regional centre of tech activity.

Development within the area should interrogate what the occupational needs of the creative, entrepreneurial and creative businesses are in order to create an environment and business space that is complementary to this valuable strand of economic activity, in order to consolidate and grow not displace these businesses.

Consideration should be given to any specific facilities or measures that could be put in place through regeneration to further coalesce the digital/creative industries/entrepreneurial occupation of the area.

15.2 Visitor / Tourism Opportunity

15.2.1 Tourism

The area is adjacent to the core of historic Norwich, which forms the basis of the city's tourism and visitor proposition.

The tourism economy forms a major strength both of the city and county economy. All indications suggest that this is a growth area within the economy especially given Norwich's proximity to London, the growing trend towards staycation due to international and economic factors, and the presence of an international airport on the edge of the city which could support growing visitor numbers from outwith the UK attracted by a favourable exchange rate.

The regeneration of Anglia Square presents an opportunity to consolidate the city's tourism proposition both through a sympathetic and attractive regeneration of the site, and potentially through the inclusion of elements within the scheme that would add to the city's tourism and visitor offer.

There is potentially capacity to create additional, quality overnight accommodation within the city centre as part of a mixed use proposition.

15.2.2 Cultural Proposition

Classic regeneration practice would suggest that early investment in cultural facilities can stimulate the regeneration of dilapidated city quarters and encourage high value tourism. The inclusion of a range of cultural facilities within the redevelopment of Anglia Square and the wider North City area would support the cultural industries occupation of the area, the tourism offer and could help to drive regeneration and opportunities for all.

In the past, there has been an aspiration, for example, to create a significant new gallery in Norwich potentially as a Tate of the East. There may also be opportunities to work with institutions present in the city to consider whether there might be an opportunity to create a space to show important existing collections. This could be a valuable driver of regeneration in the North City area and visitor draw, as well complementing the creative industries character of the area.

Equally there has been a long held aspiration for a space that can host concerts of a greater scale than can be accommodated at St Andrew's Halls.

The history of the area as the locus of the first Danish settlement on the banks of the Wensum could be explored.

Appendix A: Cathedral Magdalen & St Augustine's Forum

Note to Weston Homes - St Augustine's & Anglia Square Community Brief

The weaving and cloth history of the area could provide the subject of a museum proposition, potentially involving the Norwich Costume & Textile Association and its collection.

A number of small independent gallery spaces have emerged in recent years – these should be encouraged, and potentially supplemented.

The site also lies on the historic pilgrimage route connecting Norwich to Walsingham. St Botolph's Church which once formed part of the site may have been a point of departure for pilgrims to Walsingham – he was the patron saint of travellers. There is an intention to reinstate this route and consideration should be given of how the reinstatement of routes through the site could support this.

Consideration could be given to marking the former site of the Church with a modern prayer building such as the Kamppi Chapel which is an extraordinary modern prayer chapel built in the middle of a shopping centre. www.atlasobscura.com/places/kamppi-chapel.

A well considered and supported programme of support for small, cultural/creative led businesses and a street animation programme should be considered.

The architecture of the buildings within the scheme should be informed by the broader cultural aspiration.

15.3 Urban Village

The regeneration of Anglia Square should provide a dynamic to reinforce the urban village character of the North city area.

Consideration should be given to the community, commercial and retail servicing needs of the walkable residential and business population (ie within .8km), and how this could be further enhanced through development.

16 Comparables Analyses

Concern has been raised by the group at the architectural/urban design comparables that have been cited in the exhibitions of the Anglia Square project to date.

The references have highlighted either parts of the city of Norwich which are essentially different in character to the North City area (St George's Street), or schemes in London which bear no relation either in terms of historical and mixed use context, nor form (More London).

We would suggest that appropriate comparable locations are fully interrogated, both spatially and in terms of use, to consider an appropriate urban design, architectural response and occupational proposition for the specifics of the location.

We would highlight, for example:

- Retail Configuration – Kingly Court / Carnaby Street; Upper Street, Islington; Wapping Quay, Bristol
- Creative Industries Area – Dublin Temple Bar; Soho, London; Portobello Road/Westway.
- Residential – Laindon Centre, Basildon (Swan Housing); Good Hope (Ballymore); Wapping Wharf, Bristol.
- New public space - Soho Square; Hoxton Square; Kingly Court.

17 Retail Impacts / Approach

17.1 Norwich

We understand that the role of Anglia Square should not be to compete in retail terms with the main city centre, but should produce a differentiated retail/leisure offering and service local shopping requirements.

As we have begun to set out above, we believe that the scheme could produce a vibrant new retail offer that is additional to the current provision and would support and extend the local retail requirement; the growing creative industries quarter and the growth of the tourism/visitor economy. This would however require an innovative approach to retail development/regeneration – key references for this should be the regeneration of Marylebone High Street, W1; Lambs Conduits Street WC1; Redwell Street, EC1; Upper Street, N1.

We have previously cited Wapping Wharf in Bristol which is a newbuild example.

A critical consideration in conceiving the future occupation of Anglia Square should be the need for any night time offer NOT TO replicate the effect of Riverside – which we do not regard as an environment we would wish to see replicated at Magdalen Street; nor, to coalesce the nighttime economy and bring the anti-social effects of Prince of Wales road down through Tombland and Magdalen Street.

Appendix A: Cathedral Magdalen & St Augustine's Forum

Note to Weston Homes - St Augustine's & Anglia Square Community Brief

17.2 Magdalen Street

A plan for the regeneration of Magdalen Street should be conceived in parallel with the regeneration of Anglia Square. The street is already performing well as a centre of ethnic and entrepreneurial retail within the city, and increasingly forming part of Norwich's wider visitor offer.

There is substantial local concern that entrepreneurial retailers may be priced out of the area as part of a gentrification.

We would like to propose that a wider area retail regeneration strategy is put in place such that the optimum regenerative benefit is captured and guided to the benefit of all while maintaining occupier affordability and authenticity.

18 Residential Market

We are aware that the present scheme intends to produce more than 1000 residential units. We would query whether this is an appropriate level of density within this location. We would also query whether this level of demand exists within Norwich for a dense, flatted residential product.

We would like to seek reassurance that the scheme is not being produced as a buy-to let proposition; further that safeguards are in place that it will not be vulnerable to being sold on and then developed on this basis.

We would further seek reassurance that residential units will be marketed in the UK, and will expressly not be marketed to the overseas investor market.

18.1 Need & Demand

We would suggest that detailed, granular need and demand analyses are produced both to inform viabilities, and to underpin definition of specific typologies of residential space to be included within the scheme.

18.2 Demand Segments

We have set out above the essential quality of the area as the focus of creative and entrepreneurial activity within the city. We suggest that a residential product needs to be identified which will be attractive to participants in the creative and digital industries. Consideration should both be given to the physical quality of space that creative industry workers would value, and also to pricing and financing mechanisms as many such people are self employed, or may be running a business – which raises particular difficulties in raising mortgage finance.

Live/work space to support creative and cultural industries should be a consideration.

There is also significant professional occupation within the city due to the proximity to the professional quarter and the railway station. This potentially forms a further segment of demand.

There are a significant number of older people resident within the area, significantly at the Great Hospital and other city centre developments. The specific market of active, culturally engaged older people could be a significant further demand segment.

A further category of demand lies in lone parents for whom city centre living provides the chance for children to be relatively independent in their daily lives.

Given the presence locally of Norwich University of the Arts there is likely to also be some student occupation of the regenerated area.

There are clear housing issues within the area relative to homelessness and affordability.

18.3 Housing Typologies

While high-rise flatted dwelling has become commonplace in London this format has limited appeal in Norwich where it is still possible to buy a house at a relatively affordable price.

Much emphasis is placed by people who live in Norwich on engagement with the outdoors, and this potentially is influential in determining how a residential offer should be conceived and designed so as to meet the requirement of the local culture.

Appendix A: Cathedral Magdalen & St Augustine's Forum

Note to Weston Homes - St Augustine's & Anglia Square Community Brief

19 Movement & Access

We are extremely concerned at the impact the movement generated by >1000 additional housing units will have on local networks.

Magdalen Street is presently an uncomfortable pedestrian environment with dangerously narrow streets given its popularity and usage.

The quantity and speed of bus movement along the street presents a further level of discomfort, potential danger and pollution and may be operating to impact on the integrity of the historic buildings in the vicinity. We would certainly not wish to see this increase, and some alternative localized rerouting could potentially be considered.

We would wish to see a considerate neighbour approach being adopted by the estate management of the future scheme such that deliveries to commercial premises are conducted in a quiet, respectful and non-polluting manner.

20 Parking

We are concerned that the level of density of the proposed scheme at Anglia Square is being driven by at the level of car parking that is being included within site.

Given the presence of a number of car parks within the immediate area would urge the developers and council to consider whether this issue could be resolved more favourably is a wider area approach were to be adopted.

We are aware from our membership of the urgent need to preserve short stay accessible parking within the vicinity of Magdalen Street to support the night time restaurant and entertainment economy, and also to support public uses such as churches and cultural institutions.

21 Beyond Site Urban Design / Place Making

As a generalism we would urge the developer and local authority to consider a 'beyond site' approach to the regeneration of the area, to ensure the potential for regeneration of the North City area is optimized (not maximized) and such that problems are solved rationally on an area-wide basis to the benefit of all.

NORWICH North City Vision

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