

Anglia Square Norwich, Norfolk

Design and Access Statement



Client Weston Homes
Date March 2022
Ref 35301

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Introduction

This Design & Access Statement has been prepared by Broadway Malyan on behalf of Weston Homes Plc (the Applicant) in support of a hybrid (part full/part outline) planning application, (the Application), submitted to Norwich City Council (NCC) for the comprehensive redevelopment of Anglia Square and various parcels of mostly open surrounding land, (the Site), as shown within a red line on drawing 'ZZ-00-DR-A-01-0200'.

The document contents are based on the CABE guidance 'Design and access statements: How to write, read and use them'

In summary, the Statement:

- Assesses the context of the site & relevant planning policies.
- Identifies the opportunities and constraints that influence the principle of the development.
- Explains how the proposal responds to the opportunities and constraints and also how it relates to the amount, layout, scale, massing, appearance and access of the development.



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Project Description



The Site is located in a highly accessible position within the northern part of Norwich City Centre and comprises a significant element of the Anglia Square/Magdalen Street/St Augustines Large District Centre, (the LDC). It is thus of strategic importance to the City, and accordingly has been identified for redevelopment for many years within various local planning policy documents, including the Northern City Centre Area Action Plan 2010, (NCCAAP), (now expired), the Joint Core Strategy for Broadland, Norwich and South Norfolk 2014, (JCS), and NCC's Anglia Square and Surrounding Area Policy Guidance Note 2017, (PGN). The Site forms the principal part of an allocation (GNLP 0506) in the emerging Greater Norwich Local Plan (GNLP).

This application follows a previous application on a somewhat smaller development parcel, (NCC Ref. 18/00330/F) made jointly by Weston Homes Plc as development partner and Columbia Threadneedle Investments, (CTI), the Site's owner, for a residential-led mixed use scheme consisting of up to 1,250 dwellings with decked parking, and 11,000 sqm GEA flexible ground floor retail/commercial/non-residential institution floorspace, hotel, cinema, multi-storey public car park, place of worship, and associated public realm and highway works. This was subject to a Call-in by the Secretary of State (PINS Ref. APP/G2625/V/19/3225505) who refused planning permission on 12th November 2020, (the 'Call in Scheme').

In April 2021, following new negotiations with Site owner CTI, Weston Homes decided to explore the potential for securing planning permission for an alternative scheme via an extensive programme of public and stakeholder engagement, from the earliest concepts to a fully worked up application. The negotiations with CTI have secured a "Subject to Planning" contract to purchase the Site, (enlarged to include the southeastern part of Anglia Square fronting Magdalen Street and St Crispins Road), which has enabled a completely fresh approach to establishing a redevelopment scheme for Anglia Square. This has resulted in a different development brief for the scheme, being to create a replacement part of the larger LDC suited to the flexible needs of a wide range of retail, service, business and community uses, reflective of trends in town centre character, integrated with the introduction of homes across the Site, within a highly permeable layout, well connected to its surroundings.

The new development proposal seeks to comprehensively redevelop the Site to provide up to 1,100 dwellings and up to 8,000sqm (NIA) flexible retail, commercial and other non-residential floorspace including Community Hub, up to 450 car parking spaces (at least 95% spaces for class C3 use, and up to 5% for class E/F1/F2/Sui Generis uses), car club spaces and associated works to the highway and public realm areas (the Proposed Development). These figures are maxima in view of the hybrid nature of the application. This proposes part of the scheme designed in full, to accommodate 367 dwellings, 5,757 sqm non-residential floorspace, and 146 car parking spaces (at least 95% spaces for residential use, and up to 5% for non-residential use), with the remaining large part of the Site for later detailed design as a "Reserved Matters" application, up to those maxima figures.

Application Strategy

Anglia Square: Hybrid Application Development Description



Concise development description for notices

"Hybrid (Part Full/ Part Outline) application for the comprehensive redevelopment of Anglia Square, and car parks fronting Pitt Street and Edward Street for: up to 1,100 dwellings and up to 8,000sqm (NIA) flexible retail, commercial and other non-residential floorspace including Community Hub, up to 450 car parking spaces (at least 95% spaces for class C3 use, and up to 5% for class E/F1/F2/Sui Generis uses), car club spaces and associated works to the highway and public realm areas"

Full development description

"Hybrid (part full/part outline) application on site of 4.65ha for demolition and clearance of all buildings and structures and the phased, comprehensive redevelopment of the site with 14 buildings ranging in height from 1 to 8 storeys, for a maximum of 1,100 residential dwellings, (houses, duplexes and flats) (Use Class C3); a maximum of 8,000 sqm flexible retail, commercial and other non-residential floorspace (retail, business, services, food and drink premises, offices, workshops, non-residential institutions, community hub, local community uses, and other floorspace (Use Classes E/F1/F2/Sui Generis (public conveniences, drinking establishments with expanded food provision, bookmakers and/or nail bars (up to 550sqm), and dry cleaner (up to 150sqm))); service yard, cycle and refuse stores, plant rooms, car parking and other ancillary space; with associated new and amended means of access on Edward Street and Pitt Street, closure of existing means of access on Edward Street, New Botolph Street, Pitt Street and St Crispins Road flyover, formation of cycle path between Edward Street and St Crispins Road, formation of wider footways, laybys and other associated highway works on all boundaries, formation of car club parking area off New Botolph Street, up to 450 car parking spaces (at least 95% spaces for class C3 use, and up to 5% for class E/F1/F2/Sui Generis uses), hard and soft landscaping of public open spaces comprising streets and squares/courtyards for pedestrians and cyclists, other landscape works within existing streets surrounding the site, service infrastructure and other associated work; (All floor areas given as maximum Net Internal Area);

Comprising;

Full planning permission on 2.25ha of the site for demolition and clearance of all buildings and structures, erection of 8 buildings ranging in height from 1 to 8 storeys for 367 residential dwellings (Use Class C3) (149 dwellings in Block A, 25 dwellings in Block B, 21 dwellings in Block C, 34 dwellings in Block D, 8 dwellings in Block J3, 81 dwellings in Block K/L, and 49 dwellings in Block M) with associated cycle and refuse stores), and, for 5,808 sqm flexible retail, commercial and other non-residential floorspace (retail, business, services, food and drink premises, offices, workshops, non-residential institutions, community hub, local community uses, and other floorspace (Use Classes E/F1/F2/Sui Generis (public conveniences, drinking establishments with expanded food provision, bookmakers and/or nail bars (up to 550sqm), and dry cleaner (up to 150sqm))), service yard, cycle and refuse stores, plant rooms, car parking and other ancillary space, with associated new and amended

means of access on Edward Street, closure of existing means of access on Edward Street and New Botolph Street, formation of cycle path from Edward Street to St Crispins Road, formation of wider footways, laybys and other associated highway works on Edward Street, New Botolph Street, and Magdalen Street, formation of car club parking area off New Botolph Street, 146 car

parking spaces (at least 95% spaces for class C3 use, and up to 5% for class E/F1/F2/Sui Generis uses) within Blocks A and B, hard and soft landscape works to public open spaces comprising streets and squares for pedestrians and cyclists, other landscape works, service infrastructure and other associated works; (All floor areas given as maximum Net Internal Areas);and

Outline planning permission on 2.4ha of the site, with landscaping and appearance as reserved matters, for demolition and clearance of all buildings and structures, erection of 6 buildings (Blocks E – H and J) ranging in height from 3 to 8 stories for up to 733 residential dwellings, (houses, duplexes, and flats) (Use Class C3), a maximum of 2,192 sqm flexible retail, commercial and other non-residential floorspace (retail, business, services, food and drink premises, offices, non-residential institutions, local community uses and other floorspace (Use Classes E/F1/F2/Sui Generis (drinking establishments with expanded food provision, bookmakers and/or nail bars (up to 550sqm), and dry cleaner (up to 150sqm))); cycle and refuse stores, plant rooms, car parking and other ancillary space; with associated new and altered means of access on Pitt Street and St Crispins Road, closure of means of access on Pitt Street and St Crispins Road flyover, formation of wider footways, laybys and other associated highway works on Pitt Street and St Crispins Road, a maximum of 304 car parking spaces (at least 95% spaces for class C3 use, and up to 5% for class E/F1/F2/Sui Generis uses), service infrastructure and other associated works (landscaping and appearance are reserved matters); (All floor areas given as maximum Net Internal Areas)."

The Anglia Square redevelopment opportunity comprises three main areas.

1. The existing Anglia Square shopping centre, bounded by St Crispins Road and flyover to the south, Pitt Street and New Botolph Street to the west, Magdalen Street to the east and Edward Street to the north, representing a site area of 4.11 ha. This area will be known as the main site. The existing retail area occupying the south east corner of the site is excluded, this represents 0.29ha.
2. The existing car park site to the west of Edward Street (north) and backing on to the buildings fronting onto St Augustine's Street. This site measures 0.27ha. This area will be known as 'Block B'.
3. The existing site to the north of Edward Street bounded by Beckham Place and existing apartment block to the west, provides 0.13ha. This area will be known as 'Block C'.

Key

- Site Boundary
- 01 Main Site
- 02 Site 'B'
- 03 Site 'C'
- Detailed Application

Site Analysis

In order to make an informed approach to the proposed design a detailed analysis of the wider context has been carried out.

Aspects that are considered include:

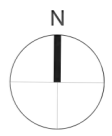
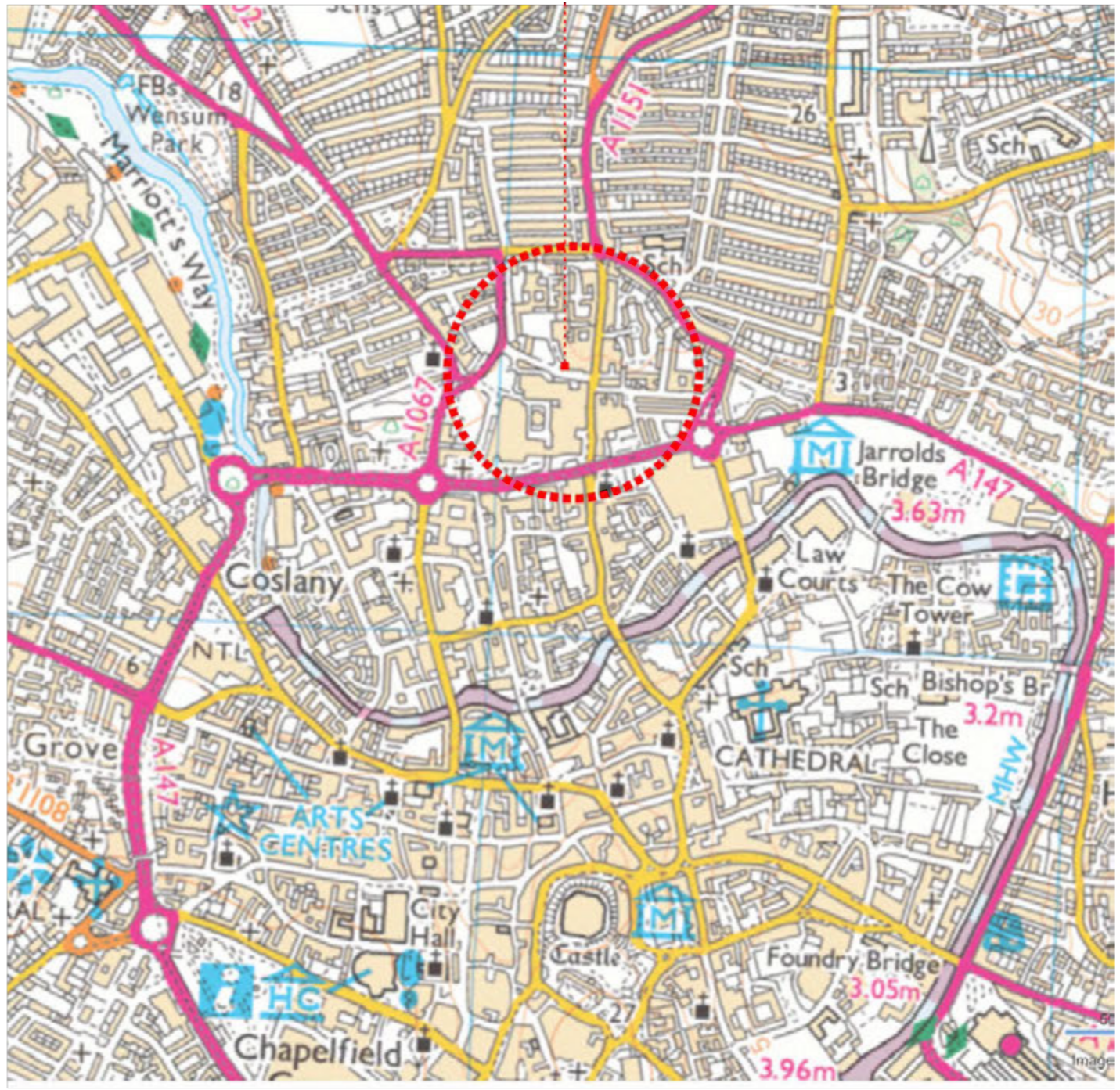
- Location & Extents
- Historic Context
- Existing Context
- Emerging Context

Site Location

The Site



Anglia Square

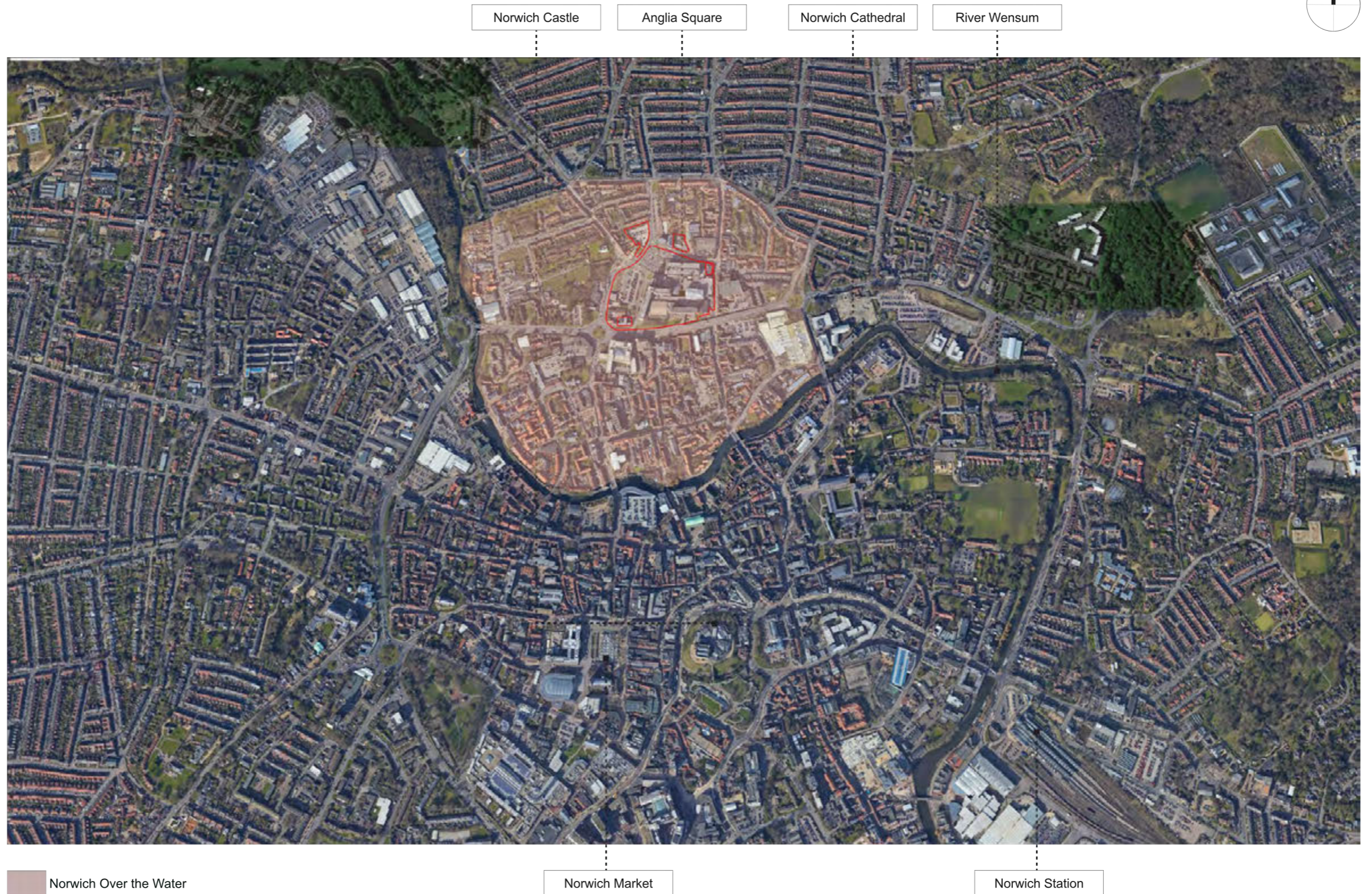


Wider Context

Norwich

The site located in Norwich over the Water. The Anglia Square redevelopment opportunity comprises three main areas.

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Norwich

Location

Norwich has a long and rich history and today retains much of its medieval character, with the River Wensum at its heart. The City retains its narrow winding street structure and the many landmark buildings and squares together with merchants' houses which line the cobbled streets. Its is a city of churches, spirettes, and needles that puncture the horizon and make for a legible place. At the centre sits a dominant Norwich Castle, the Market Square and City Hall clock tower which marks a key place. The major landmark is Norwich Cathedral and its cloister.

Today many modern structures also interact with the historic fabric, which provides for a rich fusion of new and old. The city has the largest permanent undercover market in Europe, many museums and theatres, ancient pubs, cobbled streets such as Elm Hill, Timber Hill and Tombland, ancient buildings such as St Andrew's Hall, half-timbered houses such as Dragon Hall, The Guildhall and Strangers' Hall, the Art Nouveau delight of the 1899 Royal Arcade, a jumble of medieval lanes and a delightful riverside along the winding Wensum.



Elm Hill



Tombland



Ethelbert Gate



Lower Goat Lane



Quayside



Pottergate

Local Context

Norwich over the Water

Norwich Over the Water is the name given to a district located in the north of the city. Few of the medieval buildings from this part of the city have survived; the area's oldest surviving buildings are to be found around Colegate, and along Magdalen St and St Augustine's, many dating back to the Tudor and Georgian periods.

Magdalen Street

The street runs north-south and provides an important connection to and from the city centre from the northern periphery of the city. It is an important bus route with 16 buses an hour stopping at Anglia Square. The street is also the former host to the Stump Cross junction.

St Crispins Road & Flyover

This post war connection with flyover Magdalen Street provides important east-west route the city's ring road

Pitt Street

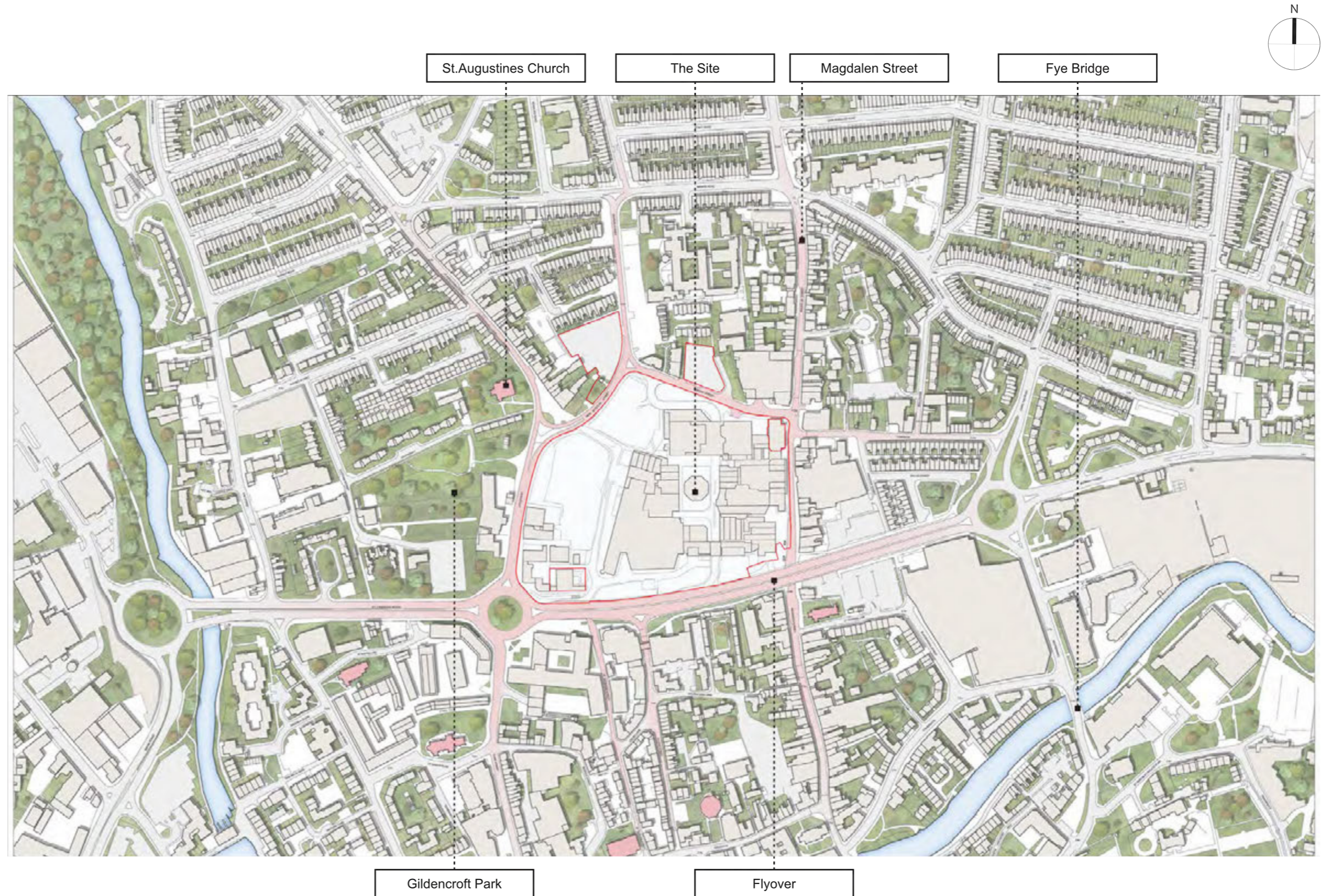
In today's city grain Pitt Street connects St Crispins roundabout with the modern one way route up St Augustine's Street and back down Edward Street and New Botolph Street. Much of Pitt Street's buildings has since been lost.

Edward Street

This street is a relatively new route within the context of this ancient part of the city, connecting Magpie Road with Magdalen Street

St Augustine's Street

This street connects the site to the north west of the city, prior to the development of the current Anglia Square, it would have been possible to connect through to Magdalen Street via the former Botolph Street.



Norwich Over the Water



St Georges Street



Calvert Street



Fye Bridge



Calvert Street from Golden Dog Lane



Colegate Street



Muspole Street



Colegate Street

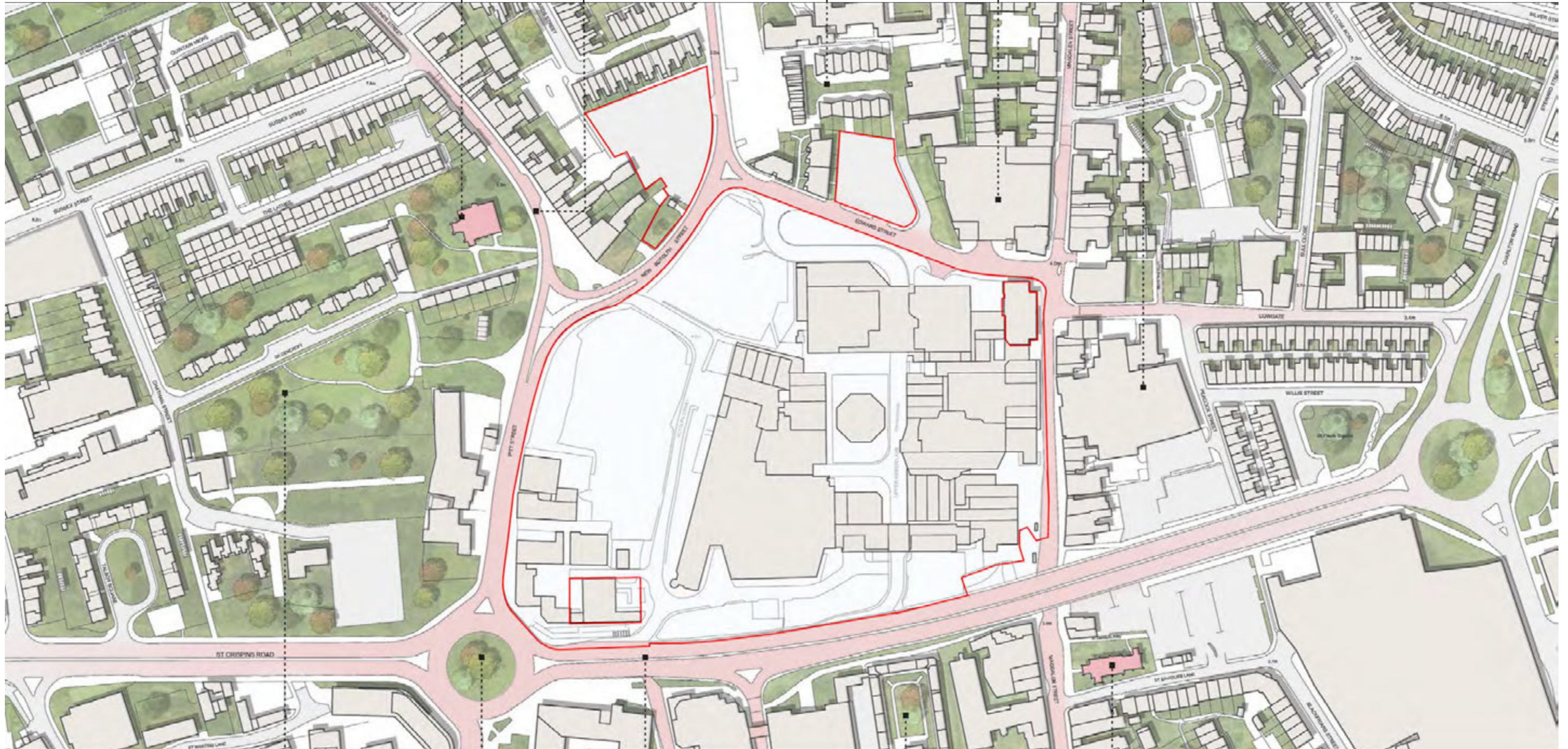


Muspole Street

Site Context



St. Augustines Church St. Augustines Street Beckham Place Epic Studios Roys Supermarket



Gildencroft Park St Crispins Roundabout Flyover Doughty's Hospital St Saviours Church

Anglia Square



St Augustines Church



Doughtys Hospital



St Augustines Street



Beckham Place



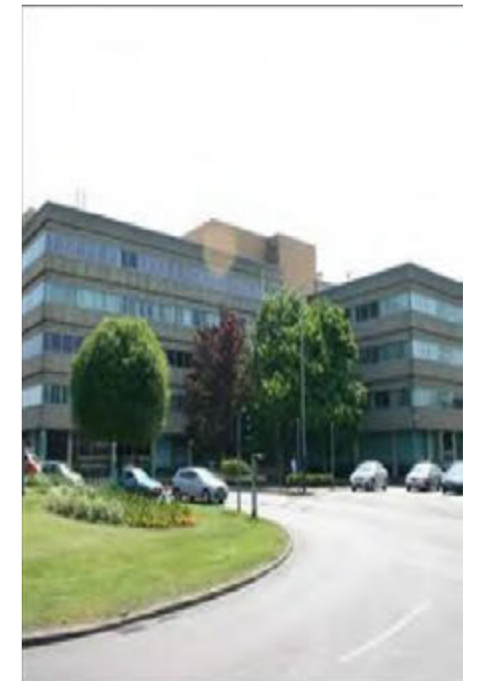
The Flyover



Esdelle Street



Magdalen Street



St Crispins House

Historic Context

Norwich Timeline

10th Century



Norwich started as a small Anglo-Saxon settlement north of the river Wensum in Norfolk. It became known as North Wic. The name Norwich first appears on a coin minted in the early 10th century.

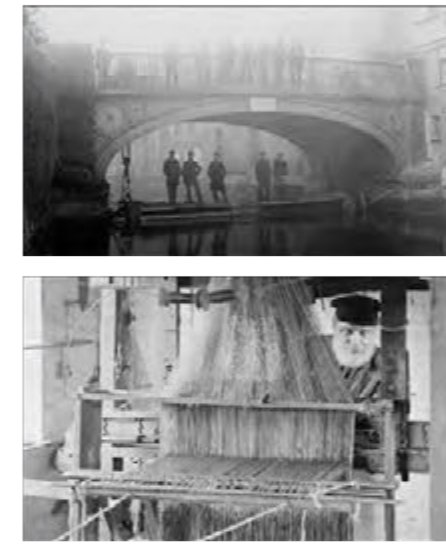
12th Century



The Cathedral was completed in 1145. The construction of the new cathedral took over 150 years, stone was brought from France and a little canal was dug to transport it from the river to the site of the new cathedral.



The Normans built a wooden castle in Norwich which was rebuilt in the 12C in stone. A new centre grew around the castle and the city market was relocated to the Mancroft area to be monitored.



The City was industrious, one of the major benefits of River Wensum as a key transport route which promoted many industries to establish in the City. The main industry was the manufacture of wool. Leather was another important industry contributing to its success, and there were tanners, saddlers and shoemakers, and goldsmiths too, although the main export from Norwich was wool.

16th Century



By 1500 Norwich was one of the largest towns in England. After 1565 many weavers came to Norwich fleeing religious persecution in what is now Holland and Belgium. The Flemish introduced canaries to Norwich and their popularity grew, by the 20C the canary was a well established mascot of the City and its football club.

17th Century



Stump Cross created. The area was named after a ceremonial wooden cross that had been placed in the ground here. The cross itself was removed way back in 1644, and this area was later regarded as the centre of "Norwich Over-the-Water".

19th Century

20th Century

1940

1970

1990

Today



During the early part of the 19th century Norwich was beginning to lose its popularity as towns in the north flourished with their wool businesses. Nevertheless Norwich remained active and its growth continued with the first public library opening in 1857 and Chapelfields was opened as a public park in 1852.



From Tudor times onwards many of the gardens behind large merchants' houses were filled with tiny cottages or tenements, providing cheap housing for low paid workers: first weavers, then shoemakers.

This pattern of infilling behind old houses lining the street continued through the 19th century, expansion was so great that by 1900 there were around 650 yards within Norwich.

Norwich's yards were subject to extensive slum clearance programmes.



1942 Norwich was hit by aerial bombing by German forces

As the areas within the "Norwich Over the Water" parts of Norwich were heavily bombed in world war 2, and as the recovery and rebuilding work was being completed slowly, the area would become attractive for redevelopment by the 1960s.



1971 Anglia Square Opens

Between 1968 and 1970, Construction work on the first phase of the Anglia Square shopping centre itself would take place, with the main shopping precinct opening in 1970 and the new Odeon cinema opening a year later in 1971.

Even though, Anglia Square opened to the public in 1970, it was never fully completed,



1990s to current - Decline of Anglia Square from the closure of Sovereign House in 1996 following the privatisation of the HMSO, because a lot of the surrounding areas have residents on a low income, losing those 800 higher paying office jobs would have likely been a massive blow to the shops that occupy Anglia Square.



Regeneration is vital

The area on which Anglia Square currently squats served as an important alternative to the City Centre itself, and even until very recent times it was often still referred to as the 'Little City'.

Historic Context

Urban Evolution - Anglia Square

Historical analysis dating back to 1880 shows that the site had previously been occupied by terraced housing, shops, pubs and factories.

During the 19th century, a Crape Manufactory – a factory which produced a fabric often worn when mourning, was built where Anglia Square now stands. The area was badly bombed during the Baedeker raids in April 1942, during World War II and the area was deemed suitable for post-war development.

Construction of the brutalist shopping centre began in 1960s. The square's development and the flyover that accompanied it, saw many historic buildings obliterated and the medieval street pattern almost entirely lost.

Magdalen street has always been one of the main north-south routes through the city.



1728 John Hoyle Map of Norwich



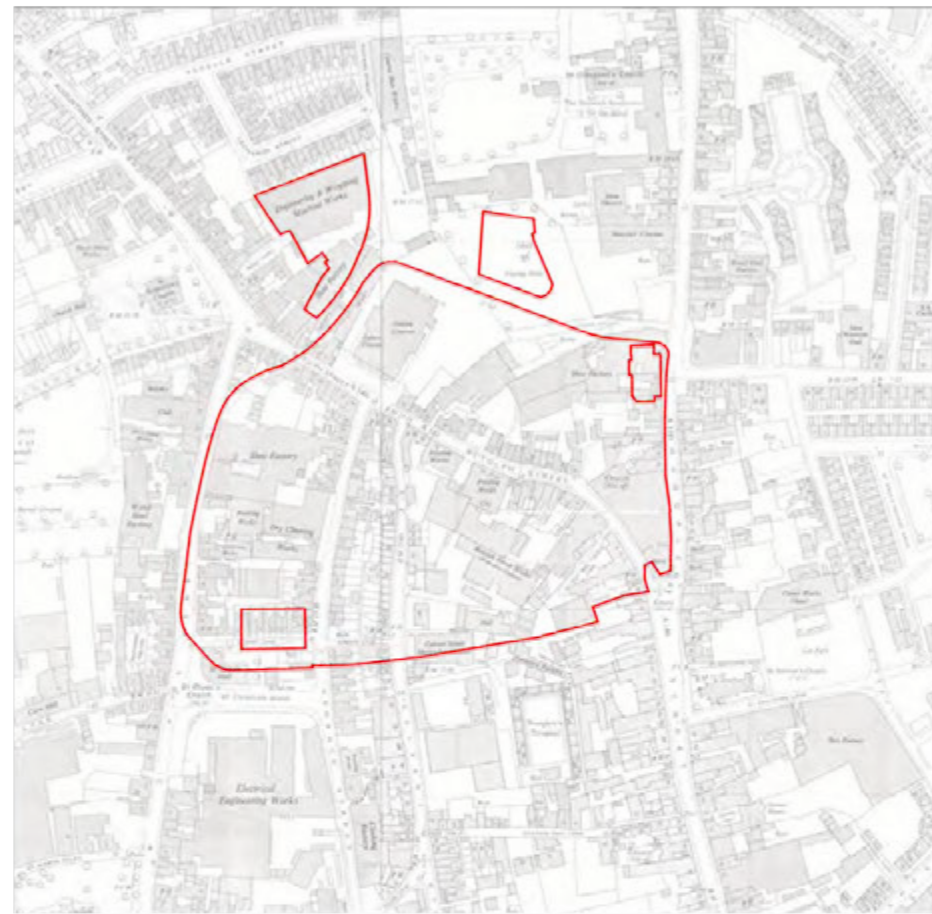
1710

Extract from Sutton Nicholls' map of Norwich showing the area north of the River Wensum known as **Ultra Aquam** or 'Over the Water'.



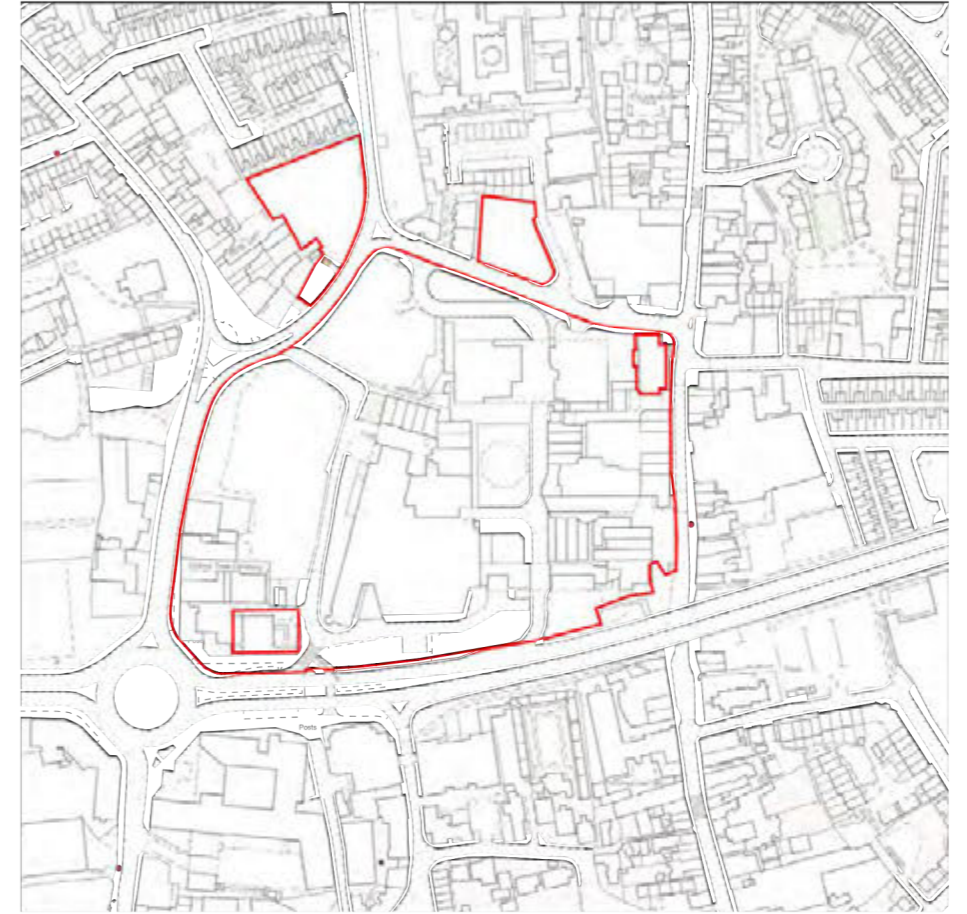
1886

Generally at end of the 19C (1886 OS Map) the urban morphology remains unchanged since 18C, and reflects a continuity of the plot grain, traditionally narrow burgage plots, suggesting primarily residential uses especially along George Street and Calvert Street. The plot grain along Botolph Street, Pitt Street and Magdalen Street is more variable, possibly providing the commercial streets housing wool and leather businesses. The map shows breweries and a Malthouse and a major factory, 'Crape Manufactory' existed to the north of Botolph Street.



1955

By 1955, larger city blocks appear for shoe factories and engineering works reflecting the continued expansion of the city after the war. A new cinema is built on the site of the old Crape Manufactory. The primary north-south streets and Botolph Street retain their original grain and alignment, St Augustine's Church maintains its prominence in the locality, enjoying the vista along Botolph Street.



1994

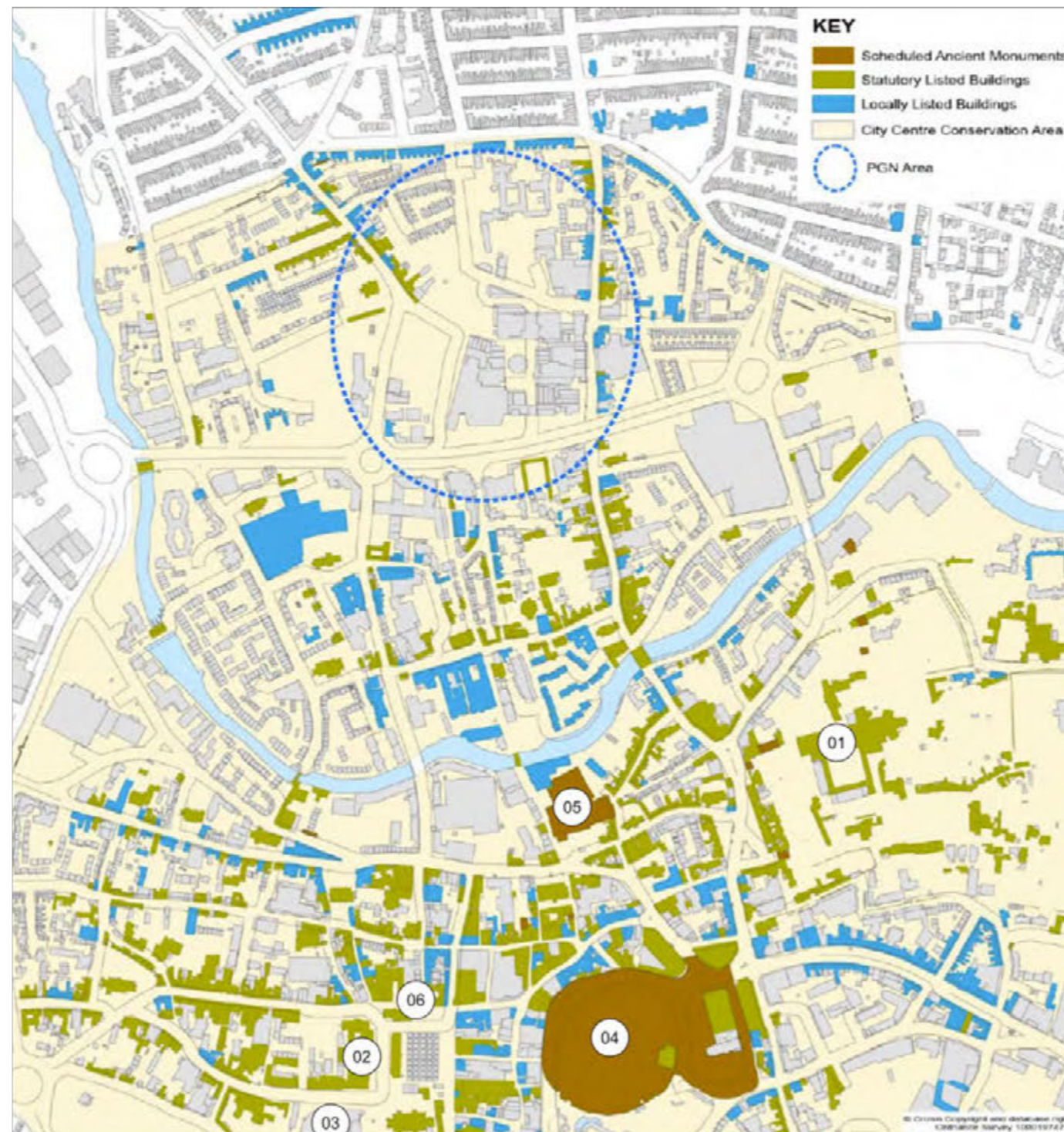
The 1994 OS map shows the impact of the NCC development masterplan, Anglia Square and the completion of St Crispins Road and flyover has transformed the area. St George Street and Calvert Street have been severed by the new inner ring road and physically detaches the site from the City. A new cinema constructed on the site of the Old Botolph's Church (1886 map) has replaced the Odeon.

Existing Context

Existing Context - Conservation Area and Listed Buildings

A variety of historic buildings have been identified within the City Centre Conservation Area and identified on the map opposite. A significant number of these are major landmarks within the City Centre, and those outside this zone address the historic medieval streets, e.g. Magdalen Street and St Augustine Street. The map shows the current arrangement of Anglia Square (PGN Area), a lot of this heritage was lost in this area primarily as a consequence of the bomb damage during World War II.

The Built Heritage Statement explores further the identification of the key heritage and how the assessment process has informed the design.



Key

- 01 Norwich Cathedral
- 02 Norwich City Hall
- 03 The Forum
- 04 Norwich Castle
- 05 St. Andrews Hall
- 06 The Guildhall

Existing Context - Conservation Area and Listed Buildings



1. Norwich Cathedral



2. Norwich City Hall



3. The Forum



4. Norwich Castle



5. St. Andrew's Hall



6. The Guildhall

Norwich Aerial View



View looking South - 1926

Cowgate Street

Magdalen Street

Stump Cross

Botolph Street

St Georges Street

Pitt Street

Anglia Square

Character

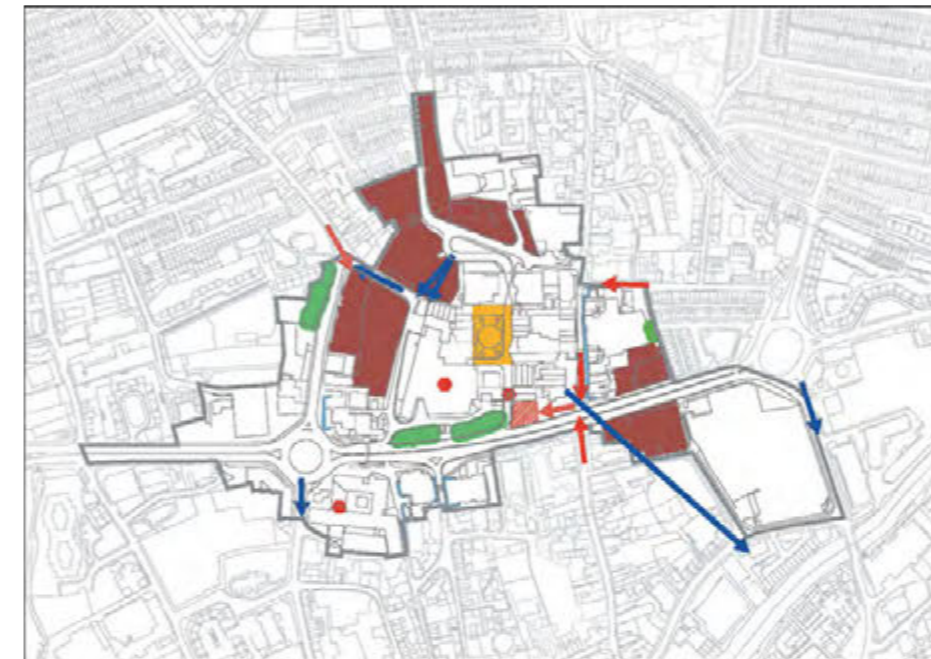
This character area within Norwich City Centre Conservation Area forms part of the original Saxon settlement. This area has seen drastic change since World War II, and subsequently with the construction of the new arterial road, St Crispins Road, and Anglia Square shopping centre. Magdalen Street, one of the oldest streets in Norwich provides an important transport infrastructure. Although it is a busy route, Magdalen Street largely retains a tight grain and medieval street alignment. By contrast, Pitt Street to the west, is devoid of character given the lack of building frontage. Botolph Street originally linked the two streets, forming an ancient junction with Magdalen Street known as 'The Stump Cross', today this forms the south east entrance to Anglia Square, Sovereign Way.

This area lacks green spaces, although the existing open space within the shopping centre is important and provides an important social space for the community. The space is well used but looks outdated and dull given the quality of the surrounding buildings.

The large bulk and scale of the existing buildings obscure views of the City landmarks, however the taller buildings offer an attractive skyline and a view of the Cathedral from the eastern edge of the upper deck carpark. There are views towards the City Hall clock tower from Pitt Street, and importantly the historic vista from Botolph Street to St Augustine's Church.

The building group at the south east end of Magdalen Street includes several C18 and C19 red brick often quite narrow fronted properties typical of the rest of Magdalen Street. Nos. 43-5 Pitt Street are of broadly similar form. No. 102 Magdalen Street and No.20 Cowgate are both early C20 public houses. Otherwise C20 office blocks, retail units and industrial buildings predominate

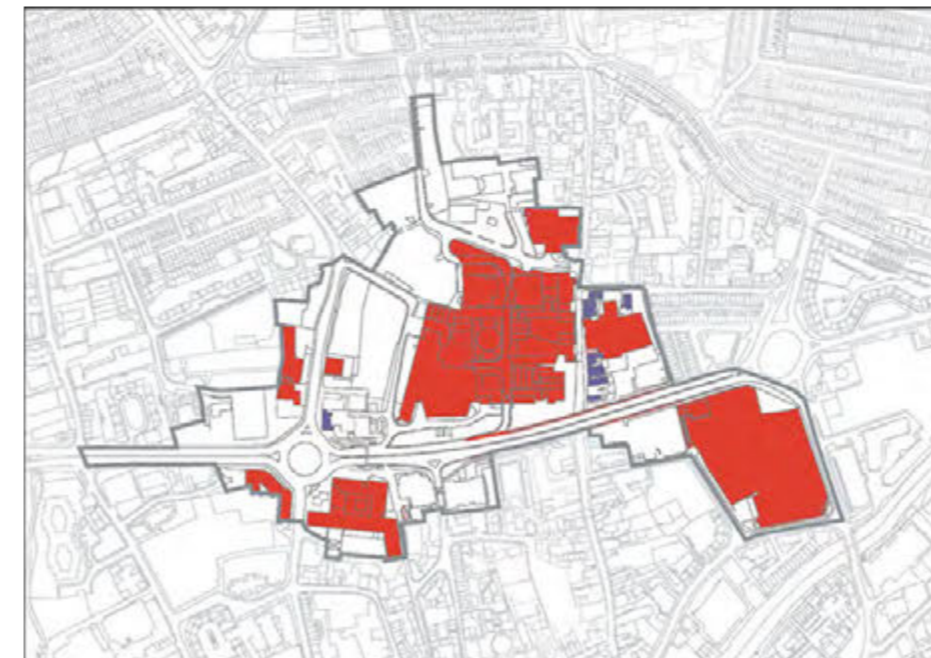
Anglia Square is an important local retail and leisure need for the northern City centre. Otherwise commercial and industrial uses dominate the Character Area with large areas of surface car parking (m). Where it crosses Magdalen Street, the flyover provides a useful shelter for bus passengers and small market stalls. Otherwise this area is unused and unattractive



Appraisal Map

- Area boundary
- Urban space
- Surface car parking
- Positive frontage
- Negative landmark
- Negative floorscape
- Important trees
- Positive vista
- Negative vista

Appraisal Map. Extract: Norwich City Centre Conservation Area Appraisal



Buildings Map

- Area boundary
- Locally listed buildings
- Negative buildings
- Listed Buildings

Anglia Square- Historic

A selection of historic photos of former and surviving buildings in and around the site of today's Anglia Square.



1990s wirecut brickwork



Use of lighter brickwork on Consented scheme



Brick detailing on Montefiore Hospital



1930s Brick corbelling detailing



Brick & stonework on St Mary's church



1930s residential entrance

Anglia Square- Today

A selection of images of in use and unused buildings of today's Anglia Square.



1990s wirecut brickwork



Use of lighter brickwork on Consented scheme



Brick detailing on Montefiore Hospital



1930s Brick corbelling detailing



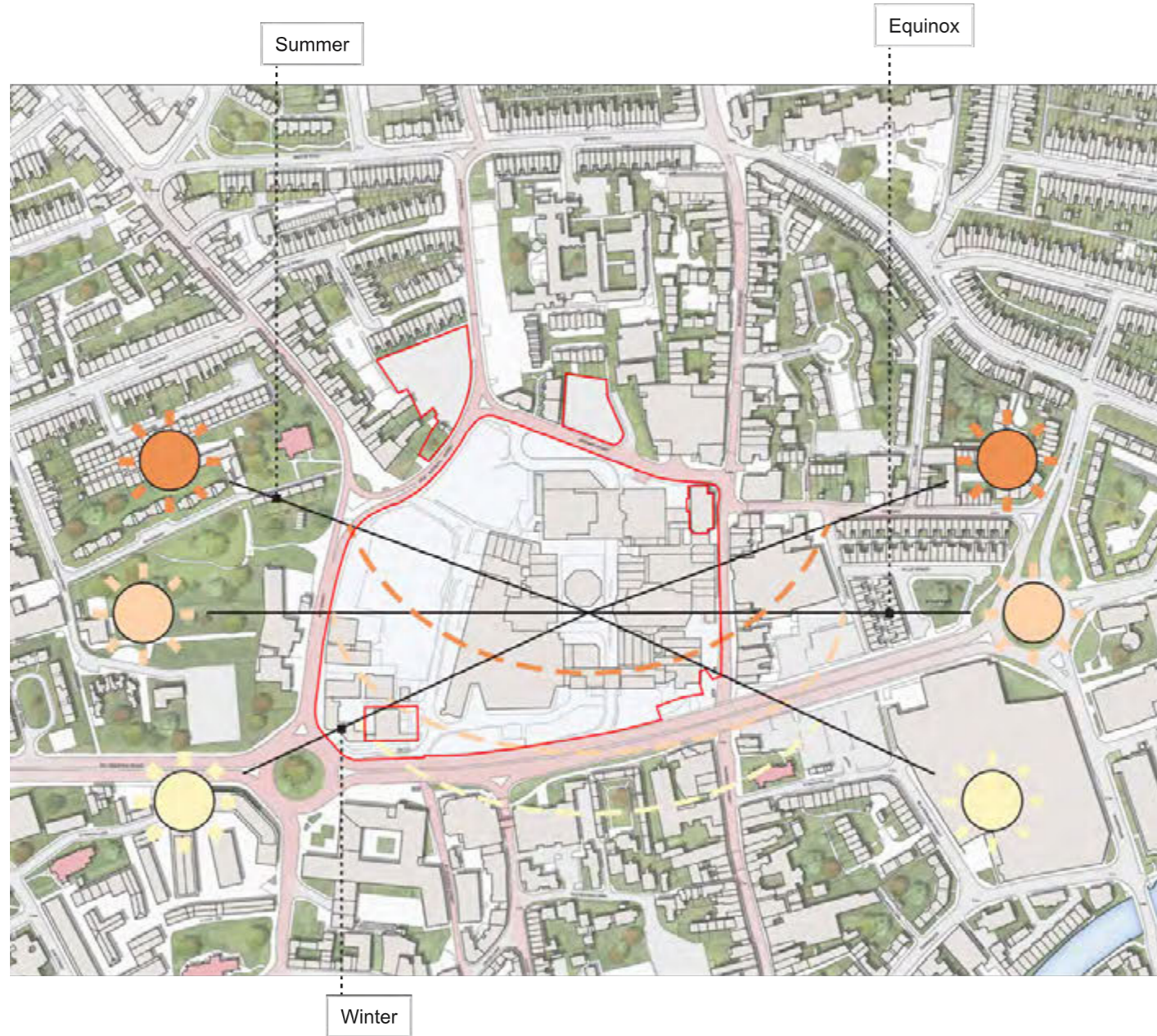
Brick & stonework on St Mary's church



1930s residential entrance

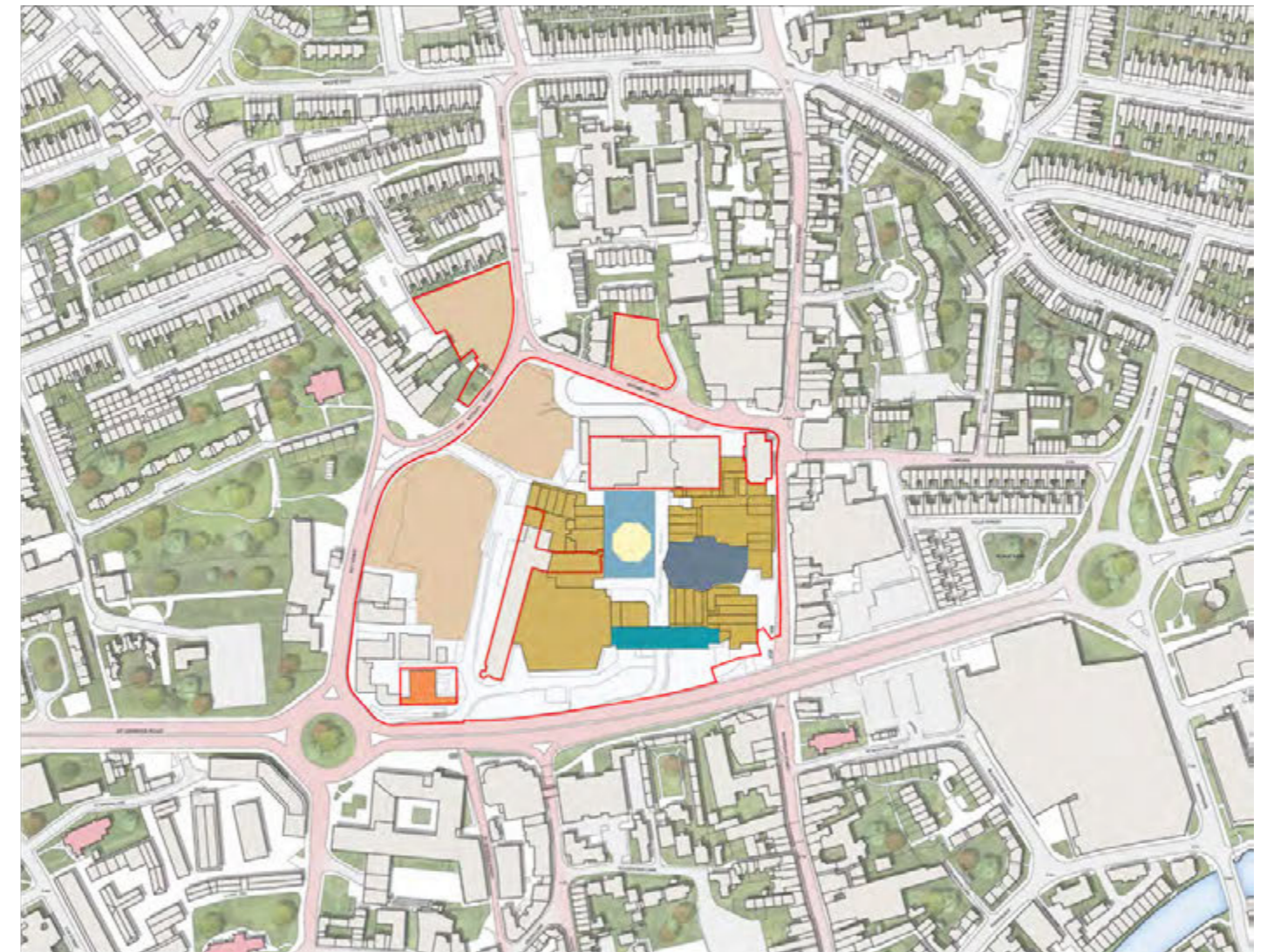
Site & Analysis

Orientation











The site should benefit from good sunlight availability

Building Heights



This diagram shows the distribution of uses on the site

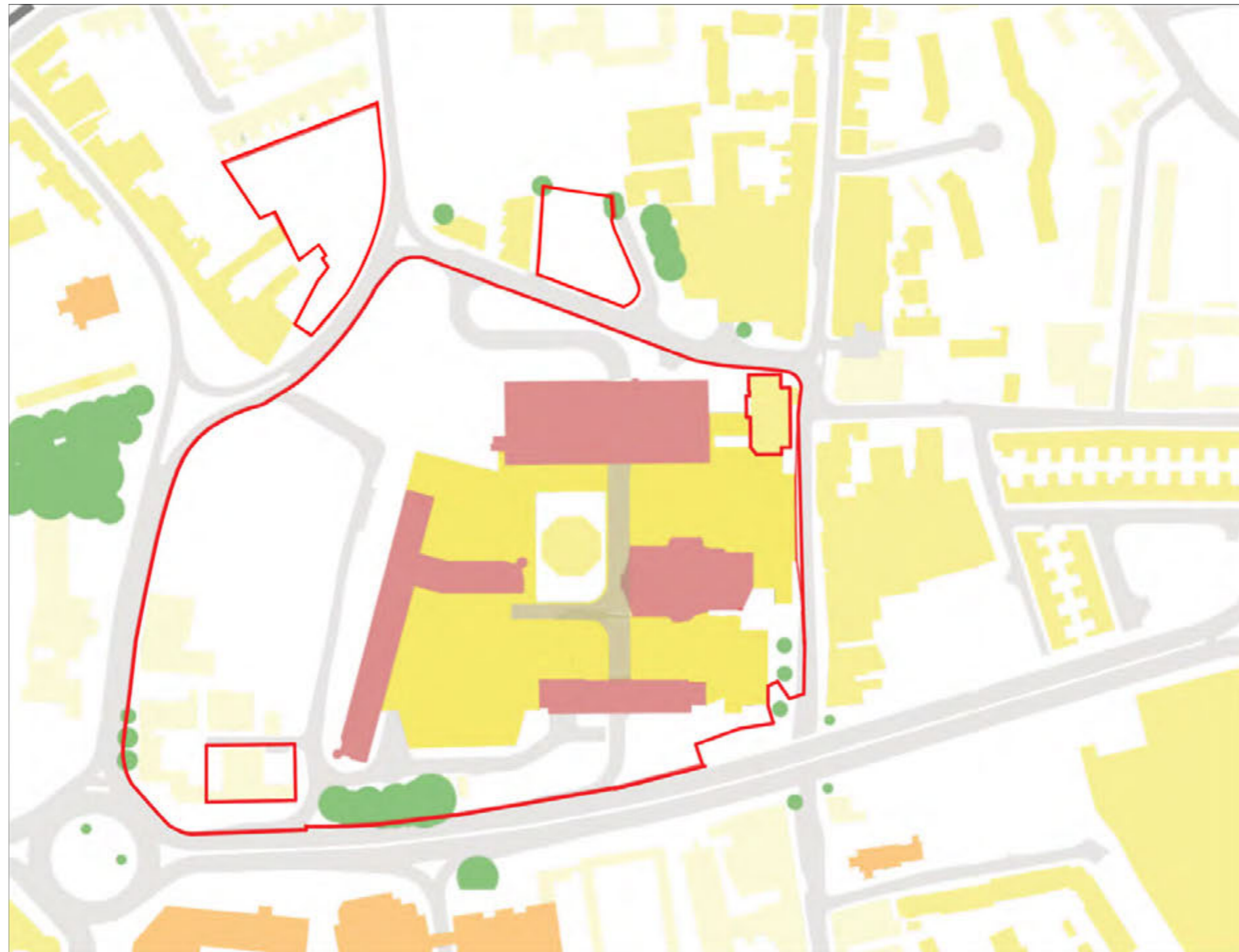
Key

- | | |
|--|---|
|  Surface Carpark |  Public Space |
|  Condemned Building |  Glass Pavillion |
|  Artists Studios / Vacant Offices |  Chapel |
|  Retail |  Cinema |

Building Heights



This heat map shows the position and distribution of building heights on site and in the surrounding streets. Sovereign House is the tallest building on site today



Key

- 7-8 storeys
- 5-6 storeys
- 3-4 storeys
- 1-2 storeys

Site & Analysis

Existing Squares

Anglia Square is the only major public square in the area of Norwich directly north of the river. The majority of the squares in the city are located south of the River Wensum and this is seen on the plan opposite.



Diagram created by Planit-IE

Key

- Existing Public Parks and Gardens
- - - Walking Distances
- - - Site Boundary
- Anglia Square
- 1 Gildencroft Park
- 2 Chapelfield Gardens
- 3 Castle Green
- 4 Upperclose
- 5 Lowerclose
- 6 Lifes Green
- 7 St. George's Green
- 8 Elm Hill Gardens
- 9 St Helen's House
- 10 Cow Tower Riverside Walk
- 11 Cathedral Meadow Riverside Walk
- 12 James Stuart Garden
- 13 Wensum Park
- 14 Kett's Cave Park
- 15 Mousehold Heath

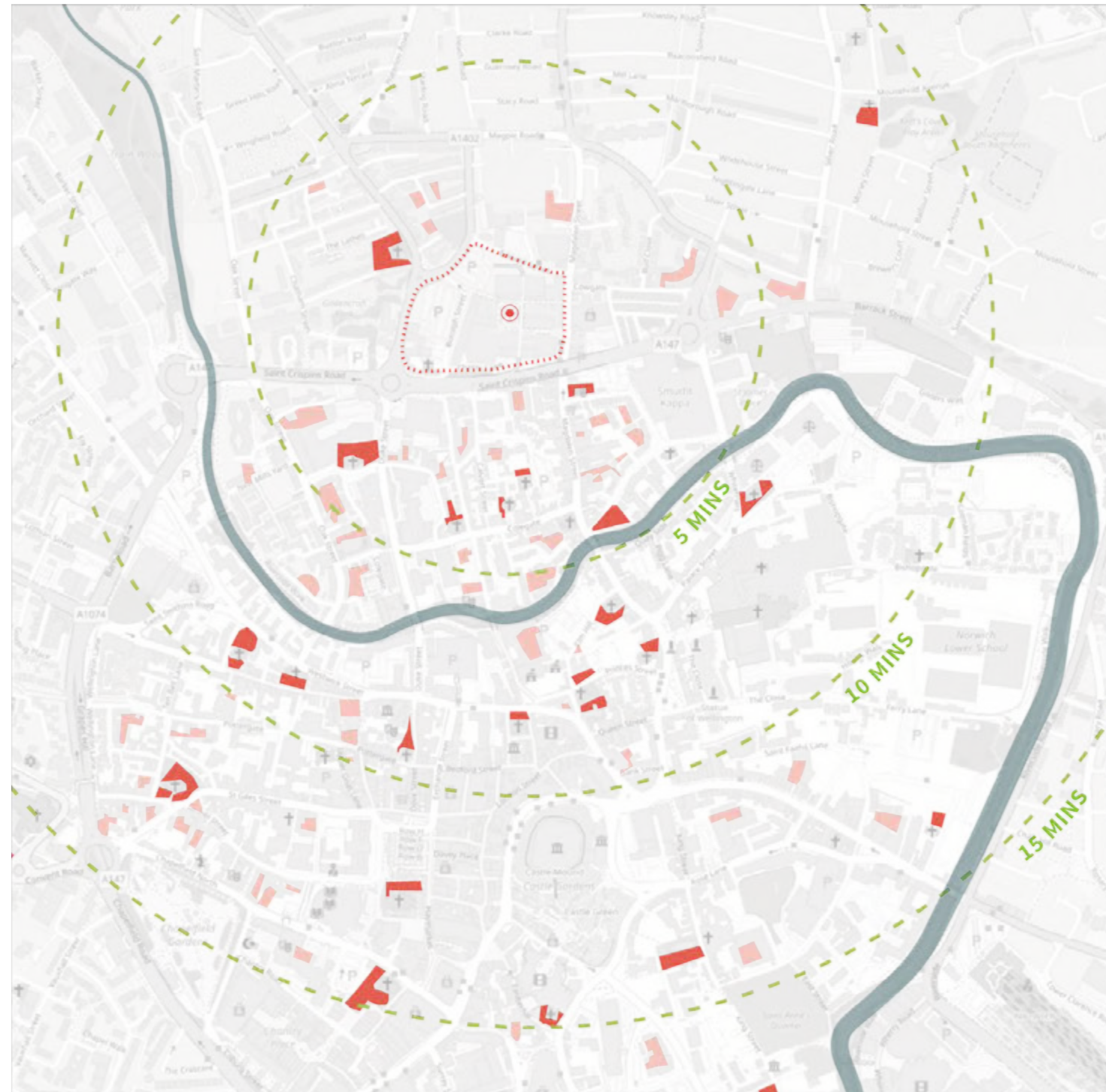




Existing Yards

These yards are part of Norwich's medieval history and continue to play a part in the daily lives of communities. This map only represents the main yards still existing today many of these yards were lost during the slum clearances in the 20th century.

This map shows the main existing yards which have a direct access to the road open to the public. According to 7 directories, over 1100 yards existing in Norwich between the years of 1845-1933.



Key

- Key Existing Yards
- Key Existing Church Yards
- Walking Distances
- Site Boundary
- Anglia Square



Diagram created by Planit-IE

Site & Analysis

Green Spaces

A number of green spaces are scattered throughout and around the city with the majority of them concentrated in the south part of the city.

Gildencroft Park is the main park within 5 minutes walk from our site. It includes a play space and a tennis court within a residential setting. Within the proposals there is an opportunity to develop links to Gildencroft in the west and St Pauls Square in the east. Within 10 minutes walking distance there are more green spaces that vary in character and offer.

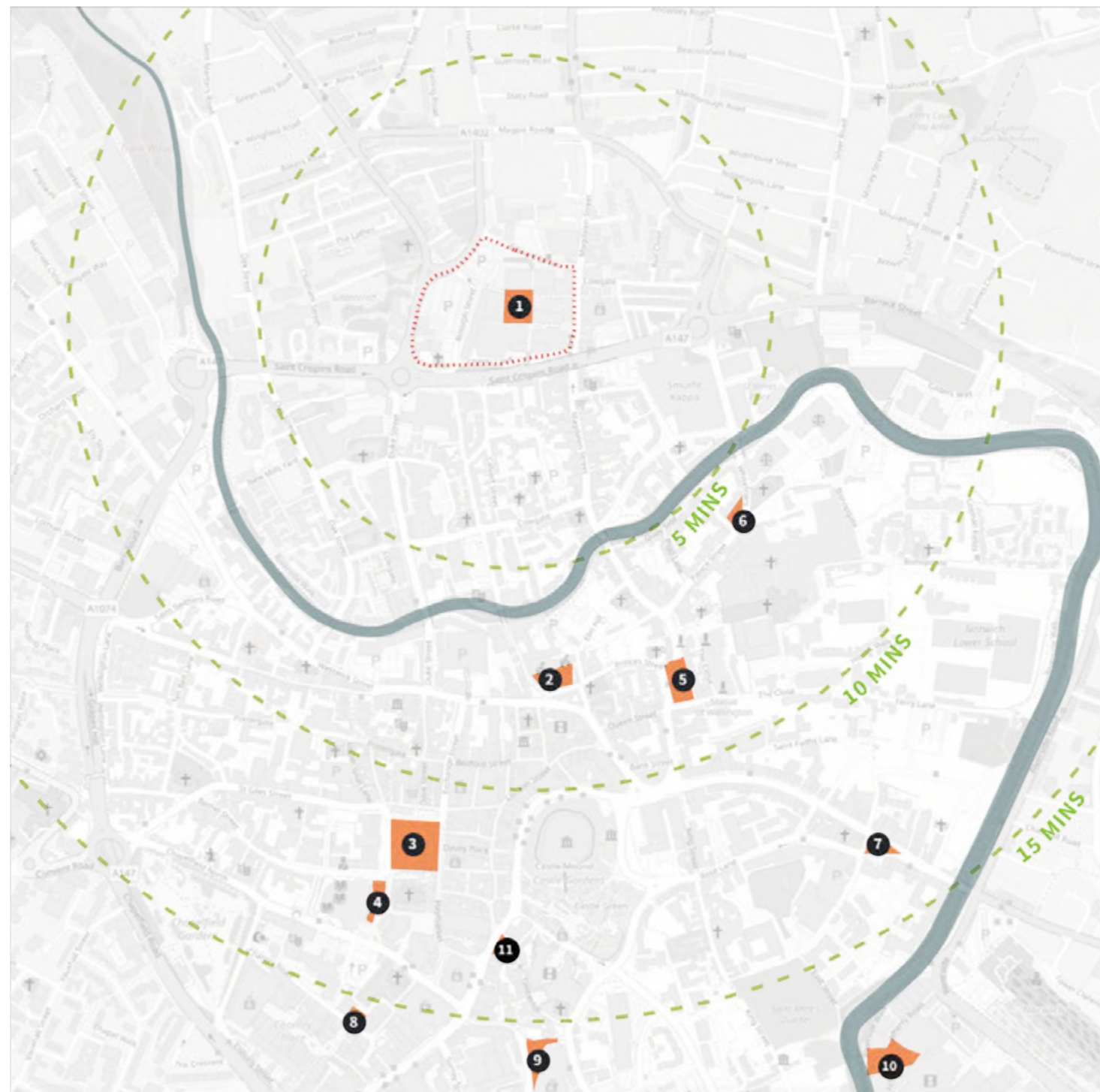
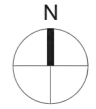


Diagram created by Planit-IE

Key

- Key Existing Yards
- Key Existing Church Yards
- Walking Distances
- Site Boundary
- Anglia Square

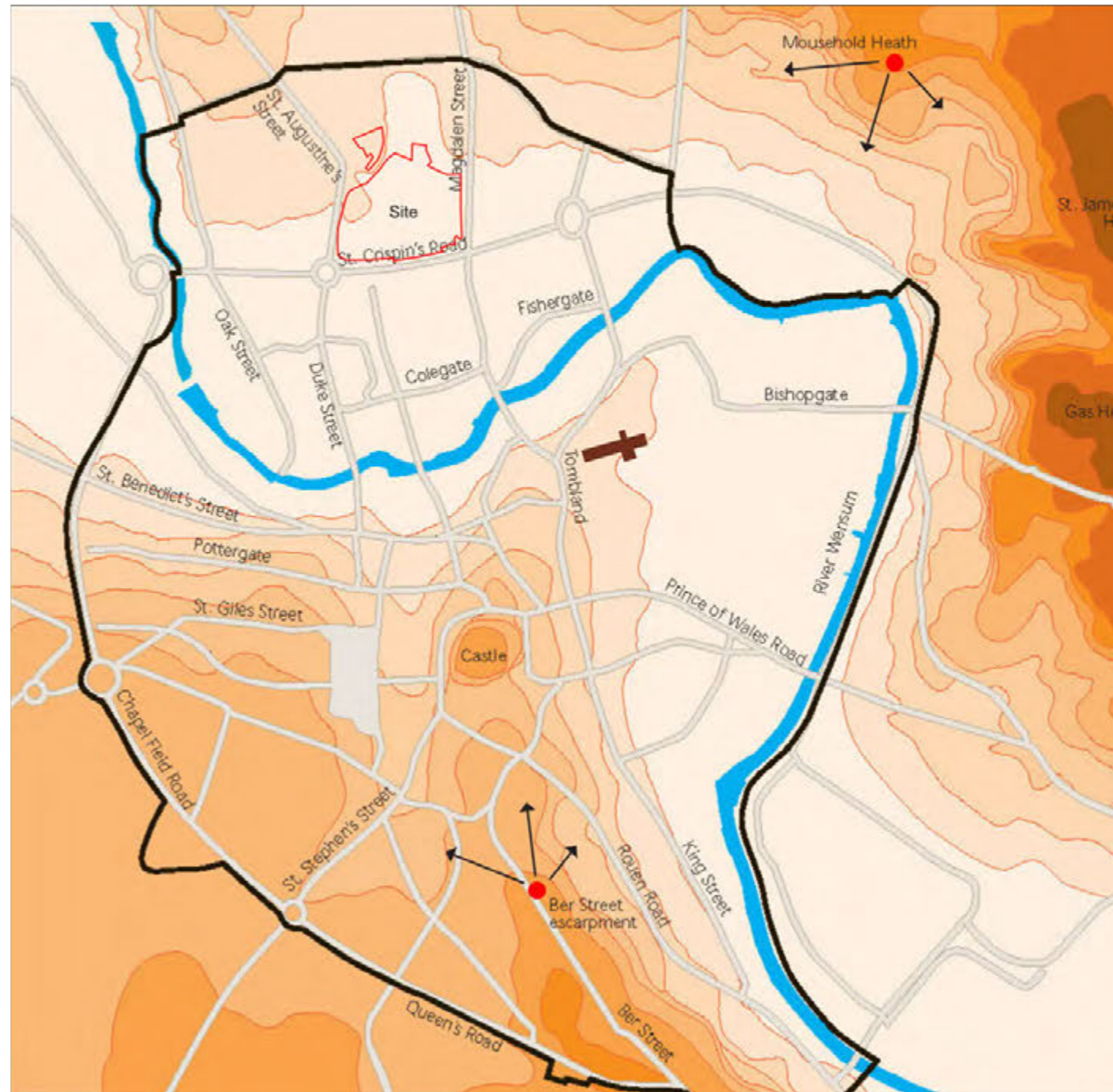


Existing Context

Topography

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

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



Key

Topography (m)



Existing Context

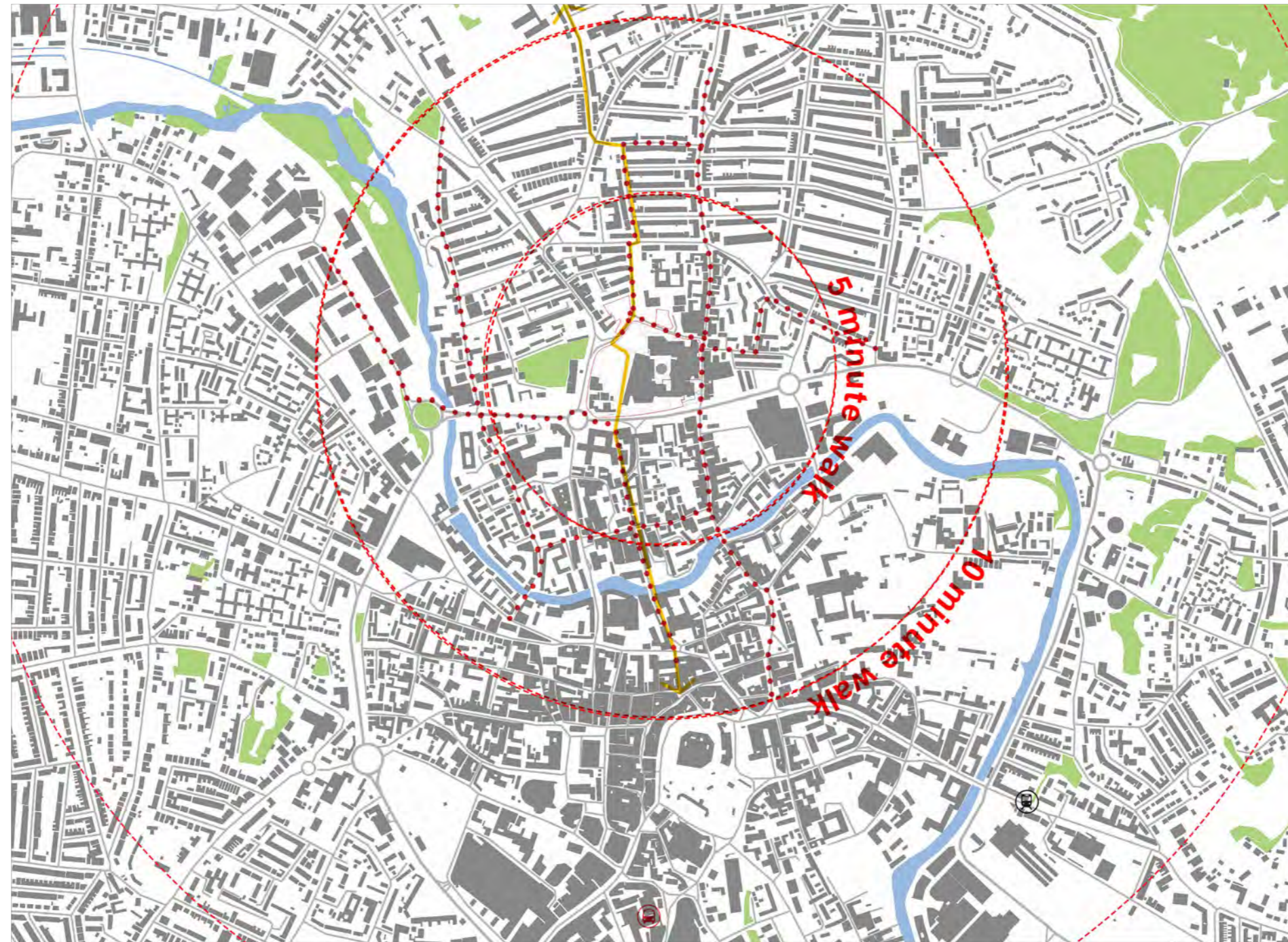
Wider Connections

Cycle Network

Anglia Square sits at the heart of the St. Andrew's Plain Cycle network. Similar to the pedestrian routes, connectivity is frustrated by the role of Pitt Street, and St. Crispins Road dual carriageway.

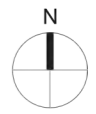
Pedestrian Links

From the heart of Anglia Square, it is possible to reach the historic core of the city centre within a 10 minute walk. Anglia Square is accessible on foot from much of the surrounding network of roads. Magdalen Street is the primary pedestrian route to and from the historic centre. St. Crispins Road however effectively severs the site from the south other than via the underpass from Calvert Street and under the fly-over on Magdalen Street. Both are low quality experiences, although the underpass is being replaced by a surface pelican crossing in 2018, and proposals are being developed to improve the character, appearance and function of the area under the flyover. To the West, Pitt Street is a hostile pedestrian environment due to the traffic volume although crossing is possible from St Augustine's Street, which results in a strong desireline towards and through Anglia Square.



Key

- Norwich Train Station
- Norwich Bus Depot
- Main Pedestrian / Cycle Routes.
- Walking Distances.
- Yellow Pedalway - Cycle Route



Transport & Access

The Inner Ring Road

Until the mid 1960s, Norwich retained its largely historical street pattern and in general this structure remains today. The key change came in 1945, when a new masterplan for the City's regeneration included a major dual carriageway to encircle the city centre designed by C.H. James, Rowland Pierce and Norwich City Engineer H.C. Rowlet. Between 1968 and 1975 only the western, to be known as and part of the northern sides of this ring road were realised which has become the inner ring road. The alignment to the south followed the existing street pattern, although the northern section had the greatest impact with the integration of St Crispins Road fly-over, crossing Magdalen Street. Whilst the new infrastructure may have improved wider connectivity, St Crispins Road creates a significant physical barrier to the movement of pedestrians and cyclists into the City from the north.

Access

The site lies in the northern part of the City Centre, which makes it highly sustainable in terms of access to local amenities and public transport. It is served by an existing road network accommodating a range of travel connections, including buses, cycle and pedestrian routes. Rail services are also located within a 20 minute walk from the site.






Vehicular Links

St. Augustine's Street to the North West forms part of the one way system with Edward Street directing vehicles ultimately into Pitt Street. To the north, St. Augustine's Street is two way linking the City with the regional airport. Edward Street provides access to the multi-storey carpark on the north side of Anglia Square and is the east west connection into Magdalen Street. The dual carriageway of St. Crispins Road to the south provides vehicular access to Anglia Square at two points. Both are left-in and left-out arrangements.

Public Transport

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

KEY

-  Norwich Train Station
-  Norwich Bus Depot
-  Ring Road
-  Primary Routes
-  Walking Distances



Existing Context

Existing Planning History

This section provides a brief summary of the site's recent planning history. The City Council has for many years aspired to successfully deliver the redevelopment and regeneration of Anglia Square, and use this as a catalyst for the regeneration of the wider area to the north of the city.

Three separate planning applications for the redevelopment of the Site were previously submitted and received planning consent. However none of these have been realised, and the site remains in need of regeneration.

2009 Planning Permission

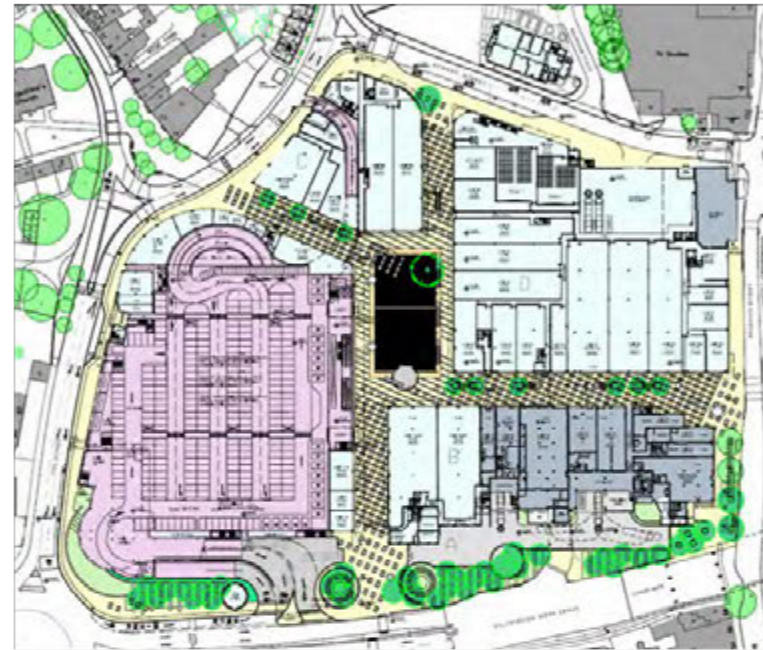
The planning consent granted in October 2009 (Norwich City Council planning reference 08/00974/F) comprising; new food store including a range of other existing food retail, general retail, offices, retained cinema, and 197 new residential apartments. The consent has been partially implemented only in respect of construction of part of the 'one way system' which now comprises Edward Street, New Botolph Street, St Augustine's Street and Magpie Road.

2013 Planning Permission

Planning Consent was granted in March 2013 (Norwich City Council planning references 11/00160/F, 11/00161/F and 11/00162/O). This application comprised a comprehensive redevelopment of Anglia Square including land and buildings to the north and west of the Square (applications reference 11/00160/F, 11/00161/F).

The first phase proposals were for mixed use development, including an enlarged Anglia Square, a new 7,792 sqm foodstore, supported by 507 car park spaces, amendments to the current access arrangements including enhanced pedestrian, cycle, public transport accessibility, a bridge link from St Crispins Road, and closing of subway. Also, additional retail and other town centre uses (Class A1, A2, A3, A4) totalling 3,565 sqm net, a creche (Class D1) and up to 91 residential units (Class C3) in mixed private/housing association use. Outline planning permission was also granted for 16 housing association units on land west of Edward Street.

Planning consents were also granted for the latter phases of development in this area and included additional retail and food and drink uses (Class A1/A3) totalling 2,094 sqm and the provision of a gym (Class D2) of 1,478 sqm. The above planning permissions, read in conjunction with the extant planning policy for the site (see below) sets a clear precedent that the Council supports the physical regeneration of the area to include a range of commercial uses and residential development.



2009 approved development, Proposed Ground Floor Plan



2013 Permission, Proposed Ground Floor Plan



2009 approved development, Proposed First Floor Plan



2013 Permission, Proposed Upper Floor Plan

Call-In Scheme

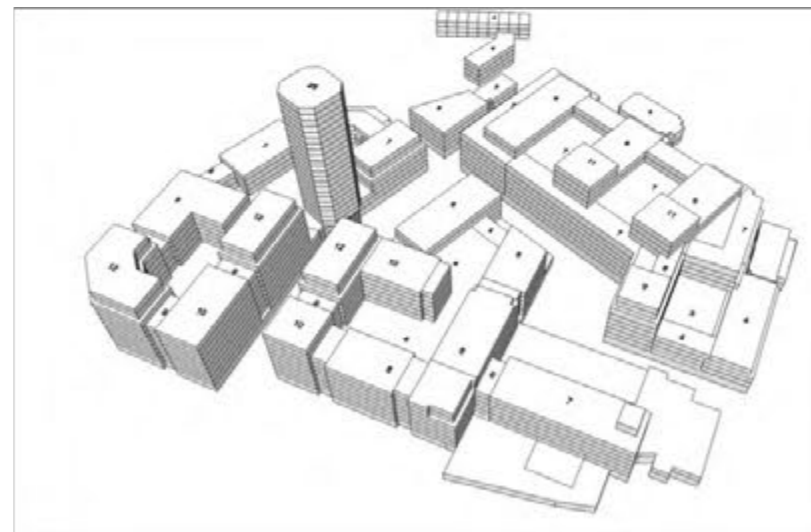
18/00330/F

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

NCC Resolution to approve December 2018.

Refused by Secretary of State November 2020.

Anglia Square was subsequently purchased by Columbia Threadneedle Investments, (CTI), in 2014, and the application now referred to as the Call in Scheme was submitted in partnership with Weston Homes in 2018, in order to address the issues facing the Anglia Square scheme and its surroundings, resulting from the history summarised above. In December 2018 the NCC Planning Committee resolved to approve that application, (subject to outcome of referral to National Case Work Unit, S106 Obligations and the imposition of planning conditions). However, this was subject to a Call-in by the Secretary of State (SoC) (PINS Ref. APP/G2625/V/19/3225505). Following an Inquiry, the Inspector appointed by the SoC recommended that the application be approved and planning permission be granted in his report dated June 8th 2020. However, the SoS disagreed with the Inspector's recommendation and refused planning permission on 12th November 2020.



Emerging Context

Barracks St



Demolition of existing buildings and structures; erection of 218 dwellings; conversion, refurbishment and extension of two Grade II Listed Cottages, erection of 310sqm of commercial floorspace and 152sqm of Museum floorspace, with associated works. A Section 73 Application is currently in awaiting a decision.

218 Residential Units

310 sqm of commercial floorspace

152 sqm of Museum floorspace

2-5 Storeys

4% Affordable by unit numbers

Unit mix:

22 x Dwellinghouses (14 x 2 beds, 8 x 3 beds)

196 apartments (72 x 1 beds, 112 x 2 beds, 12 x 3 beds)

16 x 1 bedroom apartments 2 x 2 bedroom flats 1 x 2 bed duplex

3 x 2 bed duplex

Land North of Carrow Quay



Demolition of groundman's hut and construction of 73 flats with associate parking, landscaping and highways works.

A Section 73 application has recently been submitted as is pending decision to amend a number of the approved plans.

73 Residential Units

5-10 Storeys

Unit mix:

1 bed – 27 (37%)

2 bed – 46 (63%)

St Crispins House, Duke St



Change of Use application in respect of the conversion and extension of an existing 3, 4 and 5 storey office building to student accommodation containing 686 student bed spaces and communal accommodation at ground floor level, to include common room facilities and a gymnasium. Associated external works.

A further Section 73 application has been submitted to reduce the number of bed spaces from 686 to 684, but this is yet to be determined.

686 Student units

Common facilities & gymnasium

8 Storeys



Detailed Site & Analysis

In order to make an informed approach to the proposed design a detailed site analysis has been carried out.

Aspects that are considered include:

- Location, Orientation, neighbouring buildings, noise.
- Topography & levels.
- Historic Context, Planning Policy.
- Building Uses, Vehicular & pedestrian routes, local transport links.

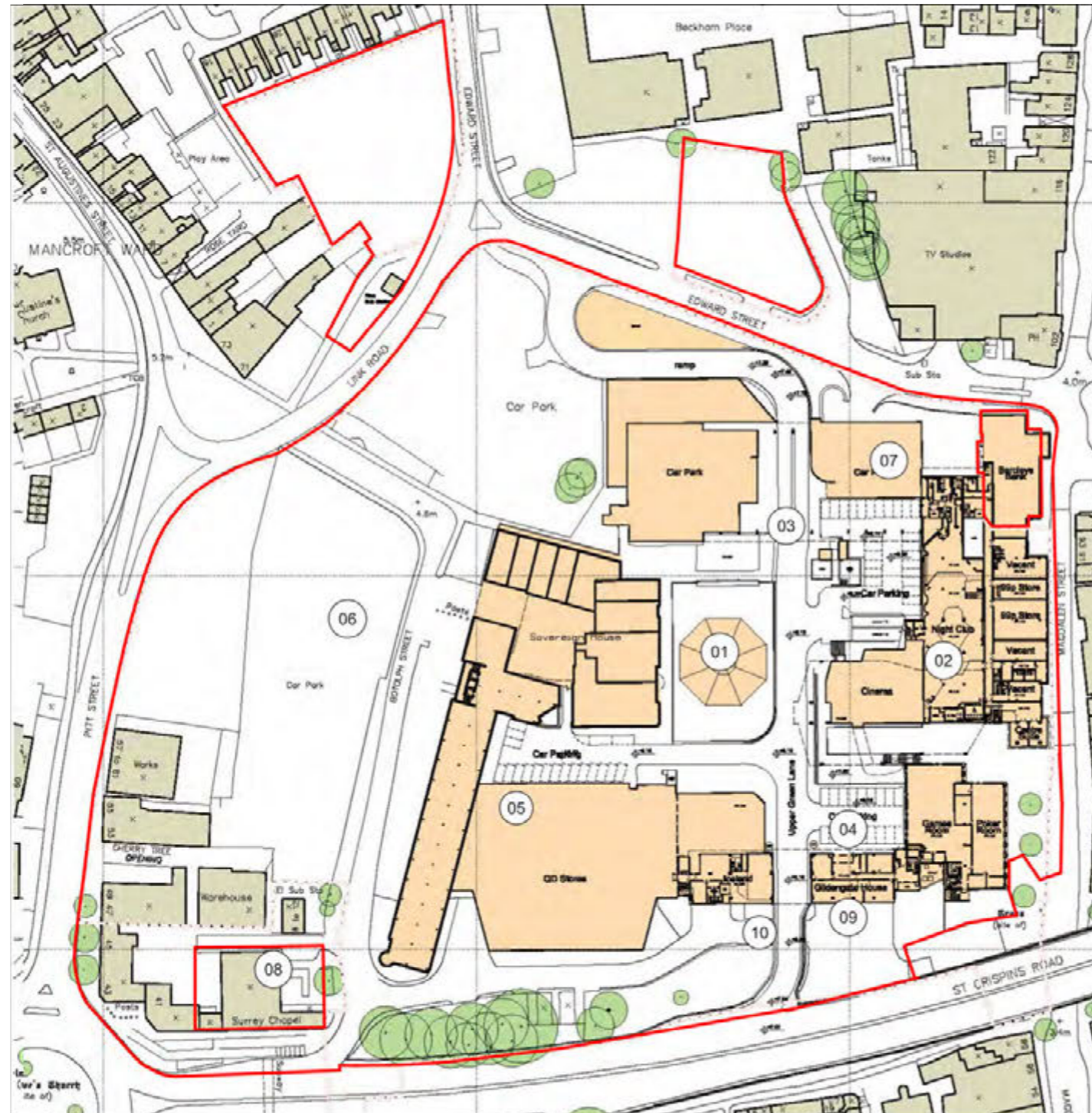
Site Appraisal

The Main Site is primarily occupied by the shopping centre known as Anglia Square. The centre comprises a collection of buildings ranging from 1960 to late 1970s designed by Alan Cook and Partners, and currently includes;

- A public space, Anglia Square, which provides a valuable retail and social area.
- Variety of small-scale retail premises.
- A cinema.
- A vacant multi-storey car park.
- Vacant offices of Gildengate House (now with partial use as artists' spaces) and Sovereign House.
- To the west, surface car parks which serve the centre.
- A number of properties fronting Pitt Street to the west, including two 'locally listed' 2 storey Edwardian buildings.
- Surrey Chapel, a post WWII building, fronting St. Crispins Road.

Anglia Square Shopping Centre forms an integral part of the Anglia Square Character Area within the Norwich City Centre Conservation Area, which comprises a wealth of heritage. The Shopping Centre and the immediate area have suffered physical and economic decline over many years; a majority of the large scale buildings are unoccupied, and despite a number of previous regeneration initiatives, the whole site remains largely underutilized and partly undeveloped. The existing cinema is not well located, although this provides a valuable community facility.

The existing character is further undermined by poor public realm, streets and routes which lack security and surveillance. Around the site, there have been some improvements to the highway network including the one-way traffic gyratory system linking St Augustine's Street via Magpie Road and Edward Street.

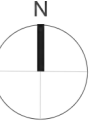


Ground Floor Plan

Key

- | | |
|---------------------------------|---|
| 01 Anglia Square | 06 Surface car park |
| 02 Cinema with retail below | 07 Edwardian Buildings |
| 03 Vacant multi-storey car park | 08 Surrey Chapel |
| 04 Gildengate House | 09 Existing loading and service area |
| 05 Sovereign House | 10 Existing access from St. Crispins Road to upper level service route. |

Current Movement Pattern

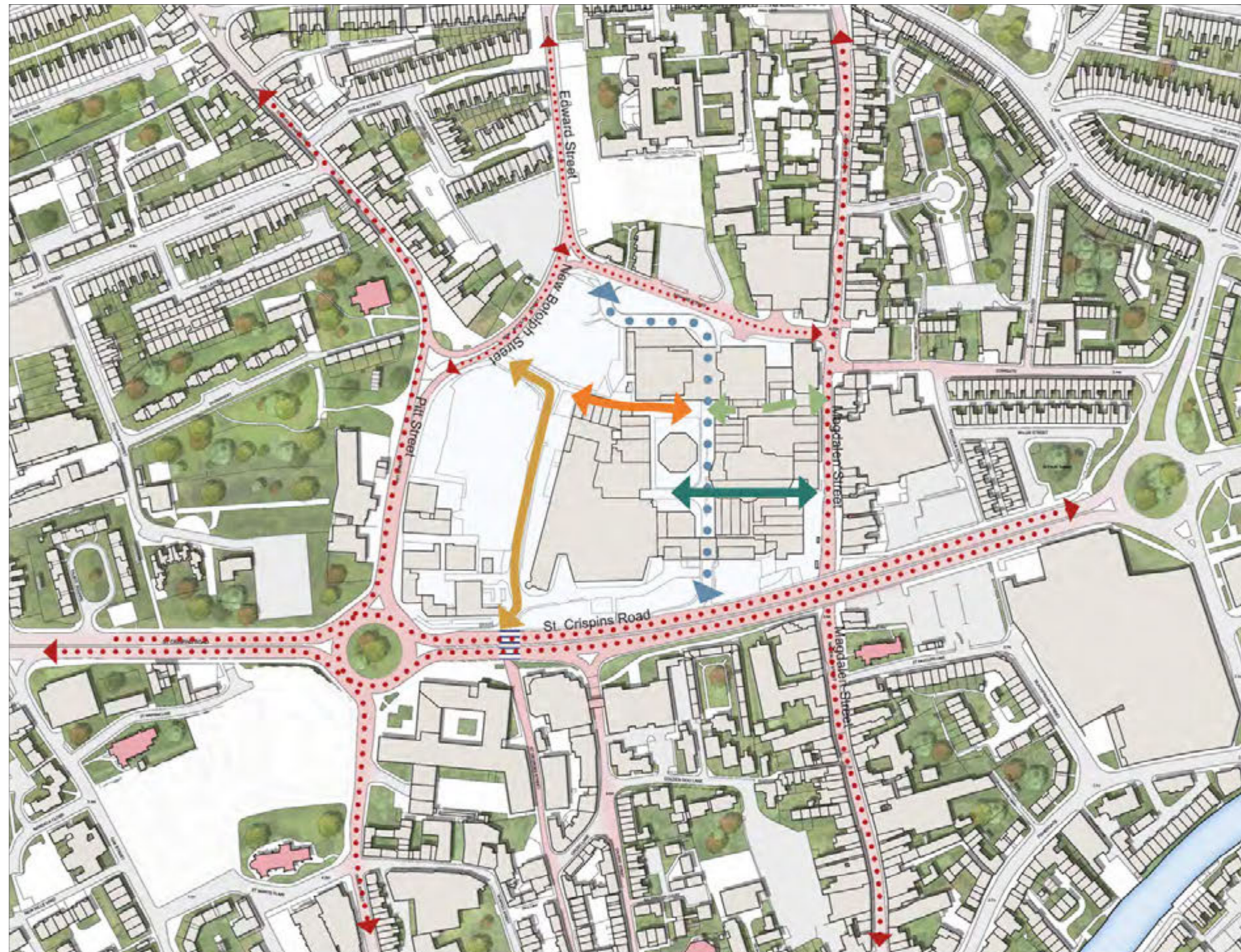


Anglia Square Existing Movement

The existing movement pattern comprises;

1. The existing north-south route, Botolph Street (Route 1), links St Crispin's Road with Pitt Street and provides the main link and services the existing surface parking. Sovereign House is accessed via this route.
2. Botolph Way (Route 2) and Sovereign Way (Route 4) provide the east-west route, connecting Magdalen Street and Pitt Street/New Botolph Street, via the existing public space, Anglia Square.
3. Anne's Walk (Route 3) provides a tenuous link from Anglia Square to Magdalen Street, it lacks activity and presents a dull and unsafe character.
4. From St Crispin's Road, Upper Green Lane, provides a high level link onto the upper deck of the shopping centre and serves the existing cinema and car parking.

The existing movement links from Magdalen Street to Anglia Square are poor quality and devoid of sunlight.



Key

- Route 1 - Botolph Street
- Route 2 - Botolph Way
- Route 3 - Annes Walk
- Route 4 - Sovereign Way
- Upper Green Lane Vehicular Service Access
- Primary Vehicle Routes
- ▨ St. Crispins Road - (Proposed new pedestrian and cycle crossing)

Current Movement Pattern



1. Botolph Street



2. Sovereign Way



3. Anne's Walk



4. St Crispins Road



5. Magdalen Street



6. Edward Street

Anglia Square



Existing Anglia Square



Magdalen Street entrance to Anglia Square

Sovereign House

Sovereign House was built in 1968 and was designed by Alan Cooke and Partners. This concrete and glass structure provides the largest building in the existing development. Its Brutalist style and scale presents an imposing structure on the western edge of this site. The building's massing, appearance and scale, does not contribute to the appreciation of nearby or wider heritage assets, as it blocks a key vista from St. Augustine's Street of the City's main icon, Norwich Cathedral. It also impedes ground level movements/connectivity. A Certificate of Immunity from Listing has been granted by Historic England.

The building housed the offices of Her Majesty's Stationery Office (HMSO) until this moved, and it has been underused since. On the upper level the north-south and east-west wings enclose a retail area space on the upper level shopping area, now also vacant. The key elements of the building are the glazed spiral staircases, one located on the east edge, overlooking Anglia Square, and the other on the junction of St Crispin's Road and Botolph Street.

Its present condition is poor, and its structural constraints prevent its conversion for residential use. Therefore its retention provides no benefit for the regeneration of Anglia Square, and it is recommended for demolition including the lower retail floor space.



Hollywood Cinema

The cinema replaced the previous Odeon Cinema, built in 1938 fronting St. Augustines Street, which was demolished by 1974. This imposing concrete structure sits on the eastern side of the site and rises high above Anglia Square. Its primary entrance is on the upper deck (Upper Green Lane), accessed via secondary stairs from the existing square and Anne's Walk or Sovereign Way. It was opened in 1971 and is was operated by Hollywood Cinemas until 2019.

Access to the building is poorly designed, and has no connection to the existing Anglia Square, and the facilities are outdated. It will be demolished along with the shops and vacant nightclub that it sits above, which will enable its replacement with new retail units on the ground floor and residential above. This will allow Sovereign Way and Magdalen Street to have more pedestrian space and an improved public realm, without a building spanning over, or cantilevered over the pavement.

A new cinema and leisure complex has been developed at the Riverside Site to compliment the city's existing boutique and multiplex cinemas'



Gildengate House

This office building forms the southern edge of Alan Cooke's shopping centre masterplan and was built around 1975. This brick clad building comprises 7 storeys, the ground floor of which is a double height space enclosing the southern service/delivery area for Anglia Square shopping centre. Its slim rectangular form is oriented on an east-west axis parallel to the St Crispin's Road fly over. Service cores rise up at each end. The eastern service core is a solid brick element which rises a full storey height above the roof of the main building. The service route, Upper Green Lane, extends from the flyover through a large square opening on the upper level deck through to the multi-storey car park.

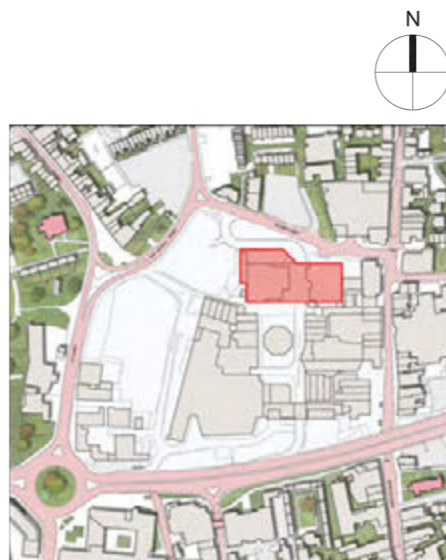
The existing structure is to be demolished, along with the access route Upper Green Lane on the first floor. The building has a negative impact on the existing character of Cherry Lane and provides a physical barrier to non vehicular access Anglia Square from the south and to daylight & sunlight into Anglia Square



Existing Multi-Storey Car Park

The existing multi-storey car park is located along the northern edge of the site, fronting onto Edward Street. It was built in the late 1970s. This brick clad structure was condemned in 2012 and no longer provides any benefit to the centre. The existing car park comprises 7 levels, and part of the ground floor accommodates the existing service and delivery area for the centre, whilst retail uses front only Anglia Square.

The existing structure is to be demolished, along with the access route Upper Green Lane on the first floor. The building has a negative impact on the existing character of Edward Street.



St. Crispins Road Corner

43-45 Pitt Street

On the south west corner of the site, amongst the small cluster of other buildings are two terraced 2 storey Edwardian houses now providing office space for rent. The traditional structures are painted white with pitched tiled roofs, and are locally listed.

They would be demolished as part of the current application since, like the Surrey Chapel, their site represents an opportunity for a higher density replacement scheme. However, the previous redevelopment proposals also included their demolition, which was granted.

Other Buildings

There are other 2 storey buildings completing this corner frontage. All would be demolished to enable the larger scale of the proposed development.



The Existing Convenience Store - 100 Magdalen Street

On the junction of Magdalen Street and Edward Street is a two storey building, previously a bank and subsequently a convenience store although today it is not operational. The building and its immediate footprint are not included in the development, although the proposed design has been devised to work with and respond to this existing context.



Surrey Chapel

Surrey Chapel

The Chapel is home to an evangelical community, originally established in 1854 by Robert Govett, at which time it was located in Surrey Street. The current building occupies a prominent position on the southern edge of the site on St Crispin's Road. This two storey structure comprises a brick and concrete banded design and lacks any prominent features.



Site Analysis & Constraints

The site in its current site is fairly isolated - due to the demolition of the existing urban grain and road wrapping the perimeter it is an island.

Previous land uses mean that the site is very contaminated and extensive work will need to be undertaken to make it suitable for redevelopment.

1. Crispins road flyover is a 4 lane carriageway and the key ring road around Norwich. It generates a lot of noise and pollution, alongside rising in height to 6m.

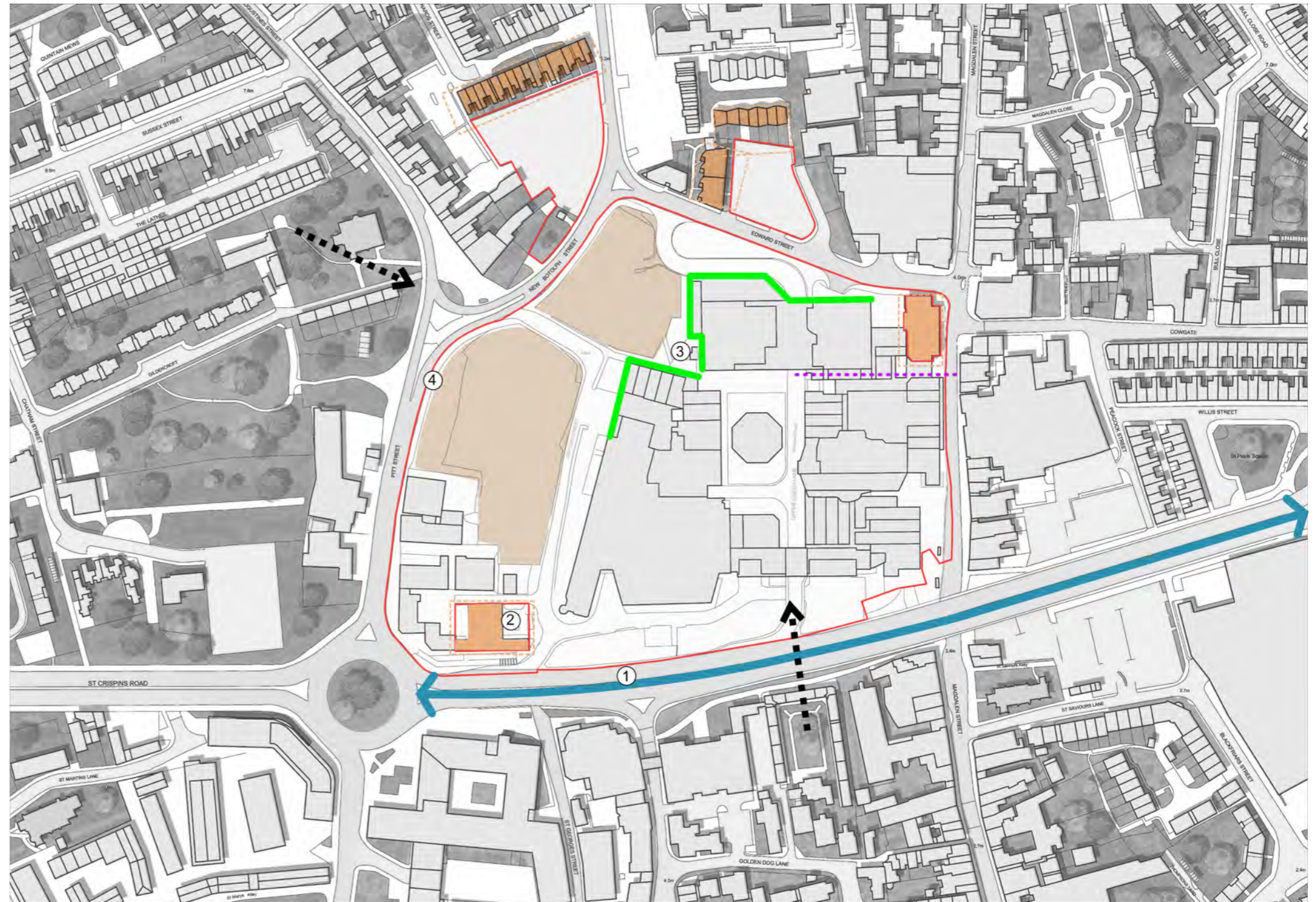
2. Existing neighbouring buildings are in close proximity to the site boundary there are an easement to consider alongside overlooking constraints.

3. Existing buildings form barrier to Anglia Square

4. No street edge to Pitt Street.

Key

-  The Flyover
-  Neighbouring Buildings
-  Existing Buildings - negative frontage
-  Sea of car park
-  Heritage sensitivity outlook
-  Dark, non active route

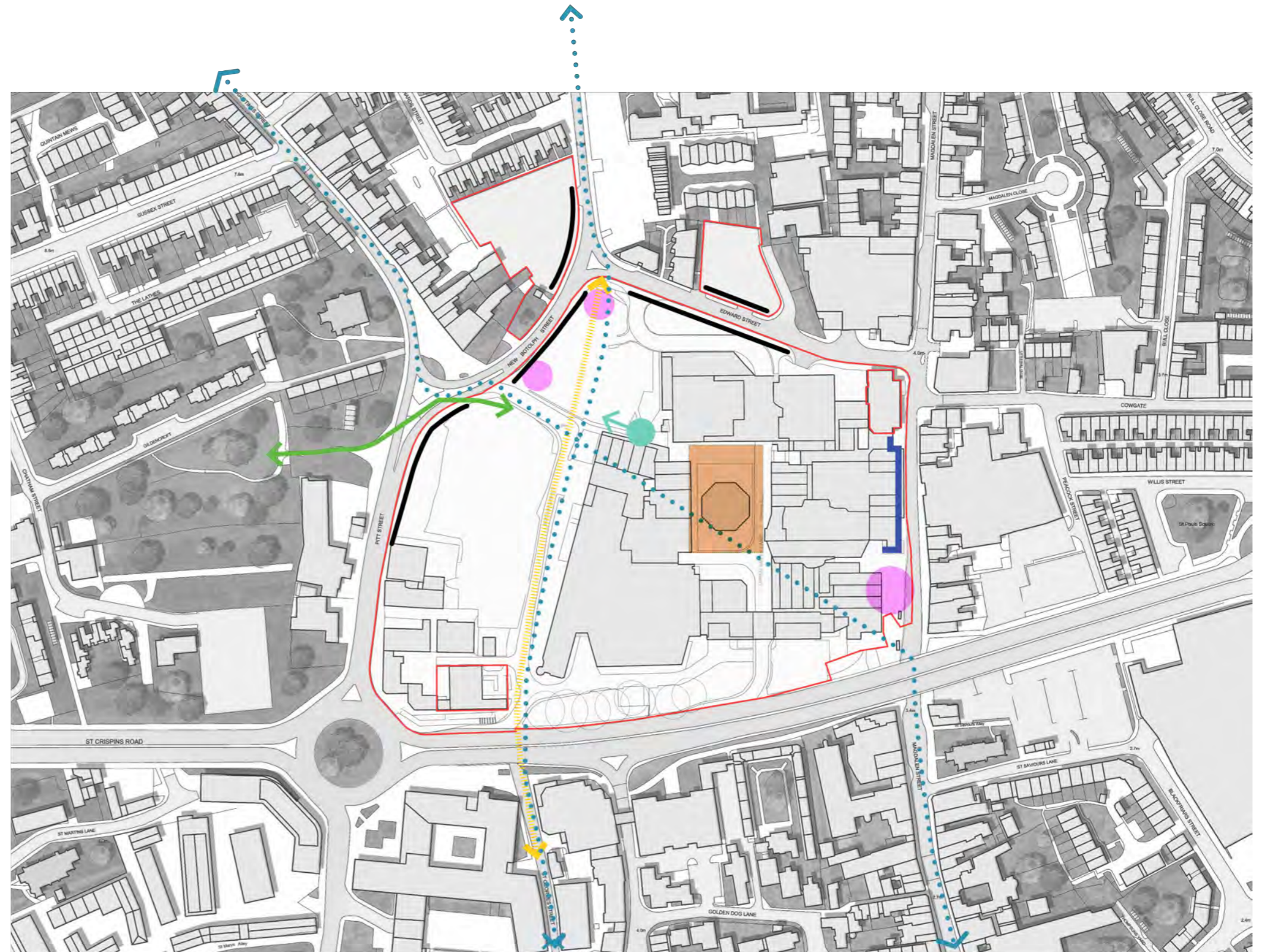


Opportunities

The site is currently a brutalist concrete mass with little to no landscaping. There is an opportunity to significantly increase biodiversity.

Key

-  N/S - E/W routes - knit existing and new community together
-  Retain Anglia Square
-  Improvement to Magdalen Street
-  Reinstatement of Street Edge
-  Focal Buildings to frame entrances into the site
-  Improve cycle route
-  Improved link to Gildencroft Park
-  Opportunity to create vista to St Augustines



The City Grain

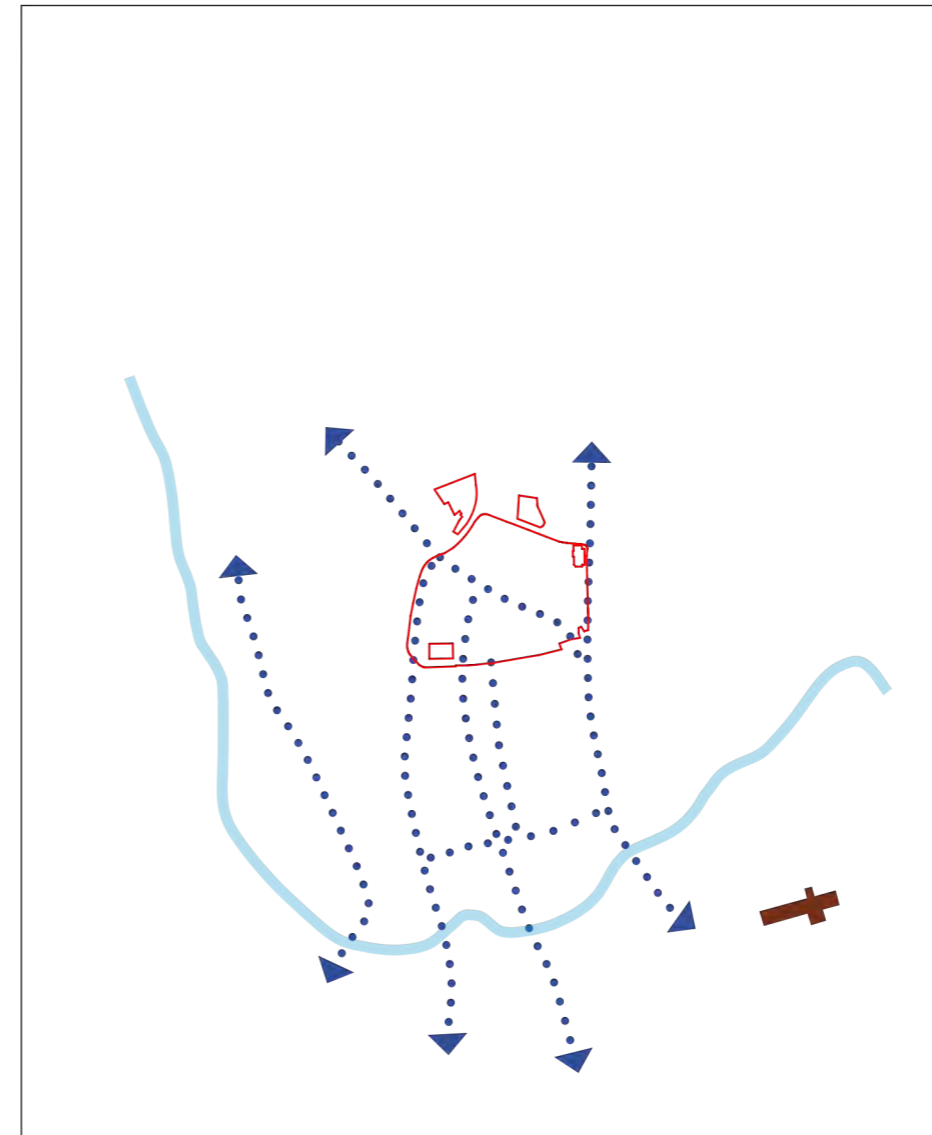
Historic

The 1886 map clearly shows the location of Anglia Square as a wholly integral part of the City. Principal streets running north-south demonstrate a strong connection to the City Centre. Building footprints show a consistency in the scale and continuity of street frontage helping to reinforce legibility.

The period leading up to World War II saw extensive development of new industry, and coupled with this and the bombing during the war lead to a breakdown of the fabric. More significantly, however, the development of new infrastructure created the most impact. This is expressed on the following page.



City Grain 1886



1886 - Primary Movement Pattern

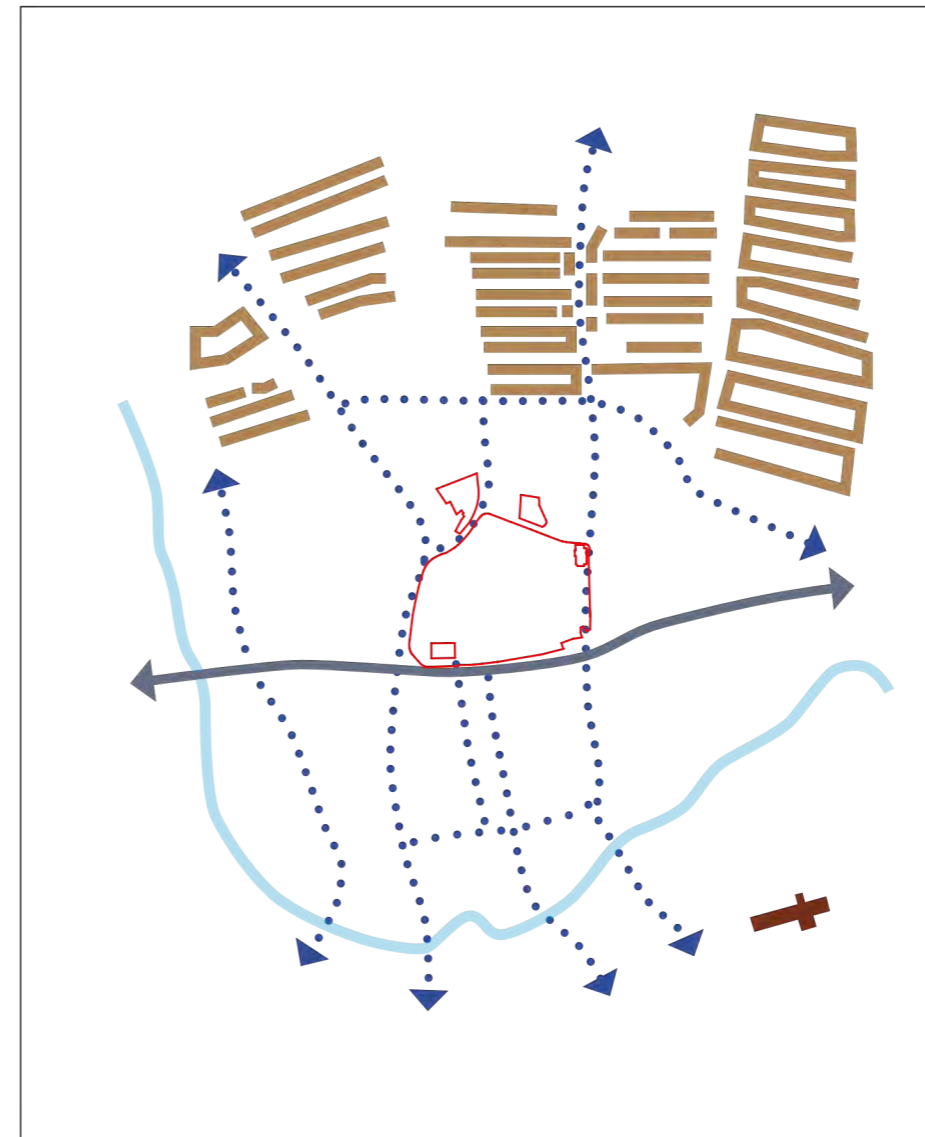
Current

The construction of St. Crispin's Road clearly demonstrates the severance of Anglia Square from the historic core to the south. Whilst most of the principal streets remain, much of the area to the north of the river has been redeveloped losing the character and density of the historic grain. To the north the street axis runs perpendicular (east-west) to the primary historic pattern. These streets accommodate the expanding population of the City after the war.

The existing comprehensive redevelopment of Anglia Square breaks the historic scale and street pattern, resulting in the loss of Botolph Street (east-west link) in particular frustrates the sinuous links, and a detriment to the local character.



City Grain Post War 1970's



Movement pattern served by St. Crispins Road





Design Principles

Initial Response

The Principles of Good Design

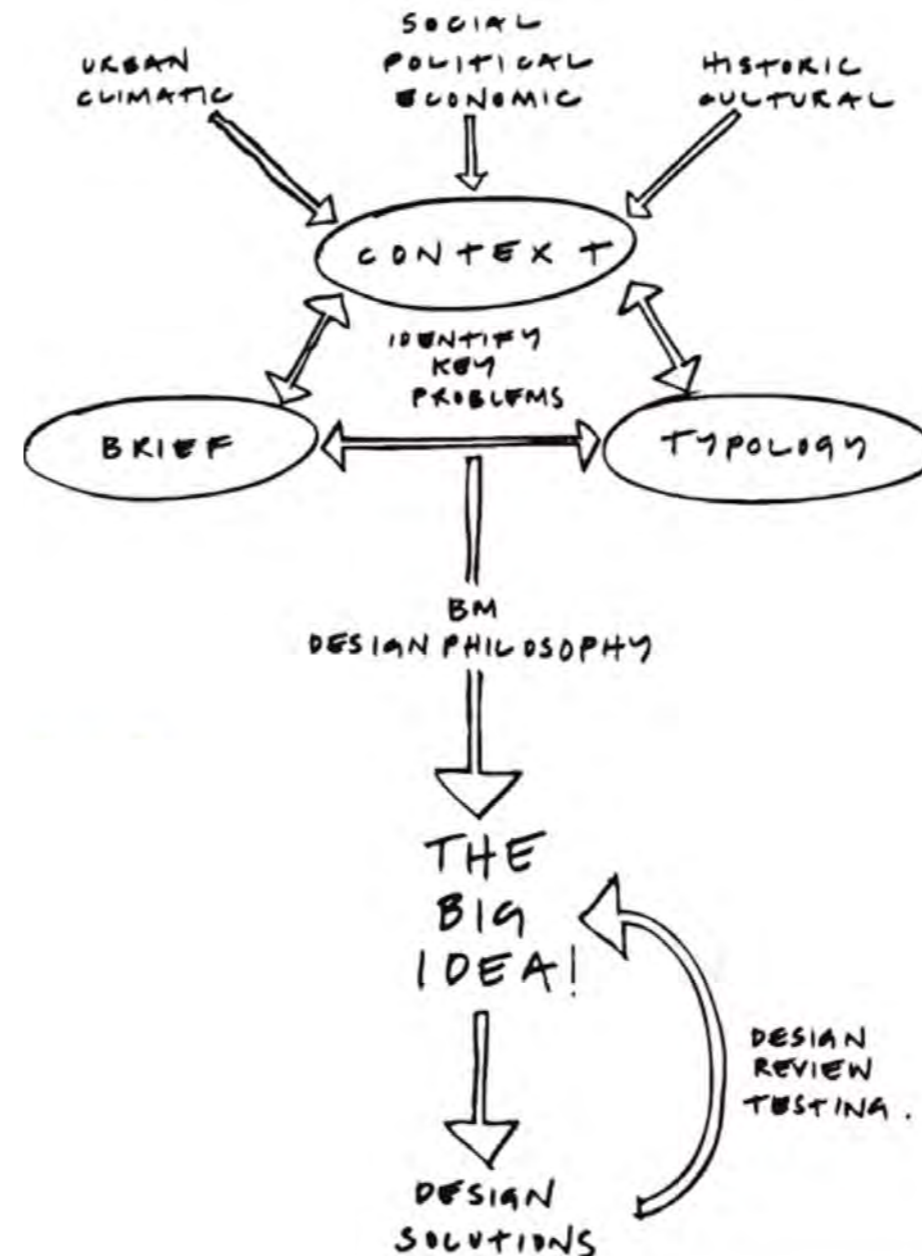
There is a general consensus over the principles of good design. The core factors contributing to good urban design, which underpin best practice, include the following:

- Character: somewhere with a sense of place and local distinction
- Legibility: a place which is easy to understand and navigate utilising topography, natural features and townscape elements
- Permeability: achieving a form of layout which makes for efficient pedestrian, vehicular movement and public transport provision
- An articulated townscape: creating an interesting, contextually responsive townscape utilising building height, scale and massing, all of which should be related to human scale
- Human scale: the arrangement of building forms which are easy for the human eye to read and provide a sense of scale and perspective
- Security, natural surveillance: creating places which are properly overlooked and make for effective passive and active policing
- Quality within the public realm: promoting routes and spaces which are attractive, safe and uncluttered
- Continuity and enclosure: promoting the continuity of the street frontage and the definition of public and private space
- Adaptability, robustness and sustainability: from the design stage the layout of the site and individual buildings should all contribute towards the minimising impact on the environment.

Design Process

The masterplan layout has evolved through an extensive design process comprising dialogue with key stakeholders, and;

- Continuous evolution of the design brief through dialogue with Weston Homes and Columbia Threadneedle
- A comprehensive pre-app process involving site visits, design meetings and discussions with Case Officers, Urban Design and Conservation Officers, Highways Authorities
- A number of exhibitions and feedback sessions with local community and local retail community
- Dialogue with Historic England
- Presentations to Design South East (D:SE)

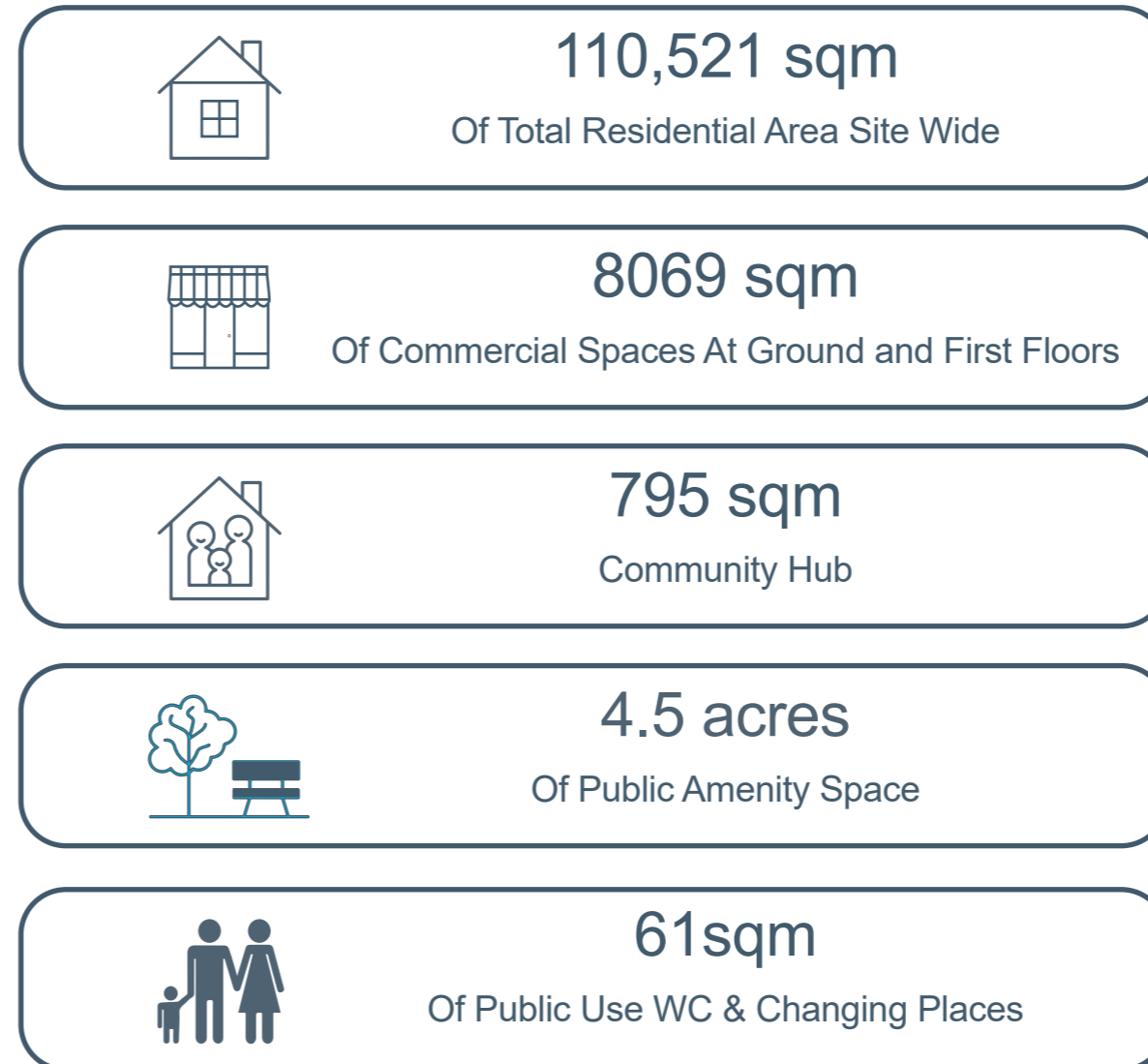


The 'Design Process Diagram' shows how a strategy of informed analysis is translated and then tested throughout the design process to achieve a proposal that responds to the brief and site.

Use & Amount

The new development at Anglia Square will introduce up to 1100 new homes into the Norwich community. In addition, these new homes will be served by two new public squares. A new hub will provide a focal point for residents and this will be complemented by new flexible commercial facilities for the benefit of local businesses.

The proposed scheme design and layout creates the following positive contributions to the neighbourhood:



Aspiration & Vision

This project represents a unique opportunity to regenerate this important site within the centre of Norwich. There is the potential to transform Anglia Square to create a new place to live in Norwich with a variety of homes and tenures which will sustain and enhance the existing retail uses, significantly improve the public realm and pedestrian links to the wider neighbourhood, and create a new residential heart which will form an integral part of the existing community.

Anglia Square affords the potential to deliver a significant and positive addition to the City. The current retail centre is easily accessible and well located but the evening economy is limited with few shops/services open after standard shopping hours limiting natural surveillance and offering the potential for anti-social behaviour.

Potential exists to deliver a significant mixed use quarter.

A rejuvenated Anglia Square, will have;

- Enhanced place making: More variety of places & spaces to live
- Homes, offering an increased variety of dwelling typologies
- A responsive location & context: To be more of 'Norwich'
- A focus on sustainability, health & well being
- An increase of Dual Aspect Homes
- Zero single aspect north facing dwellings
- Reduced residential corridor lengths
- Residential front doors in the street
- Reduced Car Parking
- Increased Cycle Parking
- A reduced total GIA
- Anglia Square: To be retained as the primary retail space
- A Commercial offer more appropriate for location and compliment neighbouring uses
- A reduced Commercial NIA
- A distinctive identity reflecting its location in the heart of the historic northern city centre.
- A clear relationship in built form with the surrounding area.
- A safe and attractive public environment, including an enhanced existing public square, and an additional leisure focused square.
- A direct link to the new pedestrian and cycle crossing by NCC on St Crispins Road which will improve walking and cycling connections into the core city centre, and an enhanced public transport offer with more bus stopping places on Magdalen Street.

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 Local District Centre and help to meet the housing needs of Greater Norwich.



Key Principles



The design process has been structured around the ten characteristics of well-designed places from the National Design Guide.



Norwich Character

- Understand and relate well to the site, its local and wider context
- Value heritage, local history and culture
- Respond to existing local character and identity
- Well-designed high quality and attractive places and buildings
- Create character and identity



Sustainability

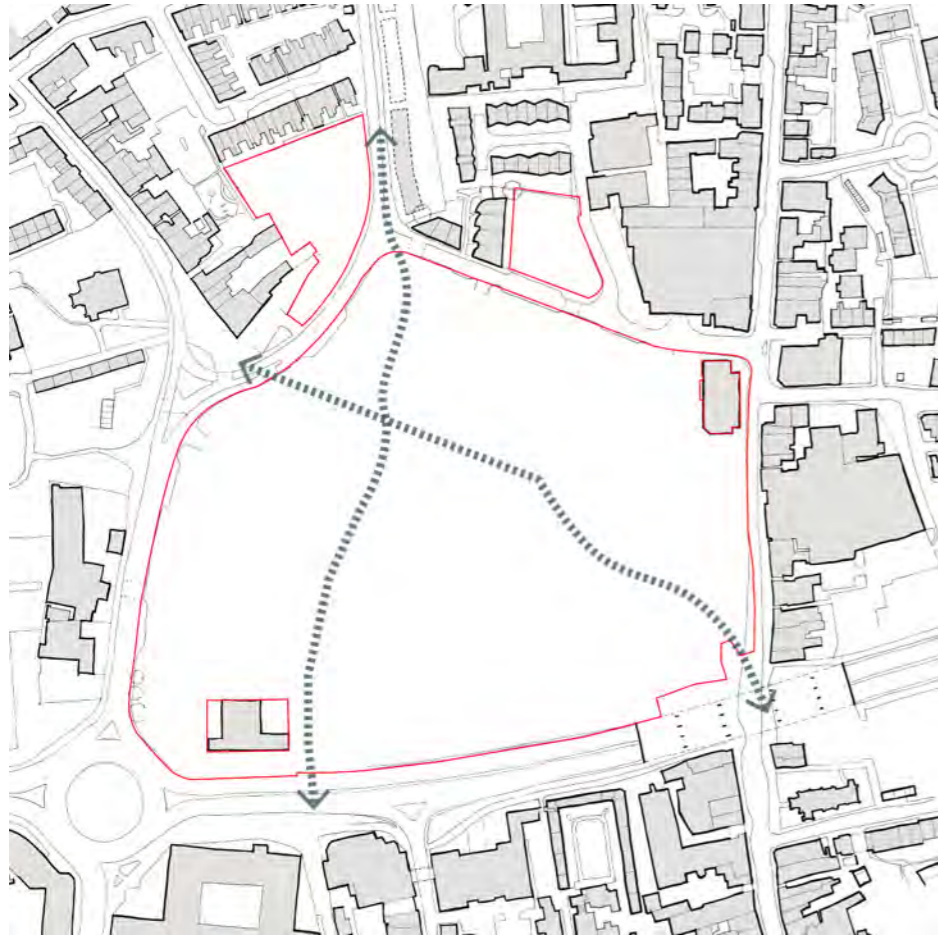
- A connected network of routes for all modes of transport
- Careful selection of materials and construction techniques
- Support rich and varied biodiversity



Community

- Create well-located, high quality and attractive public spaces
- Provide well-designed spaces that are safe
- Socially inclusive
- A mix of uses
- A mix of home tenures, types and sizes

Design Response



Re-establish the two primary historic routes through the site;

The continuity of St George Street creating the north-south link.

Botolph Street reinforcing the east-west link from Pitt Street to Magdalen Street.

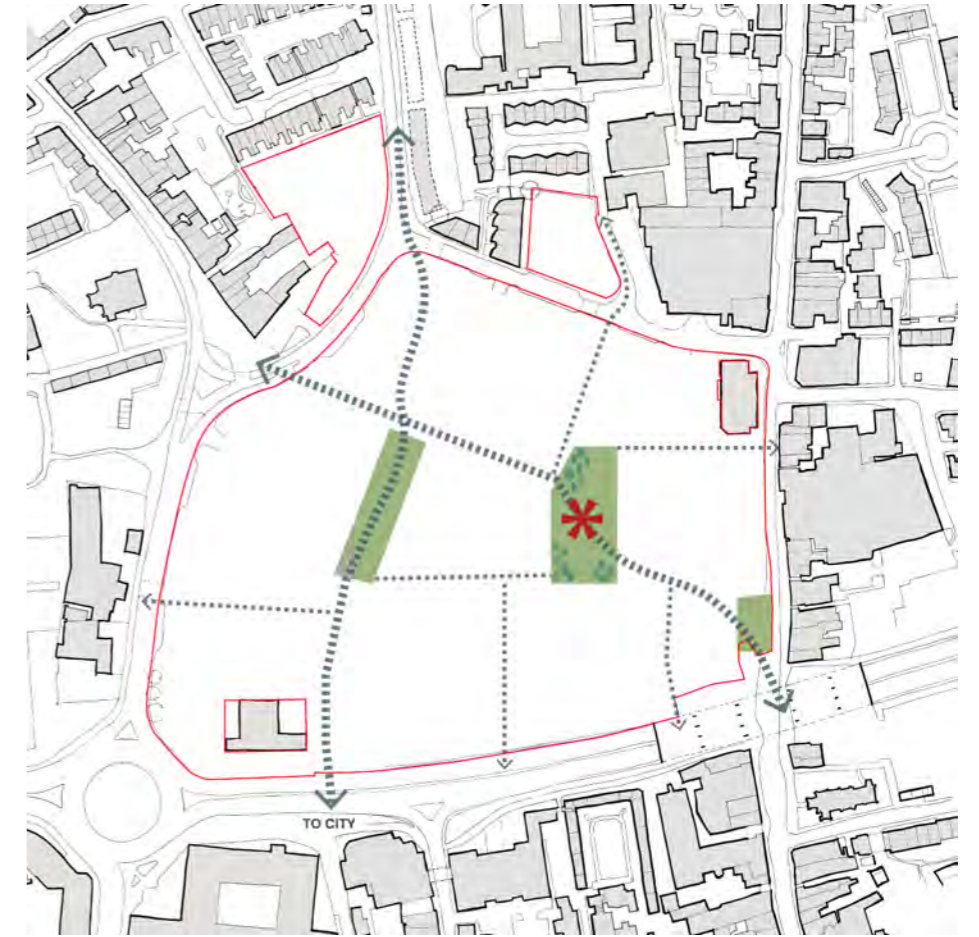


Public Spaces added at key junctions

Anglia Square to be retained in its current location.

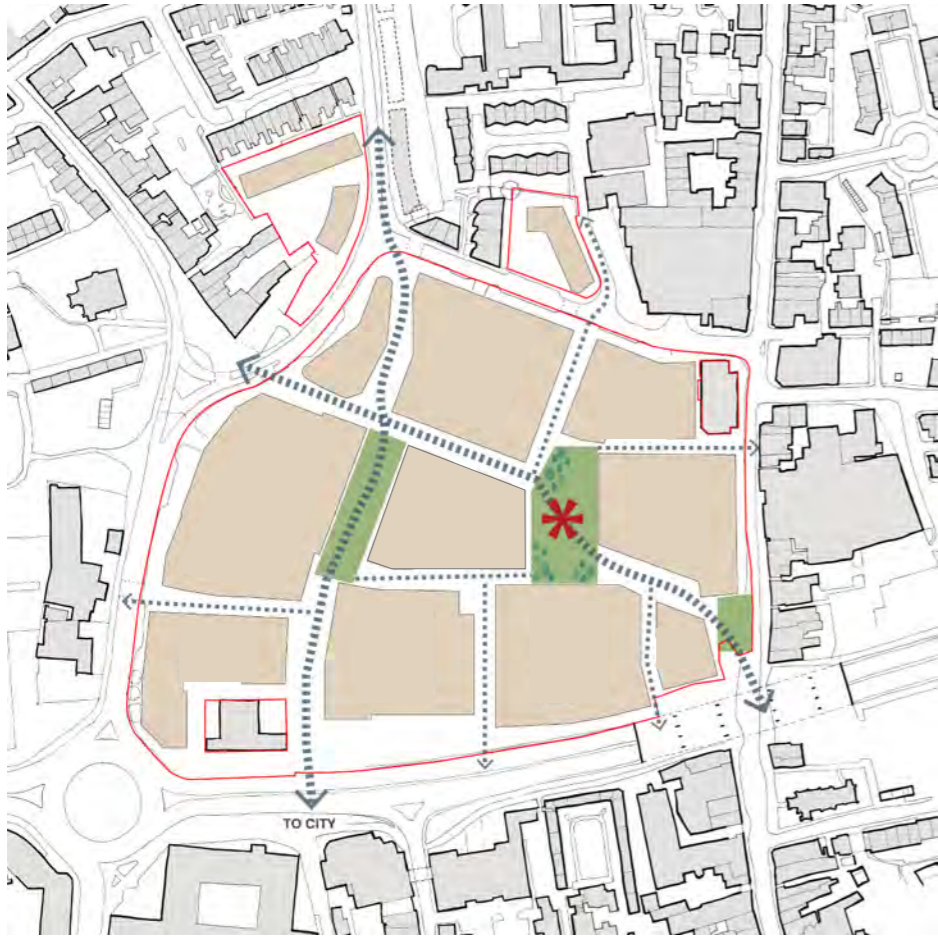
Square added at St Georges St.

The square that fronts Magdalen Street allows space for landscaping and a transport interchange.



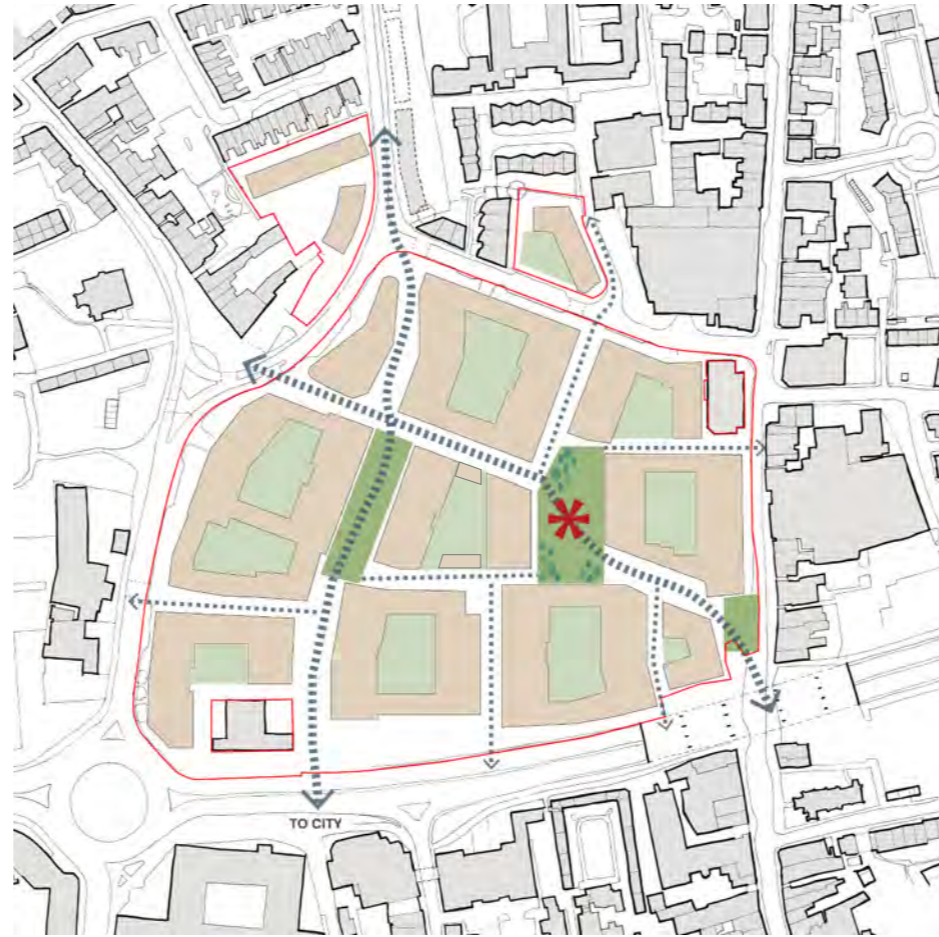
Introduce a finer urban grain

Secondary routes added throughout the site to increase permeability.



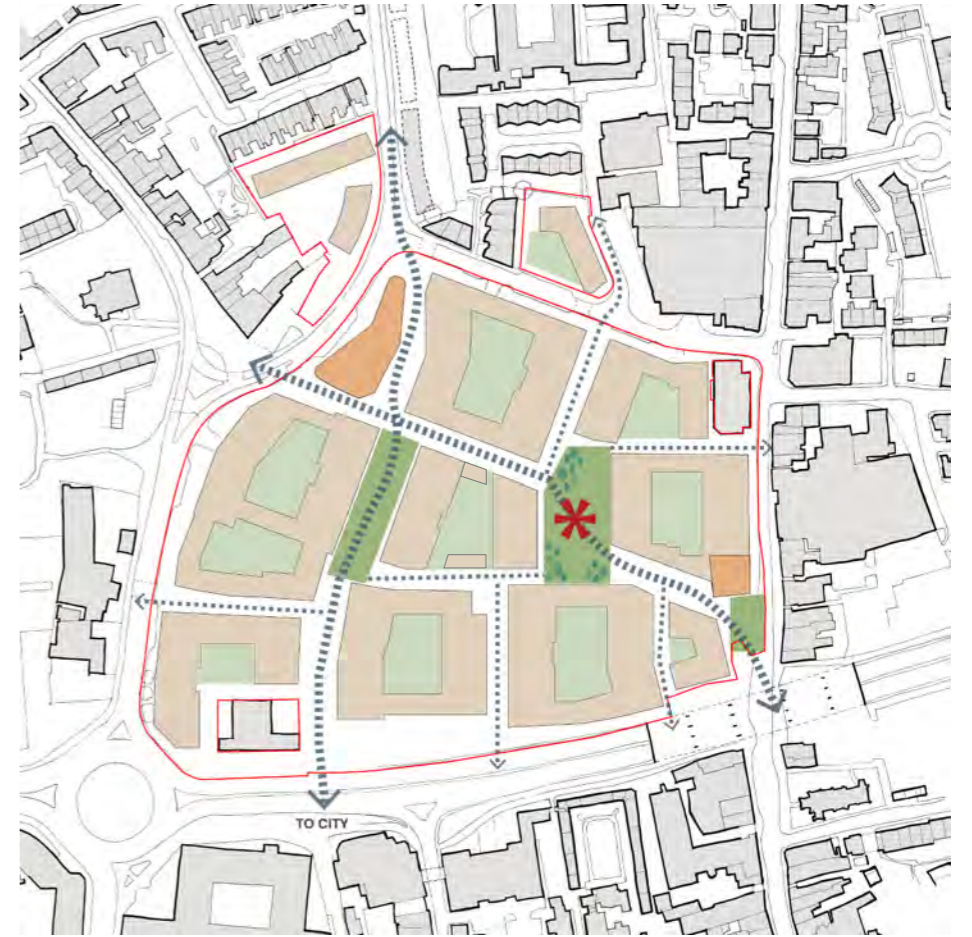
Continuous Frontage to Streets

Blocks added to the masterplan - the block outlines align to the streets to create sinuous frontages. The proposal seeks build along the boundary line to complete the existing streets along Pitt St & Edward St.



Amenity Space Added

Yards and gardens added within the urban proposal.



Gateway Buildings

Two gateway buildings identified.

The location of these buildings capture the main entrance ways along the reinstated Botolph st. There are long distance views from neighbouring streets which highlight the need for architectural significance here.

Key

- Site boundary
- ▲ Primary historic routes
- Public spaces added
- * Anglia Square
- ▲ Secondary routes added
- Block outlines added
- Amenity space added
- Gateway buildings

Sustainability Drivers

Environment



A car free public realm environment
Enhanced cycle and pedestrian connectivity with the wider City



Electric vehicle charging points for all residential car parking



No combustibles materials used on the facades



A residential scheme served by sustainable heat sources



Cycle spaces for residents, commercial employees and visitors



Biodiversity Net Gain of at least 10%



A mixture of brown, green and biodiverse roofs



Improved sustainability drainage solutions

Economic



Retaining a commercial offer of approximately 40,000sqft



A variety of flexible commercial units



New employment opportunities created



A new place for people to live, work and grow



Up to 1100 new quality homes

Well-being



Buildings which optimise dual aspect living



Natural light and ventilation into residential corridor spaces

Social



Provision of around 4 acres of Publicly Accessible external space.



A re-imagined Anglia Square



A new accessible "changing places" facility



A 'Community Hub' with flexible space for both residents and local people



Increased natural surveillance



A safe place to live and enjoy



Large communal residents gardens



Ground floor activation with residential front doors



Affordable Homes

Community Integration

Of substantial importance to the social sustainability of this project is intertwining the existing and new community.

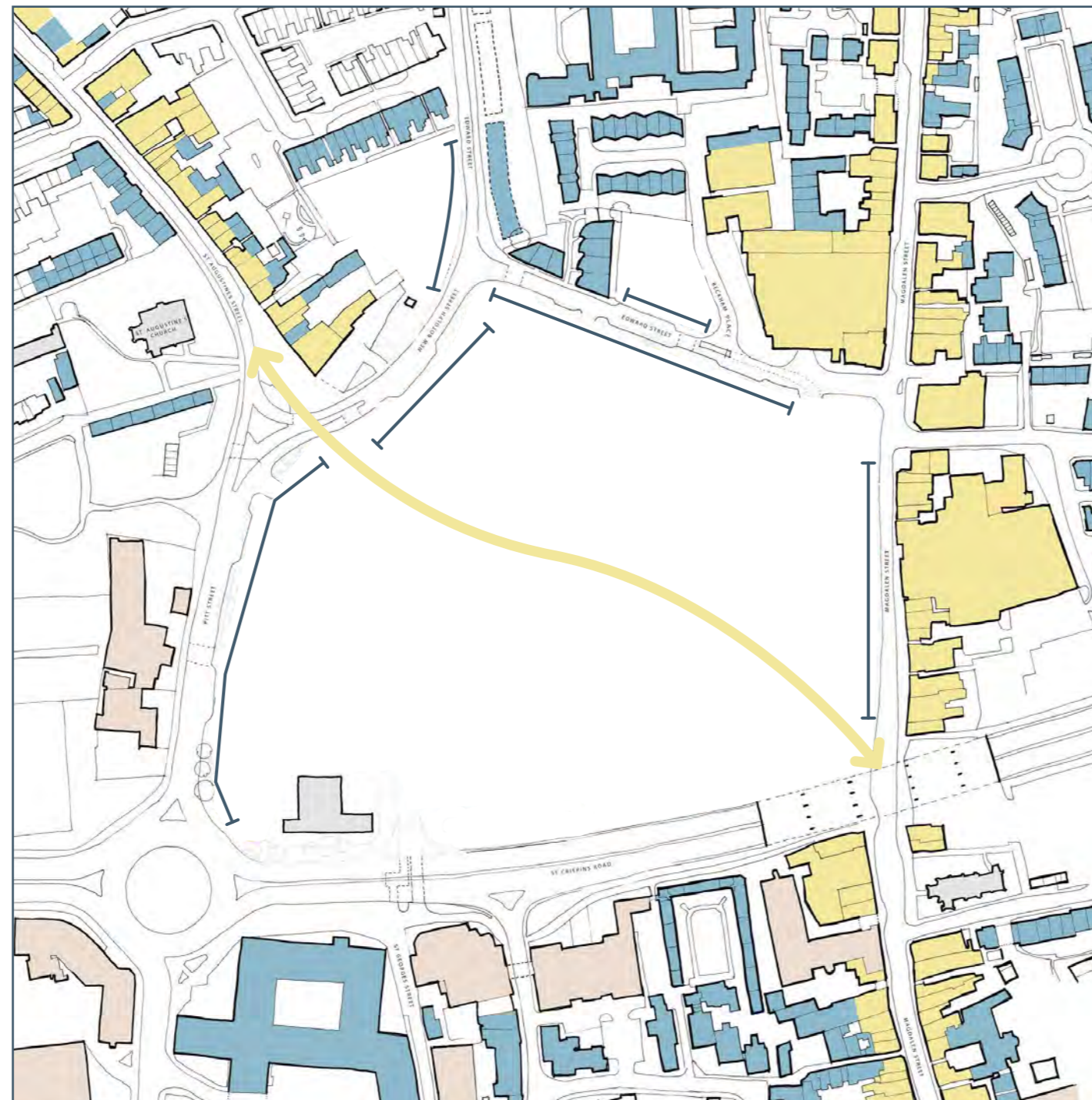
Currently Anglia Square stands as an island site, due to its brutalist manner and the severance of existing buildings of local character.

The project seeks to re-create streets that once stood. Building to the outer edges of the application boundaries, recreates a formal street.

Alongside the massing responding to its context. The use looks to do this too.

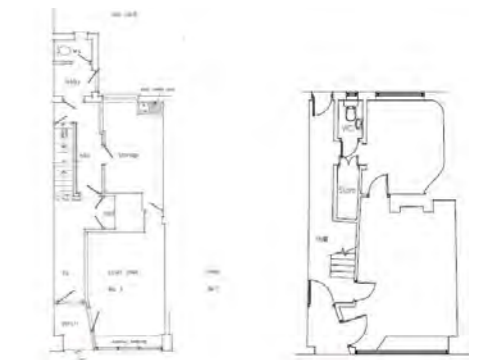
A key desire line throughout the site is St Augustines to Magdalen St through Anglia Square. Both these streets are house shops at ground floor.

A sinuous route to connect St Augustines to Magdalen St can expand the local district centre and increase footfall to the north of the city.



Key

- Commercial
- Residential
- Church
- Industry



- No. 3
Sales area: 12m²
Total Area: 30m²
- No. 1
Sales area: 20m²
Total Area: 53m²

Analysis undertaken at St Augustines Street on the retail units to understand the scale of the sales area and shop frontages.

The units are narrow. Allowing multiple small independent shops to occupy them.

We will incorporate this scale study into the retail frontages throughout the proposal to reflect this character.

Grounded in Norwich

Norwich Character

Historic Street Patterns



Industrial Architecture



Yards



Party Walls



Prevalent Detailing



Celebrated Historical Landmarks



Grounded in Norwich

Historic Street Pattern



Aerial View - Anglia Square 2022

“Historic building lines must be reinstated according to cartographic and visual evidence”

Norwich City Council - Norwich City Centre, Conservation Area Appraisal



Key Historic Junction - Stump Cross



1926 Map - Norwich over the Water

Key

- █ Retained Route
- ← - - - - - → Lost Primary Route - Botolph Street
- ← - - - - - → Lost Secondary Route - St Georges St & Calvert St
- * Key Historic Junction - Stump Cross

Botolph Street, St Georges Street & Calvert Street to be reinstated



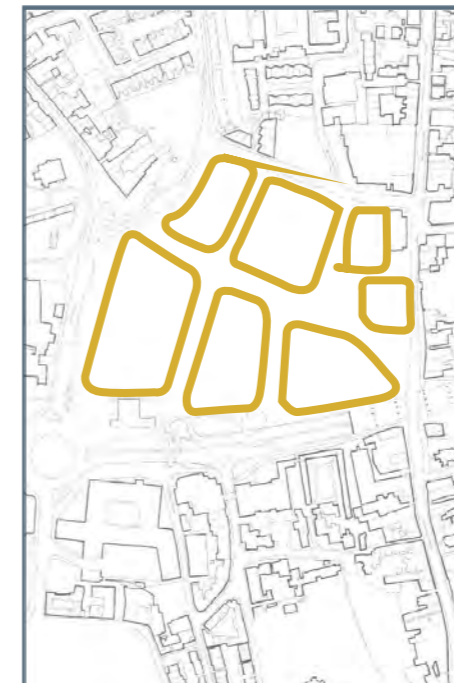
Historic Street Pattern



Key

- Continuous Frontage
- Yards
- Passageway
- ← Narrow Street

Continuous frontages to wrap routes.



27 to 35 Pitt Street view north

Grounded in Norwich

Yards

In Norwich a typical old yard was located behind an ancient building which fronted the street. It was entered through a narrow opening, often tunnel-like which led to a cul-de-sac. Around its perimeter were shoddy dwellings, often formed out of larger houses.

Such accommodation was in high demand by low paid workers looking for cheap accommodation. The position deteriorated in the latter decades of the 19th century when the City's population increased threefold. Expansion was so great that by 1900 there were around 650 yards within Norwich.

The quality of housing in the yards, was poor. The council undertook an extensive house building/ slum clearance programme. From 1930 until the outbreak of WWII slum clearance programmes undertaken in Norwich affected around 3,300 houses and 10,000 people.

There are still numerous examples of the old yards around the City. These mainly fall into two categories: either ancient yards that have been renovated and refurbished; or a yard that has been cleared of its original housing which is reached through a narrow entrance which bears its name.



Rose Yard



1926 Map - Norwich over the Water

Key

■ Factory

Amenity added to all buildings - Scale determined by local yards and squares.



Yards

Key features:

- Narrow Entrance way
- Cul-de-sac
- Hard landscape
- Cobbled floor
- Residential front doors

These features can be used within the proposal to provide amenity space and replicate Norwich character.

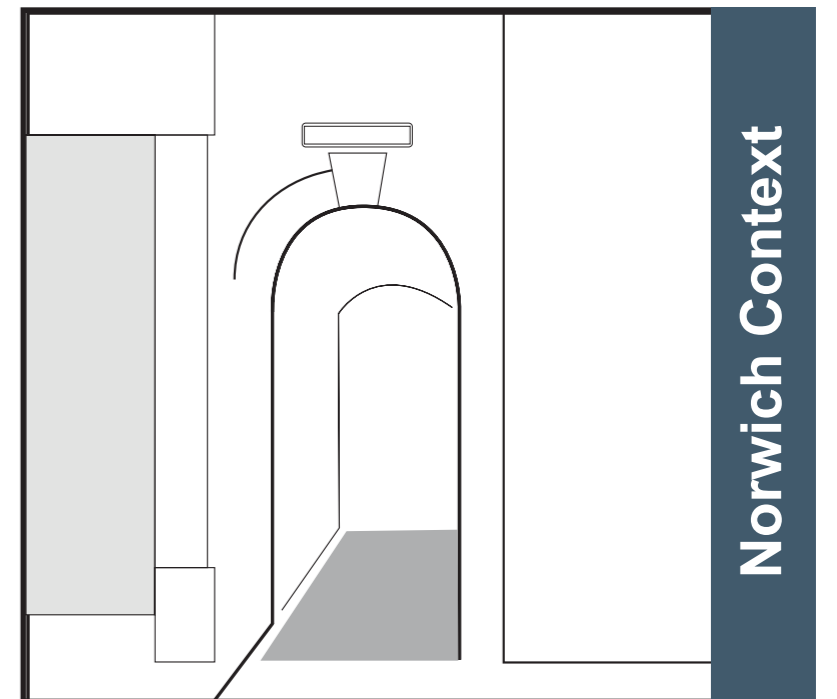
Recently, Norwich has highlighted the historic reference to yards by adding wayfinding signs into the landscaping. A change in tiles direct people to the existing yards. We will replicate this within our proposal.



Yard Wayfinding



Existing Yards



Norwich Context



Illustrative View



Anglia Square Proposal

Grounded in Norwich

Factories

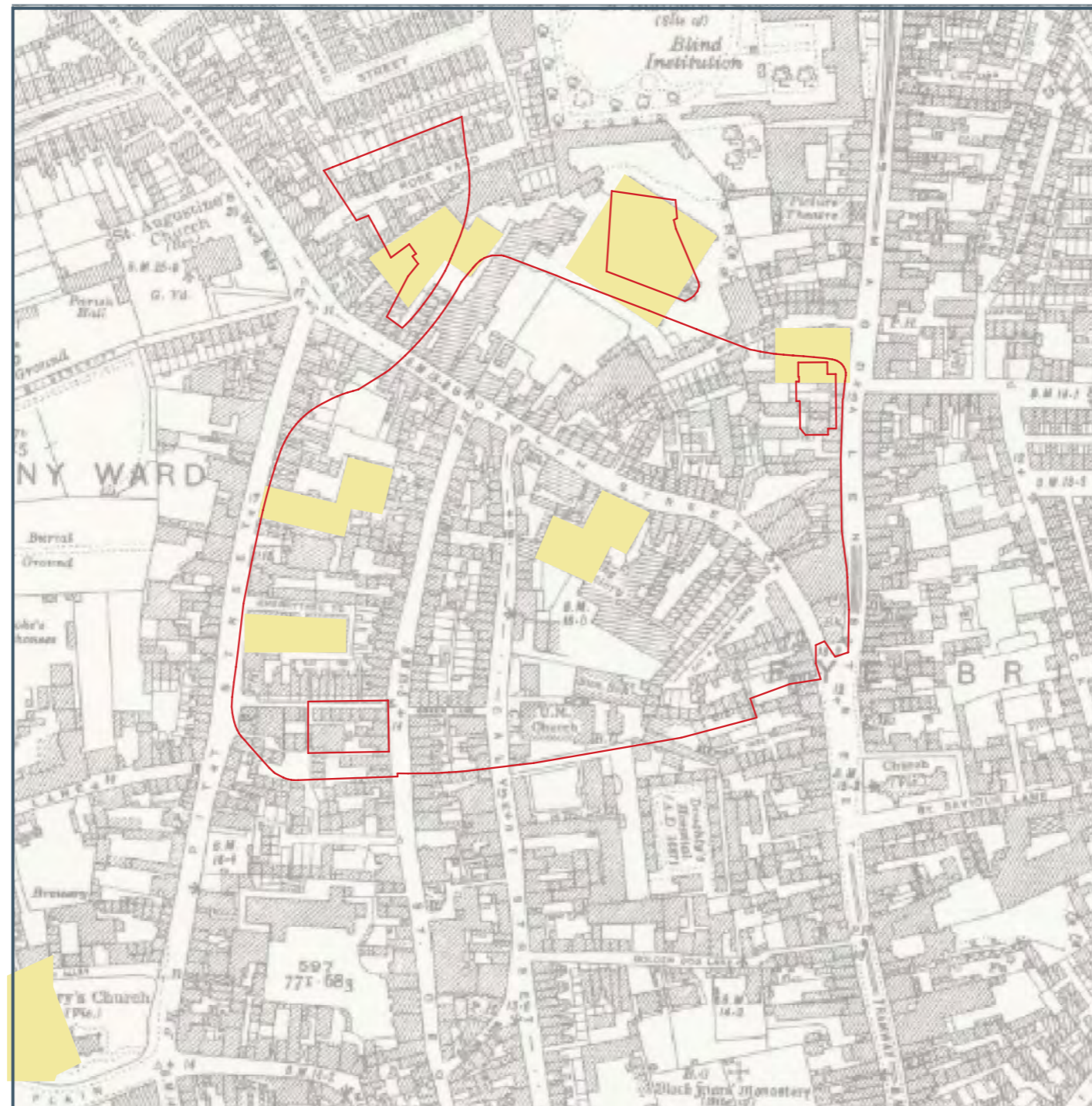
In the 1950s light industry flourished in Norwich with around 35% of the City's workforce employed in manufacturing and construction.

The main factories were based in the City. By far the biggest sector was the shoe trade with a national reputation for high-quality footwear for ladies and children, employing more than 9000 people in approximately 20 factories based in and around the City centre.

Some of these factories remain in the city that showcase Norwich's Victorian industrial heritage.



96-100 Magdalen St



1926 Map - Norwich over the Water

Key

 Factory

Described as "the most interesting factory building in Norwich" built in 1903 as a clothing factory for Chamberlins.

The Chamberlins factory was situated on Botolph Street.

The prospective project will benefit from industrial style architecture to nod to the historic factories that once occupied the site.



Chamberlins Factory - 1967

Party Walls

Throughout the years, Norwich has been built up by independent landowners, because of this each plot differs in architectural material, fenestration & form.

From this the terraces of Norwich are broken up distinctively by party walls.

This characteristic is one in which we would like to bring to Anglia Square. The rhythm of the street can replicate party walls by varying:

- Roof Form
- Height & Scale
- Fenestration
- Material Colour
- Detailing

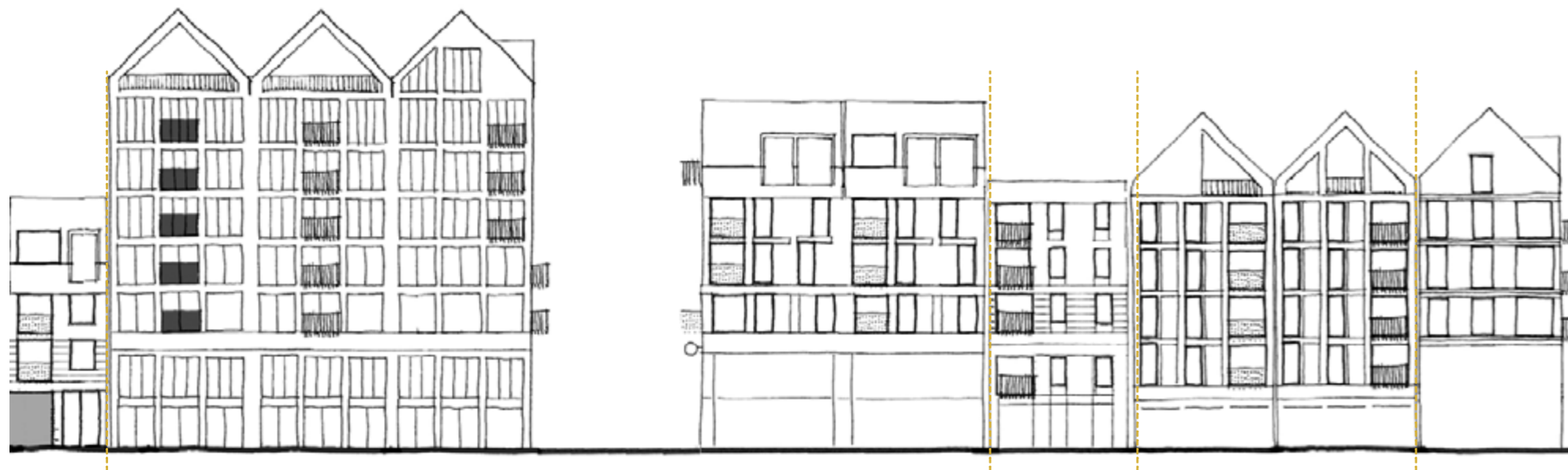
----- Distinctive architectural difference



Tombland



Norwich Context



Anglia Square Proposal

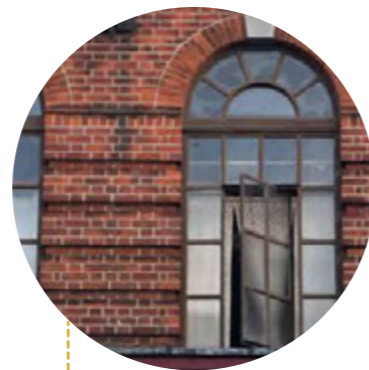
Grounded in Norwich

Architectural Detailing



Norwich hosts a wealth of architectural details. The following details underpin the character of the local facades:

Variation of brick pattern



Full bay window (industrial character)



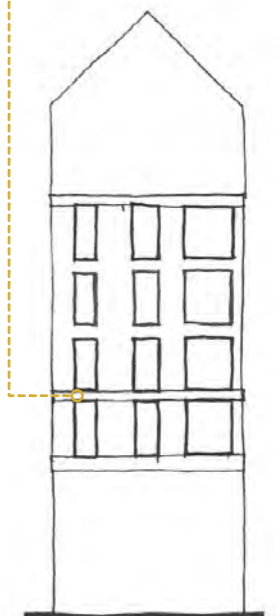
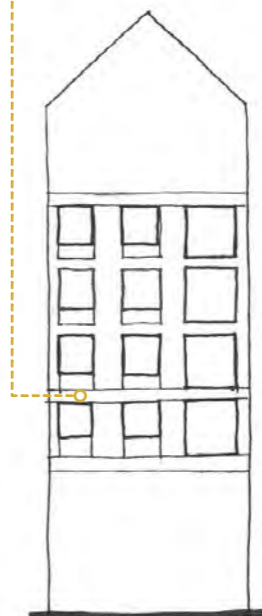
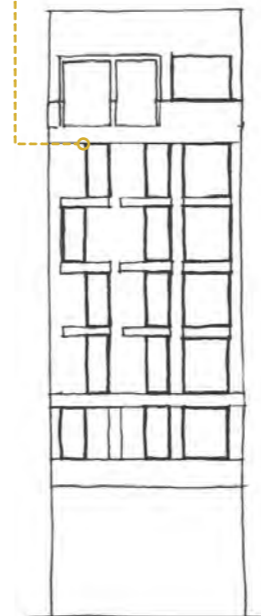
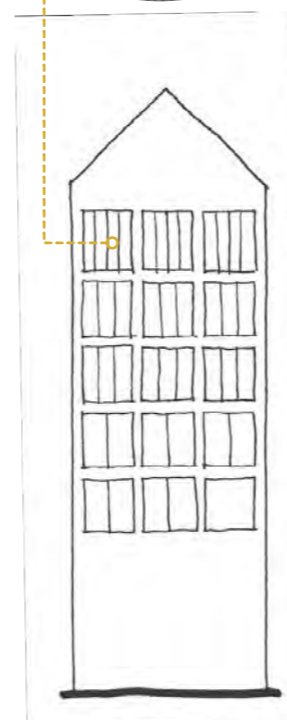
Eave alignment



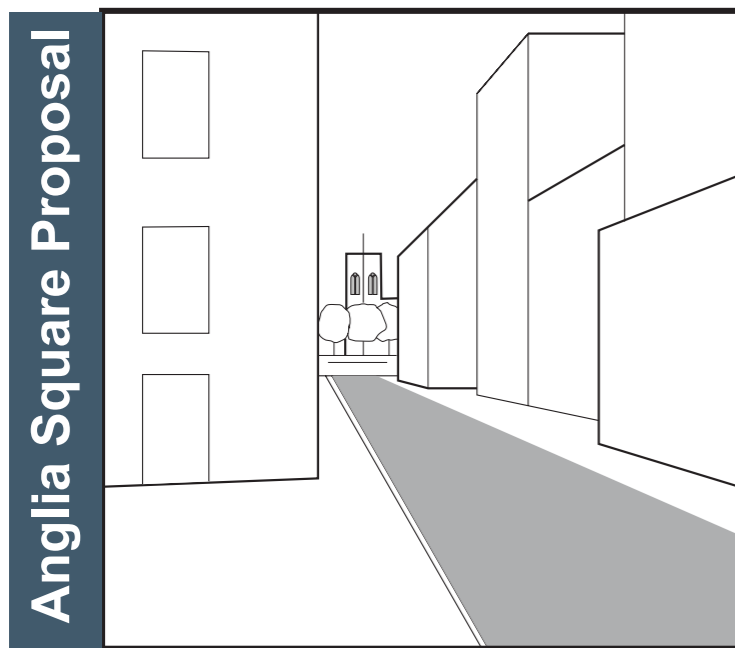
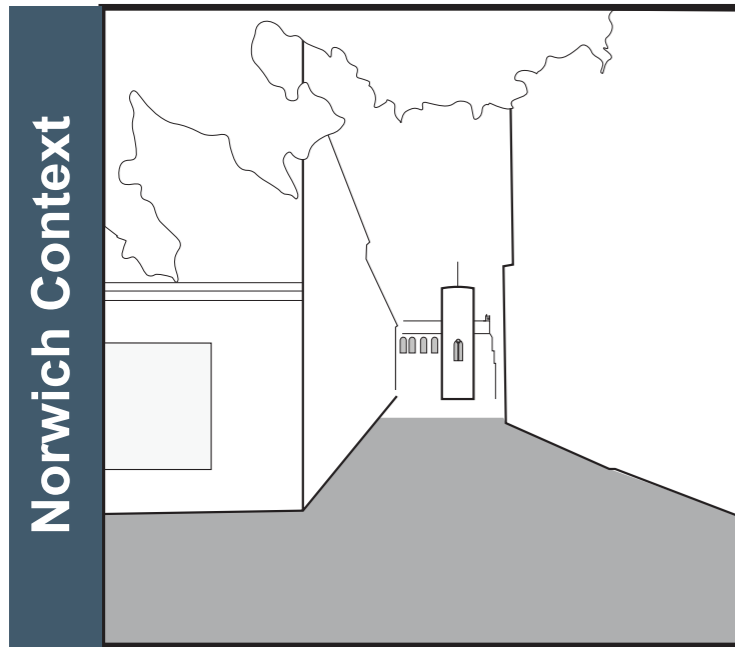
1 Level banding / Horizontality



Banding / Grouping



Celebrated Historical Landmarks



Highlight vista towards St. Augustines church. Visual link to the historic landmark.

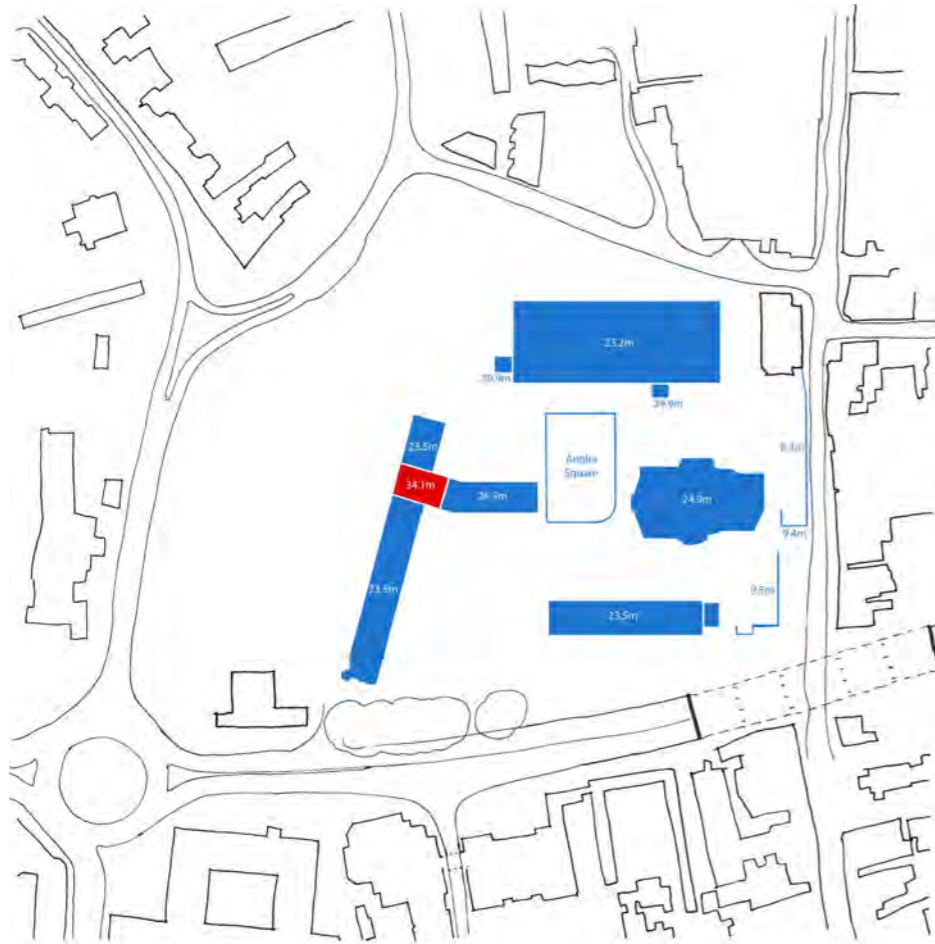


Heritage sensitivity towards the cathedral spire. Protect viewing corridors across the site from neighbouring vantage points. Proposed massing will respond to this.



Doughty's Hospital is a Grade II listed building with aspect onto Anglia Square. The backdrop from the central courtyard looking North shows Gildengate House - our proposal seeks to achieve a more contextually appropriate view.

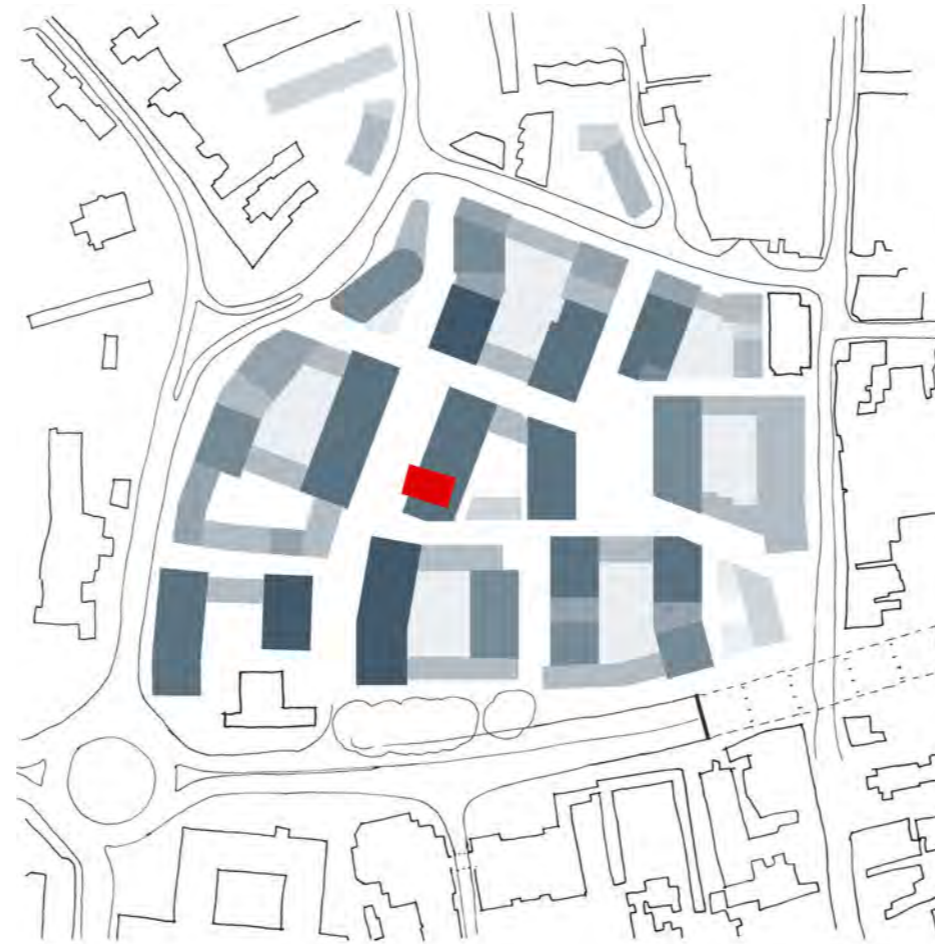
Height & Massing



Existing Heights

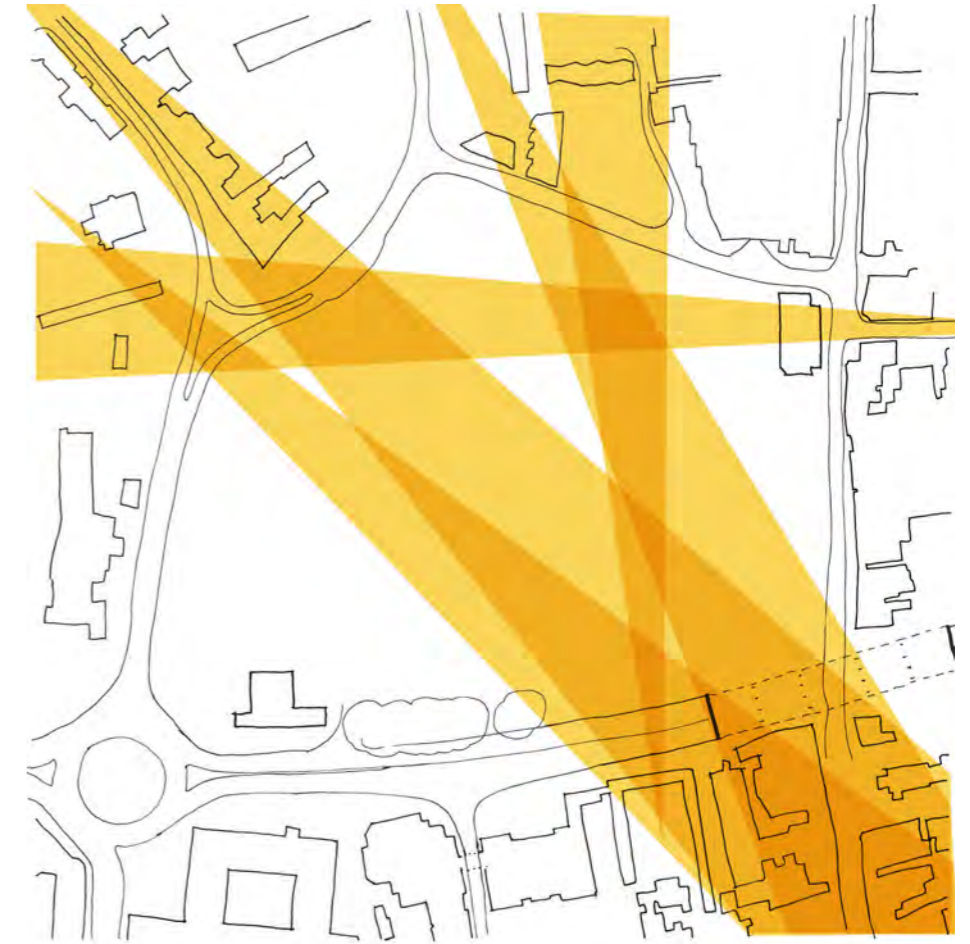
Sovereign House is the tallest building on the existing site, with its highest point at 34.1m above ground level.

This is equivalent to approximately 11 residential storeys using the proposed typical residential floor to floor height of 3000mm.



No Taller Than

The proposed massing strategy sets the maximum height of Sovereign House as the ceiling level for height on the site.



View Analysis

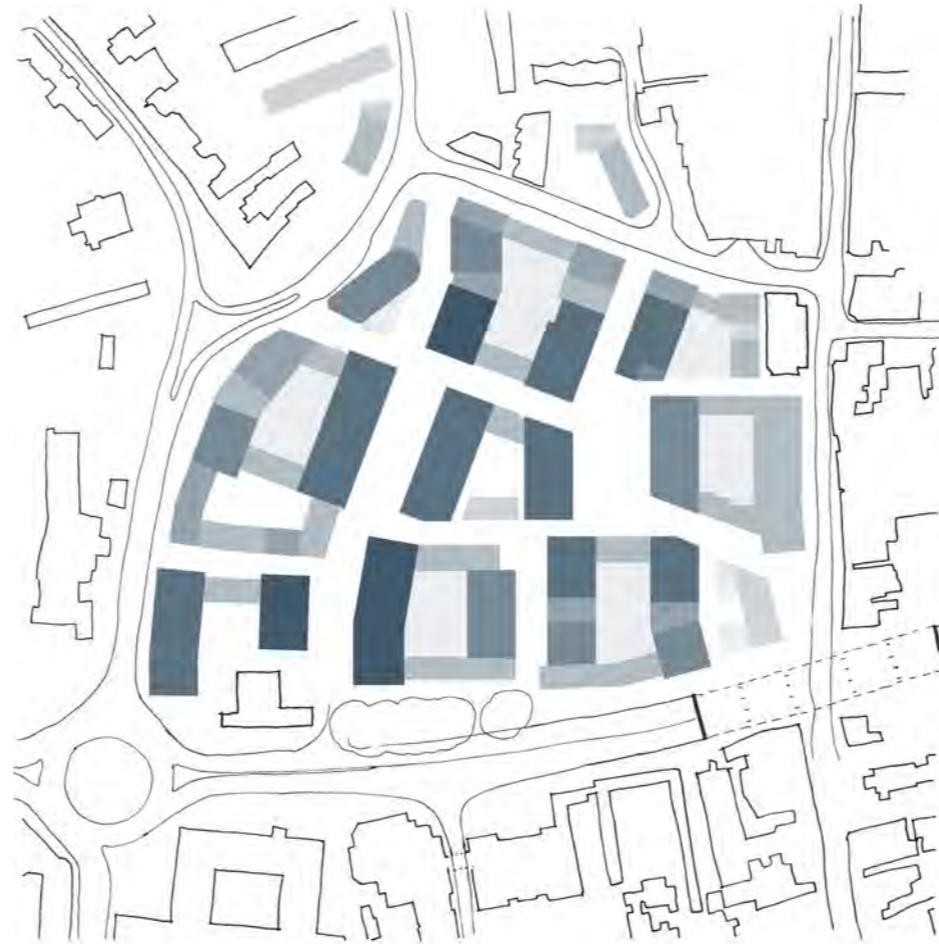
View analysis from the viewpoint set will influence the massing strategy in line with the heritage led approach



Daylight & Sunlight

The massing strategy sets out that predominantly north-south oriented building will be taller and the predominantly east-west oriented buildings will be lower.

This approach optimises daylight and sunlight into spaces and routes between buildings



Height Distribution

The proposed strategy sets out a maximum storey height of 8 Storeys with height located predominantly in the centre and south to south west portions of the site.

Along the north western, northern and eastern portions of the main site and sites B & C heights are reduced to respond contextually to the neighbouring streets



Heritage Led Approach

Tested Viewpoints Plan



Initial Zone of Theoretical View Analysis



■ Inquiry scheme
■ Version A Viewshed

ZVI study was produced without trees taken into consideration

Preliminary, model-based work is only as accurate as the 3D information provided and so we recommend all decisions based on massing are checked using Accurate Visual Representations.

Call in Scheme ZTV



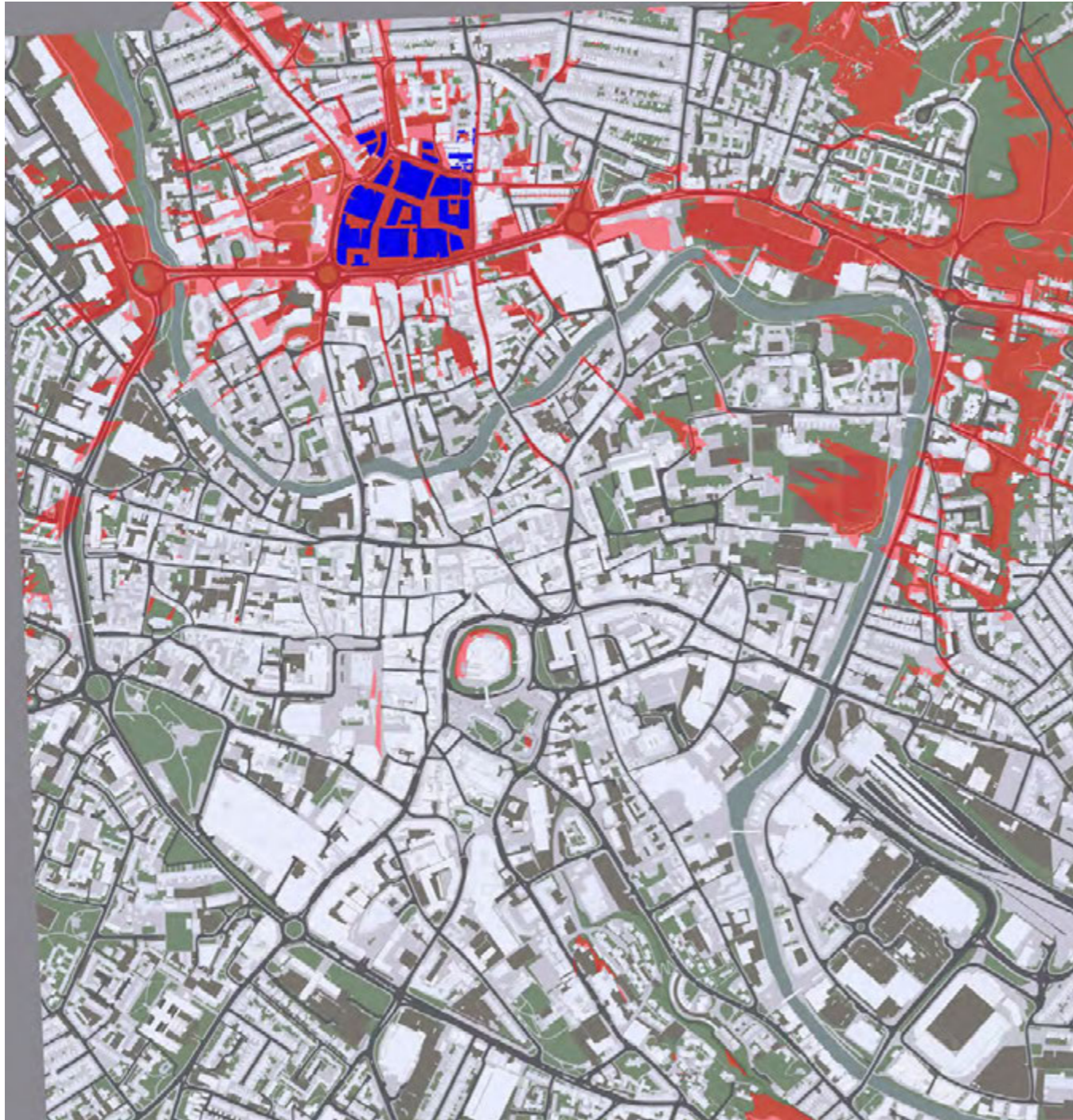
■ New Proposed Scheme
■ Version B Viewshed

ZVI study was produced without trees taken into consideration

Preliminary, model-based work is only as accurate as the 3D information provided and so we recommend all decisions based on massing are checked using Accurate Visual Representations.

June 2021 Massing of revised proposal ZTV

Zone of Theoretical View Study 02 - October 2021



- Proposed scheme
- Proposed Scheme Viewshed

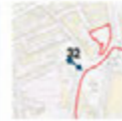
ZVI study was produced without trees taken into consideration

Preliminary, model-based work is only as accurate as the 3D information provided and so we recommend all decisions based on massing are checked using Accurate Visual Representations.

Key Viewpoints

Candidate Views Study - October 2021

View No 32 D14748 Seating area in north west corner of St Augustine's Churchyard

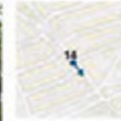


View No 32

ANGLIA SQUARE NORWICH



View No 14 D14744 Aylsham Road (outside no 22 on footpath near bus stop)



View No 14

ANGLIA SQUARE NORWICH



View No 1 D14746 Woodford Green (south east corner of Woodford) (Footpath)



View No 1

ANGLIA SQUARE NORWICH



View No 2

ANGLIA SQUARE NORWICH



View No 3

ANGLIA SQUARE NORWICH



View No 4

ANGLIA SQUARE NORWICH



View No 44 D16095 Doughty's Hospital courtyard (south end)

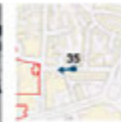


View No 44

ANGLIA SQUARE NORWICH



View No 35 D14167 Junc Cowgate / Bull Close



View No 35

ANGLIA SQUARE NORWICH



View No 5

ANGLIA SQUARE NORWICH



View No 6

ANGLIA SQUARE NORWICH



View No 7

ANGLIA SQUARE NORWICH



View No 8

ANGLIA SQUARE NORWICH



Massing Testing

View Point Testing Process

12 key views were selected from the full set of viewpoints to be continually tested within the design team to inform massing evolution and were shared with stakeholders such as Norwich County Council, Historic England, SAVE and Design South East.

This process was repeated internally by Broadway Malyan six times at key points in the design development to ensure a heritage led approach was carried constantly through to inform the next iteration of the design.

Expertise was sought from Cityscape to prepare verified views at key milestone points in the design process and analysis provided by Icen and the wider design consultant team.

The following pages record a selection of design testing and analysis carried out through this process.

View Point Testing (unverified view analysis) - Massing Test 01



08. St James' Hill



17. Magpie Rd



32. St Augustine's Church Yard



38. Calvert Street



07. Mousehold Avenue



- 07. Mousehold Avenue
- 08. St James' Hill
- 12. Castle Ramparts
- 14. Aylsham Road
- 16. St Augustines St
- 17. Magpie Road
- 18. Magpie Road & Edward St
- 25. Wensum St & Elm Hill
- 32. St Augustines Churchyard
- 35. Cowgate
- 38. Calvert St & Colgate
- 44. Dougherty's Hospital



14. Aylsham Road



18. Magpie Rd & Edward Street



35. Cowgate



44. Dougherty's



12. Castle Ramparts

Massing Testing

View Point Testing (unverified view analysis) - Massing Test 02



08. St James' Hill

17. Magpie Rd

32. St Augustine's Church Yard

38. Calvert Street

07. Mousehold Avenue

- 07. Mousehold Avenue
- 08. St James' Hill
- 12. Castle Ramparts
- 14. Aylsham Road
- 16. St Augustines St
- 17. Magpie Road
- 18. Magpie Road & Edward St
- 25. Wensum St & Elm Hill
- 32. St Augustines Churchyard
- 35. Cowgate
- 38. Calvert St & Colgate
- 44. Dougherty's Hospital



14. Aylsham Road

18. Magpie Rd & Edward Street

35. Cowgate

44. Dougherty's

12. Castle Ramparts

Massing Testing

View Point Testing (unverified view analysis) - Massing Test 04



08. St James' Hill



17. Maggie Rd



32. St Augustine's Church Yard



38. Calvert Street



07. Mousehold Avenue



08. St James' Hill



17. Maggie Rd



32. St Augustine's Church Yard



38. Calvert Street



07. Mousehold Avenue

- 07. Mousehold Avenue
- 08. St James' Hill
- 12. Castle Ramparts
- 14. Aylsham Road
- 16. St Augustines St
- 17. Maggie Road
- 18. Maggie Road & Edward St
- 25. Wensum St & Elm Hill
- 32. St Augustines Churchyard
- 35. Cowgate
- 38. Calvert St & Colgate
- 44. Dougherty's Hospital



08. St James' Hill



17. Maggie Rd



32. St Augustine's Church Yard



38. Calvert Street



07. Mousehold Avenue



14. Aylsham Road



18. Maggie Rd & Edward Street



35. Cowgate



44. Dougherty's



12. Castle Ramparts

Massing Testing

View Point Testing (unverified view analysis) - Massing Test 05



08. St James' Hill

17. Magpie Rd

32. St Augustine's Church Yard

38. Calvert Street

07. Mousehold Avenue

- 07. Mousehold Avenue
- 08. St James' Hill
- 12. Castle Ramparts
- 14. Aylsham Road
- 16. St Augustines St
- 17. Magpie Road
- 18. Magpie Road & Edward St
- 25. Wensum St & Elm Hill
- 32. St Augustines Churchyard
- 35. Cowgate
- 38. Calvert St & Colgate
- 44. Dougherty's Hospital



14. Aylsham Road

18. Magpie Rd & Edward Street

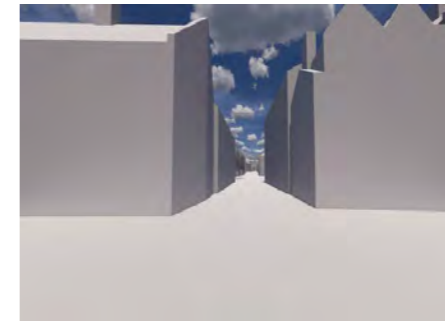
35. Cowgate

44. Dougherty's

12. Castle Ramparts

Massing Testing

View Point Testing (unverified view analysis) - Massing Test 06



08. St James' Hill

17. Magpie Rd

32. St Augustine's Church Yard

38. Calvert Street

07. Mousehold Avenue

- 07. Mousehold Avenue
- 08. St James' Hill
- 12. Castle Ramparts
- 14. Aylsham Road
- 16. St Augustines St
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14. Aylsham Road

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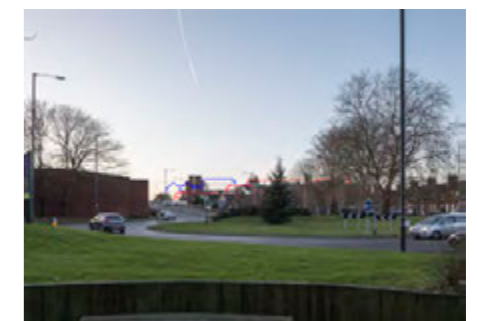
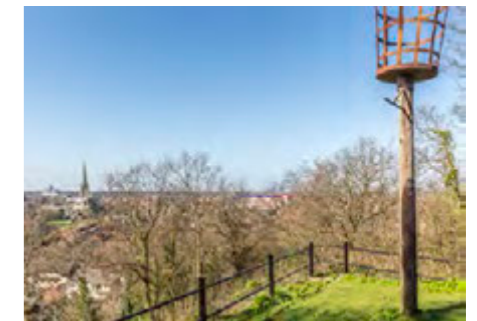
44. Dougherty's

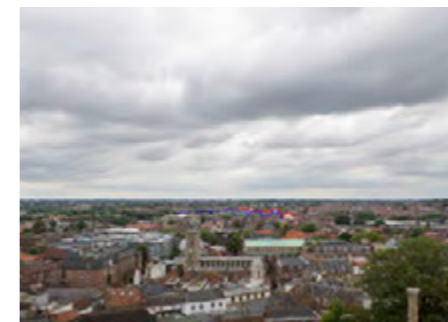
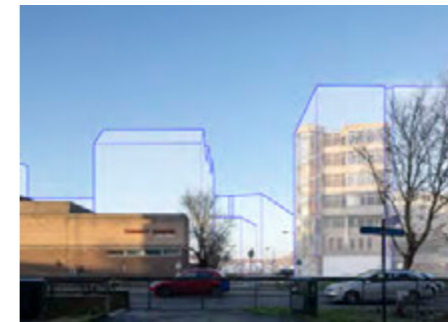
12. Castle Ramparts

Massing Testing

View Point Testing - AVR1 Verified Wireline View Analysis

Please see the reports produced by Cityscape and Icenl that accompany this application for more information and for AVR2 Views and final rendered AVR3 Views.





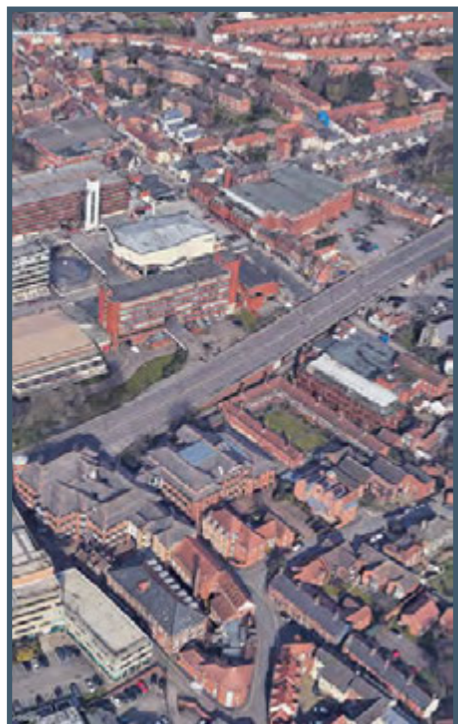
Norwich Materiality

Material Study

This section illustrates the range of materials, colours and textures that make up the variety and richness in the City's fabric.

The aerial photos allow us to observe the brick colours in Norwich. The dominant colour is red brick. The northern city especially, with rows of terraced red brick houses.

Long streets of red brick are broken up with varying colours of brick and render.



Norwich Building Materials



Red Brick

Red Brick is most frequently used and became particularly popular from the C16 after extensive fires prompted the use of less combustible materials than timber-framing.



White and Gault Brick

White brick buildings were particularly popular in Norwich from the early to mid-C19



Flint

This was the key building material from as early as the 13C and was extracted locally.



Plasterwork & Render

The vast majority of surviving vernacular buildings from the C17 and earlier are rendered over the timber framing. Most of these were limewashed in a variety of colours and this varied palette is a key characteristic of many of the city's streets.



Brick Tones

Brick is the most prominent material used in Norwich. Although red is the most frequent colour accents of grey and brown brick can be seen in the city.



Plain Tile

Initially they were used instead of thatch on the best houses and gradually became popular on lesser buildings.



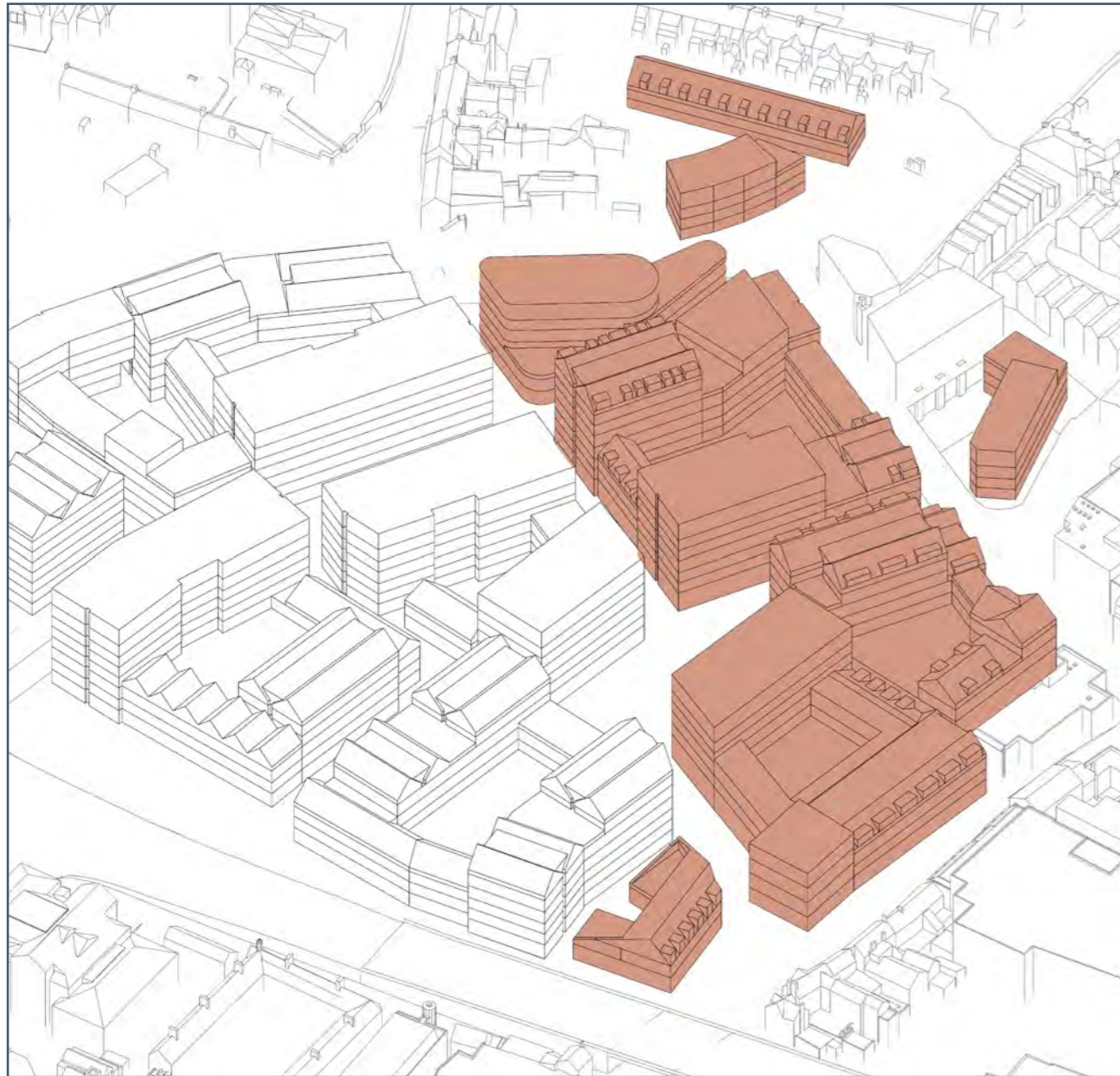
Pantiles

Pantiles were probably first brought to the area by Dutch settlers in the C17. The majority have their natural clay finish but from the C18, black glazed or 'smut' pantiles became popular. Occasionally black tiles are found on the fronts and red to the rear.

Norwich Materiality

Our observations on Norwich have concluded that the dominant material for residential properties is brick. Following this we have produced a strategy on how brick colours are applied across the site.

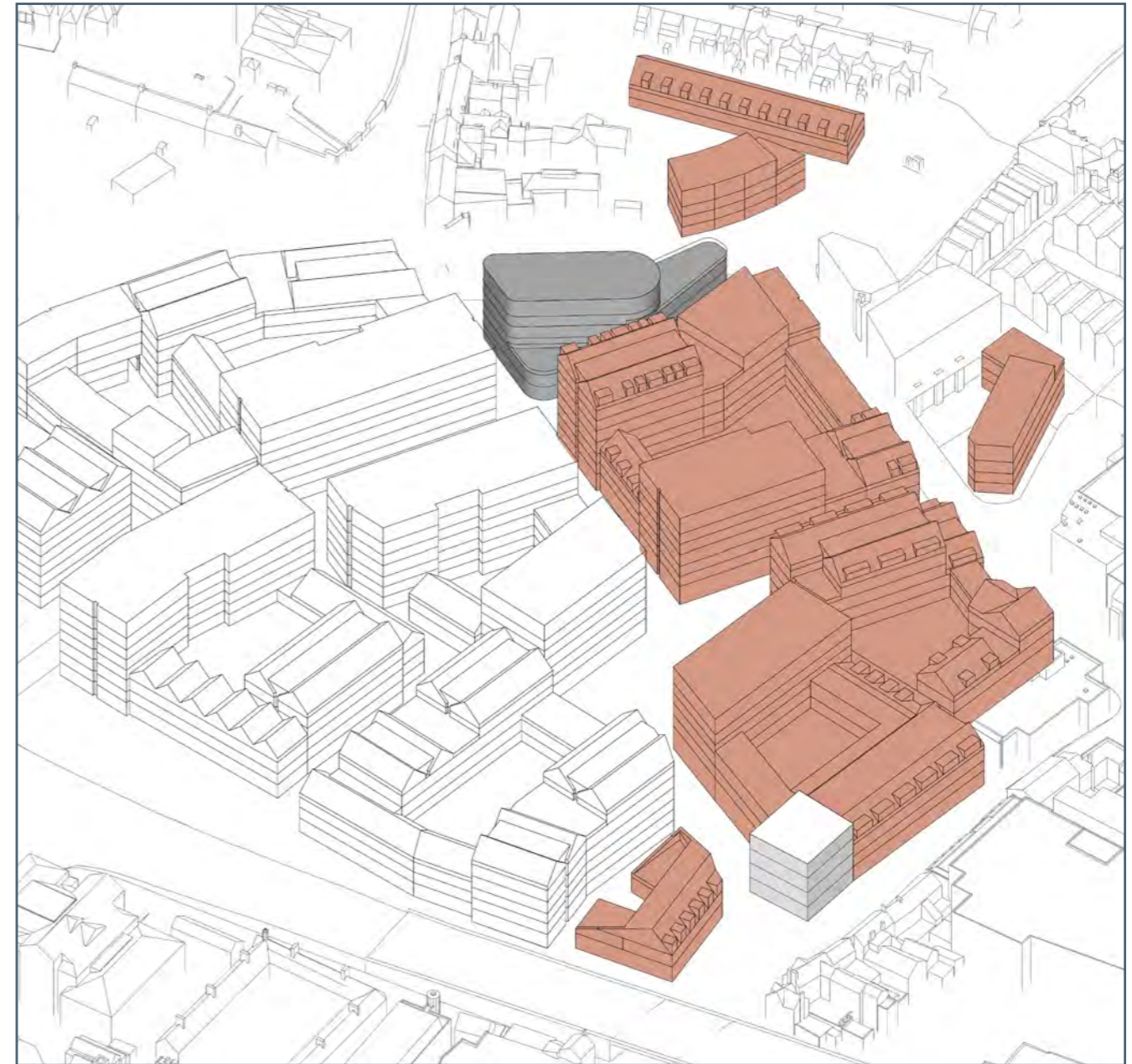
Base Colour - Red Brick



Firstly, we started with applying red brick as the base colour across the site.

The local vernacular uses red brick as the dominant colour.

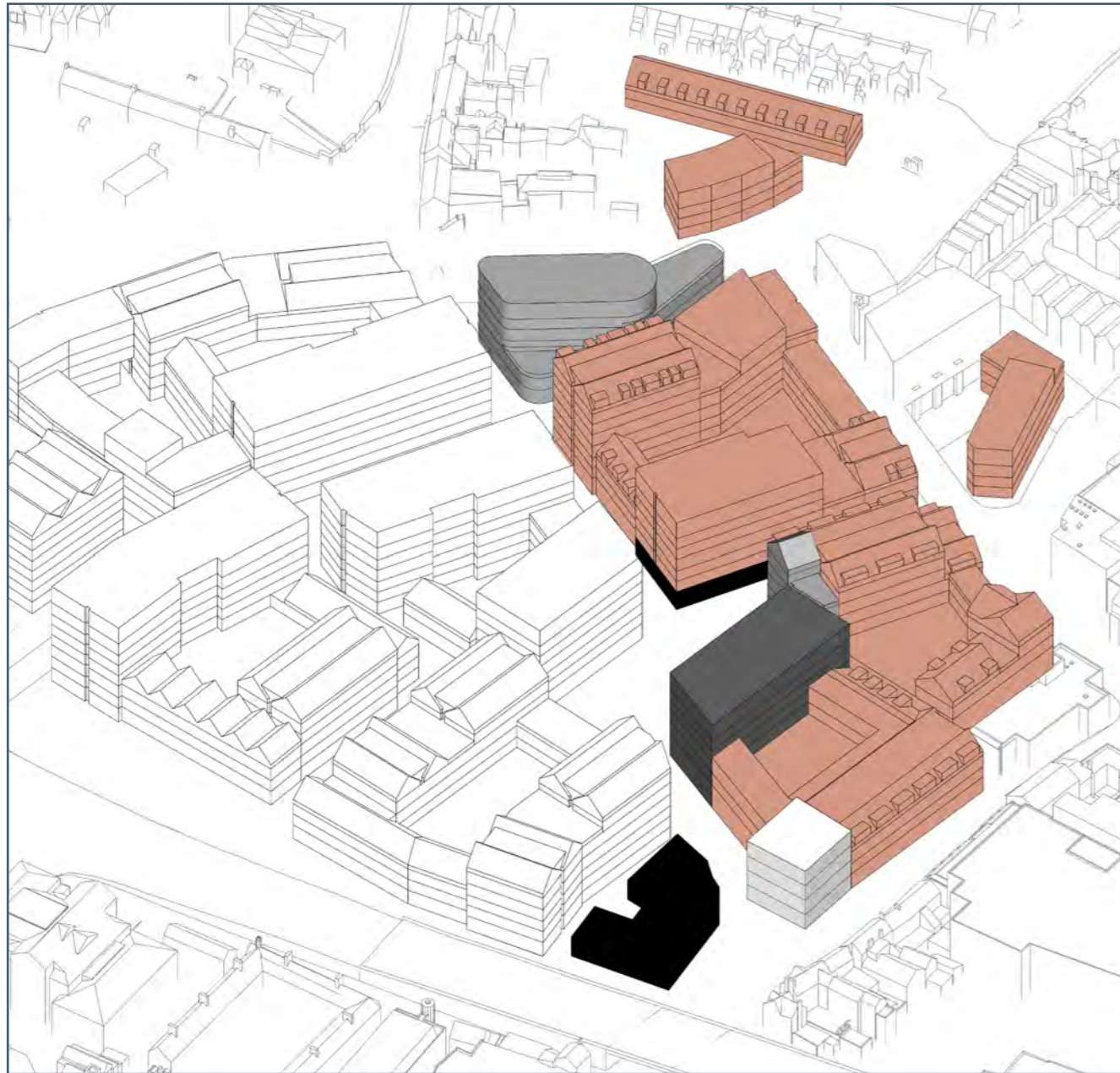
Gateway Buildings - Feature Brick Colours



Secondly, the gateway buildings change in tone & colour to stand out.

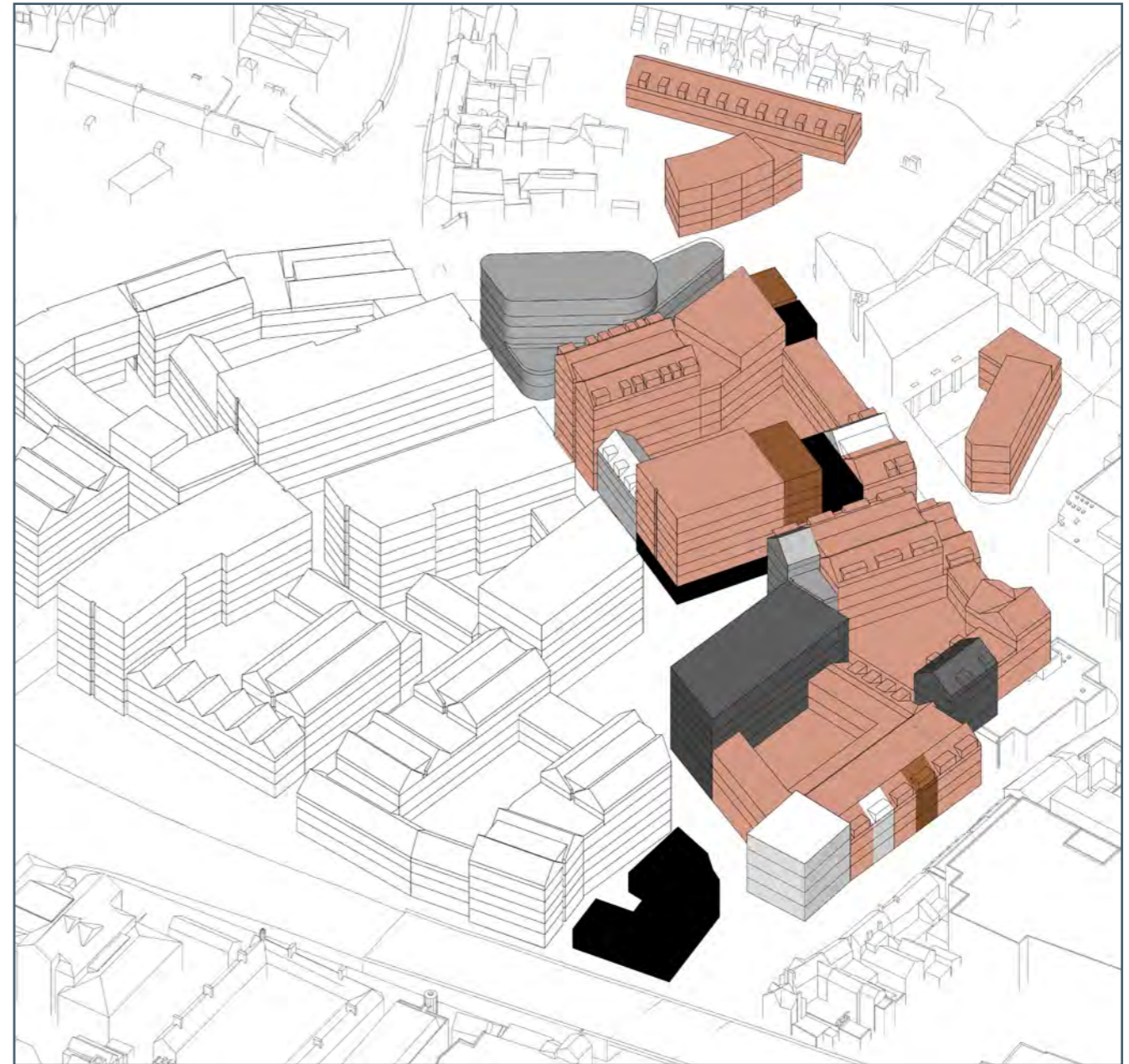
Norwich Cathedral & the Castle - are made from stone. A yellowish beige colour that distinguishes them in the city.

Public Spaces - Secondary Feature Brick Colours



Buildings that front onto Anglia Square & Magdalen Square change in colour to address the public space.

Breaking down the mass to replicate party walls



The terraced streets in Norwich are broken down by independent architectural features. Varying colour interrupts the rhythm of red brick.

We have used this technique within our strategy.



