



Consultation & Stakeholder Engagement

Working Towards a Shared Vision

What's Happened

A thorough and robust consultation programme with the local community and key stakeholders underpins the design process at Anglia Square.

The consultation process has aimed to involve as many people as possible through a variety of ways that are accessible and appropriate for the many communities surrounding Anglia Square and the wider city.

The project has been branded as Anglia Square - Working Towards a Shared Vision.

Consultation Overview

The consultation programme consisted of a three stage engagement process, involving the community at each key stage of design development.

Stage 1 focused on gaining an understanding of the neighbourhood and local priorities for the development. It raised awareness about the project and built links with the community. Before plans were on the table, Ideas Week established a set of Community Aspirations for the site.

Stage 2 focused on design development. First presenting the Concept Masterplan at an early stage to understand if proposals were heading in the right direction. Further to this, a summer of design development resulted in the Draft Masterplan which was presented for community review.

Stage 3 focused on the Draft Masterplan evolution and checking back to see how proposals had responded to feedback. It also

looked in-depth at important community aspects such as the park and community benefits and concluded in the Final Masterplan exhibition and Focus Sessions.

The feedback received from those groups has informed the design evolution of the scheme.

In addition to the stakeholder engagement, the design of the emerging scheme has undergone independent design review by Design South East, with three design review panels taking place in October 2021, December 2021 and February 2022. There has also been a review by an independent community review panel in October 2021 and February 2022, the panel is formed by members of the local community (selected by Norwich City Council) with sessions organised and led by Design South East. The feedback received from the design and community review panels has informed the design evolution of the scheme.'

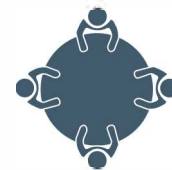
In respect of the pre-application consultation undertaken to date, the Design Review Panel have commended the project team for their overall approach to engagement and community involvement.

"We commend the applicant team for their overall approach to engagement and community involvement"

Consultation Facts & Figures



7 Public Drop-In Exhibition Events



4 Community Theme Sessions



48 One to One Sessions



255 Feedback Forms



991 Event Attendees

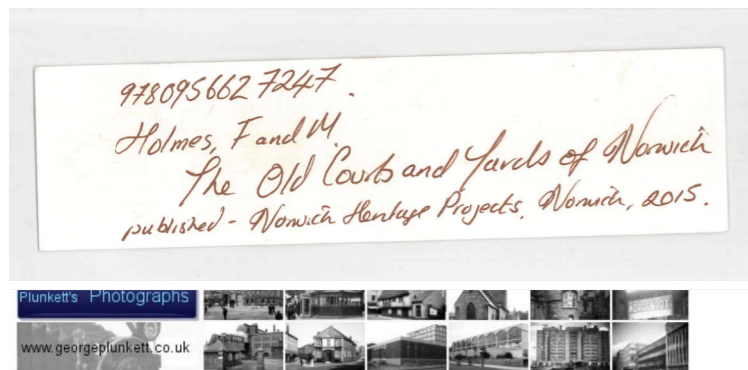
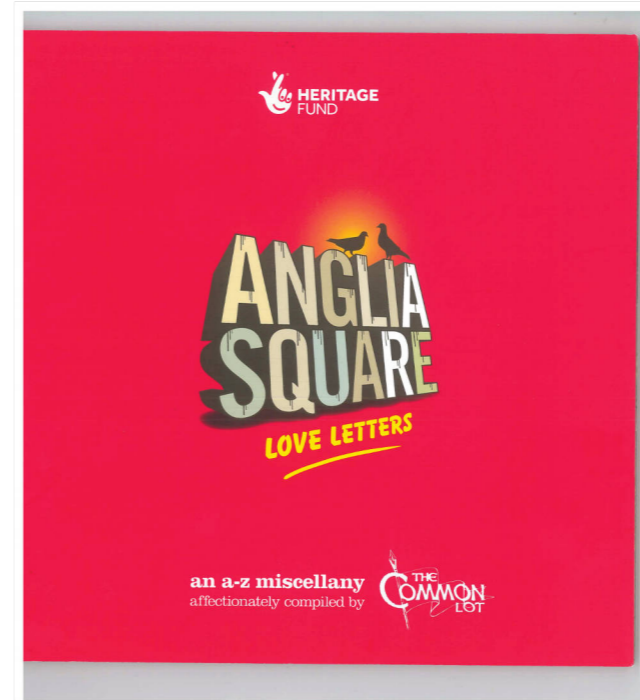
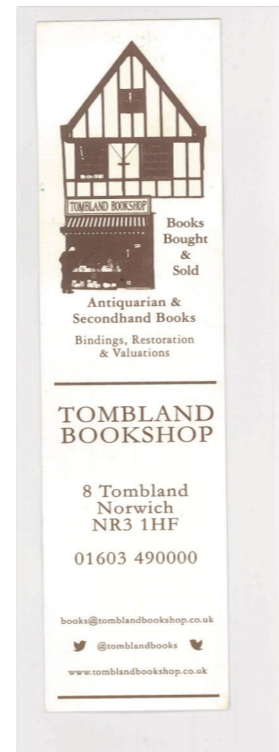
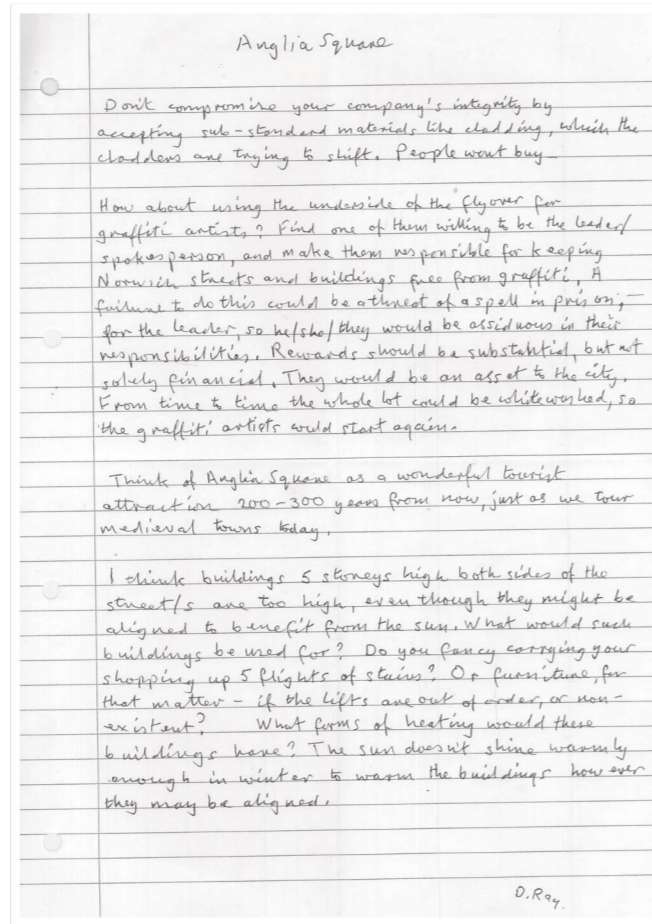
Stakeholders

During the design development the project team met with various stakeholders over the course of 2021 and 2022. Alongside the public exhibitions in September 2021, November 2021 and January 2022 the project team met with local stakeholder groups in person to discuss the emerging proposals. The project team have met with the following stakeholders:

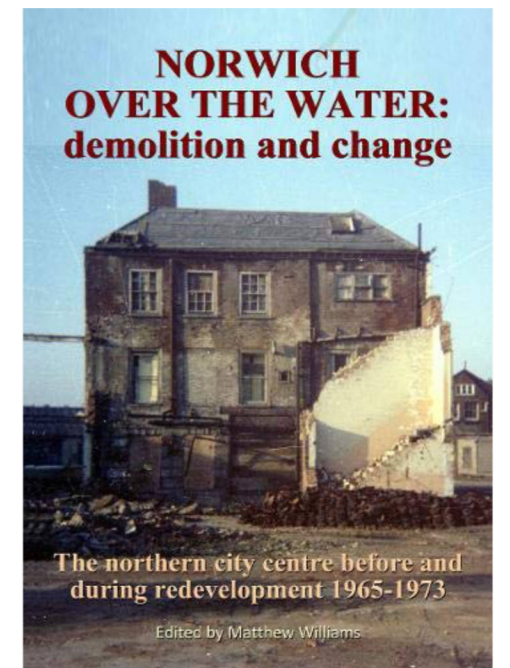
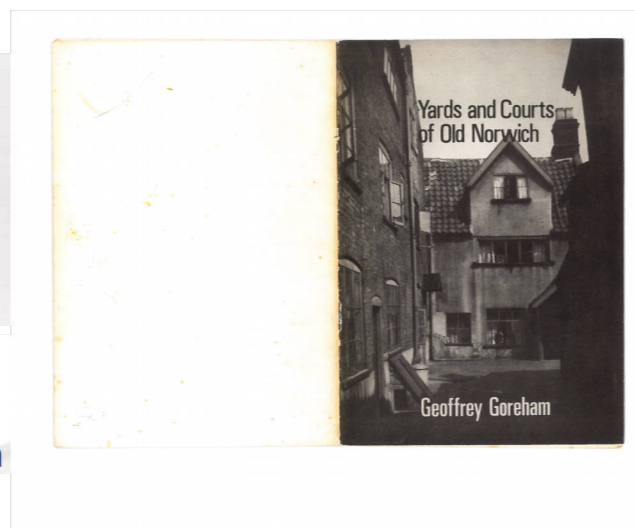


A Shared Knowledge

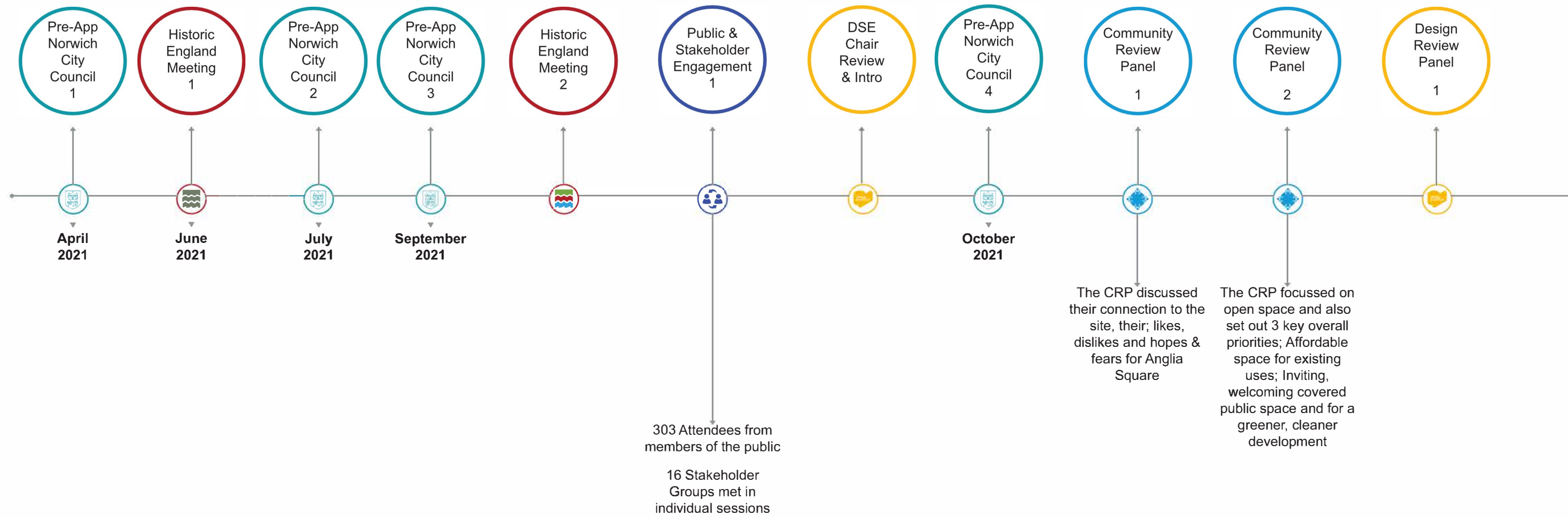
Throughout the consultation process members of the public and stakeholder groups have kindly shared their local knowledge with the applicant team. This page captures a selection of material and publication that have aided the design process.

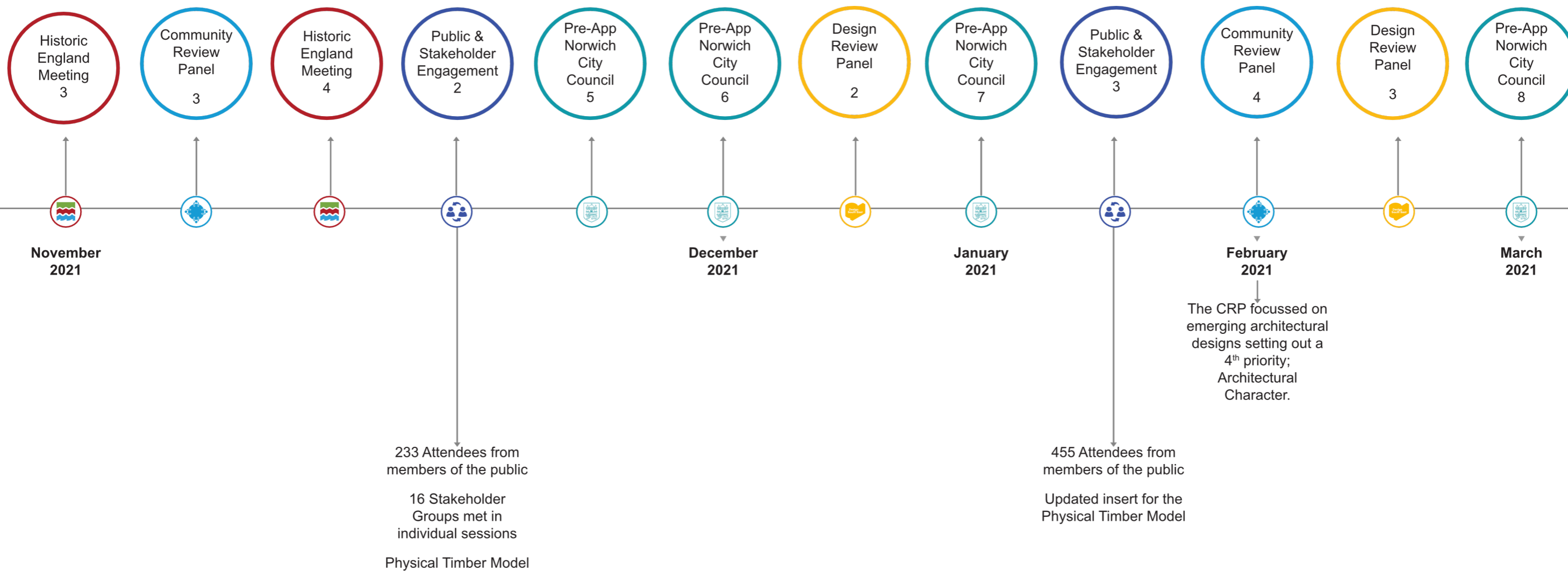


George Plunkett's Photographs of old Norwich



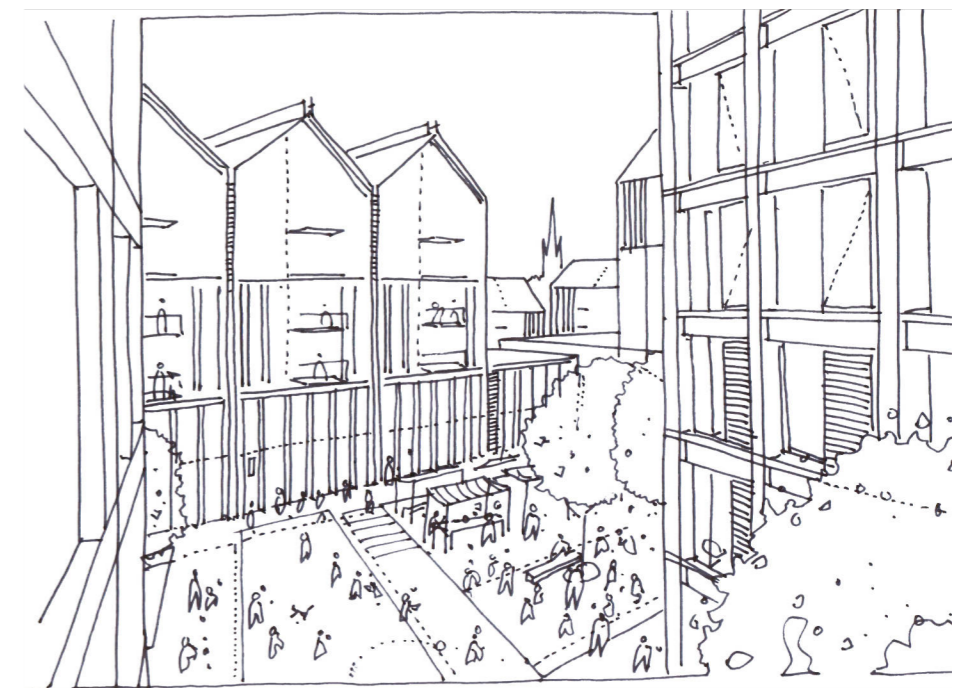
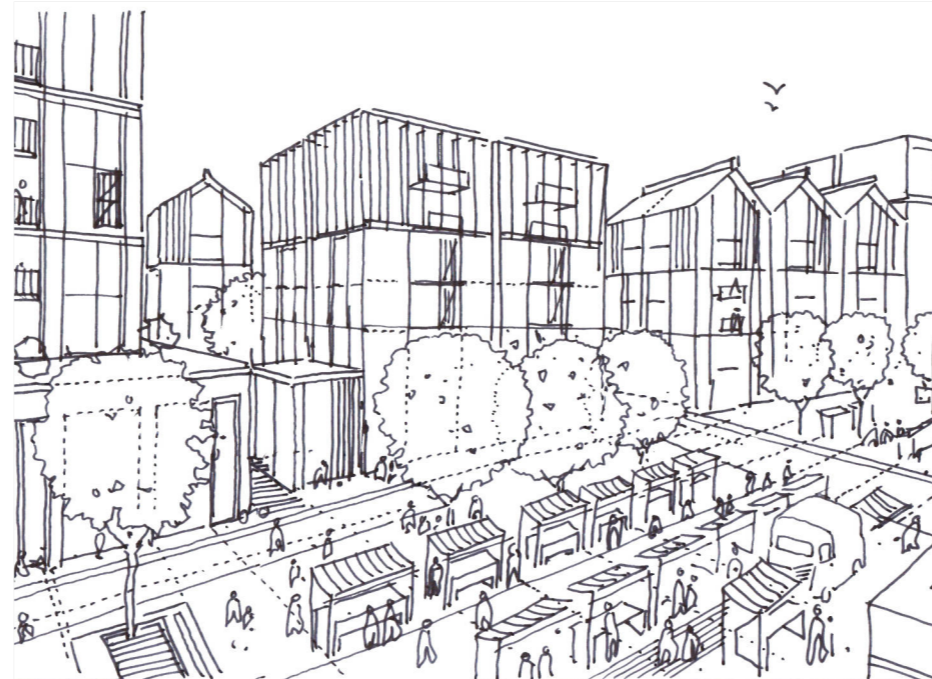
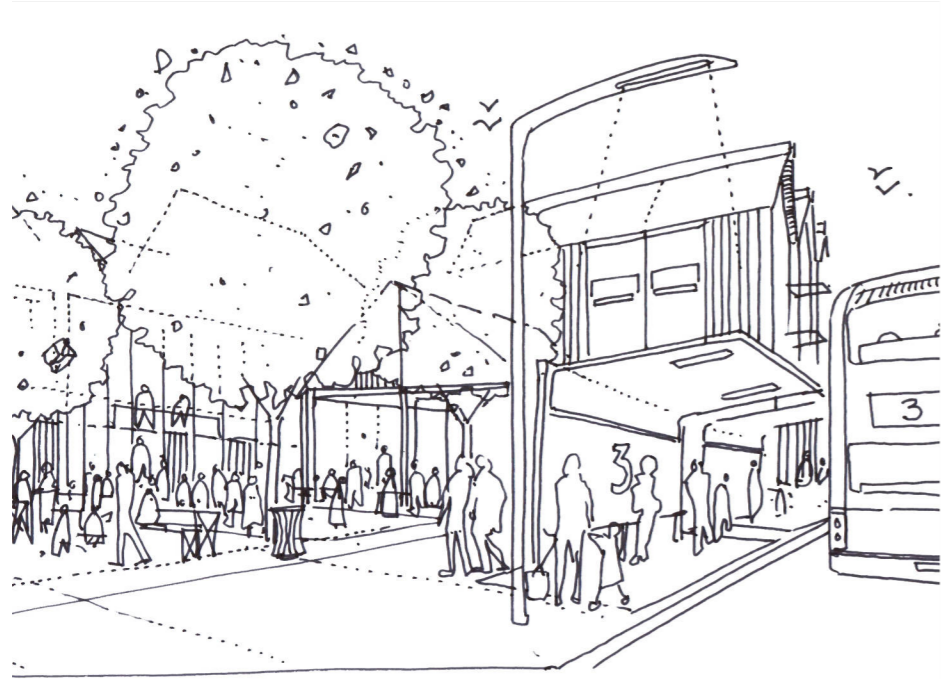
Consultation Timeline



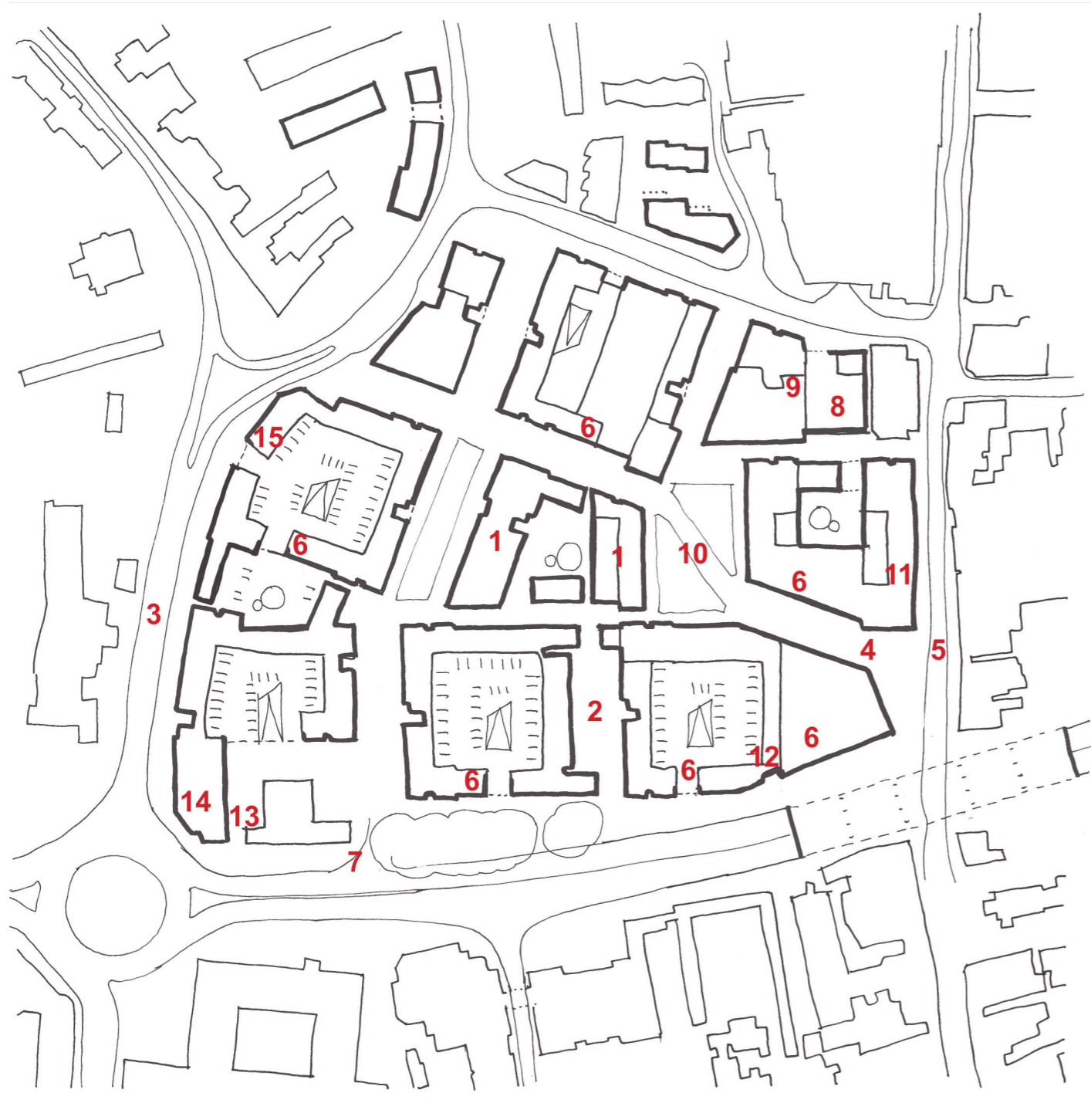


Consultation & Stakeholder Engagement Overview

Pre-App 01



Pre-App 02 - July 2021



Norwich City Council Pre-App 02 Comments

The adjacent masterplan shows a recreation of an annotated markup of the pre-app 02 sketch masterplan that was provided by NCC as part of their feedback and should be read alongside the below commentary from NCC

Layout and views - The view of the cathedral from the Pattison Road junction with Aylsham Road remains a consideration. Opening up this view as you approach the city would be beneficial and increase appreciation of Norwich's most important landmark. Can we check this with a visualisation? Height of block H may need to be lowered (1).

More secondary routes and blocks that in appeal scheme is very good. A loosely diagonal route from St Georges Street (and possibly at some point in the future Calvert Street) through Anglia Square to Magdalen Street via Ann's Walk becomes possible. Five routes converge in Anglia Square rather than 3 currently and 2 in the appeal scheme. Four ground floor yards are available and it seems possible to walk through three of them (within block H, between E and F and between G and J (2).

A pedestrian crossing over Pitt Street where the route between blocks E and F emerge (3) could be useful for people walking along St Crispins from Barn Road and heading to the northern part of Magdalen Street. They could avoid crossing the road at the Duke Street roundabout or a detour via New Botolph Street.

The alignment of the route connecting Magdalen Street and St Augustines is closer to the old Botolph Street with a better flow (4). Cycling should be enabled through a clear entry point from the carriageway in Magdalen Street (5).

The lower east west blocks (6) will admit more light into the podium gardens than the arrangement in the appeal scheme.

Unclear exactly where vehicular access occurs, the blocks that have parking within them and the number of levels. Concern that vehicular access will remain adjacent to the pedestrian and cycle crossing over St Crispins (7) and that podium parking will be exposed in several locations (block F, block M, block J) (8).

The food store retailer will be key tenant within the square - It needs to be of sufficient scale to allow for a weekly shop. In relation to the call-in scheme NCC recommended a min size of foodstore of 800m² GIA - this would have been in addition to Iceland (previously outside of the scheme). The shape of the food store unit appears awkward and potentially inefficient for a food retailer - long blank facades would detract from the quality

of the square/streets. The absorption of the cycle parking, refuse store and residential entrance (9) shown at the back of the food store should be considered to enlarge it and make it more square.

Concern about overshadowing from 8 storey block to south and west (10).

Reduction in height to 4 storey needs to be shown (11). Current proposal taller than appeal scheme. Magdalen Street treatment was a positive of the appeal scheme that threatens to be lost. Current images for Magdalen Street show five with a double height ground floor presenting a series of uncharacteristic and bland coloured panels. Projecting balconies should be avoided.

Set back of the façade and widened footpath continues to be a positive feature although it will expose more of the Dersh building.

Skyline at southern edge of the scheme busy, 7 storey element of block J (12) with pitched roofs especially distracting. Don't want focus to be drawn away from courtyard and horseshoe arrangement of buildings that enclose it.

Much more inviting, less of a canyon than the appeal scheme. Slide 137 highlights the bizarre juxtaposition of the retained Surrey Chapel with the 8 storey building on the corner of Pitt Street and St Crispins (13). If Surrey Chapel remains then so should the locally listed building at 43-45 Pitt Street (14).

Block E 6/7 facing St Augustines (15) too high. Higher than appeal scheme and in foreground. Secretary of State's decision focused on this relationship.

Public & Stakeholder Engagement Round 01 Overview

Pre-App 03

Anglia Square / Norwich

Place Studies

Cherry Lane

© Strawberry Mayor 24

Anglia Square / Norwich

Character Areas

- St. Augustines
- St. Georges Street
- St. Georges Square
- Cherry Lane
- Yard
- Anglia Square
- Magdalen Street
- Beckham Place
- Pitt Street
- Edward Street

© Strawberry Mayor 25

Historic England 02

Anglia Square / Norwich

Factory

Character Typology

- Factories are a large part of Norwich's heritage. Within Anglia Square there were 5 factory buildings.
- The redevelopment of Anglia Square will seek to replicate the history of the warehouses. The factory character will seamlessly integrate with residential and retail character areas across the site.

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Anglia Square / Norwich

Density & Street Hierachy

Character Typology

- Continuous Frontage
- Passageway
- Yard
- Narrow Street

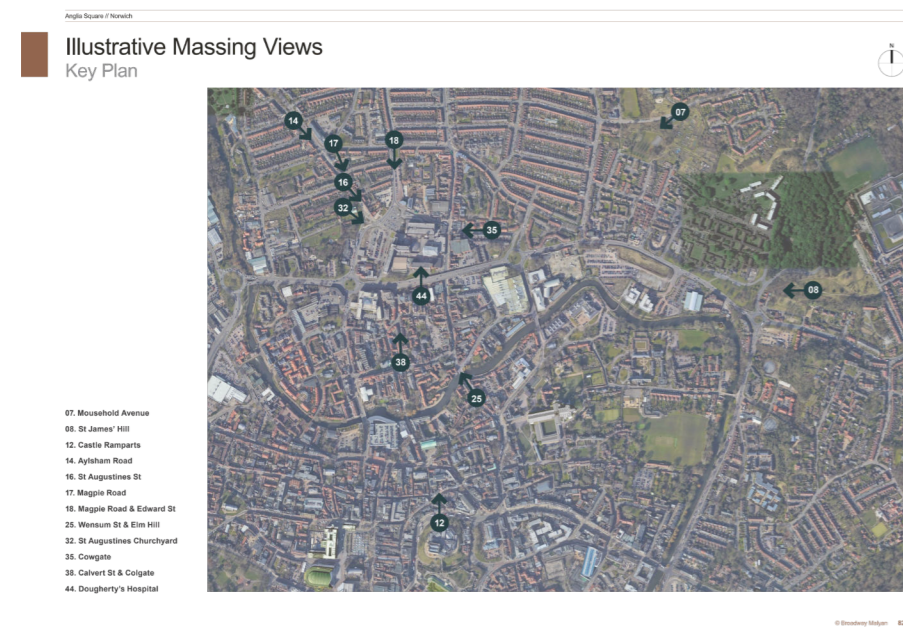
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Public Consultation 01

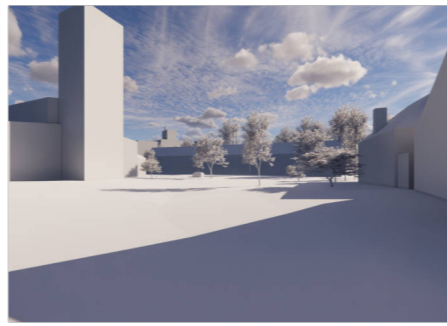


GROUNDSCAPE

Public & Stakeholder Round 01 Overview - Illustrative Massing Views & TVIA Testing



17. Magpie Rd



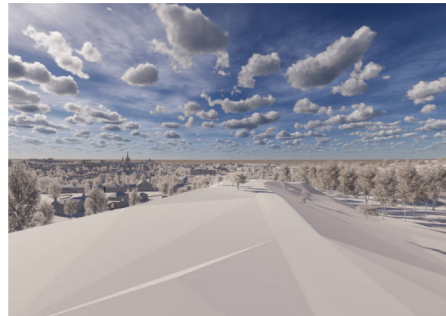
32. St Augustine's Church Yard



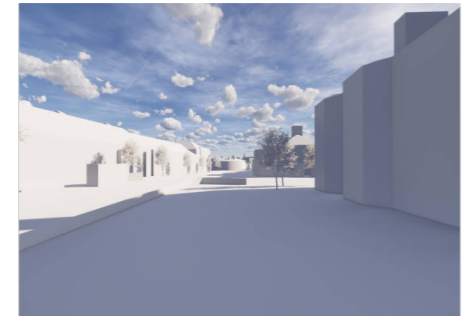
38. Calvert Street



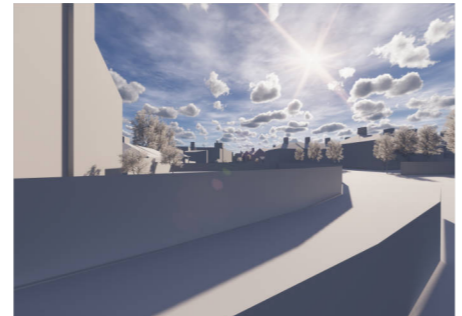
07. Mousehold Avenue



08. St James' Hill



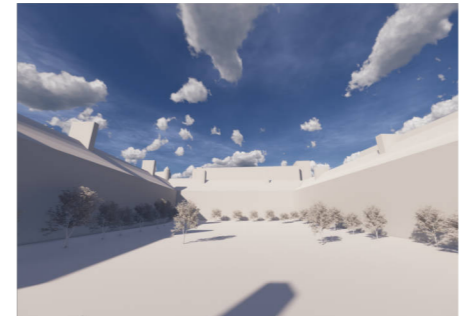
14. Aytsham Road



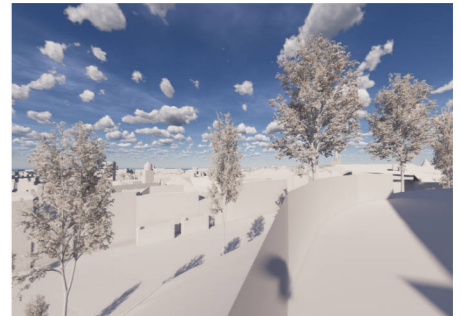
18. Magpie Rd & Edward Street



35. Cowgate



44. Dougherty's



12. Castle Ramparts

Public & Stakeholder Engagement Round 01 Exhibition Boards

The Design / Delivery Team

Where we were....

WESTON HOMES

Weston Homes has a proven track record of delivering high quality residential developments. Our expertise is in the design and delivery of high quality residential developments. We have a proven track record of delivering high quality residential developments. We have a proven track record of delivering high quality residential developments.

What we are NOT proposing

WESTON HOMES

What we heard

WESTON HOMES

What we ARE proposing

WESTON HOMES

The Development Site

WESTON HOMES

What has changed?

WESTON HOMES

Since the Secretary of State's decision on the previous scheme, the vision for Anglia Square has changed.

- NEW CONTRACT WITH LANDOWNER
- ENLARGED SITE
- NEW BRIEF

The Vision

WESTON HOMES

A new heart for 'Over the Water'.

Acknowledging the historic street patterns at Anglia Square and creating new public streets and spaces.

Vistas to the Cathedral Spire and St Augustine's church will provide a glimpse to Norwich's history.

Design a sustainable place of Norwich

Deliver a thriving Local District Centre

Network of distinctive residential streets and squares

Enhanced levels of permeability

Parking numbers reduced by 73% with controlled vehicular access to streets

100% of required cycling standards achieved

No buildings taller than 8 storeys

Mix of residential types

Natural light in residential corridors

All homes will have private amenity

Dual aspect units

97% of cores with 8 homes or less per floor

Local Distinctiveness

Weston Homes

ELEMENTS TO DRAW FROM



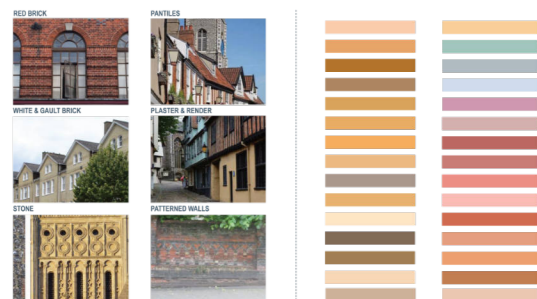
EVOLUTION OF BOTOLPH STREET



OUR NEIGHBOURS



CHARACTER

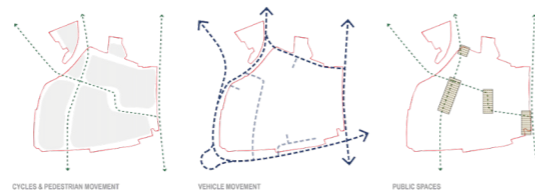


MATERIALITY / COLOUR

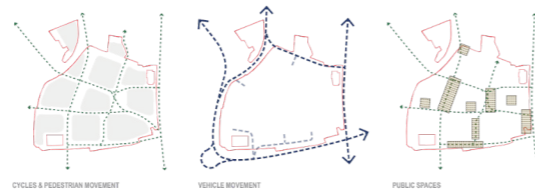
Local Grain

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WHERE WE WERE IN 2019



WHERE WE ARE NOW



PLAN EVOLUTION



Indicative Proposal

Weston Homes



PROPOSED SITE PLAN



GROUNDSCAPE

Sketch Visuals

Weston Homes



ANGLIA SQUARE



CHERRY LANE



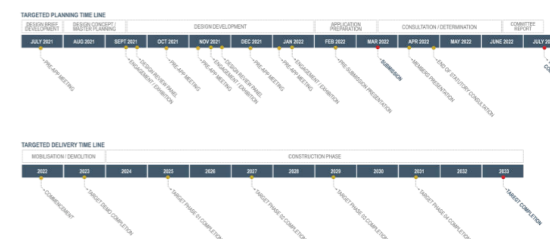
ST GEORGE'S SQUARE

What we can deliver...

- HOUSING**
 - Delivery of circa 1100 homes
 - Provision of affordable housing
- ECONOMIC OBJECTIVES**
 - Provision of circa 4000sqm of employment space.
 - Employment opportunities created with new jobs
- COMMUNITY ASSETS**
 - Re-imagined Anglia Square
 - Inclusion of Residents Hub
 - New North - South Cycle Route
 - New East - West Connectivity
 - New Public Conveniences with "changing places" facility
- ENVIRONMENTAL BENEFITS**
 - Sustainable routes promoting active travel
 - Inclusion of Renewable Energy Sources
 - Biodiversity Net Gain of at least 10%
 - On site SuDS to manage surface water on site at greenfield run-off rates.
 - Electric vehicle charging points for all car parking
- PUBLIC AMENITY**
 - Approx. 4.5 acres of public amenity space (that's 3 football pitches!)
 - Two dedicated pedestrian / cycle routes connecting into established sustainable transport network
 - Every home with private outdoor space
 - Communal residents' gardens for each apartment building

What's Next?

Weston Homes



We're committed to engaging with all stakeholders with the aim of obtaining broad support for our proposals. We therefore anticipate having three rounds of engagement, this being the first, before we submit around spring 2022.

Public & Stakeholder Engagement Round 02 Overview

Pre-App 04

Anglia Square / Norwich

Massing
Existing



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Design review Panel 01

Anglia Square / Norwich

Contextual Analysis
Magdalen Street



Annotations include: Block at Upper Storeys, Gable End, Varied Roof Form, Vertically emphasised in first floor windows, Decorative Brick Linels, First floor windows meet with the top of the shop signage, Varied shop height, Continuous Frontage, Small Rooms, Large Storage Headers, Recessed Shop Entrance, Glazed Shopfronts, District Party Walls.


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Historic England 03


Anglia Square / Norwich

Grounded in Norwich
Historic Connectivity

Routes and Frontages



Proposal



KEY - USES
 FACTORIES (Yellow)
 YARDS (Blue)
 BOTOLPH ST (Orange)
 CHERRY TREE LANE (Purple)
 STUMP CROSS (Red)
 CONTINUOUS FRONTAGE (White)

● Built form - A coherent pattern of development

© Strachey Moxon 10

Anglia Square / Norwich

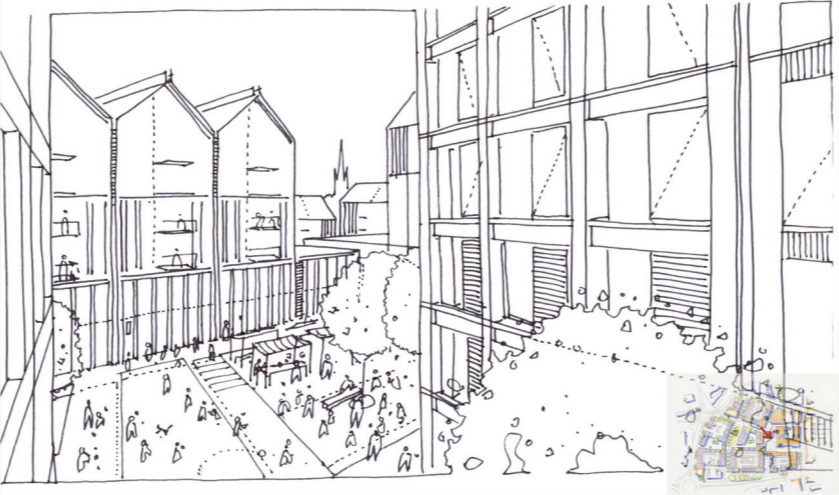
Massing
Roofscape



© Strachey Moxon 09

Anglia Square / Norwich

Character of Public & Private Spaces
Cathedral View

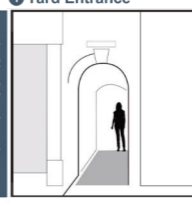


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Anglia Square / Norwich

Grounded in Norwich
Historic Connectivity


1 Yard Entrance




2 Squints



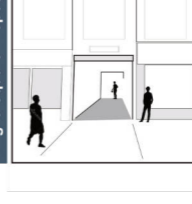
3 Party Walls

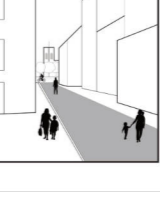



4 Detailing




Anglia Square Proposal



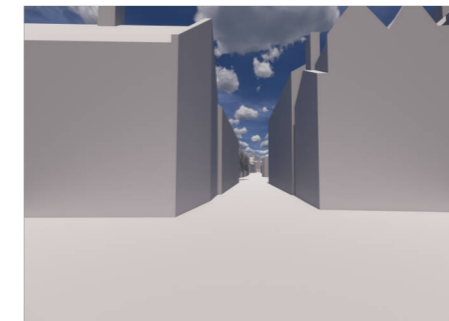
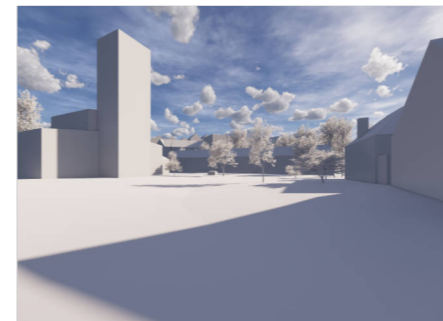
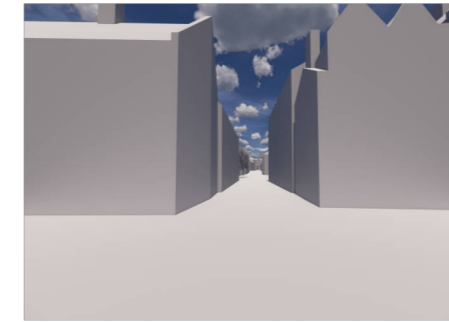
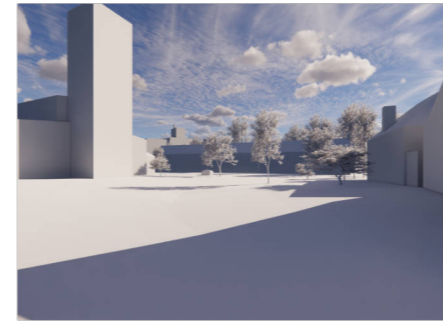
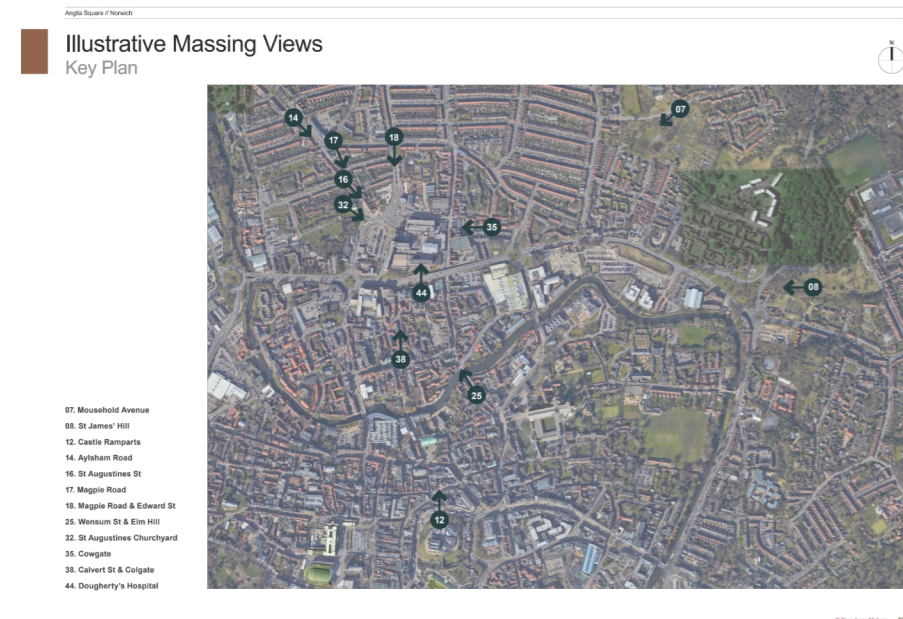






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Public & Stakeholder Engagement Round 02 Overview - Illustrative Massing Views & TVIA Testing

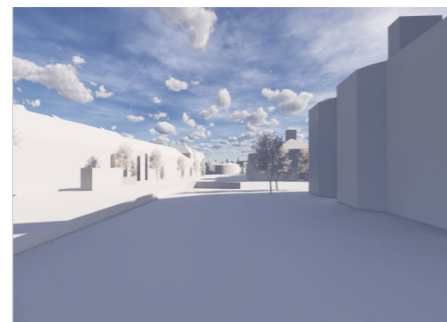
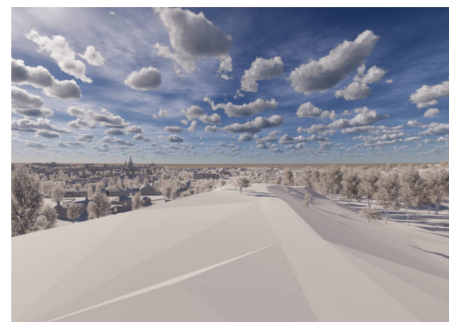


17. Magpie Rd

32. St Augustine's Church Yard

38. Calvert Street

07. Mousehold Avenue



08. St James' Hill

14. Aytsham Road

18. Magpie Rd & Edward Street

35. Cowgate

44. Dougherty's

12. Castle Ramparts

Public & Stakeholder Engagement Round 02 Exhibition Boards

What we shared...
What we heard...
Grounded in Norwich
Landscape
Emerging Proposal

An Enhanced Community

Working Towards a Shared Vision

- New Residents
- Existing Local Community
- Norwich Residents & Visitors

| HOPES & ASPIRATIONS | PRIORITIES |
|---|---|
| <ul style="list-style-type: none"> Retain the character and feel of the wider area Acknowledge the emerging arts quarter Optimistic for new quality homes Excited by the opportunity for enhanced pedestrian and cycle connectivity Possibility to include the area under the flyover Creation of a safe and welcoming environment that is inclusive in its design <p>Quotes from the community:</p> <ul style="list-style-type: none"> "Like the 'warehouse style' historic buildings that were on Anglia Square but knocked down" "Welcome new layout with more open spaces" "I like that there are more routes to Anglia Square" | <ul style="list-style-type: none"> Retain Anglia Square Inclusion of a canopy / covered area within Anglia Square Retain a commercial offer that meets local need Make provision for 30 / 60min drop off bays to serve commercial units Provide Public Toilets / Changing Places Facility Promotion of Community / Social Space Create a greener and cleaner future environment Carefully design pedestrian and cycle routes through the scheme A high quality scheme that sits comfortably in its surroundings Include an Affordable Housing provision |

Grounded in Norwich

Norwich is one of England's finest historic cities. Its exceptional historic character is no doubt one reason for its contemporary success.

At the beginning of the 14th century, weaving was the most important trade in the city and, within a hundred years, Norwich was considered the main centre of worsted manufacture in the country. This industry continued for the next five hundred years.

These are the past workers that weavers, then shopkeepers, lived in yards or squints. In Norwich squares of great scale were located behind an ancient building which formed the street. It was entered through a narrow opening, often bordered by a wall, not to a side-entrance.

INSPIRED BY HISTORY TO CREATE A NEW ANGLIA SQUARE GROUNDED IN LOCAL & HISTORIC CONTEXT.

FACTORIES

YARDS

ROUTES & FRONTAGES

PROPOSAL

PROPOSED LANDSCAPE

PROPOSED SITE PLAN

WHAT WE PRESENTED IN SEPTEMBER

A Day in the Life

ANGLIA SQUARE - DAY

ANGLIA SQUARE - NIGHT

LANDSCAPE PRECEDENTS

LANDSCAPE CONTEXT

MAIN EXISTING SQUARES NEAR ANGLIA SQUARE

MAIN EXISTING YARDS NEAR ANGLIA SQUARE

MAIN EXISTING GREEN SPACES NEAR ANGLIA SQUARE

LANDSCAPE PRECEDENTS

SQUARES

YARDS

GREEN SPACES

ROOF AMENITY

Architectural Details

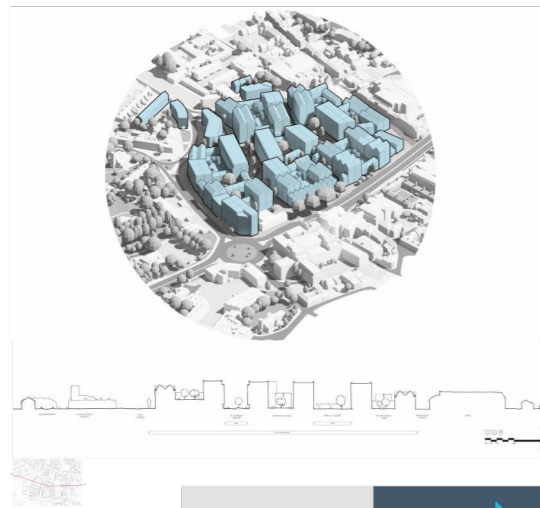
Norwich Context

Anglia Square Proposal

105

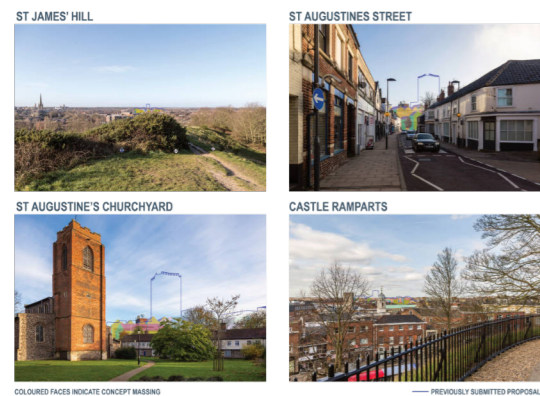
Weston Homes

Height and Massing



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Views around Norwich



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Sustainability

NEW HOMES FOR LOCAL PEOPLE

- 1100** New Quality Homes
- 10%** Affordable Homes
- A mix of studios, 1 bedroom, 2 bedroom and 3 bedroom homes
- Buildings which optimise dual aspect living
- Natural light and ventilation into residential corridor spaces
- Large communal residents gardens
- Ground floor activation with residential front doors

HIGH QUALITY PLACE MAKING FOR THE COMMUNITY

- Provision of around 4 acres of Publicly Accessible external space. That is equivalent to 2 football pitches
- A reimagined Angle 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

A SUSTAINABLE FUTURE

- 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 combustible 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 blue-green roofs
- Improved sustainability drainage solutions

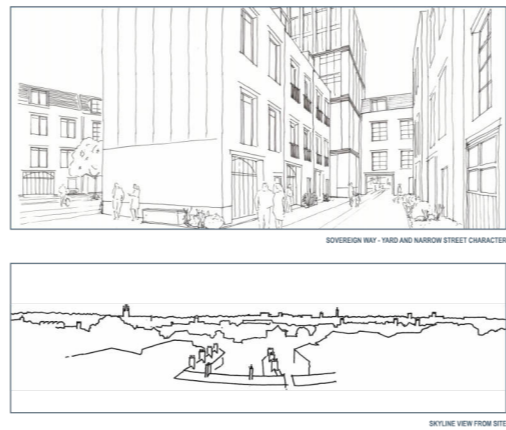
SUPPORTING THE LOCAL ECONOMY

- Retaining a commercial offer of approximately 45,000sqft
- A variety of flexible commercial units
- New employment opportunities created
- A new place for people to live, work and grow



Weston Homes

Sketch Visual



Weston Homes

Next Steps

- We are here to listen, discuss and consider everyone's comments, with the aim of taking these on board wherever possible
- Continue dialogue with general public and local stakeholders
- Further engagement with statutory bodies and design review panel
- Next public consultation to be held in January 2022



Consultation Photographs



Public Consultation 02



Pre App 05

