

## 5 | Identification of Receptors: Built Heritage

- 5.73 The building occupies a very prominent position on an important site, just north of the River Wensum on the corner of Colegate with Magdalen Street. The church is enclosed within a roughly square churchyard. The building is oriented east west along the centre of the square churchyard with small green spaces to the north and south with mature and semi mature trees. By virtue of its position, the building can be experienced from all vantage points on the surrounding streets, although is somewhat enclosed to the east. The historic character of the surrounding buildings overlooking the churchyard forms contribute to setting.
- 5.74 Due to the density of the intermediate built-form and scale of the existing buildings there is no inter-visibility between the listed building and the standing buildings on the site. Views northwards along Magdalen Street have been identified as being sensitive to new development with potential to impact on wider setting and are discussed later in this report. .
- 5.75 The setting of the listed building contributes to its significance by virtue of the immediate townscape and historic context creating visual coherence and the prominence of the building within the townscape. The surviving medieval street pattern reinforces the building's historical and evidential values, while the character, appearance and uses associated with the adjacent buildings and open ground add to its communal and aesthetic values.

### Former Church of St James (Grade I)

- 5.76 A small fifteenth century church with sixteenth century additions including integral 2 stage west tower with octagonal top. Now used as a Puppet Theatre.
- 5.77 The Church is positioned immediately adjacent to the inner ring road over-looking the roundabout junction at St Crispin's Road and Whitefriars. The building shares limited intervisibility with the application Site along St Crispin's Road. The standing buildings have a very limited impact on the building's historic setting or significance. The immediate context is defined by the large roundabout and city ring-road which passes adjacent to the north. The Site is considered to make no contribution to setting.

### Church of St George, Colegate (Grade I)

- 5.78 St George's is a large parish church built during the late Medieval period c.1459-1513, standing on the site of a Norman Church. Its metropolitan scale and use of limestone ashlar in place of flint for the large clerestory reflects the growing confidence and wealth of contemporary Norwich as a provincial capital and centre of mercantile trade between England and the Low Countries. Mostly of flint with ashlar dressings, the building is traditional in plan with centrally placed west tower, nave with clerestory, north and south aisles and 2 bay chancel. Roofs covered in lead and copper to chancel providing an additional note of colour. The Church suffered significant bomb damage during the Second World War but was restored in 1949 and has remained in continuous use a place of worship.
- 5.79 The immediate setting is defined by streets on three sides and a former church-yard / garden to the north and west that with the tall west tower dominating the townscape. A staggered road junction to the south-east and approach roads of varying width add to setting. The adjacent streets are enclosed by buildings of diverse scale, age and character the majority being either of national or local interest. Grade II\* listed Bacon's House on the corner of Colegate and St George Street contributes to setting and also in the context of framed views along St George's Street, eastwards along Colegate and the east approach to the Church. Mature broadleaf trees to the perimeter of the church increase the sense of enclosure around the church and frame significant views of the tower from the north and west.
- 5.80 The setting of the listed building is considered to contribute to its significance on account of the well preserved urban context, the scale and density of which compliments the building's refined architecture and sophisticated layout. The surviving medieval street pattern reinforces the building's historical and evidential values, while the character, appearance and uses associated with the adjacent buildings and open ground add to its communal and aesthetic value.
- 5.81 Intervisibility between the listed building and the Site are limited to glimpses north along St George Street from Colegate. The site is not considered to contribute to its setting and significance.



Figure 5.14 Former Church of St James from the north



Figure 5.15 Church of St George from the southeast, at the junction of Colegate and George Street  
Source: CgMs

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### The Cathedral of the Holy and Undivided Trinity (Grade I)

- 5.82 Norwich Cathedral is one of the great monuments of Romanesque and gothic art and architecture in Western Europe. The present cathedral was commenced in 1096 by Herbert de Losinga, a Norman of noble birth. The building evolved over the course of 350 years but proceeded in accordance with the traditional pattern of English cathedrals, many of which were also monasteries and were augmented by extensive conventual buildings within an often vast complex enclosed by protective walls and fortified gateways. The resulting cathedral building comprises a vast fourteen bay nave, north and south transepts of three bays width and a four bay chancel with ambulatory and radiating chapels. A large cloister is positioned to the south of the south aisle and was completed in 1430. The building's defining external feature is the remarkable twelfth century crossing tower from which rises the elegant fifteenth century spire and four spire-lets to each of the clasping octagonal buttresses.
- 5.83 The immediate setting is derived from its character as a monastic church surrounded by large open spaces where many more conventual buildings would have once stood. The area now called the Close defines the extent of the Medieval religious house and provides an open setting for the Cathedral on account of the great volume of open space and the character and quality of historic buildings which enclose it. These contribute towards views of the asset from all sides.
- 5.84 The building occupies low ground within a broad loop of the River Wensum in the eastern part of the historic centre of Norwich. Its height ensures that it remains the tallest building in Norwich and defining feature of the city's skyline in all directions. With the exception of the Carnary Chapel all of the buildings within the Close are no more than four storeys in height. The Cathedral therefore dominates its local surroundings and its pre-eminence in the wider area arises on account of the absence of other buildings to rival its stature and 'isolation' or distance from the other tall landmark buildings.
- 5.85 Key views towards the Application Site in which the Cathedral features prominently have been identified for the purpose of this assessment

- 5.86 Long range views where the Cathedral provides a substantial presence and feature on the skyline include those from St Augustine Street, Drayton Road / Aylsham Road, Mousehold Avenue, St James' Hill (Motram Monument) and Ketts Height. These are discussed later in this report.

#### *How the Setting contributes to the Significance*

- 5.87 The setting of Norwich Cathedral covers a vast area which contributes proportionately to its overall significance. The elements of its wider setting that are considered important include the building's well preserved historic context, visual coherence of the surrounding buildings, including the contribution made by other buildings with strong historical and architectural associations, and the overall prominence of the Cathedral in the wider townscape in all directions. The surviving medieval street pattern reinforces the building's historical and evidential values, while the character, appearance and function of the adjacent buildings and public spaces add greatly to its communal and aesthetic value.
- 5.88 The existing buildings at the application Site share inter-visibility with the upper stages of the Cathedral only. Standing buildings at Anglia Square are considered to have a neutral impact on the Cathedral's wider setting and thus do not contribute to its significance.

### Roman Catholic Church of St John the Baptist (Grade I)

- 5.89 The Roman Catholic Cathedral of Norwich was designed by George Gilbert Scott Jnr at the behest of Henry Fitzalan Howard, the fifteenth Duke of Norfolk, Earl Marshall of England and head of the most influential Catholic family in Britain. The building was commenced in 1880 and completed in 1910 under the supervision of G.G.Scott's brother, John Oldrid Scott. A masterpiece of the Gothic Revival movement and superb evocation of the Early English style with Transitional features to the interior. Originally built as a large parish church it was raised to Cathedral status in 1976 when the new episcopal see of East Anglia was created.
- 5.90 The building takes the form of a complete English Cathedral of the 13th Century with the influence of Salisbury Cathedral apparent with its lancet windows throughout with no tracery. Nine bay nave with



Figure 5.16 Aerial view of Norwich Cathedral from the north  
Source: CgMs



Figure 5.17 Aerial view of the Roman Catholic Cathedral from the northeast  
Source: CgMs

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aisles, three bay transepts to north and south with east chapels, four bay chancel also with aisles. Fully integrated clerestory supported by flying buttresses throughout. Large apsidal sacristy to south of south transept and also south aisle chapel with the extensive presbytery adjoining to the south in the form of an east conventual range, but without the remaining sides of the cloister. The impressive two stage tower occupies the full width of the nave, a dominant feature in the skyline.

- 5.91 The building occupies an elevated position overlooking the historic city to the east. In spite of the mid-late twentieth century adjustments made to Grapes Hill and Chapelfield Road to create the inner ring road the building's immediate setting remains unaltered. This is compact and defined by the nineteenth century street pattern. The chancel (east) end is virtually to the back of the pavement but to the west and south the ground is more open and spacious, interspersed with trees and gardens. The surrounding buildings are predominantly low rise. The relative spaciousness ensures the building is prominent in all directions with long and short distance views of the building.
- 5.92 The building's elevated position contributes to its overall visual dominance as a landmark due to the height of the clerestory, tall roofs and dominant crossing tower, rising above the roofscape. The tower forms a prominent landmark on the skyline when viewed from the northern part of the application Site in the vicinity of Edward Street and New Botolph Street.
- 5.93 Key views towards the Application Site in which the heritage assets features prominently have been identified for the purpose of this assessment.
- 5.94 Long range views in which the Cathedral provides a substantial, if distant, presence on the skyline include those from Mousehold Avenue, St James' Hill (Motram Monument) and Ketts Height. The existing buildings at Anglia Square range from six to ten storeys in height, with a datum around seven storeys, and do not feature prominently on the city skyline due to their lower altitude north of the River Wensum relative to the RC Cathedral. Views from the east are characterised by the general sweep of low rise (three to five storey) buildings to the majority of the city punctuated by distinguished buildings such as the

RC Cathedral, church towers of varying height, the civic Clock Tower and Anglican Cathedral. The tallest part of Sovereign House presently sits within this landscape quite unobtrusively, its impact comparable to a large church steeple due to the low ground level in the vicinity.

- 5.95 The setting of the Roman Catholic Cathedral is extensive, as a result of its dominance in long distance views, and contributes proportionately to its overall significance. The elements of its wider setting that are considered important include its contribution to the noble tradition of great church towers on the Norwich skyline and overall prominence in the wider townscape in all directions. The surviving street pattern reinforces the building's historical and evidential values, while the character and appearance of the nearby green spaces (including the Plantation Garden—Grade II registered) add to its communal and aesthetic value.
- 5.96 Standing buildings within the Site share intervisibility with the upper stages of the Roman Catholic Cathedral only. The existing buildings are considered to have a neutral impact on the Cathedral's wider setting and do not contribute to its significance. The redevelopment of Anglia Square has the potential to affect the wider setting of the RC Cathedral with regard to views from Mousehold Avenue, St James's Hill and Ketts Height which may impact on the building's significance as detailed in the above section on views and dealt with further in the Impact assessment.

### Church of St Saviour (Grade I)

- 5.97 The Church of Saint Saviour dates from the fourteenth century, a parish church dedicated to the Transfiguration of Christ.
- 5.98 Its simple form comprises a low and broad bell tower to the west facing Magdalen Street, a three bay aisle-less nave narrowing to a two bay chancel, all in flint with brick and stone dressings. Large slate roof. Three light Perpendicular windows to the nave and reticulated tracery to the Chancel and tower openings. The south porch was rebuilt in 1723 and the tower was lowered in the restoration of 1852-53. It fell out of use in the 1960's and is now active as a sports venue.



Figure 5.18 View of St Saviour's Church from Magdalen Street

### Setting

- 5.99 The building occupies a compact site at the centre of a small churchyard enclosed on four sides by roads of varying width. It was historically overlooked by dwellings built along each of the streets, however the integrity of the space steadily deteriorated during the twentieth century, with the substantial loss of urban built form, as a result of World War II bomb damage.
- 5.100 The boundary of the churchyard is defined by a chamfered plinth without railings.
- 5.101 The wider setting of Saint Saviour's Church has altered greatly during the past 50 years. The former packaging factory to the south of St Saviours Lane was demolished before 2008 and lay vacant until 2014 when it was replaced by a terrace of 3 storey townhouses. These provide a sense of enclosure but little else. To the north of the Church along Magdalen

Street major intervention in the form of the inner ring road (St Crispin's flyover) built in 1974-75 is the biggest single visual presence and has comprised setting, detracting from the setting of the Church and hampering any sense of contiguity with the part of the city situated beyond the structure. The fly-over also conceals, any overt visual relationship or reference between St Saviour's Church and the Site

- 5.102 The development of Anglia Square changed the wider context of St Saviour's, by closing the view along the curve of St Botolph Street. Views of Anglia Square, particularly its taller elements feature prominently as a backdrop to St Saviour's when viewed from the east. The large surface car park which provides the fore-ground to these views is a further negative influence since it removes any sense of enclosure and does not reinforce any of the building's intrinsic heritage values.

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- 5.103 For the purpose of assessing the impact of the emerging proposals important views along Magdalen Street (from in front of nos. 25 and 39) and along St Cripsin's Road have been identified. Due to its recessed position St Saviour's Church does not feature in any of these but would be experienced as these views evolve kinetically towards the application Site. Longitudinal views of St Saviour's Church are affected by the existing buildings on or adjacent to the development Site, notably Gildengate House, the Cinema Building and the multi-storey car park.
- 5.104 They are considered to have a negative impact on the building's setting, which in combination with the 1970s fly-over has significantly degraded the building's historic urban context and the aesthetic quality of the surrounding townscape.
- 5.105 The immediate churchyard setting, in conjunction what remains of the historic context on Magdalen Street make an important contribution to the building's significance. The use of the churchyard as a burial ground is important in terms of communal, evidential and historical value. It also makes an intrinsic contribution to the building's aesthetic value and hence architectural interest. The historic buildings which enclose the churchyard and in its wider setting to the west and south along Magdalen Street provide an important context in the form of evidence of the community it has historically served. These buildings also provide a visual counterpoint to the church's ecclesiastical character and function.

### *Contribution of the Application Site to the building's significance*

- 5.106 The Site makes a negative contribution to the setting of the former Church of St Saviour.
- 5.107 The lack of architectural quality found in the standing buildings and their overall impact on the historic townscape in the vicinity diminishes the contribution made by the wider setting to the significance of the listed building. Its historical and aesthetic values as a medieval urban church contrast scale, massing and elevational treatment of the buildings occupying the Site, along with the presence of the flyover result in a negative visual relationship.

### **71 Botolph Street (Grade II\*)**

- 5.108 A fifteenth century under-croft beneath a twentieth century shop, the shop is of no architectural interest. Special Interest is limited to the interior of the

building. The setting has a close relationship with the application site due to proximity lying opposite the Site on the other side of the surrounding road network. The standing buildings have a negative impact on the setting therefore there is an opportunity to improve and enhance, as set out in the assessment section of this report.

### **31-35 Magdalen Street (Grade II\*)**

- 5.109 Late sixteenth century courtyard houses, now house.

### *Setting*

- 5.110 South of the application site on east side of Magdalen Street.
- 5.111 Inter-visibility with the Site is very limited with only parts of the eastern element visible from the building. The existing Anglia Square buildings have no impact on the building's historic setting or significance. The development proposals will have minor beneficial impact on its significance. A more detailed assessment of impact is found in section 5.2.

### **2-9 Octagon Court (Grade II\*)**

- 5.112 A former eighteenth century house, converted into factory and now flats. C18 renovated in C20. Red brick Pantile roof. Principal elevation at right-angles to street line:- 3 storeys. 7 bays in groups 2:4:1, each group stepping back. The building retains overall architectural integrity but the 20th Century conversion has diluted significance.
- 5.113 The building shares limited intervisibility with the application Site in the form of framed views along Calvert Street towards Sovereign House. The standing buildings at Anglia have no impact on the building's historic setting or significance.

### **Bacons's House (Grade II\*)**

- 5.114 A former fifteenth century house, now subdivided. Partly timber framed. The asset shares a similar setting to that of St George's Church. As the setting and contribution made by setting to significance is broadly similar the same principles apply with corresponding implications. The building shares limited intervisibility with the Site, in the form of framed views from Colegate along Calvert Street. The standing buildings at Anglia Square have no meaningful impact on the building's historic setting or significance.

## Conservation Areas and Registered Parks and Gardens

### **Norwich City Conservation Area**

- 5.115 The Norwich City Centre Conservation Area was designated in October 1992 to cover the whole of the city within the medieval city walls. Prior to this, separate Conservation Areas covered different parts of the area and various modifications have been made to the boundary as recently as 2003. The Conservation Area covers an area of over 230ha and is divided into 13 distinct 'character areas' (A Conservation Area Appraisal document was adopted in September 2007).
- 5.116 Norwich stands at the heart of East Anglia and is a major city with a population of approx. 200,000 within the urban area. The River Wensum flows through the historic core and this is a crucial landscape feature that defines the character of the Conservation Area. The city centre is quite hilly and this adds considerable drama to the townscape of many streets within the Conservation Area. Additionally, most of these streets are narrow with buildings on the footpath edge, producing tight and intimate townscapes. The riverside, wooded escarpments, and parks all contribute substantial numbers of mature trees to the urban landscape within the Norwich City Centre Conservation Area. Moreover, the Conservation Area also has a number of open spaces which vary in scale but are often crucial to the setting of important buildings such as churches, civic institutions and public buildings.
- 5.117 The character of Norwich City Centre Conservation Area is also a product of almost 1000 years of historical development. The Saxons and the Anglo-Scandinavian settlers gave the city its first marketplace: Tombland. The Normans had a greater impact on the development of the city, transforming Norwich into a great urban area with an important market. They gave the city its castle, cathedral, and many of its churches, which further define the character of the urban landscape within the Conservation Area. Later on, the people of the Middle Ages erected the city walls. Although these have since been mostly demolished, the area that used to be enclosed within them is now considered to be Norwich's historic core and the extent of the Conservation Area. The merchants of the Middle Ages constructed many fine houses, the undercrofts

of which survive, while medieval monastic institutions established many great houses and hospitals. These were removed during the Reformation, however the land on which they stood can still be traced within the historic landscape.

- 5.118 In the late-Middle Ages, Norwich became a centre for the weaving industry and the manufacturing of brick and pantile. This continued to define Norwich's historic core, while later, the Georgians built many fine houses, which still characterise the city centre. The Victorians further industrialised Norwich's city centre and established many industrial complexes, particularly for shoe manufacturing, along or near the river. These are also a major characteristic of Norwich City Centre Conservation Area. During the twentieth century several civic buildings were constructed and a lot of unsanitary housing was replaced. Significant areas of bomb damage during the Second World War were rebuilt mostly with poor quality industrial and commercial buildings, whilst the advent of the private car led to the transformation of the city's roads and the construction of major roads such as the ring road. These twentieth century developments further defined the character of Norwich city centre.
- 5.119 This rich historical development produced many city landmarks which are now visible from vantage points located around the historic core. Some of these landmarks are considered to contribute positively to the character of the Conservation Area. These landmarks are: the Castle; the Anglican Cathedral; the Roman Catholic Cathedral; St Peter Mancroft Church; the City Hall Clock Tower; and the St Giles on the Hill Church. However, some other landmarks are considered to contribute negatively to the character of the Conservation Area as they are considered to be out-of-scale with the city. These landmarks are: Grosvenor House; Anglia Square; Norfolk Tower; Normandie Tower; Westlegate Tower; Winchester Tower; and St Stephen's Street Towers.
- 5.120 The city's rich historical development also resulted in a varied palette of building materials which now characterise the Norwich City Centre Conservation Area. The most widespread material is red-brick, which became particularly popular from the sixteenth century onwards. Some white and gault brick is also found. This became popular in Norwich from the early to mid-nineteenth century. However, it is

less common than red-brick. Flint can be seen on prestigious buildings in the city as this material was historically the principal building material for such buildings. Stone is less predominant as Norwich lacks a local source of freestone. Traditionally, it was sourced and transported from elsewhere and used to build some of the most prestigious buildings in the city such as, the Cathedral, the Castle, churches, and important nineteenth century commercial and public buildings. Timber framing and jettied buildings can also be observed. This was the cheapest and most convenient way of constructing buildings in the city up to the sixteenth century. However, as fire ravaged parts of the city, the use of timber declined. Nonetheless, timber framing was revived in the nineteenth century and some examples dating from this period can be observed. Characteristic roofing materials include: natural clay pantiles, used from the eighteenth century onwards; 'smut' pantiles, used from the mid-nineteenth century onwards; plain tiles, which were used before the introduction of pantiles; Welsh slate; and some thatch.

- 5.121 All these characteristics provide Norwich's historic core with a strong identity and a 'sense of place'. However, its character varies within different parts of the city. The Conservation Area Appraisal document acknowledges this and therefore divides the Conservation Area into a series of 'character areas' which are identifiable because of their distinctive townscape, greater concentrations of particular uses, building types or materials, or presence of open spaces or more modern buildings. The Site is located in Character Area 2 (Anglia Square) and this is surrounded by three other character areas: Character Area 1 (Northern City); Character Area 3 (Northern Riverside); and Character Area 4 (Colegate). The next part of this assessment will focus on these four character areas.

### Waterloo Park (Registered Park, Grade II\*)

#### History

- 5.122 Waterloo Park was designed by Captain Sandys-Winsch, a protégé of Thomas Mawson and the Superintendent for Norwich City Parks and Gardens. And opened in 1933, having been laid out from the 1920. Its significance lies in the fact that it is a good example of an early C20 municipal park. The design is essentially unchanged from its original layout of the mid 1929. In terms of historic interest, the park was the second largest of a series of parks laid out by Sandys-Winsch in Norwich; four others are registered. The park retains various structures from its foundation.
- 5.123 It shares no intervisibility with Anglia Square and has no impact on its historic setting and significance.

### Character Areas

#### Colegate

- 5.124 This character area includes several locally listed buildings (non-designated heritage assets) and the following Grade II listed buildings which are within the scope of this report :
- 5.125 Doughty Hospital; 29, 41, 44; 47, 49, 46 and 48 Magdalen Street; 63, 80 and 82 St George's Street; 12 Golden Log Lane; 5 Cross Lane; Block at rear of 24 Magdalen Street; Church of St Mary; 9 and 11 Calvert Street; Folly House and Pineapple House
- 5.126 The Colegate Character Area is located between the Anglia Square and the Northern Riverside character areas. It lies on land that very slightly rises from the river northwards to the Ring Road. The area is characterised by small lanes that criss-cross the larger streets which run north-south. Magdalen Street is one of the streets that run north-south through the area. The area is characterised by fine houses dating from the fifteenth, sixteenth, seventeenth, and eighteenth centuries, which were built by affluent textile merchants. There are also several seventeenth and eighteenth century civic buildings and nineteenth century buildings which are more domestic and lower in status.
- 5.127 Ecclesiastical buildings are also common and are important landmarks, a defining feature of significance. St Clement's Church is an important local landmark as it is the focus of many views from within the area, particularly from Colegate and Golden Dog Lane, St George's Colegate Church and St Mary's Church are also landmarks in the western half of the area. Octagon Chapel, the Old Meeting House. Doughty's Hospital are also local landmarks. The main streets in the area are predominantly commercial in nature. Behind, and often above the ground floors of the main streets are residential units with the minor streets in the area predominantly in residential use. The western half of the area is characterised by small open spaces formed by the historic churchyard enclosures and the irregular street pattern. These open spaces give rise to impromptu and unexpected vistas which adds considerably to the character and experience of the local townscape.
- 5.128 The Conservation Area Appraisal identifies several positive vistas and some negative vistas. Long distance views of the Castle are gained from the

northern end of Calvert Street, as are views of St Andrew's Hall which is also south of the river. Negative vistas are towards St Olave's roundabout, St Crispin's Flyover and towards Anglia Square. In this regard, the contribution the Site makes to the heritage asset is a negative one.

#### Northern City

- 5.129 This character area includes several locally listed buildings (non-designated heritage assets) and the following Grade II listed buildings:
- 5.130 Cat and Fiddle Public House; rear of Nos 13 and 15 St Augustine's Street; 1 and 3, 5, 7, 9 and 11 and 21,22 and 24, 27 and 29, 26-30, 32, 34 36a and 42-52 St Augustine's Street; the Catherine Wheel Public House;
- 5.131 The Northern City Character Area is the northernmost character area within the Conservation Area. It is largely flat compared to the rest of the Conservation Area. It is predominantly characterised by streets running roughly east-west and bisected by St Augustine's Street in the west and Magdalen Street in the east. These two streets are historic lanes, leading to the city centre and the retention of the historic road layout is a defining feature of significance. The appearance of the area is defined by nineteenth century housing with a number of older buildings, including a medieval church, along these historic routes.
- 5.132 Groups of 1930s-50s apartment blocks are located east of Magdalen Street and there is some late-twentieth century housing located west of St Augustine's Street. The character area does not contain any particularly outstanding buildings, with the exception of the two medieval churches. It does retain intact terraces of late medieval to Georgian period shops and dwellings along the two principal historic roads. The remnants of the City Walls trace a path to the south alongside Bakers Road, Magpie Road and Bull Close Road. The area is predominantly a residential area, with Magdalen Street and St Augustine Street are retail streets. The area is also characterised by several small open spaces, such as, St Augustine's Churchyard, the Gildencroft recreation area and Friend's Burial Ground.
- 5.133 The Conservation Area Appraisal identifies some

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key negative and positive vistas. Negative vistas are towards the 1970s office development around Anglia Square, which prevents views towards the major landmarks of the historic city. Positive vistas include a view of the Castle from Magdalen Street and a partial view of the Roman Catholic Cathedral from Magpie Road. The contribution the site makes to this part of the conservation area is negative.

### Anglia Square

- 5.134 This character area includes a few locally listed buildings (non-designated heritage assets) and the following Grade II listed buildings:
- 5.135 75 and 107-109 and 113, 115-117 Magdalen Street;
- 5.136 The Anglia Square Character Area sits directly south of the Northern City Character Area. The Site is located within this character area. It lies on land that rises gently to the north from the River Wensum. It is largely characterised by St Crispin's Flyover, which cuts through the area, large swathes of surface car parking and a number of large and incongruent landmark buildings that have a negative impact on the historic environment. Several of these buildings occupy the large site comprising the Anglia Square Shopping Centre but there are several other late-twentieth century commercial and industrial developments besides. These characteristics were the result of an uncompleted redevelopment carried out in the 1960s and 70s, as the area was heavily bombed during the Second World War, and then further cleared in the following years.
- 5.137 The Conservation Area Appraisal highlights that most of these commercial and industrial buildings, including the Anglia Square Shopping Centre, as negative buildings and rates the townscape of the area as very poor. The area does not contain any positive landmarks. As adjuncts to the Anglia Square Shopping Centre, Sovereign House and Gildengate House are considered negative landmarks, as is St Crispins House to the south of St Crispins Road. These buildings are also considered to have a negative impact on the character and appearance of the wider Conservation Area. The area is predominantly a commercial and industrial area, with Anglia Square fulfilling a local retail and leisure need for the north of the city. It is not characterised by any significant landscaped open space, but does have a significant

urban space at the heart of the development and from which Anglia Square takes its name.

- 5.138 The Conservation Area Appraisal identifies some key negative and positive vistas, most of the negative vistas are towards Anglia Square. Standing buildings obscure views towards prominent city landmarks due to scale and massing. Positive vistas include views towards St Augustine's Church from Botolph Street, the City Hall Clock tower from St Crispin's Road/ Pitt Street roundabout and a view of the Anglican Cathedral from the upper level of the shopping centre. Incidental southward views from Edward Street towards the Church of St Giles and the Roman Catholic Cathedral are also identified as positive vistas. The contribution the Site makes to this part of the conservation area is negative.

## 5 | Identification of Receptors: Townscape

### Townscape Assessment

5.139 The Site is located in a low-lying area near the river Wensum, with the terrain around it sloping upwards. Given this location, the Site is well-suited to absorb higher buildings with a lower level of impact on the surrounding area. When approaching the Site, the transition between the higher ground to the lower terrain around the Site creates more gradual experiences of the upcoming built form as the viewer proceeds to the city core.

5.140 The most distinctive areas of townscape character are found in the historical parts of the city, mostly the more densely built-up areas of Norwich, which are located within the medieval city boundary and along the River Wensum. To understand the nature of, and differences between, these areas, they are analysed in detail in the following section, thereby setting out their townscape character. These areas are identified as 'townscape receptors': areas whose elements of townscape or urban landscape, specific aesthetic or perceptual qualities, and character contribute to a place's distinctiveness. The effect of the Proposed Development on these receptors is carried out at Section 9 of this report.

### Identification of Townscape Receptors

5.141 The following townscape receptors, identified by character area, have been determined to be relevant to the Site (see figure 6.1). Full assessment of their distinctive character is carried out in the following section. Character areas 2-8 have been outlined within the City Centre Conservation Area Appraisal by Norwich City Council (NCC), with the additional low-density residential character area to the north identified and added by Icen Projects in order to fully consider the surrounding townscape context relevant to the Site. The 8 character areas are as follows:

**Area 1:** Low-Density Residential

**Area 2:** Northern City

**Area 3:** Anglia Square

**Area 4:** Colegate

**Area 5:** Northern Riverside

**Area 6:** Elm Hill and Maddermarket

**Area 7:** Civic

**Area 8:** Cathedral Close

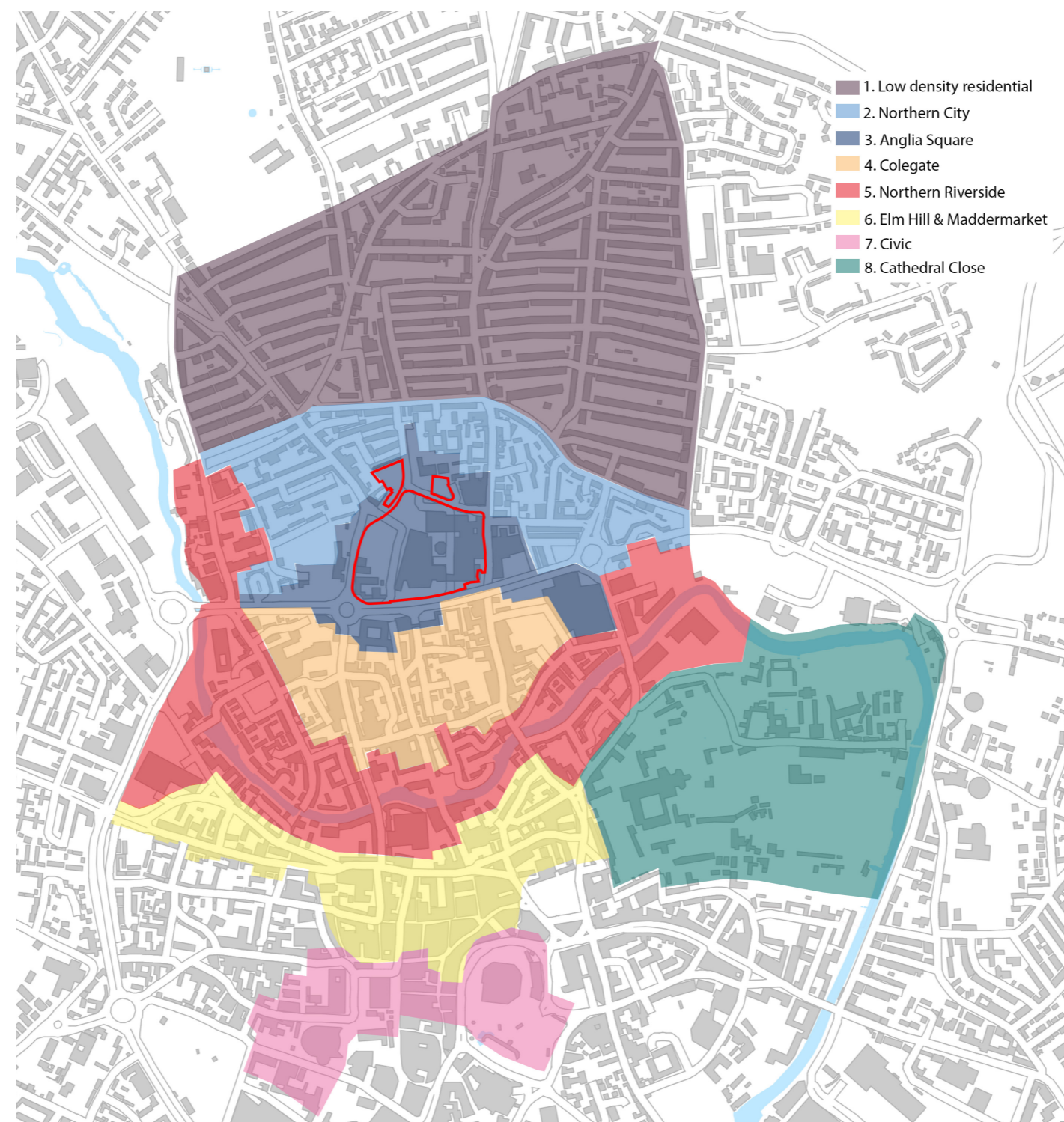


Figure 5.19 Character Area Map, showing all 8 identified Character Areas. The Site's location is outlined in red

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### Area 1. Low-Density Residential Character Area

- 5.142 To the north of the city is a character area defined by its low-density residential housing. Area 1's layout comprises a grid structure, which is divided by the two main roads curving through it: Sprowston Road and Waterloo Road, which link the City of Norwich with New Catton to the north.
- 5.143 The roads are predominantly lined with two storey terraced housing set back from the pavement line, creating a shallow forecourt between the building facade and the pavement boundary. To the rear of the properties are private gardens, reasonably deep in length, spreading the width of individual properties. These attributes are the most prevalent features of this area, and contribute to the overall character of low-density residential. Although the area is relatively close to Norwich City Centre (within 1.5km), the urban characteristic is suburban rather than urban.
- 5.144 Whilst the terraced rows are largely consistent in facade design, it is clear that modifications have been carried out at the back of many properties, resulting in irregular rear elevations.
- 5.145 With regards to the materiality of this area, the majority of the residential buildings consist of exposed red brick masonry and red tiled roofs. Window and door openings are decorated with brick decoration and moulded details. Some terraced rows also have bay windows, for example on Beaconsfield Road.
- 5.146 The character area also includes large amounts of greenery, with mature trees and hedgerows amongst the private gardens and street pavements. Whilst the majority of the buildings are residential, there are numerous retail shops, cafes and public buildings, such as medical centres, distributed throughout.

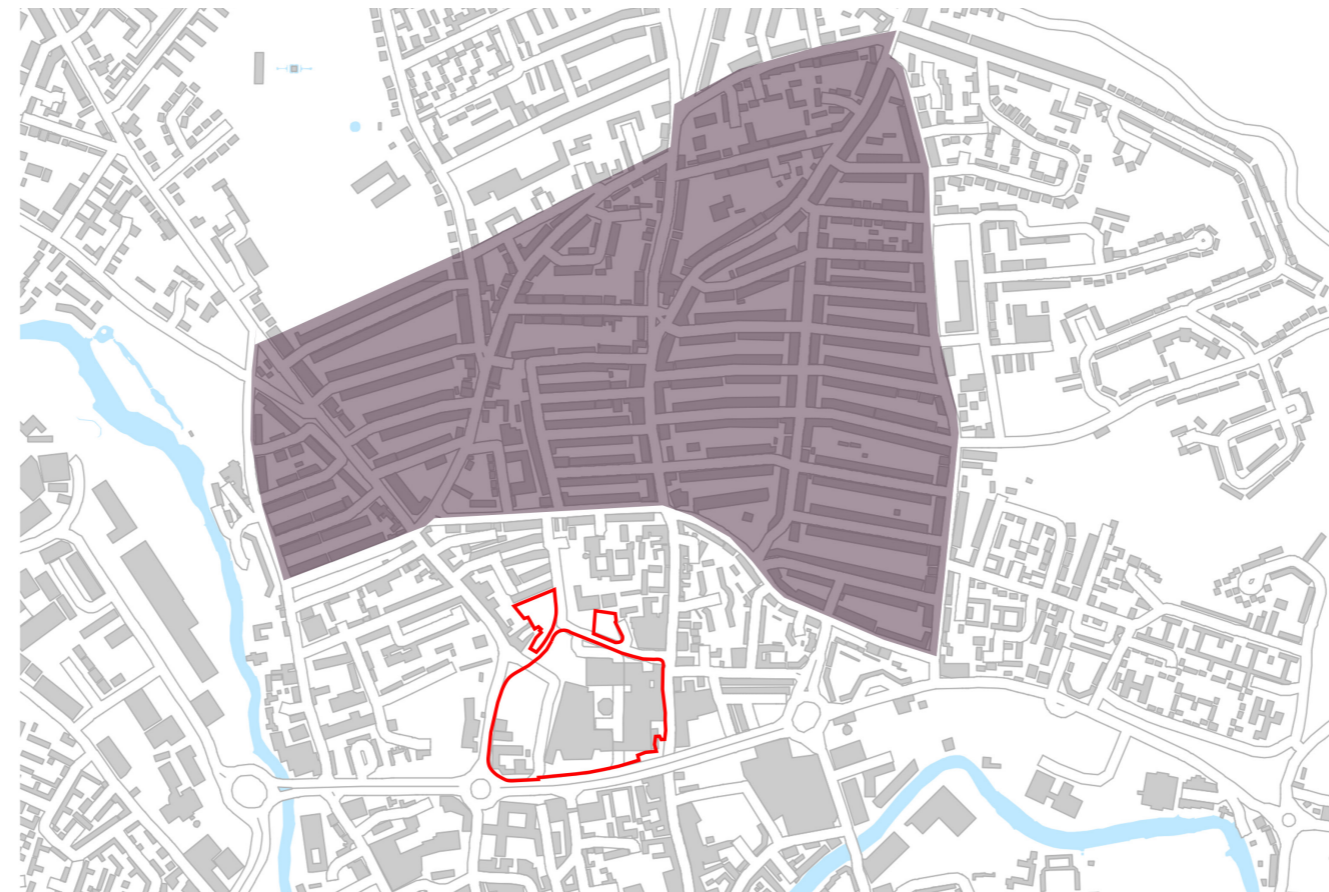


Figure 5.20 Low-Density Residential Character Area Map identifying the area assessed. The Site's location is outlined in red



Figure 5.21 Low-Density Residential Character Area, Albany Road



Figure 5.22 Low-Density Residential Character Area, Knowesley Road



## 5 | Identification of Receptors

### Area 2. Northern City Character Area

- 5.147 The Northern City character area consists predominantly of streets of nineteenth century houses, which were constructed in response to the city's increasing population. The concentrated residential area runs from east to west and is bisected by St Augustine's Street to the west and Magdalen Street (east). These two routes follow the historic layout of the City and, therefore, contain a number of older buildings, including the medieval church of St Augustine and 16th-century housing courts (2-12 Gildencroft).
- 5.148 Magdalen Street was one of the earliest routes within the area and is one of the main roads into the city centre, along with St Augustine's Street. The area is also home to surviving sections of the thirteenth-century City Wall, some of the oldest surviving fabric within Norwich, which once had gates at St Augustine's and Magdalen Streets. In addition, the area contains key examples of several typical Norwich building types, including two medieval churches, elements of courtyard houses, several timber-framed properties, and terraces of the early and late nineteenth century.
- 5.149 The streetscape comprises of narrow streets with buildings typically two to three storeys high. However, although this area comprises part of Norwich's historic core, a portion of the historic street pattern has been lost towards St Crispin's flyover and around Anglia Square due to 1930s and postwar redevelopment. Nevertheless, a number of local landmarks remain within this character area, including St Augustine's Church, which was built in the 14th century and expanded in the 15th and 18th. Other local landmarks include the Artichoke Public House to the north on Magdalen Street, as well as No. 39, St Augustine's Street, another former public house.

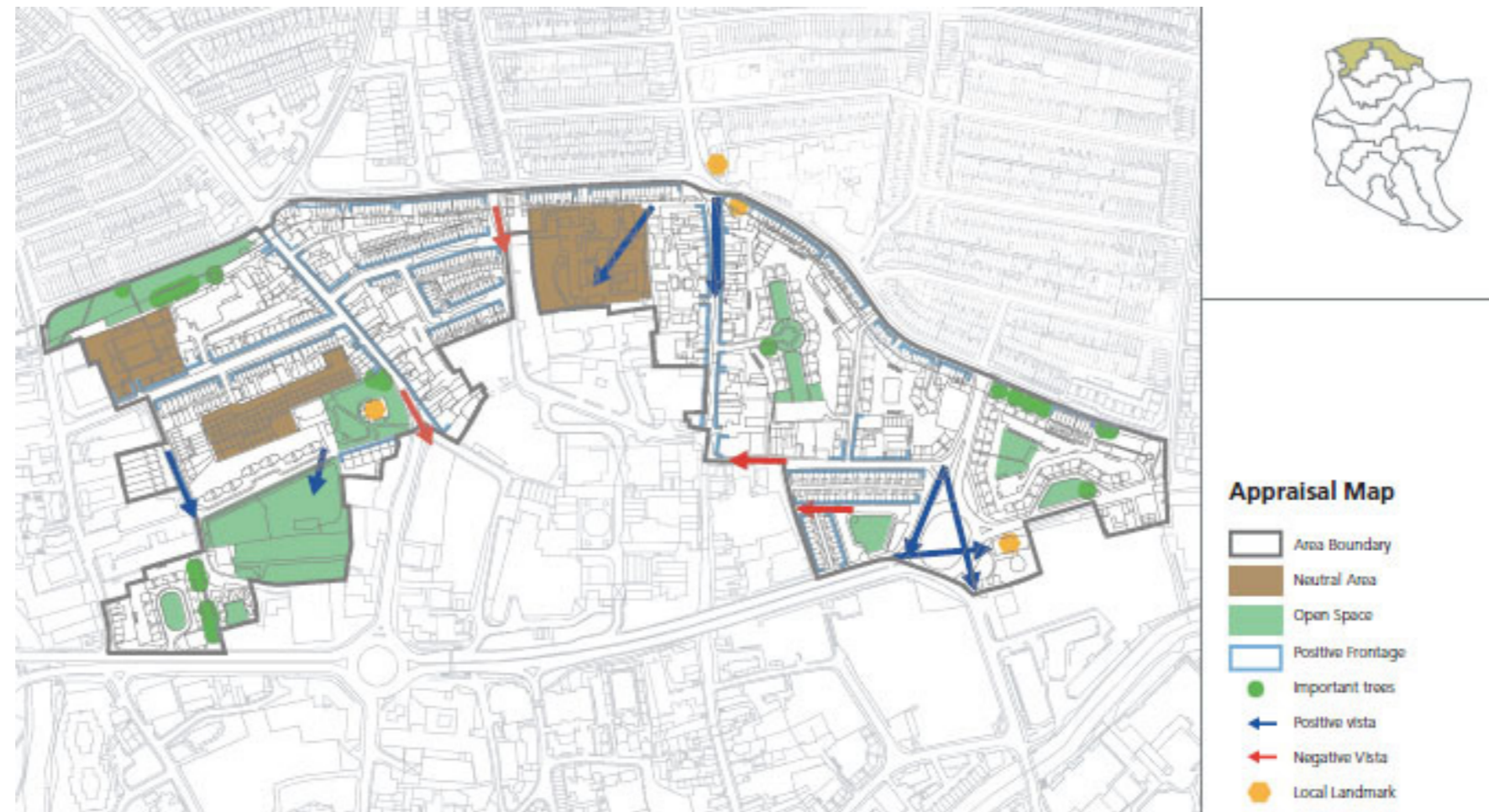


Figure 5.23 Northern City Character Area map, identifying the urban characteristics of the appraised area. Source: Norwich City Council



Figure 5.24 Cactus Cafe Public House at 102 Magdalen Street



Figure 5.25 Magdalen Street, running north of the Site



Figure 5.26 St Augustine's Church and, to the east, St Augustine's Street

## 5 | Identification of Receptors

### Area 3. Anglia Square Character Area

- 5.150 The Anglia Square character area, which the Site forms part of, includes the Anglia Square shopping centre, St Crispin's Road, and the adjacent industrial units. It is predominantly defined by twentieth-century commercial developments, including numerous industrial units, offices, and surface car parking. A large portion of the existing buildings within the character area was constructed in 1960s and 70s and, as described by the Council itself, presents a negative contribution to the City and the Conservation Area as a whole.
- 5.151 This area was once part of the Saxon settlement of 'Northwic' defended by Anglo-Scandinavian defensive ditches running along what is now Botolph Street and Anglia Square car park. Magdalen Street and St Augustine's Street stand as the oldest streets in Norwich whilst remaining the primary thoroughfares of the city centre.
- 5.152 The area was heavily bombed during the Baedeker raids in 1942 and, although many buildings within this character area were unaffected, the majority was demolished as part of post-War reconstruction. This included nineteenth-century industrial buildings, namely the Crape Manufactory and a cloth factory designed by A. F. Scott, as well as residential terraced rows. As a result, the area today is built up of high-rise 1960s and 70s development, including Anglia Square shopping centre, cinema and surface car parks. At the area's southern perimeter, the St Crispin's Road Flyover was built as part of the Inner Ring Road. Overall, the shopping centre, cinema and car park, together with Sovereign House, have a negative impact on the character and appearance of the wider Conservation Area.
- 5.153 In contrast, a number of eighteenth- and nineteenth century buildings survive on the eastern side of Magdalen Street. These have exposed red brick exteriors and slate or pantiled roofs, and are up to three storeys in height. Numbers 43-5, Pitt Street (west of Anglia Square) are of broadly similar form.

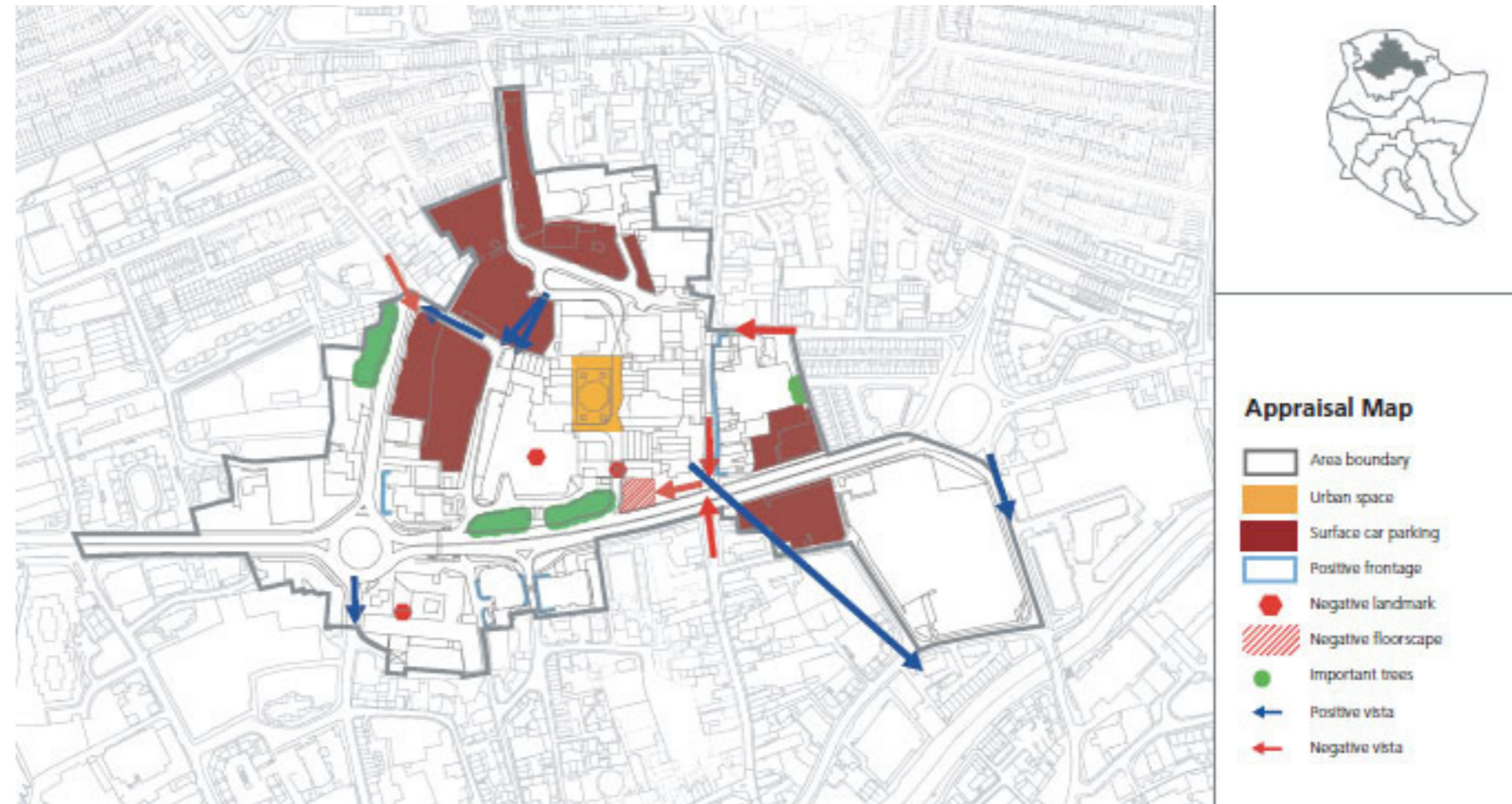


Figure 5.27 Anglia Square Character Area map, identifying the urban characteristics of the appraised area. Source: Norwich City Council



Figure 5.28 Panoramic photograph of Anglia Square from the west

## 5 | Identification of Receptors



Figure 5.29 Anglia Square, cinema building to the left



Figure 5.30 Anglia Square, surface car parking



Figure 5.31 Car parking beneath St Crispin's flyover



Figure 5.32 Anglia Square, multi-storey car park to the left



Figure 5.33 Anglia Square, ramped access to car park



Figure 5.34 Anglia Square surface car parking, the multi-storey car park (left) and Sovereign House (right)

## 5 | Identification of Receptors

### Area 4. Colegate Character Area

- 5.154 Colegate Character Area contains a very high concentration of historic buildings and expresses a high quality of townscape and landscape. The area has the medieval street pattern of the older City centre, which holds evidence of late Saxon activity and occupation, with westward expansion occurring during Norman times.
- 5.155 Architecturally, the Colegate character area contains many houses showing the wealth of the eighteenth-century master weavers who settled in this area, numbers 18 and 20 Colegate being especially fine examples of this. Within the area are also examples of houses dating back to the fifteenth century. Magdalen Street contains frontages dating back to the seventeenth and nineteenth centuries. There are also a number of ecclesiastical buildings in the area which stand as local landmarks. These include the Octagonal Chapel and the adjacent Martineau Memorial Hall. In the western side of the Colegate character area are a concentrated cluster of nineteenth-century industrial buildings. These largely consist of two- and three-storey buildings, with some larger buildings extending up to four storeys in height.
- 5.156 Though this character area remains predominantly commercial, some of the building uses have changed from industrial to office and retail.
- 5.157 As a whole, Colegate character area has a varied townscape, with contrasts created through the existence, side by side, of narrow alleys and courtyards and larger factory buildings, juxtaposing the medieval areas to the south of the river.

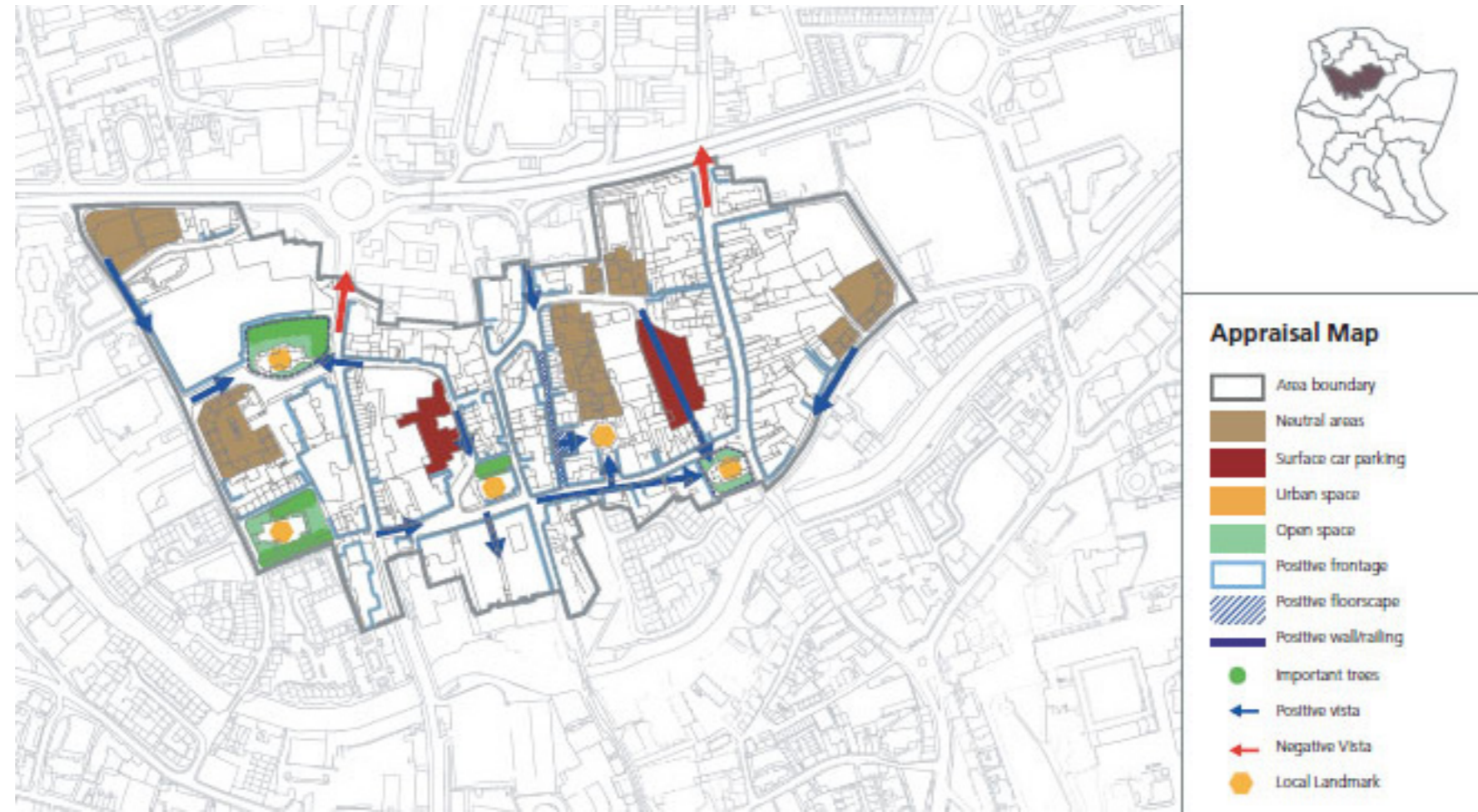


Figure 5.35 Colegate Character Area map identifying urban characteristics of the appraised area. Source: Norwich City Council



Figure 5.36 St Saviours Lane, Norwich



Figure 5.37 54-58 Magdalen Street (west street elevation on the left)



Figure 5.38 Magdalen Street, looking north

## 5 | Identification of Receptors

### Area 5. Northern Riverside Character Area

- 5.158 The Northern Riverside character area has been the focus of activity for most of Norwich's history and contains remnants of its former importance. Having historically been an area of industrial focus, today it stands as a popular residential area. From the Saxon period until the early twentieth century, the riverside area was a focus of activity within the city, including for boat construction and the importation of goods in the Saxon period. The Northern Riverside Character Area remained the centre for most commercial and industrial activity until the mid-fourteenth century with the outbreak of Black Death.
- 5.159 Whilst much of the former industrial land to the north of the river has been redeveloped, a number of industrial buildings, such as the Anchor Brewery site on Coslany Street and the School of Art remain. However, where development has been carried out, residential housing, particularly in the eastern and central sections, has been constructed with only a number of smaller industrial units remaining in the north-western sections of the riverside.
- 5.160 There are also numerous bridges which are included within the character area, and provide easy access between the north and south of the river. Within this, the earliest bridge is thought to be Fye bridge, built by at least 1153. The 1822 bridge to Duke Street was removed and replaced in 1972 when the street was widened.
- 5.161 Palace Street, Quayside and St Martin's at Palace Plain have fine group examples of eighteenth and nineteenth century buildings, which are between two and three storeys in height. By contrast, modern housing developments in the area vary in scale and form; the later developments respond to their context more appropriately and exhibit traditional detailing.

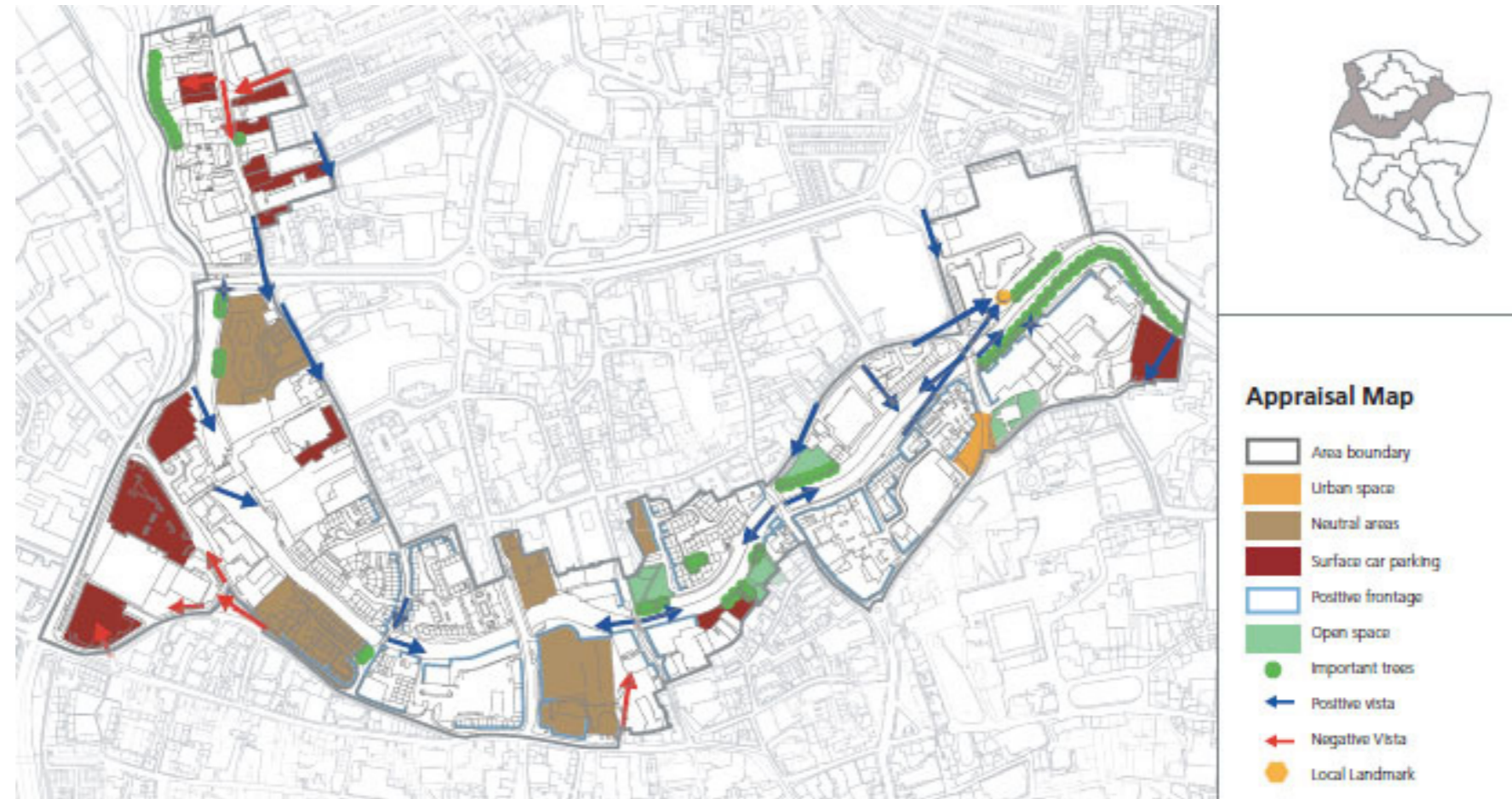


Figure 5.39 Northern Riverside Character Area map identifying urban characteristics of the appraised area. Source: Norwich City Council



Figure 5.40 Quay Side



Figure 5.41 Fye Bridge Street



Figure 5.42 Wensum Street, approaching Fye Bridge

## 5 | Identification of Receptors

### Area 6. Elm Hill and Maddermarket Character Area

- 5.162 The Elm Hill and Maddermarket character area possesses a very high concentration of historic buildings, collectively presenting a very high townscape quality. The characteristics of this area strongly derive from the historic layout, which dates back to Roman times and relates to the existing topography, descending towards the river. The area also consists of numerous courtyards which reflect the dual use of buildings during this period.
- 5.163 The 'Maddermarket' represents the commercial presence of this area, where dye stuffs were sold as part of the weaving industry, whereas the areas around Elm Hill, Bedford Street and Charing Cross, which date back to the Middle Ages, accommodated the town's merchant workers. Their sixteenth-century houses commonly consisted of stone-clad brick undercrofts with a timber-framed, jettied upper storey, illuminated by a dormer window. Whilst living accommodation was provided on the ground floor, the upper storey was commonly used as their weaving workshop. Amongst the weaver's houses, the area also has a high concentration of medieval churches, in addition to St Andrew's Hall, the remains of the Dominicans' monastic foundation.
- 5.164 By the eighteenth century, retail shops were constructed and the area became the primary retail area in the city centre. Major development continued into the nineteenth century, when Exchange Street was established between 1828 and 1832. Today, the area is characterised by a cluster of small retail shops, bars and cafés, which create a vibrant environment as a popular area within the city.
- 5.165 Distinctive to this area are its 'domestic' scale and vernacular forms. There is a wealth of historic buildings, and these play an obvious role in establishing a distinctive sense of place. The key buildings in the area tend to be the churches and other places of worship, such as Blackfriars Former Dominican Friary and St Peter Hungate.

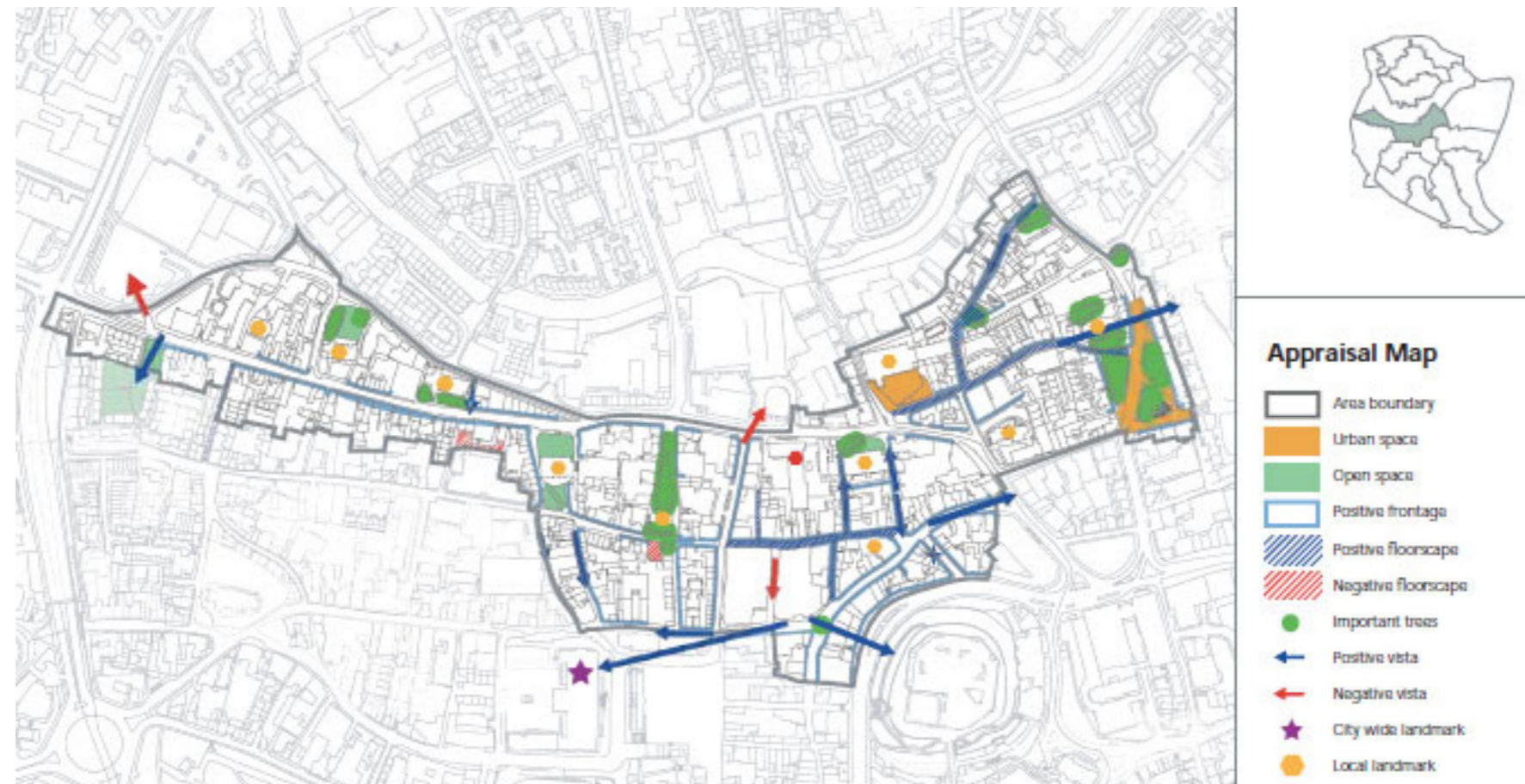


Figure 5.43 Elm Hill and Maddermarket Character Area map identifying urban characteristics of the appraised area. Source: Norwich City Council



Figure 5.44 Elm Hill facing south



Figure 5.45 Elm Hill facing north



Figure 5.46 Elm Hill

## 5 | Identification of Receptors

### Area 7. Civic Character Area

- 5.166 The Civic Character Area contains both the main public buildings in Norwich and the historic core from which the city developed. This includes the marketplace in the centre, which remains the largest urban open space in the City, which the Normans based their French Borough around with two main streets leading westwards (Bethel Street and St Giles Street).
- 5.167 The key buildings of Norwich's civic and cultural core of include the City Hall clock tower, the Castle, and the elaborately decorated St Peter Mancroft Church, which stand as the city's primary landmarks; the Forum and Guildhall are Norwich's secondary local landmarks. The buildings remain as fine examples of their building type. The most recent addition is The Forum, also known as the Millennium Building, which replaced the central library.
- 5.168 Collectively, the existing architecture dates back to various periods with the first phase of Norwich Castle constructed between 1094 and 1121. In the fifteenth century, the Guildhall was constructed, providing an assembly chamber for meetings of the full medieval council and establishing this area as the Civic quarter. The development progressed in the seventeenth and eighteenth centuries with further retail shops being introduced to the area. In addition to this, the lowest-lying street of the market, Nether Rowe, was left clear to allow the visitors to promenade in front of the shops, becoming known as 'Gentleman's Walk'. This street remains central for shopping in Norwich today.
- 5.169 Within the character area, there are also a number of Victorian pseudo-Venetian-style buildings, for example at the junction of Gentleman's Walk and Guildhall Hill as well as the building adjacent to Sir Garnet Wolseley Public House. Significantly, the area also includes the first purpose-built asylum in the country, Bethel Hospital, which dates from 1712-13 and has a late nineteenth century street façade. The area also obtains two shopping developments which include The Arcade which was constructed in 1899 and sits behind the façade of the former Royal Hotel which itself expresses the English Arts and Crafts style and Castle Mall dating to the late twentieth century.
- 5.170 Overall, the key characteristics of the area derive from the townscape which captures wide streets and spaces which reflects the importance and formality of the civic quarter and this specific area defined as a

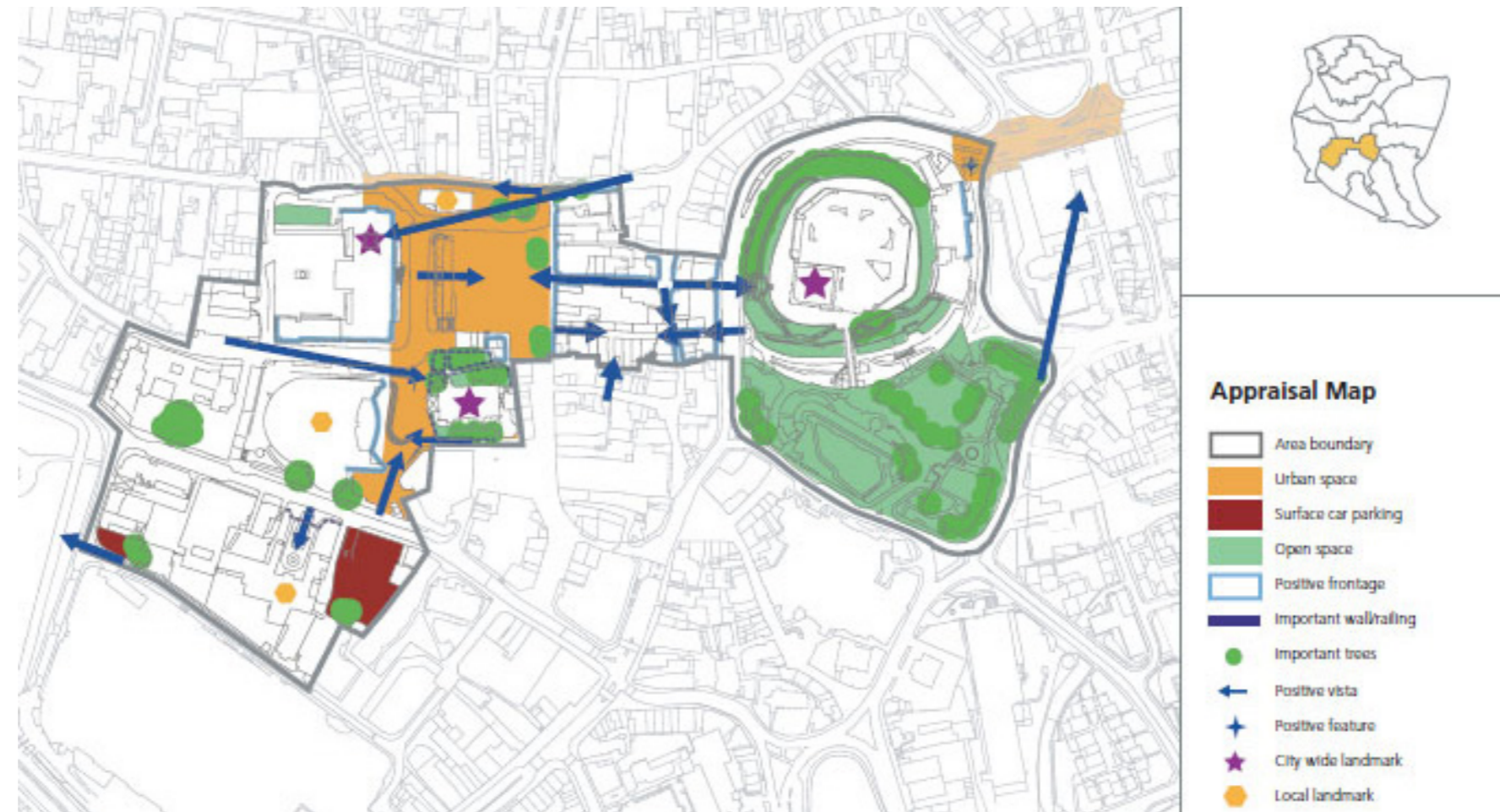


Figure 5.47 Civic Character Area map identifying urban characteristics of the appraised area. Source: Norwich City Council

character area. The building types within the area are unique and reflect the function they were designed for and the period in which it was built within, with the exception of the commercial premises which link the castle and the market place. The varying styles and periods of construction is reinforced by the a wide variety of building materials used. A mix of Bath stone, Caen stone are present with numerous buildings faced with ashlar, flint and masonry.

## 5 | Identification of Receptors



Figure 5.48 Market Square and Peter Mancroft Church



Figure 5.49 Looking towards the Clock Tower. Peter Mancroft Church in the foreground (right)



Figure 5.50 Swan Lane, Norwich



## 5 | Identification of Receptors

### Area 8. Cathedral Close

- 5.171 The Cathedral Close character area covers one of the most historic areas in Norwich, with buildings dating from the foundation of the Cathedral in the late eleventh century. Norwich Cathedral is one of the best-preserved Norman Cathedrals in Britain. The area is bounded by a precinct wall, which secludes the area from the surrounding city centre and has protected it from any significant interventions. Within the wall, the area is dominated by the Norman Cathedral which is surrounded by a mixture of Georgian and Victorian buildings. Just outside the wall is the thirteenth century Great Hospital, which is enclosed within its own boundary.
- 5.172 The character area also contains various areas of green space. To the west of the Cathedral and cloister is a large open green square, separated by two historic gates. The area also comprises of numerous private gardens, largely associated with the Georgian buildings; open gardens are also found on the Lower Close leading to Ferry Lane. This follows the line of the historic canal towards Water Gate, which once ran through the area before joining the river.
- 5.173 The character area also benefits from the riverside walk which presents itself as a well-landscaped area with mature trees and shrubs that line the pathway. The walk passes the town's historic defences, which date back to the fourteenth century and stand amongst other historic landmarks within the character area. Most significantly, this includes the Cathedral spire which extends 96m above ground level. Whilst the cathedral stands as the most prominent building within the character area, there are additional buildings noted for their significant contribution, including Bishop's Palace, the Carnaby Chapel, numerous medieval structures, the Victorian Gothic house at No. 57 and the former stables along Ferry Lane.
- 5.174 There are very few modern buildings within this area, and those which have been constructed have been carried out sensitively and are respectful of their setting. Modern buildings in Cathedral Close character area include the 1950s educational building and the Refectory.
- 5.175 The building uses within the Character Area largely remain related to its ecclesiastical function. However, the character area also contains educational buildings related to Norwich School, which occupies



Figure 5.51 Cathedral Close Character Area map identifying urban characteristics of the appraised area. Source: Norwich City Council

a range of the buildings to the north of the Cathedral. Bishopgate predominantly remains as a residential area with a nursing home and historic almshouses, now part of the Great Hospital.

- 5.176 The materiality within the Close remains sensitive to the historic fabric of the city. The ground surfaces, for the most part, are either tarmac with exposed stone aggregate where vehicular access is provided, or stone flags for pedestrian access, with soft landscaping in bewteen. The earliest buildings within the Close are built of stone, flint and red brick. There is also evidence of mathematical tiles fronting timber-framed buildings, with roof coverings comprising of red and black pantile tiles. Some of the modern additions to this Character Area, namely the 2005 Refectory, have been constructed using re-used materials.

## 5 | Identification of Receptors



Figure 5.52 Upper Close



Figure 5.53 View of Norwich Cathedral from the southeast



Figure 5.54 Entrance into Cathedral Close, with Norwich Cathedral in the background

Section 6

**The Proposed Development.**

## 6 | The Proposed Development

### Summary of Proposed Development

- 6.1 The Site is 4.65ha in size and is located within the northern part of Norwich city centre, comprising the existing Anglia Square Shopping Centre, and adjoining and adjacent land described below. It is located wholly within the NCC administrative boundary. The red line boundary is shown in figure 6.1.
- 6.2 The main site area (Anglia Square) is bounded by New Botolph Street and Pitt Street to the west, Edward Street to the north, Magdalen Street to the east and St Crispin's Road to the south. The Site comprises the entirety of the land within this area, except for a vacant two storey retail unit (the former Barclays Bank) site within the north-eastern corner of the site and the two storey Surrey Chapel site within the south-west frontage of the site (which are both in separate ownerships). In addition, the Site comprises a parcel of land to the northwest of New Botolph Street/west of Edward Street, and an area of land to the north of Edward Street and west of Beckham Place, both currently used for surface level car parking. Please refer to the EIA for further information on the Site location and environmental sensitivities.
- 6.3 A hybrid planning application will be submitted for mixed-use development. The full development description is as follows:

*"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 5,757 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*

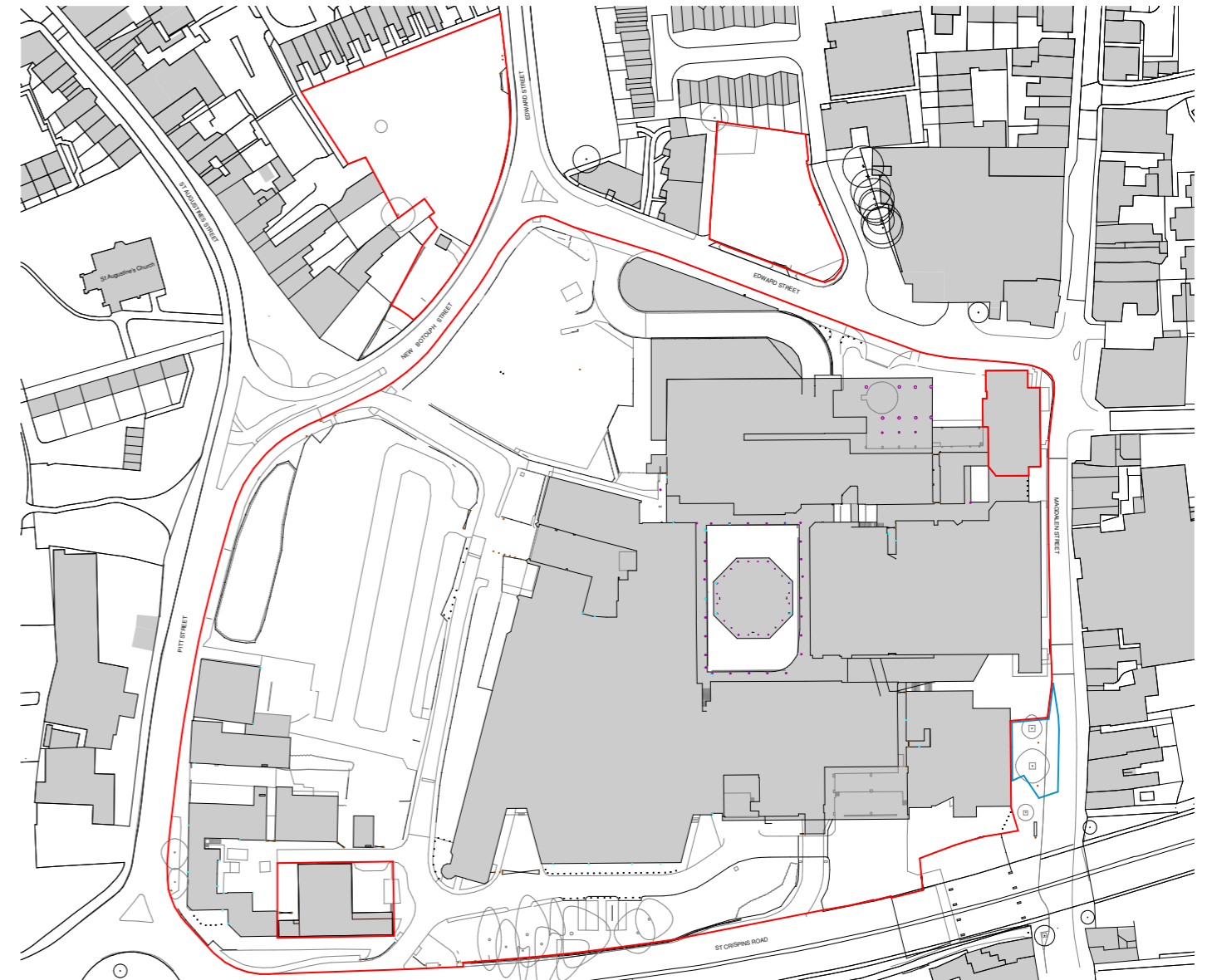


Figure 6.1 Hybrid Application Site Plan  
Source: Broadway Malyan Architects

*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 2,243 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)."*

## 6 | The Proposed Development

### Response to the Sensitivities of the Site

6.4 Much of the approach taken by the scheme, in terms of its height scale and massing, follows on from discussions associated with the Call-In Scheme, which was the subject of a 'Heat Map' analysis to identify particular views and relationships of importance. Building on this approach, and seeking by design to reduce impacts further, the current scheme, as a result of the detailed discussions with NCC and HE, has been modelled to respond to a variety of different sensitive relationships in heritage terms. As a result, the following design moves have been adopted:

- Overall building heights have been limited to less than that of the water tower of Sovereign House, to ensure that the scheme is no more vertically prominent than the existing condition;
- Views from St Augustine's Street towards the spire of the Anglican Cathedral have been protected, with the heights of Blocks reduced to permit the retention of a viewing corridor above roof level;
- Views of the Anglican Cathedral and St Augustine's Tower have been retained through the retention and further development of the Botolph Street route through the Site;
- The relationship of the building to Doughty's Hospital has been carefully managed and discussed through the use of visuals, to ensure a sensitive response to this space;
- The relationship of the development to Magdalen Street, including where 'Stump Cross' is to be reinterpreted, has been subject to discussion and visual analysis, with building heights limited at this eastern edge to response to existing building heights and street widths;
- Views from St Augustine's Churchyard, beyond 2-12 Gildengate, have been studied in depth and discussed with stakeholders, to ensure that the height of buildings on the western side of the site, and their roof form and disposition, is responsive to how the buildings would appear within this view. The roof form has been 'calmed down' from earlier iterations, and building heights reduced to manage prominence of the development in these views.

- As a whole, height has been moved, generally, towards the centre of the scheme, around Anglia Square and away from sensitive immediate relationships. This allows proximate heritage assets and townscapes of a smaller scale to be protected. The approach was also tested at a macro level, to ensure that such an approach didn't create an overly prominent core to the development when viewed from further afield.
- At a macro level, the use of modelled views from Mousehold Heath and Kett's Heights have allowed the overall roof form of the buildings within the Proposed Development to be modelled; an initial scheme that had a greater number of multi-pitches has seen more flat roofs introduced to larger buildings to reduce the potential for visual 'busyness' when viewed from these sensitive vantage points, and to ensure that the scheme remains recessive in relation to citywide views.

### Embedded Design Mitigation

- 6.5 Relevant embedded mitigation to the heritage, townscape and visual assessments includes:
- An inherent focus on delivering the highest quality design in line with local and national policy and guidance;
  - The arrangement of height and scale to reflect the character of the surroundings while respecting its sensitive heritage context;
  - Linking the Site back into the city's historic layout by reinstating historic street patterns, specifically Botolph Street, George Street, and Calvert Street, which were removed when Anglia Square was built from the late 1960s onward;
  - Use of variety in form, scale and massing by creating character areas within the development (i.e. commercial streets and residential streets) to ensure the Proposed Development responds to the variety of its surrounding contexts while providing a distinct sense of place; and
  - Consideration of both the existing and emerging character in the surrounding area informed the design process of the Proposed Development in order to ensure it is resilient and contributes to the emerging character.

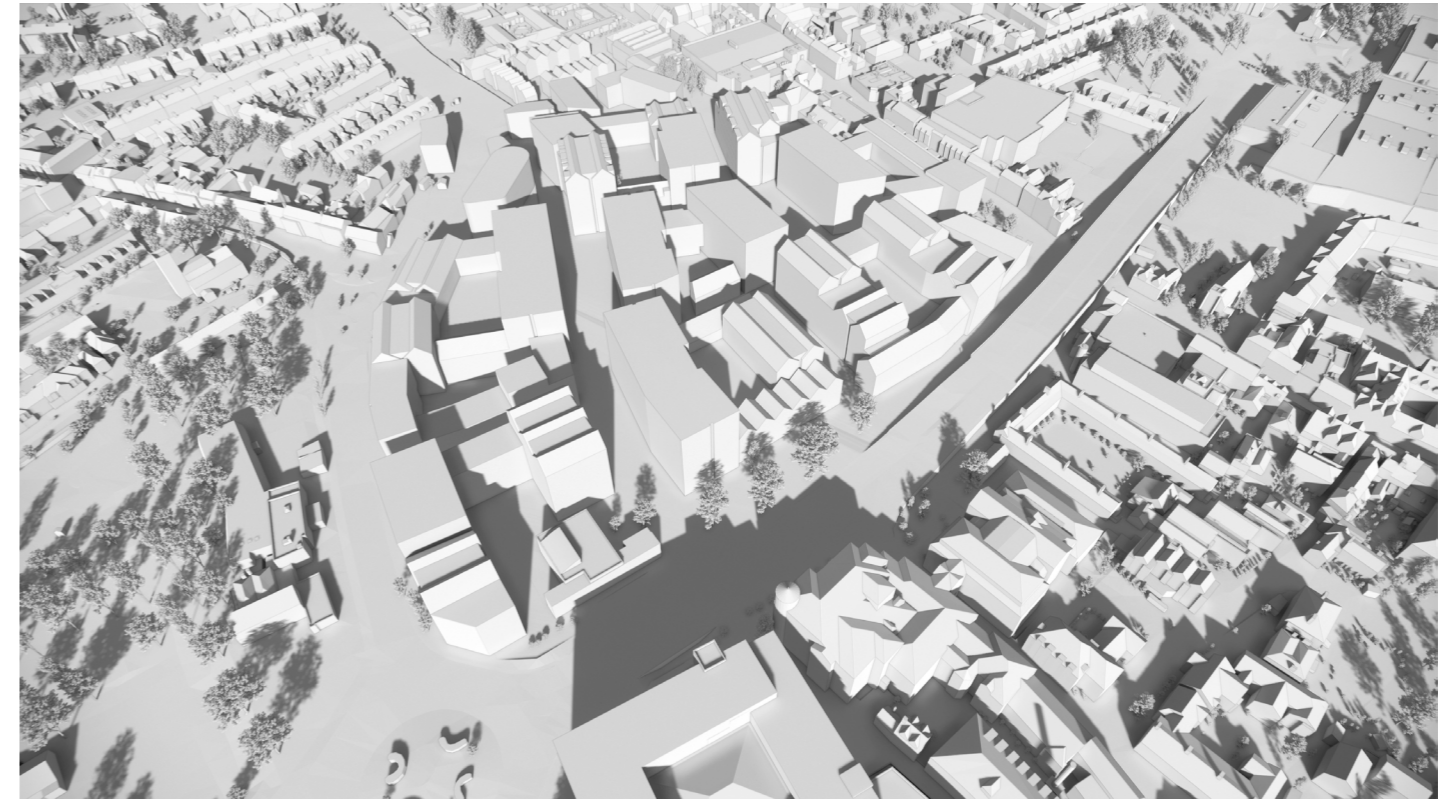


Figure 6.2 Massing Model of Proposed Development from the southwest  
Source: Broadway Malyan Architects

Section 7

# **Assessment of Demolition & Construction Effects.**

## 7 | Assessment of Demolition & Construction Effects

### Phasing Plan

- 7.1 The Proposed Development comprises a phased demolition of the existing Anglia Square complex and the erection of a mixed-use development. The current expectation is that these works will take 7-8 years to complete, with the proposed development completed in 2030.
- 7.2 An indicative phasing programme for the demolition and construction across the Site is set out in the Anglia Square Phasing Document by Weston Homes.
- 7.3 The diagrams in the Anglia Square Phasing Document (figures 7.1 - 7.4) show an indicative phasing programme for the demolition and construction across the Site, comprising 3 phases of demolition and clearing and 4 phases of construction. Please refer to the Phasing Document for detailed information with regard to the phasing strategy, which may be updated on occasion to reflect other site considerations.

### Construction Effects on Built Heritage Receptors

- 7.4 This section assesses the anticipated effects of the demolition of the buildings which comprise Anglia Square - Sovereign House, Gildengate House, the Multi-Storey Carpark, Hollywood Cinema, and the Retail Shopping Centre - upon the identified heritage assets.
- 7.5 Construction effects are likely to vary for heritage receptors subject to the proximity to the Site.
- 7.6 Construction activities such as removal of fabric, demolition and construction activity in close proximity, use of hoardings and visible machinery/ infrastructure may have a **temporary major to moderate adverse effect** on the setting of built heritage receptors in the closest proximity (heritage assets within and including the Anglia Square, Northern City, and Colegate Character areas - see figures 5.2 and 5.19). This effect would be temporary and reversible.
- 7.7 Construction activities such as hoardings and visible machinery/infrastructure may also have a temporary moderate adverse effect on the setting of built heritage receptors in close proximity: 75 Magdalen Street (grade II), Cat and Fiddle Public House (grade II), 107 and 109 Magdalen Street (II), 113 Magdalen Street (II), 115 and 117 Magdalen

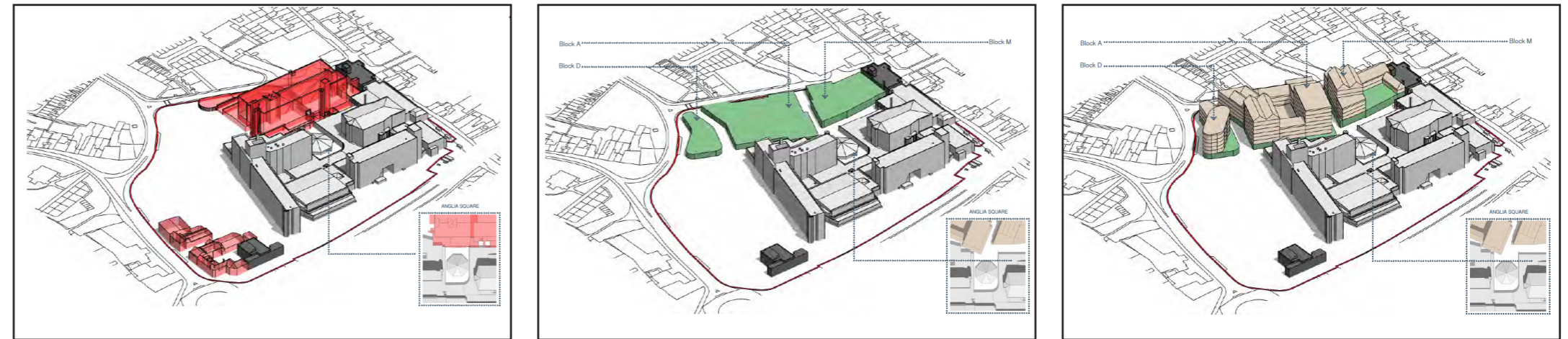


Figure 7.1 Extract from the demolition and construction sequence - Phase 1, prepared by Weston Homes

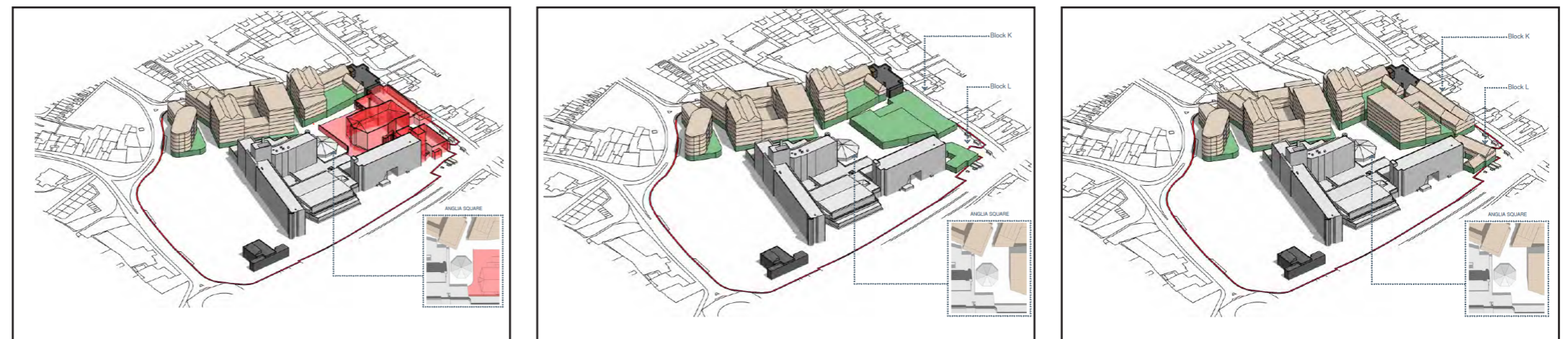


Figure 7.2 Extract from the demolition and construction sequence - Phase 2, prepared by Weston Homes

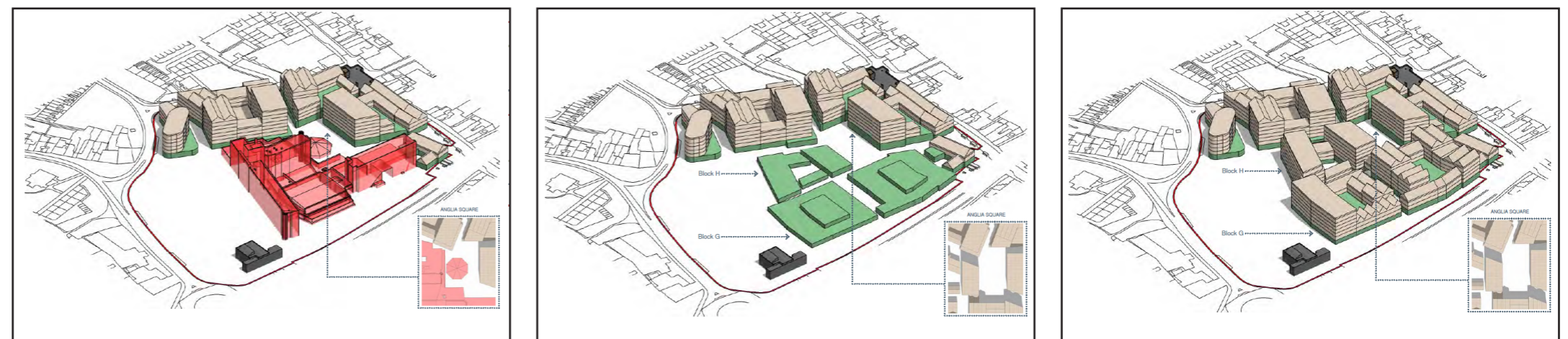


Figure 7.3 Extract from the demolition and construction sequence - Phase 3, prepared by Weston Homes

## 7 | Assessment of Demolition & Construction Effects

Street (II), 71 Botolph Street (grade II\*), Church of St Augustine (grade I), 2-12 Gildencroft (grade II), 1 and 3 St Augustine's Street (II), 5 St Augustine's Street (II), 7 St Augustine's Street (II), 9 and 11 St Augustine's Street (II), Rear of Numbers 13 and 15 St Augustine's Street (II), 21 St Augustine's Street (II), 23 and 25 St Augustine's Street (II), 27-29 St Augustine's Street, 22 and 24 St Augustine's Street (II), 26-30 St Augustine's Street (II), 32, 34, 36 and 36a St Augustine's Street (II), Doughty's Hospital (II), 41 Magdalen Street (II), King's Head Public House (II), 44 Magdalen Street (II), 46 and 48 Magdalen Street (II), Former Church of St Saviour (grade I), 47 and 49 Magdalen Street (grade II). Though this effect would be significant, it would also be temporary and reversible.

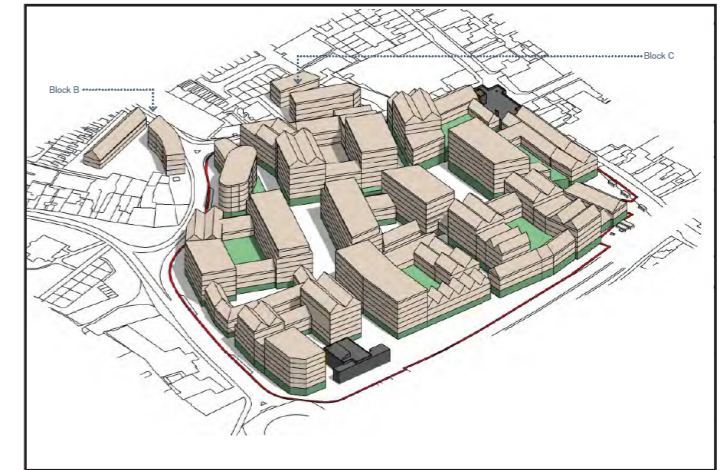
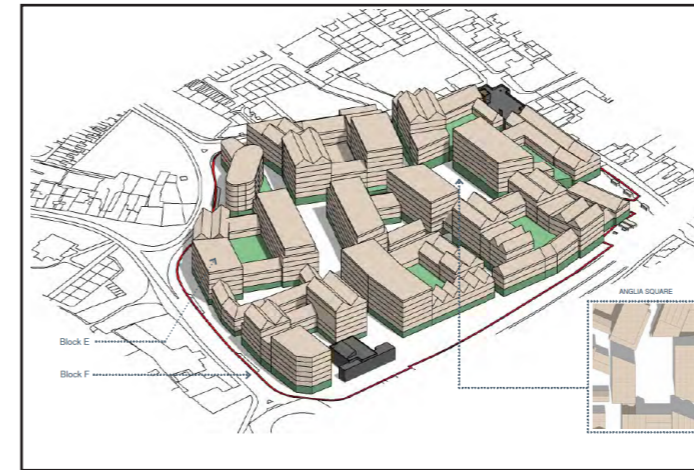
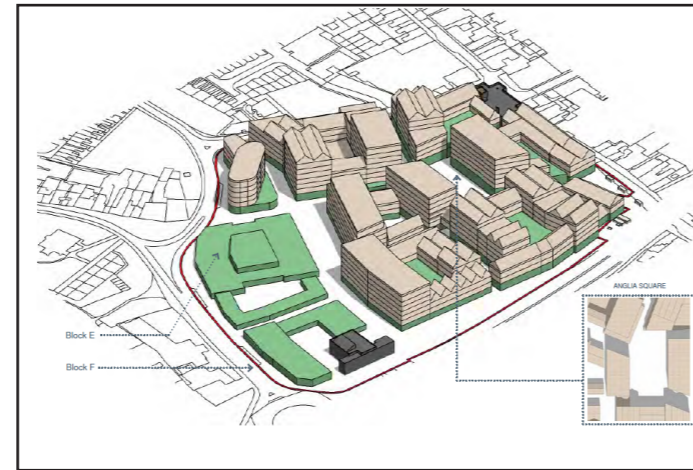


Figure 7.4 Extract from the construction sequence - Phase 4, prepared by Weston Homes

7.8 For the remaining built heritage receptors further away, there are great screening effects by intervening development, resulting in either a **temporary minor adverse effect or negligible effect** on their settings from visible machinery and construction infrastructure. This effect would be temporary and reversible.

### Mitigation Measures

7.9 As part of this hybrid planning submission an outline Construction Logistics Plan has been prepared and sets out a proposed strategy to mitigate demolition and construction effects. A comprehensive mitigation strategy has been outlined in order to minimise any adversity identified. The mitigation of potential construction effects would follow industry best practice construction standards, such as the use of appropriate hoarding as detailed in the Construction Logistics Plan. The phasing of the Proposed Development would reduce the intensity of the construction effects in the setting of receptors. This would generally mitigate the construction effects for those receptors in close proximity to a **temporary moderate to minor adverse effect**. For those receptors further away, the **temporary minor adverse to negligible effect** would remain.

### Demolition and Construction Effects on Townscape and Visual Receptors

7.10 This section assesses the anticipated demolition and construction effects of the Proposed Development upon the identified townscape and visual receptors.

7.11 Construction effects are likely to vary according to the distance between the receptors and the Site, with those receptors located closer to the Site, or whose homes or businesses overlook it, more exposed to a higher visibility of machinery and infrastructure (e.g. scaffolding around buildings under construction) and likely to have a larger effect than those located at a longer distance (where the visibility is reduced to only the taller elements on the Site, owing to occlusion from other townscape or landscape elements).

7.12 The following assessments are therefore organised according to receptors located at close, medium and long distances from the Site. The effects are applicable to townscape receptors (e.g. character areas) and visual receptors (people experiencing views including from the viewpoints identified in this HTVIA).

#### Close distance effects

7.13 In the absence of mitigation, the likely effect of demolition and construction-related practices on closer townscape views, where most infrastructure would be visible, would be short-term, reversible, of a **moderate to major significance and adverse in nature**. This effect would also apply to townscape receptors located in close proximity to the Site. The close-range townscape receptors are Character Areas 2, 3, and 4 (Northern City, Anglia Square, and Colegate).

**Close-distance views:** 13, 15, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 38

#### Medium distance effects

7.14 The likely effect on townscape views further from the Site, where cranes and the construction of some elements will be visible, would be short-term, reversible, of a **minor to moderate significance and adverse in nature**. This would also apply to townscape receptors located at a medium distance from the Site. The affected townscape receptors are the southern half of Character Area 1 (Low-Density Residential) and Character Area 5 (Northern Riverside).

**Medium-Distance Views:** 11, 12, 14, 15, 16, 18, 19, 20, 21, 37

#### Long distance effects

7.15 The likely effect on long views where only cranes and the construction of the tallest elements are likely to be visible, would be short-term, reversible, of a **negligible to minor significance and adverse in nature**. The relevant townscape receptors are the northern half of Character Area 1 low-density residential, Character areas 6 (Elm Hill and Maddermarket), 7 (Civic), and 8 (Cathedral Close).

**Long-Distance Views:** 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 17, 36, 39, 40.

### Mitigation Measures

7.16 As part of this hybrid planning submission an outline Construction Logistics Plan has been prepared and sets out a proposed strategy to mitigate demolition

and construction effects. A comprehensive mitigation strategy has been outlined in order to minimise any adversity identified receptors. The mitigation of potential construction effects would follow industry best practice construction standards, such as the use of appropriate hoarding as detailed in the Construction Logistics Plan.

7.17 The use of measures such as high level screening to hide the visibility of equipment above rooflines or trees is not proposed, as this can be more visually obtrusive than the equipment itself. Hoardings, however, would be used at ground level to mitigate the effects of construction activity in the immediate vicinity.

7.18 Due to the size of Proposed Development, construction activity would be phased across the Site to mitigate the visible effects of demolition and construction infrastructure and activity (such as use of cranes) on townscape and visual receptors.

7.19 Site lighting would be designed to minimise light pollution on the surroundings of the Site, using light sources of the minimum intensity required and ensure lighting is only used when needed.

7.20 With mitigation, the adverse resultant effects on townscape and visual receptors, would be reduced to **moderate to minor adverse at close distance and minor adverse at medium distance**. **Long distance effects would remain at minor adverse to negligible**. These effects would be temporary and reversible.



Section 8

# **Assessment of Operational Heritage and Townscape Effects.**

## Operational Effects on Built Heritage Receptors: City Landmarks and Highly Graded Heritage Assets

### City Landmarks

- 8.1 (Relevant Viewpoints: 7-8 and others)
- 8.2 Six buildings within Stage One of the assessment of heritage assets have been identified as key buildings in terms of their contribution to the greater Norwich skyline. This section will focus on the how the wider setting contributes to the significance of each building and the potential for the redevelopment of Anglia Square to impact on this significance. These are Norwich Castle; the Cathedral of the Holy and Undivided Holy Trinity; the Roman Catholic Cathedral of St John the Baptist; the Church of St Peter Mancroft; City Hall Clock Tower and the Church of St Giles. The impact on the setting of individual assets is considered later in this report, along with an assessment of the impact on the overall skyline which incorporates these landmark assets below.
- 8.3 The principal interaction between the City Landmarks as a group and the Site will be experienced from the higher ground to the east of the site, captured within views 6 (Mousehold Avenue); 7 (Mottram Monument, St James' Hill), 8 (Kett's Heights (Armada Beacon) of this assessment. Some of the landmarks also appear in other views (as is the case with the Anglican Cathedral, in views 11 and 12).
- 8.4 The buildings are all Grade I listed, with the exception of City Hall (Grade II\*) and can be considered as 'tall' buildings by virtue of the fact that they are significantly higher than their respective surroundings and can be seen from long distances in most directions, often emphasised by topography, as is the case with St Giles Church and the RC Cathedral. It is on account of their height that the buildings gain their special status and prominence as great edifices within the city adding to its distinctiveness, special character and rich cultural profile. Along with the architectural and historic qualities of the individual buildings, they have been identified for inclusion in the detailed assessment because of the contribution they make collectively to Norwich as a significant place of outstanding heritage value.
- 8.5 Historic England guidance regarding the assessment of development proposals within the setting of

heritage assets. 'GPA 3: The Setting of Heritage Assets' (December 2017) provides a five step process to assess the impact of development within the setting of heritage assets. This guidance has been utilised, along with Historic England's guidance Tall Buildings: Historic England Advice Note 4 (March 2022).

- 8.6 Within the higher views east of the City, the landmarks would not be challenged, as the scheme's height would ensure that it has no 'taller' elements, and falls considerably below the skyline, and also allows a visible tree-line above the built form. It would therefore remain the case that in relation to all assets, that were the Proposed Development to be consented, they would remain, broadly, appreciated in their current form. However, it is our view that the Proposed Development would allow the Site to fall more comfortably into the background in these longer views than is currently the case with the existing baseline. Accordingly, in terms of these views, it is our view that there would be a minor enhancement to the Landmark Group as a whole, with the Proposed Development better allowing an appreciation of the group by removing a visually competitive element from these views.
- 8.7 The Roman Catholic Cathedral has the greatest impact on the skyline and is the more prominent landmark, both from the northern vicinity of the Site and in long range views from the east. The Roman Catholic Cathedral and St Giles are both quite prominent from the application site in the vicinity of Edward Street, however, such views are incidental and only possible because there are no buildings along Botolph Street, Edward Street or the majority of Pitt Street, which is to the detriment of the local townscape and Conservation Area. Prior to 1965 such views would not have existed.
- 8.8 Overall, the proposed development would not challenge the visual prominence of the landmark group. The tower element of the call-in scheme posed a greater visual challenge to the contextual setting of landmark assets and the Norwich skyline. This no longer forms part of the proposals. As a result of the removal of standing buildings, and Sovereign House in particular, it is considered the proposal will result in a more varied roofscape, with flat and pitched roofs (in contrast to the block massing of the existing),

therefore resulting in an enhancement to what is not at present a pristine historic skyline. The proposal would enhance the contextual setting of the landmark group by creating more variety to built form, without breaking the skyline, and with no visual challenge to the existing spires and towers, which as a group form the wider setting of the landmark group of assets and therefore contribute to significance.

- 8.9 The effect would be complementary, with the Cathedral Spire losing none of its dominance. Importantly in the context of key long range views in which both the Cathedral and the proposed development would all be visible, new built-form would remain below the skyline and fuse successfully into the existing townscape. The varied massing and materiality of the proposals will lend variety and visual interest.
- 8.10 The magnitude of Change arising from the proposed development will be **Minor** and given that significance would be preserved and is some respects enhanced, it is our view that the scheme would result in a **Minor enhancements** in terms of impact upon significance.

### City Walls (Scheduled Ancient Monument)

- 8.11 (Relevant Viewpoints: 14)
- 8.12 The only element of the City Wall Scheduled Monument, which is experienced across the City, which would possess intervisibility with the proposed development is the stretch on Magpie Lane. As a small fragment of a wider whole, its contribution to one's wider understanding of the Scheduled Monument as a whole is primarily limited to an appreciation of its physical bulk and form, and its interaction with other elements to provide a reading of the circuit's scale and form. The Magpie Road stretch is read as a fairly fragmentary section, incorporated in part into other built form, an indication of the historic location of the City's edge, which continues to correspondence with one's appreciation of the increasing urbanity of the townscape as one moves south. The Proposed Development would be visible alongside this stretch of Wall, but would fall very significantly into the background, being appreciable as part of the more urbanised landscape south of the Wall. Accordingly, in its general form and appearance, it does not intrude with one's wider appreciation and

reading of the Wall. Instead, it appears as part of a highly quality, secondary piece of townscape beyond wall, not intruding on appreciations of the Scheduled Monument or its historic role and function.

- 8.13 The magnitude of Change arising from the proposed development will be **Medium**, but given that significance would be preserved, it is our view that the scheme would result in a **Major Neutral** impact upon significance.

### The Cathedral of the Holy and Undivided Trinity (Grade I)

- 8.14 (Relevant Viewpoints: 7, 8, 9, as part of City Landmark group, other viewpoints including 12, 36 and 40)
- 8.15 The proposed development is appreciated as part of the wider cityscape of Norwich. Without the tower that was proposed within the Call-In Scheme, its effect must largely be understood as one that arises from its appearance in the background of views, as part of the tapestry of townscape features that provides a wider understanding of the relationship between the medieval Cathedral, and the increasingly industrialised City that grew around it from the eighteenth century to the present day.
- 8.16 Pevsner / Wilson, in *The Buildings of England Norfolk 1: Norwich and North -East* capture the role that the spire plays within the City, in terms of its appearance within the Cityscape.  
  
*"Norwich Cathedral lies low, close to the River Wensum, and if it were not for the spire which rises above its crossing, it would be no more prominent in the picture of the city than is Winchester Cathedral. The spire can be seen from afar on approaching the city, but once within the walls one loses sight of it due to its low-lying position, and the Roman Catholic Cathedral, City Hall, the castle and parish church of St Peter Mancroft dominate the skyline. However, from the high ground of Mousehold Heath to the east its presence can be fully appreciated: the exceedingly long nave, the strange geometric richness of the decoration of the crossing tower."*
- 8.17 We entirely concur with this approach, which captures the way in which Norwich Cathedral is appreciated. From the point of the Site, it is of most relevance that there are potential effects in the Mousehold Heath views, but also that Anglia Square

- forms part of the approach experience, where it remains visible before falling below skyline within much of the City. Accordingly, we need to assess the impact of the scheme on both views off it from the east, and those more locally where the spire appears above existing buildings.
- 8.18 In views from north of the site (along St Augustine’s Street, for example), care has been taken, in discussions with Norwich City Council and Historic England, to ensure that appreciations of the Cathedral spire, and its four spirelets (at the spire base) are preserved. An example of this is the view 12, from the junction of St Augustine’s Street and Magpie Road, where various options were tested, resulting in the full visibility of the spire and spirelets being preserved. As a whole, it is our view that in these longer views, the spire will remain as a focus of the view, and will remain appreciable as a landmark of quality within the City. Its significance would be preserved in these views. There will also be some views of the Cathedral created through the scheme, particularly coming southeast from Anglia Square, which will allow some additional appreciation of the asset. Additionally, as discussed, the scheme would not, in longer views, create any individual change of note to the significance of the Cathedral as it is appreciated from the higher ground to the east. As a whole, therefore, there is a clear pattern of preservation of significance.
- 8.19 Finally, and vitally, when compared to the Call-In Scheme, the proposed development is clearly of a reduced impact. The Secretary of State’s conclusion (that there would be minor harm overall to the Cathedral) arose from a finding of harm within the view across the sports fields of Norwich School (sometimes referred to in documentation as Cathedral/Castle Meadow, viewpoint 60 within the Call-In Scheme submission, now viewpoint 40). Within viewpoint 40, the scheme is now wholly concealed, even in winter conditions, and will therefore not impact upon significance within this view.
- 8.20 For the reasons outlined above, we conclude that there would be a **low magnitude of change**, but no impact upon heritage significance, leading to a **Moderate Neutral** finding in terms of residual effect.
- Roman Catholic Cathedral of St John the Baptist (Grade I)**
- 8.21 (Relevant Viewpoints: 7, 8, 9, as part of City Landmark group)
- 8.22 The RC Cathedral, another part of the City’s Landmark group, has a clear physical separation from the Site, appearing as a distant feature, on the higher ground west of the City Centre. As outlined above, the group would not have their prominence challenged by the proposed development, in our analysis. Given that this conclusion was also reached in relation to the Call-in Scheme, with its 20 storey tower, such a finding at the height now proposed, is clearly rational.
- 8.23 We continue to find, for the reasons set out above, that the Roman Catholic Cathedral would continue to be appreciated for its landmark role within Norwich, and would not be impacted upon in terms of appreciations of its architectural qualities. It is concluded that there would be a **low magnitude of change**, without any change to significance, leading to a conclusion of **Moderate Neutral** impact.
- Norwich Castle (Grade I and Scheduled Monument)**
- 8.24 (Relevant Viewpoints: 10, 39)
- 8.25 The Proposed Development will result in the removal of a part of the townscape that is a highly visible in views north from the ramparts and the roof of the Keep, and its replacement with a scheme which is designed to sit more comfortably into the northern fringes of Norwich. In views from the Castle (some of which are seasonal), the scheme will always fall below the skyline, allowing a reading of the relationship between the Castle on its massive Motte with the wider topography. This helps to preserve significance, as it allows appreciations of the Castle as a military structure from which surveillance was essential, to continue to be appreciated in its place.
- 8.26 Furthermore, the development is designed so as to sit within the landscape of Norwich-over-the-Water, and to be appreciated as being associated with some of Norwich’s later expansion. One’s attention, in views at both rampart and Keep roof level, is still drawn primarily by the core of the City, south of the Wensum, with the more varied, largely later townscape of the area north of the Wensum (although within the City Walls) being appreciated as a place of more significant recent change.
- 8.27 Ultimately, this is a scheme of quality, which provides a clear improvement upon the poor visual quality of Anglia Square as it currently exists, and which therefore enhances aesthetic appreciations of the relationship between Norwich and the Castle, as viewed from the latter. More centrally, however, it serves to prevent intrusion into appreciations of the historic relationship between the Castle and the City, or the functioning and importance of the former.
- 8.28 The magnitude of Change arising from the proposed development will be **Medium**, but given that significance would be preserved, it is our view that the scheme would result in a **Major Neutral** impact upon significance.
- Church of St Giles (Grade I)**
- 8.29 St Giles on the Hill is included within this assessment because of its position within the City Landmarks Group. As a stand-alone asset, it is appreciated largely within the context of its immediate streetscape, with its tower appearing in longer views, including from the higher ground to the east of the City Centre. The only opportunities for intervisibility with the Church tower exist in these higher views, where the Church tower is appreciated as a quite separate feature from the redeveloped Anglia Square. In no views would the scheme have a material effect on one’s appreciation of the quality and landmark status of the Church, which will continue to be appreciated as a prominent and high-quality landmark of medieval Norwich. The scheme will allow the significance of the heritage asset to be preserved, introducing a change to its distant wider setting within some views, but without an impact upon significance. Accordingly, it is concluded that a **Moderate Neutral** residual effect will arise from the scheme.
- Church of St Augustine (Grade I)**
- 8.30 St Augustine’s Church sits close to the western edge of Anglia Square, within a churchyard that is defined on its southern edge by 2-12 Gildengate, and which has a relatively enclosed and well-defined feel. The proposed development would bring built form closer to the Church, developing the empty car park that sits on the western edge of the site, and reinstating a building line to Pitt Street with a degree of scale. There will therefore be an appreciable change to the asset’s setting.
- 8.31 Within views 23 and 24, it can be appreciated that there will be more built form visible above the roofline of 2-12 Gildengate than is currently the case as existing. This built form will be a significant enhancement in visual terms above the water tower of Sovereign House, which appears as a prominent and eye-catching feature. Because of its scale and form, Sovereign House appears in views across the Churchyard, and makes it the case that this enclave is experienced as intruded upon by modern townscape elements beyond. The proposed development will not, therefore, introduce a wholly new scale of urban development, or introduce a sense of the townscape beyond where this does not exist at present. It will, however, generate a slightly increased sense of physical presence and prominence to Anglia Square (at an increased proximity to the viewer) in these views, which will lead to a degree of competition with the Church’s tower. As a result, some harm will arise to this asset, albeit clearly significantly less than that identified by the Secretary of State in relation to the Call-In Scheme.
- 8.32 Additionally the scheme introduces heritage benefits, and a sense of architectural appropriateness that outstrips the Call-in Scheme. There are elements that would lead to some enhancement of the heritage asset, including the reintroduction of a lost element of its close setting, through the reinstatement of St Botolph’s Street to the east. In turn, this new route would also reintroduce lost, framed views of the church tower looking northwest towards it from the development, allowing an enhanced appreciation of its significance, and its role as a landmark within its historic townscape.
- 8.33 On balance, it is considered that there would be some residual harm to the Church of St Augustine. The competition with the asset in views from the Churchyard, and the introduction of additional urbanity into one’s appreciation of this space, would generate a degree of harm that would not quite be balanced by the benefits generated by introducing new views and re-knitting the historic streetscape. Accordingly, and on balance, we conclude that there would be a **low magnitude of change** (given the existing presence of Sovereign House in views), and a **Moderate Adverse** residual effect upon significance.

## Church of St Mary (Grade I)

- 8.34 (Relevant Viewpoints: 34, 38)
- 8.35 Were the proposed development to proceed, St Mary's Church would continue to be appreciated principally within the immediate context of St Mary's Plain, its churchyard, and the industrial buildings that were developed within the Church's immediate context in the nineteenth century. The western part of the development will be the element of the scheme that has the most direct interaction with this asset. Viewpoints 34 and 38 showing that the proposed development will appear in views north from St Mary's Plain, appearing behind the late twentieth century St Crispin's House.
- 8.36 Where it is visible, the proposed development will not be an intrusive element, and will appear well-scaled and secondary, part of the urbanised landscape of St Crispin's Road. While visible, the scheme will permit the asset to continue to be appreciated within its own space, removing no elements that contribute positively to significance, and not introducing any competition with its quality and form. It is therefore concluded that a low magnitude of change, and Moderate Neutral effect, will arise.

## Old Meeting House (Grade I)

- 8.37 The Old Meeting House, as with the Church of St Mary, has a significance and setting that is primarily focused on its own physical form, and the immediate setting that is formed by Golden Dog Lane, and the car park to its east. From this position, Gildengate House is visible, and the proposed development will, as such, also be visible in views from within the vicinity of the asset.
- 8.38 Ultimately, however, the setting of this asset will not fundamentally change such that its significance would be affected. The proposed development will be read as a denser urban form north of the building's immediate setting, much as Gildengate House does, but with a general aesthetic enhancement which arises from the finer grain and more appropriate detailing and materiality proposed. It is therefore concluded that a **low magnitude of change**, and a **Moderate Neutral residual impact**.

## Church of St Martin at Oak (Grade I)

- 8.39 (Relevant Viewpoints: 20, 21)
- 8.40 St Martin does possess a degree of intervisibility with Anglia Square, albeit as a secondary feature that forms part of the wider, more urbanised backdrop from an asset which sits within a heavily altered townscape. The extent of townscape degradation in the vicinity of the Church is such that it derives less significance from its setting than many of the other churches included within this Assessment. View 20 captures the principal case where there is direct intervisibility between the Church and Anglia Square. In this view, along St Martin's Lane, the Church appears in the foreground as a diminutive and clearly historic element, within a wider setting that generally lacks value and definition. The water tower of Sovereign House is visible, beyond some intervening foliage, and while of a poor quality, is less intrusive here than it can be in other views.
- 8.41 The proposed development would introduce a new form of built development which would bring development of scale closer to this asset, but would not, as the visual in View 20 shows, bring a legible sense of intrusion into the setting of this Church. Instead, a poor quality townscape element would be replaced with a new development of better visual quality, but which would continue to appear as part of a wider urban backdrop. The significance of this asset would not fundamentally change as a result of the proposed development, and its effect on the overall appearance of its setting would be limited. We therefore conclude a **low magnitude of change** and a **Moderate Neutral impact** here.

## Church of St George (Grade I)

- 8.42 (Relevant Viewpoint: 27)
- 8.43 Anglia Square sits beyond the tight-knit townscape of Colegate and St George's Street that form the immediate setting of this asset, and within which it is appreciated as a medieval 'town church', pressed cheek-by-jowl with the Parish it served, and with the industrial buildings that have increasingly been developed within this primarily residential area. The scheme will not, given its proposed scale, intervene into appreciations of this townscape in general terms, being appreciated beyond the well-defined boundary of St Crispin's Way. Accordingly, the degree of change that can be generated by the proposed development is limited to an extent.

- 8.44 In our view, it is also the case, however, that the visual interaction between Anglia Square and the site as a potential backdrop to views out of this tight piece of townscape is extremely limited. Viewpoint 27 is taken from the northeast corner of the Church and captures the most significant intervisibility between this asset and Anglia Square. It demonstrates the almost imperceptible degree to which there is any visual interaction, with the proposed development appearing as a closing glimpse between existing modern buildings to the north. The scheme will not materially impact on these views as a part of the experience of the building's setting.
- 8.45 Further, the well-defined edge of this piece of townscape, and the disassociation of the current form of Anglia Square from the historic setting of this asset is such that the proposed development will also not materially impact upon wider experiences of this asset.
- 8.46 For the reasons above, we conclude that there will be a **low magnitude of change**, and **Moderate Neutral residual effect** on this asset as a result of the proposed development.

## Church of St Clement (Grade I)

- 8.47 (Relevant Viewpoint: 19)
- 8.48 St Clement's Church is set a reasonable distance from the site, on a part of Magdalen Street which curves sinuously and limits views to and from Anglia Square. The Church, while read as part of the Magdalen Street townscape, is also set back, within its own churchyard, and is best appreciated from the immediate streetscape and in some localised views such as from the river. Accordingly, the potential for the scheme at its current proposed scale to impact upon the significance of this heritage asset is limited. As viewpoint 19 indicates, views of the asset which also include Anglia Square will include little more than glimpses of the latter. There will be a slight aesthetic improvement within these views, with the southern flank of the cinema being replaced with development of a grain and materiality that will allow it to fall more into the background than the current built form on the Site.
- 8.49 These changes to these immediate views of the asset are minor, and would not serve to change one's appreciation of the significance of the heritage asset.

Additionally, while the scheme would reintroduce some lost elements of street form, and generate broader enhancements to the wider setting of the asset, these would similarly not be sufficient to generate a material impact upon significance. There will, as a whole, be no change to one's ability to appreciate this important medieval Church or its relationship with the wider historic townscape of Norwich-over-the-Water, and accordingly, it is concluded that there would be a **Low magnitude of change**, and a **Moderate Neutral impact** upon significance.

## Former Church of St Saviour (Grade I)

- 8.50 Appreciated as part of Magdalen Street, this is a building which is read as part of a wider historic townscape that has experienced some recent, significant intrusions into its setting. Anglia Square, the flyover, car parks and industrial units to the rear. Within this context, the proposed development will take a detractor from significance and replace it with a development that re-knits lost features, and better grounds this asset in its place. Its immediate setting, and its relationship with the medieval and Early Modern townscape within its vicinity that most strongly contribute to significance, will remain unchanged, with any changes that arise taking place within the wider setting, beyond the flyover.
- 8.51 The bulk of the cinema, and its large, blank, southern façade, will be removed as a feature that competes with, and distracts from, appreciations of the diminutive and detailed form of the Church's tower. It will be replaced by development of an appropriate form and scale, and the re-emphasis of Stump Cross, and the re-opening of Botolph Street. These changes will modestly enhance one's ability to appreciate St Saviour's Church as part of an important piece of historic townscape, and would reintroduce lost ways of moving around the asset.
- 8.52 Ultimately, the flyover would remain as a significant screen to Anglia Square, and the proposed development would experience something of an increase in visible scale in its southeast corner, which will serve to weigh to an extent to the enhancement to the assets' significance identified above. On balance, however, it is concluded that the scheme will generate a **low degree of change**, and a **Moderate Beneficial residual impact**.

## Former Church of St James (Norwich Puppet Theatre) (Grade I)

- 8.53 (Relevant Viewpoint: 16)
- 8.54 The Development will result in a degree of change to the wider setting of the former Church of St James, with the proposed development visible in views to the west. The scheme will result in the removal of buildings which at present have a distant, but clearly harmful effect on one's appreciation of the asset. The proposed development would remain a feature of scale within the wider, and now relatively urbanised setting of the former Church, but would nonetheless have a form that, as appreciated from the Church itself, would be aesthetically more pleasing and in concert with the wider character of the building's setting. The scheme would also be experienced in static and kinetic views experienced within the asset's setting, and again, would be appreciated as a significant feature in its townscape setting, but of a quality and arrangement of an elevated aesthetic quality against the baseline. The scheme is also arranged so as to ensure that its massing is varied when seen from and with the Church, relieving any sense of bulk.
- 8.55 The magnitude of Change arising from the proposed development will be **Low**, resulting in a **Moderate Beneficial impact** upon significance.

## 71 Botolph Street (Grade II\*)

- 8.56 (Relevant Viewpoints: 13, 23)
- 8.57 71 Botolph Street is an unusual heritage asset in that its listing relates to an entirely internal feature, a set of medieval vaults, which are entirely disconnected from the 'above ground' part of the building. It accordingly derives only limited significance from its setting, as it is so disconnected from these surrounds. The principal contribution of the building's setting to its significance is the role that it plays in allowing visitors to the asset to understand how the vaults (and the building which they were originally associated with) sat within the wider street network of Norwich.
- 8.58 As a result, the principal visual changes to the vicinity arising as a result of the development are not the principal consideration; this is an important asset with a modern external expression which sits within

a modern context. The built form proposed will therefore not fundamentally alter one's experience of the asset. However, there is some enhancement to significance to be derived from the reintroduction of elements of the streetscape in the vicinity. The reintroduction of Botolph Street and other routes that reflect historic routes through the site will improve appreciations of the vaults as part of the hidden heritage of medieval urban Norwich.

- 8.59 It is therefore concluded that the scheme will introduce a **low magnitude of change**, resulting in a **Moderate Enhancement** to significance.

## 31-35 Magdalen Street and Gurney Court (Grade II\*)

- 8.60 (Relevant Viewpoints: 29, 30)
- 8.61 This late sixteenth century complex is, like the Church of St Saviour to the north, appreciated as part of the remnant late medieval streetscape of Norwich-over-the-Water, and with the Church and other assets, reflects the importance of this route north across the Wensum during this period. Its wider townscape, with features that detract from significance, therefore has a contribution to make to significance. Its intervisibility with Anglia Square ensures that the site as it currently stands is a negative contributor to significance, and its replacement with a scheme of a quality, with materiality and forms that reflect the local character will generate an enhancement to the significance of this asset. As views 29 and 30 show, the replacement scheme will improve views of the asset from Magdalen Street, allowing an enhanced appreciation of its architectural quality, and removing elements that compete with it for attention.
- 8.62 The extent to which the scheme will generate an enhancement to significance will be limited by the presence of the flyover, which serves to partially obscure Anglia Square from the site, and retain a prominent element of inappropriate modernity within the building's setting. Nonetheless, it is still our view that a **negligible-low magnitude of change** will arise, leading to a **Minor Beneficial effect**.

## 2-9 Octagon Court (Grade II\*)

- 8.63 (Relevant Viewpoint: 28)
- 8.64 Sitting opposite Bacon's House, on the corner of Calvert Street and Colegate, this asset is principally

experienced within the tight-knit streetscape of Colegate and its environs, surrounded by buildings of a high quality, many of which date to the medieval and early modern periods. The building is therefore largely appreciated within an immediate context which contrasts strongly with Anglia Square to the north, but is not substantially influenced by it, as there is limited intervisibility with the Site.

- 8.65 View 28 shows that from within the environs of the asset, the Proposed Development would be visible, as a replacement for the visible water tower of Sovereign House, which appears at the end of Calvert Street, beyond St Crispin's Way. There would be some change to these views, as an existing modern townscape element is removed and replaced by another. Aesthetically, and in terms of its general disposition of height and mass, the scheme would generate an improvement over the existing condition, wherein Anglia Square contrasts markedly with the foreground experience, but not such that significance is altered. Fundamentally, it would remain the case that this asset would be experienced within its immediate contributory context, as part of a high-quality streetscape that allows a reading of its development as part of Norwich-over-the-Water. There would be **low magnitude of change**, without any change to significance, and we would therefore conclude that a **Moderate Neutral effect** would arise.

## Bacon's House (Grade II\*)

- 8.66 (Relevant Viewpoint: 27)
- 8.67 Bacon's House sits at the southern end of St George's Street and Calvert Street. The ZVI that was undertaken as part of the scoping process indicates that there is likely to be little or no direct intervisibility between this heritage asset and the proposed development. Accordingly, this asset would continue to be read within an unchanged immediate setting, a high-quality space incorporating a large number of historic buildings, both listed and unlisted. It will be appreciated as part of Norwich's late medieval and early modern growth north of the Wensum, a prominent building with clear and legible significance.
- 8.68 As a result of the lack of direct intervisibility, the scheme's effect will be predominantly limited to

kinetic experiences of the building along Calvert Street and St George's Street. Again, however, these experiences (as would be the case with Octagon Court, incidentally) would not noticeably change one's appreciation or understanding of the significance of Bacon's House, as it would continue to be appreciated that the Site stands in strong contrast to the immediate setting, and does not contribute materially to significance.

- 8.69 There would be **low magnitude of change**, without any change to significance, and we would therefore conclude that a **Moderate Neutral effect** would arise.

## Operational Effects on Built Heritage Receptors: Conservation Area, and Registered Parks and Gardens

### Norwich City Conservation Area

- 8.70 (Relevant Viewpoints: 7-35, 38-40).

#### Summary of Position

- 8.71 The Proposed Development seeks to remove a feature identified as being 'negative' within the City Centre Conservation Area Appraisal (2007), and having 'low significance' using the Appraisal's own methodology accordingly. The Call-In decision on the previous scheme accepted the principle that 'a replacement of existing commercial buildings and car parks with well-designed modern buildings would be a significant benefit to the NCCCA, and that the benefits of the specific scheme before him would include greater permeability and legibility, improved streets and squares within the site and framed views of the Cathedral and the Church of St Augustine' (paragraph 34 of the Call-In Decision). The Call-In Scheme was ultimately concluded to lead to 'less than substantial harm' to the Conservation Area as a whole, with harm being particularly identified in relation to the area around St Augustine's Church and its churchyard; to St Crispin's Road; to views around the Elm Hill/Wensum Street junction, and to the Strategic Landmark group. Ultimately, the Secretary of State balanced a consideration of the scheme's benefits with the impact of the tower that was then proposed on a wider group of assets, character areas and views within the Conservation Area.

8.72 The new scheme achieves, and goes beyond, the improved design, permeability and new spaces that was found to be generated by the Call-In Scheme. It also has an impact that is considerably reduced by virtue of the removal of the tower element; it has been shown in the assessment above that the scheme would not cause harm to the Landmark Group (and would, indeed, generate a slight enhancement to appreciations of these assets). The below will also show that a number of character areas will now experience no effect, or a very minimal effect, as the reduction in scale has removed the ability to appreciate Anglia Square directly, or for it to influence character, when it comes to more distant character areas. Accordingly, there has been a notable shift in the balance of decision-making between the Call-In Scheme and the Proposed Development. The scope of change derived from the scheme has reduced, and with it its ability to generate harm. Simultaneously, it's ability to generate enhancements to the Conservation Area has increased; overall, it is our view that this position leads to a clear conclusion that a slight enhancement will arise to the Conservation Area overall. This position is explored in further detail below.

### Anglia Square Character Area

8.73 The Proposed Development will result in a radical transformation and improvement of the Character Area in spite of the total demolition and permanent loss of nos. 43-45 Pitt. As such the Development will have a major impact on the significance of this part of the Conservation Area which is considered to be beneficial. It represents a a virtually fresh start for the Character Area as a whole, and also a fresh start from the Call-In Scheme, which it is considerably different to in a number of respects, among them height, scale, massing, disposition of built form, materiality and roof forms. With the exception of 43-45 Pitt Street all of the existing buildings proposed to be demolished have a markedly negative impact on the appearance of the Character Area; while it has a clear character all of its own which is derived from the particular appearance of the buildings and their contrast to their surroundings, the overall effect is obtrusive and forbidding. A number of the buildings can be described as 'Brutalist', although of an unsuccessful type, and in particular, Sovereign House (the water tower of which in particular has undue prominence

throughout the Conservation Area), Gildengate House, and the multi-storey car park being particularly noticeable as unwelcome and overbearing townscape elements. These elements, Sovereign House in particular, have been aptly described as 'thuggish' and 'monotonous' and its future demolition has been welcomed by Norwich City Council. The scheme as a whole is very poor when it comes to meeting the ground too, and the podium deck beneath the cinema, in particular, forms a poor quality frontage to Magdalen Street that overhangs the pavement and is oppressive for pedestrians.

8.74 Accordingly, the replacement of these buildings with development of superior architectural quality in conjunction with a historically literate street layout, new public realm, provision of amenities and associated improvements to the townscape, will have a decisively positive impact on the Character Area.

8.75 The Proposed Development, as fully outlined within the DAS, represents a considered response to the the Constraints, Visions and Objectives and Guidance set out in the PGN, and a response too to the Call-In Decision, which as laid out in the Appendices of this document, has provided a helpful starting point for understanding where particularly valuable enhancements can be introduced, and where there is the potential for harm. Specifically, consideration has been had to how the disposition of buildings can generate a finer grain within the Proposed Development, to allow the reintroduction not just of lost streets on their original alignment (or as closely as possible), but also to a series of yards and smaller spaces that respond to the character of Norwich-over-the-Water. Creating views of key heritage assets such as St Augustine's Church and the Anglican Cathedral, and generating built forms that are reflective of local character are further considerations within the design.

8.76 It is noted that nos. 43-45 Pitt Street make a positive contribution to the significance of the Conservation Area. Harm to this Character Area resulting from the loss of 43-45 Pitt Street, however, is considered to be slight, in light of the overall heritage benefits of the development proposals. These include:

- The reinstatement of urban grain, built form and historic connectivity between St Augustine's Street and Magdalen Street via the proposed Botolph Street and from Edward Street to St

Crispins Road via the proposed St Georges Street. This will result in a positive transformation to and radical improvement of the local townscape and the legibility of the historic street layout in this part of the city;

- The creation of other spaces, small squares and yards, which reflect historic spaces that existed within the site prior to the development of Anglia Square, with a naming strategy that evokes their earlier form;
- The reintroduction of 'Stump Cross' as a well-defined junction between Magdalen Street and the reintroduced Botolph Street, with a locally prominent building that defines the former position of Stump Cross, and thus reinstates a lost townscape experience;
- Framed views towards St Augustine's Church tower from Anglia Square along Botolph Street and the reinforcement of other identified positive vistas within the Anglia Square Character Area. (In terms of the positive views southwards from Edward Street towards the RC Cathedral and St Giles which would be blocked by the development, see comments in relation to the impact on views below.)
- Improved connectivity and increased footfall arising from the new development will allow people to better experience this part of the Conservation Area.
- Greatly improved public realm, open spaces, street furniture, provision of trees and biodiversity.
- The opening up of some views of the Cathedral Spire from the North west / Aylsham Road & St Augustine Street and also from Anglia Square following the removal of Sovereign House and cinema building.
- The replacement of the multi-storey car park and Magdalen Street frontage buildings with new buildings of high quality design for the improvement of local views and townscape (including views of Norwich Castle) and the enhancement of the setting of listed and locally listed buildings along Magdalen Street.

- Prominent views from St Augustine's Street, Edward Street and Cowgate are all identified as negative vistas and will be notably enhanced by the development proposals.
- The demolition and replacement of Gildengate House will improve the relationship with the southeast part of the site with Magdalen Street area and southern and eastern approaches to the Site.

### Impact on Views and Vistas

8.77 Careful consideration has gone into the placing of buildings to ensure a positive response to views, particularly longer views towards the Cathedral Spire, and to the tower of St Augustine's Church. The use of 12 Key Views from and over Anglia Square has led to massing being modelled in such a way as to preserve views, or to minimise harm.

8.78 As proposed, the scheme will be a development of scale, being taller than much of the neighbouring development. Nonetheless, it would often appear lower than the existing buildings of Anglia Square within views, and is considerably lower than the Call-In Scheme. There is a long tradition of larger scale, coarser grained industrial buildings in the Colegate, Fishergate and St Georges Street areas which surpass the prevailing low-lying building typology associated with the medieval city. Jarrold's Printing Works and the buildings of the former shoe factories are notable examples. Sovereign House and several of the other buildings at Anglia Square established a precedent for buildings of more massive scale, unified in their external treatment and also of a stature not previously found in this part of the city. Fundamentally, the nineteenth and twentieth centuries introduced a paradigm shift to the narrative for Norwich's modern development, one that demonstrates the city evolved beyond its medieval prototype some time ago. The area north of the River Wensum is no longer merely a low-lying urban enclave punctuated by modest church steeples.

8.79 In terms of views of Norwich Cathedral from the vicinity of Anglia Square and its northern approaches, these will be enhanced on account of the removal of Sovereign House and the careful placement of new development within the Site. This will result in a striking visual reconnection and reintegration of the

Cathedral tower and spire into the local townscape. The newly-created journey out of Anglia Square along Botolph Street and towards Stump Cross and Magdalen Street coincides with a recognised long vista of the Cathedral's spire, and provides a reconnection with this key City landmark. Framed views of Cathedral spire will characterise the approach and more incidental views will be captured within the development itself and enjoyed en route.

8.80 Along with the recreation of views along Botolph Street, the use of 'borrowed landmarks' in the formulation of way-marking and urban legibility within the scheme will allow the Proposed Development to integrate into the City, and allow enhanced appreciations of the interaction of local and strategic landmark through views.

### Northern City Character Area

8.81 Relevant Views considered— 12-15; 22-26

8.82 The Character Area lies directly adjacent to the Site on its northern side and would experience a considerable degree of change, in terms of impacts on its setting, by virtue of the scale and proximity of the development proposed. This impact would be most notable in relation to the St Augustine's Street and Edward Street Areas, but would impact upon views along Cowgate, and some views along the northerly stretch of Magdalen Street. St Augustine's Street is of note for being strongly characterised by an eclectic group of statutorily listed and locally listed buildings, and having an alignment that focuses views onto the Site. A significant number of locally listed buildings are also found along Magpie Road and Bull Close Road which form the northern fringe of the Character Area.

8.83 The Development will result in a striking visual reconnection and physical reintegration of the buildings along the full length of St Augustine's Street into the townscape. A two-way strategy has been developed in order to achieve this. This first incorporates an outward looking perspective, using existing landmarks and reference points beyond the development boundary in order to integrate the new buildings and principal connections as fully as possible into their surroundings. The second element is an inward looking or cross-cutting perspective, in other words an awareness of historic routes through

the Site and key views that signpost its location whilst reinforcing its relationship with the city of Norwich as a whole.

8.84 In terms of the outward looking perspective the reintegration of St Augustine's Street into the townscape will be principally achieved by recreation of the alignment of Botolph Street. This is a key component of the Site layout and will deliver a high-quality pedestrian link between Magdalen Street and St Augustine Street / Pitt Street. Anglia Square and St Georges Square will become impressive public spaces and nodal points capturing views towards St Augustine's Church to be appreciated and enjoyed en route; they will feed into smaller spaces redolent of historic yards, with nomenclature that references lost spaces. The use of St Augustine's Church as a borrowed landmark and way-marker through the development will furthermore enhance the experience of heritage assets that comprise the building's setting and contribute to its significance. These include the group of statutorily and locally listed buildings on both sides of St Augustine's Street. In this respect the development will also improve and enliven the special character and appearance of the Northern City Character Area.

8.85 In terms of the 'inward looking' or cross-cutting perspective, St Augustine's Street is almost perfectly aligned with the spire of Norwich Cathedral, forming an important northern approach into the city. In visual terms this creates a dramatic view corridor within the townscape and is identified within the Anglia square PGN as a 'strategic view'. This will be aesthetically enhanced by the development proposals on account of the removal of Sovereign House (Views 11 and 12) and the careful placement of new development within the Site, but is acknowledged to generate some increase in the overall quantum of visible built form. View 11, in particular, has played a role in the scheme's formation, being used as a discussion point as the scheme as evolved in pre-application meetings. Discussions have focused on the spire and spirelets of the Cathedral, with the built form modelled so as to allow as much visibility of these elements as possible. As a result, the visibility of the Cathedral spire and spirelets will remain broadly unchanged within these views, allowing it to remain a striking visual landmark. The new built form is less competitive visually with the spire, however, and will

allow some reintegration of the Cathedral tower and spire into the local townscape. The pedestrian link between Magdalen Street and St Augustine Street / Pitt Street will form part of a much longer approach to the Cathedral from the north west. This seeks to optimise the presence of Norwich's principal historic building as a borrowed landmark and way-marker through the development. Some views of Cathedral spire will characterise the approach and more incidental views will be captured within the development itself and enjoyed en route.

8.86 The scheme's overall increased mass as viewed from views such as 11 and 12 will generate some harm, in isolation, to the setting and significance of heritage assets on St Augustine's Street, as is explored above. As a whole, this will lead, again in isolation, to a degree of harm to the character and appearance of this Character Area. However, when viewed as a whole, there will be a slight enhancement generated to this Character Area's character and appearance, by virtue of the wider benefits outlined above.

8.87 Ultimately, improved connectivity and increased footfall arising from the new Development will allow more people to better experience the Northern City Character Area and appreciate its special architectural and historic character and appearance. The block massing and distribution of development has been designed to reinstate urban grain / built form and historic connectivity between St Augustine's Street and Magdalen Street (Botolph Street) and from Edward Street to St Crispins Way (George Street). This will serve to enhance Identified positive frontages. The scheme has been carefully designed to appear as an improved form in views towards Anglia Square and Cathedral. The replacement of the multi-storey car park, cinema building and Magdalen Street frontage with buildings of superior design and townscape quality will serve to improve negative westerly views identified from Cowgate. Finally, the public realm associated with the Development borders onto the Character Area and will be greatly improved along with open spaces, street furniture, provision of trees and biodiversity.

### Colegate Character Area

8.88 Relevant Views considered— 19, 27-35, 38

8.89 The Character Area lies a short distance to the south

of the Site and is virtually adjacent in the vicinity of Magdalen Street, separated only by the width of St Crispins Road. The latter is raised up at this point and its flyover forms a highly intrusive visual barrier in spite of its thinness. While there are some areas of direct intervisibility between the Site and this Character Area, however, it should also be noted that the majority of the Character Area has a strongly contrasting and inward-looking form, particularly around Colegate itself. Accordingly, while the Development will result in a significant change to the wider setting of the Character Area, it will principally be appreciable from the northernmost parts of St George's Street and Calvert Street (as evidenced by the limited visibility in views 27 and 28), Golden Dog Lane, and Magdalen Street (particularly further north, where there are more direct views). The Colgate Character Area has a high concentration of statutorily and locally listed buildings, including many of exceptional interest. The historic street network also retains a high degree of integrity and therefore the significance of the Character Area in the national context is high.

8.90 The Call-In Scheme was found to have a neutral effect on this character area, on balance. The Proposed Development, by contrast, removes a degree of intervisibility through the removal of the tower element, while continuing to remove some intrusive elements and replacing them with more characterful and characteristic built form.

8.91 The removal of harmful built elements such as the cinema and Gildengate House, for example, will have a notably beneficial effect on the upper stretches of Magdalen Street within the Character Area, as well as upon Golden Dog Lane, where Gildengate House is prominent. The design as a whole is of a high quality, and in its materiality, detailing and disposition of built form, is arranged in order to relieve wider setting of the asset as far as possible, and will reenforce lost townscape elements, such as Stump Cross. In terms of its beneficial impact the development will reinstate the urban grain and built form as well as the historic and visual connectivity of St Georges Street all the way to Botolph Street. This will have a decisively positive effect on the Character Area in terms of pedestrian movement and townscape. The new elements of the development visible within the environs of St George's Street follow the gentle arc of

the road in hierarchical steps which will reinforce the historic townscape and help to draw the eye north towards Anglia Square and the environs beyond St Crispins Road. The latter presently truncates / terminates the connection with the northern part of the conservation area but which forms part of the medieval city. Consequently the legibility and appreciation of Norwich's considerable importance during the late medieval period would be enhanced.

- 8.92 The Development will also result in a moderate change to the setting of the Magdalen Street quarter of the Character Area. This is considered to have a beneficial impact due to the removal or improvement of buildings that have a markedly negative impact on its setting. Of particular note is the cinema building and adjoining buildings along Magdalen Street (Nos. 84-98), which are to be demolished. There will also be some enhancement due to the proposed improvements to Gildengate House which is to be re-modelled and externally re-faced. This will serve to improve the identified negative vista north along Magdalen Street and reinforce its largely uninterrupted positive frontages.
- 8.93 More generally improved connectivity and increased footfall arising from the new Development will allow more people to better experience the Colegate Character Area and appreciate its special architectural and historic character and appearance. Ultimately, this Character Area (and its listed buildings, as outlined elsewhere) will experience a degree of enhancement. This would be modest in its overall extent, given that much of the Character Area would be unaltered by the development given restricted intervisibility, but would still be notable in some parts of the Character Area.

### Northern Riverside Character Area

- 8.94 Relevant Views considered— 18-21
- 8.95 The Character Area follows the sinuous course of the River Wensum through this part of the Conservation Area with the densely built up Colegate Area serving as a buffer between this part of the heritage asset and the Site. Inter-visibility is considerably restricted by built form as well as distance. The exclusion of any element over eight storeys accordingly ensures that any intervisibility between this Character Area and the Proposed Development is extremely limited. The four views provided within the Visual Impact Assessment that fall within or adjacent to this Character Area capture largely glimpsed, distant views of the Proposed Development (if it is visible at all), wherein it appears as a secondary feature.
- 8.96 Where it is visible, the proposed development would not increase the overall perception of scale associated with Anglia Square, and it would continue to be read as a very separate element in the townscape, a feature that sits away from the Character Area, and does not intrude upon appreciations of its character.
- 8.97 More generally improved connectivity and increased footfall arising from the new Development will allow more people to better experience the Northern Riverside Character Area and appreciate its special architectural and historic character and appearance, but not in such a way as to materially impact its Character and Appearance.
- 8.98 The Development will preserve the character and appearance of this Character Area.

### Summary of Impact on the Conservation Area as a whole

- 8.99 It has been found that there are no Conservation Area Character Areas where a harmful effect would be experienced overall, and indeed, where any effect other than a neutral one arises, it has been found to be beneficial. It is therefore concluded, using an approach wholly consistent with the Call-In Scheme decision, that the Proposed Development would result in an enhancement to the Character and Appearance of the Conservation Area as a whole.

- 8.100 This enhancement would, in terms of the Conservation Area as a whole, be relatively modest in its overall extent, as it would be largely experienced in relation to a small part of the overall Conservation Area, and would not have a material impact upon some of the core parts of the Area, including the Civic, Elm Hill and Maddermarket, and Cathedral Close areas. Some wider views have been identified which include Anglia Square, including longer views across the Area from the higher ground east of the City Centre. again, however, the scheme has been found to be marginally beneficial in relation to the effect on the Area's overall appearance and in appreciations of its Important Landmarks. It is therefore concluded that the Proposed Development would lead to a Low magnitude of change overall (given the scale of the Conservation Area as a whole), and a **Minor Beneficial** residual effect upon its significance.



## Operational Effects on Built Heritage Receptors: Asset Groups (Grade II and Locally Listed Buildings)

### Anglia Square

- 8.101 The heritage assets not assessed elsewhere within the Anglia Square group are all on Magdalen Street, and are therefore appreciated at present in relation to the Magdalen Street frontage of Anglia Square.
- 8.102 The retention of supermarket building in the northwest corner reduces the degree of immediate change to the setting of the heritage assets within this group. Overall, there would be numerous benefits, in heritage terms. The reintroduction of Stump Cross (a historic feature lost during the Anglia Square development) would more cohesively link the Site with this character area, and also provide a better experience of moving around the buildings from an historic perspective. Improved scale and quality of built form to Magdalen Street would also be achieved through the removal of Hollywood Cinema and Podium.
- 8.103 The assets would continue to be appreciated as part of the historic route of Magdalen Street, and in relation to one another, but be less directly subject to visual competitive and intrusion from Anglia Square, and benefit from a considerably improved immediate setting in visual terms.
- 8.104 Accordingly, it is concluded that there will be a **medium Magnitude of Change** overall, and a **Moderate Beneficial effect**.

### Northern City

- 8.105 The listed buildings and locally listed buildings captured within this group sit along St Augustine's Street (with the exception of 2-12 Gildengate, which is slightly set back from the street itself, and sits closest to Pitt Street), and are therefore appreciated in the context of views south towards Anglia Square along St Augustine's Street.
- 8.106 2-12 Gildengate experiences a more direct effect than other assets, as is captured by views 23 and 24. This asset would experience a slightly harmful effect upon significance through the introduction of additional urbanity into one's appreciation of this space. While Sovereign House is visible above the roof of this asset, the Proposed Development, moving built form closer to the asset, would increase the scale and visibility of built form above its roof, competing with the asset. Similarly, the increased scale of built form would also cause some harm in views along St Augustine's Street (assets at the south end only).
- 8.107 However, there are several heritage benefits balancing against this. One primary enhancement is the reinstatement of historic routes, in terms of experiences of moving around the assets in relation to the historic street network and the cohesiveness of the Site within the wider area. Furthermore, due to its high-quality design, the Proposed Development is considered to provide enhancements in terms of visual quality, and in longer views, Anglia Square will be less prominent, and there will be some enhancement to setting accordingly.
- 8.108 On balance, therefore, it is concluded that there will be a **low Magnitude of Change** overall to the setting of this group, and a **Minor Beneficial effect** on the grouped significance of the assets.

### Colegate

- 8.109 The Proposed Development is considered to have a variable effect upon this grouping, based on distance from the Site. Some assets are almost entirely, or very largely, obscured from the Proposed Development (for example buildings on Colegate), whereas others, namely Doughty's Hospital, have more immediate intervisibility.
- 8.110 The Proposed Development is considered to cause minor harm to the setting of Doughty's Hospital: despite the fact that it will remove Gildengate House, a detracting feature, the Proposed Development will increase the urbanity of this modestly-scaled building's setting. Elsewhere, however, the effect of the Proposed Development is considered to be positive, particularly with regards to heritage assets on Magdalen Street through the demolition of the Anglia Square complex, a detracting feature.
- 8.111 Accordingly, it is concluded that there will be a **low Magnitude of Change** overall, and a **Minor Beneficial effect**.

## Assessment of Effects on Townscape Receptors

8.112 Having carefully considered the outcomes of the visual impact assessment (see Section 9), it has been concluded that in relation to some identified Character Areas, the degree of intervisibility and experiential interconnectivity with the Proposed Development is so low that the effect on their townscape character would be nil. This conclusion has been reached in relation to the following Character Areas:

- Elm Hill and Maddermarket: Almost all views within this Character Area were agreed could be excluded from further assessment through discussions with NCC and HE. This finding reflects the finding of the ZVI, which shows that the scheme is of such a scale that intervening built form screens it from view. It is also physically separated by some distance, and by changing intervening character, such that the scheme would not impact materially upon experiences of townscape character. A **Nil effect** on townscape character is therefore concluded.
- Civic: This TCA sits some distance from the site, and is disconnected from it in experiential terms by the presence of a significant quantity of other townscape characters. There are some views of the Site from this character area, but only from the elevated parts of Norwich Castle. In these views, the scheme appears as a background element, and is not sufficiently interactive with townscape experiences as a whole to impact upon townscape character. Accordingly, it is concluded that there would be a **nil effect** on this TCA's townscape character.
- Cathedral Close: It has been agreed with NCC and HE that all views from within the Cathedral Close could be scoped out from this assessment, and the ZVI that has been undertaken in relation to this scheme has proven that intervisibility between this Character Area and the site is essentially non-existent. View 60 has been retained, but demonstrates that even at a distance, when one is sufficiently detached from the built form with the TCA to gain the potential for a view of the site, it is concealed from view by other interstitial built form and tree planting. Accordingly, it is concluded that a **nil effect** on Townscape Character will take place here.

### Low Density Residential Character Area

8.113 This area is judged to be of medium sensitivity, owing to the mostly consistent low rise terraced and semi-detached residential character and concentration of Grade-II listed buildings and conservation areas. The townscape is generally of good quality, but in some areas the public realm appears less well considered and there are some detracting sites located within this area.

8.114 The homogeneous streetscape layout, larger meandering streets connecting from the north and south into Norwich crossed perpendicularly by the orderly terraced and semi-detached housing, has a high influence on the character of the area. The feel is somewhat suburban in this area, the viewer gathering a greater sense of the close location to the urban centre of Norwich City as they move south.

8.115 The gentle declining slope towards the urban centre and sweeping streets contribute to a gradual awareness of the urban centre, as it comes into view.

#### Assessment of Likely Effect of the Proposed Development

8.116 The proposed development will be only partially read as a background feature in some locations, see AVR cross reference below. Overall, it has been judged that the magnitude of change that would be experienced from within this Character Area as a result of the Proposed Development would likely to be low. This has been determined based on the low level of intervisibility that would be experienced, either from the Site or within the character area, resulting in a low level of perceived change to the townscape receptor.

8.117 Although experienced as a distant element, the Proposed Development will make a positive contribution to the backdrop of the Low Density Residential Character Area when viewed within the urban landscape, given its enhancement in visual amenity terms of a location that currently has an adverse affect on townscape quality. It has been judged that there would be a low magnitude of change, and a **Minor Beneficial** residual effect.

#### AVR Cross Reference

8.118 Views 1-6, 11, 14 and 37

### Northern City Character Area

8.119 Considering the reasonable concentration of heritage receptors, the surviving historical streetscape and varied quality of townscape and public realm which is distinctive of this area, this townscape receptor is judged to be of medium sensitivity.

8.120 Located within close proximity and to the north of the Site, parts of the area has experienced similar redevelopment following the destruction experienced during World War II as the Site. Although the level of redevelopment was significantly less within the area, this layer of history is evident within the varied built elements and road network found here.

#### Assessment of Likely Effect of the Proposed Development

8.121 The likely magnitude of change to be experienced through the Proposed Development is judged to be medium, altering the backdrop of this townscape receptor in certain views, such as those shown in viewpoints 11 and 12. This change in itself is considered to be beneficial through the replacement of visible negative features which a higher level of architectural quality and improved connections from this area as the viewer proceeds south towards the City centre.

8.122 Further to this, the Proposed Development will enhance existing views out of this area and the appreciation of historical Norwich landmarks. Considering these positive contributions and wider benefits expected to be delivered through the Proposed Development, but also having regard to the fact that its effect would not be significant given the scale of the proposed development, it is considered that there would be a medium magnitude of change, and a **Minor Beneficial** residual effect.

#### AVR Cross Reference

8.123 Views 12-15, 23 and 24.

### Anglia Square Character Area

8.124 In its existing state, the Anglia Square Character Area is considered by NCC to be of low significance and is therefore not sensitive to change. In fact, Sovereign House has been identified as a negative landmark and many negative features within the area by NCC in the Norwich City Centre Conservation Area Appraisal. Additionally, as stated in Norwich City Council's Conservation Area Appraisal there is a low concentration of historic buildings, as well as a low presence of features from historical periods, presenting a low quality of townscape fabric. The area distinguished includes the Anglia Square Shopping Centre, St Crispin's Road and adjacent industrial units and is, therefore, predominantly twentieth century commercial developments, industrial units and surface car parking.

#### Assessment of Likely Effect of the Proposed Development

8.125 The majority of the Anglia Square Character Area is made up of the Site, therefore the magnitude of change will be high. The area is expected to see great transformation through the redevelopment of the Site. The Proposed Development has been thoroughly consulted on, both with NCC and HE, and seeks to establish a higher quality of architecture, streetscape and return the Site back to its optimal viable use. As noted in the Anglia Square Policy Guidance Note (2017), a policy guidance note adopted by Norwich City Council (NCC) and prepared with the assistance of Weston Homes and Columbia Threadneedle, the Note outlines the Council's desire to deliver a viable and deliverable form of comprehensive development on the Site with the aim to stimulate the regeneration of the wider northern city area, which the Proposed Development has been heavily guided by and complies with. The design is well considered and introduces variety in materials and massing, enhancing the Site itself and the experience of the surrounding area and elements; it also represents a clear improvement above and beyond the previous scheme, which was regarded to have a positive overall effect on the townscape character of this Area. Views out of this character area will be particularly enhanced, for instance through the creation of new views towards St Augustine's Church and Anglia the Anglican Cathedral, with the viewer experiencing an enhanced experienced in legibility and aesthetic

quality terms. The better quality and increase in active frontage to the boundary elevations of the Site will have a beneficial impact on the surrounding and connecting streetscape, introducing a higher level of activity and improving the overall aesthetics of the area.

- 8.126 Considering all of the above, it is considered that there would be high magnitude of change, and a **Moderate Beneficial** residual effect on townscape character.

*AVR Cross Reference*

- 8.127 See all views wherein the proposed development is visible.

**Colegate Character Area**

- 8.128 There is much surviving historical fabric which is well preserved and maintained within the area. Although there are some negative or non-contributing features identified within the area, as a whole this is an area of high quality townscape with a high concentration of designated heritage assets, leading to a judgement of high sensitivity.
- 8.129 Of particular note is Colegate Street, central to the character area and where the area has inherited its name, which is an area of tight urban grain, surviving from the historical development here. Four main building types characterise the area; ecclesiastical, industrial, Merchants Houses and formal Georgian town houses. Any identified negative features are identified to the north, where the area leads into the Anglia Square Character Area.

*Assessment of Likely Effect of the Proposed Development in Isolation*

- 8.130 The Proposed Development will be visible at some points within the identified Character Area, but at its proposed form, would be concealed from a good portion of it, leading to the conclusion that the scheme will result in a low magnitude of change overall.
- 8.131 Where the Proposed Development will be experienced it will sit comfortably within the existing established townscape. The high-quality architectural form of the Proposed Development is viewed to make a positive contribution to this townscape receptor and how it is experienced. Considering on balance the perceived harm the Proposed Development is felt to have on some designated heritage assets through the change to settings this will cause, identified within the Built Heritage Assessment (Appendix 7.1), with the high quality townscape and visual enhancement would result in a **moderate beneficial effect**.

*Contribution of the Proposed Development to a Cumulative Effect*

- 8.132 Following assessment of cumulative development, where visible and relevant, it is evident that St Mary's Works and St Crispin's House will impart change to the area's character as they are mostly located within the identified area and will be experienced in conjunction with the Proposed Development, in particular from along Colegate, resulting in a moderate-beneficial cumulative effect.

*AVR Cross Reference*

- 8.133 Views 26, 29, 30, 36, 37, 38, 39, 40, 41, 42, 44 and 46.

**Northern Riverside Character Area**

- 8.134 There are some high quality elements and a reasonable concentration of designated heritage assets within this identified Character Area. However, there are many non-contributing elements and some negative features, such as the high level of surface car parking to the west, resulting in a level of medium sensitivity.
- 8.135 Within this townscape receptor runs the River Wensum, which enables the viewer to appreciate the riverside character of Norwich and it's many crossings. As well as retaining some interesting historical features, this area has experienced much development in more modern times. Some of these newer developments are of good quality architecture, but some elements which have not been quite as sympathetic to the area's character.

*Assessment of Likely Effect of the Proposed Development*

- 8.136 There would be very limited interaction with the Proposed Development site in terms of townscape character. Where the scheme would be visible, in longer, narrow, framed views (for example along the southernmost part of Magdalen Street north of the river, as captured in view 19), it would lead to the replacement of poor quality, distant townscape features, such as the cinema, with a development with a more recessive quality. The effect would be to create less competition, in these views, with closer-to buildings of quality being re-emphasised.
- 8.137 Ultimately, where it is visible, the scheme will generate an enhancement to townscape character, but at a low magnitude of change. A **Minor Beneficial** effect on townscape character will arise.

*AVR Cross Reference*

- 8.138 Views, 19-21

## 8 | Assessment of Operational Heritage and Townscape Effects

### Assessment of Cumulative Effects

- 8.139 It is our conclusion that of the 8 cumulative schemes agreed for consideration with NCC (see para 4.43 of this report), all but the 2 at St Crispin's House are sufficiently distant from the Site to not cause a particular impact upon it.
- 8.140 St Crispin's House is immediately southwest of the Site, and is in the process of being converted into student accommodation (with some external alterations). However, given the fact that works are currently underway, with scaffolding and hoarding in place, the 2 cumulative schemes at St Crispin's House are appreciated as an existing baseline condition, not a cumulative impact.
- 8.141 Of the 8 cumulative schemes identified as relevant by NCC, 6 are located within Norwich City Centre Conservation Area (Barrack Street Development Site, Barrack Street Norwich; St Anne's Wharf, King Street Norwich; Car Park Rear of Premier Travel Inn Duke Street Norwich; Mary Chapman Court Norwich; and St Crispin's House Duke Street Norwich). Applications 3 and 4 (Land North of Carrow Quay, Kerrison Road, Norwich) are not located within a Conservation Area. However, given the size of Norwich City Centre CA and degree of separation between the developments, and their locational spread between multiple separate character areas - they are all appreciated separately and the magnitude of change to the Conservation Area is low as a whole.

Section 9

# **Assessment of Operational Visual Effects.**

# 9 | Assessment of Operational Visual Effects

## Assessment of Effects on Visual Receptors

### View Location and Assessment Methodology

- 9.1 During the pre-application process, the selection of viewpoints to assess the potential visual effects of the proposed development was extensively discussed and reviewed with NCC and Historic England, and the final agreed selection of 40 viewpoints are presented in the accompanying maps (see figure 9.1).
- 9.2 Each viewpoint is accompanied by two images:
  - Existing - a photograph of the existing context; and
  - Proposed - either a verified wireline or a verified render prepared by Cityscape Digital, which demonstrates the visual change experienced through the Proposed Development. In the wireline views, portions outlined in blue form part of the outline application, while those outlined in red form part of the detailed application.
- 9.3 The following visual assessment should be read alongside the accompanying Design and Access Statement by Broadway Malyan Architects, which provides further information about the proposed architectural detailing.
- 9.4 The written assessments of each view considers the following, in line with the Guidelines for Landscape and Visual Impact Assessments (GLVIA3, Landscape Institute, 2013):
  - i. Sensitivity of the view: taking into account both the townscape value of the view and the susceptibility of people experiencing it. This will be assessed as high, medium, low or very low;
  - ii. Magnitude of change: an assessment of the magnitude of change in the view, assessed as high, medium, low or negligible (negligible meaning a minimal amount of change); and
  - iii. Potential effect: a combined assessment of the sensitivity of the view and the magnitude of change, giving rise to an overall effect; and an assessment of the qualitative aspects of the design to determine if the likely resultant effect is 'beneficial', 'adverse' or 'neutral' in nature. This will be assessed as per Table 1.

- 9.5 Beneficial townscape and visual effects occur when the Proposed Development would give rise to an improvement in townscape or view quality and the visual amenity of the viewer.
- 9.6 Adverse townscape and visual effects occur when the Proposed Development would give rise to deterioration in townscape or view quality and the visual amenity of the viewer.
- 9.7 Where a fine balance occurs in the qualitative assessment, it is explained in the narrative of the relevant assessment and will be described as a 'neutral effect'. 'Neutral' is considered the centre point of the nine-point scale, as change can be considered adverse or beneficial on balance. This assessment is on occasion adopted where change or impact to the asset is identified but other benefit also delivered through the Proposed Development. The meaning of 'neutral' is distinct from the meaning of 'negligible' and these terms should not be conflated by the reader.
- 9.8 Qualitative beneficial and adverse findings are not applied to significance classifications that are found to be negligible or to represent no change.

Sensitivity of Receptor	Magnitude of Change			
	High	Medium	Low	Negligible
High	Major Beneficial/Adverse	Major Beneficial/Adverse	Moderate Beneficial/Adverse	Minor Beneficial/Adverse
Medium	Major Beneficial/Adverse	Moderate Beneficial/Adverse	Minor Beneficial/Adverse	Negligible
Low	Moderate Beneficial/Adverse	Minor Beneficial/Adverse	Minor Beneficial/Adverse	Negligible
Very low	Minor Beneficial/Adverse	Negligible	Negligible	Negligible

Table 1: Assessment Table for the Townscape and Visual Effects