

9 | Assessment of Operational Visual Effects

The 40 viewpoints are as follows:

View 1 - Constitution Hill (Sewell Park College entrance opposite Ash Grove) (verified wireline)

View 2 - Junction of Constitution Hill/Denmark Road/St Clement's Hill (verified wireline)

View 3 - Angel Road (next to school entrances) (verified render)

View 4 - Junction of Heath Road/Shipstone Road (verified wireline)

View 5 - Junction of Magdalen Road/Sprowston Road (verified wireline)

View 6 - Mousehold Avenue (northeast corner of allotments) (verified render)

View 7 - Mottram Monument, St James' Hill (verified render)

View 8 - Kett's Heights (Armada Beacon) (verified render)

View 9 - Kett's Hill (verified render)

View 10 - Castle Rampart (verified wireline and AVR2)

View 11 - Aylsham Road (verified render)

View 12 - Junction of St Augustine's Street/Magpie Road (position immediately south of traffic signal on west footpath) (verified render)

View 13 - Junction of St Augustine's Street/Sussex Street (verified wireline and AVR2)

View 14 - Magpie Road (short distance east of St Augustine St junction) looking south with City Wall section in foreground (verified wireline)

View 15 - Junction of Edward Street/Magpie Road (east side Edward Street) (verified render)

View 16 - Outside St James Church (Puppet Theatre), Barrack Street (verified render)

View 17 - Tombland (west of Edith Cavell statue) (verified wireline and AVR2)

View 18 - Junction of Wensum Street/Elm Hill (east side Wensum Street) (verified wireline)

View 19 - Magdalen Street, south of St Clement's Church (verified wireline)

View 20 - Junction of Oak Street/St Martin's Lane (verified wireline)

View 21 - Junction of St Crispin's Road/Oak Street (verified wireline)

View 22 - Entrance to Quaker Burial Ground, Chatham Street (verified wireline)

View 23 - Seating area in north west corner of St Augustine's (verified render)

View 24 - In front of St Augustine's Church porch (verified wireline and AVR2)

View 25 - Outside 107 Magdalen Street (verified render)

View 26 - Junction of Cowgate/Bull Close (verified render)

View 27 - St George's Street, outside St George's Church (verified wireline)

View 28 - Calvert Street, opposite 'Pope's Buildings' (verified wireline and AVR2)

View 29 - Outside 25 Magdalen Street (Looses Emporium) (verified render)

View 30 - Outside 39 Magdalen Street (verified render)

View 31 - Corner of 59 Magdalen Street (verified render)

View 32 - Doughty's Hospital courtyard (south end) (verified wireline and AVR2)

View 33 - Junction St George's Street/St Crispin's (verified wireline)

View 34 - Junction of St Mary's Plain/Duke Street (on Duke Street footway, south side of St Mary's Plain) (verified wireline)

View 35 - Southeast corner of Duke Street/St Crispin's/Pitt Street Roundabout (verified wireline)

View 36 - Waterloo Park, southeast of Waterloo Park Cafe (verified wireline)

View 37 - Aylsham Road, additional view (verified render)

View 38 - Rosemary Lane (verified wireline)

View 39 - Norwich Castle (verified render)

View 40 - Cathedral Meadow (verified wireline)



Figure 9.1 Map showing views 1-40. Site location outlined in red

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View 1: Constitution Hill (Sewell Park College entrance opposite Ash Grove)



Existing

Existing

Looking south along Constitution Hill and standing east of the Sewell Park Academy, this view shows a direct route leading into Norwich City Centre from the north. Constitution Hill is a narrow access route with a dominant character of mid-nineteenth century villas, set back from the main road, and some mature trees appearing on the right of the view from Sewell Park, contributing to the suburban local feel.

Sensitivity/Susceptibility

This view, located within the Sewell Conservation Area, is so highly screened on either side of Constitution Hill by thick vegetation that the road is the dominant element, which is not so visually pleasing. The only other designated heritage asset visible in this view is the roof of the grade II listed Chaumiere De L'Etoile in the background of this view. This view is considered to be of **medium sensitivity** and **medium susceptibility**.

Proposed

The verified wireline illustrates that the scheme would be concealed from view from this location, even in the winter months.

Magnitude of Change

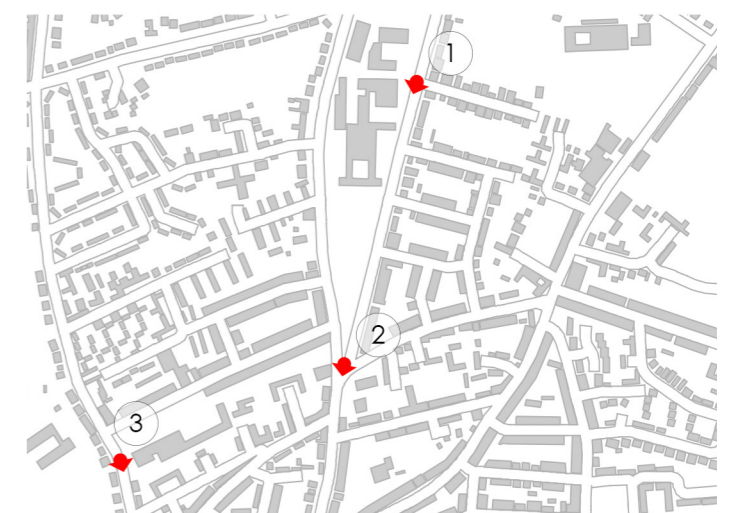
Nil

Residual Effect

Nil



Proposed



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View 2: Junction of Constitution Hill/Denmark Road/St Clement's Hill



Existing

Existing

Continuing south from View 1 and standing south of Sewell Park where St Clement's Hill, Constitution Hill and Denmark Road funnel onto Magdalen Road, the character diversifies into a greater mix of uses, with civic and commercial properties coming into view, creating a mostly suburban high street character. This view is taken at the southern edge of Sewell Conservation Area, looking out.

Sensitivity/Susceptibility

The buildings visible in this view are not of particularly high aesthetic quality and there is little vegetation, except for the tree planting around Christ Church (left), resulting in a hard public realm of concrete slab paving and tarmac, judged to be of low townscape

quality. Even on considering the location within Sewell Conservation Area and the partial visibility of the grade II listed Christ Church through mature trees, which have shed their foliage in this early spring photo, this view is judged to be of **low sensitivity** and **low susceptibility**.



Proposed

Proposed

The verified wireline illustrates that the scheme will be almost entirely concealed from view from this viewpoint, with the suggestion only that some roofline would be marginally visible beyond the existing built form. It is highly unlikely that the viewer would be able, in real terms, to pick up on this visible form, given that it would appear as part of a mixed townscape, at a significant distance from the viewer. Accordingly, it is our view that no material change would take place to one's appreciation of the view, which will remain focused on the immediate streetscape.

Magnitude of Change

Negligible.

Residual Effect

Negligible.



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View 3: Angel Road (next to school entrances)



Existing



Proposed

Existing

At this point along Angel Road this view is taken where access is obtained to Angel Road Junior School, on the left, and Angel Road Infant School, to the right, and looks south towards an area of mainly residential properties, a mix of semi-detached housing and apartment blocks of redbrick and render. Sovereign House of Anglia Square is just visible in the distance of this view, appearing partially above the housing along here.

Sensitivity/Susceptibility

The townscape within this view is of low architectural and visual quality and is not located within a conservation area, nor are there any designated heritage assets visible from here, leading to a judgement of **low sensitivity** and **low susceptibility**.

Proposed

The Proposed Development would appear as a background element, beyond the framing fore- and mid-ground townscape of Angel Road. Given that the baseline condition involves some appreciation of larger urban form beyond this immediate streetscape, there would not be a fundamental change in one's appreciation of the relationship between the viewer's immediate suburban surroundings, and the City beyond. However, the scheme would sit more comfortably into the background than the current position, and the removal of the water tower of Sovereign House would represent a clear improvement, when compared to the pleasing jumble of forms that would appear following development.

Magnitude of Change

Low

Residual Effect

Negligible.



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View 4: Junction of Heath Road/Shipstone Road



Existing

Existing

Heath Road is a residential street of mostly low-density redbrick terraced housing and low building lines, with little vegetation. At the point where Shipstone Road turns into Heath Road, the car park building of Anglia Square is partially visible in the background (central in this view).

Sensitivity/Susceptibility

This view has a uniform townscape character but is of low aesthetic quality, with little architectural detail. In addition to this, there are no designated heritage assets visible within this view, leading to a judgement of low sensitivity and low susceptibility.

Proposed

The proposed development will appear at the end of the framed view along Heath Road, appearing above and beyond existing built form. The form of the scheme as viewed here will be varied, given interest by the pair of gabled roofs which stand as the highest visible element of the scheme. The proposed development will add interest and architectural quality to the background of this view, drawing the eye, and providing a feature of quality and interest to terminate the long view.

Magnitude of Change

Medium

Residual Effect

Minor-beneficial.



Proposed



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View 5: Junction of Magdalen Road/Sprowston Road



Existing

Existing

Looking south along Sprowston Road where Magdalen Road merges from the right and standing south of the assisted living residence of Point House, the car park building located north of the Site is just discernible within the background and experienced very much as part of the distant townscape. The low-density mix of residential and commercial properties are of a variety of brick and painted render, which are all of undistinguished architectural quality.

Sensitivity/Susceptibility

This is a view of limited townscape quality, with few features of significant contribution. Considering this and in the absence of any designated heritage assets, it is therefore judged to be of **low sensitivity** and **low susceptibility**.

Proposed

The proposed development is marginally visible within this view, appearing as a background feature, above the rooftops of background buildings further down Magdalen Street. The visible elements of the scheme are largely at rooftop level, and read as pitches against the skyline, behind existing chimney lines. The predominant effect is one of adding texture to the background of the view. This is a location where, as elsewhere north of the site, the more urban forms of the City are perceptible beyond the nineteenth century suburbs of the City's northern fringes; here, the proposed development would appear as part of that changing experience as one looks south.



Proposed

Magnitude of Change

Low

Residual Effect

Negligible.



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View 6: Mousehold Avenue (northeast corner of allotments)



Existing



Proposed

Existing

Approaching Norwich from the north-east along Mousehold Avenue, the Site is just visible within the central background of this view, forming part of the expanse of urban landscape that comes into focus. At this location, the environment is tangibly suburban, with sparse housing and much green open space, contributing to its detachment from the urban city environment.

Sensitivity/Susceptibility

Although this view is a vantage point from which to appreciate the wider skyline of Norwich City Centre, the immediate environment is of low townscape quality. The appearance of the public realm and landscaping are a result of vehicular circulation rather than a primary design consideration. The garage element and wire fencing to the left are detracting features and few designated heritage assets are discernible within this view, leading to a judgement of **medium sensitivity** and **medium susceptibility**.

Proposed

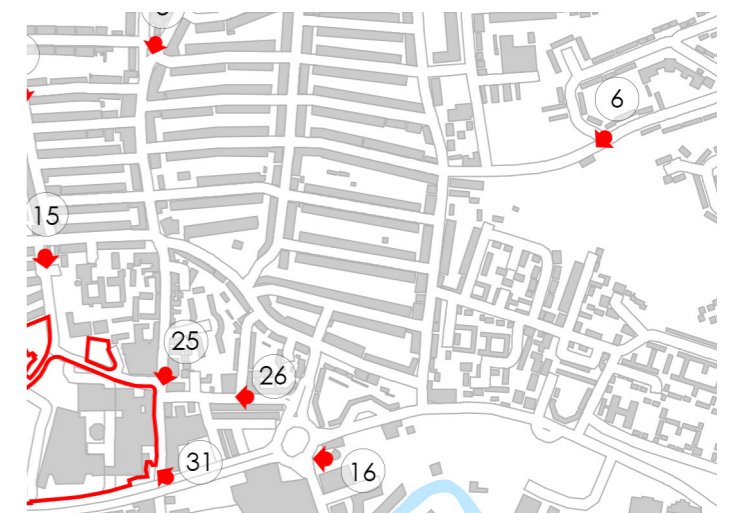
The proposed development will sit comfortably and clearly below the skyline within this view, and will always be set well away from the visible Landmark elements, particularly the Roman Catholic Cathedral. A varied approach to built form and materiality will be appreciable within the view, with the mix of gabled and flat roofed forms preventing relentless of form, but also avoiding creating a distractingly 'busy' appearance to the scheme. Instead, the scheme will be appreciated as part of the town- and roof-scape of Norwich-over-the-Water, a varied urban form which has a reduced overall prominence against the existing position, wherein Sovereign House and Car Park catch the eye. Architecturally, the scheme will present an improvement against the current baseline, introducing a higher quality of architecture, and a more contextual form of development.

Magnitude of Change

Medium

Residual Effect

Moderate-beneficial.



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View 7: Mottram Monument, St James' Hill



Existing

Existing

Standing at the top of St James' Hill, the higher topography level provides the viewer with a vantage point for observing the skyline of Norwich. The Site is visible within the wider urban context in the central background of this view. Particularly striking elements visible within this view are Norwich Cathedral, City Hall Clock Tower, The Church of St Giles and the Roman Catholic Cathedral of St John the Baptist, which punctuate the Norwich skyline (and are some of the city's primary landmarks). The dominant character of St James' Hill, which is utilised locally as a recreational space for walking, is of green rugged landscaping.

Sensitivity/Susceptibility

The skyline of Norwich is read well from here, particularly under clear weather conditions, and St James' Hill is a pleasant green space of varied planting and woodland which is considered to be of good quality. Although there are no designated heritage assets within the immediate vicinity, the profiles of significant principal historic landmarks are identifiable elements within the wider backdrop. Considering all elements, this view is judged to be of **high sensitivity and high susceptibility**.

Proposed

The proposed development will sit comfortably and clearly below the skyline within this view, and will always be set well away from the visible Landmark elements, which are clustered to the right-hand side of the view. The proposed development is appreciated here as a varied form in terms of both



Proposed

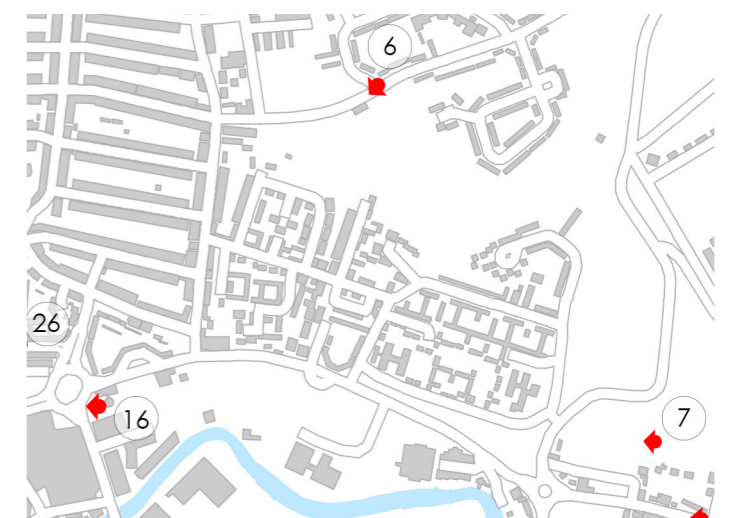
materiality and roof form, with flat and pitched roofs visible. Those roofs on the right hand side pleasingly reflect the rows of long pitched roof terraces further north, allowing the development to sit comfortably into the visual background of what is primarily a view wherein the viewer appreciates the interaction of landmark features. Architecturally, the scheme will present an improvement against the current baseline, introducing a higher quality of architecture, and a more contextual form of development, appearing more discreet and comfortable in its place than the existing position.

Magnitude of Change

Medium

Residual Effect

Major-beneficial.



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View 8: Kett's Heights (Armada Beacon)



Existing

Existing

Looking towards the Site and Norwich City Centre from Kett's Heights, the Site is just visible beyond the substantial planting in the middle-ground and is experienced as part of the background from this locally established viewpoint, where the higher level in the landscape results in a vantage point to view Norwich City from. Also visible in the background from here (in the left of the view) are Norwich Cathedral, the Roman Catholic Cathedral of St John the Baptist, City Hall Clock Tower and Winchester Tower.

Sensitivity/Susceptibility

This viewpoint would be accessed by those exploring the woodland walk of Kett's Heights or those aware of this established viewing location of Norwich City. There are designated heritage assets identifiable from here, forming part of the wider urban background.

These would not be visible in conjunction with the Site as the high level of vegetation separates them in this view. Overall, this view is considered to be of **high sensitivity** and **high susceptibility**.

Proposed

Within this view the Proposed Development will appear as a new element to the north of Norwich City and will be just visible beyond the existing vegetation of Kett's Heights. The development will broadly be visible in the winter months only, with summer foliage largely obscuring it. The Development would be viewed as a clearly separate element to that of the important Norwich landmarks which can be appreciated from this established viewpoint location, but also positively contribute to the reading of the urban landscape by forming part of the contrasting townscape of Norwich-over-the-Water.



Proposed

Magnitude of Change

Medium

Residual Effect

Major Beneficial



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View 9: Kett's Hill



Existing

Existing

This area of Norwich is predominantly residential, consisting mostly of suburban housing layouts with intermittent green space, as found at St James' Hill and Kett's Heights. The housing at this point along Kett's Hill, when approaching Norwich from the east, has a uniform height and follows the declining gradient in the increasingly dense urban environment. The Site is just visible within the background of this view.

Sensitivity/Susceptibility

Considering the absence of any designated heritage assets within the immediate or wider vicinity and this being a view of undistinguished local townscape, this view is considered to be of **low sensitivity** and **low susceptibility**.



Proposed

Proposed

The Proposed Development will appear within the background of this view from Kett's Hill and would be read as a background element which would be read as part of the more urban environment of central Norwich, as a focus of this approach from the east. The built form does not compete with the foreground of terraced houses running south along Kett's Hill and would be read as part of a quite different, background element of the townscape, in contrast to the more suburban and low density foreground.

Magnitude of Change

Medium

Residual Effect

Minor-beneficial.

