

9 | Assessment of Operational Visual Effects

View 10: Castle Rampart



Existing

Existing

In this view from the northwestern ramparts of Norwich Castle, the viewer stands within and looks across the historic core of Norwich. With its elevated height, the ramparts, which are publicly accessible, provide a broad viewing platform of Norwich. Some of the buildings located on the Site are just visible in the background of this view. There is a medium level of tree planting on the edges of the castle boundary. The existing imagery has been taken during winter months and therefore presents this view at its highest level of visibility.

Sensitivity/Susceptibility

As mentioned, this view looks across a highly historic part of Norwich and the Site appears within the background of a layering of listed buildings.

Buildings to note in this view are the Natwest Bank (Grade II), Church of St Andrew (Grade I) and the Former Dominican Friary (Grade I listed and scheduled ancient monument), the UK's most complete surviving Medieval friary. In addition to this, the viewpoint location is within the City Centre Conservation Area and Norwich Castle, a scheduled ancient monument. As a result, this view is of **high sensitivity and high susceptibility**.

Proposed - Verified Wireline (above right) and Verified Render (following page)

The Proposed Development will be visible within the background of the Natwest Bank and St Andrew's Hall, within the central frame of the view, but very much in its background. The Proposed Development



Proposed - Verified Wireline

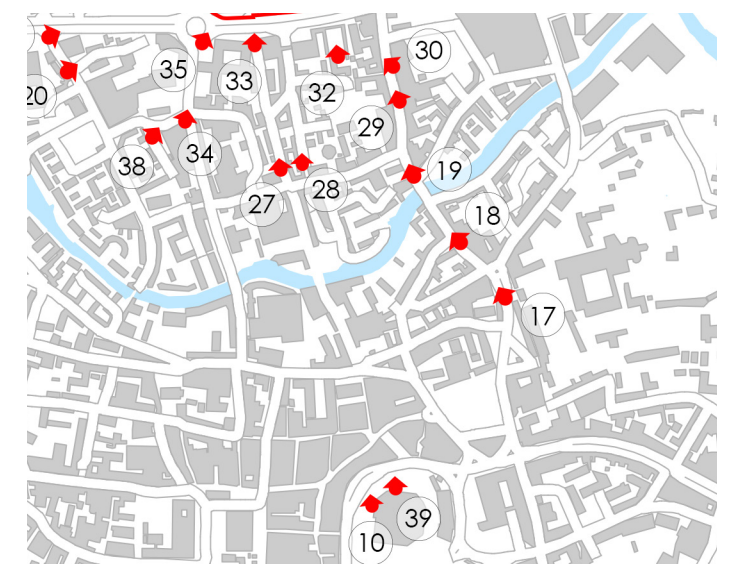
will have a varied form, in terms of its massing, and will add to the layering of urban elements appreciated from this higher topography of the castle rampart. This will replace the rather relentless overlapped forms of Sovereign House and Gildengate House, which are detracting and somewhat eye-catching features. The Proposed Development will represent a more contextual and textural addition to the view, falling into the background, adding interest, but appearing as a secondary feature.

Magnitude of Change

Medium

Residual Effect

Major-Beneficial



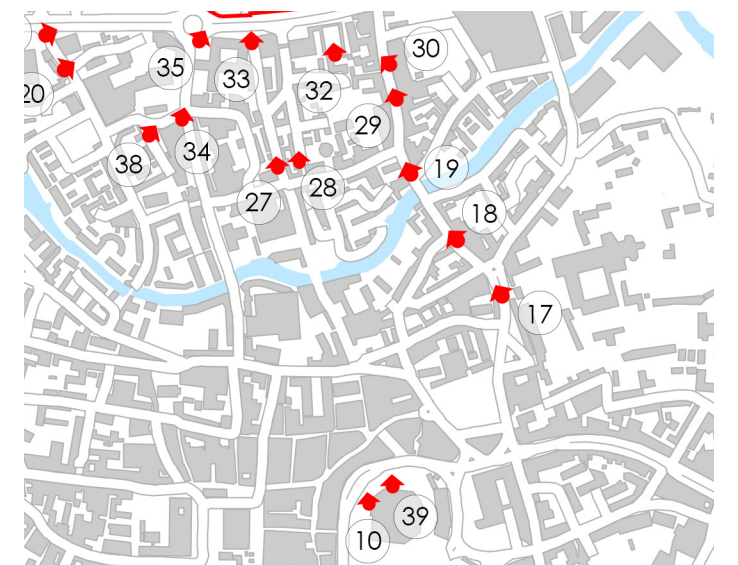
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Existing



Proposed - Verified Render



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View 11: Aylsham Road



Existing

Existing

In this view, looking south down Aylsham Road towards the Site, the extruded cores of the multi-storey car park are just visible above the roofscape of 69-75 St Augustine's Street and a portion of Sovereign House is visible within the middle of the background, interrupting the potential to appreciate Norwich Cathedral from here. The general townscape here is of middling quality, judged to be of a functional nature with some elements, such as the extensive lines of bollards, being less inviting.

Sensitivity/Susceptibility

Considering this view's location within Norwich City Centre Conservation Area, the distant view of Norwich Cathedral, and the passive nature of the townscape character, on balance this view is judged to be of medium sensitivity and medium susceptibility.

Proposed

Although the Proposed Development will rise higher than the massing of the existing buildings, careful consideration has been given to the appearance of the Proposed Development in this view, and its disposition of mass, particularly in the context of the Cathedral Spire's appearance at its centre. The scheme appears as a secondary roofline feature beyond the pleasing, curved form of 69-75 St Augustine's Street, with the double pitched principal form providing interest, while stepping up comfortably from the fore and mid grounds. The Cathedral Spire remains as a core focus of the view, protected by a height and massing that avoids intrusion with either the spire or spirelets, which remain visible.



Proposed

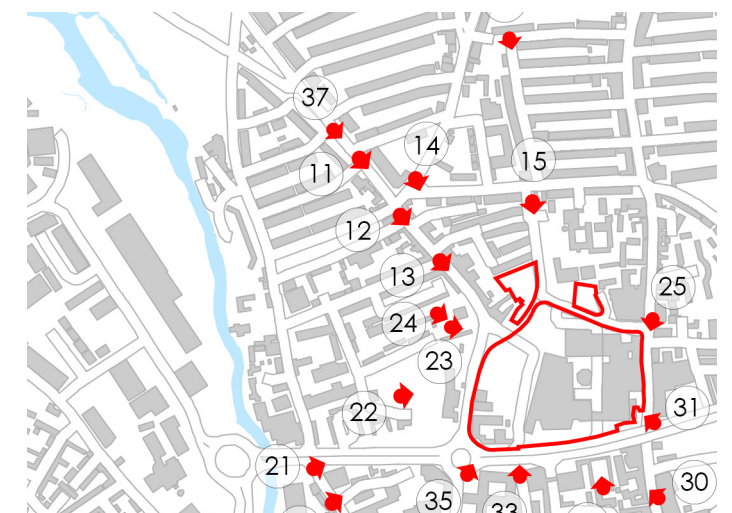
Nonetheless, it is clear that there would be some increase in overall visible massing within this view, which would balance against these beneficial aspects; the heritage receptors within this view would some minorly harmful effects, which would also be legible as a townscape effect. Accordingly, a balanced judgement on impact has been reached.

Magnitude of Change

Medium

Residual Effect

Moderate Neutral.



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



Existing



Proposed

Existing

Further along this northwest approach to Norwich City, the Site becomes more apparent and the viewline along St Augustines Street is focused towards it. The dominant character along here comprises small-scale commercial frontages interspersed with some low-scale residential units, and a fairly narrow streetscape.

Sensitivity/Susceptibility

This viewpoint is located just within the City Centre Conservation Area, at the point where the City Wall once stood. There are numerous Grade II listed buildings in this area. Within the background of this view, beyond the Site, one can just see the spire of Norwich Cathedral, but is most occluded by the Site, so much so that it is not a prominent feature here. Due to the visual and heritage sensitivities set out above, this view is considered to be of **medium sensitivity** and **medium susceptibility**.

Proposed

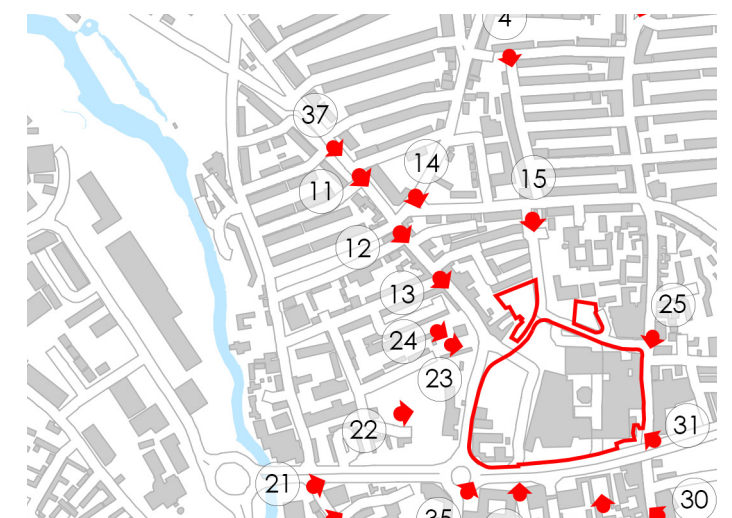
This view sits at what was, historically, a peripheral part of the City, a point of entry, and within this context the Proposed Development establishes an urban language, beyond the immediate foreground of St Augustine's Street, with its more suburban scale. The narrowness of the street at this point focuses views south towards the higher part of the Cathedral Tower, and the development, which replaces the dominating Sovereign House, with a more subtly modelled urban form. The proposed development introduces a mix of forms, and introduces interest and quality, in place of buildings which are recognised as detracting from the area's special character. The development would marginally increase the degree to which development of scale at distance is visible, but overall, a beneficial impact is judged to arise here.

Magnitude of Change

Medium

Residual Effect

Moderate-Beneficial



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View 13: Junction of St Augustine's Street/Sussex Street



Existing



Proposed - Verified Wireline

Existing

Moving even closer towards the Site along the left-hand side of the pavement on St Augustine's Street, the spire of Norwich Cathedral disappears and Sovereign House becomes the focus of this view, indicating the transition from the more provincial character along St Augustine's Street to a larger-scale, more urban townscape character..

Sensitivity/Susceptibility

As this view is located within the City Centre Conservation Area and contains some Grade II listed buildings, it is considered to be of **medium sensitivity** and **medium susceptibility**.

Proposed - Verified Wireline (above right) and AVR2 (following page)

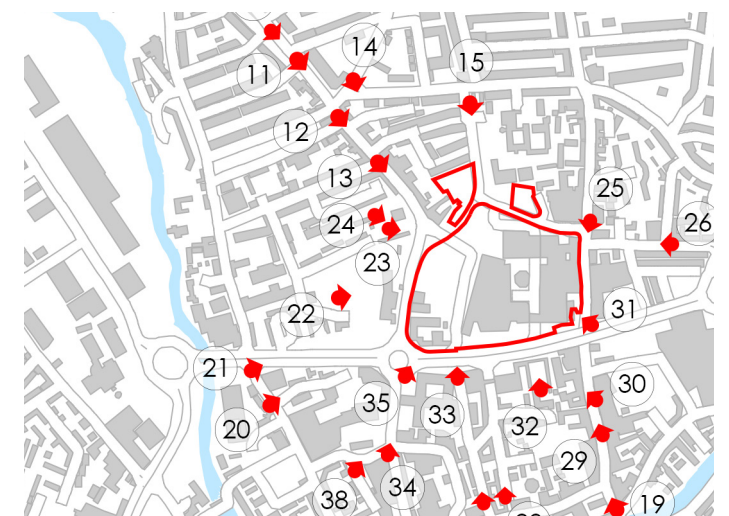
At this point in St Augustine's Street's length, this approach towards the Site is recognised as being a negative vista, with Sovereign House a dominating landmark, and the replacement of the buildings located on the Site is desirable. The Proposed Development has been well considered and has an appreciable scale here which is reflective and respectful of the foreground buildings within the view. The Outline Parameters visible here present a clear opportunity to add interest and quality to the closing of this view, with the corner building here particularly positively drawing the eye, with its defined edge. Given the current baseline position in particular, this view will clearly experience an improvement in its visual quality and legibility.

Magnitude of Change

Medium

Residual Effect

Moderate-Beneficial



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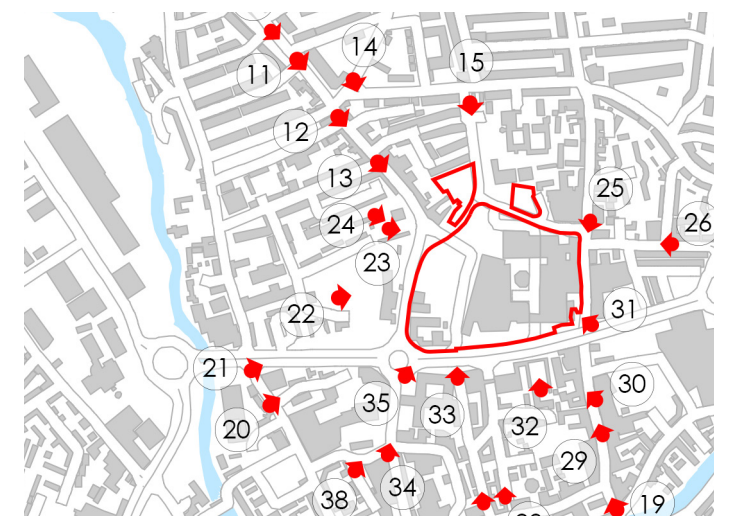
View 13: Junction of St Augustine's Street/Sussex Street



Existing



Proposed - AVR2



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



Existing



Proposed

Existing

Located here at the Junction of Magpie Road and Waterloo Road, the splay of the wider roads open the viewing possibilities, although the only buildings of architectural note are those standing on the corner with St Augustine's Street. Though the remains of a portion of Norwich City Wall (scheduled ancient monument) appear unassuming in this photo, they are central to the view, and some distinctive details are possible to read. The setting of the City Wall is quite ordinary, with many modern elements of low aesthetic quality.

Sensitivity/Susceptibility

Though the townscape character of this view is unremarkable overall, this view is taken within Norwich City Conservation Area, and also contains

several designated heritage assets, in particular a portion of Norwich City Wall (scheduled ancient monument), which is a highly visible part of this view. Therefore, this view is, on balance, considered to be of **medium sensitivity** and **medium susceptibility**.

Proposed

In the winter months, a small portion of the Proposed Development will be visible in this view within the background of the remains of the City Wall. Partially obscured by trees in winter, these visible elements will be almost invisible in the summer. The visible part of the scheme will be experienced as part of the existing backdrop of urban elements and will be read separately to the foreground buildings and

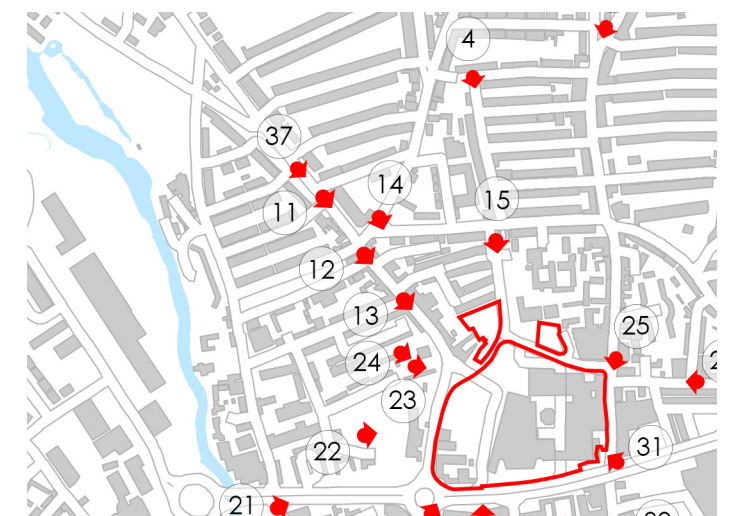
Scheduled Monument. Historically the City Wall indicated one's arrival at the edge of Norwich proper, and the glimpsed visibility of development of scale here is therefore an appropriate response to the Monument within the City.

Magnitude of Change

Low

Residual Effect

Minor-beneficial.



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View 15: Junction of Edward Street/Magpie Road (east side of Edward Street)



Existing



Proposed

Existing

This view, on the approach to the Site from the north, as Magpie Road turns onto Edward Street, is not of particularly high quality. The majority of the public realm is made up of either surface car parking or inaccessible green space and the frontage is not activated along Edward Street. Sovereign House and the multi-storey car park, both located on the Site, are identifiable features within the background of this view.

Sensitivity/Susceptibility

Although located within the City Centre Conservation Area, considered as a whole, this is a view of **low sensitivity and low susceptibility**.

Proposed

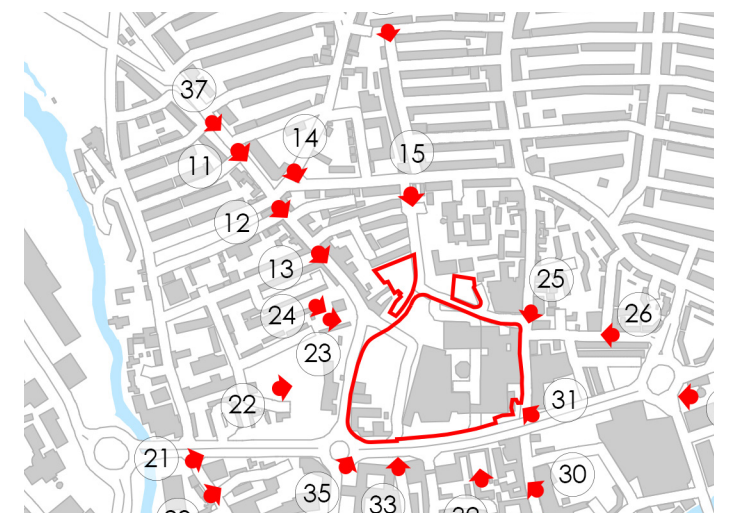
Forming part of the Anglia Square Character Area, this area is recognised as being of poor townscape quality, with Sovereign House being a negative landmark; the replacement of these buildings with a development of quality and appropriate scale is therefore highly desirable. The Proposed Development is judged to make a positive contribution to the surrounding character, and which establishes a greater quality of townscape and legibility through its varied and interesting forms. With detail and materials to be confirmed through the forthcoming Reserved Matters application, the current Outline Parameters indicate the clear intention to add interest and quality to this view.

Magnitude of Change

High

Residual Effect

Moderate-Beneficial.



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View 16: Outside St James Church (Puppet Theatre), Barrack Street



Existing



Proposed

Existing

The dominant feature within this view is the major roundabout which connects west onto the St Crispin's Road flyover, a divisive feature that severs the townscape. The flyover's effect is evident in the lack of legible connection between the Site, housing along Willis Street (right) and the Puppet Theatre in the Former Church of St James (listed Grade I), from which this view is taken. The works to the left of this view are also not contributing positively to the townscape environment, having no active frontage or access along here. Gildengate House and Sovereign House, central within this view, are the most visible elements of the Site.

Sensitivity/Susceptibility

Though this view is located within the City Centre Conservation Area and in front of a Grade I listed building (Former Church of St James), considering the poor townscape character at this location, this view is judged to be of **low-medium sensitivity** and **low-medium susceptibility**.

Proposed

The Proposed Development will, for the most part, maintain the existing height of Gildengate House across the Site and will rise to 25 storeys to replace Sovereign House here. The introduction of this new built form will create a stronger urban language along here, continuing on from the existing residential area visible at Willis Street, to the right, and gradually

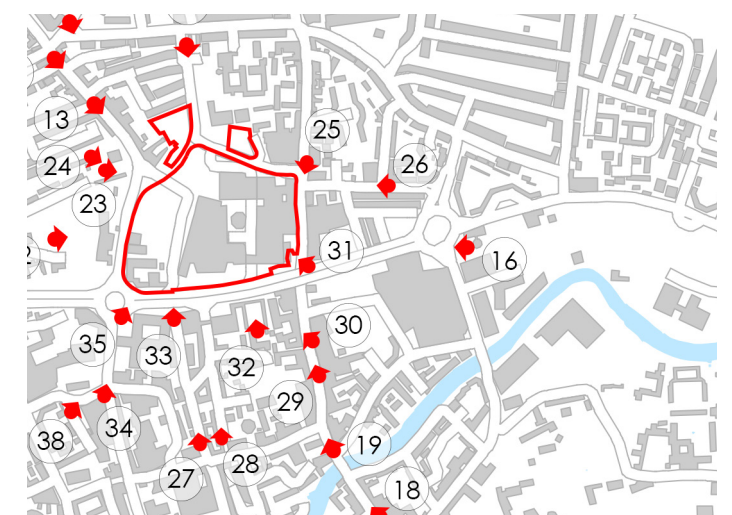
building up to the higher density and urban landmark of the Proposed Development, resulting in a more robust urban gateway at this western approach to Norwich City Centre.

Magnitude of Change

Medium

Residual Effect

Minor-Beneficial.



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View 17: Tombland (west of Edith Cavell Statue)



Existing



Proposed - Verified Wireline

Existing

Moving further north along Tombland and closer towards the Site, which is not visible within this view, the newly updated public realm is also appreciated here along with the planting introduced at the entrance to The Holy and Undivided Trinity through the Erpingham Gate, located on the right.

Sensitivity/Susceptibility

This view takes in a varied historical environment which is enhanced by the high quality public realm, is located within the City Centre Conservation Area and there are some Grade II and II* listed buildings and a scheduled ancient monument visible here, leading to a judgement of **high sensitivity** and **high susceptibility**.

Proposed - Verified Wireline (above right) and AVR2 (following page)

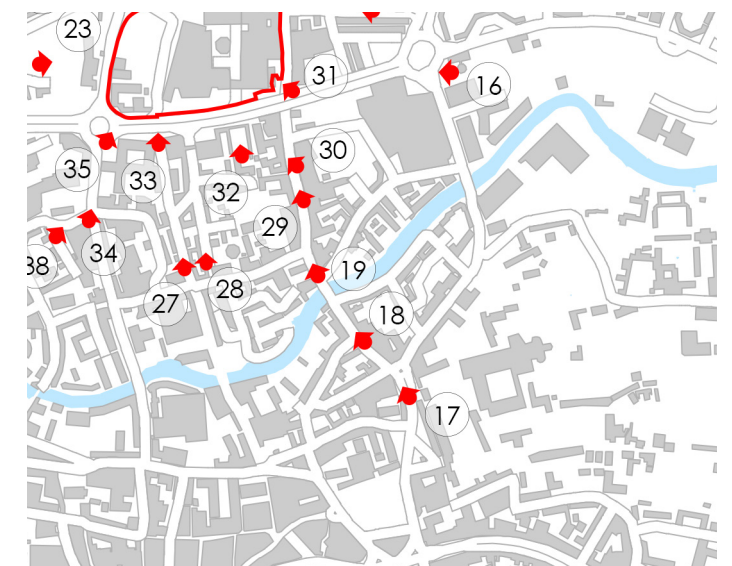
The Proposed Development will be largely concealed here, with a small element visible in the gap formed by Wensum Street. This will appear beyond the immediate foreground, and behind a small corner of Austin House (on Calvert Street), which is just visible. In real terms, the scheme will be barely discernible to the viewer, given the distance to the Proposed Development, the extent of visibility, and the quality of the foreground. The visible element will be read as part of the distant, background urban environment, and will be a background feature.

Magnitude of Change

Low

Residual Effect

Moderate-beneficial.



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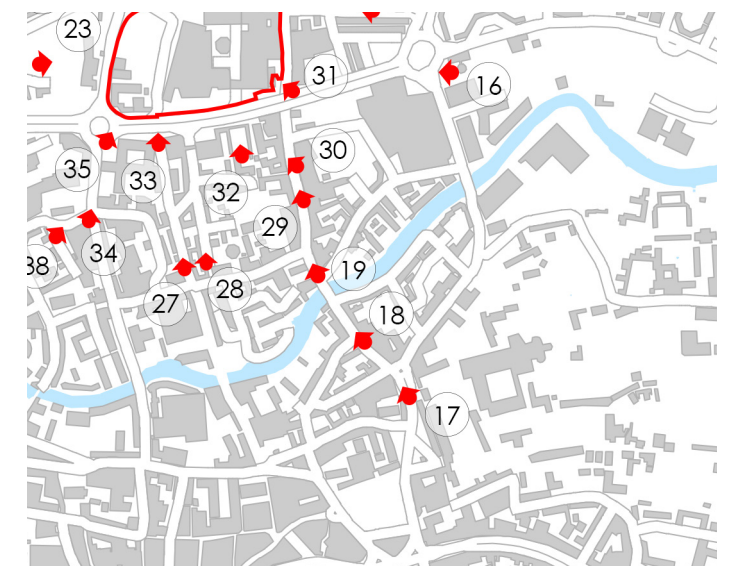
View 17: Tombland (west of Edith Cavell Statue)



Existing



Proposed - AVR2



View 18: Junction of Wensum Street/Elm Hill (east side of Wensum Street)



Existing



Proposed

Existing

Moving further north towards the Site, midway along Wensum Street, the visual receptor's experience is that of a narrow commercial street, the dominant character being that of Norwich's historic core. Many of the buildings, ranging between 2 and 3 storeys in height, are timber-framed; some retain their jetties (right). Further along, on the left side of the street, buildings are faced in brick. There is an awareness of approaching the River Wensum as Fye Bridge is identifiable in the middle-ground of this view (approx. 70 metres to the north). No element located within the Site is visible within this view.

Sensitivity/Susceptibility

This view is located within Norwich City Centre Conservation Area, on an historic route of Norwich City; Fye Bridge was the first crossing over the River Wensum. Considering both the heritage sensitivities and the well-maintained local townscape character, this view is judged to be of **medium sensitivity** and **medium susceptibility**.

Proposed

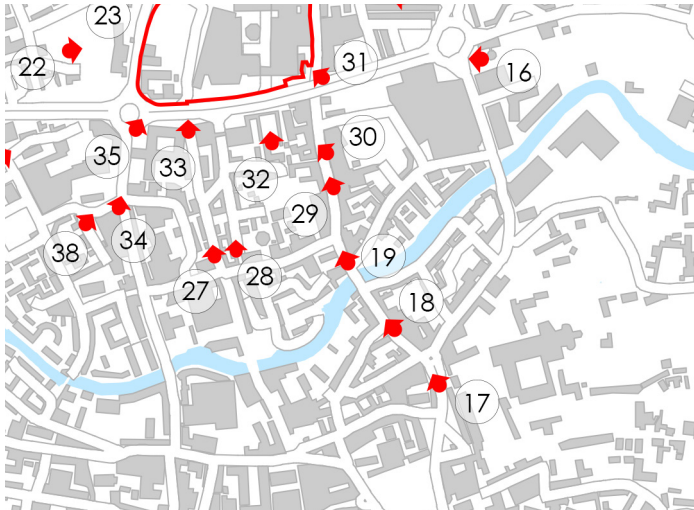
The verified wireline illustrates that the scheme would be concealed from view from this location by intervening built form.

Magnitude of Change

Nil

Residual Effect

Nil



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View 19: Magdalen Street, south of St Clement's Church



Existing

Existing

This view, framed by St Clement's Church, and the varied urban form of Magdalen Street, forms part of a wider kinetic experience, as one moves from Wensum Street, over the Fye Bridge, and into Norwich-over-the-Water. It falls at a piece of the townscape which is still in transition, with elements that reflect the tight-knit townscape of Norwich as it is south of the Wensum here, but with indications that one is moving towards its outskirts. There are elements of visual quality in the foreground, with the overall quality of the scene being formed from its variation in materiality and built form. The cinema of Anglia Square is just visible, as a somewhat incongruous element of modernity in the distant background.

Sensitivity/Susceptibility

This is a view with some elements of quality, including the Grade I listed St Clement's Church, but which is largely formed from a pleasing mix of buildings that show variance in quality and character. The viewer here is likely to be on the move, experiencing the townscape immediately around them most directly. This is therefore a view of **medium sensitivity**, and **medium susceptibility**.



Proposed

Proposed

The Proposed Development would appear as a background element in this view, with the focus of the viewer being on the varied and winding townscape of Magdalen Street, and St Clement's Church in the foreground. Replacing the just-visible flank of the cinema with an element of a greater width, but of a higher quality, this view would be marginally enhanced by the proposed development. A pleasing closure to the view would be provided by the proposed "Stump Cross" building within the scheme.

Magnitude of Change

Low

Residual Effect

Minor-beneficial.

