

# Anglia Square

## Norwich

**ADDENDUM TO ENVIRONMENTAL STATEMENT VOLUME II  
HERITAGE, TOWNSCAPE & VISUAL ASSESSMENT | JULY 2022**

On behalf of Weston Homes Plc



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Section 1

**Introduction.**

- 1.1 This document serves as an addendum to the ENVIRONMENTAL STATEMENT VOLUME II HERITAGE, TOWNSCAPE & VISUAL ASSESSMENT dated MARCH 2022 (HTVIA) prepared by Icen Projects Ltd on behalf of Weston Homes Ltd to support the application for the Proposed Development to comprehensively redevelop Anglia Square, Norwich (hereafter referred to as 'the Site')
- 1.2 As a result of ongoing discussions with Norwich City Council officers, further assessment has been requested as to the significance and potential impact upon a number of heritage assets within the near vicinity of the site. Specifically: Grade II Listed Buildings at 2-12 Gildencroft (List UID: 1051248) and Doughty's Hospital (List UID: 1187193) and locally listed buildings located at Nos. 43-45 Pitt Street. The scope has also been expanded to include Warehouse to the rear of 47-51 Pitt Street.
- 1.3 Nos. 43-45 Pitt Street and Warehouse to the rear of 47-51 Pitt Street, have recently been subject to an Application for Listing which has fully assessed the heritage significance of these buildings. The Application for Listing is currently under determination.
- 1.4 The NPPF promotes an understanding of significance in order to judge the acceptability of the effects of a proposal upon it. Significance, for heritage assets, comprises the asset's architectural, historical, archaeological and artistic interests. The assets included in this assessment have been assessed following this criteria and the resultant impacts of the proposed scheme upon this significance assessed.
- 1.5 This document should be read in conjunction with the ENVIRONMENTAL STATEMENT VOLUME II HERITAGE, TOWNSCAPE & VISUAL ASSESSMENT MARCH 2022, which provides an overview of the methodology for assessment, the Proposed Development and the wider effects of the scheme on heritage significance, townscape and the resultant visual impact.
- 1.6 Icen Built Heritage and Townscape have been in receipt of initial comments from the Conservation team at Norwich City Council, and these have been taken into account in producing this Addendum. The comments have largely identified either agreement with the findings of the HTVIA, or have accepted that while there may be differences in the conclusions reached between ourselves and NCC's professional officers on matters of judgement, that our methodology and approach is robust and well-considered.
- 1.7 Following submission of the previous scheme, the Applicant has worked with NCC to review the consultation responses received from the local community, statutory consultees and other key stakeholders. Following these recommendations including those received from NCC Officers, the proposed development has undergone several design amendments under the Rev A Scheme: As a result of consideration of these comments, as well as ongoing discussions with NCC, a number of changes proposed including: the reduction in height by 1 storey of Blocks A and D; realignment of basement and ground level car park accesses to Block A; repositioning of houses and apartments forming Block B; amendments to the housing mix; raising of Block C ground level to above 100year (+climate change) flood levels; distance between Block C and 4-10 Beckham place increased; elevational changes and repositioning of Block L (Stump Cross building); roof ridge and eaves on east side of Block M reduced in height; introduction of 2 storey podium between Blocks E and EF to provide larger car park; proposed crossings on Edward Street (opposite Beckham Place) and Pitt Street (by Tooley Lane removed; and landscape amendments. These changes comprise the Amended Application submitted in July 2022.'
- 1.8 The Rev A scheme is described as:  
*"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 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 7 storeys for 353 residential dwellings (Use Class C3) (142 dwellings in Block A, 25 dwellings in Block B, 21 dwellings in Block C, 28 dwellings in Block D, 8 dwellings in Block J3, 81 dwellings in Block K/L, and 48 dwellings in Block M) with associated cycle and refuse stores), and, for 5,411sqm 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, 134 car parking spaces (at least 95% spaces for class C3 use, and up to 5% for class E/F1/F2/Sui Generis uses) within Blocks A and B, hard and soft landscape works to public open spaces comprising streets and squares for pedestrians and cyclists, other landscape works, service infrastructure and other associated works; (All floor areas given as maximum Net Internal Areas);*
- and  
*Outline planning permission on 2.4ha of the site, with landscaping and appearance as reserved matters, for demolition and clearance of all buildings and structures, erection of 6 buildings (Blocks E - H and J) ranging in height from 2 to 8 stories for up to 747 residential dwellings, (houses, duplexes, and flats) (Use Class C3), a maximum of 2,589 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 316 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)."*
- 1.9 All 40 views assessed in the previous submission have been updated with the Rev A design. The design evolution from the previous scheme has been described and the likely affects of the Proposed changes have been assessed using the prior approved methodology.
- 1.10 The assessment concludes that the Rev A amendments will not materially alter the conclusions reached in the previous HTVIA assessment. The impact of the proposed changes is positive with respect to the visual experience of the most sensitive heritage assets. Overall the changes are beneficial to the aesthetic appeal of the emergent scheme and townscape character.
- 1.11 A summary of table of change from the submitted scheme to the Rev A design is provided following the amended view study at the end of this document.

Section 2

**Significance & Impact.**

## 2 Significance & Impact

### Nos. 2-12 Gildencroft (Grade II)

<i>Significance</i>							
2.1	<p>The building was first listed at Grade II, 5th June 1972 and is officially described as:</p> <p><i>TG 2209 SE GILDENCROFT 10/353 Nos 2 to 12 (even) (Nos 2 to 11 previously listed) 5.6.72 - II Terrace. C16 with C17 and C18 alterations. C20 restorations. Flint with brick dressings at ground floor. Timber-framed first floor. Pantile roof. 2 storeys, first floor jettied. Terrace of 6 cottages. Each cottage originally had a central door with flanking windows, these have been replaced by sash and casement windows or blocked. Mullion and transom windows at first floor.</i></p>	2.5	<p>Historic interest is derived from the buildings age and relationship with the surrounding church, illustrative of the pattern of development around. Historic interest is further understood through the building's former functions as almshouses.</p>	<p>route to the historic centre of Norwich along Botolph Street. The wider setting of Gildencroft predominantly those areas to the south of the grouping are now occupied by a mix of carparking associated with Anglia Square. It is dominated by Sovereign House and poor quality modern commercial buildings to the west side of Pitt Street and a busy road junction and pedestrian crossings, the result of a recent traffic management scheme, which from the east side of the building has increased the building's sense of isolation and dislocation from Norwich's historic core. The poor-quality townscape, (including The Site as it presently exists), negatively affects the setting of this grouping.</p>	<p>its setting would be primarily appreciated through the appearance of built form above the roofline of the cottages from views within the churchyard. The resultant introduction of additional urbanity would disrupt an appreciation of the enclosed historic context and the relationship between St Augustine's Church and the cottages. While Sovereign House is already visible above the roof of this asset, the Proposed Development, would increase the scale and visibility of built form, competing with the asset resulting in a slightly harmful effect upon significance.</p>		
2.2	<p>The building group is a short terrace which now comprises of six cottages 2 storey former almshouses built in the 16th, altered in the 17th and 18th Centuries and restored during the 20th Century. The group is flint faced with brick dressings at ground floor and exposed timber-framed to the jettied first floor. The buildings all have pantile roofs. Each cottage originally had a central door with flanking windows; however this is not consistent across the terrace, windows have been replaced by sash and casement windows or blocked.</p>	2.6	<p>The surviving timber framing holds a degree of archaeological interest in the wider context of regional framing patterns. It holds evidence of construction techniques and materials for the local area in the 16th century. The interiors have not been inspected but may hold further illustrative evidence of construction techniques, age, and the lives of former occupants.</p>	2.10	<p>The group is therefore best experienced in views from within the Church Yard or in short views east-west along Gildencroft and St Augustine's Street where the road narrows to pedestrian access following the boundary of the churchyard. Looking across the face of the grouping, the historic form, projecting jettied timber framing and the relationship with St Augustine's Church can all be best appreciated.</p>	2.14	<p>The dominant form of Sovereign House, particularly the prominent watertower and proliferation of surface car parking currently harms these values through the competition it offers and disruption to an appreciation of the historic street pattern that is intrinsic to the understanding of these buildings as a composite part of the historic townscape surrounding the church.</p>
2.3	<p>This building group is predominantly of architectural, historic interest. While these interests have been partially compromised by unsympathetic alteration and replacement the building group still remains a legible and good example of a small-scale terrace of 16th century timber framed cottages, built in the local vernacular style and with local materials.</p>	2.7	<p>The appearance of the terrace has been altered with the insertion of windows along the north and south elevations, added in the early to mid 20th century. have diminished its interest, compromising an understanding and appreciation of the barn's internal form. The changes over time, including subdivision, modernisation and unsympathetic repair such as rendering or over painting the exposed timbers, replacement of windows and doors have eroded a degree of the groupings significance.</p>	<i>Impact Assessment</i>		2.15	<p>between the east end of 2-12 Gildencroft and 71 Botolph Street. There are several heritage direct benefits balancing against this low level of harm. One primary enhancement is the clearing of poor-quality architecture and the reinstatement of a more historic street pattern, activating key historic routes that carry pedestrians towards these assets. This would increase appreciation and townscape value in relation to the historic street network and benefit the cohesiveness between the Site and the wider townscape. 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.</p>
2.4	<p>The architectural interests derive from the building's age, former use, materials and methods of construction, form, detailing, vernacular and group value as a cohesive terrace. The flint facing with brick dressings at ground floor and exposed timber-framed to the jettied first floor adds interest. The timberframed core of the properties likely to date to late 16th - Early 17th Century, with the traditional jettied timber framing illustration of the methods of construction and a well-preserved feature across the group. The architectural interest can be further appreciated in the context of the surrounding townscape and the historic context of the church and the domestic buildings within Norwich.</p>	2.8	<p>St Augustine's Church on its north side remains a key part of its setting and affords an appreciation historic townscape grouped around the churchyard. The cottages along Gildencroft as a route therefore comprise an essential component of St. Augustine's churchyard which it encloses to the south. Historic maps demonstrate a typical evolution in townscape form, with the church as at the central competent in the evolution of the area, with smaller domestic buildings bordering the churchyard. These immediate surroundings are of considerable historic importance in the context of the local area and the development of Norwich during the medieval period and up to the present day. For centuries the large churchyard overlooked an important nodal junction in Norwich's northern quarter where St Augustine Street, Pitt Street and St Botolph Street converged. This arrangement persisted up until the mid-1960s when the development of Anglia Square transformed the historic road layout.</p>	2.11	<p>The effect on 2-12 Gildencroft is captured by views 23 and 24 in the HTVIA.</p>	2.16	<p>The removal of Sovereign House, the reinstatement of Botolph Street and new frontage onto Pitt Street will enhance this condition. While these clear heritage benefits provide a degree of balance in respect of harm, the condition will slightly outweighed by the arrival of new built form of increased density, scale and mass appearing above the roofline.</p>
		2.9	<p>The building groups setting has changed substantially with the development of Anglia Square which involved the loss of many buildings in the immediate vicinity as well as the principal arterial</p>	2.12	<p>The proposed development would appear above the roofline 2-12 Gildencroft, and beyond the tower of St Augustine's Church from views within the churchyard. The two heritage assets would remain the focus of this view, although there would be a small increase sense of competition. The overall height and roofline form of the development in views of these assets from within the churchyard has been carefully managed so as to respond sensitively to the heritage assets in the foreground, however the appearance of new built form of scale would some detract from an appreciation of the Gildencroft cottages and their historic church side context. This view is, at present, one where the two assets are juxtaposed with modernity, through the presence of Sovereign House, so there would be no change in this respect. But importantly with be a clear uplift in architectural quality.</p>	2.17	<p>The assessment has identified a low level of harm to the setting of 2-12 Gildencroft, this potential harm has been balanced out by clear beneficial effects to the other heritage assets across the Proposed Development and would therefore lead to an overall judgment of no harm.</p>
				2.13	<p>The area to the south of the asset currently occupied by carparking and appearing as a negative feature within the setting of these assets. The change to</p>		

2.18 For the purposes of the EIA methodology the following conclusions have been reached:

*Sensitivity*

Medium

*Magnitude of Change*

Medium

*Residual effect*

Moderate Adverse

**Doughty's Hospital (Grade II)**

*Significance*

2.19 Located immediately to the south of St Crispin's Road, opposite Upper Green Lane. The building was first listed at Grade II, 26th February 1954 and is officially described as:

*TG 2309 SW GOLDEN DOG LANE (north side) 11/357 26.2.54 Doughty's Hospital - II Sheltered Housing. 1687 on commemorative stone. Rebuilt C1869 on sparse remains of C17 ground floor walls. Red brick and pantile roofs. 3 connecting ranges around a courtyard. 2 storeys with cast-iron first floor balcony. 13 first-floor windows on each of the flanking sides and 8 on the end range. 4 flats on each floor on each side all with round-headed doors and 2-light casements with rusticated brick surrounds. Continuous-pitch roof over balcony. C19 'Tudor' chimneys and crow-stepped end gables. Inner balusters and newel posts of C17 staircase re-used in north-west corner.*

2.20 The significance of the building is predominantly derived through its architectural and historic interest. Its interests are partially compromised by unsympathetic alteration and updating to contemporary use but it remains a legible and good example of a Victorian Almshouse complex, with a number of unique architectural details. Architectural interest primarily lie in its form, layout and appearance with the principal buildings arranged symmetrically around a courtyard space. The building remains legible as a 19th Century almshouses, with interest further enforced through the construction incorporating seventeenth century foundations. The form of the building with its central courtyard is of key significance, its U-shaped layout around a

central courtyard and utilitarian form are all typical for the period and give the building a contained and enclosed quality. Architectural interest is further understood through the unique "neo-Tudor" aesthetic which is likely referential to the former building.

2.21 Historic Interest is predominantly derived from the sites continuous use as a 'hospital' with a virtuous social function to provide sheltered housing since c.1700's. The site has a detailed and well recorded history in the narrative of Norwich. A detailed history of the site is available in A History of Doughty's Hospital, Norwich, 1687-2009.

2.22 Because of long period of occupation on this site the building has a degree of archaeological potential.

2.23 The setting of the building is relatively enclosed, directly south of the Site, but also south of St Crispin's Road, this asset is intrinsically inward-looking, with a blank facade to the St Crispin's flyover. The building is surrounded on its east and west sides by buildings of greater scale and mass, to the north it is bounded by the elevated roadway St Crispin's Road with 2 and half story residential buildings to the south. The density of surrounding urban form gives the building and its central quadrangle a green island effect. Views from within the courtyard include aspects of Anglia Square in the skyline.

2.24 The intimacy of the space set apart from the surrounding built form is patently harmed by dominant form of Gildengate House which prominently rises behind Doughty's and is visible above the linear roofline. This harm is further compounded by the height, prominence and unbalanced appearance of east end of the building, proliferation of roof level plant and access, and the poor quality of the architecture. Which all appears as incongruous against the simple symmetry of Doughty's Hospital and disrupt an appreciation of the building and the intimacy of the courtyard.

2.25 The Proposed Development will be visible within views from the courtyard, with a noticeably different orientation and character. The taller elements of visible residential blocks will be orientated so as to sit more comfortably in views above the roofline Doughty's Hospital. The new buildings would respond more sensitively to the setting of the listed building, while they would continue to detract from the intimacy of the courtyard the scheme would be more respectful of the composition and form of

Doughty's Hospital. The appearance of new built form will offer less disruption to the linear appearance of the roof form and less disruption to the balance of the composition.

*Impact Assessment*

2.26 The effect on Doughty's Hospital courtyard (south end) is captured by View 32 in the HTVIA.

2.27 The relationship of the Proposed Development to Doughty's Hospital has been carefully managed and discussed within the HTVIA through the use of visuals, particularly in response to outward views from within the courtyard of Doughty's Hospital. Heights have been modelled and amendments to built form have evolved throughout the design process to ensure harm is minimised.

2.28 Built form would appear above the roofs of Doughty's Hospital, the proposed development would appear largely as a flanking pair of multi-pitch roof elements. While in Outline at present, the Parameters shown indicate a clear opportunity for quality and interest, within a largely mirrored architectural form in sympathy with the symmetry of Doughty's Hospital.

2.29 This new urban form would replacement for the dominant and horizontal form of Gildencroft House, the part of the Proposed Development visible here would add interest, but would not detract or distract from the high-quality, self-contained environment of Doughty's Hospital in the foreground. Instead, a change would be instituted whereby the scheme was less massive visually in the view and would act as a high-quality counterpoint to the heritage asset.

2.30 While it is acknowledged that the Proposed Development would cause a minor harm to the setting of Doughty's Hospital, despite the fact that it will remove Gildencroft House, a detracting feature, the Proposed Development will increase the urbanity of this modestly-scaled building's setting.

2.31 Importantly, the effect of the Proposed Development on the setting of Doughty's Hospital, should be considered holistically against the clear heritage benefits across the entire scheme. Overall, the impact on the surrounding urban environment 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 and the replacement with a new high quality townscape, which offers substantial betterment of the architectural quality of the area.

2.32 For the purposes of the EIA methodology the following conclusions have been reached:

*Sensitivity*

Medium

*Magnitude of Change*

Medium

*Residual effect*

Moderate Neutral

Nos. 43-45 Pitt Street

Significance

- 2.33 The building is not statutory listed, but appears on Norwich City Councils Local List. The buildings are regarded as making a positive contribution to the character and appearance of the Norwich City Centre Conservation Area.
- 2.34 The significance of Nos. 43-45 Pitt Street is derived from their architectural and historic interest. The building was constructed in the late 19th Century a Public House, Painted brick. Pantile roof. Stucco surround to former pub windows and corner door. Moulded brick cornice projection over other doors. Stucco surround to ground floor windows. Dentil eaves cornice. Sash windows. Former door to 45 and subsidiary doors to 43 now display windows the building was converted to retail use in the 20th Century. 2 storey.
- 2.35 The significance and sensitivity of the asset was identified within SUPPLEMENTARY STATEMENT OF COMMON GROUND ON THE SIGNIFICANCE OF HERITAGE ASSETS AFFECTED BY THE PROPOSED DEVELOPMENT relation to the Inquiry called by the Secretary of State regarding planning application 18/00330/F, PINS reference: APP/G2625/V/19/3225505. Prepared by NCC this described the significance of the building group as:  
  
*Locally listed. Numbers 43 and 45 date from the 19th century and are a pair of double-fronted houses with stucco elevations, number 43 with a former pub frontage, also stuccoed. The buildings are of local architectural and historical value.*
- 2.36 The building group contributes positively to the character and appearance of the Norwich City Centre Conservation Area by virtue of their historic and architectural interest and contribution to the aesthetic quality of the immediate townscape.

Impact Assessment

- 2.37 Nos. 43-45 Pitt Street is proposed to be demolished as part of the redevelopment of the site. This will result in harm to the building through its physical loss and disassociation of any historic value with the surrounding historic urban context. It would also

cause a degree of harm to the Norwich City Centre Conservation Area through the loss of a positive contributor to its character and appearance. The harm to the conservation area as a whole 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.
- 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

- 2.38 With regard to the NPPF the loss of this building is regarded as less than substantial harm to the significance and special interest of the Norwich City Centre Conservation Area and substantial harm to the building itself as a non-designated heritage asset. This harm should be considered in the balance with the clear benefits of the scheme overall.
- 2.39 As locally listed buildings the sensitivity is considered to be low. because of the demolition of these assets which will result in total loss the magnitude of change is considered to be high.
- 2.40 Because of the effect of the loss of a positive contributor the change is considered to be adverse concluding a residual effect of moderate adverse.
- 2.41 For the purposes of the EIA methodology the following conclusions have been reached:

Sensitivity

Low

Magnitude of Change

Medium

Residual effect

Minor Adverse

Warehouse to the rear of 47-51 Pitt Street

- 2.42 The Warehouse to the rear of 47-51 Pitt Street is currently the subject of an Application for Listing. Pending a response from Historic England regarding the status of the building the warehouse has been assessed as a Non-Designated Heritage Asset. This may be subject to change following the decision by Historic England
- 2.43 The building is located to the rear of 47-51 Pitt Street, accessed from Cherry Tree Yard, it appears as a former livery stables, dating to the mid-late 19th Century. Constructed flint rubble brick rubble, with a pitched roofs of machine-made pantiles.
- 2.44 The building is orientated east-west and features a large open interior space with hayloft above. It is five bays with east and west gable ends. The walls are constructed of flint rubble with a lime based mortar, which incorporates brick rubble with some brick dressings around door frames and window surrounds. The southern elevation is faced with a concrete render to mid height. Portions of the building have evidence of rebuilding, infilling and extension and largescale alteration to suit changing use. The interior of the building is dilapidated and has not been used for sometime. The building interior retains the character of a livery stables and features a number of remanent internal fittings including wood panelled stall and Victorian glass within the internal divisions. The planform of the building as a livery stables remains legible with a central aisle with evidence of the former stalls, draining floors, and hay-loft above with exposed wooden floor.
- 2.45 A consultation response prepared by Historic England fully assessed the building the heritage significance and is appended to this document.
- 2.46 Prior to the application for listing the building was not recognised as having any notable heritage value. The building is not mentioned within the Norwich City Centre Conservation Area – Character Area 2 Anglia Square Appraisal. It has not been identified as Locally Listed Building (Non-Designated Heritage Asset) in any adopted NCC documentation. Nor did it carry any notable mention within the application process (18/00330/F) or subsequent Call-in by the Secretary of State (PINS Ref. APP/G2625/V/19/3225505).



- 2.47 An Archeological investigation was undertaken into the building by RPS with supervision by the County Archaeologist. The study excavated four test pits to provide evidence as to the likely provenance of the building. The report concluded that the original ground surface varied in both depth and material between test pits. All finds and evidence of the buildings construction support the hypothesis that the building is mid-late 19th century in date. The test pits and archaeological report provides no evidence of an earlier structure on the site.
- 2.48 It is our professional view that this investigation provides an authoritative and evidence based conclusion of that the building does not possess the standing remains of St Olaves Church. The test pit report is included within this addendum report in Appendix 1.
- 2.49 Recent interest in the wider development of Anglia Square and subsequent research into this structure has increased the notoriety of the building leading to a the submission of an Application for Listing. This application to Historic England made the assumption the building retained remnant standing remains of historic fabric from the medieval church of St Olave. While this salient point of the building history is still in dispute, a number of judgements regarding the significance of the building can be made, based on the assumption the building is a 19th Century Warehouse and former stables.

*Significance*

- 2.50 The significance of the building is therefore a derived through a low level of of interest in the buildings age, materiality, historic use and group value.
- 2.51 The building remains a legible example of a mid 19th Century ancillary commercial building, with remnant evidence of its former use as stabling. The building is constructed within the local vernacular, with use of flint and lime mortar, reusing a volume of material from older structures in the construction of its retaining walls. While the warehouse may potentially contain some fragments and reused flint which formerly formed part of St Olaves Church, it has been demonstrated through archaeological investigation and assessment of the building fabric that the building is unlikely to have incorporated any standing remains of the demolished church. The building is therefore assessed on the evidence of its construction and former use as 19th Century

warehouse and former stables. Architectural interest is best appreciated through the flint rubble construction of the building which has remained a traditional material typical in buildings across Norwich, the use of flint is prevalent across the city and can be seen on a great number of buildings across a number of eras.

- 2.52 Research has demonstrated a building occupying the site of the current building is indicated on maps dating to 1696 and appears in various forms from that date onwards. The form of the building is not consistent with regards to orientation and footprint and it is likely numerous phases of rebuilding or demolition have occurred upto the present.
- 2.53 The building retains a degree of interest as a 19th Century stable and ancillary storehouse which held a function associated with commercial activity on the site. The building has a associative historic value due to the occupational use of the building and use as a storehouse and supply building for important and notable brewers in Norwich - Young, Crawshay and Young, whom had occupied a large number of public houses within the city.
- 2.54 The building forms a group interest with a number of buildings clustered around and forming Cherry Tree Yard. These building have all held former commercial functions and have a low level of historic significance and townscape value as a surviving yard in this portion of Norwich. This connection is best appreciated through the form and materiality of the building which group value with Nos. 43-45 Pitt Street, to which the building has shared a historic connection in terms of ownership and functional use.
- 2.55 It is acknowledged that the surrounding areas has a high archaeological potential. The area to the south west surrounding the building will likely contain some remnants of the Church of St. Olave, which is indisputably nearby, with likely associated objects, and inhumations.
- 2.56 The building is considered to make a positive contribution to the Norwich City Centre Conservation Area. Its materiality is firmly within the local vernacular, which is referential to the historic development of the wider area and adds local interest. Because of the buildings side street location within Cherry Tree Yard the functional appearance and modest commercial detailing remain contextually similar to surrounding buildings which have all held various commercial

functions often in cooperative use.

*Impact Assessment*

- 2.57 The Warehouse to the rear of Nos. 43-45 Pitt Street will be demolished as part of the proposed redevelopment of the site. This will result in substantial harm to the building through its loss. It would also cause a degree of harm to the Norwich City Centre Conservation Area through the loss of a positive contributor to its character and appearance. This change would amount to less than substantial harm. Harm to the conservation area as a whole resulting from the loss, however, is considered to be slight, in light of the overall heritage benefits of the development proposals. These include:
- 2.58 Opportunity for an archaeological investigation to reveal the location of St. Olave's Church which may present evidence of previous occupation, use and historic development of the area. Anglo Scandinavian Community medieval community in Norwich.
- 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.
  - 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
- 2.59 As unlisted building the sensitivity is considered to be low. because of the demolition of these assets which will result in total loss the magnitude of change is considered to be high.
- 2.60 Beause of the effect of the loss of a positive contributor the change is considered to be adverse concluding a residual effect of moderate adverse.
- 2.61 For the purposes of the EIA methodolgy the following conclusions have been reached:

*Sensitivity*

Low

*Magnitude of Change*

Medium

*Residual effect*

Minor Adverse

Section 3

**Conclusion.**

### 3 Conclusion

- 3.1 In respect of the effects of the proposed works upon the significance of the heritage assets assessed, it is concluded that overall, the Proposed Development would give rise to predominantly beneficial effects overall through an enhancement to the wider setting, the visual amenity and townscape character of the area. The form, fabric and features of that are of special interest would be preserved and through the replacement of poor quality townscape of Anglia Square the wider character and
- 3.2 With regard the effects of the proposed development on the setting of the Grade II listed buildings Doughty's Hospital and 2-12 Gildencroft, it is concluded that a low level of less than substantial harm has been identified through change to the immediate setting. The setting of the listed buildings have changed demonstrably during the 20th century, which has eroded much of the significance of these buildings derived from their setting. The arrival of further changes to the surrounding townscape has only limited potential to adversely affect heritage setting, because of the quantum of prior poor quality development and largescale change to the townscape. Nevertheless, the appearance of new built form of the scale of the proposed development, has the potential to detract from an appreciation of these assets. The assessment acknowledges that the existing poor-quality townscape in the surrounding area contributes negatively to the setting of these assets and its redevelopment would carry a number of benefits in heritage and townscape terms. Overall, the wider setting of Doughty's Hospital and 2-12 Gildencroft would be improved.
- 3.3 With regards to the Non-Designated Heritage Assets 43-45 Pitt Street and Warehouse to the rear of 47-51 Pitt Street. The proposals would see the complete demolition of 43-45 Pitt Street and Warehouse to the rear of 47-51 Pitt Street. 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 Street and the Warehouse to the rear of 47-51 Pitt Street. As such the Development will have a major impact on the significance of this part of the Conservation Area which, overall, is considered to be beneficial. It represents a virtually fresh start for 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 and the Warehouse to the rear of 47-51 Pitt Street, all of the existing buildings proposed to be demolished have a markedly negative impact on the appearance of the Character Area;
- 3.4 It is noted that Nos. 43-45 Pitt Street and the Warehouse to the rear of 47-51 Pitt Street make a positive contribution to the significance of the Conservation Area. Harm to this Character Area (and the conservation area overall) resulting from the loss of 43-45 Pitt Street and the Warehouse to the rear of 47-51 Pitt Street considered to be slight, and at a level of Less than Substantial Harm, that is capable of being weighted against the clear benefits of the proposals. The overall heritage benefits of the development proposals include a number of positive effects on the townscape that will better reveal the significance of key heritage assets beyond the boundary of the site.
- 3.5 These positive enhancements are far reaching but can be summarised as: reinstatement of a semblance of the historic urban grain - reviving a historic connection between St Augustine's Street and Magdalen Street. The reinstatement of public realm of a domestic scale and referential to the erased historic street pattern including a network of new streets, small squares and yards, including the reintroduction of 'Stump Cross'. An Increase in the aesthetic quality of 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. Improved connectivity and increased footfall arising from the new development, and the replacement of poor quality architecture and replacement with new buildings of high quality design specially orientated and designed with regard to scale and mass for the improvement of local views, townscape and the enhancement of the setting of listed and locally listed buildings along Magdalen St. Moreover a number of negative vistas identified during the baseline assessment will substantially enhanced by the development proposals.
- 3.6 The view study updated with the Rev A scheme reveals that while some views will undergo a noticeable change from the previously submitted scheme, the outcomes of the study remain consistent. The changes either increase the beneficial effects of the scheme or offer a negligible change to the view, which has not altered the conclusions on resultant effects reached in the previously submitted HTVIA.

Section 4

**Addendum - Assessment of  
Operational Visual Effects.**

## 4 Addendum Assessment of Operational Visual Effects

### Addendum on the Assessment of Effects on Visual Receptors

- 4.1 Following comments received from NCC Officers, the proposed development has undergone several design amendments and all 40 views have been updated.
- 4.2 The following visual assessment should be read alongside the previously submitted ES chapter provided by Icen Projects which provides further information about the proposed scheme, design development and projected impacts.

#### View Location and Assessment Methodology

- 4.3 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 were presented.
- 4.4 Each reassessed viewpoint is accompanied by four images:
  - Existing - a photograph of the existing context side by side with;
  - Previously Proposed View - either a verified wireline or a verified render prepared by Cityscape Digital, which demonstrated 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.
  - Existing - a photograph of the existing context side by side with;
  - Current Proposed View - either a verified wireline or a verified render prepared by Cityscape Digital, which demonstrates the visual change experienced through the Proposed Development. Commentary is provided on how the view has changed from the previously proposed view and the resultant effect on townscape.
- 4.5 As with the previous submitted assessment, 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.

- 4.6 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.
- 4.7 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.
- 4.8 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.
- 4.9 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

# Addendum Assessment of Operational Visual Effects

The viewpoints reassessed 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

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



Existing



Proposed - Verified Wireline

**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



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



Existing



Proposed - Verified Wireline

*Summary Previous Assessment*

- Sensitivity: Medium
- Susceptibility: Medium
- Magnitude of Change: Nil
- Residual Effect: Nil

*Revision A: Revised Assessment of Impact*

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

There is no change in the conclusion of effects from the previous assessment.





**Previous 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 - Verified Wireline

**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.



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



Existing



Proposed - Verified Wireline

*Summary Previous Assessment*

- Sensitivity: Low
- Susceptibility: Low
- Magnitude of Change: Nil
- Residual Effect: Nil

*Revision A: Revised Assessment of Impact*

The revised verified wireline illustrates that the scheme will continue to be almost entirely concealed from view from this viewpoint, there would continue to be no material change to a viewers appreciation of the view, which will continue to remain focused on the immediate streetscape.

There is no change in the conclusion of effects from the previous assessment.



**Previous View 3: Angel Road (next to school entrances)**



Existing



Proposed - Verified Wireline

**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**

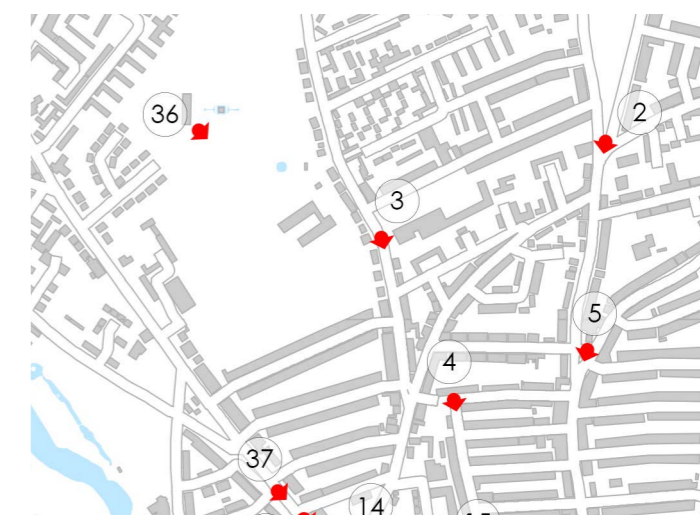
The Proposed Development would appear as a background element, beyond the framing fore- and mid-ground townscape of Angel Road. Given that the baseline condition involves some appreciation of larger urban form beyond this immediate streetscape, there would not be a fundamental change in one's appreciation 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.



**Revised View 3: Angel Road (next to school entrances)**



Existing



Proposed - Verified Wireline

*Summary Previous Assessment*

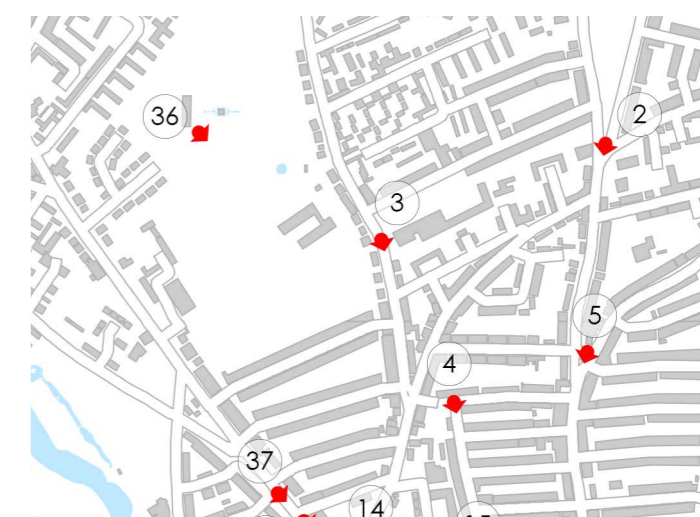
- Sensitivity: Low
- Susceptibility: Low
- Magnitude of Change: Low
- Residual Effect: Negligible

*Revision A: Revised Assessment of Impact*

The revised verified wireline shows the Proposed Development would remain as a background element, beyond the framing of the immediate streetscape and the fore- and mid-ground townscape along Angel Road.

The Proposed Development would continue to read as a recessive element in the townscape with a barely perceivable change from the previous assessment.

There is no change in the conclusion of effects from the previous assessment.



**Previous View 4: Junction of Heath Road/Shipstone Road**



Existing



Proposed - Verified Wireline

**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**

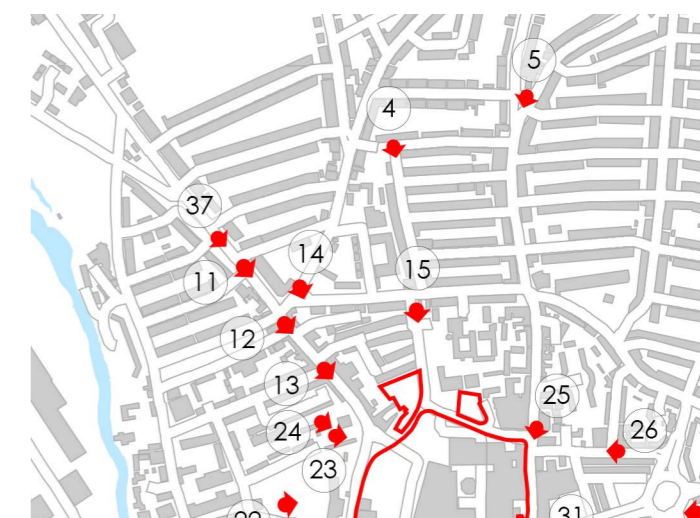
The proposed development will appear at the end of the framed view along Heath Road, appearing above and beyond existing built form. The form of the scheme as viewed here will be varied, given interest by the pair of gabled roofs which stand as the highest visible element of the scheme. The proposed 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.



**Revised View 4: Junction of Heath Road/Shipstone Road**



Existing



Proposed - Verified Wireline

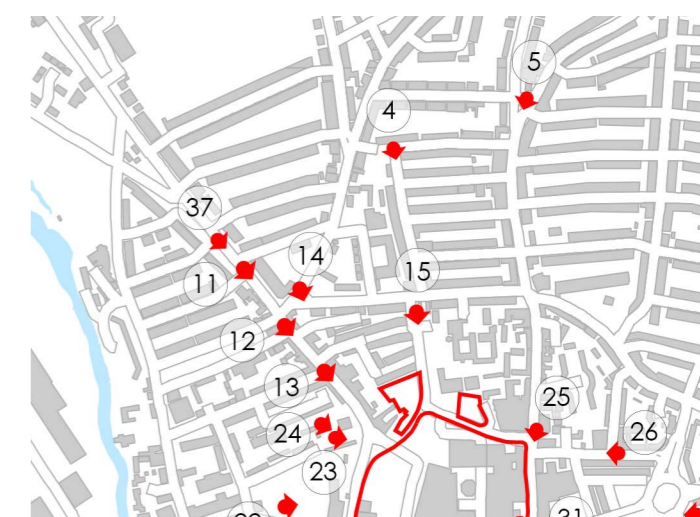
*Summary Previous Assessment*

- Sensitivity: Low
- Susceptibility: Low
- Magnitude of Change: Medium
- Residual Effect: Minor Beneficial

*Revision A: Revised Assessment of Impact*

The revised verified wireline shows the Proposed Development would terminate this view along Heath Road. The scheme is noticeably lower in height but has maintained the varied roofscape. As with the previously submitted scheme, the Proposed Development would add interest and architectural quality to the back drop of this streetscape, providing a feature of quality and interest to terminate the long view.

There is no change in the conclusion of effects from the previous assessment.



**Previous View 5: Junction of Magdalen Road/Sproston**



Existing



Proposed - Verified Wireline

**Existing**

Looking south along Sproston 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.

**Magnitude of Change**

Low

**Residual Effect**

Negligible.



**Revised View 5: Junction of Magdalen Road/Sproston**



Existing



Proposed - Verified Wireline

*Summary Previous Assessment*

- Sensitivity: Low
- Susceptibility: Low
- Magnitude of Change: Low
- Residual Effect: Negligible

*Revision A: Revised Assessment of Impact*

The revised verified wireline shows the blocks within the centre of the Proposed Development would rise slightly higher within the centre of frame. New built form will continue to be largely screened by existing built form, where apparent the Proposed Development would continue to read as a recessive element in the townscape with a barely perceivable change from the previous assessment. Built form would continue to sit below the current height of Sovereign House and the existing chimney heights apparent in the foreground.

There is no change in the conclusion of effects from the previous assessment.





**Previous View 6: Mousehold Avenue (northeast corner of allotments)**



Existing



Proposed - Verified Render

**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**

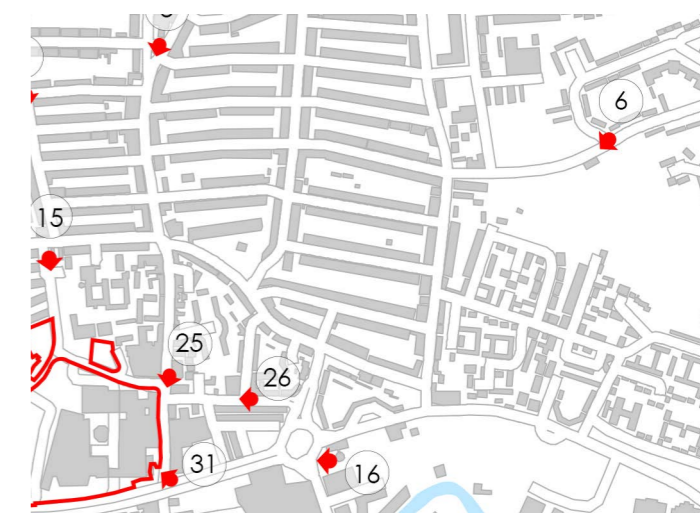
The proposed development will sit comfortably and clearly below the skyline within this view, and will always be set well away from the visible Landmark elements, particularly the Roman Catholic Cathedral. A varied approach to built form and materiality will be appreciable within the view, with the mix 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.



**Revised View 6: Mousehold Avenue (northeast corner of allotments)**



Existing



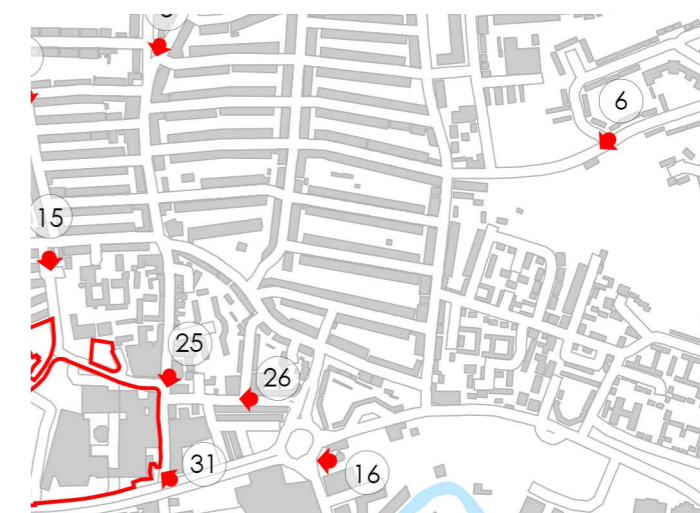
Proposed - Verified Render

*Summary Previous Assessment*

- Sensitivity: Medium
- Susceptibility: Medium
- Magnitude of Change: Medium
- Residual Effect: Moderate Beneficial

*Revision A: Revised Assessment of Impact*

As a result of the proposed revisions to the scheme, there is a reduction in height to the double-gabled block visible on the right-hand side within the view, and the blocks that form the 'backdrop' elements of Anglia Square, currently in Outline, are visibly broken down in terms of their mass. This leads to a reduction in the scheme's visual mass. The scheme's recessive nature within this view is therefore increased. Nevertheless, the changes are not sufficient to alter our overall finding as to the nature and magnitude of the change, and accordingly it remains the case that a Moderate Beneficial effect would arise.



**Previous View 7: Mottram Monument, St James' Hill**



Existing



Proposed - Verified Render

**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

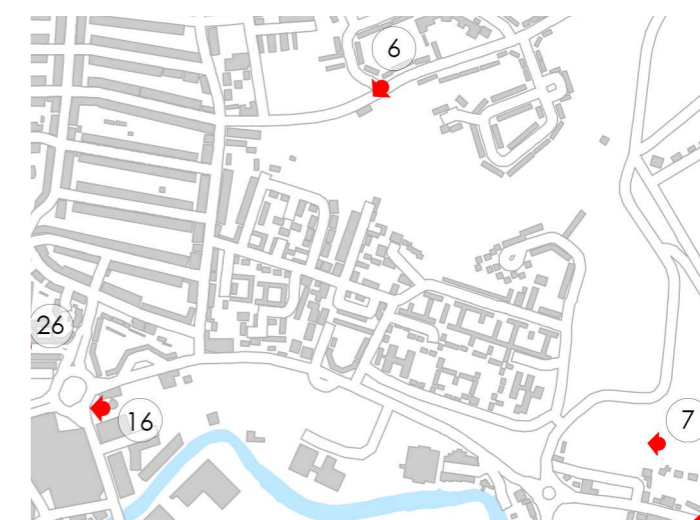
materiality and roof form, with flat and pitched roofs visible. Those roofs on the right hand side pleasingly reflect the rows of long pitched roof terraces further north, allowing the development to sit comfortably into the visual background of what is primarily a view wherein the viewer appreciates 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.



**Revised View 7: Mottram Monument, St James' Hill**



Existing



Proposed - Verified Render

*Previous Assessment*

- Sensitivity: High
- Susceptibility: High
- Magnitude of Change: Medium
- Residual Effect: Major Beneficial

*Revision A: Revised Assessment of Impact*

The changes to the scheme are, in a view of this magnitude, not particularly easy to discern, but include the reduction in height of the right-hand side of the scheme as visible here, while the elements on the left-hand side (in Outline) have a more broken-down form. It remains the case that the development sits well clear of the landmark group visible from this viewpoint, and will be a more discreet and recessive feature within the view than the assertive existing form of Anglia Square. Such an approach will accordingly allow the landmark group to be better appreciated, without wider visual competition. Overall, we conclude that our previous conclusion remains with the revised scheme, and a Major Beneficial residual effect is therefore concluded.

