

Previous View 8: Kett's Heights (Armada Beacon)



Existing



Proposed - Verified Render

Existing

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

Sensitivity/Susceptibility

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

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

Proposed

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

Magnitude of Change

Medium

Residual Effect

Major Beneficial



Revised View 8: Kett's Heights (Armada Beacon)



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 visible change to the scheme appreciable here is extremely minor, with a very slight reduction in one's sense of the way in which the mass is modulated. The scheme's effect remains unchanged, demonstrating the scheme's clear potential to reduce the prominence of the site against the existing position. It remains our view that a Major Beneficial effect continues to arise as a result of the Revision A scheme.



Previous View 9: Kett's Hill



Existing



Proposed - Verified Wireline

Existing

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

Sensitivity/Susceptibility

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

Proposed

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

Magnitude of Change

Medium

Residual Effect

Minor-beneficial.



Revised View 9: Kett's Hill



Existing



Proposed - Verified Render

Previous Assessment

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

Revision A: Revised Assessment of Impact

Within this view, the scheme continues to act as a termination to the long view from Kett's Hill, appearing as a background element between the houses funnelling the view in the foreground. There is a visible reduction in mass within the scheme visible within the Revision A scheme against that submitted. This is slight, but noticeably reduces the overall prominence of the scheme as a whole, particularly against the baseline position. Nonetheless, we continue to conclude that a Minor Beneficial effect would arise here.



Previous View 10: Castle Rampart



Existing



Proposed - Verified Wireline

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

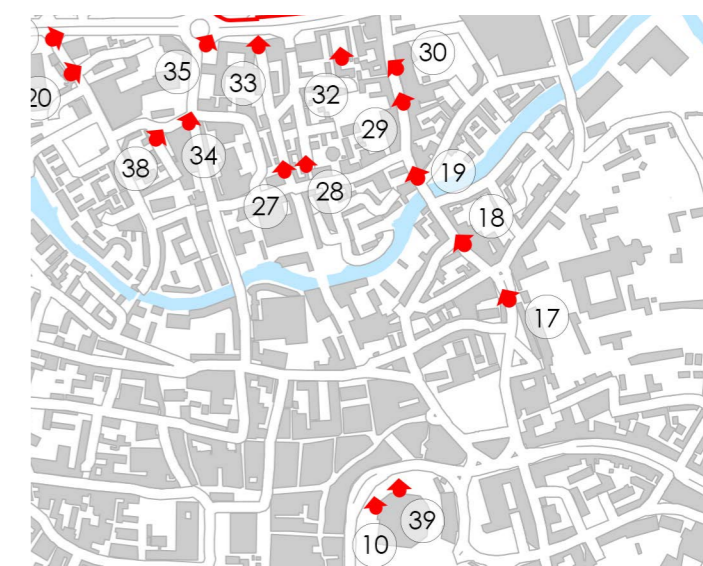
will have a varied form, in terms of its massing, and will add to the layering of urban elements appreciated from this higher topography of the castle rampart. This will replace the rather relentless overlapped forms of Sovereign House and Gildengate House, which are detracting and somewhat eye-catching 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



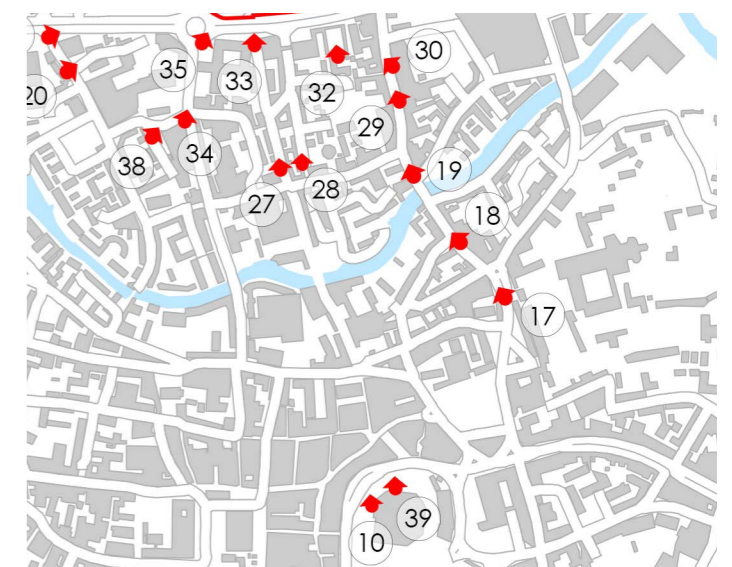
Previous View 10: Castle Rampart



Existing



Proposed - Verified Render



Revised View 10: Castle Rampart



Existing



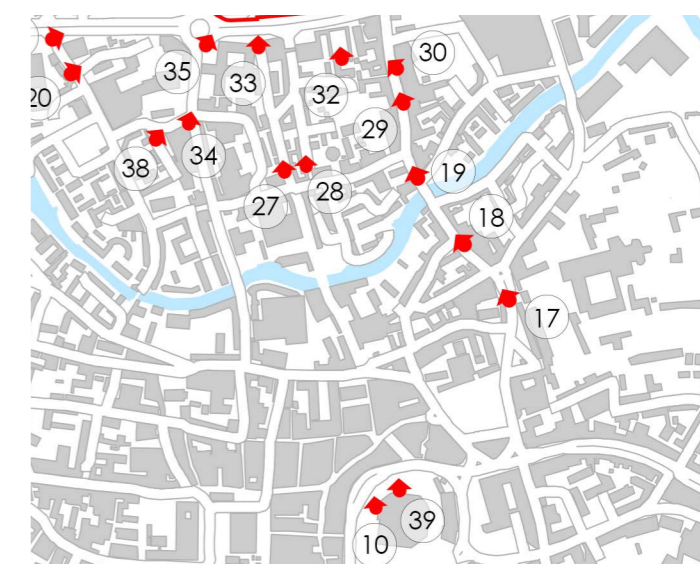
Proposed - Verified Render

Previous Assessment

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

Revision A: Revised Assessment of Impact

The Revision A scheme has a very similar appearance from this vantage point to the submitted scheme, with some changes to the roofscape within the section closest to the viewer being the principal change perceptible. This is not readily perceptible, and the effect of the scheme on the view remains as previously assessed, creating a background feature, that sits comfortably within the view, below the skyline and not competing with landmarks in the foreground. A Major Beneficial effect therefore continues to arise.



Previous View 11: Aylsham Road



Existing



Proposed - Verified Render

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.

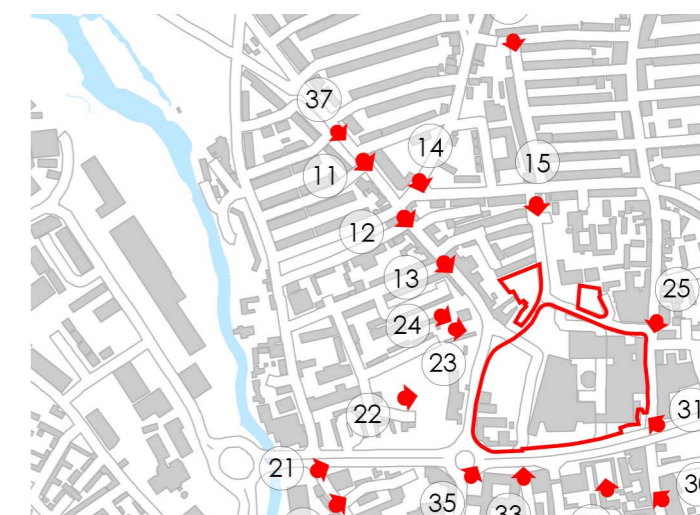
Nonetheless, it is clear that there would be some increase in overall visible massing within this view, which would balance against these beneficial aspects; the heritage receptors within this view would some minorly harmful effects, which would also be legible as a townscape effect. Accordingly, a balanced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

Magnitude of Change

Medium

Residual Effect

Moderate Neutral.



Revised View 11: Aylsham Road



Existing



Proposed - Verified Render

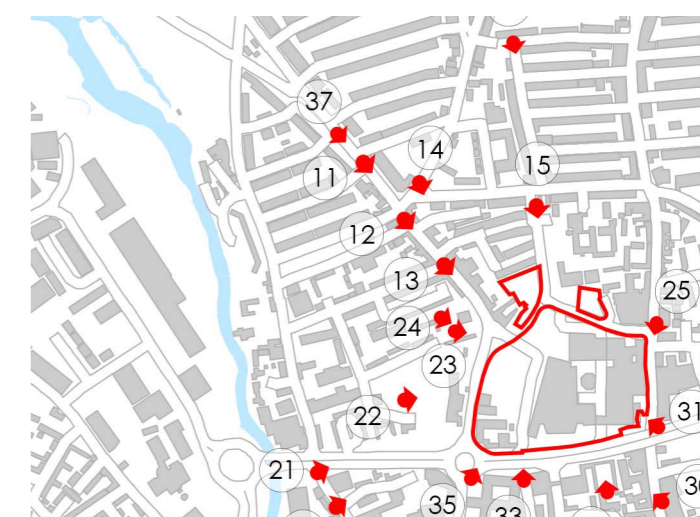
Previous Assessment

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

Revision A: Revised Assessment of Impact

The changes within this view, while apparently subtle, do have a notable effect on how the scheme appears within the view, when considered as a whole. The scheme would continue to rise above the curved building at the centre of the view, and sit in front of the base of the Cathedral spire, as the existing building does in part. However, the reduction in the overall height of Block A (alongside Block D), leads to an associated reduction in its prominence, and the prominence of the scheme as a whole. The eye is, under the revision, more clearly drawn to the attractive, curved form of 69-75 St Augustine's Street, and to the Cathedral spire. Additionally, more of the spirelets are revealed by the scheme under this Revision. Nonetheless, it is accepted that the overall increase in the visual mass of Anglia Square from

this point generates a degree of harmful townscape impact to be balanced against its positive elements, and a continued finding of Moderate Neutral impact arises as a result.



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



Existing



Proposed - Verified Wireline

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

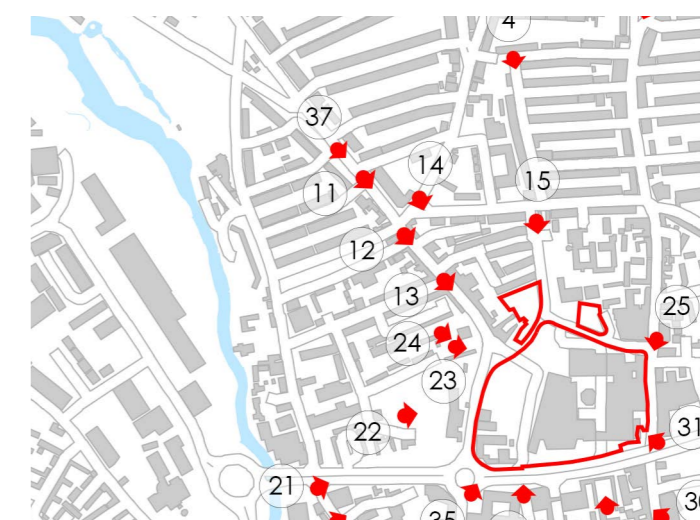
This view sits at what was, historically, a peripheral part of the City, a point of entry, and within this context the Proposed Development establishes an urban language, beyond the immediate foreground of St Augustine's Street, with its more suburban scale. The narrowness of the street at this point 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



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



Existing



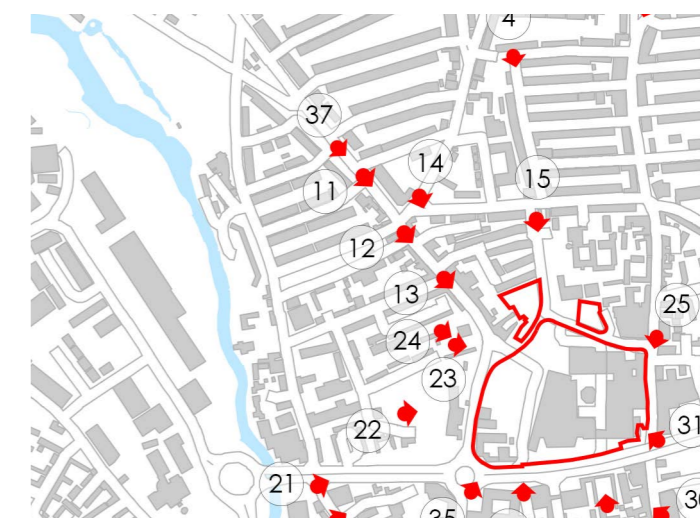
Proposed - Verified Render

Previous Assessment

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

Revision A: Revised Assessment of Impact

Within this view, the Revision A scheme sees a reduction in the visual scale of Block A, and therefore of the visible element of the scheme as a whole. This does not change the extent of the spire of the Cathedral which is visible here, as although there is a reduction in the height of Block D, height further into the site continues to provide a break across the building, much as the existing buildings do. While there is a reduction in overall quantum of built development visible here, the effect on the view would remain the same as with the submission scheme, introducing a scheme of interest and quality in place of the poor-quality conclusion to the view provided by Anglia Square. A residual Moderate Beneficial effect would therefore arise.



Previous 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)

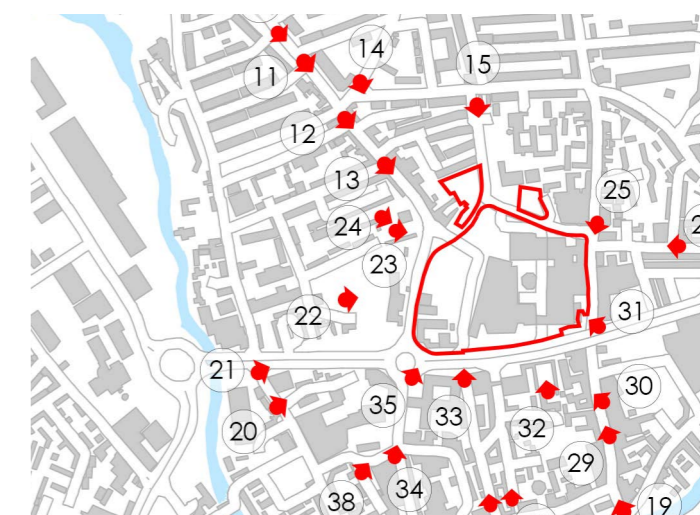
At this point in St Augustine's Street's length, this approach towards the Site is recognised as being a negative vista, with Sovereign House a dominating landmark, and the replacement of the buildings located on the Site is desirable. The Proposed Development has been well considered and has an appreciable 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



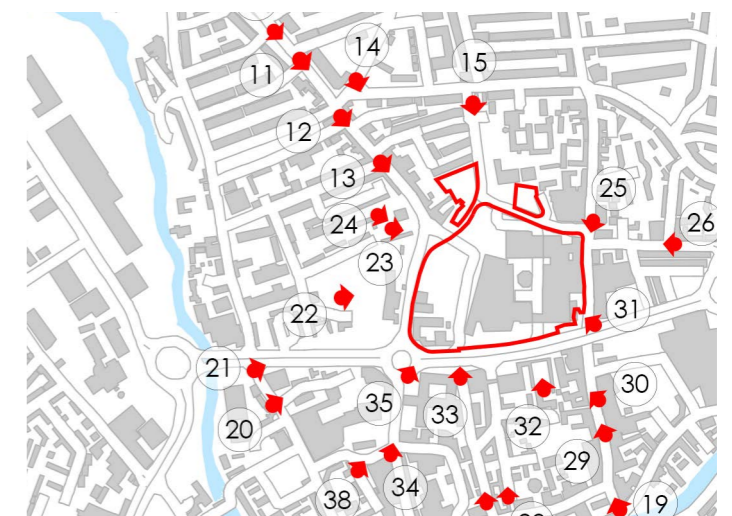
Previous View 13: Junction of St Augustine's Street/Sussex Street



Existing



Proposed - AVR2



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



Existing



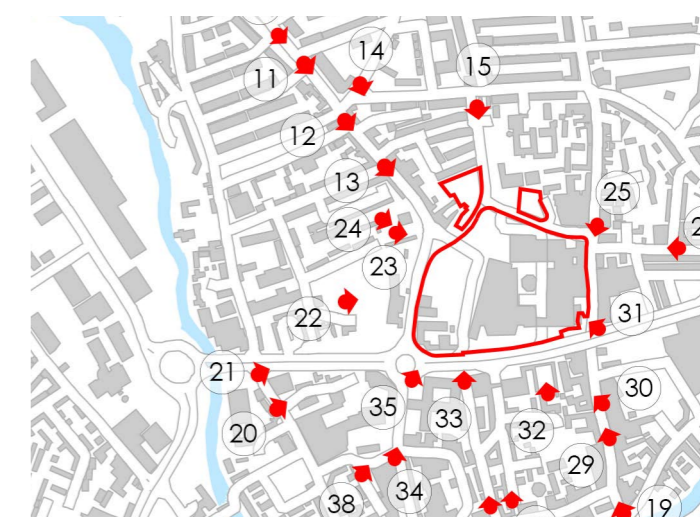
Proposed - Verified Wireline

Previous Assessment

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

Revision A: Revised Assessment of Impact

The revised scheme continues to act as a termination point to the view along St Augustine's Street, appearing as a background element between the houses funnelling the view in the foreground. There is a slight reduction in height and mass visible within the Revision A scheme against that submitted. This is slight, but noticeably reduces the overall prominence of the scheme as a whole, increases the permeability of the application site and offers more variation in roof form and massing. Overall this increases the beneficial effects of the scheme however there is no change in the conclusion of effects from the previous assessment.



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



Existing



Proposed - Verified Wireline

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.

