

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



Existing



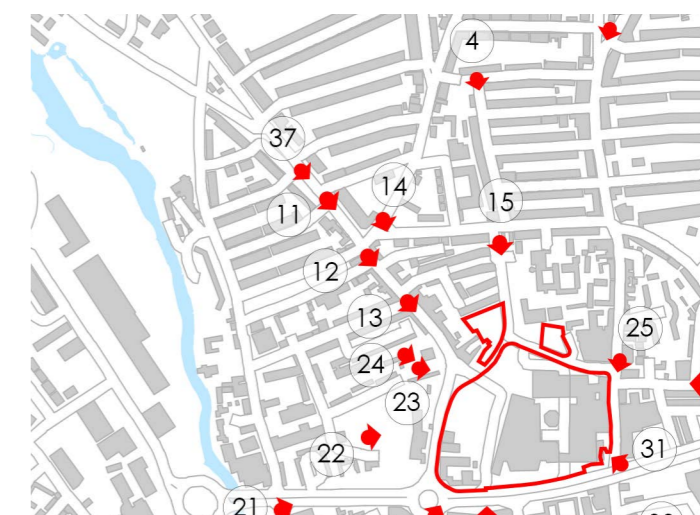
Proposed - Verified Wireline

*Previous Assessment*

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

*Revision A: Revised Assessment of Impact*

The revised scheme would continue to appear in the small gap to the left of the frame although its prominence will be slightly reduced. While appropriate in townscape terms in regards to expectation of the appearance of built form within the city walls. The reduced prominence would increase the beneficial effects of the scheme. There is however no change in the conclusion of effects from the previous assessment.





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



Existing



Proposed - Verified Render

**Existing**

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

*Sensitivity/Susceptibility*

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

**Proposed**

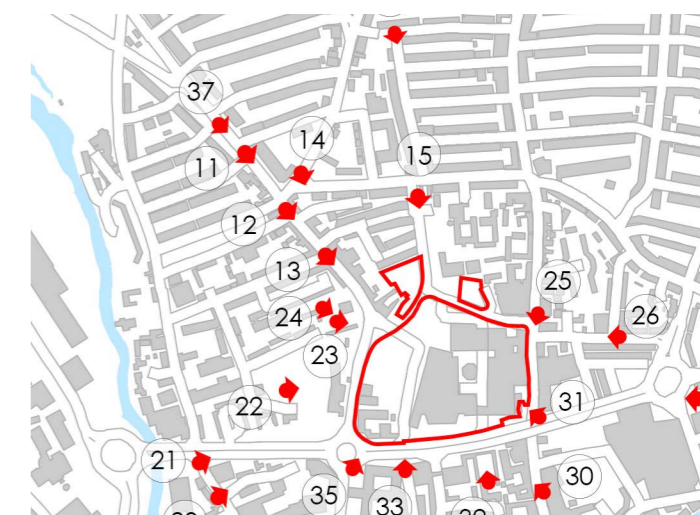
Forming part of the Anglia Square Character Area, this area is recognised as being of poor townscape quality, with Sovereign House being a negative landmark; the replacement of these buildings with a development of quality and appropriate scale is therefore highly desirable. The Proposed Development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

*Magnitude of Change*

High

*Residual Effect*

Moderate-Beneficial.





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



Existing



Proposed - Verified Render

*Previous Assessment*

- Sensitivity: Low
- Susceptibility: Low
- Magnitude of Change: High
- Residual Effect: Moderate Beneficial

*Revision A: Revised Assessment of Impact*

In this view, the height of the revised scheme in terms of Blocks A and D is notable, and reduces the overall scale of the development as visible from this position. It remains a high-quality scheme, introducing visual interest and variation to the background of a view with limited existing visual quality, and currently considerably undermined by the appearance of Anglia Square. The residual effect remains Moderate Beneficial.





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



Existing



Proposed - Verified Render

**Existing**

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

**Sensitivity/Susceptibility**

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

**Proposed**

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

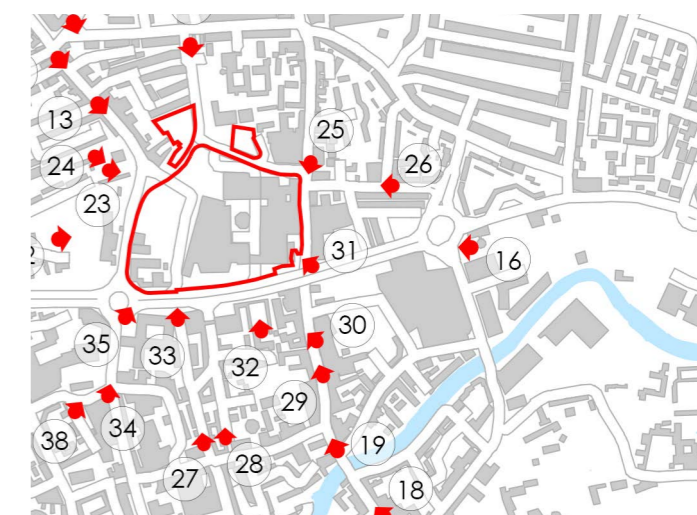
building up to the higher density and urban landmark of the Proposed Development, resulting in a more robust urban gateway at this western approach to Norwich City Centre.

**Magnitude of Change**

Medium

**Residual Effect**

Minor-Beneficial.





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



Existing



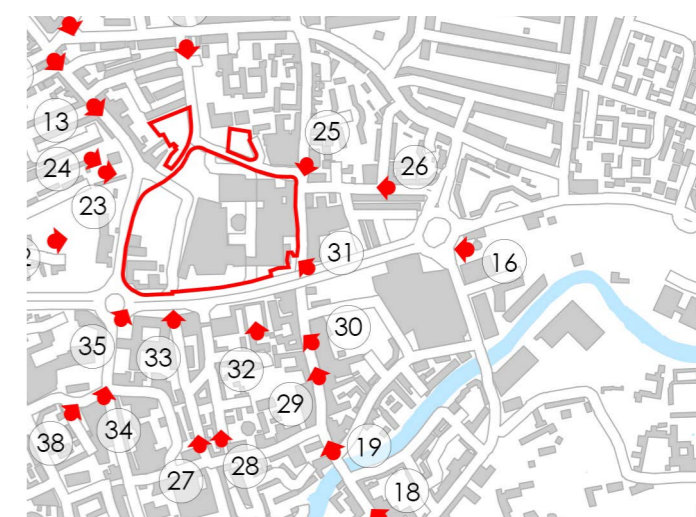
Proposed - Verified Render

*Previous Assessment*

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

*Revision A: Revised Assessment of Impact*

Within this mid-range view, the development appears as a background feature, forming the rear skyline. The Revised scheme sees the scheme's overall bulk reduce in this view, as a result of the shortening of north-south blocks within the southern part of the scheme. The scheme's overall contribution to this view, as a background feature of an urban scale, and with the clear potential for quality and interest, remains, however, as does a finding of a residual Minor Beneficial effect.





**Previous View 17: Tombland (west of Edith Cavell Statue)**



Existing



Proposed - Verified Wireline

**Existing**

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

**Sensitivity/Susceptibility**

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

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

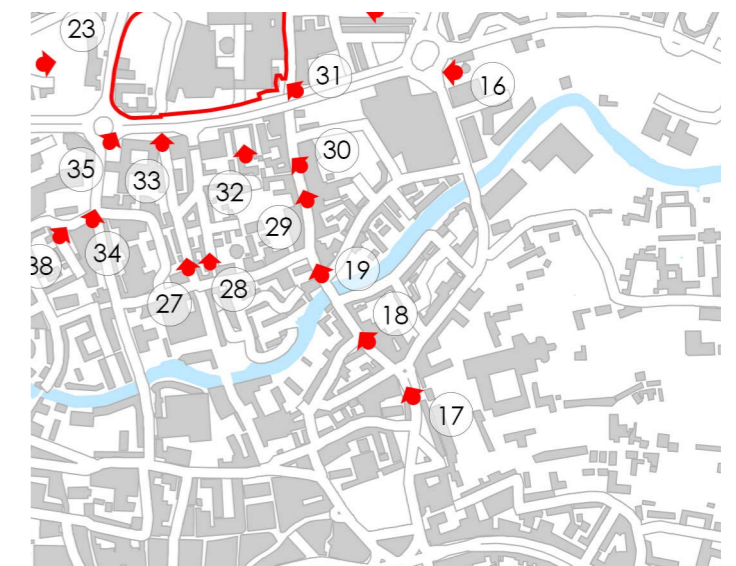
The Proposed Development will be largely concealed here, with a small element visible in the gap formed by Wensum Street. This will appear beyond the immediate foreground, and behind a small corner of Austin House (on Calvert Street), which is just visible. In real terms, the scheme will be barely discernible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

**Magnitude of Change**

Low

**Residual Effect**

Moderate-beneficial.





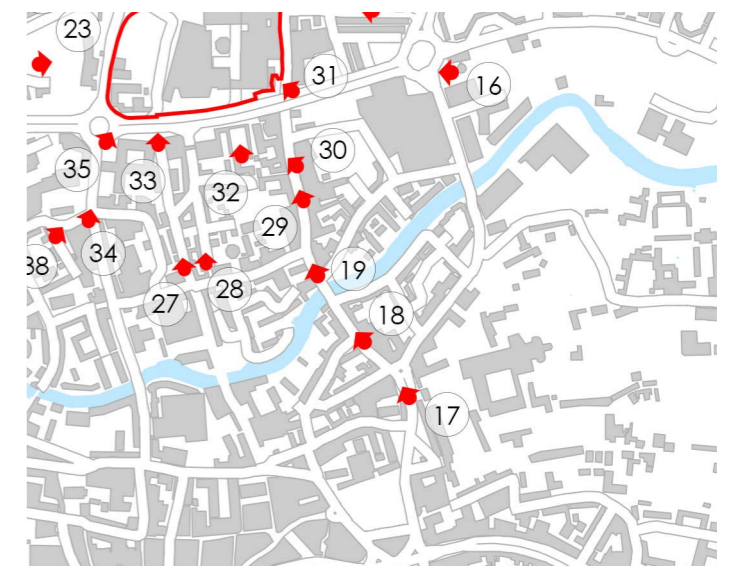
Previous View 17: Tombland (west of Edith Cavell Statue)



Existing



Proposed - AVR2





**Revised View 17: Tombland (west of Edith Cavell Statute)**



Existing



Proposed - Verified Wireline

*Previous Assessment*

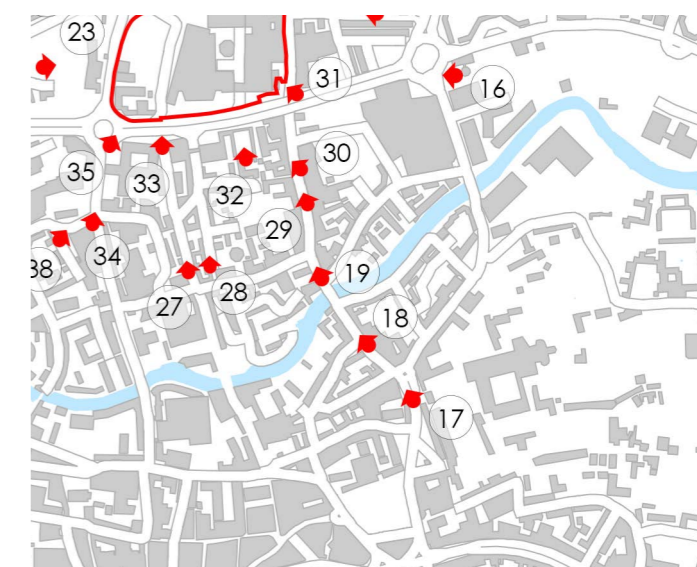
- Sensitivity: High
- Susceptibility: High
- Magnitude of Change: Low
- Residual Effect: Moderate Beneficial

*Revision A: Revised Assessment of Impact*

The Proposed Development would continue to be predominately screened by existing built form appearing only in the streetscape gap between houses to the left of the frame.

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



Existing



Proposed - Verified Wireline

**Existing**

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

**Sensitivity/Susceptibility**

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

**Proposed**

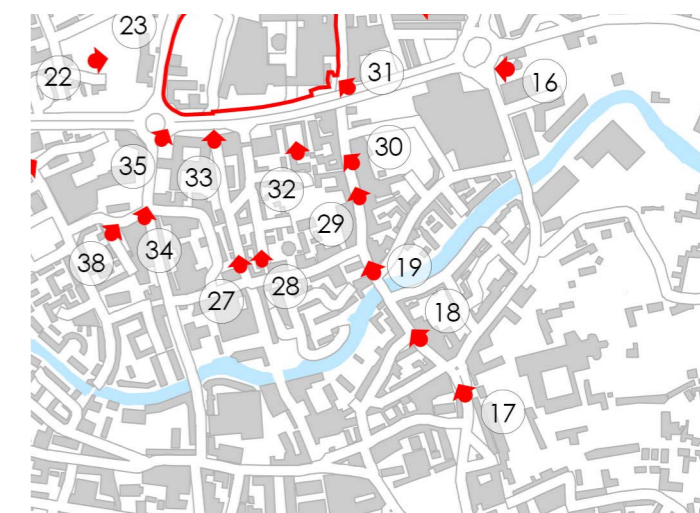
The verified wireline illustrates that the scheme would be concealed from view from this location by intervening built form.

**Magnitude of Change**

Nil

**Residual Effect**

Nil





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



Existing



Proposed - Verified Wireline

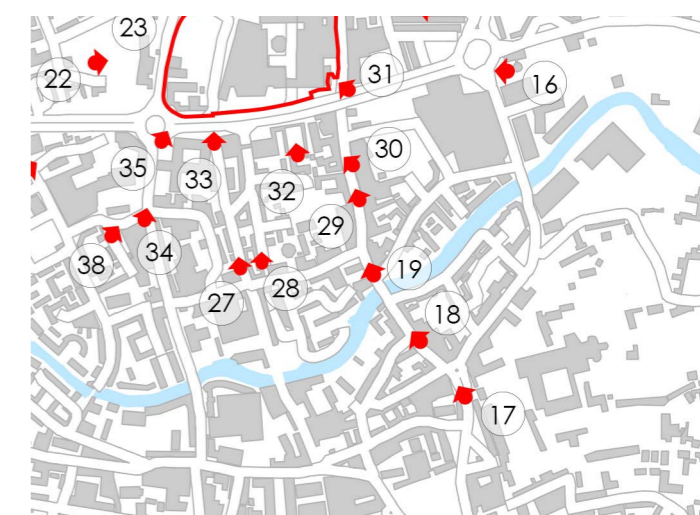
*Previous Assessment*

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

*Revision A: Revised Assessment of Impact*

The Proposed Development would continue to be screened by existing built form. It will not appear above the roofline of the building which terminate this view.

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





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



Existing



Proposed - Verified Wireline

**Existing**

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

**Sensitivity/Susceptibility**

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

**Proposed**

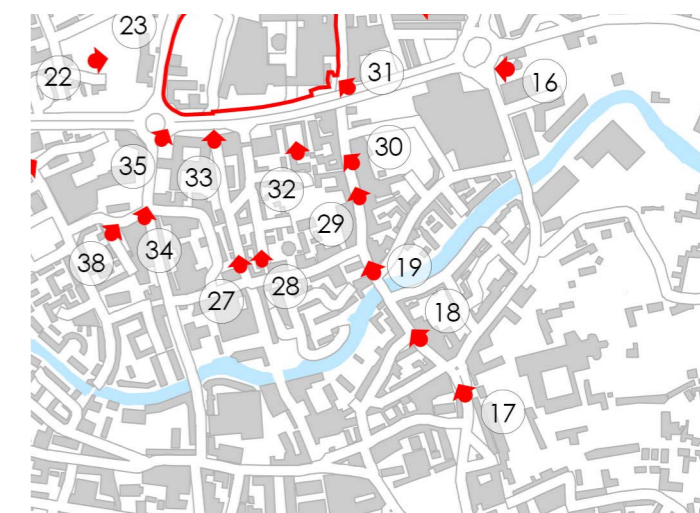
The Proposed Development would appear as a background element in this view, with the focus of the viewer being on the varied and winding townscape of Magdalen Street, and St Clement's Church in the foreground. Replacing the just-visible flank of the cinema with an element of a greater width, but of a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

**Magnitude of Change**

Low

**Residual Effect**

Minor-Beneficial.





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



Existing



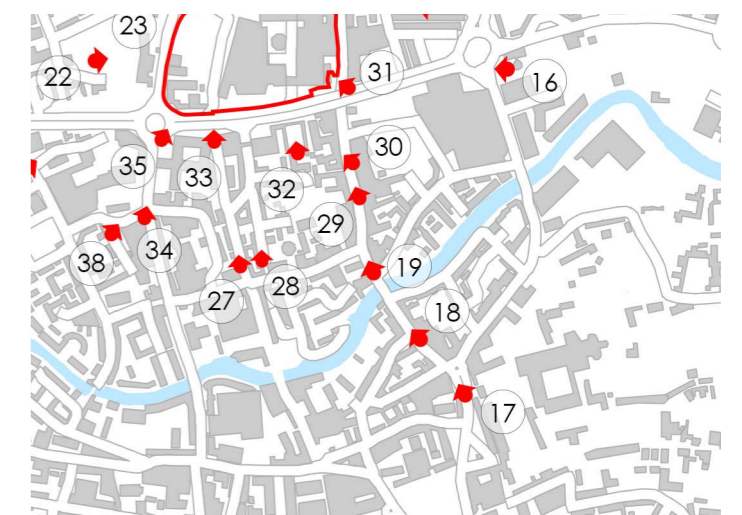
Proposed - Verified Wireline

*Previous Assessment*

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

*Revision A: Revised Assessment of Impact*

The new built form of the Proposed Development would remain apparent within long views along Magdalen Street. Because of intervening built form and distance there is no noticeable change from the previous design iteration. Therefore there is no change in the conclusion of effects from the previous assessment.





**Previous View 20: Junction of Oak Street/St Martin's Lane**



Existing



Proposed - Verified Wireline

**Existing**

In this view, looking north-east along St Martin's Lane and towards the Site, some upper levels of Sovereign House are just visible in the background. This is not a significantly busy or active area, having a very loose urban grain, but containing some buildings of good quality and historical importance, in particular the Grade I listed Church of St Martin at Oak (right). This view is also located within City Centre Conservation Area as it falls within the boundaries of the historic city walls.

*Sensitivity/Susceptibility*

In consideration of the above and on balance this view is considered to be of **medium sensitivity** and **medium susceptibility**.

**Proposed**

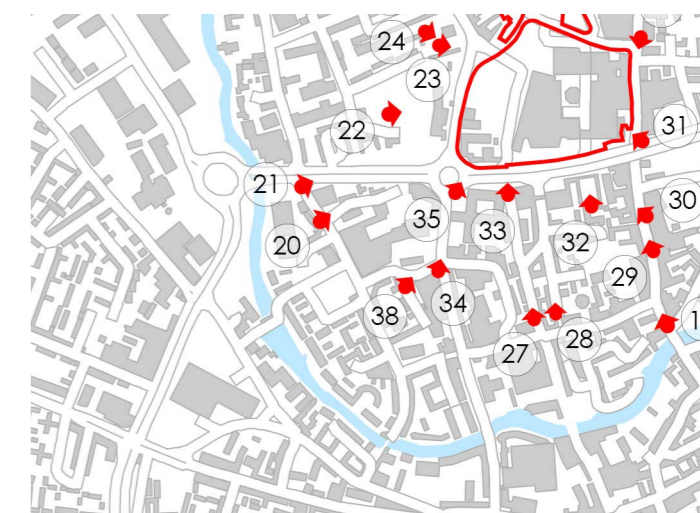
As proposed, the development would be visible in this view beyond the Church and its modern neighbours in the foreground. The development would very much be appreciated as a background feature, rising above mid-ground rooftops (as Sovereign House's water tower does, but more successfully). The perceived scale of the development within the view would be comfortable and contextual, appearing as a sensitive step-up from the fore- and mid-ground rooftops, and avoiding any competition with the Church.

*Magnitude of Change*

Medium

*Residual Effect*

Moderate-beneficial





**Revised View 20: Junction of Oak Street/St Martin's Lane**



Existing



Proposed - Verified Wireline

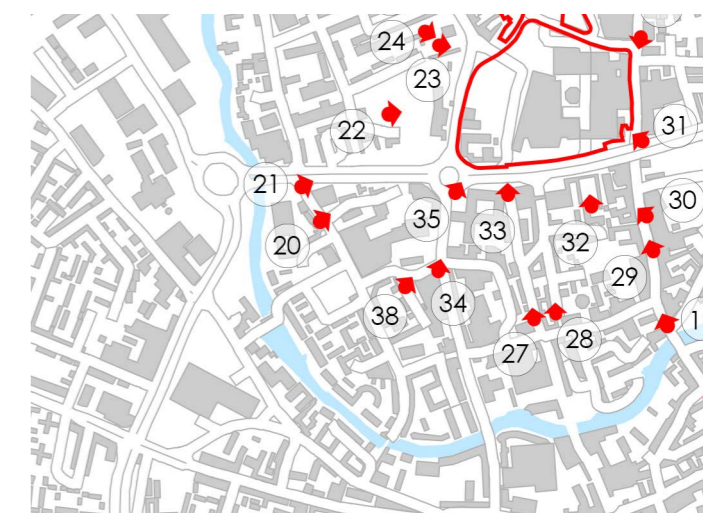
*Previous Assessment*

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

*Revision A: Revised Assessment of Impact*

The new built form of the Proposed Development would remain apparent within this townscape gap however offers an improvement on the previously submitted scheme by offering more variation in roof form. This will complement the building in the foreground and contribute to a more cohesive townscape. The effect of the pitched roofs in coaction with the Proposed Development will create a sense of urban layering, allowing for the proposed development to better blend with the surrounding townscape.

The variation and reorientation in roof form would increase the beneficial effects of the scheme through an enhancement to the aesthetic appeal of the building. There is however no change in the conclusion of effects from the previous assessment.





**Previous View 21: Junction of St Crispin's Road/Oak**



Existing



Proposed - Verified Wireline

**Existing**

Approaching the Site from the west, this view along St Crispin's is not one of particular high quality: there is no activation along the streetscape, the residential layouts are perpendicular to the main road (resulting in a lack of active frontage), and the environment is dominated by vehicular movement and road markings/signage.

**Sensitivit/Susceptibility**

This view is considered to be of **low sensitivity** and **low susceptibility** to change.

**Proposed**

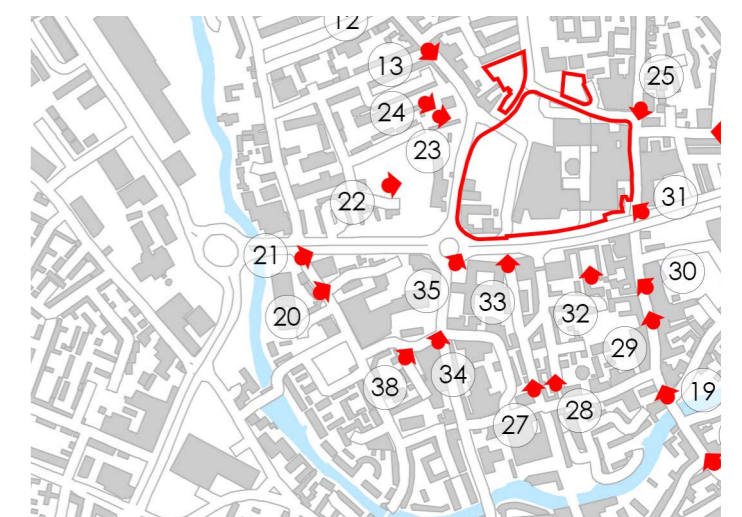
As proposed, the development would appear as part of the urban background of this view, appearing above and beyond the treeline in winter, and likely experiencing more obscuration in the summer months. The development's varied roofline and perceived scale from this location would draw the eye, but in a positive way; without creating any intrusion into the smaller-scale, residential foreground, the Proposed Development would read as a high-quality urban addition that suggests an uptick in the urban hierarchy as one moves east from this viewpoint.

**Magnitude of Change**

Medium

**Residual Effect**

Minor-beneficial





**Revised View 21: Junction of St Crispin's Road/Oak Street**



Existing



Proposed - Verified Wireline

*Previous Assessment*

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

*Revision A: Revised Assessment of Impact*

The verified wireline of the Rev A shows a change in roof form and change to the presence of the Proposed Development in views along the north side of St Crispin's Road. The buildings would not sit noticeably higher than the submitted scheme and would continue to contribute to an increase in both the architectural quality of the view and a betterment of the surrounding townscape. There is however no change in the conclusion of effects from the previous assessment.

