

**Previous View 22: Entrance to Quaker Burial Ground, Chatham Street**



Existing



Proposed - Verified Wireline

**Existing**

This view is within the Quaker Burial Ground, looking east towards the Site. Though less than 100 metres from the Site, the Burial Ground is wooded, with heavy border planting, and as a result, the Site is not visible from here.

*Sensitivity/Susceptibility*

Although located within the City Centre Conservation Area, this view is not in a highly accessed location. Furthermore, it is heavily screened from the Site, so much so that the level of built form visible is difficult to discern. Given the lack of visibility, the sensitivity of this view is considered to be **low**; susceptibility to change is also therefore judged to be **low**.

**Proposed**

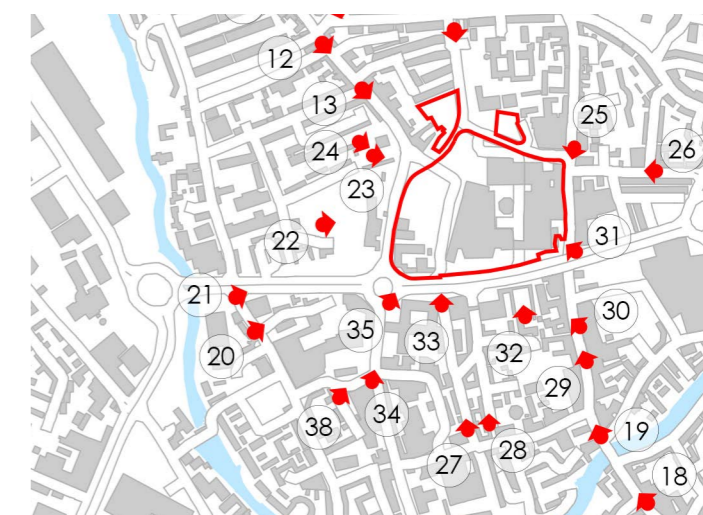
The Proposed Development will be just visible beyond the heavy border planting within this view from the Quaker Burial Ground in the winter months, being almost entirely obscured during the summer. Although it will introduce more built form than already exists, it is experienced as a very separate element to that of the burial ground and would not change one's perception of this space as a quiet, contemplative one that stands in contrast to its urban surroundings.

*Magnitude of Change*

Low

*Residual Effect*

Negligible-beneficial



**Revised View 22: Entrance to Quaker Burial Ground, Chatham Street**



Existing



Proposed - Verified Wireline

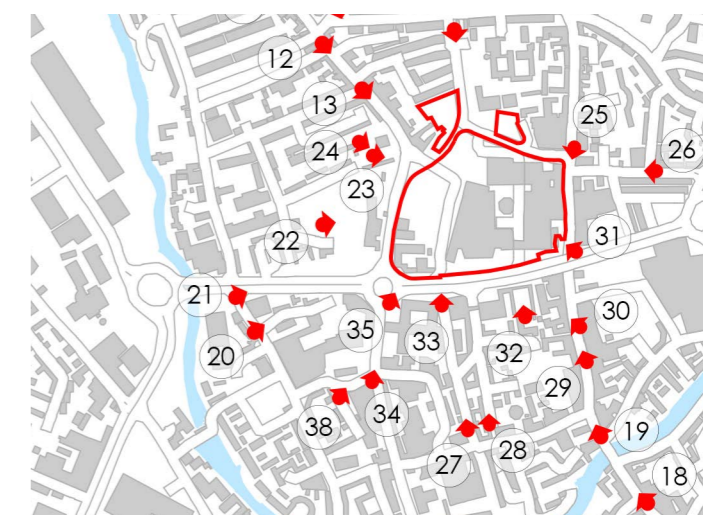
*Previous Assessment*

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

*Revision A: Revised Assessment of impact*

The verified wireline of the Rev A shows a reduction in building heights within the gap between the mature trees. The Proposed Development would continue to read as a recessive element in this view, screened by mature trees and with a barely perceivable change from the previous assessment.

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



**Previous View 23: Seating area in northwest corner of St Augustine's**



Existing



Proposed - Verified Render

**Existing**

On exiting the grounds of St Augustine's Church, the viewer approaches the Site from the west. In this view, which is framed by the built form of St Augustine's Street (left) and Nos. 2-12 Gildencroft (right), the Site is visible within the background. There is some screening of the Site here by border vegetation, depending on the season: foliage is sparse during the winter, and becomes more dense during warmer months.

**Sensitivity/Susceptibility**

Though the grade I listed St Augustine's Church is located behind the viewer, it is not visible in this view, and the only visible designated heritage asset here is a portion of 2-12 Gildencroft. The public realm of the churchyard is of high quality, leading to a judgement of low-medium sensitivity and low-medium susceptibility.

**Proposed**

The Proposed Development will appear beyond 2-12 Gildengate, beyond the churchyard; the scheme would, as Anglia Square now is, be appreciated as space beyond, with a different and contrasting character to the foreground. The scheme is appropriately scaled to respond to the foreground, with the heights of its buildings scaled so as to fall in line with the roofline of the Gildengate houses. Nonetheless, the scale of development would be increased, drawing the eye away from the Gildengate houses, which are a positive part of the townscape view, resulting in some specific harm to the view. The eye would be drawn instead to the recreated Botolph Street that penetrates the scheme at this point; this would be a welcoming feature within the background of the view, flanked by high-quality buildings, with

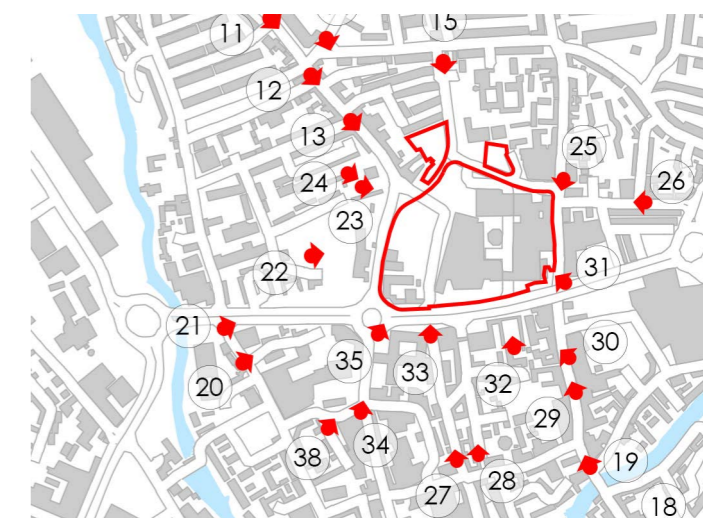
variation in materiality in form. At a point when one would be departing from the churchyard, the scheme would act as an enticing urban element within the wider urban realm beyond. Ultimately, while some harm would be generated to the view, other benefits would arise, leading to a balanced judgement.

**Magnitude of Change**

High

**Residual Effect**

Moderate-Major Neutral



**Revised View 23: Seating area in northwest corner of St Augustine's**



Existing



Proposed - Verified Render

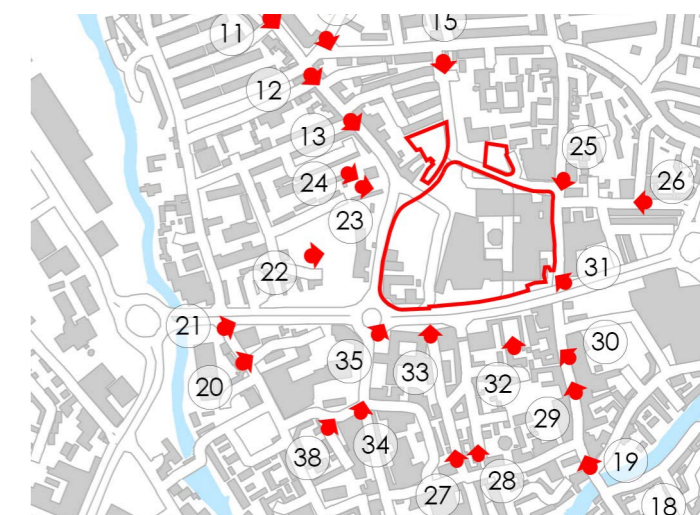
*Previous Assessment*

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

*Revision A: Revised Assessment of Impact*

The proposed development, would remain highly visible in this view. The revised verified render illustrates little deviation from the submitted scheme.

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



**Previous View 24: In front of St Augustine's Church porch**



Existing



Proposed - Verified Wireline

**Existing**

Approaching the Site from the north, St Augustine's Church (listed Grade I) is the dominant feature at this point, with the terrace along Gildencroft and Sovereign House, located on the Site, appearing within its backdrop. The open space around the church provides a positive green space which allows a broad border of the building, facilitating a wide and ensured appreciation of the church.

*Sensitivity/Susceptibility*

Considering the visibility of the Site in conjunction with the Grade I listed St Augustine's Church, Nos.2-12 Gildencroft (Grade II) and location within the City Centre Conservation Area, this is considered to be a view of **high sensitivity and high susceptibility**.

**Proposed**

The Outline part of the proposed development would appear above the roofline 2-12 Gildengate, and beyond the tower of St Augustine's Church. The two heritage assets would remain the focus of this view, although there would be an increased sense of competition. The overall height and roofline form of the development in this view has been carefully managed so as to respond sensitively to the heritage assets in the foreground, but there would be some detractor from appreciation of the Gildengate houses in particular. 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, and would not result in a high magnitude of change overall. There would also be a clear uplift in architectural quality.

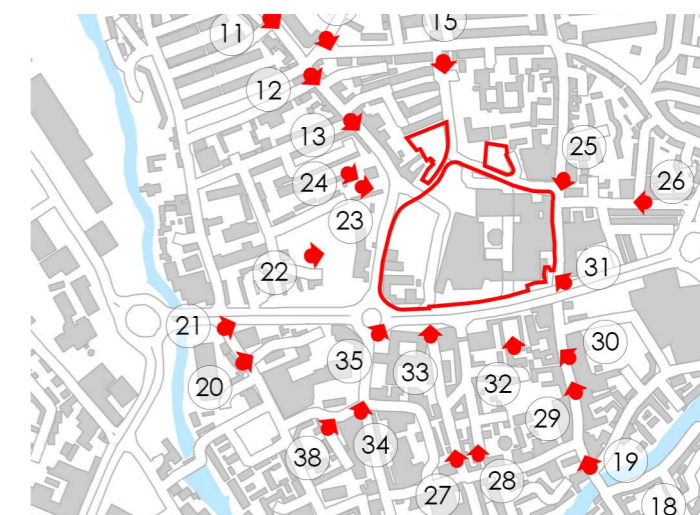
Nonetheless, for the reasons outlined above, there would also be some harm which would arise, leading to a balanced judgement in terms of townscape impact.

*Magnitude of Change*

Medium

*Residual Effect*

Major-Neutral



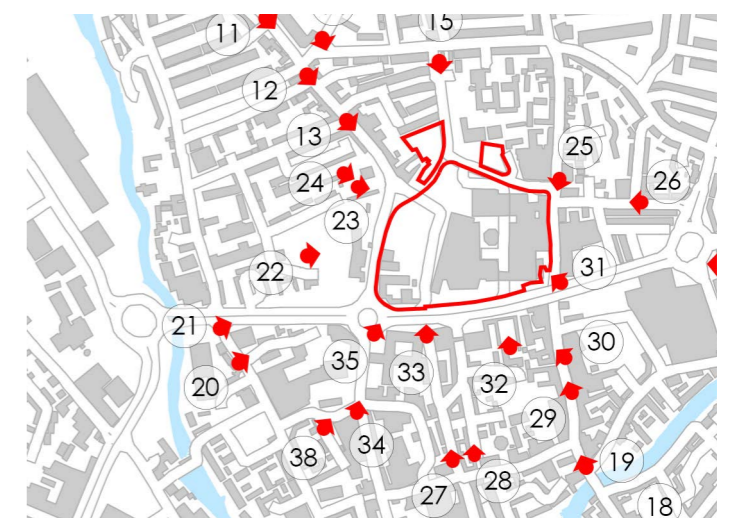
Previous View 24: In front of St Augustine's Church porch



Existing



Proposed - AVR2



**Revised View 24: In front of St Augustine's Church porch**



Existing



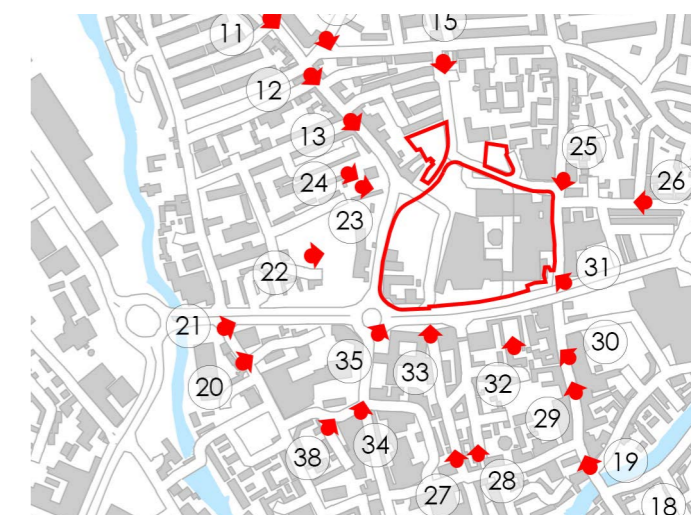
Proposed - Verified Wireline

*Previous Assessment*

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

*Revision A: Revised Assessment of Impact*

Reductions to Blocks A and D, and alterations to the form of Block E, lead to the proposed development, whilst remaining a very visible form in the background of this view, being slightly reduced in its overall prominence. We find that the revised scheme continues to lead to a Major Neutral effect. It remains a very clear and appreciable change to the view, which while removing negative elements and replacing them with higher quality architecture, and a reintroduced view down St Botolph Street, balanced with elements introduced that do compete, to an extent with the listed buildings in the view.



**Previous View 25: Outside 107 Magdalen Street**



Existing

**Existing**

Looking towards the Site from 107 Magdalen Street, within the Anglia Square Character Area of the City Centre Conservation Area, the built form appears disjointed, with a lack of consistency in street frontage or building line. The public realm is of poor quality and the permeability of the area is limited by the high level of bollards and guardrails. The buildings located on the Site are of particular low quality and make a limited contribution to the townscape.

*Sensitivity/Susceptibility*

Although located within the City Centre Conservation Area, the Anglia Square Character Area is identified as being of low significance due to its low concentration of historic buildings or features, poor townscape

and negative landmarks, which are apparent at this location, and have a negative impact on the character appearance of the conservation area as a whole. Therefore, the sensitivity of this view is considered to be **low**. Susceptibility is also therefore **low**.



Proposed - Verified Render

**Proposed**

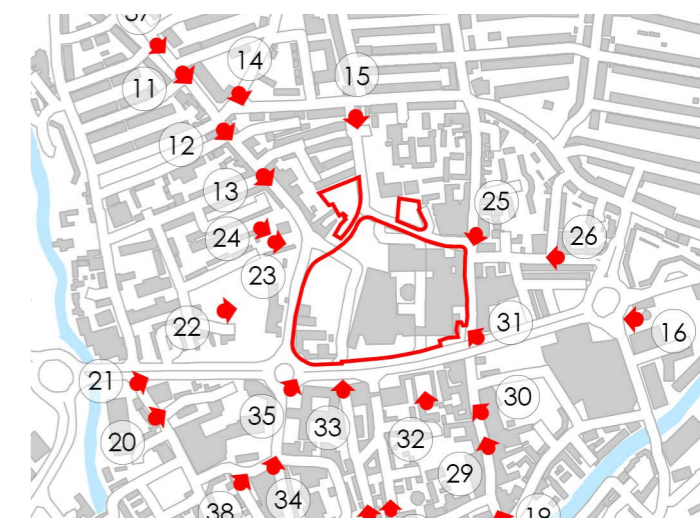
With the retention of the supermarket building in the northeast corner of Anglia Square, the scheme would appear only partially in this view, as a replacement for some particularly intrusive aspects of the scheme, including the car park. The parts of the scheme facing Magdalen Street are carefully designed to respond to their surroundings, with a scale, materiality and roof form that sits pleasingly within its surroundings. The taller elements of the scheme at its centre appear above the supermarket building, but would feel secondary, being barely visible, and avoiding any sense of overbearing or dominance.

*Magnitude of Change*

Medium-High

*Residual Effect*

Minor-Moderate Beneficial





**Revised View 25: Outside 107 Magdalen Street**



Existing



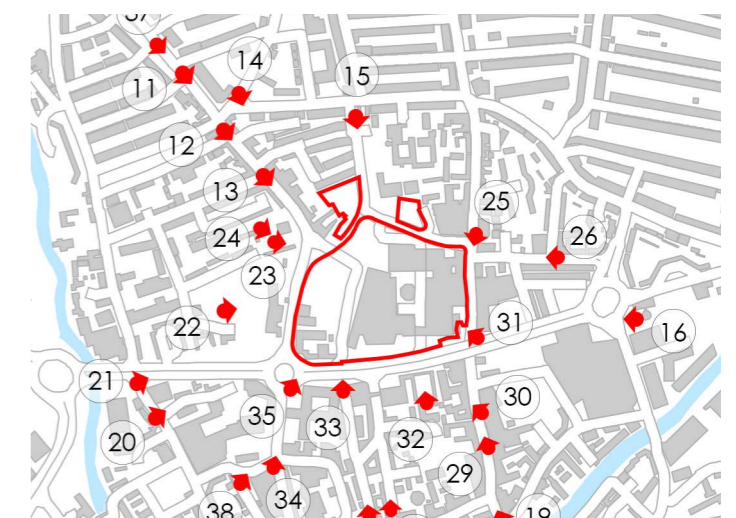
Proposed - Verified Render

**Previous Assessment**

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

**Revision A: Revised Assessment of Impact**

Within this view, the Revised Scheme has a visibly lower roof line on the right-hand side of the view, and appreciable changes to the fenestration facing onto Magadalen Street, and the plot line to the Stump Cross building. Nonetheless, when considered as a whole, the positive and re-knitting effect of the proposed development would be much the same, and a Minor-Moderate Beneficial effect would continue to arise.



**Previous View 26: Junction of Cowgate/Bull Close**



Existing

**Existing**

Looking west on Cowgate Street, this view towards the Site is focused by quaint terraced cottages built directly onto the pavement line. The red brick and occasional render facades of these buildings are typical of the Northern City Character Area, which this view forms part of. The coherence of the townscape in the foreground is contrasted by the disorganised built form of Anglia Square in the background of this view. The multi-storey carpark appears out of character with the townscape in the foreground, and the lower levels of the development contributes negatively through inactivity.

**Sensitivity/Susceptibility**

Although portions of the townscape visible in this view (primarily in the foreground) are considered to be of some value, the negatively contributing built form and low level of heritage sensitivities overall, leads to the judgement of **low sensitivity and low susceptibility**.



Proposed - Verified Render

**Proposed**

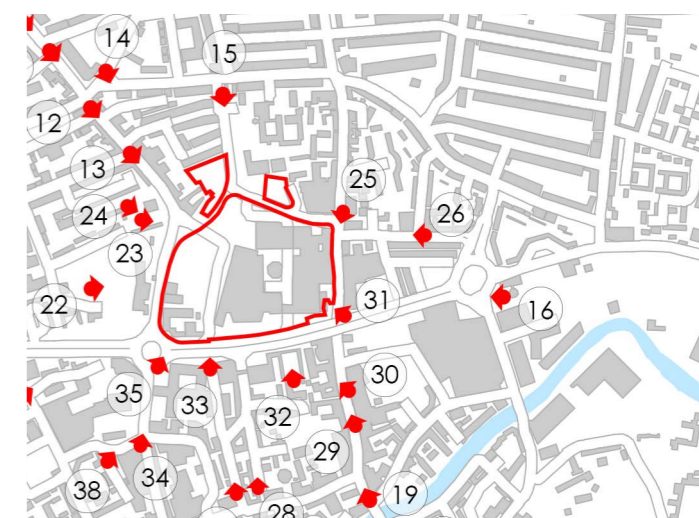
Given the dominant, poor-quality conclusion to Cowgate that is provided by the multi-storey car park of Anglia Square, the proposed development, of a similar scale, but of a more sensitive, residential disposition, represents a clear enhancement. Varied and interesting roof forms, and a roof form that draws the scale of the building down into the rear of the view, allows the development to read as a more urban feature of quality, drawing the eye along Cowgate.

**Magnitude of Change**

Medium

**Residual Effect**

Minor beneficial



**Revised View 26: Junction of Cowgate/Bull Close**



Existing



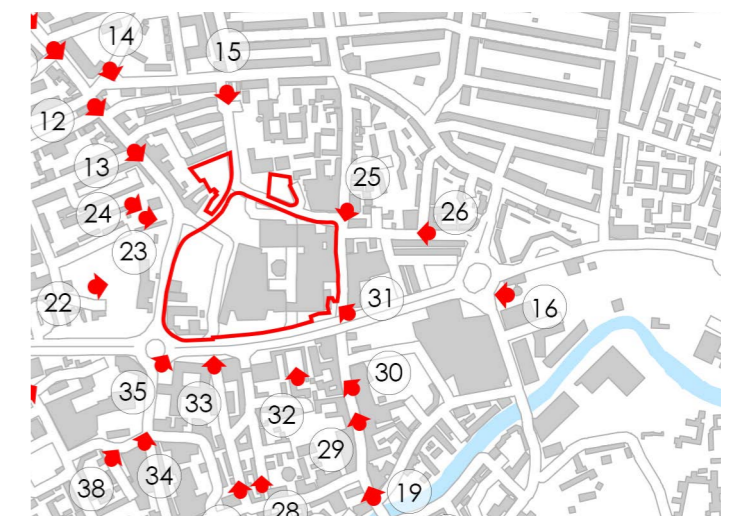
Proposed - Verified Render

*Previous Assessment*

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

*Revision A: Revised Assessment of Impact*

The revised scheme would continue to appear here as a termination of Cowgate, with much the same overall height, scale and massing. The amendments to the scheme would create the very slight appearance of a plant enclosure above the roofline on the right hand side of the view, but would also see the principal visible element of the scheme become lighter in its appearance, as a result of appear as a lighter, more articulated feature as a result of changes to the roof form of the building. As a whole, the effect remains Minor Beneficial.



**Previous View 27: St George's Street, immediately north of St George's**



Existing



Proposed - Verified Wireline

**Existing**

This view is taken within Norwich City Centre Conservation Area, adjacent to the grade I listed Church of St George, looking north towards the Site. The grade II listed 80-82 George Street are just visible in the mid-ground on the left.

*Sensitivity/Susceptibility*

Given the high-quality elements in this view, and location within Norwich City Centre Conservation Area, this view is judged to be of **high-medium** sensitivity and susceptibility.

**Proposed**

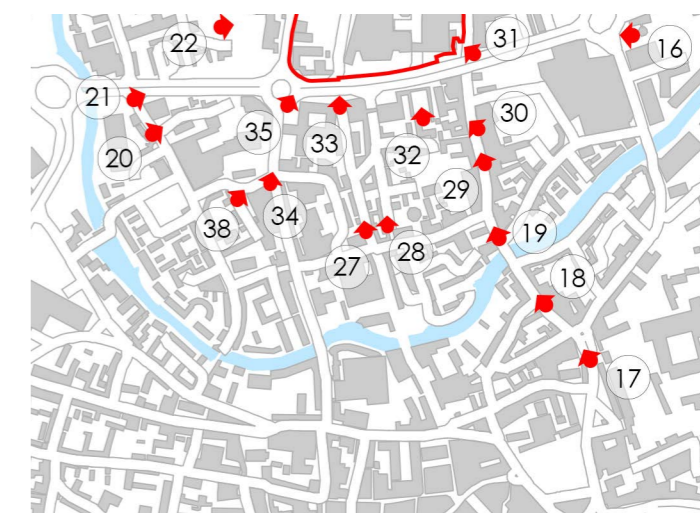
The Proposed Development will only just be visible at this point, at a reduced scale to the water tower of Sovereign House. It would read as a background feature, with variation in form that responds to the variation in the foreground. This change would not move the eye's focus away from the small-scale of the street in the foreground, and clear quality and unity of Pope's Buildings, and the run of eighteenth and nineteenth century buildings further north.

*Magnitude of Change*

Low

*Residual Effect*

Moderate-Minor beneficial



**Revised View 27: St George's Street, immediately north of St George's**



Existing



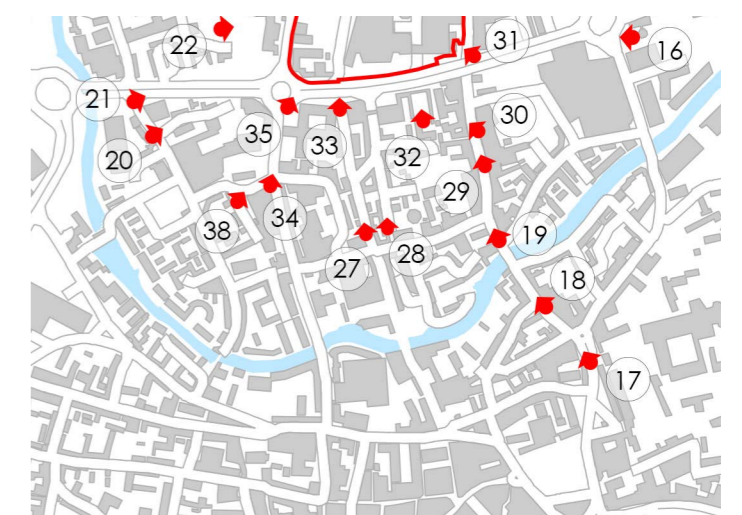
Proposed - Verified Wireline

*Previous Assessment*

- Sensitivity: High-Medium
- Susceptibility: High-Medium
- Magnitude of Change: Low
- Residual Effect: Moderate-Minor beneficial

*Revision A: Revised Assessment of Impact*

The revised scheme would continue to be largely screened by existing built form, with the building only appearing in the streetscape gap. The Rev A proposals represent an improvement on the previous scheme by introducing a pitched roof at the terminus of this view. The roof form is familiar and has a precedent surrounding townscape. The change offers a greater architectural variety to the streetscape and improvement on the architectural quality of the area. The change to overall height, scale and massing is minimal, to which any effect is largely diffused by the interesting pitched roof building form and betterment to the aesthetic quality of the townscape. This will result in a increase in the benefits of the scheme, however, the effect remains Moderate-Minor beneficial



**Previous View 28: Junction of Calvert Street, opposite 'Pope's Buildings'**



Existing



Proposed - Verified Wireline

**Existing**

This view, with historic buildings (including the grade II listed 'Pope's Buildings', 9 Calvert Street, on the right) seen alongside more recent features, is of a good aesthetic quality, and draws the eye naturally along the length of Calvert Street. One appreciates this space as a secondary route, quieter than Colegate, and well-framed. Nonetheless, it is experienced as a space where old and new forms are appreciated together, within a historic street form.

**Sensitivity/Susceptibility**

Given the quality of the townscape in this view, the presence of highly graded listed buildings within it, and its position within the Conservation Area, it is considered to be of medium sensitivity and medium susceptibility.

**Proposed: Verified Wireline (above right) and AVR2 (next page)**

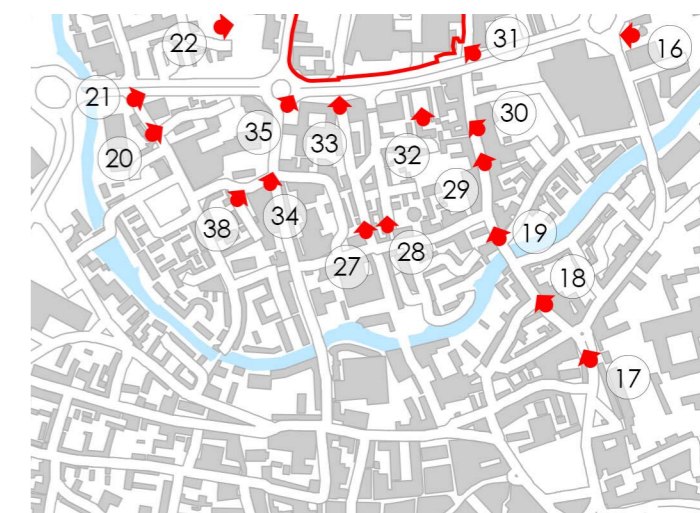
The Proposed Development will only just be visible at this point, squeezed into the gap between St Crispin's House and Cavell House. Of a scale that visibly steps down from these two elements, the proposed development will subtly close the view, which at present is open, but only to a poor-quality urban environment which is just perceptible here. This change would not move the eye's focus away from the small-scale of the street in the foreground. The viewer here is also standing next to St George's Church, which commands the attention of passers-by, and would hold attention in space here, despite falling just out of view.

**Magnitude of Change**

Negligible-Low

**Residual Effect**

Minor-Negligible beneficial



Previous View 28: Junction of Calvert Street, opposite 'Pope's Buildings'



Existing



Proposed - AVR2

