

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



Existing



Proposed - AVR2

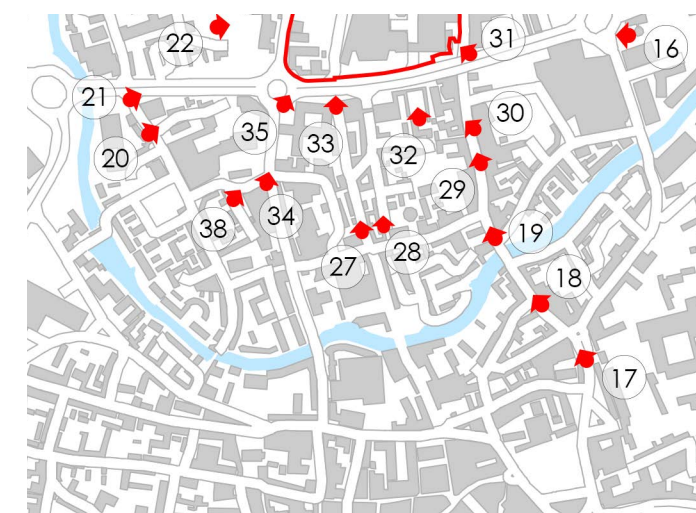
Previous Assessment

Sensitivity: Medium
 Susceptibility: Medium
 Magnitude of Change: Negligible-Low
 Residual Effect: Minor-Negligible 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 terminating the view. The revised verified wireline illustrates little deviation from the submitted scheme.

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



Previous View 29: Outside 25 Magdalen Street (Looses



Existing



Proposed - Verified Render

Existing

Walking north towards the Site along Magdalen Street, the street frontage is a strong contributor to the intimate and local high street character of the area. The Site is just visible at the very end of the street view along here, with a portion of the cinema building located on the Site just visible in the distance. This approach towards the Site has been identified by NCC as a negative vista.

Sensitivity/Susceptibility

Considering the location within the Norwich City Centre Conservation Area and the Grade-II listed buildings visible along here, balanced with the negative townscape attributes identified, this view is judged to be of **low-medium sensitivity** and **low-medium susceptibility**.

Proposed

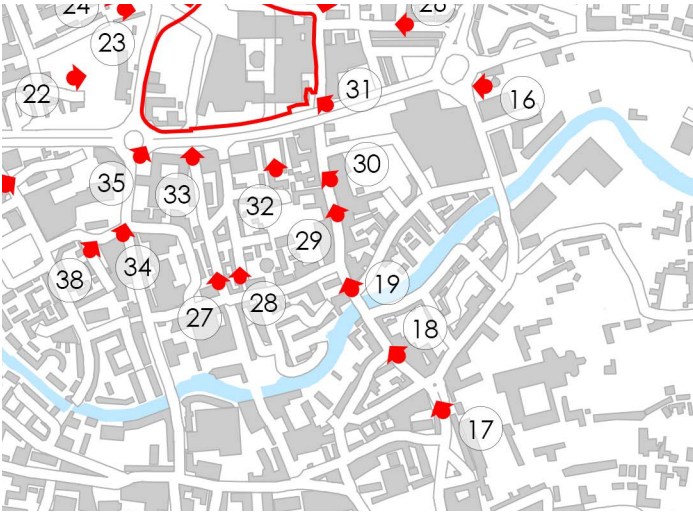
The Proposed Development would lead to the replacement of the large, blank wall of the cinema, which terminates the view along Magdalen Street here, with a more varied collection of elements, which break down into a background feature. Beyond the flyover, which is just perceptible here, the scheme would be visible as three different elements, with sufficient interest and variety to suggest a development of quality. The focus would remain on the high quality foreground, however, and the scale, and mixed form and materiality of the scheme, would allow it to appear as a pleasing but discreet background element.

Magnitude of Change

Low

Residual Effect

Minor-Beneficial



Revised View 29: Outside 25 Magdalen Street (Looses



Existing



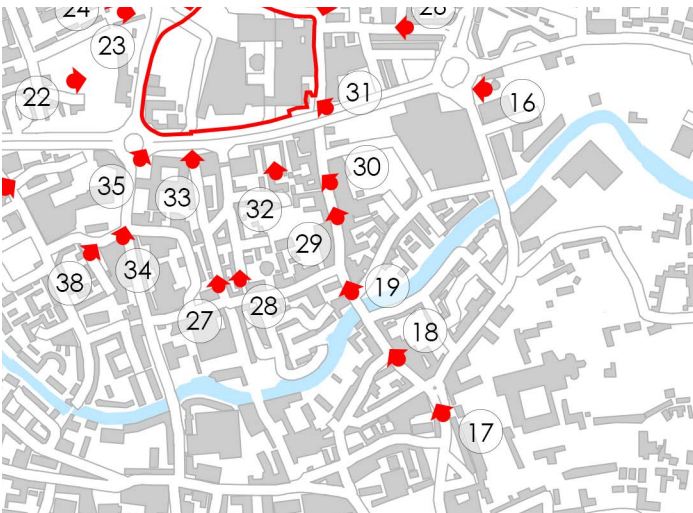
Proposed - Verified Render

Previous Assessment

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

Revision A: Revised Assessment of Impact

Revision A, in this view, leads to subtle changes in the appearance of the scheme, notably a reduction in the extent to which the Stump Cross building is visible, and the slight appearance of a plant enclosure on the skyline (although this is unlikely to be readily perceptible as a feature). The scheme as revised continues to represent an enhancement over the existing position, terminating the view with a subtly varied built form, of quality, but without competition with the historic buildings in the foreground. The effect would remain Minor Beneficial.



Previous View 30: Outside 39 Magdalen Street



Existing



Proposed - Render

Existing

Moving further north towards the Site along Magdalen Street, a portion of the cinema buildings located on the Site and a small amount of the lower level of the south-east corner building are visible beyond St Crispin’s flyover. The street frontage along Magdalen Street appears to stop once it reaches the flyover, when in fact the Site continues along Magdalen Street, indicating an area of inactive frontage.

Sensitivity/Susceptibility

Although this view is located within the Norwich City Centre Conservation Area, there are no other designated heritage assets visible here and this approach is recognised as a negative vista within the existing townscape, leading to a judgement of low sensitivity and low susceptibility.

Proposed

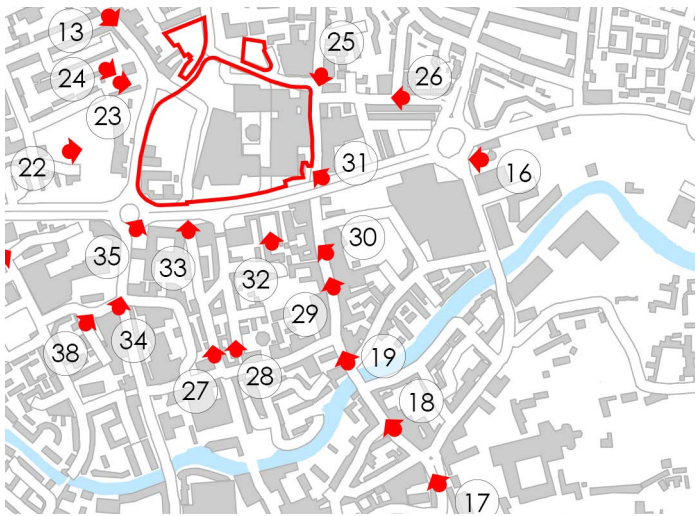
The flank of the cinema building, visible beyond the flyover at present, would here be replaced by the eye-catching form of the building that redefines Stump Cross. Based on a historic precedent (of two buildings that once stood in this location and defined the space between Botolph Street and Magdalen Street), the building is deliberately confident in its space. It successfully draws the eye and indicates the presence of a small public space of quality, whilst being of a scale and simplicity that it does not dilute the appreciable quality of the group of historic buildings that define the foreground.

Magnitude of Change

Medium

Residual Effect

Minor-beneficial



Revised View 30: Outside 39 Magdalen Street



Existing



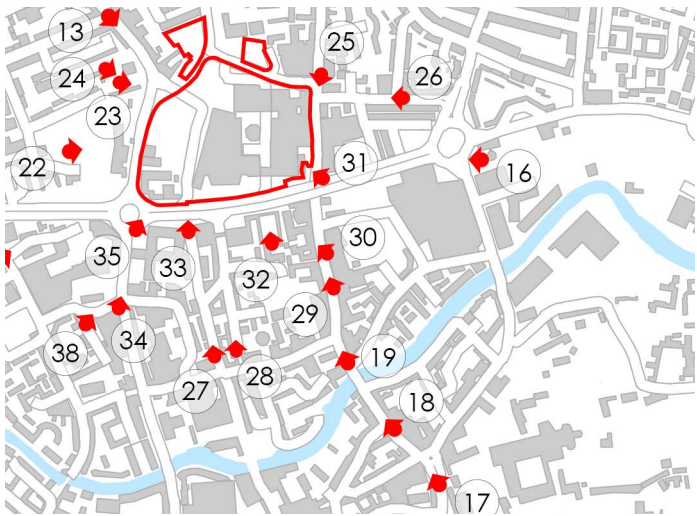
Proposed Render

Previous Assessment

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

Revision A: Revised Assessment of Impact

Within this view, the principal visual change arising as a result of Revision A will be the change in the appearance of the Stump Cross building. This element, which we continue to see as a positive feature of the scheme, reintroducing a lost townscape element, and punctuating the re-introduced Magadelen and St Botolph Street junction. Following concerns regarding its scale and appearance, however, the Revision reduces the overall scale of the building, and reduces also its assertiveness in this view, quietening the architecture as well as reducing the width of its bays. The effect would not change our assessment of the scheme's effect against the baseline. While a slightly increased enhancement would arise, this would remain Minor Beneficial in magnitude.



Previous View 31: Corner of 59 Magdalen Street



Existing



Proposed

Existing

At this point along Magdalen Street, the viewer has moved past St Crispin’s flyover and is standing south-east of the Site, so that most built elements visible within this view form part of the Site. These buildings are of poor architectural quality and do not contribute positively to the local townscape.

Sensitivity/Susceptibility

Although located within Norwich City Centre Conservation Area, the Site is identified in the Anglia Square Character Area Appraisal as being of low significance and having a low quality of townscape. The sensitivity and susceptibility of this view are therefore **low**.

Proposed

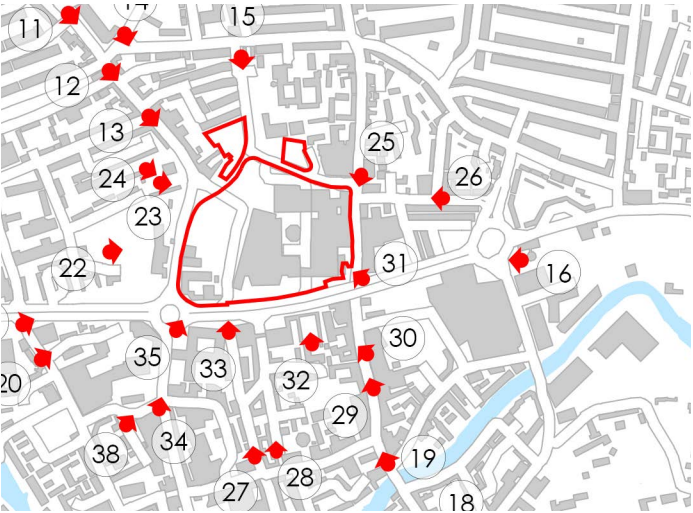
As viewed here, the Proposed Development would be appreciated as a series of four separate elements, focused on the new ‘Stump Cross’ building, with the public space that sits in front of it. The elements flanking it onto Magdalen Street, while representing an increase in the scale of development, respond well to the sensitive urban character of the street. Beyond, the scale visibly increases as the eye is drawn along the reinstated Botolph Street, and a corner element which faces onto Anglia Square acts as a townscape marker for the central space. There is a clear uplift in visual quality, permeability and legibility in this view, as a result of the Proposed Development.

Magnitude of Change

High

Residual Effect

Moderate-beneficial



Revised View 31: Corner of 59 Magdalen Street



Existing



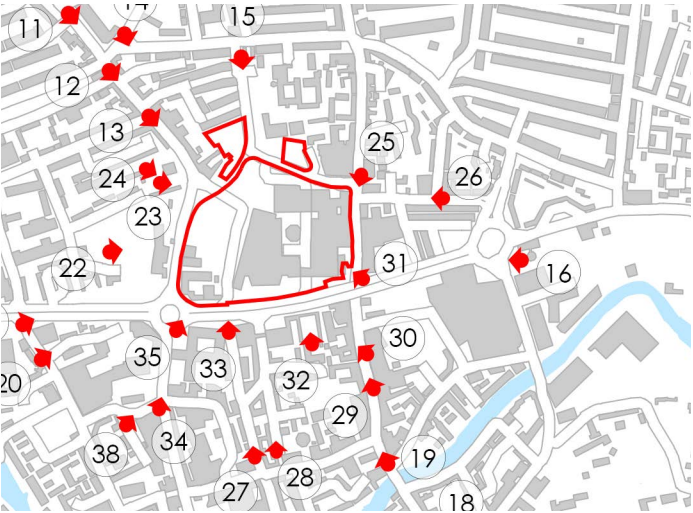
Proposed

Previous Assessment

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

Revision A: Revised Assessment of Impact

Close-to, the reduction in scale to the Stump Cross building is readily appreciable, as are subtle changes to the materiality and fenestration to other buildings. The effect would be to refine the appearance of the Stump Cross building, and to allow St Botolph's street to open up in the view. the effect would remain Moderate Beneficial.



Previous View 32: Doughty's Hospital courtyard (south



Existing



Proposed - verified wireline

Existing

The current view, within the courtyard of the Grade II listed Doughty's Hospital, takes in the low almshouses and its roofscape, with the poor-quality Gildengate House, part of the current Alpha Square development, behind. The overall effect is that one appreciates the immediate, historic context, with the modern development falling behind, creating a dramatic contrast. Nonetheless, the poor quality of Gildengate House necessarily detracts from one's overall appreciation of this view.

Sensitivity/Susceptibility

The view is from within the courtyard of a Grade II listed building within the Norwich City Centre Conservation Area, but is currently compromised

by the appearance of a large piece of poor quality architecture, which relates poorly to the asset, in the background. Accordingly, the sensitivity and susceptibility of this view are considered to be **medium**.

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

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 as it is seen within this view.

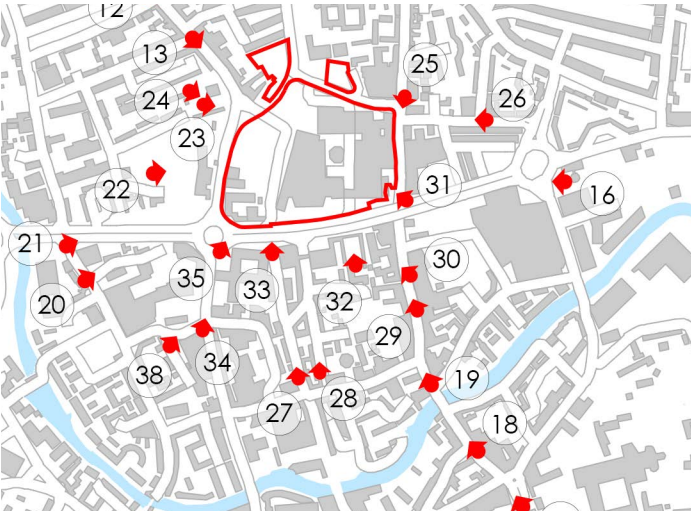
As a replacement for the dominant and horizontal form of Gildengate House, the part of the Proposed Development visible here would add interest, but would not detract or distract from the high-quality, self-contained environment of Doughty's Hospital in the foreground. Instead, a change would be instituted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

Magnitude of Change

High

Residual Effect

Major Beneficial



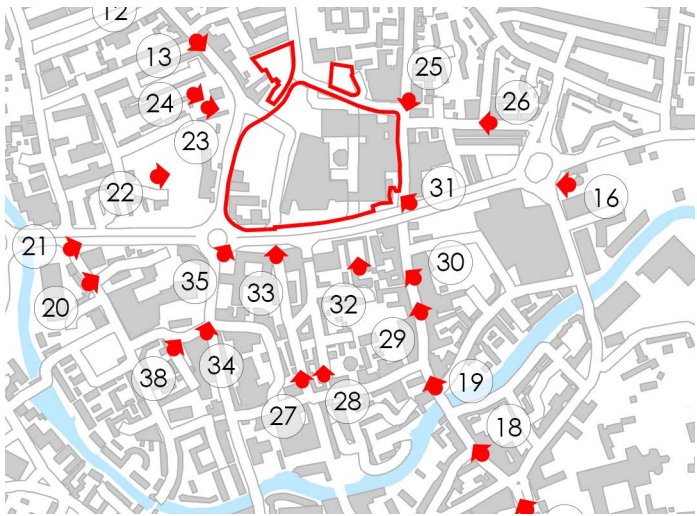
Previous View 32: Doughty’s Hospital courtyard (south



Existing



Proposed - AVR2



Revised View 32: Doughty's Hospital courtyard (south



Existing



Proposed - AVR2

Previous Assessment

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

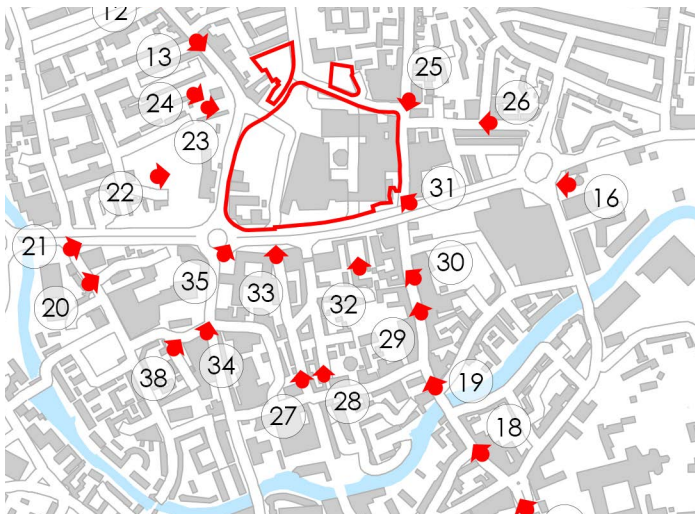
Revision A: Revised Assessment of Impact

The Proposed Development would continue to carry a high degree of visibility within the view from the courtyard of Doughty's Hospital.

There is no noticeable change from the previous submission. The proposed development which is different in orientation and character to the existing, these two flanking pitched roof elements of block J will remain apparent above the north wing of Doughty's Hospital, however because of the architectural tile work detailing on the roof, the building would remain a clearly defined separate element. The arrival of this new building will be markedly more appropriate to the form, balance and composition of the Hospital and remove a number of disruptive elements to an appreciation of the

hospital, including: roof level plant, railings and poor quality architecture. The proposals would remain complementary to the setting of the listed building.

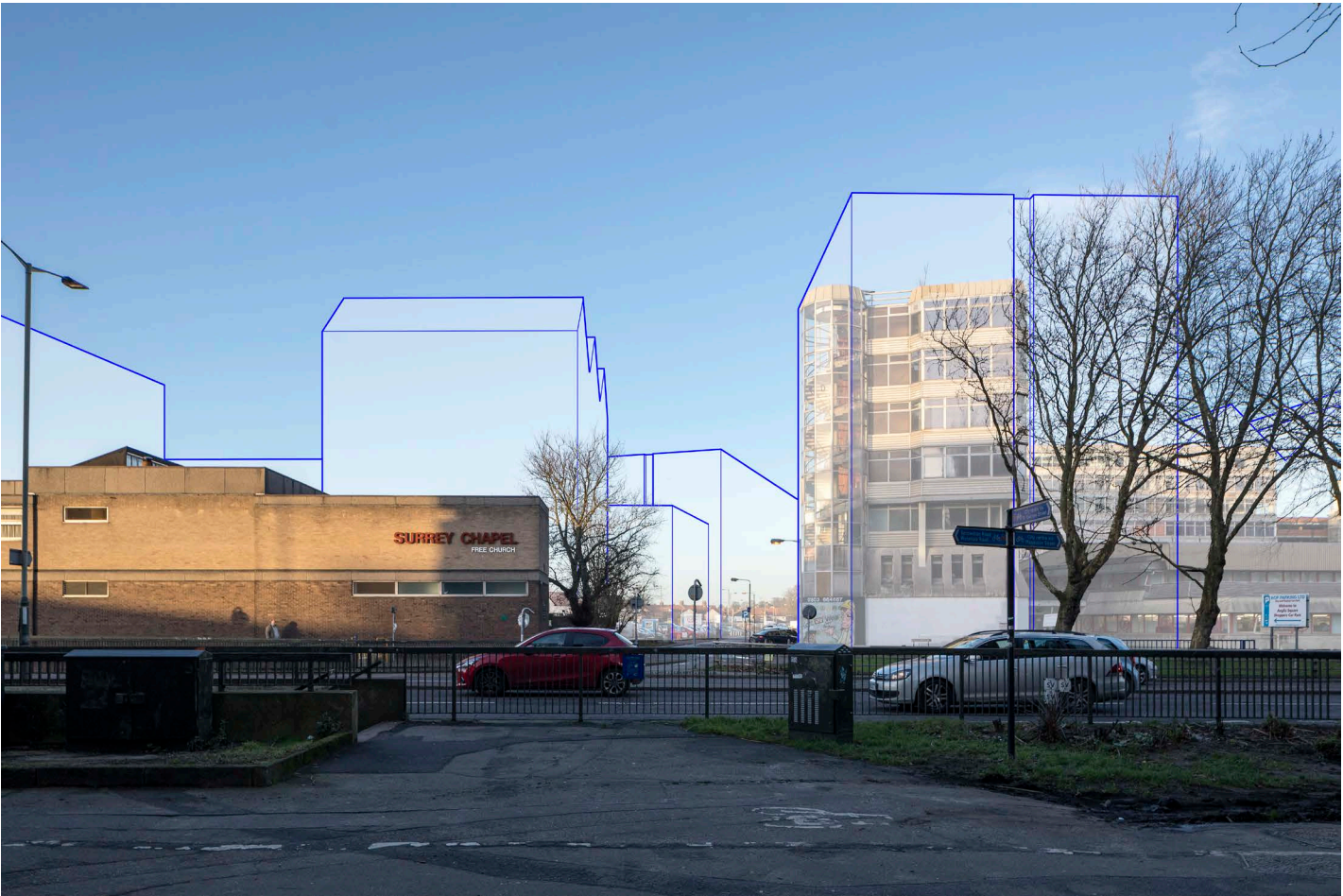
Because the change is barely apparent there is no change to the conclusion of effects from the previous assessment.



Previous View 33: Junction of St George's Street/St Crispin's



Existing



Proposed Wireline

Existing

The current view is of a poor-quality piece of townscape. It comprises Surrey Chapel, Sovereign House, and other buildings within the Site that are considered to make a negative contribution to the Norwich City Centre Conservation Area. These poor-quality pieces of architecture are set within a fragmented piece of townscape, open, but without a clearly appreciable sense of structure, form or legibility, and with no clear frontage to extant thoroughfares.

Sensitivity/Susceptibility

Due to the low quality of the existing architecture and urban form, this view is considered to have low sensitivity and low susceptibility.

Proposed

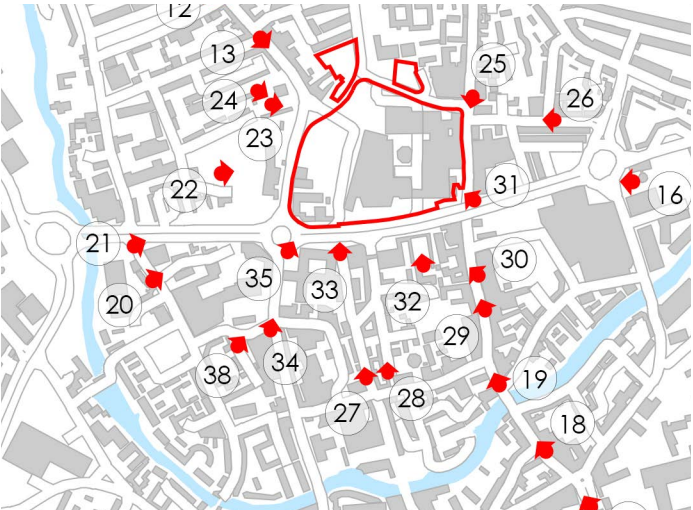
The Proposed Development would appear behind the retained Surrey Chapel, and represent a significant increase in the perceived scale of development at this point, given the large open car park that sits behind the Chapel at present. While the visible part of the scheme is currently in Outline, the Parameters shown indicate an opportunity to create variation and interest within this view, and to provide the viewer with an enticing entrance into the development, via the effective continuation of George Street in the centre of the view. With its canted form, and broad, open entrance, this thoroughfare represents a feature that draws the eye and, ultimately, the feet, adding vitality to one's appreciation of this piece of townscape, which is currently of very poor quality.

Magnitude of Change

High

Residual Effect

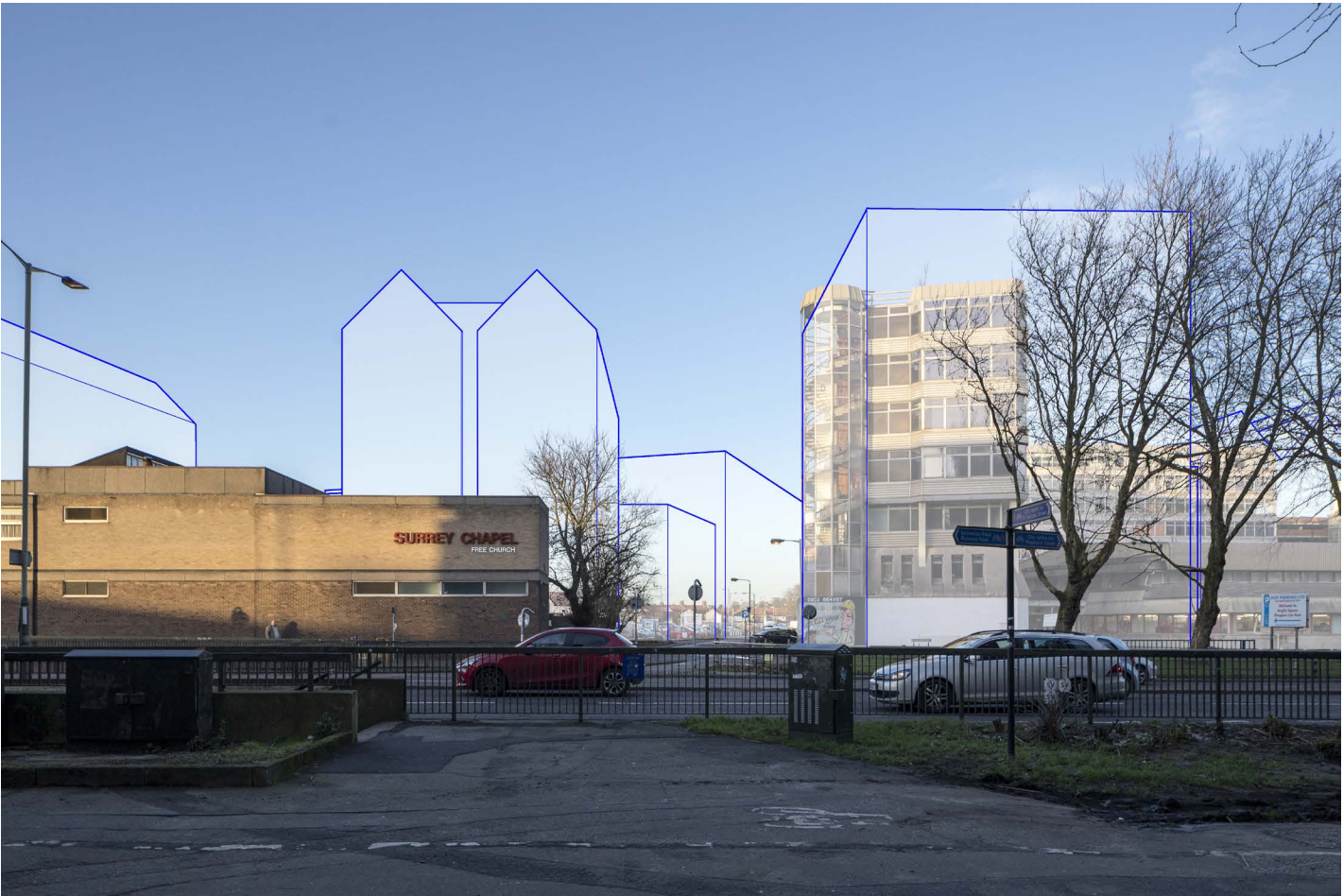
Moderate beneficial



Revised View 33: Junction of St George's Street/St Crispin's



Existing



Proposed Wireline

Previous Assessment

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

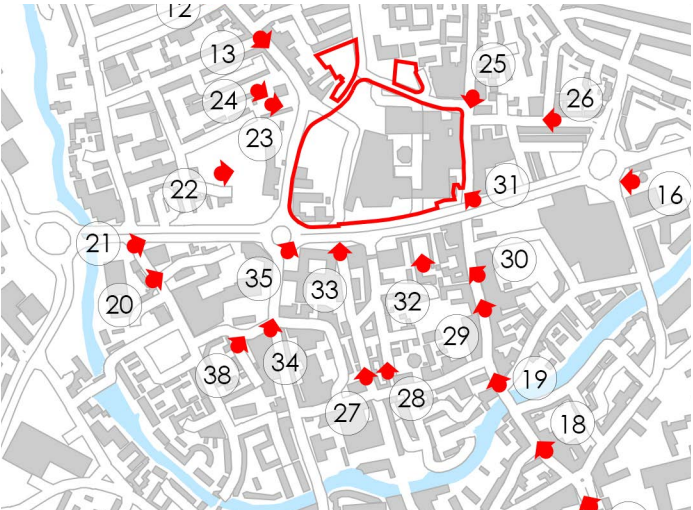
Revision A: Revised Assessment of Impact

The Proposed Development would continue to carry a high degree of visibility within this view. The most noticeable difference between the Rev A Scheme and the previously submitted scheme is the reorientation of the central block, so the gable now faces towards the south. While this would increase the prominence of the building, the new form would have a landmark quality and is conjunctive with the surrounding townscape.

The left of the frame a pitched roof is introduced which offers further cohesion with the surrounding townscape and the emerging proposals.

While the minor increase to scale, mass and height would be barely apparent, the clear betterment of

the design and building form would be a clearly appreciable improvement on the previous scheme. There would however be no change to the conclusion of effects from the previous assessment with the Residual Effect remaining Moderate Beneficial.



Previous View 34: Junction of St Mary's Plain/Duke Street (on Duke Street footway, south side of St Mary's Plain)



Existing



Proposed Wireline

Existing

At present, this view, has as its focal point the Grade II listed 69-89 Duke Street in the right foreground. Surrounding this heritage asset is an open and fragmented piece of townscape. This is dominated by the sizeable and decidedly urban form of Duke Street, with St Crispin's House behind. The Grade I listed St Mary's Church is out of sight here, to the viewer's right, with the eye instead drawn north towards the contrast behind the heritage assets in the foreground, and the more modern architecture and streetscape beyond.

Sensitivity/Susceptibility

Given the poor quality of the overall urban form visible in this view, its inclusion of a Grade II listed building, and its location within the Conservation Area, this view is considered to be of **medium sensitivity** and **medium susceptibility**.

Proposed

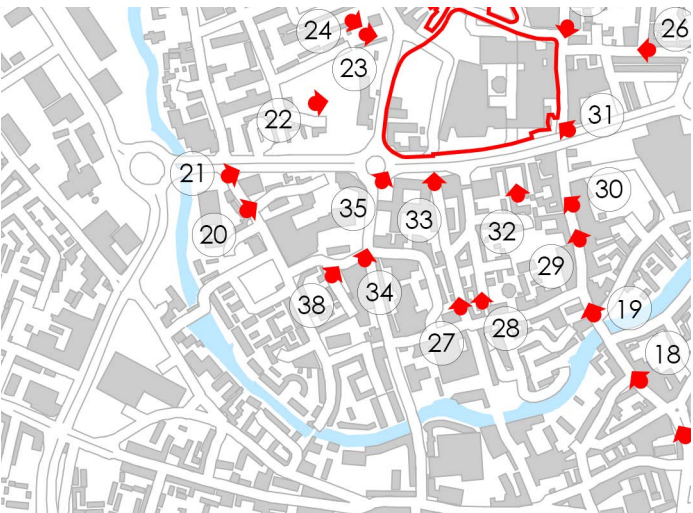
The proposed development will appear in the background of the St Crispin's House, with a slightly larger form than the existing college building, behind the Grade II listed building in the foreground. The proposed will be glimpsed behind this heritage asset, and will not compete with it, with the eye still being drawn strongly to this building. While visible, therefore, the development will appear as a discreet, but high-quality introduction into the townscape, with an interesting and varied built form which is just visible from this point.

Magnitude of Change

Low

Residual Effect

Minor-beneficial



Revised View 34: Junction of St Mary’s Plain/Duke Street (on Duke Street footway, south side of St Mary’s Plain)



Existing



Proposed

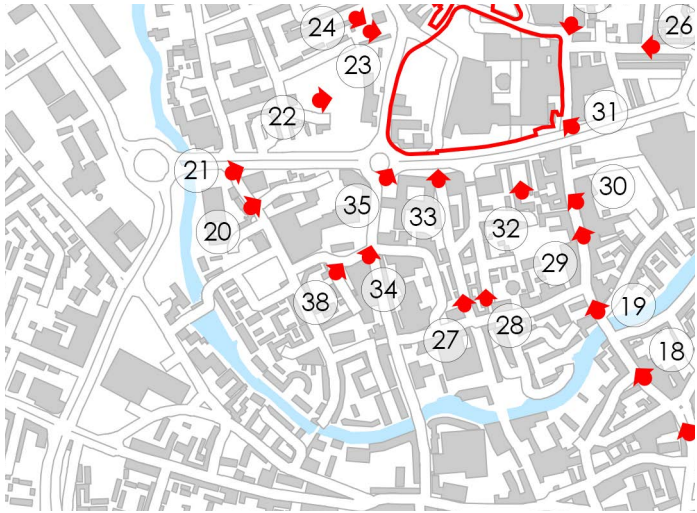
Previous Assessment

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

Revision A: Revised Assessment of Impact

The Rev A Scheme has reduced the prominence of the Proposed Development in this view, with the building pulled back from the street. The wireline indicate the scheme would be further screened by buildings in the foreground.

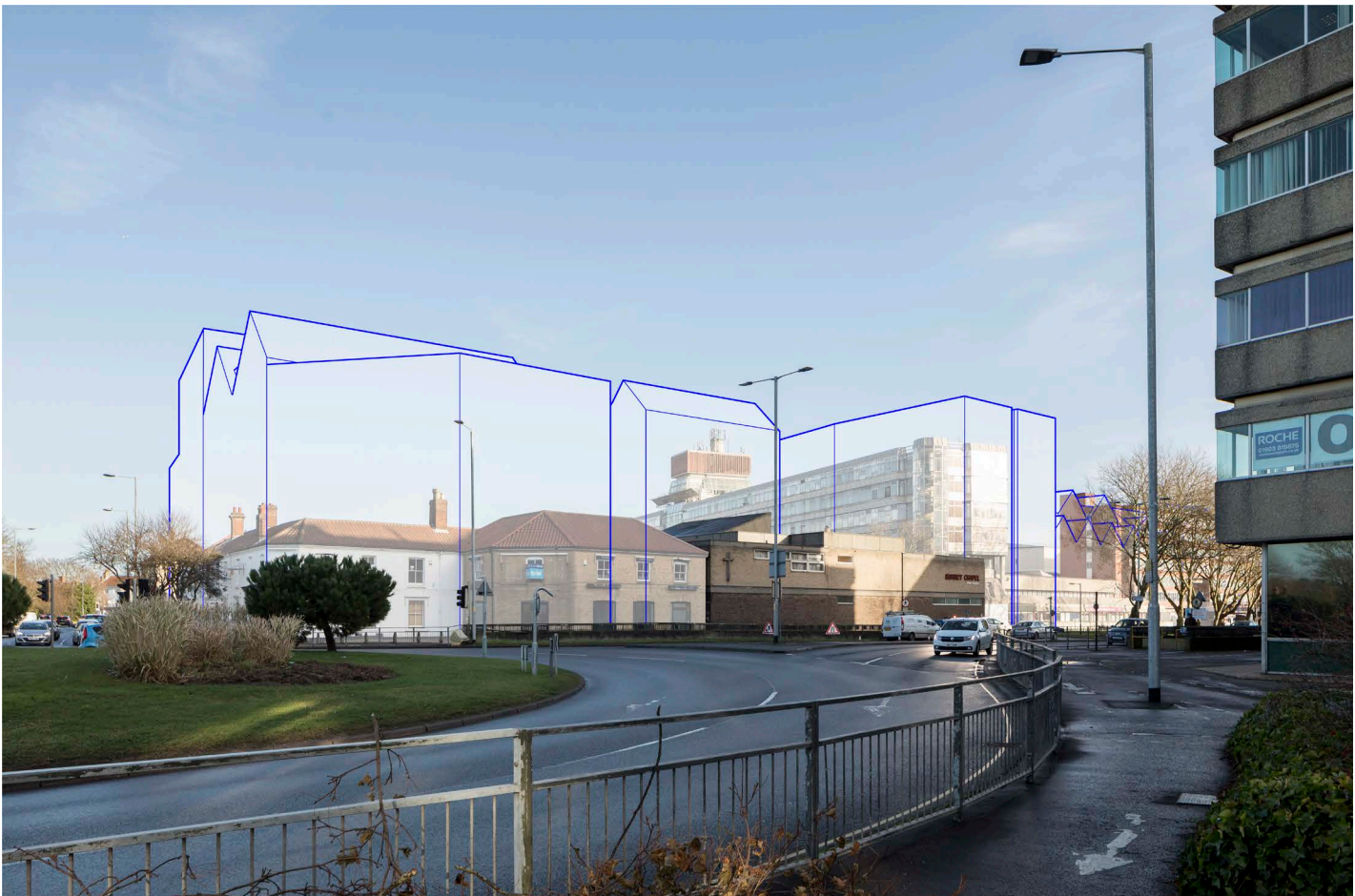
The reduction in prominence while beneficial, is slight, and would do little to alter the overall effects of the scheme. The residual effect would remain Minor Beneficial.



Previous View 35: Southeast corner of Duke Street/St Crispin's/Pitt Street Roundabout



Existing



Proposed Wireline

Existing

This view, looking across the large roundabout where Duke Street meets St Crispin's Road, is dominated by the road and its traffic. The most prominent built elements are St Crispin's House, just visible to the left, and Sovereign House, set off behind the lower cluster of poor-quality buildings at the centre of the view. At present, the view lacks structure and quality, there being little to draw the eye. Instead, the overall experience is of being in an edge-of-centre, ring road dominated area, with a flavour of urban decline.

Sensitivity/Susceptibility

Given the nature of the townscape in this view, its lack of quality (and clear opportunity for enhancement), the view's sensitivity and susceptibility are **low**.

Proposed

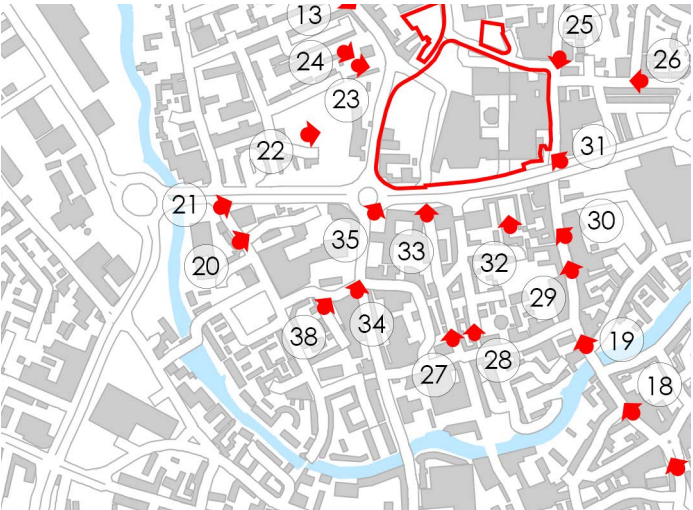
The Outline Parameters shown here capture a clear intention to define this corner, which is currently without quality or definition in townscape terms, whilst also providing a clear indication of the presence of a significant pedestrian route in to the development, beyond Surrey Chapel. Pitched roofs are visible in single and multi-pitch forms, showing an intention to add variation to the architecture, and a sense that this is a scheme 'of Norwich'. The potential for a development of quality, defining a coarse-grained piece of public realm, is clear in this view.

Magnitude of Change

High

Residual Effect

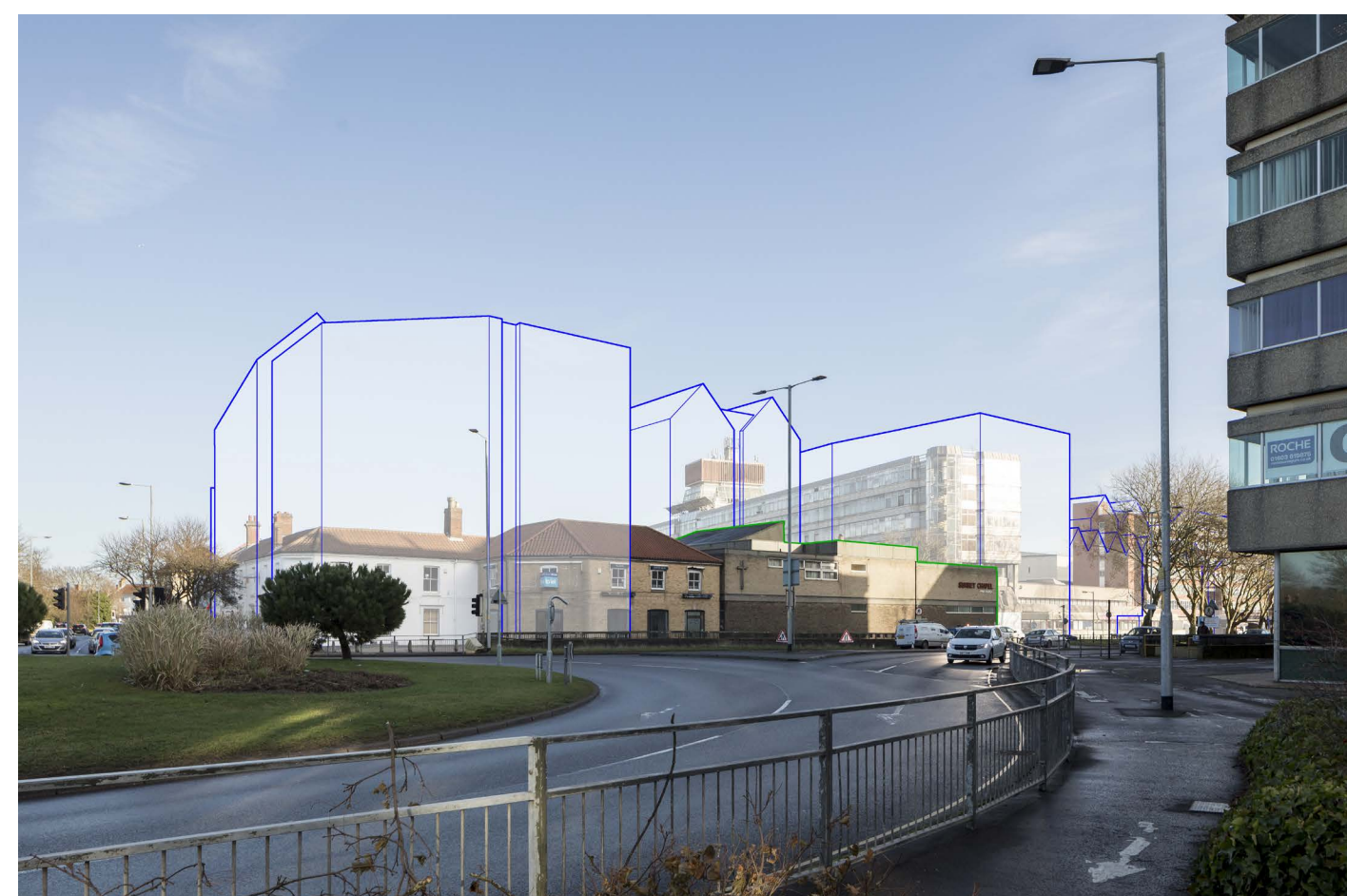
Moderate-beneficial



Revised View 35: Southeast corner of Duke Street/St Crispin's/Pitt Street Roundabout



Existing



Proposed Wireline

Previous Assessment

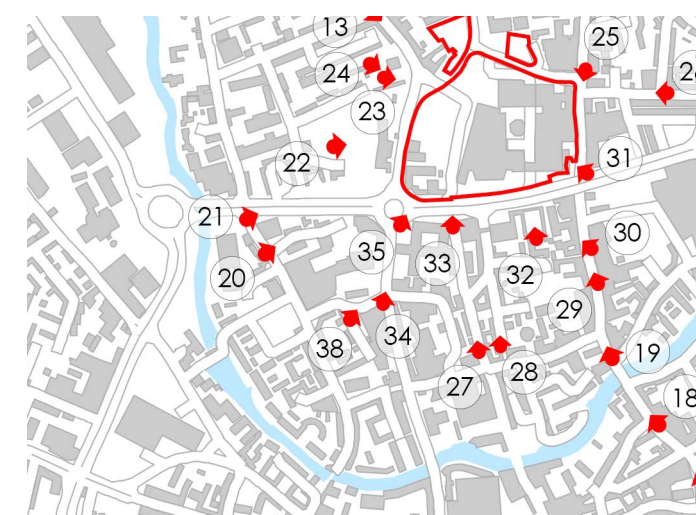
Sensitivity: Low
 Susceptibility: Low
 Magnitude of Change: High
 Residual Effect: Moderate Beneficial

Revision A: Revised Assessment of Impact

The difference between the submitted scheme and the Rev A scheme would be highly apparent in this view. The form of the blocks adjacent to Pitt Street have been amended to provide a more active and consistent frontage along the corner of Pitt Street and St Crispins Road. The new building will have a better relationship to the busy roadway and act as a gateway building which introduces views along Pitt Street and St Crispins Road.

The form and orientation of the central block has been altered with the gables now facing south. This will increase the prominence of this block but will importantly create an engaging architectural feature of high quality which will increase the aesthetic appeal of the Proposed Development and its relationship to the townscape to the south.

While the Rev A scheme would see an increase in bulk, scale and mass in views from this location the effect would result in a beneficial enhancement of building form, relationship to the surrounding townscape and variety in the roofscape, the residual effect would remain Moderate Beneficial.



Previous View 36: Waterloo Park, southeast of Waterloo Park Cafe



Existing



Proposed Wireline

Existing

From the roof terrace of the café within Waterloo Park’s pavilion, the viewer is met by a vista that is predominantly focused on the landscape of Waterloo Park itself. Beyond the tree line in the background, however, the eye is nonetheless drawn to the wider skyline of Norwich, and to the rising ground of Mousehold Heath to the west (in the winter months only, as much of this wider landscape would be obscured with the trees in leaf). Of the City’s landmarks, only the Cathedral is prominent here, with the City background otherwise being a pleasing jumble of rooftops, at present marred by the prominence of Sovereign House and its water tower.

Sensitivity/Susceptibility

This is a view of quality, across a Registered Park and Garden, and with the Cathedral a present and visible feature. The viewer here, as receptor, would be sitting and appreciating the view itself. Accordingly, the view is of both **high sensitivity and high susceptibility**.

Proposed

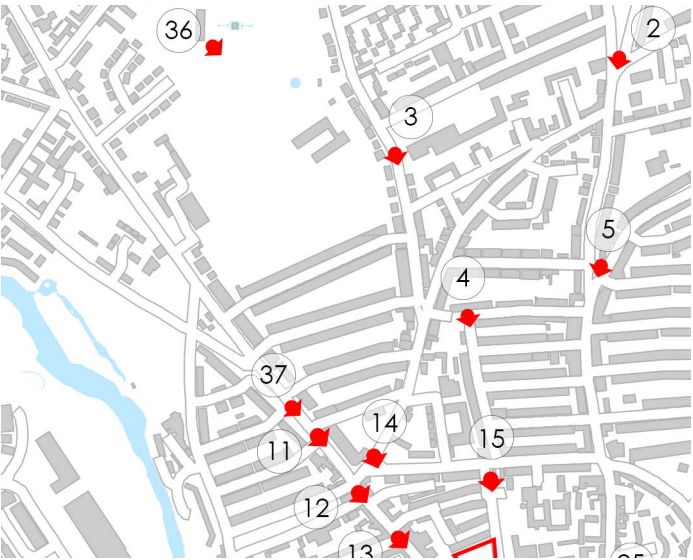
Visible mainly in winter, and largely obscured with the trees in leaf, the Proposed Development would result in the feature of the prominent water tower of Sovereign House, and see it replaced with a form of development that would fall more subtly into the background. The height of the development would be reduced largely to skyline level, with the only increase in height sitting away from other features that draw the eye. While visible here, therefore, the overall effect would be decrease one’s awareness of Anglia Square as a piece of townscape in this view.

Magnitude of Change

Low

Residual Effect

Moderate-Neutral



Revised View 36: Waterloo Park, southeast of Waterloo Park Cafe



Existing



Proposed Wireline

Previous Assessment

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

Revision A: Revised Assessment of Impact

Beacuse of the distance of the proposed development, any change between the submitted scheme and the Rev A scheme would be barely perceivable.

The Proposed Development would continue to be be read as a recessive element in the townscape, appearing in the distance as part of the exisiting conflation of built form in the centre of Norwich.

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

