

Carrow Works

Norwich

TECHNICAL APPENDIX 14.1: HERITAGE & TOWNSCAPE VISUAL IMPACT ASSESSMENT | JUNE 2022

On behalf of Fuel Properties (Norwich) Ltd



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Section 1

Introduction.

1.1 This Heritage, Townscape & Visual Impact Assessment has been prepared by Icen Projects on behalf of Fuel Properties (the Applicant) in support of a hybrid (part full/part outline) Planning application, (the Application), submitted to Norwich City Council (NCC) for the comprehensive redevelopment of Carrow Works (the Site),

1.2 The Site is located to the south of the river Wensum within the south east Norwich, beyond the former city boundary. NCC commission a study of the former Carrow Works Site and grounds 'A Vision for East Norwich' which has informed upon in developing a masterplan for the site.

1.3 The proposed development seeks to comprehensively redevelop the Site with a Hybrid planning application (part full, part outline), alongside Listed Building Consent and Demolition within a Conservation Area for the following:

Detailed (Full) Component:

"Full application comprising the construction of the principal means of access, the primary internal road and associated public spaces and public realm, including restoration and change of use of Carrow Abbey to former use as residential (Use Class C3), alteration and extension and conversion to residential use (Use Class C3) of the Lodge, Garage and Gardener's Cottage and the Stable Cottages, development of the former Abbey Dining Room for residential use (Use Class C3), adaptation and conversion for flexible uses (Class E and/or and/or C2 and/or and/or C1 and/or C3 and/or F1 and/or F2 and/or B2 and/or B8 and/or Sui Generis) for buildings 207, 92, 206, 7 (7a, 8 and 8a), 209, 35, the Chimney and Class E and/or B2 and/or B8 for the retained Workshop (Block 258), enhanced access to Carrow Abbey and Scheduled Ancient Monument and associated ancillary works".

The full component of the application covers a site area of 5.02 ha.

Outline Component:

Demolition of existing buildings and replacement with

phased residential-led (Use Class C3 and/or Class E and/or F1 and/or F2 and/or C1 and/or C2 and/or B2 and/or B8 and/or Sui Generis), landscaping, open space, new and modified access, car parking and ancillary works.

The outline component of the application covers a site area of 11.9 ha.

1.4 This report provides Norwich City Council with an assessment of the likely built heritage, townscape and visual effects of the proposed development on the Site and its surroundings.

1.5 This report has been developed based on a number of full surveys of the Site and its surroundings between 2021 and 2022, desk-based research and local archives accessed and informed by the relevant conservation legislation, planning policy and guidance. The initial analysis of the site and baseline material has been collated to aid and inform the design development of the Development, produced by JTP ('the Architects').

1.6 The heritage, townscape and visual receptors have been identified through the ES Scoping exercise and discussed and agreed with Norwich City Council ("NCC") and Historic England ("HE") as part of the full ES submission. A 'Methodology' document was produced which was presented to NCC, and agreed as providing an appropriate approach to scoping heritage, townscape and visual receptors. Further meetings were held to agree a more detailed scope and approach to identifying and assessing views, and to the inclusion and exclusion of heritage assets for assessment. This HTVIA has been developed to be proportionate to the Site and the sensitivity of its surroundings in line with the National Planning Policy Framework (NPPF, 2021) paragraph 194. Portions of site are within the Bracondale Conservation Area. There are also a large number of listed buildings, scheduled monuments and non-designated heritage assets ("NDHAs") within the site boundary. A 250m radius around the site has been agreed, the assessment of effects has, where appropriate, grouped heritage assets together, primarily based on location and shared historical and or architectural

values. The assessment of effects of the Proposed Development has considered buildings within the site boundary individually. Assets beyond the site boundary potentially affected through a change within their setting described on the basis of the groupings.

1.7 This report will:

- Set out the relevant legislative and policy framework within which to assess the Site's townscape and heritage impact;
- Outline the methodology used for the heritage, townscape and visual assessments;
- Provide a proportionate and robust analysis of the Site and surrounding area's historic development;
- Offer a full description of the Site and identify relevant receptors: heritage assets, townscape character areas and views;
- Assess the significance, and contribution of setting to significance, of relevant heritage assets;
- Provide an assessment of the townscape character of the immediate and surrounding area, including a viewpoint study;
- Provide an assessment of the likely heritage, townscape and visual effects of the Development during construction and operation with the support of a concise and comprehensive visual impact assessment; and
- Identify both embedded mitigation measures (already incorporated within the Development) and/or additional mitigation measures where appropriate to avoid, reduce or offset any adverse effects identified. Taking account of mitigation measures, the nature and significance of the likely residual effects are described.

1.8 The cumulative effects of the Development alongside other relevant consented developments in the vicinity have also been considered with reference to Chapter 10 of the ES.

Section 2

**Methodology & Significance
Criteria.**

Introduction

- 2.1 The methodology used by Icen Projects to assess the likely effects of the Proposed Development on heritage assets, townscape character and visual amenity is based on best practice guidance set out in Landscape Institute's 'Guidelines for Landscape and Visual Impact Assessment' (GLVIA, Third Edition, 2013) and Townscape Character Assessment Technical Information Note 05/2017 (TIN 05/17, 2018). TIN 05/17 notes that GLVIA3 is 'industry standard guidance' which applies to the scope and approach, however that 'the various physical and cultural aspects which contribute to character may differ' (para.1.4) which highlights the fundamental differences in assessing landscape and townscape. Therefore, as recommended in TIN 05/17 and using this guidance, the methodology adapts GLVIA to an urban context where relevant.
- 2.2 The purpose of the Heritage, Townscape and Visual Impact Assessment (HTVIA) is to determine whether effects arising from the Proposed Development on built heritage, the townscape and visual amenity are likely to be significant and the extent to which it is likely to enhance environmental resources or detract from them, taking into account any mitigation measures incorporated into its design.
- 2.3 In urban environments, built heritage, townscape and visual effects tend to be interrelated and it is often appropriate to assess them alongside each other for the benefit of the overall assessment. This HTVIA takes that approach, while recognising that built heritage assessment, and townscape and visual assessment are treated as separate topics in EIA, under the following headings:
- *Built Heritage*: assessment of the effects of new development on the heritage significance and setting of heritage assets (heritage receptor), including designated and nondesignated heritage assets;
 - *Townscape*: assessment of the intrinsic character and components that are distinctive to an urban area (townscape receptor); and
 - *Visual*: assessment of effects on specific views and on the general visual amenity experienced by people at these viewpoints (visual receptors).

Scoping and Assessment Approach

- 2.4 In accordance with Regulation 13 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2017, a scoping exercise has been carried out with the Local Planning Authority ('LPA'), Norwich City Council, identifying the potentially significant environmental issues relating to the Site and the Proposed Development. This report outlines the basis of which the Scoping was undertaken to ensure that this exercise ensures the appropriate level of assessment is carried throughout the ES submission.

Heritage Assets

- 2.5 The heritage assets scoped in for assessment are set out in the table below. For further information (including maps illustrating the location of heritage assets), see Section 5 of this report.
- 2.6 As part of the approach agreed with HE and NCC, this report includes an Appendix (Appendix 4) which provides a summary of the significance and setting of heritage assets of grade II and locally listed buildings (more significant assets are covered in greater detail in the assessment section of this Report). This should be referred to for individual asset assessments at a high level.
- 2.7 To keep the assessment proportionate, it has been agreed that the Conservation Areas, Grade I and II* Listed Buildings, Scheduled Monuments, and Registered Parks and Gardens, as well as the 'City Landmarks', are to be individually assessed in detail. Grade II Listed Buildings and Locally Listed Buildings will be grouped according to Conservation Area Character Areas.
- 2.8 In terms of Verified Views (VVs or Accurate Visual Representations ("AVRs")) for Assessment, a group of 18 views have been agreed. Views are presented as Wirelines.

Methodology

Approach to Heritage Assessment

- 2.9 In assessing the likely effects of the Proposed Development on heritage receptors, the intention is to identify how and to what degree it would affect the setting, heritage significance and special interest of identified heritage assets (built heritage only).
- 2.10 The methodology for the assessment of potential effects on designated and non-designated heritage assets takes into account national, regional and local planning policy and guidance.
- 2.11 Heritage assets are defined in the National Planning Policy Framework (NPPF, 2021) as being "a building, monument, site, place, area or landscape *identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest*". The term 'heritage asset' includes both designated and non-designated heritage assets. Designated heritage assets include World Heritage Sites, Scheduled Monuments, Listed Buildings, Registered Park and Gardens, and Conservation Areas. Non-designated heritage assets include locally listed building or structures as identified by the LPA.
- 2.12 Legislative and policy requirements for the assessment of effects on heritage assets require the assessor to establish whether the heritage significance or value is preserved, better revealed/enhanced or harmed as a result of new development.
- 2.13 There are two ways in which new development can affect the significance of heritage assets:
- by changes to the fabric of heritage assets, i.e. if the project includes the demolition or alteration of listed buildings, demolition within or changes to the character and appearance of conservation areas, development within registered parks and gardens or demolition or alterations to locally listed buildings of merit (known as direct effects); and
 - by changes to the setting of designated or non-designated heritage assets located in the vicinity of the project (known as indirect effects).

- 2.14 Effects of new development on the significance of heritage assets can range between enhancement and harm and are rated according to the following criteria, where the Proposed Development can:
- ‘Better reveal its significance’ or ‘enhance its significance’;
 - Cause no harm to the significance of the heritage asset, hence ‘no effect on its significance’;
 - In the case of designated heritage assets: cause ‘less than substantial harm’ to the significance of the heritage asset; or ‘substantial harm or loss’ to the significance of the heritage asset;
 - In the case of non-designated heritage assets: cause ‘harm’ or ‘loss’ to the significance of the heritage asset, to be taken into account in making a balanced judgement.
- 2.15 Paragraphs 199-202 of the NPPF set out the approach to assessing the effects to designated heritage assets, identifying that ‘great weight should be given to the asset’s conservation’ irrespective of the level of harm and that any harm requires ‘clear and convincing justification’ and should be weighed against the public benefits of the Proposed Development.
- 2.16 The assessment of effects on non-designated heritage assets follows paragraph 203 of the NPPF. This requires a balanced judgement to be made when weighing applications that affect non-designated heritage assets, having regard to the scale of any harm or loss and the significance of the heritage asset.
- 2.17 Historic England’s Historic Environment Good Practice Advice in Planning, Note 3: The Setting of Heritage Assets (Second Edition, 2017), provides a series of steps to determine the effects of development on the significance of heritage assets through a change in their setting:
- Step 1: Identify which heritage assets and their settings are potentially affected by the Proposed Development;
- Step 2: Assess the degree to which settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated;

Step 3: Assess the effects of the Proposed Development, whether beneficial or harmful, on that significance or on the ability to appreciate it;

Step 4: Consider the ways in which the Proposed Development has sought to maximise enhancement and avoid or minimise harm to the heritage asset.

Step 5: Rate the overall effect in terms utilised in the NPPF.

- 2.18 Use is made of Accurate Visual Representations (AVRs) in the assessment of effects on the setting of heritage assets. AVRs illustrate potential change in views, and while views of or from an asset usually play an important part in the setting of an asset, setting is a wider concept which might also depend on other environmental factors or historical relationships between places that are not perceived visually.
- 2.19 In accordance with Paragraph 194 of the NPPF, the level of detail in the assessments in this HTVIA is proportionate to the importance of the asset.
- 2.20 Potential effects on the identified built heritage receptors may arise as a result of both the construction and operation of the Proposed Development.

Approach to Townscape and Visual Receptors

- 2.21 The methodology for the assessment of effects on townscape and visual receptors is distinct from that used to assess the effects on built heritage receptors. It considers effects on the townscape resource as a whole and on visual receptors, i.e. people experiencing views. The approach taken is in accordance with the GLVIA (2013), and considers how the Proposed Development will affect the key components of the townscape character and visual amenity. Potential effects on the identified townscape and visual receptors may arise as a result of both the construction and operation of the Proposed Development.

Townscape Receptors

- 2.22 In assessing the likely effects of the Proposed Development on Townscape Receptors, the intention is to identify how and to what degree it would affect the elements that make up an area of townscape, including its distinctive character. These elements may include urban grain, building heights, scale, permeability, legibility, sense of place, role of water or planting, or other characteristics. Townscape Character Areas have been identified as townscape receptors and assessed in line with TIN 05/17.
- 2.23 To undertake the townscape assessment in this HTVIA, the baseline conditions were first established. This included identifying areas of distinct townscape character in proximity to the Site, with the potential to be significantly affected by the Proposed Development. These townscape character areas were mapped as appropriate and key characteristics were described, using photography in some cases. Key characteristics may include:
- the context or setting of the urban area or Site;
 - the topography;
 - the grain of built form and its relationship to historic patterns of development;
 - the layout and scale of buildings, including architectural qualities, period and materials;
 - patterns of land use, past and present;
 - contributions made by vegetation, green space and water bodies;
 - contributions made by open space and the public realm; and
 - access and connectivity through and across the area.
- 2.24 Townscape character areas and their key characteristics have been identified in part through the analysis of the area. Where conservation areas are designated in proximity to the Site, their appraisals may also be relevant to understanding the key characteristics of the townscape.

- 2.25 The key qualities or characteristics of the townscape within character areas that are likely to be affected by the Proposed Development are identified within the assessment. Examples of these might be:
- A particular scale or height of development that is characteristic and of value;
 - Particular spatial layouts, patterns of development or urban grain;
 - Particular relationships between open or green spaces, water bodies or topography;
 - Particular features, such as skylines or permeability through the area, that are of importance;
 - The overall character or quality/condition of a particular street or series of spaces; and
 - Notable aesthetic, perceptual or experiential qualities.

Visual Receptors

- 2.26 Assessments of visual effects are focused on the likely effects to visual receptors, i.e. people experiencing townscape views. It identifies representative views and considers changes in visual amenity as a result of Proposed Development using AVRs to accurately model the changes to identified views and visual amenity.
- 2.27 Site visits, supported by map analysis and the use of computer models, allow for the identification of publicly accessible viewpoint positions from which the Proposed Development would potentially be visible. Considerations for selecting views include, amongst other factors: the likely maximum visibility of the Proposed Development; tree cover; traffic sign positions; hierarchy of viewpoint (e.g. public or semi-public access); the significance of the place; and ability for surveyors to safely place equipment without obstructing the public realm.
- 2.28 Views are generally restricted to street level (i.e. 1.6m above ground), as this is from where townscapes are mostly appreciated. The most appropriate of these positions are chosen for formal assessment in consultation with the local planning authority.

- 2.29 The viewpoints assessed in this HTVIA represent a spread of close, medium and long distance views, and the intention has been to show the Proposed Development at its most visible within those representative views and in its maximum conjunction with sensitive townscape and heritage receptors. Views from all directions are included, illustrating the urban relationships likely to arise between the Proposed Development and its surroundings, including heritage assets and other important elements of townscape. In accordance with good practice, the viewpoints are from the public realm.
- 2.30 The methodology recognises that the AVRs included in this HTVIA have a role to play in illustrating visual effects and the visual amenity of people, but also effects on the characteristics of urban townscapes and landscapes and, where relevant, on the setting of heritage assets.

The Assessment Process

- 2.31 The assessment of heritage, townscape and visual effects adheres to the following process:
- A description of the receptor and its qualities;
 - Identifying the sensitivity of the receptor;
 - Predicting the magnitude of change to the receptor;
 - Combining the judgements on sensitivity and magnitude of change to identify the resultant effect, including classification of the significance of the effect; and
 - Cumulative effect, where applicable.
- 2.32 The methodology for each element of the assessment is set out below.

Sensitivity of Heritage Receptors

- 2.33 In order to predict effects, it is necessary to first identify and assess the sensitivity of the receptor. For the purposes of the ES, the heritage significance or value of the receptors is synonymous with their sensitivity in ES terms. This is a qualitative judgement and to ensure consistency across the assessment, a matrix system has been employed based on the definitions below, to relate the sensitivity of the receptor to its heritage designation.
- 2.34 The sensitivity attributed adopts the guidance set out by International Council on Monuments and Sites ('ICOMOS') and the value of heritage attributes is assessed in relation to statutory designations, international or national. Objective professional judgement is applied but qualitative assessment is inevitably applied through the quantitative methodology set out. This is a qualitative judgement and to ensure consistency across the assessment, a matrix system has been employed based on the definitions below, to relate the sensitivity of the receptor to its heritage designation.
- 2.35 Table 1 outlines the process in assessing each asset in terms of the level of sensitivity related to its designation. This methodology follows EIA regulations and ICOMOS guidelines, specifically 'Guidance on Heritage Impact Assessments for Cultural World Heritage Properties' by ICOMOS (2011).

- 2.36 The assessment of sensitivity also makes reference to the criteria set out in Annex 2 of the NPPF for understanding the value/heritage significance of heritage assets according to their heritage interest, as follows:

Archaeological Interest: There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

Architectural and artistic interest: These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.

Historic interest: An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

- 2.37 In this HTVIA, the sensitivity of heritage receptors is described as 'very high', 'high', 'medium', 'low' or 'negligible'.

Sensitivity of Townscape and Visual Receptors

- 2.38 Establishing the sensitivity of receptors involves combining judgments about: (i) the value of the townscape character or the view; and (ii) the susceptibility of the townscape or visual receptor to the change caused by the Proposed Development.
- 2.39 The value of the townscape receptor can be influenced by a range of factors including its intactness/condition, scenic quality, rarity, representativeness, conservation interests (i.e. heritage or environmental designations), recreational value, perceptual qualities or communal associations. The value of townscape receptors is a baseline characteristic.

- 2.40 The susceptibility to change is the ability of the townscape receptor to accommodate change without undue consequences for the maintenance of the aspects of the baseline condition that are of townscape value. As such, the nature of the Proposed Development and its ability to affect the basis of the townscape value may result in a lower susceptibility to change than a designation might imply. The susceptibility and resulting overall sensitivity is therefore set out as part of the assessment of effects.

- 2.41 The sensitivity of visual receptors is determined by combining judgements of the value attached to a particular view and the receptor's susceptibility to change in the view. Those receptors (i.e. people) are likely to have different responses to the appearance of the Proposed Development, depending on their personal aesthetic preferences, their circumstances (location, time of day, season, length of exposure to view) and reason for being at this viewpoint (i.e. passing through while commuting or using the area for recreation). Local residents are likely to have a different response than, for example, those working in the area or passing through as tourists. The 40 viewpoints agreed with NCC allow a representative spread of views that different viewers would experience across the study area.

- 2.42 In this HTVIA, the sensitivity of townscape and visual receptors is described as 'high', 'medium', 'low' or 'negligible'.

Prediction of Magnitude of Change for Heritage, Townscape and Visual Receptors

- 2.43 The magnitude of change for heritage, townscape and visual impact assessments is considered to be a combination of (i) the size and scale of the potential change; (ii) the geographical extent of the area affected; and (iii) the duration of the change of the Proposed Development in operation and its reversibility. These are quantitative factors which can generally be measured.
- 2.44 The magnitude of change in relation to visual receptors, can be determined by considering Accurate Visual Representations (AVRs) of the Proposed Development set into its context, which indicate its scale and visibility. The magnitude of change is largely a quantitative, objective measure of the change of the Proposed Development as shown in the AVRs.

- 2.45 The scale or severity of effects or impacts to heritage, townscape and visual receptors can be judged taking into account their direct or indirect effects and whether they are temporary or permanent, reversible or irreversible.
- 2.46 In this HTVIA, the magnitude of change for heritage, townscape and visual receptors is described as 'high', 'medium', 'low', 'negligible' or 'no change' in line with criteria set out in Table 2.

Visual Effects

- 2.47 The assessments of visual effects are based on the comparison of an 'existing' photograph and a 'proposed' AVR. The written assessments of each AVR are set out as follows:
 - i. Existing: a description of the existing view, evaluating its townscape qualities and the visual amenity for those experiencing the view;
 - ii. Sensitivity of the view: taking into account both the townscape value of the view and the susceptibility of people experiencing it;
 - iii. Magnitude of change: a quantitative assessment of the magnitude of change in the view by the Proposed Development;
 - iv. Resultant effect: a combined assessment of the sensitivity of the view and the magnitude of change, giving rise to an overall effect including a qualitative assessment of the design and taking into account its design quality and mitigation achieved through the design process; and
 - v. Cumulative effect: where applicable, an assessment of the potential cumulative effects arising in combination with Committed Development is made, using all the previous elements of assessment to come to a cumulative effect.

Classifying the significance of resultant effects

- 2.48 The significance of the heritage, townscape and visual effects is established by combining judgements about the sensitivity of the receptors affected with judgements about the magnitude of the change, in order to identify the potential effect. Thereafter, the mitigation and/or enhancement achieved through design is considered, giving rise to a resultant, or overall effect.
- 2.49 Table 3 below summarises how judgements about receptor sensitivity and magnitude of change are combined to establish the significance of potential townscape and visual effects.
- 2.50 The terms used in the table are defined below:
 - **Major effect:** where the Development could be expected to result in a substantial improvement or deterioration to receptors. For the purposes of this HTVIA, major effects are considered significant and therefore material in planning terms;
 - **Moderate effect:** where the Development could be expected to result in a noticeable improvement or deterioration on receptors. For the purposes of this HTVIA, moderate effects are considered significant and therefore material in planning terms;
 - **Minor effect:** where the Development could be expected to result in a perceptible improvement or deterioration on receptors. For the purposes of this HTVIA, minor effects are not considered significant;
 - **Negligible:** where no discernible improvement or deterioration is expected as a result of the Development on receptors; and
 - **No change:** where no change is expected as a result of the Development on receptors.

Establishing the qualitative nature of effects

- 2.51 Once the significance of the potential effect has been classified, consideration is given to the extent mitigation and/or enhancement has been achieved through design and whether the qualitative nature of the resultant effect is, therefore, 'beneficial', 'adverse' or 'neutral'.

Value of Heritage Receptor (also known as heritage significance)	Designation of Receptor
Very High	Site acknowledged of international importance World Heritage Site
High	Grade I or Grade II* Listed Building Scheduled Ancient Monument
Medium	Grade II Listed Building Conservation Area
Low	Locally Listed Buildings or other Non-Designated Heritage Assets of local importance Assets compromised by poor preservation
Negligible	Assets with little or no surviving interest

Table 2: Sensitivity of Heritage Receptor

Magnitude of Change	Criteria for Assessing Change Magnitude
High	Total loss or major / substantial alteration to key elements or features of the baseline (pre-development) conditions such that the post development character / composition / attributes will be fundamentally changed.
Medium	Loss or alteration to one of more key elements / features of the baseline conditions such that post development character / composition / attributes of baseline will be materially changed.
Low	A minor shift away from baseline conditions. Change arising from loss / alteration will be discernible / detectable but not material. The underlying character / composition / attributes of the baseline condition will be similar to the pre-development circumstances / situation.
Negligible	Very little change from baseline conditions. Change barely distinguishable approaching on a "no change" situation.

Table 3: Magnitude of Change

Beneficial effects

- 2.52 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 owing to:
- enhancement to setting or significance of heritage assets;
 - enhancement of the overall townscape quality;
 - enhancement or reinforcement of the key characteristics of the townscape character areas; and/or
 - the introduction of features or elements of high design quality, which enhance the existing character and visual enjoyment.

- preserving (or not materially affecting) the setting or significance of heritage assets;
- the degree to which the proposal fits with existing character;
- the contribution to the landscape that the Proposed Development may make in its own right, usually by virtue of good design, even if it is in contrast to existing character
- where a fine balance occurs in the qualitative assessment, 'neutral' is considered the centre point of the nine-point scale when balancing beneficial and adverse effects. This assessment is on occasion adopted where change or impact to the asset is identified but other benefits are also delivered through the Proposed Development.

- major adverse;
- moderate adverse;
- minor adverse;
- major neutral;
- moderate neutral;
- minor neutral;
- negligible;
- no change.

2.60 Resultant effect ratings should not normally be converted into statistics; it is the narrative assessment of each effect that should be taken into account by decision makers. The narrative approach to assessment is supported by both the GLVIA (2013) and Historic England in their 'Good Practice in Planning Note 3: The Setting of Heritage Assets' (second edition, 2017). The latter notes that scoring systems have a role to play but should be seen primarily as material supporting a clearly expressed and non-technical narrative argument that sets out 'what matters and why' in terms of the effects on receptors.

Adverse effects

- 2.53 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 owing to:
- harm to setting or significance of heritage assets
 - harm to the overall townscape quality;
 - harm to the key characteristics or quality of townscape character areas; and/or
 - the introduction of features or elements of poor design quality, which detract from the existing character and harm visual enjoyment.

- 2.56 Given that 'neutral' can reflect a balance between beneficial and adverse effects, it is therefore considered that neutral effects can be graded similarly to beneficial and adverse effects to reflect the magnitude of effect.
- 2.57 The meaning of 'neutral' is distinct from the meaning of 'negligible' and these terms should not be conflated by the reader.

Significance Criteria

2.54 It is possible for the qualitative effects identified in this HTVIA to be finely balanced between beneficial and adverse effects, resulting in a neutral effect.

2.58 The heritage, townscape and visual effects of the Proposed Development are subsequently given a rating which refers to both the classification of significance of the effect and whether it is beneficial or adverse, after mitigation and/or enhancement through design have been taken into account. These overall effects are referred to as 'resultant' effects. Examples of resultant heritage, townscape and visual effects in this HTVIA include:

- major beneficial;
- moderate beneficial;
- minor beneficial;

Neutral effects

2.55 As per GLVIA para. 5.37, it is possible for effects to be neutral and this a matter of professional judgement. These include:

2.59 Examples of significant heritage, townscape and visual effects in this HTVIA include resultant effects identified as major or moderate in magnitude. The subsequent interpretation of these effects then depends on whether the effect is beneficial or adverse.

Sensitivity of Receptor	Magnitude of Change			
	High	Medium	Low	Negligible
High	Major	Major	Moderate	Minor
Medium	Major	Moderate	Minor	Negligible
Low	Moderate	Minor	Negligible	Negligible
Negligible	Minor	Negligible	Negligible	Negligible

Table 4: Significance of Effect

Design Development & Embedded Mitigation

- 2.61 The purpose of the iterative process of design development, including consultation with local authority officers, local interest groups and others, is to produce an optimum scheme which avoids, or reduces to a minimum, potentially harmful effects on the significance and setting of heritage assets and adverse effects on the townscape or visual amenity. A successful design process, therefore, ensures that mitigation measures do not need be added at a later stage as they are intrinsic to the design itself. Where relevant, this embedded mitigation is outlined in the understanding of the Proposed Development.
- 2.62 Furthermore, many urban developments provide an opportunity to enhance the existing townscape through sensitive and high quality design. This is because the existing urban form represents a palimpsest of built fabric, developed over time, to which new development can often contribute positively. The degree of enhancement achieved through high quality design is an important factor in determining the overall residual effect of the Proposed Development.
- 2.63 The Design Team, including Icen Built Heritage and Townscape, have been liaising with Norwich City Council's Design and Conservation and Planning teams, and Historic England. Meetings have been held with both organisations, both separately and together, to agree an approach to the assessment of the scheme's impact upon heritage assets and townscape receptors, and to also formalise the scoping of this application.
- 2.64 Throughout this engaged process, the Applicant team have taken on-board outstanding officer concerns, and amended the scheme accordingly, leading to a scheme of considerable quality, which reflects the core concerns of these two core heritage and townscape consultees.

Cumulative Effects

- 2.65 In addition to assessing built heritage, townscape and visual effects arising from the Proposed Development in isolation, this HTVIA also considers the effects of the Proposed Development when assessed in combination with other committed developments in the vicinity (cumulative schemes).
- 2.66 Cumulative effects are identified in GLVIA as 'additional changes caused by a proposed development in conjunction with other similar developments or as the combined effect of a set of developments, taken together' (para. 7.3).
- 2.67 Cumulative schemes are those which are under construction or development in receipt of a planning consent. The relevant cumulative schemes have been identified. The significance ratings given for cumulative effects refer to the contribution of the Proposed Development to the overall effect of the combination of relevant cumulative schemes. The schemes which have been consented have been accepted as appropriate in their urban context through the operation of the planning process.

Preparation of Accurate Visual Representations

- 2.68 Accurate Visual Representations (AVRs) of the Proposed Development have been produced by visualisation specialists, Cityscape Digital. The detailed methodology used to produce the AVRs is included in Appendix 2 of this HTVIA and a separate, verifiable document with survey data is available upon request.
- 2.69 The AVRs have been produced in line with best practice guidance in 'Guidelines for Landscape and Visual Impact Assessment 3rd edition' (GLVIA3), Landscape Institute and IEMA (2013), alongside the Landscape Institute technical guidance note, 'Visual Representation of Development Proposals, (LI 06/19).
- 2.70 The AVRs are produced as a mixture of shaded wirelines (AVR level 1) and renders (AVR level 3). The former give a perception of the scale and massing and the latter demonstrate the design and detailing, however in both cases design and materiality is a qualitative consideration in the assessment of effects. In both types of AVR, they have been produced to take into account foreground buildings and structures to give a more accurate sense of their visibility and potential effects.

- 2.71 In general, rendered views are produced for close-range views or those identified as particularly important by the Council, in order to give a more detailed impression of the Proposed Development's likely impact. For this application, rendered views show the portions of the Site covered by the detailed application. Views showing the portions of the Site that are currently designed in outline only (which will be detailed in the later Reserved Matters application) have been produced as wirelines.
- 2.72 The baseline images have been taken at a focal length of 24mm or 35mm for local views (0-800 metre distance to subject), 35mm to 70mm for intermediate views (800 to 5000 metres to subject), and 70mm to 600mm for long-range views (5000+ metres to subject). These focal lengths are considered to be the most appropriate to illustrate the Proposed Development.

Assumptions and Limitations

- 2.73 This method of assessing potential effects arising to townscape, visual and heritage includes some assumptions and limitations which the reader should be aware of:
- AVRs assessed in this HTVIA cannot cover every possible view of the Proposed Development. They represent a representative spread of views from publicly accessible places, however, and are considered to proportionately illustrate the likely effects of the Proposed Development.
 - AVRs are a two-dimensional medium with a limited field of view, and cannot therefore fully represent the experience on the ground, since human beings experience urban environments in three dimensions. Ideally decision makers should visit the Site and its surrounds as the authors of this document have done.
 - Assumptions have been made in the HTVIA about the susceptibility of particular groups of people to visual changes in the urban environment and the types of people at particular viewpoints. These assumptions have been based on professional judgment but inevitably have limitations because in reality the responses of individuals are varied and not all can be covered in the assessment.

Section 3

**Relevant Planning Legislation,
Policy & Guidance.**

3 | Relevant Planning Legislation, Policy & Guidance

Introduction

3.1 In accordance with Regulation 13 of the Town and Country Planning (Environmental Impact Assessment) Regulations 2017, a scoping exercise has been carried out with the Local Planning Authority ('LPA'), identifying the potentially significant environmental issues relating to the Site and the Proposed Development. This report outlines the basis of which the Scoping was undertaken to ensure that this exercise ensures the appropriate level of assessment is carried throughout the ES submission.

Planning (Listed Buildings and Conservation Areas) Act 1990

3.2 Where any development may have a direct or indirect effect on designated heritage assets, there is a legislative framework to ensure the proposals are considered with due regard for their impact on the historic environment.

3.3 Primary legislation under Section 66 (1) of the Planning (Listed Buildings and Conservation Areas Act) 1990 states that in considering whether to grant planning permission for development which affects a listed building or its setting, the Local Planning Authority or Secretary of State, as relevant, shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest that it possesses.

3.4 Section 72(1) of the Act, meanwhile, states that:
'In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.'

National Planning Policy Framework

National Planning Policy Framework (July 2021) (As amended)

3.5 In July 2018, the government published the updated National Planning Policy Framework ("NPPF"), which was again updated in February 2019, June 2019 and July 2021. This maintains the focus on sustainable development that was established as the core of the previous, 2012, NPPF.

3.6 This national policy framework encourages intelligent, imaginative and sustainable approaches to managing change. Historic England has defined this approach, which is reflected in the NPPF, as 'constructive conservation': defined as:

'a positive and collaborative approach to conservation that focuses on actively managing change...the aim is to recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment' (Constructive Conservation in Practice, Historic England, 2009).

3.7 Section 12, 'Achieving well-designed places', reinforces the importance of good design in achieving sustainable development by ensuring the creation of inclusive and high-quality places. This section of the NPPF affirms, in paragraph 130, the need for new design to function well and add to the quality of the surrounding area, optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development, establish a strong sense of place, and respond to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities). Paragraph 134, meanwhile, states that great weight should be given to outstanding or innovative designs, which promote high levels of sustainability, or help raise the general standard of design in the area (provided they fit with the overall form and layout of their surroundings).

3.8 The guidance contained within Section 16, 'Conserving and enhancing the historic environment', relates to the historic environment, and developments which may have an effect upon it.

3.9 Heritage Assets are defined in Annex 2 of the NPPF as: 'A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).'

3.10 Listed buildings and Conservation Areas are both designated heritage assets.

3.11 'Significance' is defined as 'The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological,

architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site's Statement of Outstanding Universal Value forms part of its significance.'

3.12 The 'Setting of a heritage asset' is defined as 'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.'

3.13 Paragraph 194 states that, when determining applications, local planning authorities should require applicants to describe the significance of the heritage assets affected and any contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset and sufficient to understand the impact of the proposal on this significance. According to Paragraph 190, local planning authorities are also obliged to identify and assess the significance of any heritage asset that may be affected by a proposal and should take this assessment into account when considering the impact upon the heritage asset.

3.14 Paragraph 197 emphasises that local planning authorities should take account of: the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.

3.15 Paragraph 199 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. It emphasises that the weight given to an asset's conservation should be proportionate to its significance, and notes that this great weight should be given irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

3.16 Paragraph 200 states that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.

3.17 Paragraphs 201 and 202 address the balancing of harm against public benefits. If a balancing exercise is necessary (i.e. if there is any harm to the asset), considerable weight should be applied to the statutory duty where it arises. Proposals that would result in substantial harm or total loss of significance should be refused, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss (as per Paragraph 201). Whereas, Paragraph 202 emphasises that where less than substantial harm will arise as a result of a proposed development, this harm should be weighed against the public benefits of a proposal, including securing its optimum viable use.

3.18 Paragraph 203 requires a balanced judgment for proposals that affect non-designated heritage assets, having regard to the scale of any harm or loss and the significance of the heritage asset.

3.19 Paragraph 206 encourages opportunities for new development within, and within the setting of, Conservation Areas and World Heritage Sites, to enhance or better reveal their significance. It requires favourable treatment for proposals that preserve those elements of the setting that make a positive contribution to the asset or which better reveal its significance.

3.20 Paragraph 207 notes that not all elements of Conservation Areas and World Heritage Sites will contribute to their significance, but that, if harm to their significance is caused, decisions should follow the balancing exercise set out in paragraph 201 and 202, as appropriate.

National Design Guide (September 2019, updated January 2021)

3.21 In September 2019, the Ministry of Housing, Communities and Local Government (MHCLG) produced a National Design Guide illustrating how well-designed places that are beautiful, enduring and successful can be achieved in practice. It forms part of the Government's collection of planning practice guidance, alongside the separate planning practice guidance on design process and tools.

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- 3.22 The Guide recognises that well-designed places have individual characteristics which work together to create its physical Character. It introduces 10 specific characteristics that would need to be considered when considering new development. These are:
- Context - An understanding of the context, history and the cultural characteristics of a site, neighbourhood and region influences the location, siting and design of new developments.
 - Identity - The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings or how a place looks, but how it engages with all of the senses.
 - Built form - Built form is the three-dimensional pattern or arrangement of development blocks, streets, buildings and open spaces. It is the interrelationship between all these elements that creates an attractive place to live, work and visit, rather than their individual characteristics.
 - Movement - Patterns of movement for people are integral to well-designed places. They include walking and cycling, access to facilities, employment and servicing, parking and the convenience of public transport. They contribute to making high quality places for people to enjoy. They also form a crucial component of urban character.
 - Nature - Nature contributes to the quality of a place, and to people's quality of life, and it is a critical component of well-designed places. Natural features are integrated into well-designed development. They include natural and designed landscapes, high quality public open spaces, street trees, and other trees, grass, planting and water.
 - Public spaces - The quality of the spaces between buildings is as important as the buildings themselves. Public spaces are streets, squares, and other spaces that are open to all. They are the setting for most movement. The design of a public space encompasses its siting and integration into the wider network of routes as well as its various elements.
 - Uses - Sustainable places include a mix of uses that support everyday activities, including to live, work and play. They need to include an integrated mix of tenures and housing types that reflect local housing need and market demand. They are designed to be inclusive and to meet the changing needs of people of different ages and abilities.
- Homes and buildings - Well-designed homes and buildings are functional, accessible and sustainable. They provide internal environments and associated external spaces that support the health and wellbeing of their users and all who experience them. They meet the needs of a diverse range of users, taking into account factors such as the ageing population and cultural differences.
 - Resources - Well-designed places and buildings conserve natural resources including land, water, energy and materials. Their design responds to the impacts of climate change. It identifies measures to achieve: mitigation, primarily by reducing greenhouse gas emissions and minimising embodied energy; and; adaptation to anticipated events, such as rising temperatures and the increasing risk of flooding.
 - Lifespan - Well-designed places sustain their beauty over the long term. They add to the quality of life of their users and as a result, people are more likely to care for them over their lifespan. They have an emphasis on quality and simplicity.
- 3.23 The National Design Guide was amended in January 2021 to align with the MHCLG's National Model Design Code, which sets out detailed standards for key elements of successful design. The National Model Design Code considers the findings of the Building Better, Building Beautiful Commission and recommendations to the Government on how to promote and increase the use of high-quality design for new build homes and neighbourhoods.
- 3.24 The Guide acknowledges that quality design does not look the same across different areas of the country, for instance, that by definition local vernacular differs. MHCLG, therefore, expects that local planning authorities develop their own design codes or guides, taking in to consideration the National Model Design Code. These would be expected to set clear parameters for what good quality design looks like in their area, following appropriate local consultation.
- 3.25 In support of Paragraph 134 of the National Planning Policy Framework, which requires local authorities to refuse permission for 'development that is not well designed ... especially where it fails to reflect local design policies and government guidance and design', MHCLG expects that in the absence of local design guidance, local planning authorities will defer to the illustrated National Design Guide and National Model Design Code.
- Planning Practice Guidance ("PPG") (Department for Communities and Local Government, last updated July 2019)**
- 3.26 The guidance on Conserving and enhancing the historic environment in the PPG supports the NPPF. Paragraph 002 states that conservation is an active process of maintenance and managing change that requires a flexible and thoughtful approach, and that neglect and decay of heritage assets is best addressed through ensuring that they remain in active use that is consistent with their conservation. Paragraph 006 sets out how heritage significance can be understood in the planning context as archaeological, architectural, artistic or historic, defined as follows:
- archaeological interest: As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.
 - architectural and artistic interest: These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.
 - historic interest: An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.
- 3.27 The PPG emphasises in paragraph 007 the importance of assessing the nature, extent and importance of a heritage asset in understanding the potential impact and acceptability of development proposals.
- 3.28 Paragraph 018 explains that, where potential harm to designated heritage assets is identified, it needs to be categorised as either less than substantial harm or substantial harm (which includes total loss) in order to identify which policies in the National Planning Policy Framework (paragraphs 200-202) apply. It goes on to state that whether a proposal causes substantial harm will be a judgment for the decision-maker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework. In general terms, substantial harm is a high test, so it may not arise in many cases. For example, in determining whether works to a listed building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest.
- 3.29 Harm may arise from works to the heritage asset or from development within its setting. A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.
- 3.30 The PPG also provides clear guidance in paragraph 020 on the meaning of 'public benefits', particularly in relation to historic environment policy, including paragraphs 199 to 202 of the NPPF. The PPG makes clear that public benefits should be measured according to the delivery of the three key drivers of sustainable development: economic, social and environmental outcomes, all of which are reflected in the objectives of the planning system, as per Paragraph 8 of the NPPF. Public benefits include heritage benefits, and do not always have to be visible or accessible to the public in order to be genuine public benefits, for example, works to a listed private dwelling which secure its future as a designated heritage asset could be a public benefit.
- Local Planning Policy**
- 3.31 Norwich City Council's Local Plan consists of a series of documents, including the Joint Core Strategy, which sets out the Council's spatial vision and its guiding principles for planning, the Development Management Policies Document, and the Site Allocations and Site Specific Policies Plan, both of which support the strategic objectives set out in the Core Strategy. The relevant policies, in regards to townscape and visual assessment, are provided below.
- 3.32 Norwich City Council is currently working with Broadland District Council, South Norfolk District

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Council, and Norfolk County Council to prepare a new Local Plan, the Greater Norwich Local Plan (GNLP), which will plan for development until 2036. The GNLP is currently in examination stage.

Joint Core Strategy (Broadland District Council, Norwich City Council and South Norfolk Council, March 2011; amendments adopted January 2014)

3.33 The Joint Core Strategy for Broadland, Norwich and South Norfolk is the key planning policy document for the Greater Norwich area. It was adopted in March 2011, and amended by the Broadland Part of the Norwich Policy Area: Local Plan, adopted in January 2014.

3.34 This document sets out the broad vision for the growth for the districts of Broadland, Norwich and South Norfolk and contains strategic policies for the period 2008-2026. The following policies, although not limited to, outlined in the Joint Core Strategy that are considered relevant to the Site include:

Policy 2: Promoting good design

3.35 All development will be designed to the highest possible standards, creating a strong sense of place. In particular development proposals will respect local distinctiveness including as appropriate:

- the historic hierarchy of the city, towns and villages, maintaining important strategic gaps;
- the landscape setting of settlements including the urban/rural transition and the treatment of 'gateways';
- the landscape character and historic environment, taking account of conservation area appraisals and including the wider countryside and the Broads area;
- townscape, including the city and the varied character of our market towns and villages;
- provision of landscaping and public art;
- the need to ensure cycling and walking friendly neighbourhoods by applying highway design principles that do not prioritise the movement function of streets at the expense of quality of place;
- the need to increase the use of public transport, including through 'public transport-oriented design' for larger development;

- designing out crime;
- the use of sustainable and traditional materials; and
- the need to design development to avoid harmful impacts on key environmental assets and, in particular SACs, SPAs and Ramsar sites.

3.36 This will be achieved by ensuring that:

- major development areas providing over 500 dwellings or 50,000m² of non-residential floorspace, and areas of particular complexity will be masterplanned using an inclusive, recognised process demonstrating how the whole scheme will be provided and ensuring that it is well related to adjacent development and infrastructure;
- all residential development of 10 units or more will be evaluated against the Building for Life criteria published by CABE (or any successor to this standard), achieving at least 14 points (silver standard); and
- Design and Access Statements for non-residential development will show how the development will meet similar high standards.

Policy 11: Norwich City Centre

3.37 The regional centre role will be enhanced through an integrated approach to economic, social, physical and cultural regeneration to enable greater use of the city centre, including redevelopment of brownfield sites. It will be the main focus in the sub-region for retail, leisure and office development. Housing and educational development will also reinforce the vibrancy of the city centre. Its role will be promoted by:

- enhancing the historic city, including its built, archaeological and environmental assets and its distinctive character as identified in Conservation Area appraisals, through innovative, sustainable design;
- strengthening the city's role as a cultural centre and visitor destination of international importance, with additional tourist facilities, including promotion of conference and concert facilities;
- expanding the use of the city centre to all, in particular the early evening economy and extending leisure and hospitality uses across the city centre, with late night activities focussed in identified areas;

- enhancing its retail function, providing for a substantial expansion of comparison retail floorspace of varied types and size of unit to provide a range of premises. This will be achieved through intensification of uses in the primary retail area and if necessary through its expansion; other shopping areas within the centre will be strengthened to provide for retail diversity, with a particular focus on enhancing the character of specialist retailing areas and markets; and
- expanding its function as an employment centre, including provision of high quality office premises and a diversity of uses across the area, including media, creative, financial, business and professional services and information communication industries Housing development densities will generally be high, but family housing will also be provided to achieve a social mix.

3.38 Housing will be provided as part of mixed-use developments wherever possible.

3.39 To support these roles, improvements will be made to:

- the public realm;
- open spaces, green linkages and connections between open spaces, linking to the river corridor and the open countryside;
- walking and cycling provision; and
- sustainable transport access to and within the city centre in accordance with the Norwich Area Transportation Strategy, in particular to strengthen its role as a gateway and hub of an enhanced public transport system.

3.40 Areas of the city centre will be comprehensively regenerated:

- the Northern City Centre will be developed in accordance with its Area Action Plan to achieve physical and social regeneration, facilitate public transport corridor enhancements, and utilise significant redevelopment opportunities;
- the St Stephens area will be developed for mixed uses in accordance with its masterplan, to promote retailing, offices and housing and to create an improved pedestrian environment; and
- the Rose Lane area will be a major focus for commercial development.

The Norwich Local Plan: Development Management Policies Plan (adopted in 2014)

3.41 This policy document by NCC sets out detailed planning policies to help manage and guide change in Norwich between now and 2026. Policies specifically considered within this HTVIA are: DM1 - Sustainable Development Principles for Norwich; DM3 - Delivering High Quality Design; and Policy DM9 - Safeguarding Norwich's Heritage.

Policy DM1 - Achieving and Delivering Sustainable Development

3.42 Under Policy DM1, new developments (such as through their design, configuration, visual appearance, and location) are expected to:

'...protect and enhance the physical, environmental and heritage assets of the city and to safeguard the special visual and environmental qualities of Norwich for all users;'

Policy DM3 - Delivering High Quality Design

3.43 In consideration of new development, significant weight will be given to the design principles set out under DM3, specifically:

a) Gateways

Major development within 100m of the main gateways to the city, as defined on the Policies map, will only be permitted where its design is appropriate to and respects the location and context of the gateway. New landmark buildings of exceptional quality will be accepted where they help to define or emphasise the significance of the gateway. In these locations, particular emphasis will be given to design considerations over other factors.

b) Long views

The design of new buildings must pay careful attention to the need to protect and enhance the significant long views of the major landmarks identified in Appendix 8 and those identified in conservation area appraisals.

c) Local distinctiveness and character

Proposals should respect, enhance and respond to the character and local distinctiveness of the area. The design of all development must have regard to the character of the surrounding neighbourhood and the elements contributing to its overall sense of place,

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giving significant weight to the uses and activities around it, the historic context of the site, historic street patterns, plot boundaries, block sizes, height and materials.

d) Layout and siting

(i) The layout of a development should make efficient use of land, making best use of its topography and should have a positive impact in terms of its appearance and the way it is used. Appropriate consideration should be given to orienting development in order to optimise energy efficiency and maximise solar gain;

(ii) Proposals should be designed to provide a permeable and legible network of routes and spaces through the development, which takes account of public accessibility, links effectively with existing routes and spaces and minimises opportunities for crime, disorder and anti-social behaviour. The public realm should be designed so that it is attractive, overlooked, safe and secure;

(iii) Well-designed and well-defined private, semi-private and public open space should be incorporated for all development, as appropriate to the area. This must include sufficient space for bin and cycle storage in accordance with policies DM2 and DM31.

e) Density

Development should achieve a density in keeping with the existing character and function of the area, although higher densities will be accepted within the city centre, district and local centres and other locations of high accessibility. The density of development must take account of the need to protect and enhance heritage assets and their settings, where these would be affected. The density of residential development should accord with policy DM12.

f) Height, massing, scale and form

Developers should demonstrate that appropriate attention has been given to the height, scale, massing and form of new development including the avoidance of dominant or incongruous extensions and alterations to existing buildings.

g) Design of roads and streets

Streets, routes and spaces should enhance the quality of the environment. The provision of car parking, servicing areas and accesses should not dominate. Roads, pedestrian footways and cycleways

should be constructed from a palette of materials chosen to reflect the special character of the city (including the selection of appropriate street furniture and lighting) to complement the character and appearance of the area and enhance the appearance, safety and usability of the public realm.

h) Materials and details

Proposals for new development (including extensions and alterations to existing buildings) will be required to demonstrate that appropriate consideration has been given to the selection and choice of materials and decorative colour (including hard and soft landscape materials).

3.44 In choosing materials developers should have regard to the prevailing materials of the area. Development will be encouraged to make the maximum practical use of sustainable and reused/recycled materials.

Policy DM9 - Safeguarding Norwich's Heritage

3.45 Policy DM9 establishes that all development must have regard to the historic environment and take account of the contribution heritage assets make to the character of an area and its sense of place (defined by reference to the national and local evidence base relating to heritage, including relevant detailed advice in conservation area appraisals).

3.46 In addition to this, development shall maximise opportunities to preserve, enhance, or better reveal the significance of designated heritage assets and that of any other heritage assets subsequently identified through the development process. It will also promote recognition of the importance of the historic environment through heritage interpretation measures.

Where proposals which involve the unavoidable loss of any designated or locally identified heritage asset are accepted exceptionally under this policy, a legally binding commitment from the developer must be made to implement a viable scheme before any works affecting the asset are carried out.

3.47 Locally identified heritage assets

Where locally identified heritage assets are affected by development proposals, their significance should be retained within development wherever reasonably practicable. Development resulting in harm to or loss of significance of a locally identified asset will only be acceptable where:

a) there are demonstrable and overriding benefits associated with the development; and

b) it can be demonstrated that there would be no reasonably practicable or viable means of retaining the asset within a development.

In the defined areas of archaeological interest, development that will disturb remains below ground will only be permitted where it can be demonstrated through an assessment that:

a) there is little likelihood of remains being found and monitoring of works will take place during construction; or

b) remains which should be preserved in situ can be protected and preserved during construction and significant artefacts are displayed as part of the development; or

c) remains that would not justify preservation in situ will be removed and displayed in an appropriate location and context.

3.48 Other heritage assets

Consideration will be given to the protection of heritage assets which have not been previously identified or designated but which are subsequently identified through the process of decision making, or during development. Any such heritage assets, including artefacts, building elements or historical associations which would increase the significance of sites and/or adjoining or containing buildings, will be assessed for their potential local heritage significance before development proceeds.

Where heritage assets newly identified through this process are demonstrated by evidence and independent assessment to have more than local (i.e. national or international) significance, there will be a presumption in favour of their retention, protection and enhancement.

Where heritage assets newly identified through this process are demonstrated to have local significance, development proposals affecting them will be determined in accordance with the criteria for existing locally identified heritage assets as set out in this policy. Any assessment of local significance should be made in accordance with the criteria set out in Appendix 7 of this plan.

3.49 Historic environment record

Development proposals affecting designated and locally identified heritage assets will be expected to show that the significance of these assets has been adequately assessed and taken into account by reference to the Historic Environment Record and the relevant local evidence base.

Where a heritage asset is lost or its significance harmed the asset must be recorded and placed on the Historic Environment Record.

Historic Environment Good Practice Advice in Planning

3.50 To support the national policies, four separate Good Practice Advice in Planning Notes (GPA's) have been published by Historic England. The GPAs relevant to this report, GPA1 - GPA3, are summarised below.

GPA 1: The Historic Environment in Local Plans [March 2015]

3.51 This advice note focuses on the importance of identifying heritage policies within Local Plans. The advice stresses the importance of formulating Local Plans that are based on up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area, including the historic environment, as set out by the NPPF.

3.52 The document provides advice on how information about the local historic environment can be gathered, emphasising the importance of not only setting out known sites, but in understanding their value (i.e. significance). This evidence should be used to define a positive strategy for the historic environment and the formulation of a plan for the maintenance and use of heritage assets and for the delivery of development including within their setting that will afford appropriate protection for the asset (s) and make a positive contribution to local character and distinctiveness.

3.53 The document gives advice on how the heritage policies within Local Plans should identify areas that are inappropriate for development as well as defining specific Development.

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GPA 2: Managing Significance in Decision-Taking in the Historic Environment [March 2015]

3.54 This document provides advice on numerous ways in which decision-taking in the historic environment could be undertaken, emphasising that the first step for all applicants is to understand the significance of any affected heritage asset and the contribution of its setting to its significance. In line with the NPPF and PPG, the document states that early engagement and expert advice in considering and assessing the significance of heritage assets is encouraged. The advice suggests a structured staged approach to the assembly and analysis of relevant information and is as follows:

- Understand the significance of the affected assets;
- Understand the impact of the proposal on that significance;
- Avoid, minimise and mitigate impact in a way that meets the objectives of the NPPF;
- Look for opportunities to better reveal or enhance significance;
- Justify any harmful impacts in terms of the sustainable development objective of conserving significance and the need for change;
- Offset negative impacts on aspects of significance by enhancing others through recording, disseminating and archiving archaeological and historical interest of the important elements of the heritage assets affected.

3.55 The advice reiterates that heritage assets may be affected by direct physical change or by change in their setting. Assessment of the nature, extent and importance of the significance of a heritage asset and the contribution of its setting at an early stage can assist the planning process in informed decision-taking.

3.56 The document sets out the recommended steps for assessing significance and the impact of development proposals upon it, including examining the asset and its setting and analysing local policies and information sources. In assessing the impact of a development proposal on the significance of a heritage asset the document emphasises that the cumulative impact of incremental small-scale changes may have as great an effect on the significance of a heritage asset as a larger scale change. Crucially, the nature and importance of the significance that is affected will dictate the

proportionate response to assessing that change, its justification, mitigation and any recording which may be necessary.

GPA 3: The Setting of Heritage Assets (2nd Edition) [December 2017]

3.57 This advice note focuses on the management of change within the setting of heritage assets. It replaces The Setting of Heritage Assets: Historic Environment Good Practice Advice in Planning Note 3 – 1st edition, (2015) and Seeing the History in the View: A Method for assessing Heritage Significance within Views (English Heritage, 2011).

3.58 The advice in this document, in accordance with the NPPF, emphasises that the information required in support of applications for planning permission and listed building consent should be no more than is necessary to reach an informed decision, and that activities to conserve or invest need to be proportionate to the significance of the heritage assets affected and the impact on the significance of those heritage assets. At the same time those taking decisions need enough information to understand the issues.

3.59 This note gives assistance concerning the assessment of the setting of heritage assets and the statutory obligation on decision-makers to have special regard to the desirability of preserving listed buildings and their settings; and that settings can contribute to the significance of a heritage asset.

3.60 This note gives general advice on understanding setting and how it may contribute to the significance of heritage assets. It also provides a staged approach to taking decisions on the level of the contribution which setting and related views make to the significance of heritage assets. It suggests that, at the pre-application or scoping stage, the local authority, having due regard to the need for proportionality:

- indicates whether it considers a proposed development has the potential to affect the setting of (a) particular heritage asset(s), or
- specifies an 'area of search' around the proposed development within which it is reasonable to consider setting effects, or
- advises the applicant to consider approaches such as a 'Zone of Visual Influence' or 'Zone of Theoretical Visibility' in relation to the proposed development in order to better identify heritage

assets and settings that may be affected.

3.61 Particularly for developments that are not likely to be prominent or intrusive, the assessment of effects on setting may often be limited to the immediate surroundings, while taking account of the possibility that setting may change as a result of the removal of impermanent landscape or townscape features, such as hoardings or planting.

3.62 This should be followed by an analysis to assess whether the setting of an affected heritage asset makes a contribution to its significance and the extent and/or nature of that contribution; both setting, and views which form part of the way a setting is experienced, may be assessed additionally for the degree to which they allow significance to be appreciated.

3.63 The next stage is to identify the effects a development may have on setting(s) and to evaluate the resultant degree of harm or benefit to the significance of the heritage asset(s).

3.64 At the proposal stage, ways to maximise enhancement and avoid or minimise harm should be considered. Enhancement (see NPPF, paragraph 137) may be achieved by actions including:

- removing or re-modelling an intrusive building or feature
- replacement of a detrimental feature by a new and more harmonious one
- restoring or revealing a lost historic feature or view
- introducing a wholly new feature that adds to the public appreciation of the asset
- introducing new views (including glimpses or better framed views) that add to the public experience of the asset, or
- improving public access to, or interpretation of, the asset including its setting.

Historic England Advice Notes

3.65 In addition to the above documentation, Historic England has published 16 Heritage Advice Notes (HEANs). These provide detailed practical advice on how national policy and guidance is implemented. Advice notes relevant to this HTVIA are summarised below.

HEAN1: Understanding Place: Conservation Area Designation, Appraisal and Management (February 2016)

3.66 This document forms revised guidance which sets out the ways to manage change in order to ensure that historic areas are conserved. In particular information is provided relating to conservation area designation, appraisal and management. Whilst this document emphasises that 'activities to conserve or invest need to be proportionate to the significance of the heritage assets affected,' it reiterates that the work carried out needs to provide sufficient information in order to understand the issues outlined in Paragraph 197 of the NPPF, relating to the assessment of any heritage assets that may be affected by proposals.

3.67 There are different types of special architectural and historic interest that contribute to a Conservation Area's significance. These include:

- Areas with a high number of nationally designated heritage assets and a variety of architectural styles and historic associations;
- those linked to a particular industry or individual with a particular local interest;
- where an earlier, historically significant, layout is visible in the modern street pattern;
- where a particular style of architecture or traditional building materials predominate; and,
- areas designated on account of the quality of the public realm or a spatial element, such as a design form or settlement pattern, green spaces which are an essential component of a wider historic area, and historic parks and gardens and other designed landscapes, including those included on the Historic England Register of parks and gardens of special historic interest.

3.68 Change is inevitable, however, this document provides guidance in respect of managing change in a way that conserves and enhances areas, through identifying potential within a conservation area. This can be achieved through historic characterisation studies, production of neighbourhood plans, confirmation of special interest and setting out of recommendations. NPPF Paragraph 191 states that 'when considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest,' this document

3 | Relevant Planning Legislation, Policy & Guidance

reiterates that this needs to be considered throughout this process.

3.69 Section 71 of the Planning (Listed Buildings and Conservation Area) Act 1990 places on LPAs the duty to produce proposals for the preservation and enhancement of Conservation Areas. This document provides guidance for the production of management plans, which can ‘channel development pressure to conserve the special quality of the conservation area’. These plans may provide polices on the protection of views, criteria for demolition, alterations and extensions, urban design strategy and development opportunities. Furthermore, it includes information relating to Article 4 Directions, which give the LPA the power to limit permitted development rights where it is deemed necessary to protect local amenity or the well-being of an area.

HEAN2: Making Changes to Heritage Assets (February 2016)

3.70 The purpose of this document is to provide information in respect of the repair, restoration and alterations to heritage assets. It promotes guidance for both LPAs, consultants, owners, applicants and other interested parties in order to promote well-informed and collaborative conservation.

3.71 The best way to conserve a building is to keep it in use, or to find an appropriate new use. This document states that ‘an unreasonable, inflexible approach will prevent action that could give a building new life...A reasonable proportionate approach to owners’ needs is therefore essential’.

3.72 Whilst this is the case, the limits imposed by the significance of individual elements are an important consideration, especially when considering an asset’s compatibility with Building Regulations and the Equality Act. As such, it is good practice for LPAs to consider imaginative ways of avoiding such conflict.

3.73 This document provides information relating to proposed change to a heritage asset, which are characterised as:

- Repair;
- restoration;
- addition and alteration, either singly or in combination; and,
- works for research alone.

HEAN3: The Historic Environment and Site Allocations in Local Plans (October 2015)

3.74 The identification of potential sites for development within a Local Plan is an important step in establishing where change and growth will happen across local authority areas, as well as the type of development and when it should occur. This document is intended to offer advice to all those involved in the process, to help ensure that the historic environment plays a positive role in allocating sites for development. It offers advice on evidence gathering and site allocation policies, as well as setting out in detail a number of steps to make sure that heritage considerations are fully integrated in any site selection methodology.

HEAN4: Tall Buildings (2nd edn, March 2022)

3.75 The first edition of this document (published December 2015) updated and superseded ‘Guidance on Tall Buildings’ (2007) previously published by English Heritage and CABE. The 2007 guidance provided an explanation as to the approaches that the two organisations take when evaluating development proposals for tall buildings. The second edition of HEAN4 (which supersedes the first edition) was published in March 2022, and provides advice on planning for tall buildings within the historic environment in light of changes to national policy and recent experience of planning for tall buildings in the historic environment.

3.76 Due to their size and widespread visibility, tall buildings can significantly affect the character, appearance and identity of towns and cities. When positioned within the right locations and designed to a high standard, they can provide excellent examples of architecture and make a positive contribution to the townscape and urban life of an area. Tall buildings which are situated within the wrong area and/or are not well-designed, however, can harm the valuable qualities of a place. HEAN 4 is clear that, design quality of a proposed tall building notwithstanding, not all locations are suitable for tall buildings, and notes that in some places, local character is so distinctive and the level of significance of heritage assets so great that tall buildings will be too harmful.

3.77 Historic England notes that the definition of a ‘tall building’ is informed by the surrounding townscape. For example, a five-storey structure within neighbourhood of two-storey buildings is thought of

as a tall building by comparison, whereas the same building proposed within the built-up city centre may not. In general, definitions of tall buildings should be informed by local character.

3.78 As previously discussed, heritage assets are ‘an irreplaceable resource’ (NPPF Para 189). Furthermore, NPPF Paragraph 199 makes clear that ‘great weight’ is attached to the conservation of designated heritage assets, including their settings and, furthermore, the design policies found in Paragraphs 126-136 reference the importance of good design which responds to local character and history, as well as the importance of integrating new buildings into the historic environment.

3.79 This document endorses the plan-led approach included within the NPPF, which encourages LPAs to identify locations where tall buildings could be acceptable and generally consider the scope for tall buildings (both in terms of maximum height and location) when producing Local Plans. This document outlines the advantages of including tall building policies within Local Plans, for example the setting of clear development parameters, which can mitigate risk of harm to the historic environment.

3.80 On page 8, HEAN 4 sets out the factors that need to be considered to determine the impacts a tall building could have upon the historic environment. They are as follows:

- Quality of places
- Heritage
- Visual
- Functional
- Environmental
- Cumulative

3.81 In terms of planning applications, this advice note advocates discussing proposals with the LPA and Historic England at an early stage, in correspondence with NPPF Paragraphs 194-198.

3.82 HEAN 4 emphasises the crucial importance of understanding the character of the place and significance of any heritage assets at the earliest possible stage of developing a tall building proposal. It also provides guidance on:

- The pre-application stage
 - The Design Stage
 - Visualisations
 - Identifying Viewpoints
 - Eliminating or reducing harm through mitigation measures
 - Planning applications and supporting information
- 3.83 The importance of high-quality design, which responds and contributes positively to local character and distinctiveness, is emphasised. A high-quality development will have a positive relationship with:
- Topography;
 - Unique character of place;
 - Heritage assets and their settings;
 - Height and scale of development (immediate, intermediate and town-or-city-wide);
 - Urban grain and streetscape;
 - Skyline and existing prominent or tall buildings of importance or merit;
 - Green and blue spaces; and
 - Important views

HEAN7: Local Heritage Listing (May 2016)

3.84 This document supports LPAs and local communities to introduce, or make changes to, a Local List in their area. This is achieved through preparation of selection criteria, thereby encouraging a more consistent approach to the identification and management of non-designated heritage assets across England. A Local List can celebrate the breadth of the historic environment of a local area by encompassing the full range of heritage assets that make up the historic environment and ensure the proper validation and recording of such heritage assets. In addition, a Local List provides a consistent and accountable way of identifying non-designated heritage assets, to the benefit of owners and developers who need to understand local development opportunities and constraints.

Section 4

Baseline Conditions.

4 | Baseline Conditions: Historic Development of the Site and Surroundings

Historical Evolution of the Norwich

Origins

- 4.1 The Site forms part of the Anglo-Saxon settlement which was once known as 'North Wic', 'wic' referring to its role as an inland port during this period. The name 'Norwich' first appeared on a coin minted in the early tenth century.
- 4.2 The town's positioning next to the Wensum and Yare rivers played a significant role in its development, allowing trade to flourish. As a result, Norwich was an established town with a weekly market by the tenth century. The first marketplace was in Tombland. During the tenth century, rapid growth occurred, and the southern bank of the River Wensum was developed.

- 4.3 At the time of the Norman Conquest in 1066, Norwich was one of the largest towns in England, with an estimated population of 5000. After the invasion, Norwich Castle was established around 1094 on a man-made hill following the demolition of 98 houses, streets and churches. The market was relocated from Tombland to the Mancroft area, where it could be monitored from the castle. The new Norman settlement, on the southern bank of the river Wensum, was known as the French Borough. Norwich Cathedral (or the Cathedral of the Holy and Undivided Trinity) was also built after the Norman Conquest; it was established in 1096 by Herbert de Losinga; with major building works during the fifteenth and restoration during the nineteenth centuries.

- 4.4 The Church of St Giles, another major Norwich landmark, was already in existence at the time of the Norman Conquest, and is mentioned in the Domesday Book (1086). The present building dates from the fifteenth century, however. The same is true of the Church of St Peter Mancroft: the foundations were built by Ralph de Guader, Earl of Norfolk, in 1075, but the building itself (as it is today), was built over a 25-year period, completed 1455. Both of these churches are located on the southern banks of the River Wensum, south of the Site.
- 4.5 By the fourteenth century, Norwich Castle was no longer in use as a royal residence, and had become the county gaol. The city walls were constructed during the fourteenth centuries (completed c. 1343)

and were used for both self-protection and controlling the flow of goods and people entering Norwich. They came to symbolize the power and status of the city. The walls, built of flint and rubble, were maintained until the late eighteenth century.

Eighteenth Century

- 4.6 Norwich continued to expand within the city walls throughout the eighteenth century with building construction focused along the primary roads through the city with open fields to the rear. A cattle market was established in front of the castle in 1738, remaining at this location until the 1960s. Whilst the castle remained as the central focal point, Norwich merchants requested for the city to be opened up to encourage increased trade. As a result, a number of the gateways were demolished in 1793 and 1794.

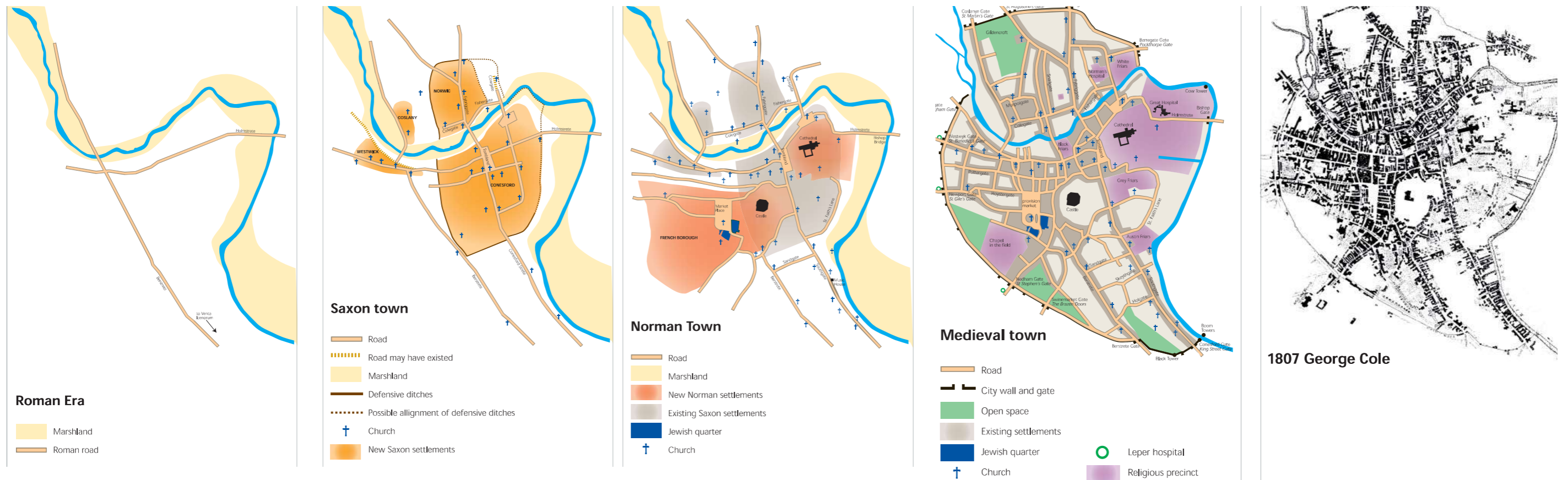


Figure 4.1 Illustrative map diagrams showing the sequence of Norwich's development from the Roman Era through to the beginning of the nineteenth century. During the medieval period, Norwich became properly fortified through defensive walls. Source: Norwich City Council - City Centre Conservation Area Appraisal (September 2007)

4 | Baseline Conditions: Historic Development of the Site and Surroundings

Nineteenth Century

- 4.7 The last remaining gateway into the city, situated on Magdalen Street, was demolished in 1808. By this time, Norwich's population had risen to over 36,000, and the city was beginning to expand into the agricultural land beyond the boundaries of the former city walls. Norwich's rapid population growth led to overcrowding and unhygienic living conditions within the city centre, in part due to the subdivision and extension of the city's courtyard houses. To combat these unsanitary conditions, an 1806 Act of Parliament gave Norwich the power to form the Improvement Commissioners, a body to pave, clean, and light the streets. Planned developments of higher-quality housing, for example on Sussex Street, also began to be constructed for the middle classes near the former city walls.
- 4.8 The coming of the railway in 1844, with links to London from 1849, did not have a significant impact on the layout of the city centre as all the three train stations were built outside the city walls. In order to provide a good road link to Thorpe Station and improve east-west links, Prince of Wales Road was constructed. Further road widening and straightening was undertaken to accommodate trams later in the century. The largest influence on the morphology of the city centre at this time was the development of large industrial complexes of mills, breweries and factories, many of them close to the river.
- 4.9 Various trading industries, including leatherworking, brewing, and engineering came to be established in the northern part of the city, the buildings associated with these industries replacing many wool and silk weaving houses. Though Norwich was no longer the country's textile centre, having been replaced by West Yorkshire, diversification occurred, and more specialist goods, such as silks and crapes (crape being a crimped silk fabric associated with mourning wear) were still being manufactured in the city, including on the Site. In the late nineteenth century, a large plot to the north of Botolph Street (where Anglia Square stands today) was occupied by a Crape Manufactory, whilst in 1903 a cloth factory of some architectural merit (by A.F.Scott) stood on Botolph Street (figure 4.4).
- 4.10 Despite efforts by several architects, namely Sir John Soane (1783-93) and William Wilkins (1822-c.27), to redesign the county gaol within Norwich Castle, the

building was considered to be inadequate for this purpose, with the gaol finally moving to Mousehold Heath, northeast of the city, in 1886. Under the supervision of the prominent Norwich architect, Edward Boardman, the Castle was subsequently converted into a museum, which opened in 1894.

Twentieth Century

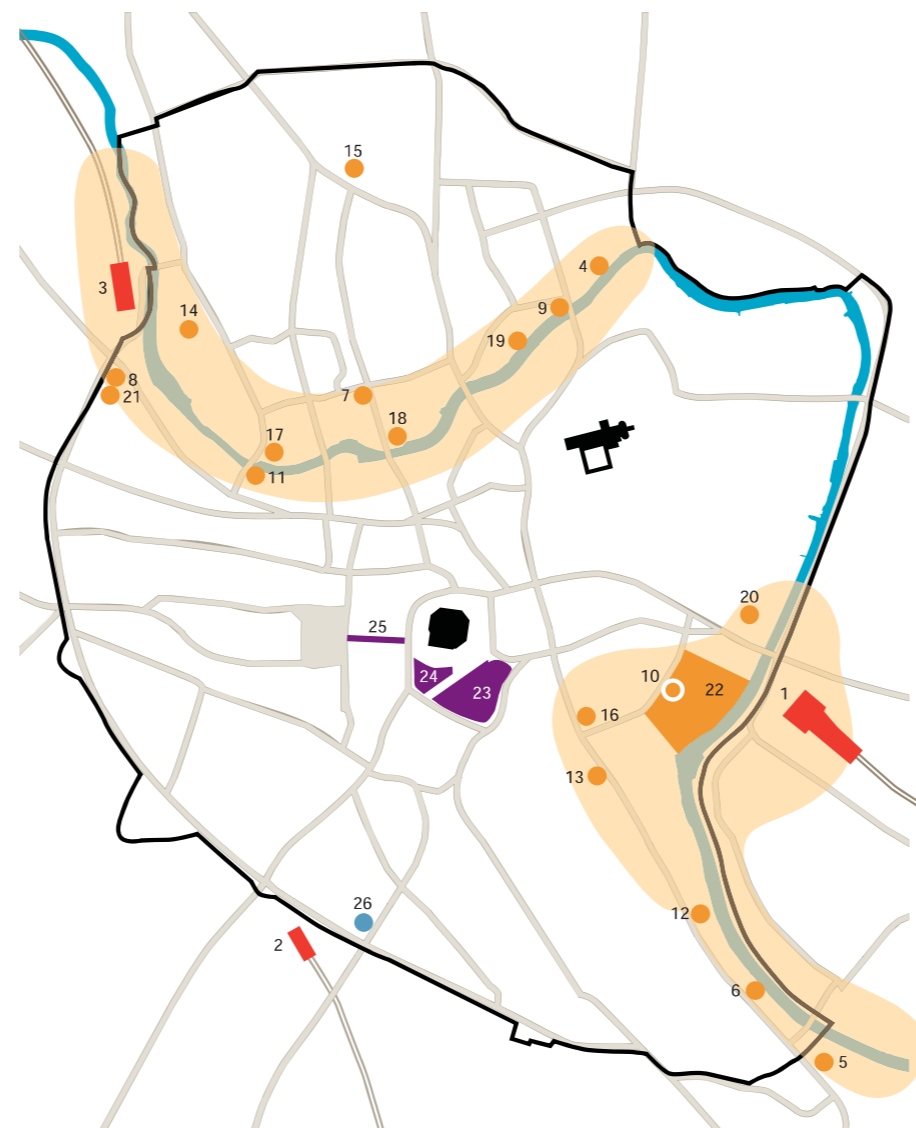
- 4.11 By 1901, the population had risen to over 100,000 and overcrowding within the city had not been resolved, particularly along Magdalen Street. The

layout of the historic core of Norwich remained largely unchanged until the mid-twentieth century which included Magdalen Street, St Augustine Street and Botolph Street. This was due to the ongoing industrial development of the area which was heavily occupied by large warehouse buildings and dense residential areas.

- 4.12 Numerous public buildings were also constructed during this period which included the 1930s City Hall and Police station buildings which replaced some nineteenth century buildings and occupied the land

where Mancroft Market was once held which had been relocated in front of the City Hall.

- 4.13 Norwich suffered heavy bomb damage during World War II; the city was targeted at least 679 times. Norwich underwent a period of postwar reconstruction which included predominantly large areas of housing and the sixteen storey Winchester Tower located to the southwest of the centre.



Nineteenth century uses

Railway stations

1. Thorpe
2. Victoria
3. City

Industry

4. St. James' Mill
5. Colman's Factory
6. Read Mills (Albion Mills)

Boot & shoe factories

7. Norvic Boot & Shoe Factory
8. Boot & shoe factory
9. Boot & shoe factory
10. Boot & shoe factory

Breweries

11. Bullard (Anchor) Brewery
12. Crown Brewery
13. King Street Old Brewery

Crape manufactories

14. Crape manufactory
15. Crape manufactory

Iron works

16. Boulton & Paul Company (Rose Lane Works)
17. Iron works

Saw mills

18. Saw mill
19. Saw mill

Distilleries & vinegar factories

20. Distillery & vinegar works
21. Vinegar factory

Other industry

22. Timber yard

Shopping & markets

23. Cattle market
24. Horse market
25. Royal Arcade

Others

26. Barracks

Industrial area

Figure 4.2 Illustrative plan of Norwich showing the various land use typologies within the city during the nineteenth century. Approximate Site location outlined
Source: Norwich City Council - City Centre Conservation Area Appraisal (September 2007)

4 | Baseline Conditions: Historic Development of the Site and Surroundings

Overview

- 4.14 The following historic development of the Site and its surroundings has been compiled using an analysis of OS mapping, the Norwich City Centre, Bracondale, and Trowse Millgate Conservation Area Appraisals, primary sources from the Norfolk Record Office, and secondary sources, which are listed in full in Appendix 1.
- 4.15 The Site is located outside of Norwich's historic city limits, south-east of the city centre, on the southern bank of the River Wensum (figure 4.3). Remains of the city walls can be seen on the riverbank immediately to the north. Bracondale, which forms part of the Site's southern boundary, was the main historic route leading out of Norwich to the south.
- 4.16 It is important to note that the Site does not comprise the whole of the historic Carrow Works. The area west of former Carrow Bridge (the Paper Mill Yards development) and much of the land along King Street, including Carrow House, are not part of the Site, and so are not discussed in depth here.

Early History of the Site

- 4.17 From 1146, Carrow Abbey, a Benedictine priory, was built on the southern part of the Site, replacing an earlier religious hospital. At its height, it was a substantial complex, and included a chapter house, dormer range, and cloistera, a plan of Carrow Abbey based on excavations carried out in 1880, gives an impression of the priory's scale; its church 'was nearly 200 feet long and second only to [Norwich] cathedral in terms of its size'.¹ Sections of the Chapter House and dormitory survive, as do the foundations of the church. However, with the exception of the 16th century Prioress's Lodging, nearly all of the Abbey buildings were demolished or fell into ruin in 1536 after the dissolution of the monasteries.
- 4.18 In 1536, Henry VIII granted the land to Sir John Shelton, an uncle of Anne Boleyn by marriage. The Prioress's Lodging remained in use as a house, and became known as Carrow Abbey. The property passed through various hands, until being purchased by the Colman family in 1878.

¹ Bracondale Conservation Area Appraisal, p. 7.

Later History of the Site

Nineteenth Century

- 4.19 In 1850, the land north of Carrow Abbey, along the river Wensum, was purchased by Jeremiah James Colman as the new location for the industrial and manufacturing works of the firm J. and J. Colman, which produced mustard, starch, and laundry blue. This area became known as Carrow Works, and progressively expanded around the Abbey.
- 4.20 The Colman's business had begun in 1804, when Jeremiah Colman (1777-1851) became the owner of a small windmill near Norwich. Ten years later, he purchased Stoke Holy Cross mill on the River Tas, 4 miles south of Norwich, which produced mustard and flour. Jeremiah Colman took his nephew James (1802-1854) into partnership in 1823, and the firm became J. and J. Colman. James' eldest son, Jeremiah James (1830-1898) joined the partnership in 1851, upon his great-uncle's death. Between the 1830s and late 1850s, the company expanded rapidly, growing from a workforce of less than 50 to

about 500 employees. The company's success lay partly in the fact that the Colmans found a way to separate pure mustard flour from the small fragments of brown husk, allowing mustard to retain its yellow colour.

- 4.21 By 1850, the premises at Stoke Mill had been outgrown, so the plot of land that would become Carrow Works was purchased from the Norfolk Railway Company, ideally located near the river and the new railway line. Between 1856 and 1862, the factory was moved from Stoke to Carrow. The earliest buildings were constructed along the river, in the western part of the Site. The 1857 Counting house (block 92) survives, and is listed grade II. There are two additional listed buildings from the last quarter of the nineteenth century, also located in the northwestern part of the Site: Block 60, and Blocks 7, 7a, and 8 (both grade II).



Figure 4.3 Map of Norwich around 1835. The location of Carrow Abbey is outlined in red Lewis' Topographical Dictionary



Figure 4.4 1940 photo of Carrow Priory's South transept wall base, uncovered during the 1880 excavation Source: George Plunkett's Photographs

4 | Baseline Conditions: Historic Development of the Site and Surroundings

4.22 An undated map of Carrow Works, likely from the 1870s, shows the early layout of the factory buildings (figure 4.11). A timber yard was located west of Carrow Bridge and Carrow Hill Road. The majority of the buildings were to the east, and included counting rooms, paper, starch, and laundry blue factories, mills for flour and mustard, and warehouses for new pickings, mustard, and starch. The fact that the Site also contained kilns, cooperage, saw mills, and a carpenter's shop demonstrates that production ranged from the processing of the raw goods to the creation of packaging for the finished products. The plan also shows the network of railway tracks extending throughout the factory complex, which joined up with to the Norfolk Railway Company's line to the west, enabling the efficient transportation of goods off site.

4.23 Though not labelled on the plan, Carrow Works also had an in-house advertising department by the 1870s, which was established as a result of the firm's innovative marketing policies. For example, the distinctive bull's head logo, introduced in 1856, was 'one of the first merchandise marks of its kind'.²

4.24 In 1878, the Colman family purchased Carrow Abbey from the Martineaus. J.J. Colman used the Prioress's House as his library. A lodge and garage, now locally listed, were built in the vicinity of the Prioress's House ca. 1880. In 1880, J.J. Colman also undertook a major excavation of the priory, which revealed the surviving elements of the foundations. Colman's decision to initiate the excavation reflects his role as an active sponsor of historic preservation in Norwich. Notably, he led the subscription campaign to bring Norwich's major historic buildings into public use. As a result, the castle and Blackfriar's Hall had both passed into corporation ownership by 1886.

4.25 The Bracondale Conservation Area Appraisal notes that, by the time the Colmans acquired Carrow Abbey in 1878, the family owned a large proportion of the land in the area. Two large-scale maps depicting Carrow Works in 1880 and 1889 document the Colmans' systematic purchasing of the land around Carrow Works, as well as the rapid development of the area (figures 4.12 - 4.13).

4.26 In the 1880 and 1889 maps, land not owned by the Colman family is outlined in dark pink. Between 1880 and 1889, the Colmans continued to purchase land in the area, such as a plot owned by Mrs Causton, between King Street and Carrow Hill. During this period, the portion of King Street south of the junction

with Carrow Hill Road was straightened), thereby setting Carrow House, the residence of the Colman family (outlined in blue in figure 4.15), back from the road.

4.27 Much of the land in the area owned by the Colman family contained housing and facilities for workers. Within the UK, J. and J. Colman's was exceptional in its provision of social welfare to its employees. The first company school, for the children of workers, was opened in 1857; a purpose-built school opened on Carrow Hill in 1864. The company also provided medical care: a dispensary, staffed by a doctor and nurse, opened in 1874. In addition, the company insisted that all employees 'be insured either through the company's accident, sickness, and provident schemes or through an independent friendly society'.³ Other services included a canteen, and low-cost accommodation for young female workers.

4.28 A comparison of the 1870s, 1880 and 1889 maps also documents the continuing growth of the factory complex in empty spaces along the Wensum river (figures 4.10-4.12).

Twentieth Century

4.29 Between 1899 and 1909, the Prioress's House was significantly extended and remodelled in an Arts and Crafts style by Norwich architect Edward Boardman. A wing on the southeastern side of the building was demolished. Stables Cottage, a group of outbuildings south of the Prioress's House, was also built during this period..

4.30 An undated photograph at Historic England's archives, likely taken around the turn of the century (figure 4.5), shows some of the brick factory buildings rising up along the river Wensum. With the exception of a two-storey house next to Carrow Bridge, the buildings are each about four storeys tall, and compactly placed. The image gives an indication of the large scale of Carrow Works, and the densely built up nature of the factory buildings at this time.

4.31 By the early twentieth century, J. and J. Colman had become one of Britain's 100 largest manufacturing companies. In 1903, the firm had acquired the rival mustard maker Keen Robinson and Co, which also manufactured baby food and barley-based drinks. As a result, J. and J. Colman's production expanded to include these products. The 1914 Who's Who in Business described Carrow Works as one of 'the most completely organised industrial establishments in the United Kingdom', with premises covering 1.1 million



Figure 4.5 Undated photograph of Carrow Works, looking east towards Carrow Bridge
Historic England Architectural Red Box Collection

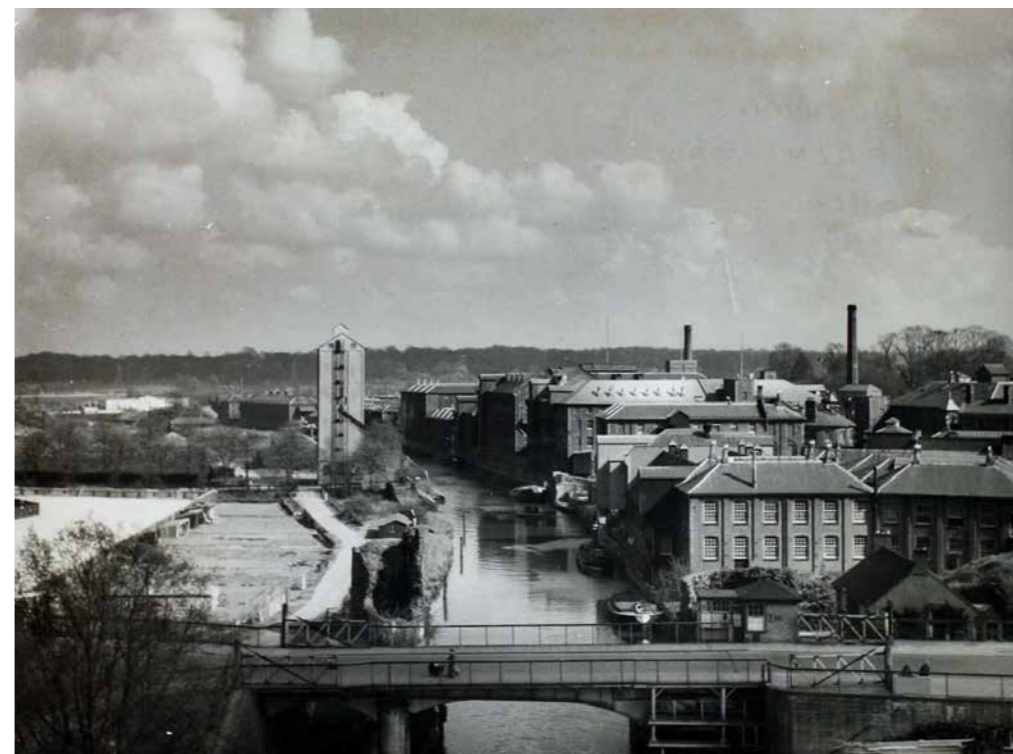


Figure 4.6 View of Carrow Works in the 1930s, looking east, showing the new Carrow Bridge
Historic England Architectural Red Box Collection

² Roy Church, The Colman Family, Oxford Dictionary of National Biography.

³ Ibid.

4 | Baseline Conditions: Historic Development of the Site and Surroundings

4.32 square feet, over 32 acres.¹ The immense success of the company led to the continued expansion of the factory buildings.

4.33 However, because most of the land along the river had been built up, expansion began to take place southwards, along the eastern border of Carrow Abbey. Because the land slopes up in this location, the terrain had to be levelled, resulting in steep slopes to the south of these new buildings. A comparison of the 1886 and 1914 Ordnance Survey maps of the Site (figures 4.18 and 4.19) shows where this expansion was beginning to take place; the newly created slope is highlighted in blue in figure 4.19.

4.34 In 1923, Carrow Bridge was replaced with a larger bascule bridge further west (figure 4.6), and Carrow Road was diverted to reach it.

4.35 By 1926, when the Institution of Mechanical Engineers reported on a visit to Carrow Works, the premises covered about 50 acres of land, and had nearly a mile of frontage on the River Wensum. Over 2300 workers were employed by J. and J. Colman, and mustard, starch, flour, laundry blue, 'patent' barley, 'patent' groats, and 'waverley' oats were the main products produced.² The Institution of Mechanical Engineers' report also notes that the mills had been electrified by this date, and were powered by the factory's own generating station.

4.36 During World War II, several air raid shelters were dug into the slope northwest of Carrow Abbey. The Site also sustained significant bomb damage, which necessitated significant rebuilding.

4.37 Prior to 1956, additional excavations took place to allow more buildings to be constructed on the Site, further diminishing the grounds of Carrow Abbey. The 1956-8 OS Map shows the newly created steep slopes and additional range of buildings north of Carrow Abbey (4.22). This building range was replaced with the Main Production Plant in 1985.

4.38 The land surrounding Carrow Abbey was increasingly built up. In the early 1970s, the canteen and dining hall was built on a float over the priory ruins north of the house. The Technical Centre, west of the house, was also built during this decade.

4.39 The 1970s also saw the removal of the railway tracks throughout the Site, reflecting a shift in the mode of transport for goods from trains to lorries. In the 1980s, a new vehicular access route was created, cutting through the slope west of Carrow Abbey, and joining Bracondale Road at the roundabout.

4.40 East of Carrow Abbey, a group of large-scale distribution buildings was added on former parkland from the 1990s.

4.41 Unilever acquired Carrow Works in 1995. In January 2018, Unilever announced that the plant would close. Production ceased July 24, 2019.

Aerial photo Carrow Works and City Football Grounds looking south-east

4.42 These comparative aerial photos show the significant amount of change to the Site and surrounding area, which has occurred on the Site between 1932 to present. A number of large-plan manufacturing buildings have been developed within the Site, which has changed the quality of the townscape. These include buildings 224, 254 and 217. Another notable change to the Site is the development of the silos (208) which are at a significantly greater height to the buildings both within the Site and the wider vicinity, impacting the skyline and views over the River Wensum.

4.43 The surrounding area has also developed, including through the construction of apartment buildings along the riverfront, directly opposite the Site. These are up to 8 storeys and exceed the heights of the existing factory buildings within the Site. Also of note is the 9 storey block Norfolk County Council Offices to the south of the Site.



Figure 4.7 1932 aerial map. The pre-twentieth century buildings that survive today are highlighted in blue
Source: Britain from Above



Figure 4.8 Existing

¹ From Grace's Guide to British Industrial History, https://www.gracesguide.co.uk/1914_Who's_Who_in_Business:_Company_C

² From *ibid*, https://www.gracesguide.co.uk/1926_Institution_of_Mechanical_Engineers:_Visits_to_Works.

4 | Baseline Conditions: Historic Development of the Site and Surroundings

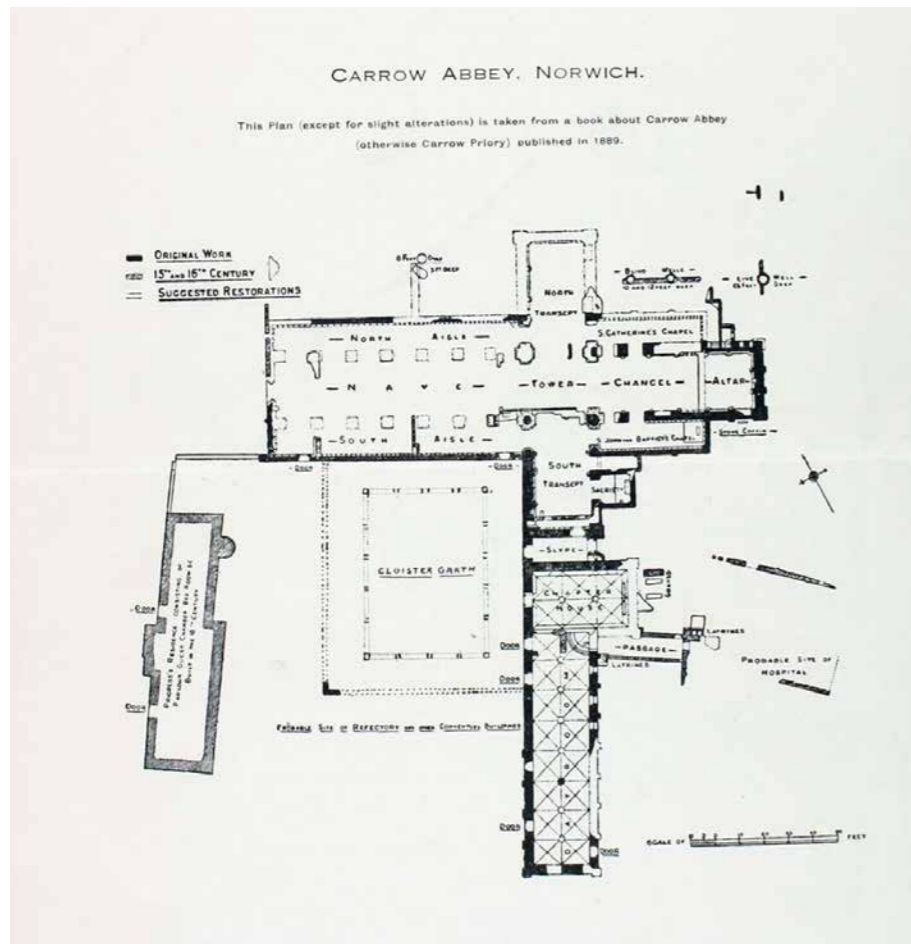


Figure 4.9 Plan of Carrow Abbey based on 1880-1 excavation. The Prioress's Lodging is the standalone building on the lower left
Historic England Architectural Red Box Collection



Figure 4.10 1885 OS Map of Carrow Abbey, scale 1:500
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Figure 4.11 Undated plan of Carrow Works, ca. 1870s
Norfolk Record Office



Figure 4.12 1880 Plan of Carrow Works
Norfolk Record Office

4 | Baseline Conditions: Historic Development of the Site and Surroundings

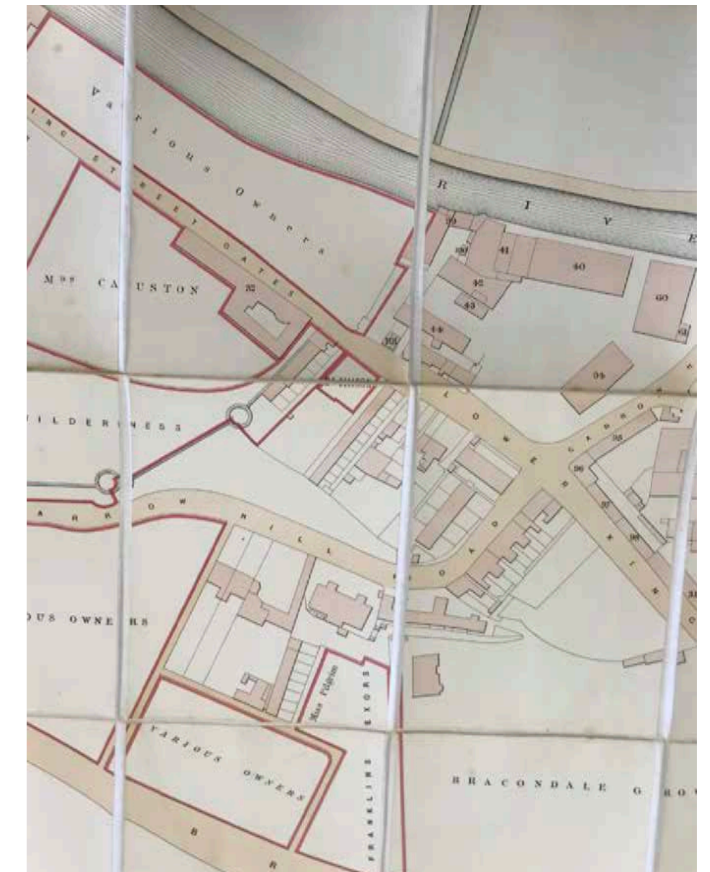


Figure 4.13 Detail of the 1889 Plan of Carrow Works, showing the factory buildings Norfolk Record Office

Figure 4.14 1880 Plan of Carrow Works Norfolk Record Office



Figure 4.15 1889 Plan of Carrow Works Norfolk Record Office



Figure 4.16 Undated, post-1938 Plan of Carrow Works Norfolk Record Office

4 | Baseline Conditions: Historic Development of the Site and Surroundings



Figure 4.17 Detail of undated Block Plan showing the original configuration of the Air Raid Shelters
Norfolk Record Office

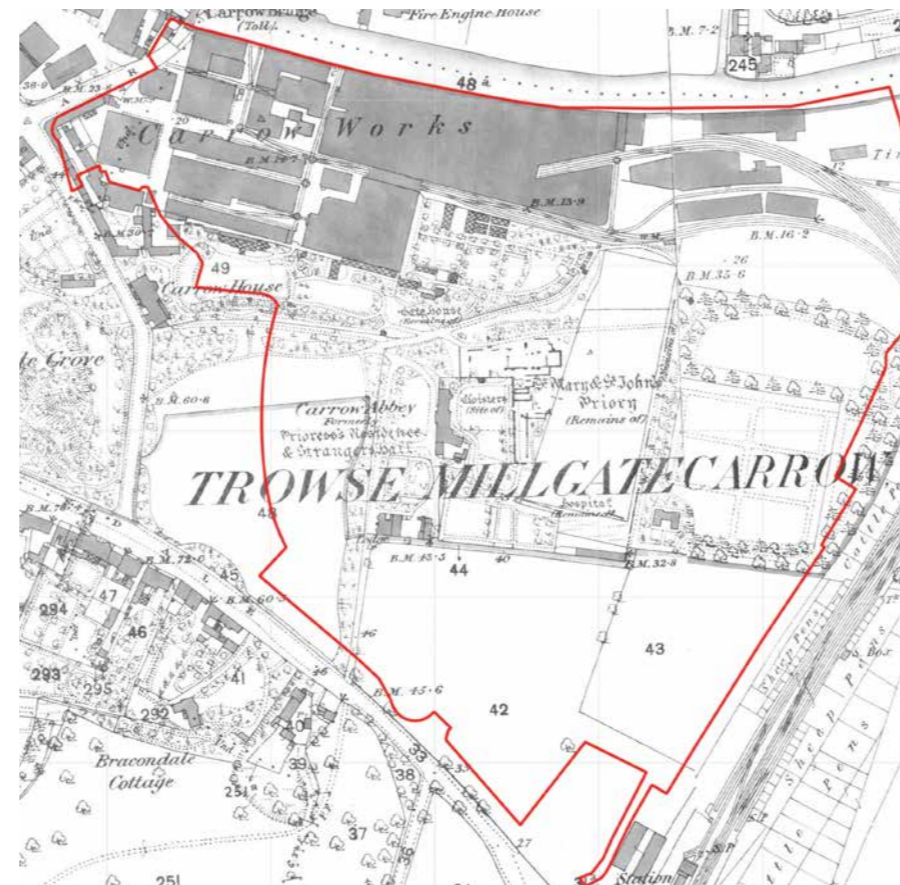


Figure 4.18 1886 OS map extract of the Site, showing Carrow Priory and adjacent land to the east, scale 1:2,500
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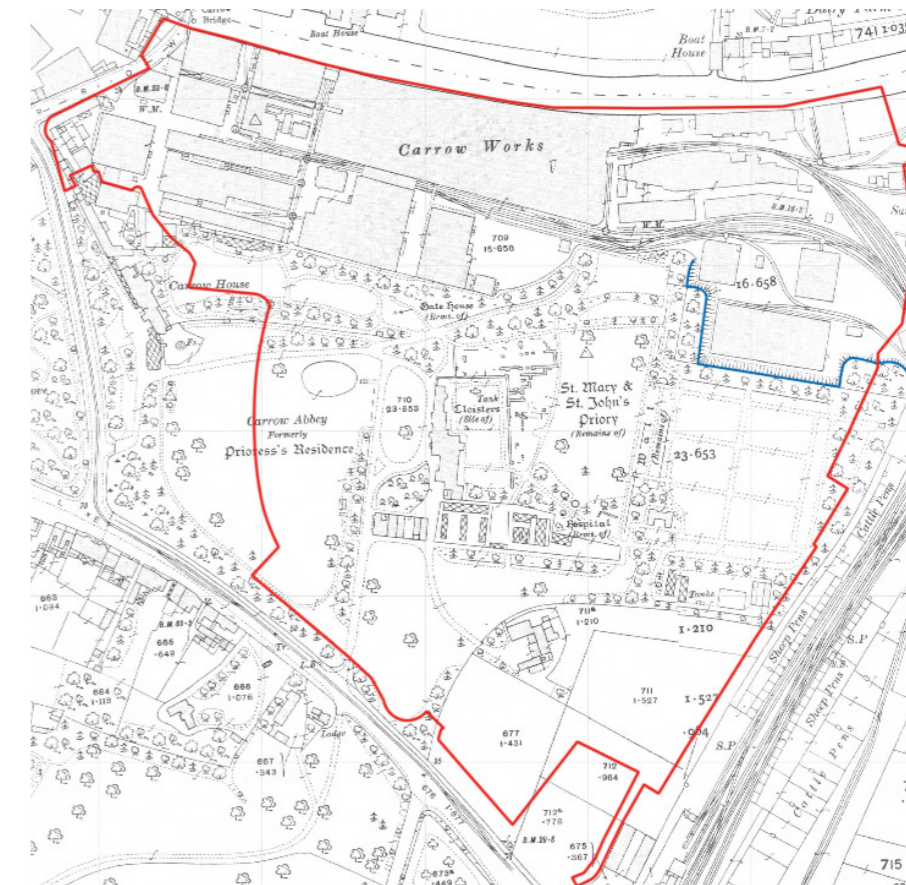


Figure 4.19 1914 OS Map of the Site. The newly created slope is highlighted in blue, scale 1:2,500
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Block 92, Block 5, Blocks 7, 7A, 8A are survivals from this era of the factory's development.

The extent of the railway network and system of wagon turntables is clearly shown

The cattle and sheep pens within the site boundary adjacent to the railway line are connected to the thriving trade in livestock in Norwich rather than Colman's of Norwich.

To the west of the Site, King Street is shown running adjacent to Carrow House, prior to its re-alignment, which was completed 1889.

To the south west of the Site is eighteenth and nineteenth century development along Bracondale.

To the north side of the River Wensum there is very little development.

Extension works to former Prioress's Lodging (1899-1900).

Glasshouses have been erected to the south / south west of the Priory buildings and the field to the east side has been landscaped with trees, shrubs and perimeter pathways.

The outbuildings to the orchard / kitchen garden to the north of the Prioress's Lodging have been redeveloped as a new factory building.

Little change elsewhere within the factory complex although Blocks 8 and 8A have been slightly reconfigured

To the west of the main drive into the Priory grounds and south of the lane connecting Carrow House with the Priory, an oval shaped enclosure has been developed, probably used for pasture.

To the west of the Site the setting of Carrow House has been significantly altered by the realignment of King Street to accommodate the new tram system which terminates in Bracondale. A landscaped buffer of trees now separates Carrow House from King Street.

The expansion of the factory site with the mustard seed drier and storage complex is now shown. This encroached onto the priory grounds. Removal of earth to create a level platform.

Stable and Cottages constructed to the south of the Priory. To the south of Carrow House a sunken garden has been created with a fountain at the centre.

4 | Baseline Conditions: Historic Development of the Site and Surroundings

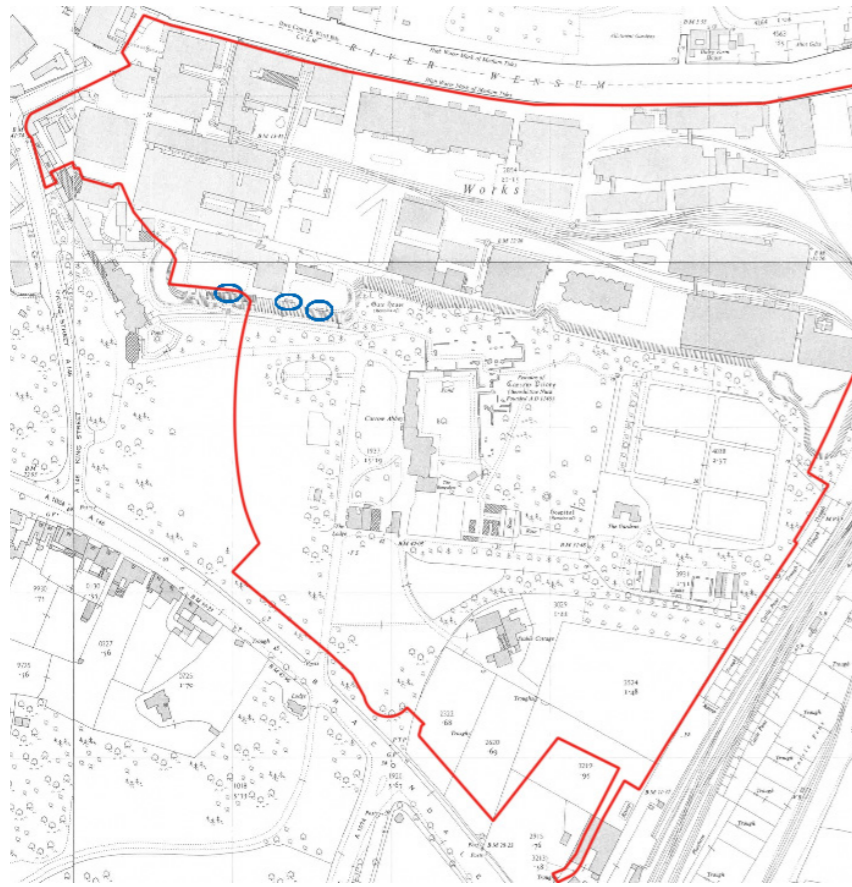


Figure 4.22 1956-7 OS Map of the Site, scale 1:2,500
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The mustard seed store (39) has been extended eastwards

Significant bomb damage during the Second World War- Blocks 201 and 204 have been demolished and rebuilt and there is a new storage silo north east of the ruined Priory.

The garden of Carrow House was excavated and shown to have a steep bank further south to create air raid shelters (1939)

The kitchen garden to the east of the Priory gardens remains largely intact.

To the north east of the Priory Blocks 39F (Mint Plant) and 202 (Culinary Unit) have been constructed, within the former timber yard.

The tram system has now been completely removed from Bracondale and King Street.

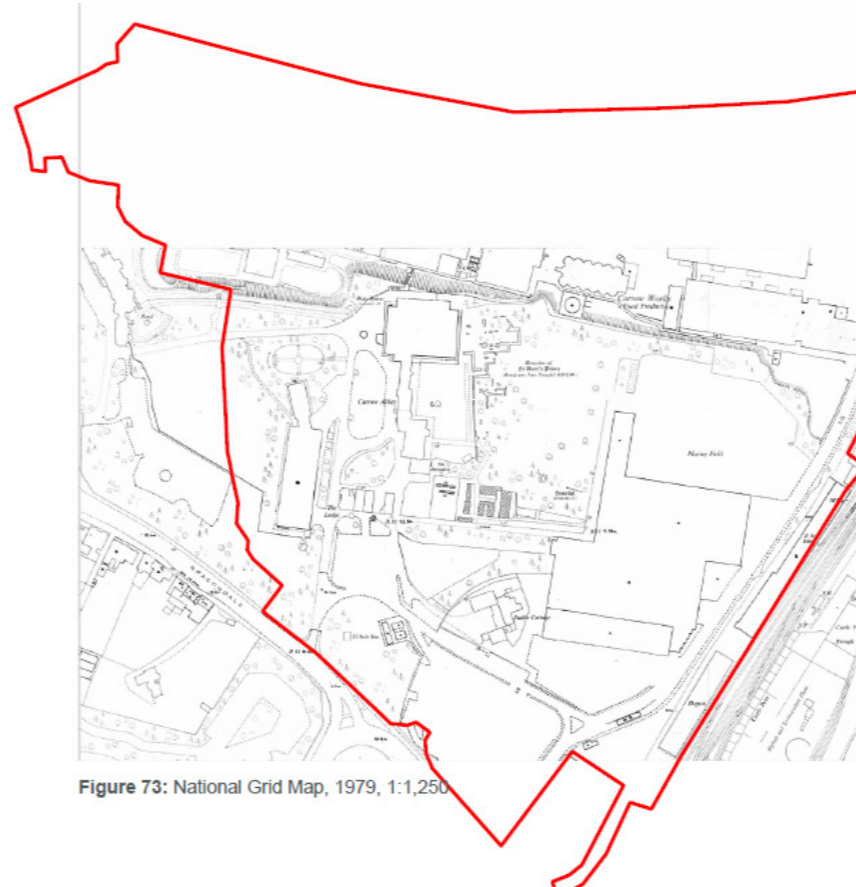


Figure 73: National Grid Map, 1979, 1:1,250

Figure 4.20 1979 OS Map of the Site, scale 1:2,500
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The network of railway sidings within the factory works site had been removed and a new access road for articulated lorries has been constructed to the east. This also includes a new car park south of the Priory precinct.

Blocks 213 (Technical Centre) constructed to the west of Carrow Abbey

Dining room developed, adjoining to the north of Carrow Abbey is another large new building for the employees of Reckitt & Colman.

The glasshouses and outbuildings associated with the large kitchen garden have been demolished to accommodate a very large distribution shed (Block 224)

Block 218 as been erected to the south of the Mustard Seed Drier (Block 35).



Figure 74: National Grid Map, 1986, 1:1,250

Figure 4.21 1986 OS Map of the Site, scale 1:2,500
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Major groundworks were undertaken in order to create a new access from the main road at Bracondale.

The car park to the west of the Stable cottages has been enlarged and rationalised and a new roadway has been laid out along the western boundary of the Site.

North west of the new entrance a new electricity sub-station has been installed.

Access between the grounds of Carrow House and Carrow Priory is maintained by a small footbridge over the new roadway.

The remains of the medieval gatehouse have been removed.

The large distribution shed on the site of the former kitchen garden (Block 224) has been considerably enlarged on the site of the playing field

Section 5

Identification of Receptors.

5 | Identification of Receptors: Site Description and Significance

Site Description

- 5.1 Carrow Works is owned by Unilever UK Ltd & Britvic Soft Drinks Ltd. In 2018, Britvic and Unilever announced that they would vacate the Carrow Works site the following year, and shift production to Germany and Staffordshire. In response to this announcement, Norwich City Council commissioned a study to explore both the opportunities for the Site's redevelopment, and the wider potential for regeneration in East Norwich.
- 5.2 The Site is located on the southern bank of the river Wensum, southeast of Norwich city centre, and comprises approximately 16.9 ha of land. South of the river, the Site slopes gradually upwards. In the mid-twentieth century, parts of the Site were levelled to allow additional factory buildings to be erected. As a result, a steep slope runs horizontally (east to west) across the Site, north of Carrow Abbey. Additional land was excavated in the early 1980s to create a sunken road, enabling heavy vehicles to make deliveries to the concentrated soft drinks plant. The eastern boundary of the Site is formed by railway tracks, which run approximately north-south. Further east is an alluvial plain, formed by the confluence of the rivers Yare and Wensum, which widens to form the westernmost branch of the Norfolk Broads.
- 5.3 Historically, the Carrow Works complex included the strip of land along King Street, which formed part of the Carrow Abbey complex and is the location of Carrow House. However, the majority of this land is now owned by Norwich City Council, and does not form part of the Site. Further west of the Site, beyond King Street, the land rises abruptly, and forms the wooded ridge of Carrow/Richmond Hill. The main road entrance to the Site is on the south-west boundary, at the roundabout on Bracondale Road.
- 5.4 The Site has a rich and complex history, and includes several designated and non-designated heritage assets. The remains of Carrow Priory, founded 1146, are a Scheduled Monument, and the 16th century Prioress's Lodging (also referred to as Carrow Abbey) is listed grade I. Within the Priory grounds, the Lodge, Garage, and Gardener's Cottage (built 1880), and Stable Cottages (c. 1909) are locally listed.

- 5.5 Two historic factory buildings in the northwestern part of the Site are listed grade II: the Counting House, also referred to as Block 92 (built 1857, enlarged 1874 and 78); and Blocks 7, 7a, 8, and the attached metal canopy (last quarter of C19, with some early C20 alterations).
- 5.6 The western half of the Site, including the oldest factory buildings and most of the former Abbey complex, was added to the Bracondale Conservation Area in 1992.



Figure 5.1 South of the Site, looking toward Priory and The Lodge & Garage / Gardener's Cottage



Figure 5.4 Landscape around Priory building and building 254



Figure 5.2 Entrance to the Site via Bracondale



Figure 5.5 'Street' between industrial buildings to the north of the Site



Figure 5.3 North of the Site, looking toward buildings 207 and 201



Figure 5.6 Steep dip in landscape, dividing priory and industrial uses

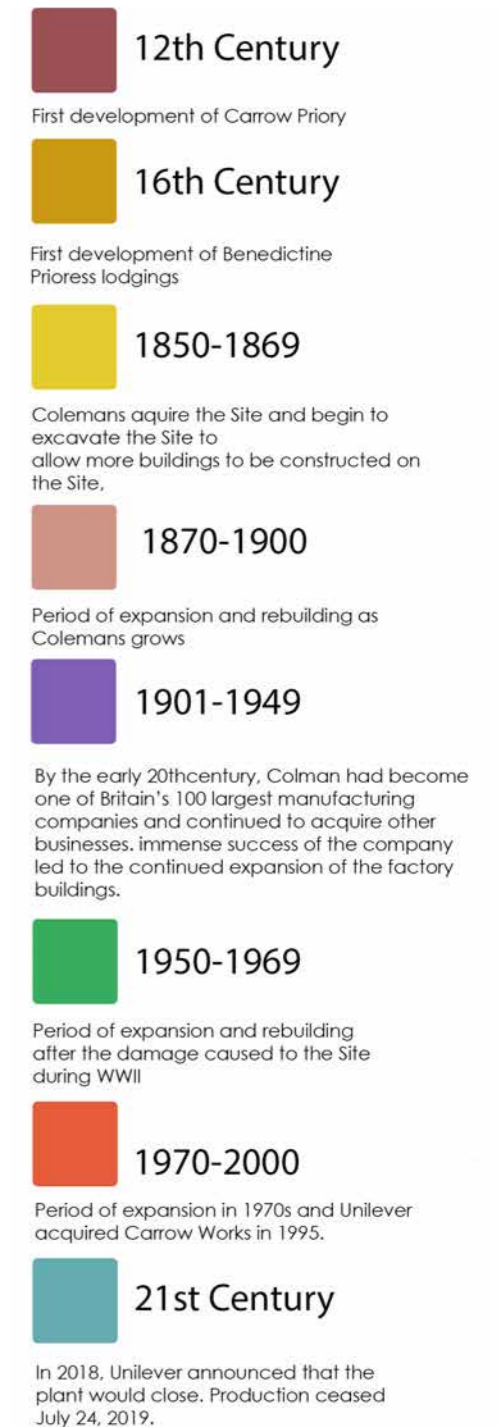
5 | Identification of Receptors: Site Description and Significance

Phasing of Existing Buildings

- 5.7 The diagram shows how the existing buildings within the Carrow Works Site have developed over time.
- 5.8 The area around the Benedictine nunnery, Carrow Abbey, founded in 1146 is located at the centre of the Site and forms the oldest part of this Site. It has developed outwards from here. Part of the remains of the 12th century priory are exposed and others remain covered, however, the rooms mostly date to the early 16th century, the late 19th century (wing to the right) and 20th century (dining hall to the left). No other buildings of structures appear to survive from the same period.
- 5.9 There was another wave of development during the 19th century which coincides with Jeremiah Colman's purchase of the Carrow Works site in 1850, where he then based his flour and mustard making business after leaving Stoke Holy Cross. The earliest part of this factory complex was built in 1856. These large-plan buildings were mostly located along the river front and some still remain, particularly to the north west of the Site. This development also included the construction of The Lodge & Garage / Gardener's Cottage in 1880 and glass houses and Summerhouse, the remains of which are located to the south east of the Abbey. Many of the 19th century building within Carrow Works were severely damaged by air raids during the war and their reconstruction gave an opportunity for fresh thinking and re-planning the layout.
- 5.10 Seen in the broad context of the timeline of development on the Site, a large proportion of buildings which still exist today are from the 20th century, at which time Colman's began to acquire other companies and, in 1938, joined forces with Reckitt & Sons of Hull to become Reckitt & Colman. The themselves buildings also needed to adapt to a change a changing need for buildings to meet new manufacturing process which was moving towards automation. The most notable of these includes the silos built in 1952.
- 5.11 The buildings constructed in the 20th century are of a generally lower quality level of design and construction. They are largely located to the north and north east of the Site.
- 5.12 Much more recent change has occurred to the west and north-west of the Site, including buildings 224/1-5. These modern buildings still exist on the periphery of the Site.



Figure 5.7 Site plan showing chronology of buildings



5 | Identification of Receptors: Site Description and Significance

Relative Significance of Buildings

- 5.13 The adjacent plan evaluates the relative significance of the buildings within the Carrow Works Site. Those which have the highest significance are located within the central core of the Site, around the Site of the original Carrow Priory. These are the earliest buildings on the Site and depict how the Site would have functioned when it was used as a nunnery between the 12th and 16th centuries. These buildings have an enclosed setting, which is surrounded by a mix of formal gardens and heavy mature tree coverage.
- 5.14 Buildings with slightly less significance were constructed in the late 19th century, during the initial occupation of the Site by the Colman Family. These include a mix of residential and factory buildings. The most significant are factory buildings to the north west of the Site. These have undergone a series of alterations through their changing use, however, remain as high quality examples of industrial architecture during this time, and have high aesthetic value. The late 19th century residential buildings of high significance are located to the south of the Abbey have an Arts and Crafts style, typical of the late Edwardian era. These buildings adds to the eclectic character of outbuildings added to the Carrow Abbey estate.
- 5.15 Subsequently, the buildings of medium significance have lower levels of architectural and historic interest and the functioning of the Site as a whole. These include further industrial buildings along the River Wensun and Glasshouses and the Sunken Garden to the west of the Abbey, which add to the later residential quality of the site.
- 5.16 Buildings of low significance were built a little later, after the Second World War. They reflect the changing needs of industrial Sites at the time, more specifically with regards to increased automation in the manufacturing process. However, they are not of particularly high quality and their form does not essentially illustrate important aspects of industrial development of the site or present good examples of a building type.

- 5.17 The buildings of lowest significance are modern buildings of poor quality and aesthetic value. These buildings are of a common typology found within industrial sites across the UK. They portray the historic development of the Site as a whole but warrant very little architectural merit and, therefore, are of low importance.
- 5.18 Overall the significance of the buildings depends considerably on their relationship with one another, and the Sites functioning and contrasting uses from the 12th century.

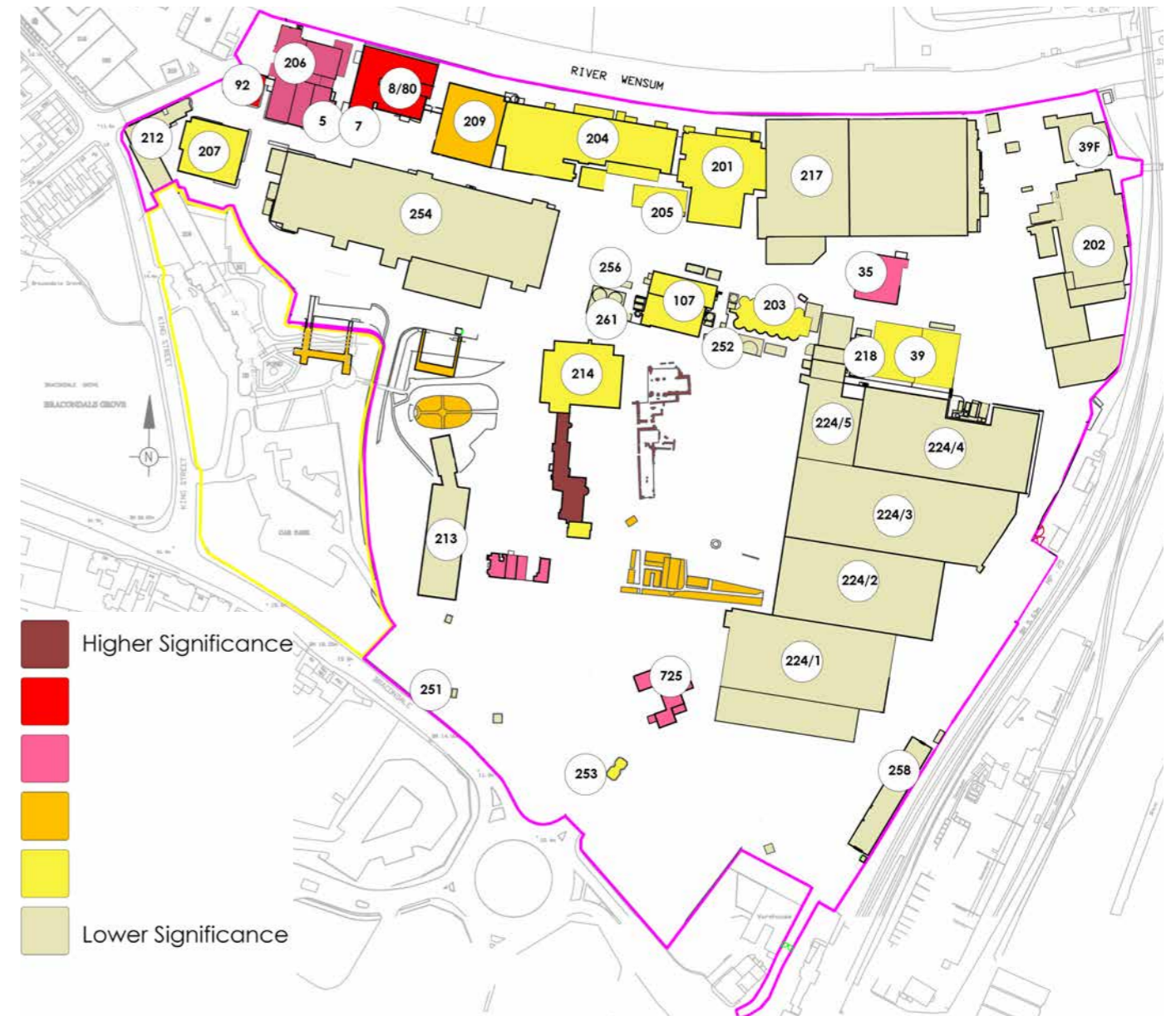


Figure 5.8 Site plan showing overall significance of buildings

5 | Identification of Receptors: Site Description and Significance

Relative Significance of Spaces

5.19 The adjacent plan analyses the significance of spaces across the Site, primarily taking into account the historical and architectural interest of the buildings, the importance of their uses and inter-relationships within Carrow Works and the amount of change which has occurred within these spaces. Overall, the general pattern of significance of the spaces of Carrow Works lessens moving from the centre towards the outer edges

5.20 The Area of most significance centres around Carrow Priory and its enclosed landscape setting with mature trees and formal gardens. This space has remained fairly secluded since the Site's early development and contains some of the Site's most important buildings. In the early 20th century, the area to the east of the Priory was landscaped with trees, shrubs and perimeter pathways.

5.21 The area south of this is of slightly lower significance. It is separated visually from the core of Carrow Priory and contains some of the later residential use on the Site. These have a contrasting Arts and Crafts character. However, the area is of a weaker quality and is currently used for car parking. Another important space within the Site stretches along the River Wensum and the 'street' running west to east through the Site. This view has been maintained though development and once contained a rail track for transporting goods across the Site. The accessible space to the River Wensum is also an important feature which exposes the historic connection to the Norwich's waterways and the Site's development. Further, the area occupying the north west of the Site contains a characterful collection of 19th century buildings which have maintained their layout since first construction, indicating the experience of the Site during this early period of industrial use.

5.22 Areas of slightly lower significance include the Sunken Garden and industrial space to the north east, fronting the River Wensum. The Sunken Garden has remained as an open space since the development of the Site, being used for pasture between 1907 and 1914, then landscaped after the First World War as part of an extension to the grounds of Carrow Abbey. More recently new access roads have been developed which act as a barrier to surrounding development.

5.23 The southern portion of the Site, including the main entrance via Bracondale, is mostly used for carparking. This area has previously been grassed open space, followed by agricultural land in the early 20th century. Towards then end of the 20th century the area was paved and several roads were developed through.

5.24 4.30 The area of least significance is along the eastern edge of the Site, bounded by the railway tracks. The area has little character and has undergone much development. In the late 19th century it was used as a saw mill and timber yards but was developed over with large plan industrial units and hardscaped carparking in the 20th and 21st centuries.

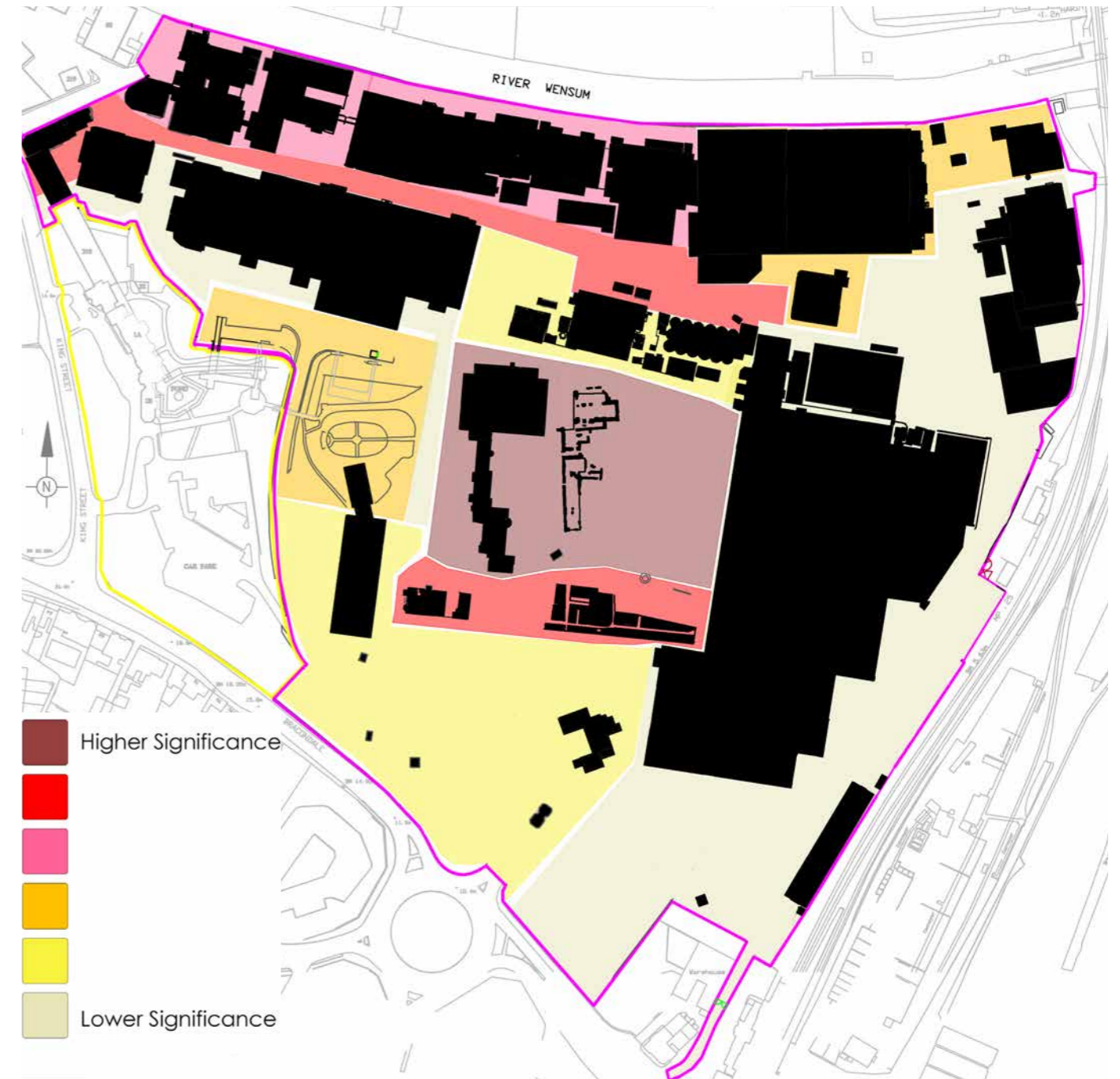


Figure 5.9 Site plan showing significance of spaces

5 | Identification of Receptors: Site Description and Significance

Identification of Heritage Assets

5.25 Figure 5.11 depicts the location of the Designated and Non-designated Heritage assets on the Site.

5.26 Due to the scale and complexity of the Site, the following Identification of Assets and their significance section is organised by the Character Areas set out in figure 5.10 and figure 5.11. Within each Character Area, buildings are listed chronologically.

5.27 The heritage assets are as follows:

Character Area 1

1. Carrow Priory
2. Carrow Abbey
3. The Lodge & Garage/Gardener's Cottage
4. Glasshouses
5. Garden Buildings: Rustic Summerhouse
6. Garden Buildings: Reader's House
7. Pet Cemetery
8. Stable Cottages
9. Abbey Dining Room

Character Area 2

10. Sunken Garden
11. Technical Centre

Character Area 3

12. Carrow Works Former Counting House (Block 92)
13. Carrow Works Blocks 7, 7a, 8, & 8a
14. Carrow Works Block 5 (del Rosa) and Blocks 206 a-d
15. Mustard Seed Driers
16. Storage Area Wets and Mustard Seed Store
17. Compressor/Water Plant & Boiler House
18. Air Raid Shelters
19. Garage

20. Mustard Plant
21. Mustard Seed Silos
22. Jif Plant
23. Dry Foods Unit
24. Former Fire Station
25. Mustard Seed Intake
26. Concentrated Soft Drinks

Character Area 4

27. Culinary Unit
28. Mint Plant
29. Ready Drinks Unit Britvic
30. Britvic Warehouse & Office, Warehousing Britvic & CSD Palletising Britvic
31. Works Entrance and Gatehouse

Character Area 5

32. Carrow House
33. Carrow House Conservatory

Character Area 6

34. Listed Building Grouping 3 - Bracondale West
35. Listed Building Grouping 2 - Bracondale South

Character Area 7

- 36.

Character Area 8

37. City Walls
38. Carrow Works Block 60

Character Area 9

39. Listed Building Grouping 1 - Trowse

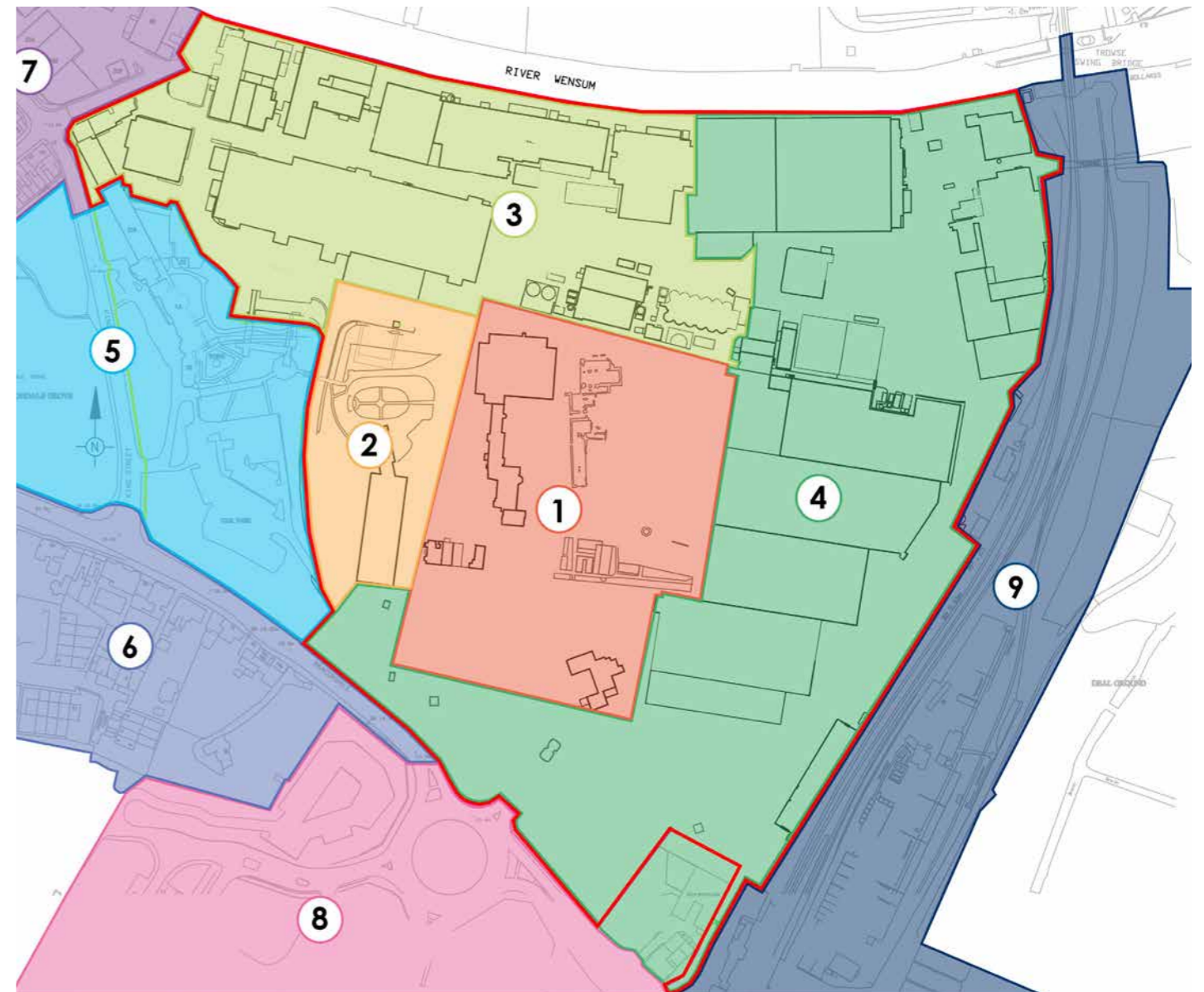


Figure 5.10 Site plan showing Townscape Character Areas

5 | Identification of Receptors: Identification of Assets and Significance

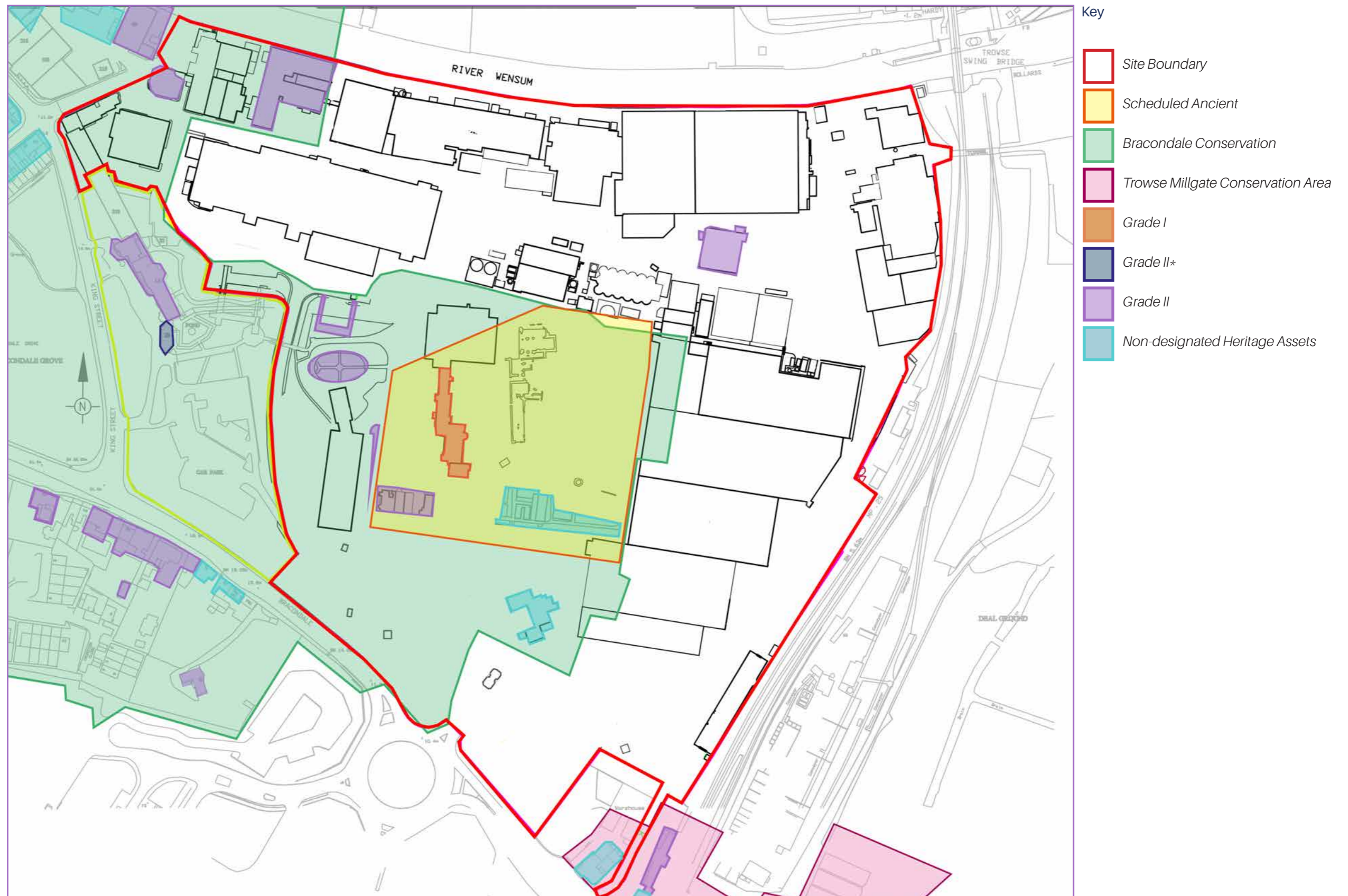


Figure 5.11 Site plan showing heritage assets

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 1: Carrow Priory

DESIGNATION

Scheduled Monument

BLOCK NUMBER

N/A

DATE CONSTRUCTED

1146 -

Located in Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.28 A more detailed description of the history of Carrow Priory is provided in Section 2. Founded as a Benedictine Nunnery in 1146, Carrow Priory was built on land gifted by King Stephen. Prior to the dissolution of religious houses in England between 1536 and 1541, the Priory was in a good state of repair. In the early 16th century, the Prioress's house was completely rebuilt to the west of the Cloister. This Grade 1 listed building is considered below (see Building 2). The Priory was closed in 1538; the church and convent buildings were abandoned, their building materials pillaged. The Prioress's House survived because it was gifted by King Henry VIII to John Shelton, who maintained it as a dwelling. With time, the ruins of the Priory became concealed underground. Upon purchasing Carrow Abbey, J.J. Colman commissioned the excavation, which was carried out between 1880 and 1881. In the early 1970s, part of the ruins of the nave were again concealed when the Abbey Dining Room was built on a float above them.

DESCRIPTION

5.29 Prior to its Dissolution in 1538, the Priory consisted of a church - the largest in Norwich after the Cathedral - with a chapter house and a range of convent buildings south of the south transept. There was also a Cloister immediately south of the church, built against the south aisle, south transept, and convent buildings. The Prioress's lodging was west of the cloister. The exposed remains are extensive, and make it possible to establish the scale of the Priory buildings. In the church, several carved column bases survive, giving an indication of the building's Norman style. One of the best-preserved portions is the western wall of the Cloister range (figure 5.3).

ASSESSMENT OF SIGNIFICANCE

5.30 The remains of Carrow Priory are highly significant, primarily due to their archaeological and historic interest. The Priory was an important religious house in England's second largest city during the medieval period, and was associated with nationally important historical figures. The extensive nature of the ruins also makes it possible to establish the Priory's plan-form, thus contributing to knowledge of medieval ecclesiastical architecture. Therefore, the ruins are of national importance.



Figure 5.12 Remnants of Cloister walls, looking south



Figure 5.13 Remnants of Cloister wall and refectory, looking north

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 1: Carrow Priory



Figure 5.14 Surviving Cloister wall



Figure 5.16 View from the nave, looking northeast



Figure 5.18 Carrow Priory east end column bases and altar in 2021



Figure 5.17 View of South Transept, looking north



Figure 5.19 South Transept wall base in 2021



HISTORIC PHOTOGRAPHS



Figure 5.20 Carrow Priory east end column bases in 1940
Source: George Plunkett's Photographs



Figure 5.21 Carrow Priory South Transept wall base in 1940
Source: George Plunkett's Photographs

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 2: Carrow Abbey

Designation

Listed Grade I

Block No.

214A

Date Constructed

early C16 (after 1503), with additions of 1899-1909

Located in Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.31 The former Prioress's Lodging, also referred to as Carrow Abbey, was Grade I listed in May 1954. It consists of a north-south range, the core of which is from the early 16th century, with substantial alterations in the 19th and mid-20th centuries. The earliest portion of the building dates to c. 1502-35, when Prioress Isabel Wygun had the Prioress's Lodging rebuilt next to the Cloister. This survives in largely complete form. After the suppression of English religious houses, the building was gifted by King Henry VIII to John Shelton, an uncle of Anne Boleyn by marriage. It was purchased by the Martineau family in 1811, who sold it to the firm J & J Colman in 1879. J.J. Colman had the original building restored and reinstated windows on the eastern side of the building. Early-nineteenth century additions on the south-eastern side of the building were removed, and Carrow Abbey was significantly enlarged to the south between 1899 and 1909, likely by Norwich architect Edward Boardman. The house was occupied by the Colman family until 1948, when its last resident, Helen Colman, died. Subsequently, it was converted into company offices. An additional southern extension, known as the bungalow, was added between 1948 and 1956. A large dining hall was built to the north, partially over the ruins of the nave, in the early 1970s. Since 1995, the Abbey has been in use as a Conference Centre for Unilever UK Ltd and Britvic Soft Drink Ltd.

DESCRIPTION

- 5.32 The Site is designated as a Grade I listed building, Grade I buildings are considered to be of exceptional interest and comprise the highest level of designation afforded to listed buildings. Grade I listed buildings make up 2.5% of all listed buildings. With regard to the policies set out within the NPPF, it is regarded as a heritage asset of the highest significance. The Site is also notably located within a Scheduled Monument Carrow Priory and within the locale of multiple Grade II Listed buildings.
- 5.33 The original building is oriented north-south, and is of two storeys, with knapped flint and galleting, and a stair turret on the eastern elevation. The Victorian and Edwardian additions, two storeys with an attic level, are to the south. The bungalow, built south of these additions, housed the occupational health service of Carrow Works until production ceased.
- 5.34 The Prioress's lodging consists of a parlour, a bedroom above (accessed via a semi-circular stair turret), and, to the south, a double-height guest chamber (also sometimes referred to as the 'strangers' hall'), which was remodelled in the 1870s. The building's main entrance is located on the western side, and gives access to the hall; in the late nineteenth century, a porch was added. The Guest Chamber was restored in the 1870s, likely by Edward Boardman, and during this remodelling, a gallery and William Morris-style wallpainting were added (figure 5.17).
- 5.35 The parlour's walls contain the original ribbed and moulded oak panelling. A large, segmental-arched fireplace is located on the north wall; its spandrels contain the rebus of Prioress Isabella Wygun. A door on the northern wall, right of the fireplace, leads to a hallway and the staircase turret. The room north of this was fitted out with timber panelling, a fireplace, and a staircase in the late 19th century (figure 5.16). Elsewhere throughout the Prioress's lodging, the surviving original fabric is mostly limited to the moulded timber beams supporting the ceilings (see figure 5.17). The mullioned windows on the eastern side of the building were all added in the late 19th century.
- 5.36 The Prioress's lodging is distinguished through the exceptional quality of its craftsmanship. Externally, flakes of flint are pressed into the mortar to conceal the mortar joints. (a technique known as galleting). Internally, where original timber panelling and ceilings survive (as in the Prioress's Parlour), these are also exceptional.
- 5.37 The Victorian and Edwardian additions comprise a substantial and richly ornamented range to the south and east of the Prioress's lodging. The additions have a square plan-form, with two gables and flat-roofed dormers on the east elevation. Internally, this portion of the building is also elaborate, fitted out in a mixture of styles, ranging from Gothic to Queen Anne. The kitchen retains its original floor and wall tiling, which is of interest.

EXTERIOR



Figure 5.22 East Elevation, including the 1889 extension, of Carrow Abbey in May 2021



Figure 5.23 East Elevation of Carrow Abbey in May 2021

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 2: Carrow Abbey

ASSESSMENT OF SIGNIFICANCE

- 5.38 Carrow Abbey is a Grade I listed building (List UID: 1205742), it was first listed in May 1954 with the most recent amendments to its list description in December 2021.
- 5.39 Carrow Abbey is best appreciated from its immediate frontage on its eastern side and within the ruins of the Abbey Priory on its west side, where it remains legible as part of the wider monastic complex. The more historic ranges of the building, although highly altered, remain easily appreciable. The building has some intervisibility with the surrounding carrow works factory buildings which may be glimpsed in views to the north above the mature treeline.
- 5.40 The significance of the building is primarily derived from its architectural and historic interest, it additionally carries a group value with the standing remains of the adjacent Priory ruins, a Scheduled Monument under List UID: 1004031.

Architectural interest

- 5.41 The building retains a volume of 16th Century fabric from its use as the prioress's accommodation, The form of the central and northern ranges retain a legibly of this former use despite the largescale remodelling of the building in the 19th Century. Some interior fabric remains from this period including the northern fireplace with wood carving motifs in the spandrels and small sections of panelling within the prioress's parlour.
- 5.42 The 19th Century phase of the building initiated by Edward Boardman has a * for the high degree of survival found in the late-Victorian and Edwardian fabric and plan form; * as the work of Edward Boardman, an important architect with strong associations to the Colman family and to the city of Norwich; * for the very high quality of its craftsmanship and detail, including the brick and flint walling of the exterior, the joinery and carpentry internally, and the stained glass of the windows. of original fabric dating to the 16th Century as the accommodation for the prioresses. This remains legible despite later 19th and 20th Century additions to the building.

- 5.43 The building has a notably high quality of craftsmanship in its construction and architectural detailing which includes the brick and flint walling of the exterior. Further architectural interest is derived from later phases of the buildings development which includes the late-Victorian and Edwardian fabric and plan form designed by notable local architect Edward Boardman.

External

- 5.44 The external appearance of the priory building has interest through the use of knapped flint and red brick, arranged in a diapered interlocking pattern with brick dressings and plain tiled roof.

Internal Features

- 5.45 Internally the building has a large volume of high-quality joinery, carpentry, panelling and stained-glass windows which all add interest.

Historic interest:

- 5.46 Historic interest in the building is primarily derived from the buildings status as a rare survival of a prioress's house from a pre-Reformation Benedictine convent. A historic interest is also expressed through its later use as the home and offices of the Colman family and their business.
- 5.47 An associative interest in the later phases of the building is expressed through the connection to noted local architect Edward Boardman, firstly in the connection to the Colman family and secondly as the architect of a number of high quality buildings within Norwich, many of which are listed.

Group value

- 5.48 The group value of the building is derived from its relationship with other buildings within its near proximity, most notably the standing and below ground ruins of the wider Carrow Priory site immediately to the east and curtilage listed structures including boundary treatments, the summer house and the greenhouses to the east.



Figure 5.24 Phasing Diagram

Building Phasing:

- 5.49 The history of the Site has shown that the building was changed considerably in the 19th Century conversion of the property c. 1891-1909 to the designs of celebrated local architect Edward Boardman. Large parts of the original 16th Century core of the building were substantially rebuilt and remodelled with changes to plan form, access, form and arrangement of window openings, fireplaces, overall appearance and notably the demolition of an adjoining east wing and the construction of large southern range in a complimentary style. Alterations to the historic core of the building are visualised in the phasing diagram and summarised below:
- 5.50 The northern range of the abbey at Ground Floor has been altered with an extension to the northern elevation which removed a fireplace including its stack and created staircase from GF -1F, beside a new north facing access door. Fenestration has been remodelled across this range at ground floor including on the west elevation to provide a doorway, the Insertion of a window on the east elevation. At First Floor new window openings have been created on the east and west elevation.
- 5.51 Alterations within the Central Range are similarly extensive, in addition the Southern range adjoining the Abbey a number of other alterations have occurred. These include: the removal of central fireplace within the prioress parlour Ground Floor, the relocation in of the main entrance and creation of a new main entrance and porch way located further north and the remodelling of the large oriel window (shortened to the south) on the west elevation within the prioress's parlour.
- 5.52 Windows have been on the west elevation and replacement with a single window south of the new entrance porch. A further three windows on the east elevation and replacement with a single large window. Fenestrative change has occurred at First Floor with the infilling of three windows on the east elevation, the shortening of the large window on the west elevation.

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 2: Carrow Abbey

EXTERIOR



Figure 5.25 South Elevation of Carrow Abbey



Figure 5.26 View of 19th century extension, looking South from the east elevation of the Prioress's Lodging

INTERIOR

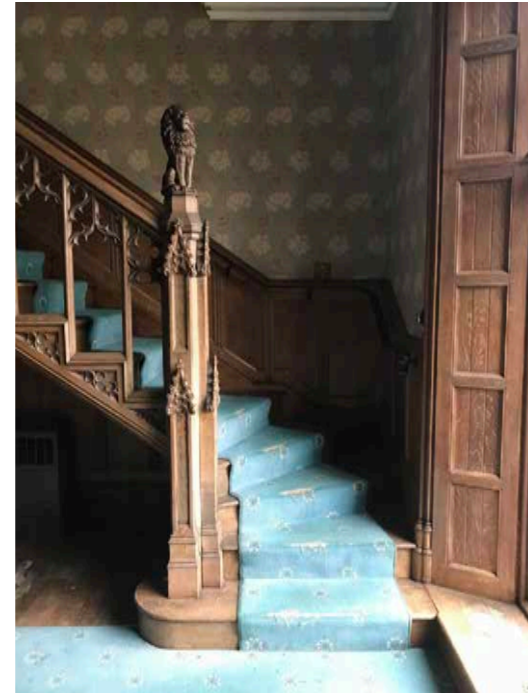


Figure 5.27 Detail of 19th century staircase



Figure 5.28 View of 19th century gallery and wall painting inserted during the 1880s restoration of the Guest Chamber



Figure 5.29 Prioress's Lodging: Parlour interior

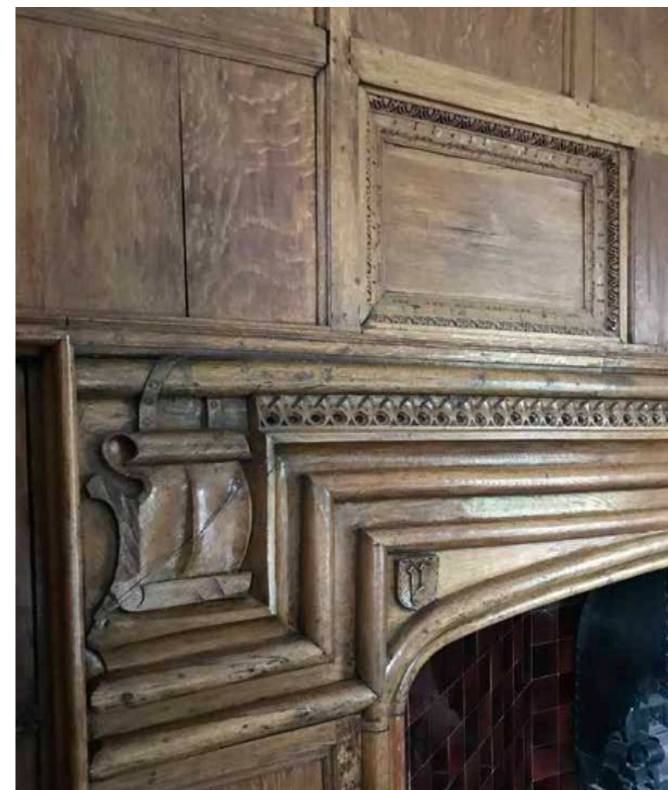


Figure 5.30 Moulding detail of the main fireplace in Parlour, showing the rebus of Prioress Isabel Wygun

HISTORIC



Figure 5.31 West elevation of Prioress's Lodgings in 1940
George Plunkett's Photographs



Figure 5.32 East Elevation of Prioress's Lodgings in 1952
Historic England Architectural Red Box Collection

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 3: The Lodge & Garage / Gardener's Cottage

Designation

Listed Grade II

Block Number

N/A

Date Constructed

1880-1881

Located in Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.53 The Lodge, Garage, and Gardener's Cottage were built as a range of ancillary service buildings to Carrow Abbey. They were possibly designed by prominent Norwich architect Edward Boardman (1833-1910), who also oversaw the extension of Carrow Abbey between 1899 and 1910. The Lodge is currently vacant. The Garage and Gardener's Cottage remain in use by the ground staff as offices and to store grounds maintenance equipment.

DESCRIPTION

5.54 The Lodge is a single-storey building with an attic. It is built of red brick, with Gothic detailing and a hipped plain tile roof. Decorative details include painted timber barge boards to the gables, ridge tile cresting and finials to the roof, and hood moulds above the windows on the north and south elevations. East of the Lodge is a large cart shed, now garage, faced in flint with brick dressings. A rubble flint wall runs from the garage to the gardener's cottage. This is a single-storey building of rubble with brick dressings, which picks up the decorative motifs found on the Lodge exterior. When built, they would have been surrounded by parkland to the south and west, but the factory increasingly encroached on this land, and as a result, these three buildings enclose the principal setting of the Prioress's Lodging. They also effectively screen it from a 1980s car park directly to the south.

ASSESSMENT OF SIGNIFICANCE

5.55 The buildings exemplify the English vernacular revival style, which was popular in the second half of the nineteenth century. They have additional historic interest, as they show the evolution of Carrow Abbey in the nineteenth century due to the ownership of the Colman family. Their setting in the immediate vicinity of the Prioress's Lodging greatly enhances their significance. Because they enhance the setting of Carrow Abbey, their significance is medium-high.

EXTERIOR



Figure 5.33 View of Gardener's Cottage from south-east



Figure 5.34 Lodge and Garage photographed from the north-west

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 4: Glasshouses

DESIGNATION

Not designated or locally listed, though possibly curtilage listed

BLOCK NO.

N/A

DATE CONSTRUCTED

1886-1907, 1950s

Located within Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.56 The original glasshouses were built between 1886 and 1907. They were divided into two main groups, one either side of an herb garden south-east of Carrow Abbey. The group to the west was arranged in a south-facing E shape, which was complete by 1889, while the glasshouses east of the herb garden were more irregularly planned. The buildings were heated by a boiler house and a network of underground heating pipes. At least some of the glasshouses were made by the Norwich firm Boulton & Paul Ltd, which is also responsible for the conservatory at Carrow House. During World War II, the western group suffered bomb damage and was subsequently pulled down. Two new glasshouses were built in the 1950s, and a repair schedule was drawn up for the others. Originally part of Carrow Abbey's kitchen garden, these buildings were used to cultivate mustard seeds and other plants for the gardens. However, towards the end of the 20th century, they fell out of use, and a 1992 building survey on the Norfolk Historic Environment Record notes that the glasshouses were already 'redundant and aging' at this time. Since then, the buildings have deteriorated further, and are currently in extremely poor condition: overgrown with shrubbery, with collapsed or collapsing roofs.

DESCRIPTION

5.57 The glasshouses are located south-east of Carrow Abbey, in an area of the grounds used as a kitchen garden from the late 19th century. Though a detailed inspection was not possible on account of the buildings' dilapidated condition, they appear to have timber and metal frames and brick foundations.

ASSESSMENT OF SIGNIFICANCE

5.58 The entry for the glasshouses in the Norfolk HER states that the buildings are 'historically and architecturally significant', and have 'a collective historic value'. Part of this significance derives from the glasshouses' close connection with Carrow Abbey and, later, the operation of Carrow Works. Furthermore, they fall within the curtilage of the grade I listed Carrow Abbey, so it is possible that the glasshouses built prior to 1948 would be subject to listed building control. The overall significance of the buildings is medium. If possible, therefore, the glasshouses should be retained. However, the glasshouses are currently derelict and potentially beyond repair.



Figure 5.35 The Glasshouses



Figure 5.36 The Glasshouses

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Buildings 5 and 6: Garden Buildings (Rustic Summerhouse and Reader House)

DESIGNATION

Not designated or locally listed

BLOCK NO.

N/A

DATE CONSTRUCTED

Summerhouse: c. 1900

Reader House: 1955-7

Located within Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.59 The Rustic Summerhouse was built c. 1900, and was part of Professor James Stuart's 1899-1909 scheme of improvements to Carrow Abbey. It appears to have been used as an arbour or tea house. The Reader House dates from 1955-7, and was built by Reckitt and Colman for office workers based at Carrow Abbey. It is known as the Reader House because it was intended to offer a space for quiet contemplation.

DESCRIPTION

5.60 Both buildings are timber-framed, small in scale, and located east of Carrow Abbey, overlooking the Priory grounds. The Rustic Summerhouse is an octagonal structure with a veranda. The roof, originally thatched but now partly collapsed, is supported on columns made of pine tree trunks. Double doors are located on the building's southern side. The walls are lined with basket-weave wood panels.

5.61 The Reader House is a rectangular structure with an ogee-profiled thatch roof and paved stone floor. Its north-west side, which faces Carrow Abbey, is open, with four dark stained timber posts. The rear (south-west) elevation is panelled, and the two side elevations are fully glazed.

ASSESSMENT OF SIGNIFICANCE

5.62 Both buildings are in the curtilage of Carrow Abbey, and contribute to an understanding of the Site's development, particularly the expansion of Carrow Works. Though the Rustic Summerhouse is an Arts and Crafts garden building of architectural merit, it is currently in dilapidated condition and in need of repair. The Reader House is also an attractively designed building, with an Arts and Crafts feel that is stylistically in keeping with Carrow Abbey's other garden and service buildings. On account of their historic and architectural/artistic interest, both buildings therefore have medium significance.



Figure 5.37 The Rustic Summerhouse from the northwest
Source: CgMs 2018 Built Heritage Assessment



Figure 5.38 The Reader House

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 7: Pet Cemetery

DESIGNATION

Listed Grade II

BLOCK NO.

N/A

DATE CONSTRUCTED

Late C19 - early C20

Located in Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.63 The Pet Cemetery dates to the late C19 and early C20, when the Colman family, living at Carrow House, began burying their pets along the precinct wall west of the Priory. Though the Pet Cemetery is associated with Carrow House, the link between the two was severed in the late 1970s, when the new vehicular access route was created between them.

DESCRIPTION

5.64 The Pet Cemetery lies west of the Priory, on the western side of the precinct wall. Memorial stones mark the graves of dogs and cats that belonged to the Colman family. The Pet Cemetery is arranged simply: a row of rectangular stone beds with memorial stones are lined up against the precinct wall.

ASSESSMENT OF SIGNIFICANCE

- 5.65 The Pet Cemetery's significance is judged to be low because, though it is not architecturally significant. Furthermore, its design is too plain to be considered innovative for its time, and as a result, the Pet Cemetery also lacks architectural/artistic merit.
- 5.66 The significance of the cemetery and 19 attached pet tombs is derived from its architectural and historic interest. The cemetery is an unusual example of a private pet cemetery which spans a period of 31 years; linked to the nationally important Colman family, it remains illustrative of the attitude of the Colman family to their pets, and of social attitudes to pets in the late-C19 to early C20;
- 5.67 The inscriptions on the tombs remain legible, the adjoining wall although with evidence of substantial rebuilding has some remnant medieval fabric and origins as part of the precinct wall to Carrow Priory. The pet cemetery additionally has a group value with surrounding buildings which form the Carrow Abbey grouping.



Figure 5.39 Memorial stones in the Pet Cemetery
Source: CgMs 2018 Heritage Assessment

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 8: Stable Cottages

Designation

Locally listed

Block No.

725

Date Constructed

c. 1909

Located in Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.68 The Stable Cottages were built around 1909, likely by Norwich Arts and Crafts architect Edward Boardman, as outbuildings to Carrow Abbey. The buildings consist of a large stable hall to the north, a hay loft, yard offices, garage for small wagons, small stable, and dog kennels. There is a small, single-storey cottage to the south. The buildings are currently used as storage. Located south of the Priory grounds, Stable Cottages were originally linked with the Abbey's domestic buildings via a driveway, but this road was removed between 1979 and 1986 due to the growth of the visitor car park.

DESCRIPTION

5.69 The building consists of one and two storeys, and forms a C shape, which encloses a small stable and delivery yard. The primary materials are red brick, with some tile hanging, and pantile roofs. The stable hall is in the northern range, and its roof contains a decorative bell turret with a leaded cupola and finial.

ASSESSMENT OF SIGNIFICANCE

5.70 The building is a non-designated heritage asset. It is a good example of an Edwardian Arts and Crafts style estate building. Furthermore, it contributes to the wider setting of, and is closely associated with, the grade I listed Carrow Abbey. It thus has medium significance.

EXTERIOR & INTERIOR



Figure 5.40 Stable Cottages from the south

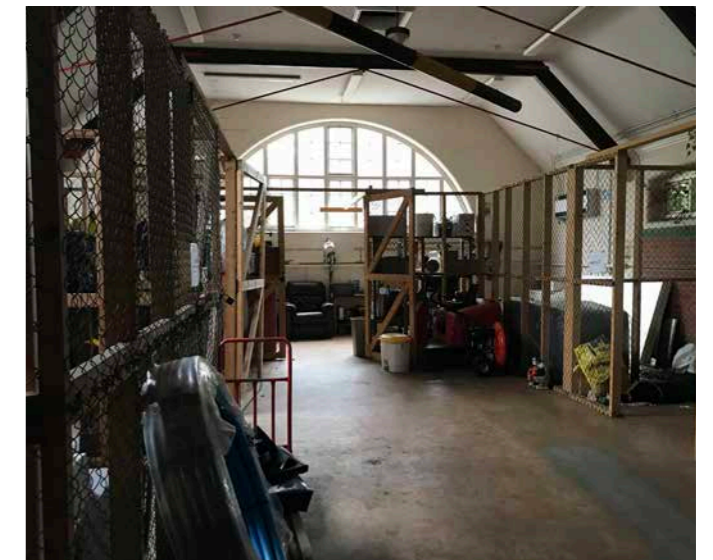


Figure 5.41 Interior of northern range (originally the large stable hall)

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 1: Carrow Priory

Building 9: Abbey Dining Room

DESIGNATION

Not designated or locally listed

BLOCK NO.

214

DATE CONSTRUCTED

Early 1970s

Located in Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.71 The Abbey Dining Room was built in the early 1970s as a canteen for the employees of Reckitt and Colman. Its architect is unknown. This large rectangular block is located immediately north of Carrow Abbey, and was built on a float over the remains of the Priory Church's Nave. The building remained in use as a canteen until the closure of Colman's in 2019.

DESCRIPTION

5.72 A large, single-storey steel framed building with glazed curtain walling, which is connected to the north wall of Carrow Abbey via a smaller link building containing the entrance. It has an oversailing flat roof. The building is in the immediate setting of both Carrow Abbey (listed grade I) and the ruins of Carrow Priory (scheduled monument), a highly sensitive location. Furthermore, it has effectively buried most of the Priory Church's Nave, which has the effect of fragmenting the Priory Ruins.

ASSESSMENT OF SIGNIFICANCE

5.73 The Abbey Dining Room has no architectural interest, and is therefore considered to be of low significance. On account of its low significance, the building slightly detracts from the setting of Carrow Abbey and Carrow Priory. Carrow Priory's significance could be enhanced by the removal of the building, as this would uncover the ruins of the Nave.



Figure 5.42 Abbey Dining Room from the south



Figure 5.43 Abbey Dining Room entrance from the south

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 2: 20th Century Offices and Landscape

Building 10: Sunken Garden

DESIGNATION

Listed Grade II

BLOCK NO.

N/A

DATE CONSTRUCTED

Between 1914 and 1928

Located in Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.74 The sunken oval garden was laid out between 1914 and 1928, on a former enclosure for horses, which had likely been used as a pasture in the late nineteenth century. It is located between Carrow Abbey and Carrow House, directly north of the Technical Centre. The garden was originally associated with Carrow House but due to large scale change within the Carrow Works site including the creation of the cut through road, it has been severed from its original setting and is now more closely associated with Carrow Abbey.

DESCRIPTION

5.75 The garden is bounded by a dwarf brick wall of red brick with grey sandstone copings. The main entrance is at the centre of the oval's western side, accessed via a short set of stone steps and a path with irregular stone paving. Additional sets of steps down into the garden are located centrally on the east, north, and south sides. Within the oval, a cruciform system of paths leads to an ornamental stone feature in the garden's centre.

ASSESSMENT OF SIGNIFICANCE

5.76 Though not an exceptional example of Arts and Crafts garden design, the sunken garden is nonetheless a positive feature, and contributes to an understanding of the development of Carrow Abbey and Carrow House. The garden is significant for its architectural and historic interest as a composition of high-quality, decorated with distinctive multi-faceted ball finials; with a good level of survivability of original fabric. Historic interest is understood through the connection to Colman family who lived at Carrow Abbey and Carrow House nearby.

5.77 The garden maintains a degree of group value with the Carrow Abbey grouping, however has been removed from its original grouping at Carrow House where the garden design shares a commonality in age, appearance and style. It is therefore of medium significance.



Figure 5.44 The Sunken Garden from the northeast, Technical Centre in the background
Source: CgMs 2018 Built Heritage Report

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 2: 20th Century Offices and Landscape

Building 11: Technical Centre

DESIGNATION

Not designated or listed

BLOCK NO.

213 and 213a

DATE CONSTRUCTED

1970s

Located in Bracondale Conservation Area

HISTORICAL DEVELOPMENT

5.78 The Technical Centre was built between 1968 and 1978 by Reckitt & Colman as a laboratory for conducting food flavour, scenting, and other testing. It has been disused since 1995, when the laboratory was moved to Chelmsford.

DESCRIPTION

5.79 The Technical Centre is located between Carrow Abbey and Carrow House, on open land that had been used as a shared garden from the mid-nineteenth to -twentieth centuries. It is of reinforced concrete and steel construction with yellow and orange brick external walls. The whole building is oriented approximately north-south. The northernmost portion contains the three-storey offices. A glazed double-height link south of the office block contains the main entrance, and also gives access to the lab and testing area (to the south), a two-storey range with double pitched roof lights.

ASSESSMENT OF SIGNIFICANCE

5.80 Architecturally and historically, the building is of low significance. It detracts from the setting of Carrow Abbey.



Figure 5.45 Technical Centre from the east

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 12: Carrow Works Former Counting House (Block 92)

Designation

Listed Grade II

Block Number

92

Date Constructed

1857-78

HISTORICAL DEVELOPMENT

5.81 The Former Counting House, also referred to as Block 92, was grade II listed in October 1993. The list description states that the oldest portion of the building dates to 1857, and is the oldest surviving remnant of the Carrow Works complex. Historic documents variously describe Block 92 as a counting house, offices, and stores. The building was originally square in plan. It was extended in 1874 and again in 1878, when the curved and wedge-shaped western extension was added. Until Unilever UK Ltd vacated the Carrow Works complex in 2019, Block 92 was used as the site offices.

DESCRIPTION

5.82 The Counting House consists of two storeys with a hipped slate roof that has six segmental dormers and four prominent chimney stacks. It is built of somerleyton brick in Flemish bond with a string course between the storeys. In the south elevation, there are two entrances, set within round yellow brick arches. Above the main entrance (in the centre), there is a datestone inscribed 1878. The western range of the building turns 135 degrees, and faces the road, which led to the Old Carrow Bridge (removed 1930s).

5.83 We were unable to inspect the interior of this building.

ASSESSMENT OF SIGNIFICANCE

5.84 Block 92's high significance as a grade II listed building is derived primarily from its architectural/artistic and historic interest. It has a distinctive, high-quality 19th-century design. As one of the original buildings of the Colman's factory, it also has high historic value.

EXTERIOR



Figure 5.46 Southern elevation of the Counting House



Figure 5.47 Southeastern corner of Counting House, showing connecting wing to Block 5 (Del Rosa) and Blocks 206 A-D

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 13: Carrow Works Blocks 7, 7a, 8 and 8a

Designation

Listed Grade II

Block Number

7, 7A, 8, & 8A

Date Constructed

1870-1898

HISTORICAL DEVELOPMENT

5.85 Blocks 7, 7A, 8, and 8A are a composite, f-shaped block of buildings with a loosely uniform appearance, built between c. 1870 and 1898. Much of Block 7 had to be rebuilt following a fire in 1881. They are among the best-preserved industrial buildings within the factory complex. Blocks 7 and 7A were originally built in 1870, followed by Block 8 (also sometimes referred to as Block 80). They are traditional load bearing masonry buildings, with a double row of cast iron or timber columns, which support internal timber floor beams and joists. After the fire, Block 7 was not rebuilt as a fully fireproof building, but a sprinkler system was installed throughout the factory complex, powered by the Sprinkler Pump House (Block 256). Block 8A followed by 1888. A generator house was installed in the narrow courtyard between Blocks 8 and 8A in 1898. It was removed after 1993.

5.86 The building has had various uses since its construction, including as warehouse storage (block 7 originally housed a rag store), the tinman's shop, for caps manufacturing, and as a smithy and oats store. However, the building's primary function was for the processing of mustard, starch, and flour. The generator, installed by Lawrence and Parish, powered the steam-driven fan belt system and other milling machinery which were used to process mustard, starch, and flour.

DESCRIPTION

5.87 The buildings are five storeys tall, with attic and basement levels. However, due to rubble from bomb damage during World War II, which was levelled but not removed, the ground level has been raised and the buildings are entered from what was formerly the first floor. Therefore, the buildings' full height is only visible from the quayside. The blocks are faced in Somerleyton brick in Flemish and mixed bonds, with dressed quoins, window and arch heads, and string courses of white or yellow vitrified brick. The roofs are of slate; that of Block 8 had to be replaced due to World War II bomb damage, and is supported on steel trusses rather than lime washed timber.

ASSESSMENT OF SIGNIFICANCE

5.88 The buildings have high significance, resulting in the Grade II listing. Architecturally, their design is distinctive and reflects the complex evolution and continued adaptation of the building, for example the rebuilding of Block 7 after the 1881 fire. Blocks 7, 7A, 8, and 8A also derive value from their setting within a wider group of nineteenth-century factory buildings, including the Grade II listed Block 92 to the west. Furthermore, historic interest is generated from the long association with the nationally significant firm J & J Colman.

EXTERIOR



Figure 5.49 Southern elevation of Block 8A

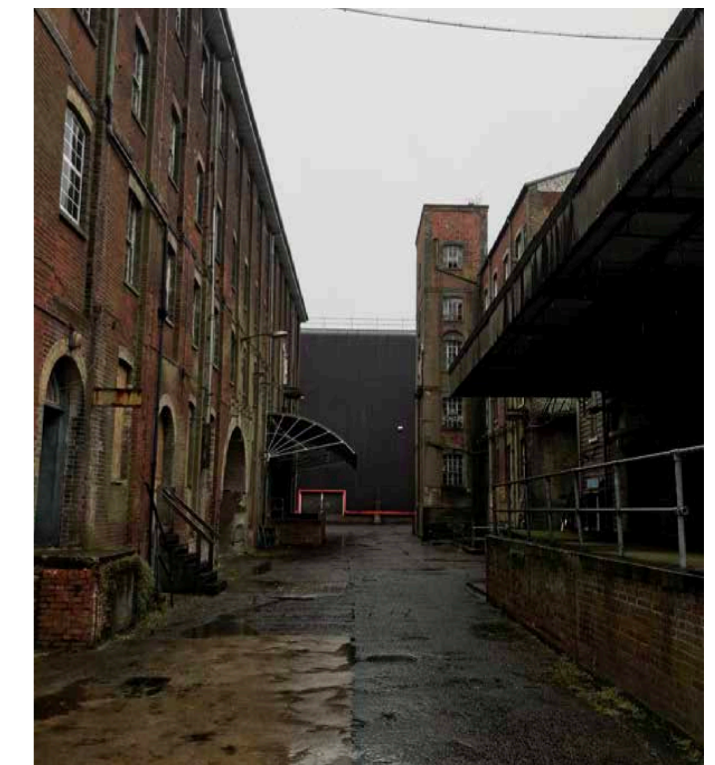


Figure 5.48 Gap between west elevation of Blocks 7 and 7A (left) and Blocks 5 and 206A, looking south

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 13: Carrow Works Blocks 7, 7a, 8 and 8a

EXTERIOR



Figure 5.52 Western gable of Block 7A

EXTERIOR



Figure 5.51 View of Blocks 7 and 8A from the east

INTERIOR

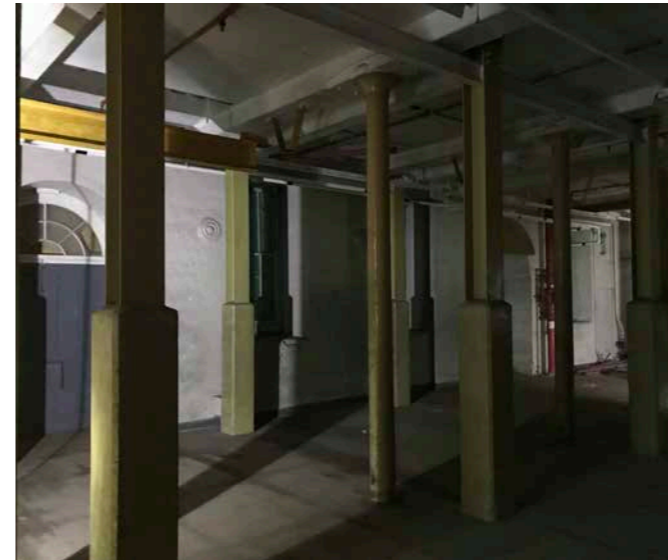


Figure 5.53 Block 7 interior

INTERIOR

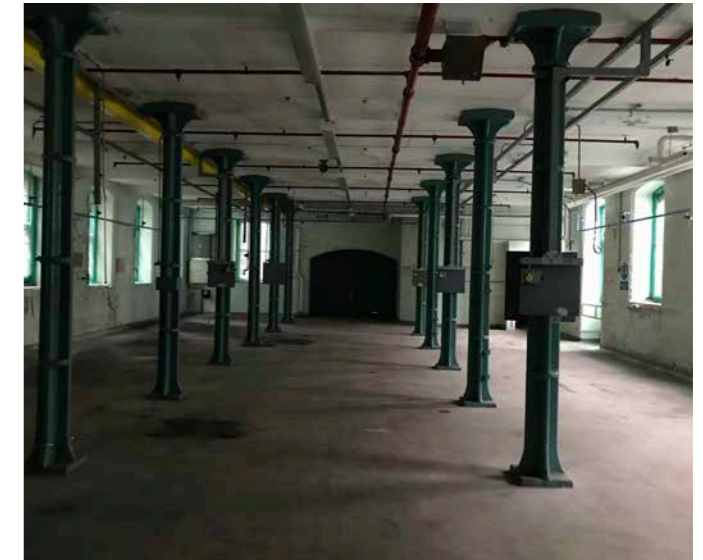


Figure 5.55 Block 8A interior



Figure 5.50 Courtyard between blocks 8 and 8A, looking east towards the site of the former electric generator



Figure 5.57 Block 7, photographed from the SE

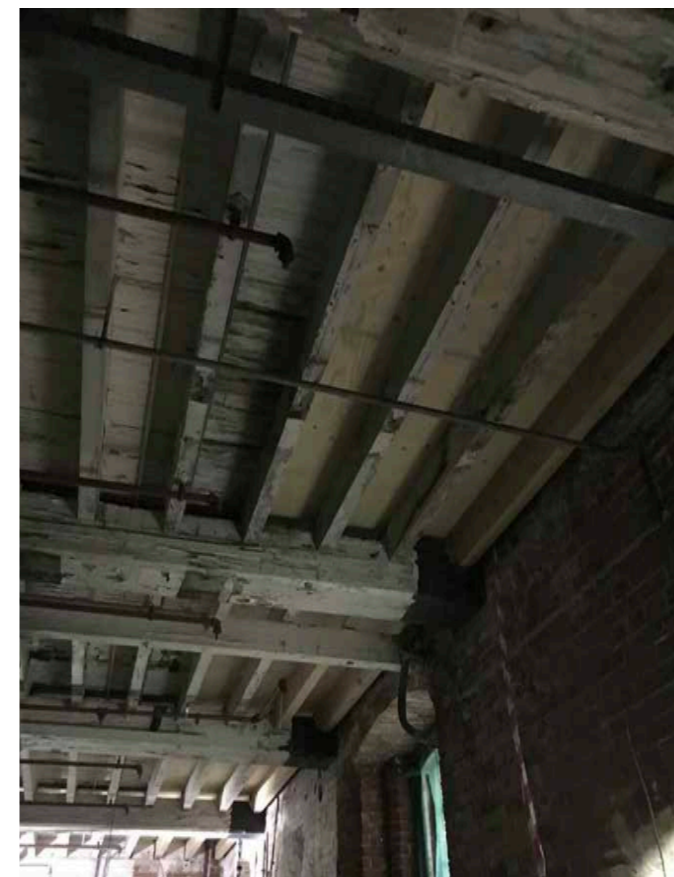


Figure 5.54 Ceiling Detail in Block 7

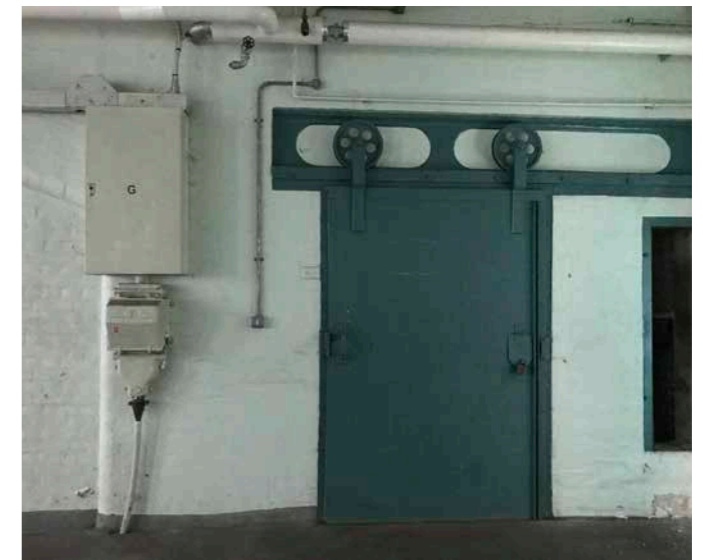


Figure 5.56 Block 8A interior

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 14: Carrow Works Blocks 5 (Del Rosa) and Blocks 206 a - d

DESIGNATION

Not listed

BLOCK NO.

5 (Del Rosa) and 206 A-D

DATE CONSTRUCTED

1870s and 1950

HISTORICAL DEVELOPMENT

5.89 The oldest surviving portion of this building is Block 5 (Del Rosa), which dates to approximately the 1870s; it is contemporaneous with Block 7. Blocks 206 A-D were also originally built in the late nineteenth century, but were severely damaged by bombing during World War II, and thus had to be rebuilt in the 1950s. The buildings were used for mustard milling until the 1970s, when this function moved to another part of the Site. As a result, the entire block has been disused for several decades, and is in very poor condition.

DESCRIPTION

5.90 Like the other historic mill buildings that surround it, Block 5 is faced in Somerleyton brick in Flemish and mixed bonds with dressed quoins. It is joined with the taller Block 206D to the west. Blocks 206 A-D, reinforced concrete and red-brown brick buildings from the 1950s, form an I-shape that wraps around Block D to the north and west.

5.91 For a photograph of Block 5, see figure 5.35 (previous building entry).

ASSESSMENT OF SIGNIFICANCE

5.92 Though not listed, Block 5 is considered to be of medium significance on account of its historic and architectural value. Furthermore, it is in the setting of the grade II listed Blocks 92 and Blocks 7, 7A, 8, and 8A.

EXTERIOR



Figure 5.58 South elevation of Block 206 (right, behind metal canopy). Del Rosa' can be seen to the left



Figure 5.59 Looking east toward Block 206 (left, behind the Counting House)

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 15: Mustard Seed Driers

DESIGNATION

Listed Grade II

BLOCK NO.

35

DATE CONSTRUCTED

1890

HISTORICAL DEVELOPMENT

5.93 The Mustard Seed Driers, also referred to as block 35, was built in 1890, and was originally one of a pair. Between 1914 and 1928, this pair was linked by a rectangular warehouse. However, in the 1990s, both the warehouse and the eastern mustard seed drier building were demolished to make space for the storage of mint fermentation bins. Since 1952, a high level conveyor belt has connected Block 35 with the mustard seed storage silos.

DESCRIPTION

5.94 This brick two-storey building is roughly square in plan, with nine bays to the north, west, and south elevations. The east elevation is a historic party wall and blind, but retains evidence of the original window openings.

5.95 Internally, the building reflects traditional gravity-driven approaches to milling: mustard seeds enter the building at the top, and the process moves down the building, with the seeds and flour moved via cloth 'pipes'.

5.96 While it is clear that the Mustard Seed Driers remained in use until late in the site's operation (it would appear until closure), it has been treated in a utilitarian fashion, and since closure, some intrusion from birds has taken place. The building is therefore in a sound, dry condition, but is at risk of deterioration.

ASSESSMENT OF SIGNIFICANCE

5.97 Though not listed, this building is of considerable interest due to its positive appearance and well-preserved state. The interior of the building remains largely as built in 1890, and its continued use as a seed drier has ensured that it remained in very good condition.



Figure 5.60 West elevation



Figure 5.61 View towards east (left) and north (right) elevations



Figure 5.62 Interior

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 16: Storage Area Wets and Mustard Seed Store

DESIGNATION

Not designated or locally listed

BLOCK NO.

39 and 39a

DATE CONSTRUCTED

c. 1890

HISTORICAL DEVELOPMENT

5.98 Blocks 39 and 39a were built around 1890. The original building was much larger than what survives today; the eastern portion was demolished around 1988, and the land was then used as storage for mint fermentation bins. Block 39A was used as a Mustard Seed Store, while Block 39 housed raw foodstuffs, which were stored there prior to being processed.

DESCRIPTION

5.99 This rectangular building is two storeys tall, with four double-pitched gable roofs, running north to south, and forming a butterfly ridgeline on the north and south elevations. These appear to have been replaced in their entirety. It is of Somerleyton brick, with pale yellow vitrified brick dressings. The north elevation consists of twenty bays, some of which contain double-height loading bays. Where windows remain in the other bays, the metal frames are original. The north-west corner of the building contains a two-storey attic, which is clad in corrugated steel sheeting, and has cylindrical vents in the roof. Below the attic, on the northern elevation, a walkway at first floor level connects Block 39a with Block 35 (see entry above).

ASSESSMENT OF SIGNIFICANCE

5.100 Despite the fact that the eastern portion of this building has been demolished, what survives has some value because it retains detailing distinctive to 19th-century Colman's industrial architecture. Blocks 39 and 39a also have some historic value due to their association with Colman's mustard, and adaptation over time as production methods changed. Its significance is judged to be medium.



Figure 5.63 North elevation



Figure 5.64 Looking towards the northwest corner attic. The Mustard Seed Driers are in the foreground (left)

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 17: Compressor / Water Plant and Boiler House

DESIGNATION

Not designated or locally listed

BLOCK NO.

107 and 107a

DATE CONSTRUCTED

In phases between 1928 and 1957

HISTORICAL DEVELOPMENT

5.101 The Compressor/Water Plant (Block 107) was built between 1928 and 1932 to generate steam and electric power for the Carrow Works site, replacing an 1898 electric generator house that had become too small following the company's continued growth in the early C20. OS Maps show that Block 107a (the Boiler House), located immediately north of the Compressor/Water Plant, had been built by 1957.

DESCRIPTION

5.102 Blocks 107 and 107a form two parallel ranges oriented east-west. Block 107 is a plain gabled building clad in concrete panelling and light green corrugated steel sheeting to the roof. The Boiler House is similarly utilitarian in appearance: a rendered, rectangular block with large rectangular louvred windows with metal frames. It has a hipped roof with a lantern along the central ridge.

ASSESSMENT OF SIGNIFICANCE

5.103 Though the buildings have some historic value on account of their close association with the mustard manufacturing process at Carrow Works, they are not of high architectural quality, and as a result, their significance is judged to be low.



Figure 5.65 Block 107a (yellow building) from the northwest. Block 107 is the large grey structure partly visible to Block 107a's right.



Figure 5.66 Block 107a

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 18: Air Raid Shelters

DESIGNATION

Not listed

BLOCK NO.

N/A

DATE CONSTRUCTED

c. 1939

HISTORICAL DEVELOPMENT

5.104 The set of air-raid shelters was constructed in 1939. Originally, there were 5 tunnels. Each one ran north-south, and was connected to the others by a transverse tunnel running east-west. The tunnels were dug into the hillside, utilising the dramatic change in topography on the Site. Today, two separate tunnels remain, one on either side of the sunken access road. The construction of this road (after 1979) destroyed the central north-south passage and the central portion of the transverse tunnel. The western tunnel was used by Britvic UK Ltd to store the volatile liquids used for flavouring drinks. The eastern tunnel was used for general storage.

DESCRIPTION

5.105 The tunnel entrances are recessed into the hillside, with round-arched openings formed of reinforced concrete. The tunnels are lined with corrugated steel sheeting, supported by regularly spaced I-section steelwork arches. Two strong rooms lined with brickwork survive in the south-western corner. Within the eastern shelter, original fixtures and fittings remain, including signage, benches, toilets, and stretchers.

5.106 We were unable to access the westernmost air raid shelter during our visit.

ASSESSMENT OF SIGNIFICANCE

5.107 The air raid shelters are significant because they are so well-preserved. Furthermore, their existence indicates the importance and scale of on-going production at Reckitt & Colman's plant as part of the war effort. However, being underground, their plan-form and design conforms to a common World War II shelter type, so their architectural significance is low.



Figure 5.67 Entrance to eastern air raid shelter



Figure 5.68 Eastern air raid shelter tunnel



Figure 5.69 Stretchers



Figure 5.70 WC Stalls

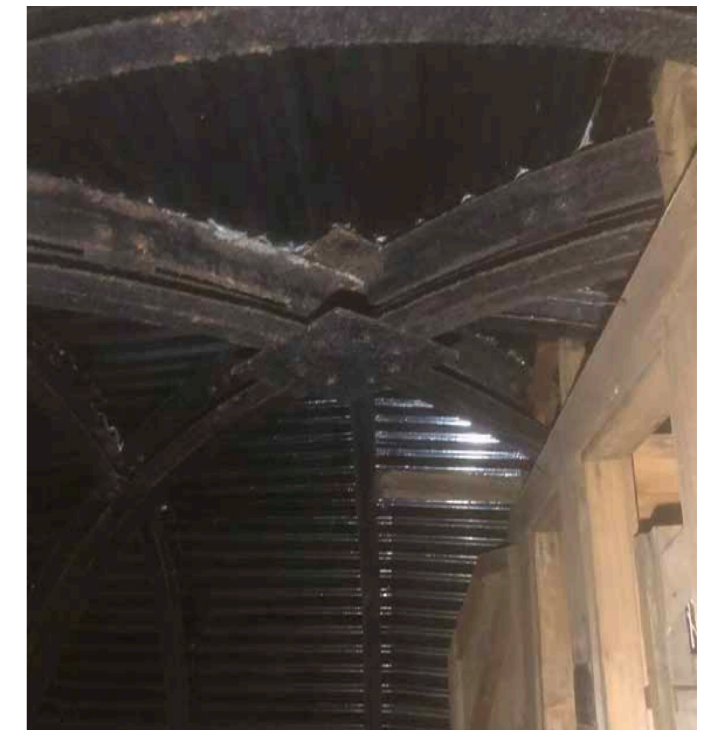


Figure 5.71 Ceiling detail

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 19: Garage

DESIGNATION

Not designated or listed

BLOCK NO.

207

DATE CONSTRUCTED

1950-1955 (incorporating parts of an older building)

HISTORICAL DEVELOPMENT

5.108 Built on the footprint of a nineteenth-century works building that was heavily damaged by bombing in the Second World War, the garage dates to 1950-1955, and was used by company vehicles and delivery wagons.

DESCRIPTION

5.109 The garage is a red brick structure with yellow brick quoins and a double gable, metal-sheeted roof, oriented east to west, and with the main vehicular entrance on the southern elevation. Internally, the garage is open to the roof, showing the steelwork trusses, which are supported on a central row of steel columns. The building has a variety of metal-framed windows, including bullseye windows at the centre of each gable (east and west elevations).

ASSESSMENT OF SIGNIFICANCE

5.110 Whilst the Garage has some historic value due to its connection to Carrow Works, it is an unexceptional mid-C20 industrial building of limited architectural interest, and its significance is therefore low.



Figure 5.72 View of the Garage from the south
Source: CgMs 2018 Heritage Assessment



Figure 5.73 Garage interior, showing the steel roof trusses

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 20: Mustard Plant

DESIGNATION

Not designated. Riverfront facade locally listed

BLOCK NO.

209

DATE CONSTRUCTED

1952

HISTORICAL DEVELOPMENT

5.111 Also referred to as the Mustard mill, the Mustard Plant was built in 1952, on the Site of factory buildings destroyed during the Second World War. Its function remained unchanged until the closure of Carrow Works.

DESCRIPTION

5.112 The Plant is a large five-storey building, almost square in plan, located adjacent to the river quayside. It is built of reinforced concrete and brick, and is located east of, and linked to, Blocks 8 and 8A.

5.113 The building is vertically designed, to take advantage of gravity: through the Mustard Plant's 5 storeys, the milling equipment is arranged in descending order, and operates via a gravity-fed system. The mustard milling production plant, which is patented, survives within the building. However, it is no longer functional, as it was disabled by Colman's/Unilever upon the firm's departure through the removal of key features.

5.114 The main entrance is a glazed foyer on the western side of the building, which contains another feature of note, namely the Colman's bull's head logo in a floor mosaic.

ASSESSMENT OF SIGNIFICANCE

5.115 Functionally, this building is one of the most significant buildings on the Site, due to the importance of mustard to the Colman's brand. However, the building is of limited architectural interest: its design was not innovative for its time, nor are the materials or craftsmanship of exceptional quality.

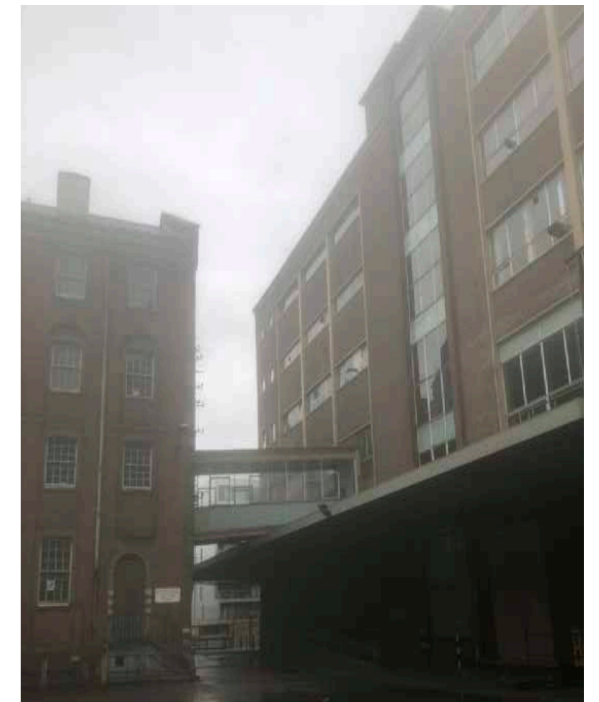


Figure 5.74 West elevation, showing link to Block 8

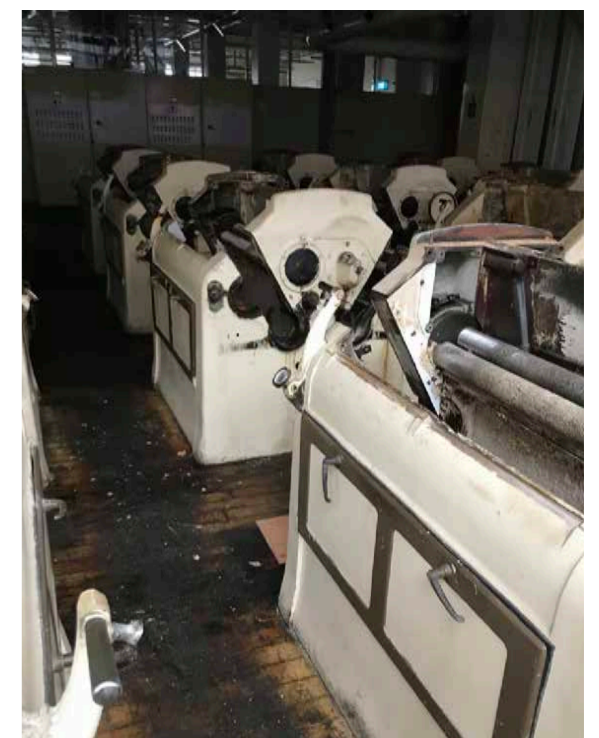


Figure 5.75 Disused equipment

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 21: Mustard Seed Silos

DESIGNATION

Not designated or locally listed

BLOCK NO.

208

DATE CONSTRUCTED

1952

HISTORICAL DEVELOPMENT

5.116 This structure was built in 1952 as an intermediate storage facility for mustard seeds during the drying process, and is a relatively early example of slip-forming or continuously poured concrete construction. A conveyor belt connects the silos to Block 35 (the Mustard Seed Driers).

DESCRIPTION

5.117 The Mustard Seed Silos form the largest building on the Site, and are painted light grey. There are 18 cylindrical silos, arranged in 3 rows of 6, with a rectilinear 'attic' block above the four central silos. This attic section originally had windows, but these have been sealed. A 6-storey stair tower, the height of the silos, is located on the eastern side of the building. The stair tower's east elevation has 3 bays, which contain 3 rectangular windows, with their original steel casements, per floor.

ASSESSMENT OF SIGNIFICANCE

5.118 Though currently neither designated nor locally listed, Block 208 is a striking building, and, due to its height, a landmark within the area. As an example of slip-forming concrete construction, it is of some architectural interest. However, overall architectural interest is somewhat limited by the fact that the building's plan-form and arrangement are not unusual or innovative for Tower Silos of the period. It also has historic value due to its association with mustard production at Carrow Works. However, this significance is also limited on account of the fact the Silo is not an early factory building. Its significance is therefore judged to be medium.



Figure 5.76 View of the Mustard Seed Silos from the northeast



Figure 5.77 Mustard Seed Silo close-up from the northeast

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 22: Jif Plant

DESIGNATION

Not designated or locally listed

BLOCK NO.

204

DATE CONSTRUCTED

c. 1955, additions in 1986 and 1994

HISTORICAL DEVELOPMENT

5.119 Designed by Colman's own architectural department, the Jif Plant was built c. 1955 for the bottling of wet sauces. The building was significantly expanded in the subsequent decades: a block for the starch mill and engineering departments was added to the south-western part of the building in 1986, and a loading bay was added to the south-east in 1994.

DESCRIPTION

5.120 The original building is a long symmetrical block, but due to the the 1986 and 1994 extensions, this symmetry is only evident on the northern side. It is 3 storeys tall, of reinforced concrete construction, and faced in brown brick. It has ribbon windows. A parapet conceals the plant on the building's flat roof. Later accretions have diluted the building's architectural quality.

ASSESSMENT OF SIGNIFICANCE

5.121 The Jif Plant's significance is medium-low, and is primarily derived from its importance in the context of Carrow Works' industrial production. In terms of the history of Carrow Works, the building is also in an important location, overlooking the river Wensum.

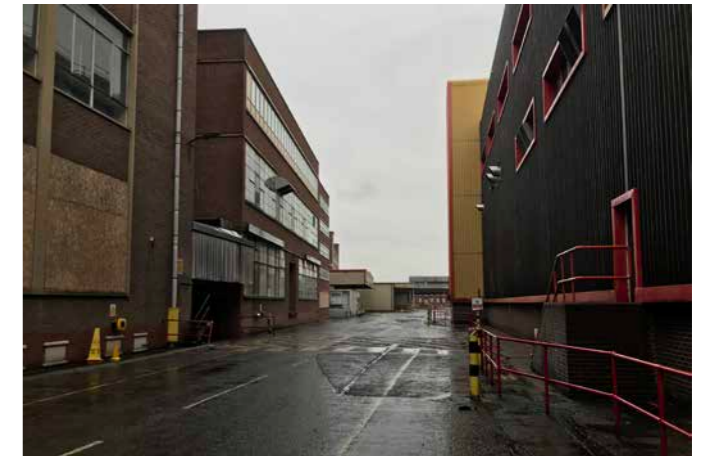


Figure 5.78 Looking towards the Jif Plant from the west. Block 209 is in the foreground, left. To the right is Block 254



Figure 5.79 View of Jif Plant from southeast. 1994 loading bay in foreground



Figure 5.80 Block 204

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 23: Dry Foods Unit

DESIGNATION

Not designated or locally listed

BLOCK NO.

201

DATE CONSTRUCTED

1955-1957, 1980s

HISTORICAL DEVELOPMENT

5.122 Block 201 was built between 1955 and 1957 for the processing of dry foods and powdered mixes. Baby food was also produced here until 1994, when the brand was sold to Cow and Gate. The Dry Foods Unit was built at nearly the same time as 204, and was likewise designed by Colman’s in-house architectural department.

DESCRIPTION

5.123 The building is almost square in plan, and, on the north elevation, appears to be a continuation of Block 204 (to the west). The southern elevation contains art stone detailing, though this is largely concealed by a large single storey deliveries/loading bay that was added in the 1980s. The construction is reinforced concrete, faced with brown brick. The building is also characterised by metal-framed ribbon windows and glazed staircase bays on either side of the south elevation.

ASSESSMENT OF SIGNIFICANCE

5.124 In architectural terms, the building’s value has been diminished by the large additions to the south elevation. However, its significance is medium-low on account of its important role in the industrial production of Carrow Works. As was the case with Block 204, its setting on the Wensum River is also significant.



Figure 5.81 View of the Dry Foods Unit from the south, showing the large loading bay

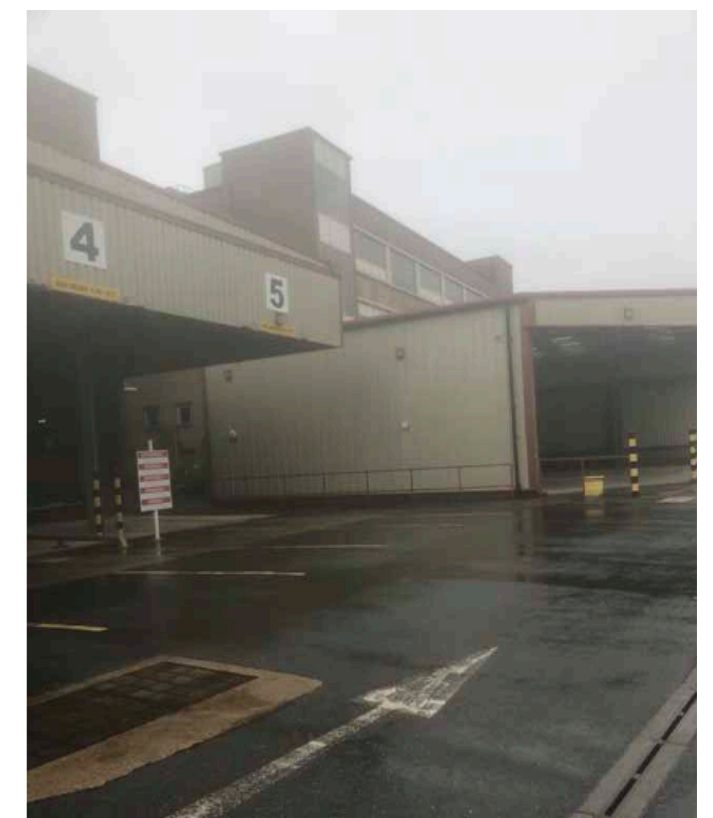


Figure 5.82 Dry Foods Unit from the southwest

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 24: Former Fire Station

DESIGNATION

Not designated or locally listed

BLOCK NO.

212 and 212a

DATE CONSTRUCTED

c. 1959

HISTORICAL DEVELOPMENT

5.125 Due to the considerable risk of fire at Carrow Works, the Colmans had an expertly drilled Fire Brigade permanently on the factory premises; housing for the firemen and their families was also provided at the nearby nos. 9-29 King Street. A sprinkler system was also installed on the Site. The original fire station was irreparably damaged by bombing during World War II, and was rebuilt c. 1959 to designs by Colman's in-house architects. Part of this building, the first floor of the southern portion, had to be demolished before 2000 due to structural defects.

DESCRIPTION

5.126 The Former Fire Station is an approximately I-shaped block, reinforced concrete construction faced in yellow-brown bricks on the side facing the yard/Carrow Works. The building contains one and three storey elements. The north-eastern end of the building, located near a Works entrance, contains a curved end with continuous windows, which served a security function.

ASSESSMENT OF SIGNIFICANCE

5.127 The building has some historic value, its existence indicating the range of operations on the Carrow Works site. Its architectural value is limited, however, and the building's significance is therefore judged to be low.



Figure 5.83 Main range of the station. Garage doors have been boarded up



Figure 5.84 The canted corner bay at the station's eastern end

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 25: Mustard Seed Intake

DESIGNATION

Not designated or locally listed

BLOCK NO.

218

DATE CONSTRUCTED

c. 1970

HISTORICAL DEVELOPMENT

5.128 Wedged between the Mustard Seed Store and Mustard Seed Silos, Block 218 is a steel-framed shed built c. 1970. Its function was to provide a covered area for the delivery of raw mustard.

DESCRIPTION

5.129 The shed is a rectangular structure, clad in corrugated sheeting, with a double-pitched roof oriented north-south.

ASSESSMENT OF SIGNIFICANCE

5.130 The building's significance is low: it is an entirely utilitarian structure with no inherent architectural or historic value.

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 3: Large-Scale Industrial Units and Utilities

Building 26: Concentrated Soft Drinks

DESIGNATION

Not designated or locally listed

BLOCK NO.

254

DATE CONSTRUCTED

1986-7

HISTORICAL DEVELOPMENT

5.131 The largest building at Carrow Works, the Concentrated Soft Drinks Plant dates to 1986-7 and, as its name suggests, was used for the production and distribution of concentrated soft drinks.

DESCRIPTION

5.132 Block 254 is a massive steel-framed shed, clad in light yellow and black steel sheeting.

ASSESSMENT OF SIGNIFICANCE

5.133 The building's significance is judged to be low. Block 254 is an entirely utilitarian structure with neither historic nor architectural value.



Figure 5.85 East elevation



Figure 5.86 View of Block 254 from the southeast

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 4: Large Scale Modern Industrials

Building 27: Culinary Unit

DESIGNATION

Not designated or locally listed

BLOCK NO.

202

DATE CONSTRUCTED

1950-1955, extended 2003 and 2006

HISTORICAL DEVELOPMENT

5.134 The Culinary Unit was built between 1950 and 1955. It was expanded in 2003 and again in 2006, when steel-framed sheds were built to the south and west.

DESCRIPTION

5.135 The oldest portion of the Culinary Unit is of reinforced concrete construction, with a sawtooth-pitched roof. The steeper roof pitches face northward, and are glazed. The 2003 and 2006 additions are steel-framed, with black channeled steel sheeting.

ASSESSMENT OF SIGNIFICANCE

5.136 Though the Culinary Unit has some evidential value about Carrow Works' postwar development, it is not of architectural interest, and therefore has low significance.



Figure 5.87 View of Culinary Unit from the west



Figure 5.88 View of Culinary Unit from the north-west

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 4: Large Scale Modern Industrials

Building 28: Mint Plant

DESIGNATION

Not designated or locally listed

BLOCK NO.

39F

DATE CONSTRUCTED

c. 1955

HISTORICAL DEVELOPMENT

5.137 The Mint Plant was built in 1955, and was where mint sauce was made. On the same day of picking, mint was brought to the plant and left to mature in a liquor of brine and vinegar in containers to the north and east of the building.

DESCRIPTION

5.138 This single-storey building has an exposed reinforced concrete frame with red brick infill. The two double-pitched roofs and gables are clad in corrugated sheeting. A projecting loading bay is located at the northwest corner.

ASSESSMENT OF SIGNIFICANCE

5.139 This twentieth-century industrial building is not of architectural or historic interest, and has low significance.



Figure 5.89 View of the Mint Plant from the southwest
Source: CgMs 2018 Heritage Assessment

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 4: Large Scale Modern Industrials

Building 29: Ready Drinks Unit Britvic

DESIGNATION

Not designated or locally listed

BLOCK NO.

217

DATE CONSTRUCTED

Early 1970s, extended 2010-2014

HISTORICAL DEVELOPMENT

5.140 This building dates from the early 1970s, and was used for the preparation of ready drinks mixes. An extension to the southwest was added between 2010 and 2014.

DESCRIPTION

5.141 The Ready Drinks Unit is a massive rectangular single-storey building on the banks of the river Wensum. The loading bay is located on the eastern side. The building has a steel frame structure, and its exterior is part brickwork, part clad in steel sheeting. The eastern section of the building has a shallow gable roof, while the western, smaller portion's roof is double-gabled.

ASSESSMENT OF SIGNIFICANCE

5.142 This utilitarian building is of no architectural or historic interest. Its significance is therefore low.



Figure 5.90 View of the Ready Drinks Unit from the southeast

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 4: Large Scale Modern Industrials

Building 30: Britvic Warehouse and Office, Warehousing Britvic, and CSD Palletising Britvic

DESIGNATION

Not designated or locally listed

BLOCK NO.

224/1-5

DATE CONSTRUCTED

Built in 5 phases between 1976 and 2003

HISTORICAL DEVELOPMENT

5.143 This very large distribution shed was built in 5 phases between 1976 and 2003 on the location of the kitchen garden and playing field.

DESCRIPTION

5.144 Located on the eastern periphery of the Site, this warehouse is steel-framed, and clad in channeled steel sheeting. Some of the two-storey offices, on the eastern side of the building, are faced in red brick. Blocks 1-5 (the numbering corresponds to the 5 phases) each have a gabled roof. A large vehicular loading bay canopy is located on the southern elevation.

ASSESSMENT OF SIGNIFICANCE

5.145 This building is neither of architectural nor of historic interest. Furthermore, it encroaches on the historic setting of Carrow Priory, which is located to the west. The building's significance is low.



Figure 5.91 The Vehicular Loading Bay Canopy



Figure 5.92 The Palletising Unit

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 4: Large Scale Modern Industrials

Building 31: Works Entrance and Gatehouse

DESIGNATION

Not designated or locally listed

BLOCK NO.

253

DATE CONSTRUCTED

c. 1979

HISTORICAL DEVELOPMENT

5.146 The Gatehouse was built in the late 1970s, as part of a larger programme of remodelling the main entrance of Carrow Works, providing controlled vehicular access for visitors and HGVs delivering supplies.

DESCRIPTION

5.147 The Gatehouse is a small, rectangular single-storey building with chamfered corners and recessed entrances. It is located centrally on the Site's southern periphery. The northern portion of the Gatehouse, which is faced in dark grey brick, contains offices, and the security booths are located in the southern section. The security booth and canted eaves are clad in metal sheeting. The roof, which is flat, is of concrete/asphalt. On either side of the security lodge is a dual carriageway, which connects the Site with the A147 (directly to the south).

ASSESSMENT OF SIGNIFICANCE

5.148 The building has low significance because it is of no architectural or historic interest.



Figure 5.93 View of the Gatehouse and security lodge from the northeast

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 5:

Building 32: Carrow House

DESIGNATION Grade II	HISTORICAL DEVELOPMENT 5.149 Carrow House, a mid-C19 villa, it was extensively rebuilt in 1861, possibly by Edward Boardman, and extended in 1895, with adjoining garden features created in 1908. 5.150 In the 20th Century a large office building has been built adjoining the north elevation, this subsequently fell into disuse and in the present is currently under renovation.
BLOCK NO.	DESCRIPTION 5.151 The building is two storeys plus an attic and basement, with a shallow hipped roof with a low parapet and moulded stone cornice supported by stone brackets. The roof carries tall panelled chimney stacks with a dentilled oversailing cornice which rise from the north gable end and the ridge of the south range. On the west front, the original villa to the left (north) has a symmetrical façade of four bays, the two central bays projecting forward under a pediment supported by stone brackets and pierced by an oculi. It is framed by paired pilasters which are echoed at the end bays. The hipped roof above this range has a flat top with decorative ironwork balustrading and two dormers with moulded wooden segmental pediments. The regular fenestration consists of two-over-two pane horned sash windows set within raised moulded stone surrounds. The basement area is behind a low stone wall which runs along the length of this part of the house. It was originally covered by a glazed roof but this has been replaced by plastic, although the ornate cast-iron brackets survive. A large mid 20th Century office building has been built adjoining the north elevation.
DATE CONSTRUCTED c. 1850	ASSESSMENT OF SIGNIFICANCE 5.152 Architectural interest is derived from the buildings status as a high-quality Victorian villa in an Italianate style with a well-balanced composition and well-executed classical stone dressings. 5.153 An associative interest is derived from the association to local Norwich architects James Minns with likely later design by Edward Boardman. The internal decorative scheme throughout the house is particularly significant for the intricate carving of the finely detailed Jacobean style joinery, including the staircase, panelling and elaborate chimneypieces. Surrounding built form within the formal garden have clear design quality and compliment the design of the house. 5.154 A degree of historic interest is derived from the survival of the ground-floor business rooms which demonstrate the close association between the house and the family-run Carrow Works nearby. 5.155 The building has a strong group value with other designated assets on the Carrow Works site, particularly with the adjoining Grade II* listed conservatory, the Grade I listed Carrow Abbey, and the scheduled monument at Carrow Priory, the lodge, gardener's cottage and former cart shed; the sunken garden; pet cemetery, which all contribute to its architectural and historic context.

5 | Identification of Receptors: Identification of Assets and Significance

Character Area 5:

Building 33: Conservatory at Carrow House

DESIGNATION

Grade II*

BLOCK NO.

DATE CONSTRUCTED

1895

HISTORICAL DEVELOPMENT

5.156 The extension and conservatory were added to the south end of Carrow House in 1895. The conservatory was built by Boulton and Paul Ltd.

DESCRIPTION

5.157 the large timber-framed conservatory has a long rectangular plan of nine bays with canted ends, resting on a brick plinth pierced by ornate iron ventilation grilles. The curved roof has a moulded cornice and a continuous lantern surmounted by decorative iron cresting and at each end by an iron finial and weathervane. The bays are divided by wooden mullions with decorative shaping at the top and bottom. Each bay has three fixed vertical panes divided by wooden glazing bars, and above a keyed semi-circular window with tiny leaded lights bordered by a band of red stained glass. The lantern has the same leaded lights and red border. At the short south end of the conservatory is a double-leaf door with lower wooden panels and a glazed upper panel with a semi-circular window above. On the long east side there is another double-leaf door at the right end, and the middle three bays project forward under an elaborate ogee gable head. This is surmounted by a triangular pediment and filled with three panels of Art Nouveau stained glass.

ASSESSMENT OF SIGNIFICANCE

5.158 Architectural interest is derived from the buildings status as a high quality example of the its period, by a well known and reputed firm of manufacturers. The conservatory features in the exhibition catalogue of the firm Boulton and Paul's, indicating the prestige of the building. The building is heavily ornamented and retains much of its original decorative ironwork and glasswork, including internal utility features and ventilation.

5.159 The building carries a group value with buildings which make up Carrow Works, including particularly Carrow House, Carrow Abbey, Carrow Priory, the lodge, gardener's cottage and former cart shed; the sunken garden; pet cemetery, which all contribute to its architectural and historic context.

5 | Identification of Receptors: Identification of Assets and Significance

Listed Building Groupings

Introduction

5.165 Listed buildings beyond the Application Site boundary have been grouped for assessment purposes by geographical location. These buildings have been reviewed and an assessment of significance carried out. The assessment has given particular regard to the setting of these listed buildings and their relationship to the application site.

5.166 The proposed development would not have any direct or physical impact on any of the grouped listed buildings. Any potential effects relate solely to a potential for change within the wider setting of the listed buildings. Accordingly, the nature and degree of any potential change would be limited in its potential effect and may only change part of the wider context in which the listed building is experienced and appreciated.

Listed Building Grouping 1 - Trowse

These buildings are located to the south east of the application site close to the River Yare.

- Trowse Railway Station, Grade: II List UID: 1478346
- MILL HOUSE, Grade: II, List UID: 1372532
- TROWSE HOUSE, Grade: II, List UID: 1051767
- Late C19 engine house at Trowse Sewage Pumping Station, Grade II, List UID: 1478264
- Early C20 engine house, boiler house and coal store at Trowse Sewage Pumping Station, Grade II, List UID: 1478662

Significance

5.160 The significance of the building group is primarily derived from their architectural and historic interest. Trowse railway station, Late C19 engine house at Trowse Sewage Pumping Station, Early C20 engine house, boiler house and coal store at Trowse Sewage Pumping Station, all form a distinct grouping of former industrial and infrastructure buildings with a direct relationship to the railway. The significance of these buildings is expressed through their overall form, appearance which remains referential of their historic function.

5.161 Trowse House and Mill House are residential dwellings which date to the c.17th Century, but remain much altered with a large volume of 19th Century change to building form and the surrounding urban environment. The significance is derived from the buildings age, materiality form and appearance. They contribute to the aesthetic appeal of the Trowse-Millgate Conservation Area and status as a composite part of the historic townscape

Setting

5.162 The setting of Trowse railway station, Late C19 engine house at Trowse Sewage Pumping Station, Early C20 engine house, boiler house and coal store at Trowse Sewage Pumping Station, is the surrounding railway land and the the railway track which is intrinsic to the understanding of the construction and operational use of these buildings.

5.163 Significance in relation to setting is derived through the contribution of the buildings to the aesthetic quality of the immediate townscape, and an appreciation of the areas former industrial use. Trowse House and Mill House contribute to the composition of the back streetscape which extends north along adjacent to the railway line. The buildings have a townscape value through their historic form and architectural detailing and contribute to the character and appearance of the Trowse Conservation Area as a whole.

5.164 The buildings within this listed building grouping do not meaningfully contribute to the setting or significance of the Carrow Works site or the listed buildings within its bounds. While the application site and these buildings have shared a common use of the railway line, this connection is not intrinsic to an appreciation of the significance or setting of Carrow Works.



Figure 5.94 Mapping showing Listed Buildings Grouping 1 (circled)

5 | Identification of Receptors: Identification of Assets and Significance

Listed Building Grouping 2 - Bracondale South

- 5.167 These buildings are located to the west of the application site along Bracondale
- BRACONDALE COTTAGE, Grade: II, List UID: 1051346
 - 72, 72A AND 72B, BRACONDALE, Grade: II, List UID: 1372766
 - 70, BRACONDALE, Grade: II, List UID: 1051345
 - FORECOURT WALL, GATE AND RAILINGS TO NUMBER 68, Grade: II, List UID: 1051344
 - 66, BRACONDALE, Grade: II, List UID: 1372764
 - 66A, BRACONDALE, Grade: II, List UID: 1051342
 - 62 AND 64, BRACONDALE, Grade: II, List UID: 1051381
 - 60, BRACONDALE, Grade: II, List UID: 1372744

Significance

- 5.168 The significance of this cluster of residential dwellings is primarily derived from their architectural and historic interest as
- 5.169 The buildings appear as a typical Georgian townhouses, set back from the road, with mature front gardens. Each displays a clear vertical hierarchy and broadly symmetrical frontage. The buildings hold group value with the other each, as dwellings of a similar style, age, form and function.
- 5.170 The location of the building group along this stretch of Bracondale has a broadly consistent sense of scale is retained through the visible plot divisions, and boundary wall treatment with glimpses of the structures through foliage and above walls.
- 5.171 Significance is further derived from the buildings contribution to the aesthetic appeal of the Bracondale Conservation Area and their status as composite parts of the historic townscape.

Setting

- 5.172 The building group is principally experienced along Bracondale and the surrounding residential streets. The setting is formed by the other buildings in the near vicinity of similar style, period, and age, they are broadly cohesiveness in form and height and overall appearance which all contributes to the significance of the grouping and the value of the townscape.
- 5.173 Significance in relation to setting is derived through the contribution of the buildings to the aesthetic quality of the immediate townscape, and an appreciation of the historic development of residential buildings beyond the city boundary in this part of Norwich. The grouping additionally contributes to the character and appearance of the Bracondale Conservation Area.
- 5.174 The buildings within this listed building grouping do not meaningfully contribute to the setting or significance of the Carrow Works site or the listed buildings within its bounds. There is a low level of intervisibility to the wider Carrow Works site due to the density of the verdant boundary. These residential buildings are not intrinsic and do not meaningfully contribute to an appreciation of understanding the significance or setting of Carrow Works.



Figure 5.95 Mapping showing Listed Buildings Grouping 2 (circled)

5 | Identification of Receptors: Identification of Assets and Significance

Listed Building Grouping 3 – Bracondale West

- 5.175 These buildings are located to the west of the application site clustered around Bracondale and Ice House Lane.
- 51-57, BRACONDALE, Grade: II, List UID: 1051378
 - 45 AND 47, BRACONDALE, Grade: II, List UID: 1205738
 - 37-43, BRACONDALE, Grade: II, List UID: 1372742
 - NUMBERS 33 AND 35 AND ATTACHED GARDEN WALL TO EAST OF NUMBER 35, Grade: II, List UID: 1205728
 - 31, BRACONDALE, Grade: II, List UID: 1051377
 - 29 AND 29A, BRACONDALE, Grade: II, List UID: 1051376
 - 25 AND 27, BRACONDALE, Grade: II, List UID: 1205691
 - 17 AND 19, BRACONDALE, Grade: II, List UID: 1051375
 - PEPPERS, Grade: II, List UID: 1051351
 - 1, 1A, 8A, 1B, ICE HOUSE LANE, Grade: II, List UID: 1051229
 - 9-12, ICE HOUSE LANE, Grade: II, List UID: 1210141
 - TOWER HOUSE, Grade: II, List UID: 1051380
 - TOWER AND ADJOINING RETAINING WALL TO REAR OF NUMBER 58, Grade: II*, List UID: 1280541
 - SOUTH EAST AND SOUTH WEST BOUNDARY TO WALL TO NUMBER 54, Grade: II, List UID: 1280578
 - MANOR HOUSE, Grade: II*, List UID: 1051379
 - 48-52, BRACONDALE, Grade: II, List UID: 1205750
 - 40-46, BRACONDALE, Grade: II, List UID: 1372743

Significance

- 5.176 The significance of the building grouping is primarily derived from their architectural and historic interest. The buildings have a value as part of a broadly consistent historic townscape pocket, made up of buildings of similar style, materiality, age and functional use.
- 5.177 Individual buildings are recognised for being typical examples of 17th-19th century high quality residential dwellings, that characterises much of the area. Many buildings display a clear vertical hierarchy and ordered symmetry to the main elevations which offers a strong presence as a part of the composition of Bracondale. Buildings remain streetscape, indicative of the historic architectural language of the area and with some stylistic similarity to 2-3 Eldon Street and the Eldon Street Roman Catholic Church of St Mary Moorfields opposite.

Setting

- 5.178 The building group is principally experienced along Bracondale and the surrounding residential streets. The setting is formed by the other buildings in the near vicinity which make up this historic pocket of suburban development. Although the building range in period, and style, they are broadly cohesive with regard to height, form and overall appearance which all contributes to the significance of the grouping and the value of the townscape. Ice House Lane is a narrow passage with a large number of modern garage units, it has a backstreet and utility character with low levels of visibility beyond the immediate buildings due to the height of surrounding boundary walls, mature gardens and the density of development. The upper levels of taller 20th Century residential buildings in the wider area are visible from Bracondale. They form part of its existing urban setting, although they do not contribute to its setting or its significance.



Figure 5.96 Mapping showing Listed Buildings Grouping 3 (circled)

5 | Identification of Receptors: Identification of Assets and Significance

Registered Parks and Gardens

Crown Point

HISTORIC DEVELOPMENT

5.179 An estate in Trowse Newton was purchased by the Money family towards the end of the C17. In 1772 it passed into the hands of John Money (later to become General Money), who in 1784 built himself a new house on the site which he called Crown Point, a name he chose following his involvement in the taking of Crown Point in America. He surrounded the new house with a small park, which is depicted on Faden's county map published in 1797, and extended it further to the south and west following the re-routing of the public road in 1806. The General also leased surrounding land from the Dean and Chapter of Norwich which included Trowse Newton Hall to the north of the park and Whitlingham White House to the east. By the time he died in 1817, a map published the same year (NRO) shows that his house was surrounded by a c 75 acre (c 31ha) park, a large lawn to the south, and a new walled kitchen garden linked by woodland walks to the house. Following a dispute, the estate was inherited by his illegitimate son, Colonel Archibald Money who planted Long Wood along the ridge north of Crown Point and extended the park as far as Trowse Newton Hall to the north and Whitlingham White House to the east. Colonel Money died in 1858 and the estate passed to a second illegitimate son, the Rev Frederick Money who in 1861 put it up for sale. It was purchased by Sir Robert Harvey who commissioned the architect H E Coe, a pupil of Sir George Gilbert Scott, to build a large Elizabethan-style mansion with an ornamental conservatory on a new site. At the same time he employed the garden designer William Broderick Thomas to furnish it with a suitable formal garden (Nierop-Reading nd). The building work was supervised by the local firm Edward Boardman and Son. Sir Robert extended the park by the closure of a public road to the south of the new house, using the road to create a new drive, while to the north he reduced Trowse Newton Hall to a picturesque ruin and planted a double lime avenue up to it. The expense of this work proved too great for Sir Robert who, following a run on his bank, committed suicide in 1870, before his new house and conservatory were complete. In 1872 the estate was purchased by a successful local businessman J J Colman. It passed to Russell James Colman in 1901 who re-employed Boardman and Son to enlarge the house and bring the gardens up to date. The estate stayed within the Colman family although in 1955 they sold the house and its grounds which became the Whitlingham Hospital. During the 1980s the Norwich southern bypass was built, cutting off a section of park, the walled garden, south drive and lodge from the main body of the park. In the 1990s the hospital was closed and in 1999 was purchased by property developers. It is currently (2000) undergoing conversion into private apartments. The site remains in divided ownership.

DESCRIPTION

- 5.180 Crown Point lies on the south-east edge of the city of Norwich, to the east of the village of Trowse Newton. The site here registered covers an area of c 174ha, bounded to the south-west by Kirby Road, to the north-east and north by Whitlingham Lane, and to the east by farmland. The A47 southern bypass runs south of the mansion, isolating the southern corner of the park. Crown Point sits on high ground, the generally level park falling away to the north and north-east towards the valley of the River Yare (outside the registered boundary).
- 5.181 The park contains WHITLINGHAM HOSPITAL BLOCKS 04, 05, 06 (listed grade II*) a large country mansion constructed in red brick and tile with stone mullioned windows, and stone banding in an Elizabethan style. It was built during the 1860s as Crown Point to replace an earlier Crown Point House, on a different site. The three-storey entrance front to the north has gabled bays and a central porch, while the south, garden front has a complex bay system with a central Tuscan stone porch and balustraded parapet. The house was designed for Sir Robert Harvey by H E Coe and was completed for J J and R J Colman by Edward Boardman and Son. At the east end of the garden front is the conservatory (listed grade II*).
- 5.182 The park at Crown Point surrounds the mansion on all sides, although the bulk of it lies to the north. A ridge, planted with trees in the early C19, runs north-east/south-west across the park c 500m to the north of the house, beyond which the land falls away to the north towards the valley of the River Yare. The western section of this land beyond the ridge remains under pasture and is scattered with mature park trees while the eastern section has been excavated for gravel extraction behind a large earth bund erected to screen the workings. These two areas are divided by a lime avenue planted in the mid C19 to form a walk running north-north-west from the ridge to the ruins of Trowse Newton Hall on the northern boundary. The area between the ridge and the mansion, and that to the west have been returned to arable production and a dry ski slope has been erected in the western corner of the park. Although this has led to the removal of individual park trees, perimeter plantations and blocks of woodland survive. The park at Crown Point existed by the end of the C18 when Henry Money built his new mansion and was enlarged twice during the C19 to reach its full extent by the 1880s, by which time it surrounded the new Crown Point house built by Sir Robert Harvey. The boundary of this late C19 park is still (2000) evident.

Conservation Areas

Norwich City Conservation Area

5.183 The Norwich City Centre Conservation Area was designated in October 1992 to cover the whole of the city within the medieval city walls. Prior to this, separate Conservation Areas covered different parts of the area and various modifications have been made to the boundary as recently as 2003. The conservation area covers an area of over 230ha and is divided into 13 distinct 'character areas'. The Conservation Area Appraisal document was adopted in September 2007.

5.184 River Wensum flows through the historic core of Norwich and this is a crucial landscape feature that defines the character of the Conservation Area. The city centre is quite hilly and this adds considerable drama to the townscape of many streets within the Conservation Area. Additionally, most of these streets are narrow with buildings on the footpath edge, producing tight and intimate townscapes. The riverside, wooded escarpments, and parks all contribute substantial numbers of mature trees to the urban landscape within the Norwich City Centre Conservation Area. Moreover, the Conservation Area also has a number of open spaces which vary in scale but are often crucial to the setting of important buildings such as churches, civic institutions and public buildings.

5.185 The character of Norwich City Centre Conservation Area is also a product of almost 1000 years of historical development. This rich historical development produced many city landmarks which are now visible from vantage points located around the historic core. Some of these landmarks are considered to contribute positively to the character of the Conservation Area and has produced resulted in a varied palette of building materials which now characterise the Norwich City Centre Conservation Area. The most widespread material is red-brick. Flint can be seen on prestigious buildings in the city as this material was historically the principal building material for such buildings.

5.186 All these characteristics provide Norwich's historic core with a strong identity and a 'sense of place'.

5.187 However, its character varies within different parts of the city. The Conservation Area Appraisal document acknowledges this and therefore divides the Conservation Area into a series of 'character areas' which are identifiable because of their distinctive townscape, greater concentrations of particular uses, building types or materials, or presence of open spaces or more modern buildings. The Site is located nearby to Character Area 8, King Street which will form the focus of the assessment on the conservation area.

Character Area 8, King Street

5.188 The King Street Character Area is located to the southern bank of the River Wensum adjacent to Character Area 11 - Ber Street. To the north of the application site. The area lies just east of the Ber Street escarpment and west of the River Wensum, forming a downward slope towards the river. Despite being adjacent to the river, riverside access is blocked due to the location of industrial units fronting onto the riverside. This character area includes locally listed buildings (non-designated heritage assets) and Grade II listed buildings. King Street is a mixed area interspersed 19th -20th Century domestic buildings with 20th Century industrial buildings.

5.189 The area has been defined by Norwich City Council as an area of High significance.

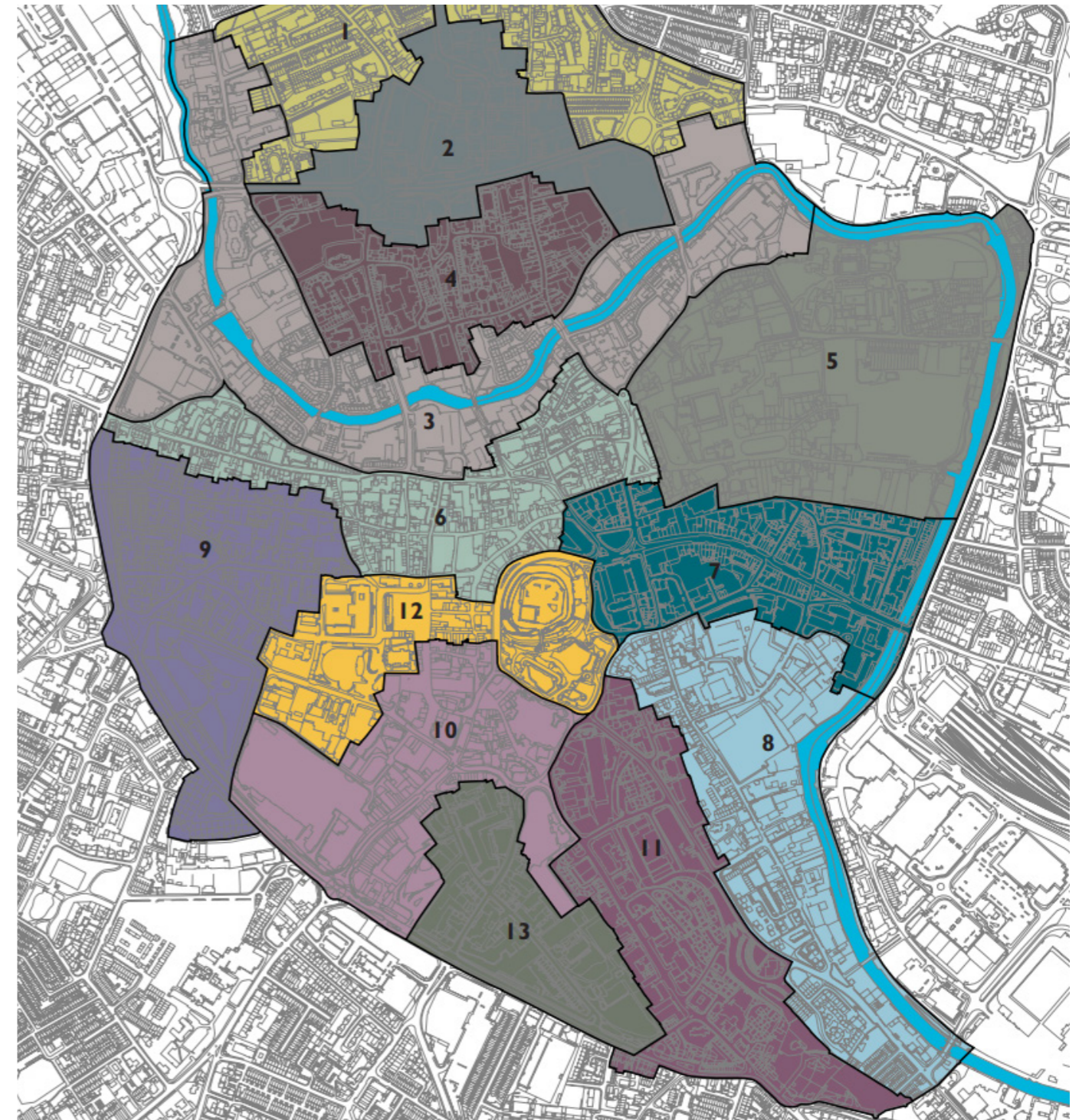


Figure 5.97 Norwich City Conservation Area divided into Character Areas. The Site lies within Character Area 8
Source: Norwich City Council

5 | Identification of Receptors: Identification of Assets and Significance

Conservation Areas

Bracondale Conservation Area

- 5.190 The Bracondale Conservation Area was first designated in February 1970 and extended in October 1992 to include part of Carrow Works and Bracondale Court, the most recent change occurring in 2003. The area lies to the south of the city centre and extends from ridge of the hill down to the river valley. The area is varied in character, including the Carrow Works Site, 19th century villas set back from the road among mature gardens and tightly-packed terraced housing. The conservation area is divided into seven distinct character areas. They are: A - historic villas, B - small scale 19th century development, C - wooded areas, D - Carrow House and Abbey, E - Industrial, F - planned 20th century development and G - city entrance.
- 5.191 The conservation area partially covers The Site through character areas: D - Carrow House and Abbey, and E - industrial. The potential effects on these character areas and the Bracondale Conservation Area as a whole are assessed separately.
- 5.192 The significance of the conservation area is primarily derived from its architectural, historic and archaeological interest.
- 5.193 Architectural and historic interest is derived from the volume and variety of designated and non-designated heritage assets within its bounds. These remain indicative of the historic development of the area and the Carrow Works site many of these are of the highest quality including the Grade I listed Carrow Abbey and the Scheduled Monument at Carrow Priory.
- 5.194 Additionally, mature trees and more heavily wooded areas which provide an important backdrop to many parts of the conservation area and important in understanding the isolated and detached nature of the Carrow Works site and its relationship to the surrounding townscape.
- 5.195 Archaeological interest is primarily derived from the long period of settlement within Carrow Works and the designation of the Priory as a Scheduled Monument.
- 5.196 The area has been defined by Norwich City Council as an area of High significance.

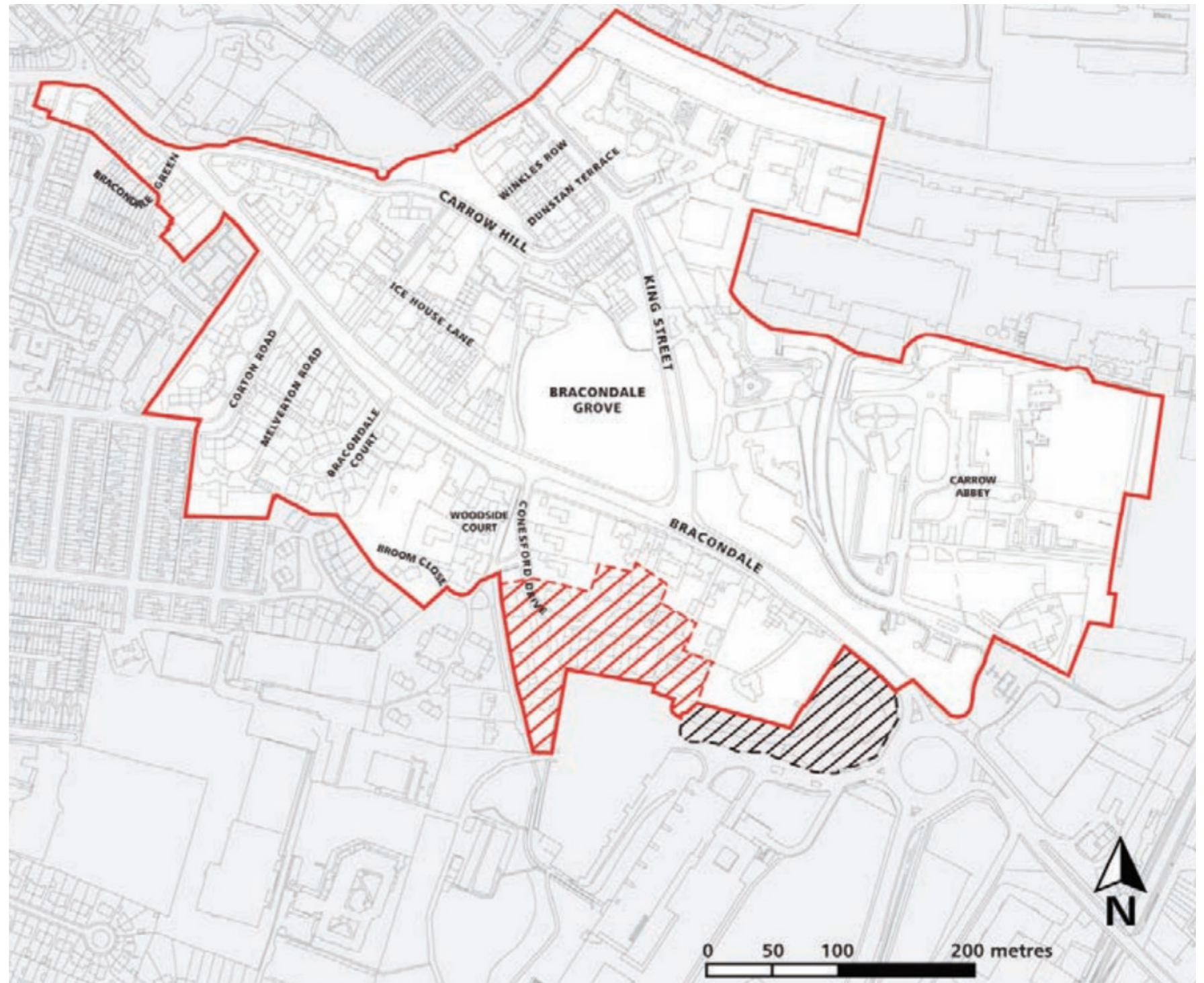


Figure 5.98 Bracondale Conservation Area
Source: Norwich City Council

5 | Identification of Receptors: Identification of Assets and Significance

Conservation Areas

Trowse Millgate Conservation Area

- 5.197 The Trowse Millgate Conservation Area the area is located to the south east of Norwich city centre and covers an area of 3.9 ha It was first designated in January 1979 with the boundary extended in 2003. The conservation area is subdivided into three distinct character areas: A - 19th Century Post Industrial landscape, B - Early Housing and verdant landscape and C - New Housing.
- 5.198 The conservation area includes the following listed buildings and locally listed buildings:
- 5.199 Mill House (Grade: II, List UID: 1372532) and Trowse House (Grade: II, List UID: 1051767) Locally listed buildings (non-designated heritage assets) at: Trowse Pumping Station, 1-6 Trowse Pumping Station Cottages, Bracondale Millgate, Trowse House Cottages, Mill House Cottage, Former Pineapple Public House, Railway Station and curtilage buildings, The Railway Bridge, The White House, The River Bridge, Heron Island.
- 5.200 The significance of the area is primarily derived from the quality of the listed buildings within its bounds which remain indicative of the historic industrial development of the area and the relationship with the railway line.
- 5.201 The area is typified by a mixture of building types although remains largely 19th Century in character, with Victorian terraced housing and railway infrastructure buildings apparent east of the River Yare and the railway line. Properties are typically 2-3 storeys in height with relatively restrained detailing. They are considered to form a distinct group that contrasts with the more domestic scale further north along Bracondale.
- 5.202 The Conservation Area Appraisal does not identify the Carrow Works site as in influence on the character and appearance of the conservation area. A limited number of views towards the application site can be achieved, because of the appearance of largescale industrial buildings contribution the Site makes to the conservation area overall is negative.

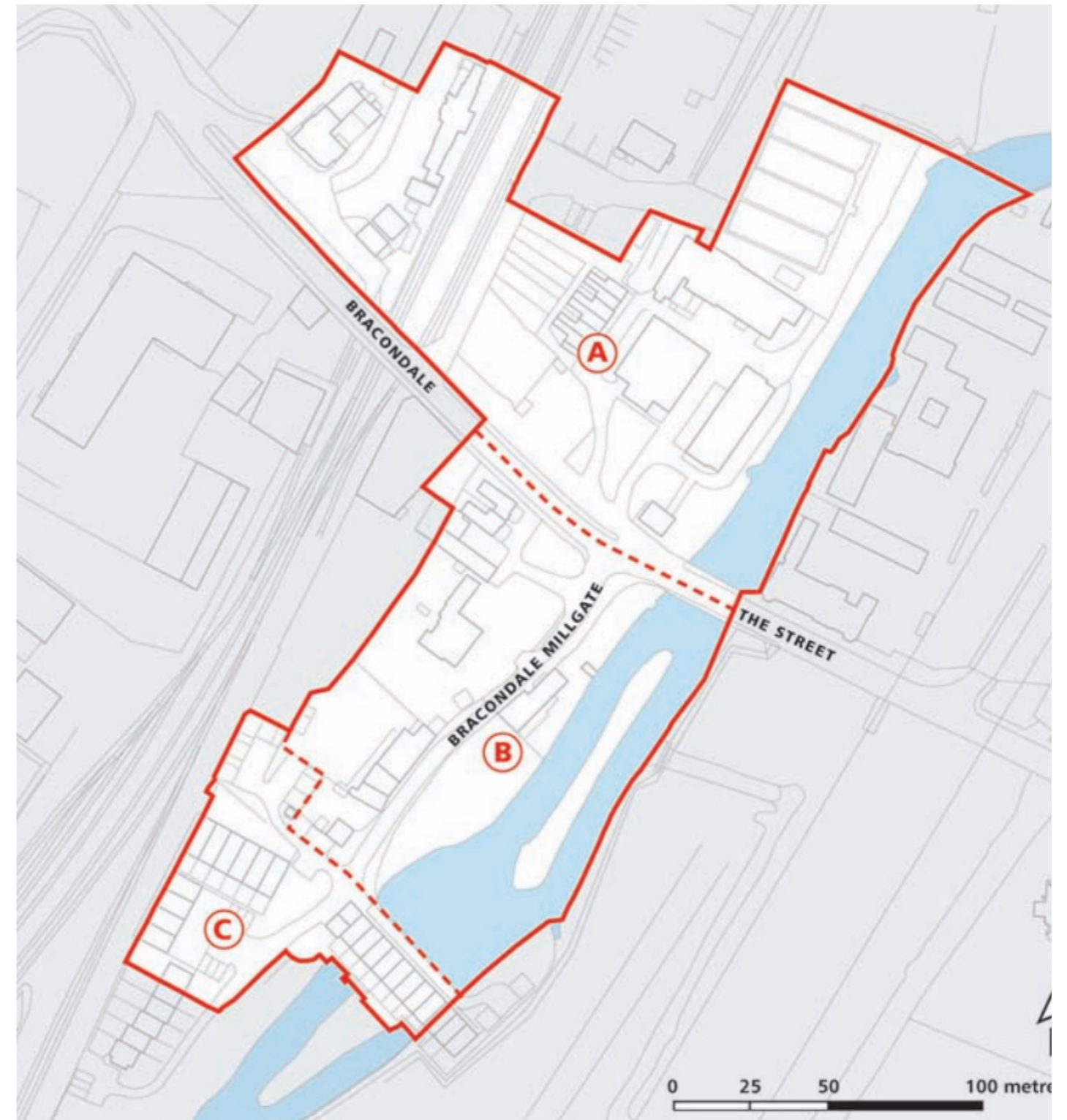


Figure 5.99 Trowse Millgate Conservation Area

5 | Identification of Receptors: Townscape

Townscape Assessment

- 5.203 The Site is located in a low-lying area which runs along the length of the river Wensum. While the site has a varied topography with parts of the site including the Industrial Area to the north sitting demonstrably lower than Carrow Abbey and Carrow House, the surrounding area is largely level but with the area to the south of the application site rising south of Bracondale. Because of the topography of the area the Site is well-suited to absorb higher buildings with a lower level of impact on the surrounding area.
- 5.204 When approaching the Site along Bracondale, the transition between the higher ground to the south and the lower terrain within and around the Site further enforces the isolation of the site and assists in creating an urban pocket of townscape which has low intervisibility with the surrounding townscape.
- 5.205 The most distinctive areas of townscape character areas are found in the more historical parts of the city, mostly the more densely built-up areas of Norwich, which are located within the medieval city boundary and along the River Wensum. Those character areas identified within this assessment at the eastern portion of Norwich are comparably not of such a high quality and are less sensitive than those within city core. These areas are therefore considered to a higher tolerance for change. It is acknowledged that the appearance of new built form, within these character areas would not necessarily cause any detrimental effects and has the potential to positively enhance the aesthetic appeal of the townscape.
- 5.206 To understand the nature of, and differences between, the areas surrounding the site, they are analysed in detail in the following section, thereby setting out their townscape character. These areas are identified as 'townscape receptors': areas whose elements of townscape or urban landscape, specific aesthetic or perceptual qualities, and character contribute to a place's distinctiveness. The effect of the Proposed Development on these receptors is carried out at Section 9 of this report.

Identification of Townscape Receptors

- 5.207 In order to identify heritage receptors potentially effected by the proposed development. Icen Projects divided the application site into 4 distinct townscape character areas. Comments received by NCC responding to the scope of the outline study requested an expansion of the scope of the assessment to include townscape character areas beyond the application site boundary. The assessment of townscape has therefore expanded the assessment to include an additional 5 Character Areas bringing the total to 9, in order to fully consider the surrounding townscape context relevant to the Site.
- 5.208 The following townscape receptors, identified as townscape character areas, have been determined to be relevant to the Proposed Development at the Site (see figure 5.100). Full assessment of their distinctiveness, character and appearance is carried out in the following section. It should be acknowledged that these character areas are largely covered by existing NCC designation as conservation areas and their constituent character areas. - detailed below
- 5.209 The character areas are as follows:
- Character Area 1 - Carrow Abbey
 - Character Area 2 - 20th Century Offices and Landscape
 - Character Area 3 - Large-scale Industrial units and Utilities
 - Character Area 4 - Large-scale Modern Industrial
 - Character Area 5 - Carrow House and Landscape
 - Character Area 6 - Bracondale Residential
 - Character Area 7 - Industrial Riverside
 - Character Area 8 - Civic and Landscape
 - Character Area 9 - Railway Industrial Character

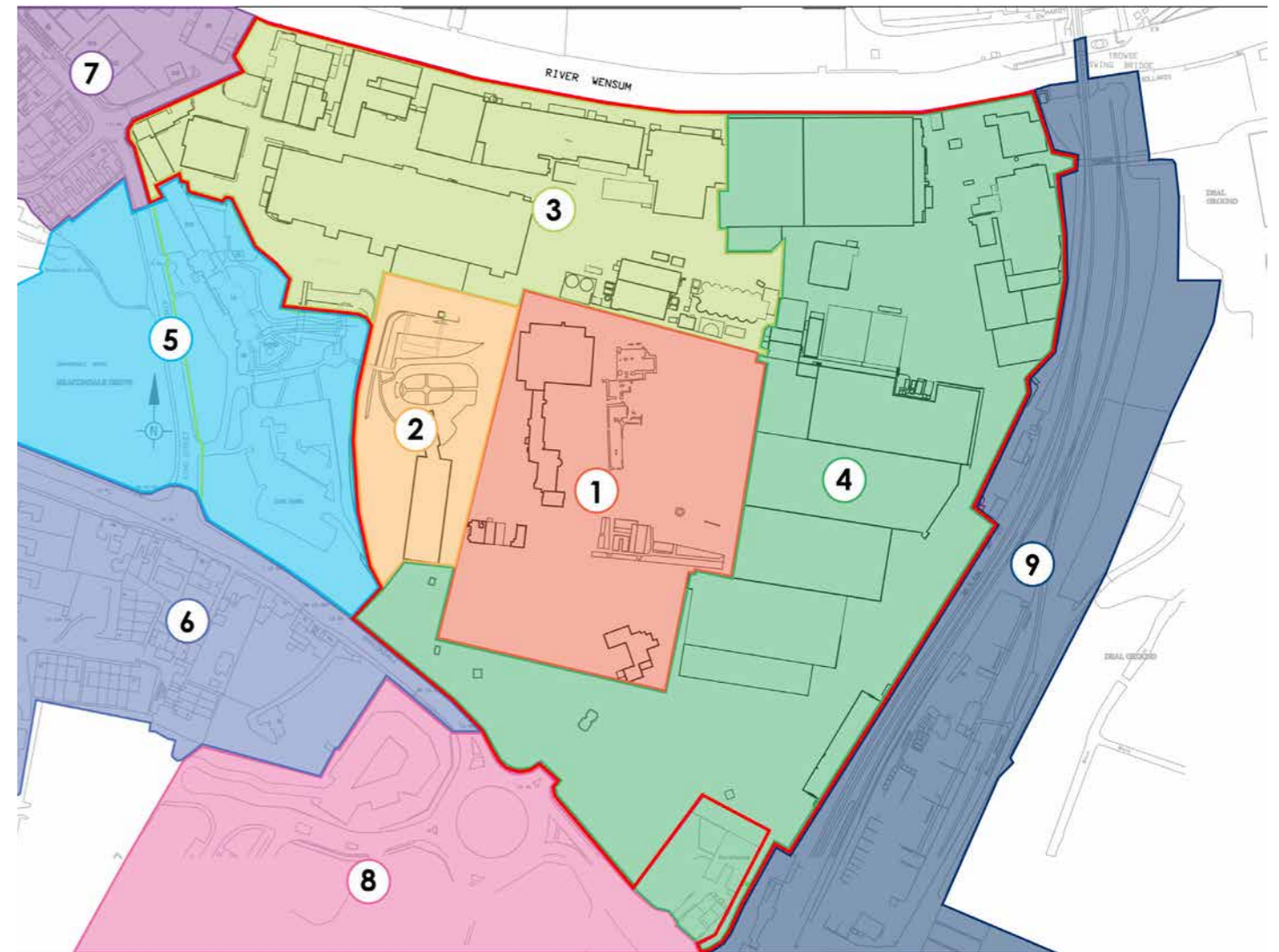


Figure 5.100 Mapping showing townscape character Areas

5 | Identification of Receptors: Townscape

Character Area 1

Carrow Abbey

- 5.210 This character area is located at the centre of the Site and is largely defined as the bounds of the Scheduled Monument of Carrow Priory. The character area contains some of the most significant buildings within the Site, including Carrow Priory itself (Listed Grade I) and Carrow Priory Remains (Scheduled Monument).
- 5.211 The uses of this character area have varied over time and through the changing occupation of the Site. However, the important historic buildings can be broadly defined as having a former residential or ecclesiastical uses. Building heights are low, at around two storeys, and there is a much finer grain than the industrial surroundings. The Area is fairly isolated due to mature tree coverage and steep drop in the landscape to the north, towards the industrial portion of the Site
- 5.212 Stylistically, the buildings vary widely, ranging from the medieval architecture of the Priory, to the 18th-19th Century character of the Abbey. Other buildings have a stylistic reference to the Arts and Crafts style which includes the Stable Cottages, and the Gothic detailing on The Lodge & Garage / Gardener's Cottage. A number of modern buildings within the character area including the Canteen Building and the Bungalow attached to the southern elevation of Carrow Abbey are of poor quality and detract from the significance and setting of the Abbey and the grouping of ancillary buildings.

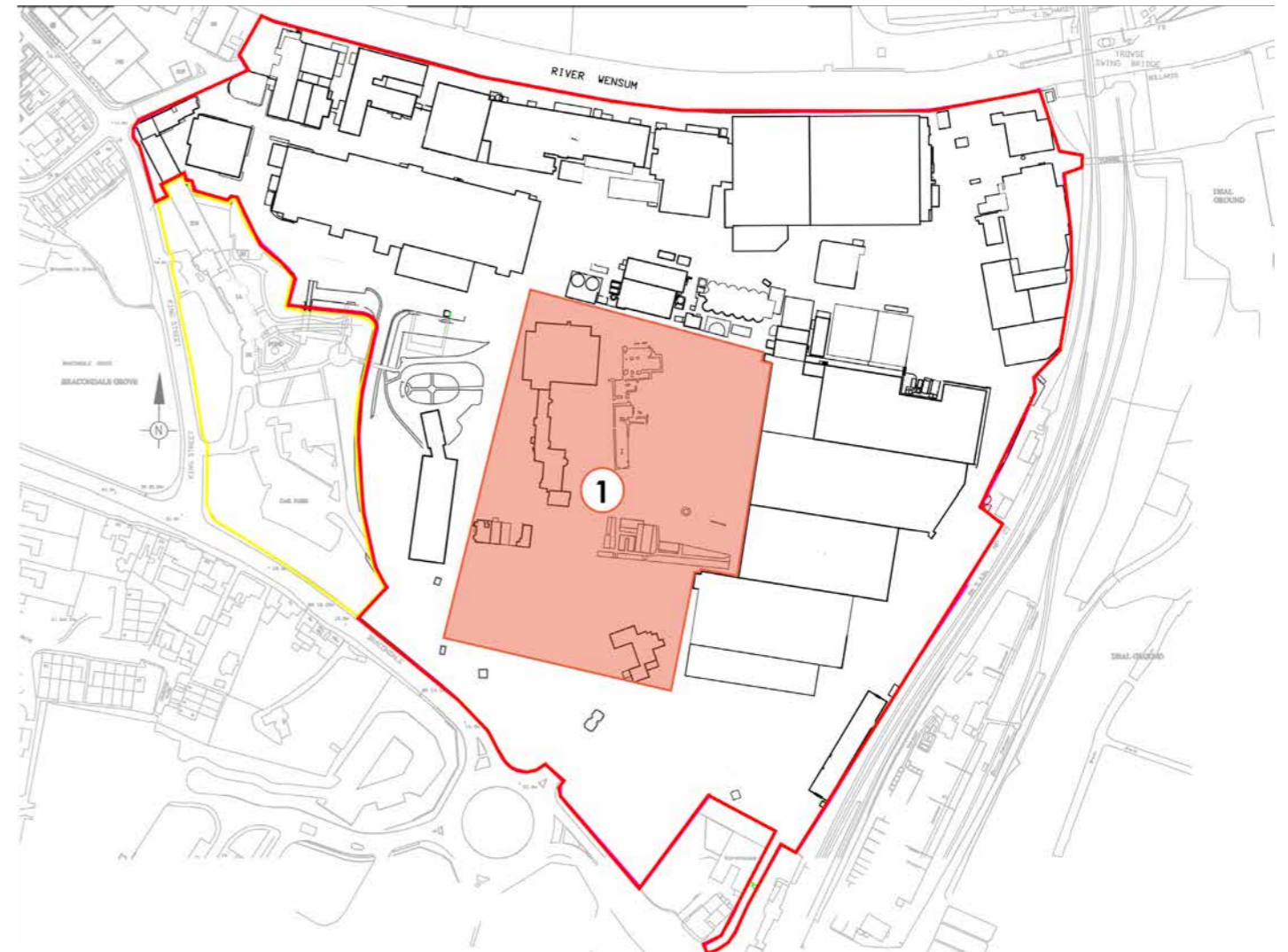


Figure 5.101 Mapping showing Character Area 1

5 | Identification of Receptors: Townscape

Character Area 2

20th Century Offices and Landscape

- 5.213 This Character Area is fairly secluded as part of the Site, separated from by mature trees, to the north, south and west. The separation from the rest of the site is further enforced by the cut through internal road and topography which has created a dramatic drop in providing access restricting intervisibility with the buildings to the north and the surrounding landscape. Suggesting that when the Site was in use for manufacturing, this part of the Site would have still remained quieter and less affected by the works.
- 5.214 The area is dominated by the Technical Block which has a distinctive poor quality, 20th century character with building heights at around three storeys. Technical Centre was built by Reckitt & Colman after 1968, however, it has been vacant since 2013. The buildings are constructed of yellow-brown stock brick with artificial stone dressings, whilst the office block is more colourful, with orange brick to the ground floor and blue mosaic tile to the structural piers.
- 5.215 The Sunken Garden has an Arts and Crafts aesthetic and although originally associated with Carrow House became associated with Carrow Abbey owing to the creation of the cut through road, proximity to Carrow Abbey and the density of the mature trees, which has reduced the sensitivity of change within its setting.



Figure 5.102 Mapping showing Character Area 2

5 | Identification of Receptors: Townscape

Character Area 3

Large-Scale Industrial Units and Utilities

- 5.216 This character area comprises of a variety of industrial buildings which are located to the north of the Site, along the main northern 'street', just beyond the north of a sharp dip in the landscape. This separates it from Character Areas 1 and 2. There are a mix of building types within the area, but are most were constructed to be use within the manufacturing process itself. The character of the area is also drawn from its proximity and views to the River Wensum, however, this is currently not an active frontage.
- 5.217 The most notable feature within this character area are the silos which rise to eight storeys and are visible across the whole Site. In addition, the Concentrated Soft Drinks building within this Character Area occupies the largest footprint and is of low quality and restricts permeability through the Site. The air raid shelters located to the south are fairly hidden, and indicate the importance and scale of on-going production at Reckitt & Colman's plant as part of the war effort.
- 5.218 Towards the north west are several earlier and higher-quality buildings, largely developed in 19th Century. These include the Carrow Works buildings (Grade II Listed) and Block 5 and the Former Fire Station. All buildings within this part of the Area have been constructed of brick and are between two and five storeys. The buildings are of high quality, though have been left vacant and are in need of repair. They have a formal character and are very utilitarian in appearance, which is in keeping with other historic mill buildings from this period. To the south west, the buildings have been more recently redeveloped, though they have largely maintained the original layout.
- 5.219 To the north are several 20th Century industrial buildings, located along the river front, including the Mustard Plant, Jff Plant and Dry Foods Unit. The buildings also are constructed of brick and each have a roughly square plan. They are between four and five storeys and have modern garages connected to them for deliveries.

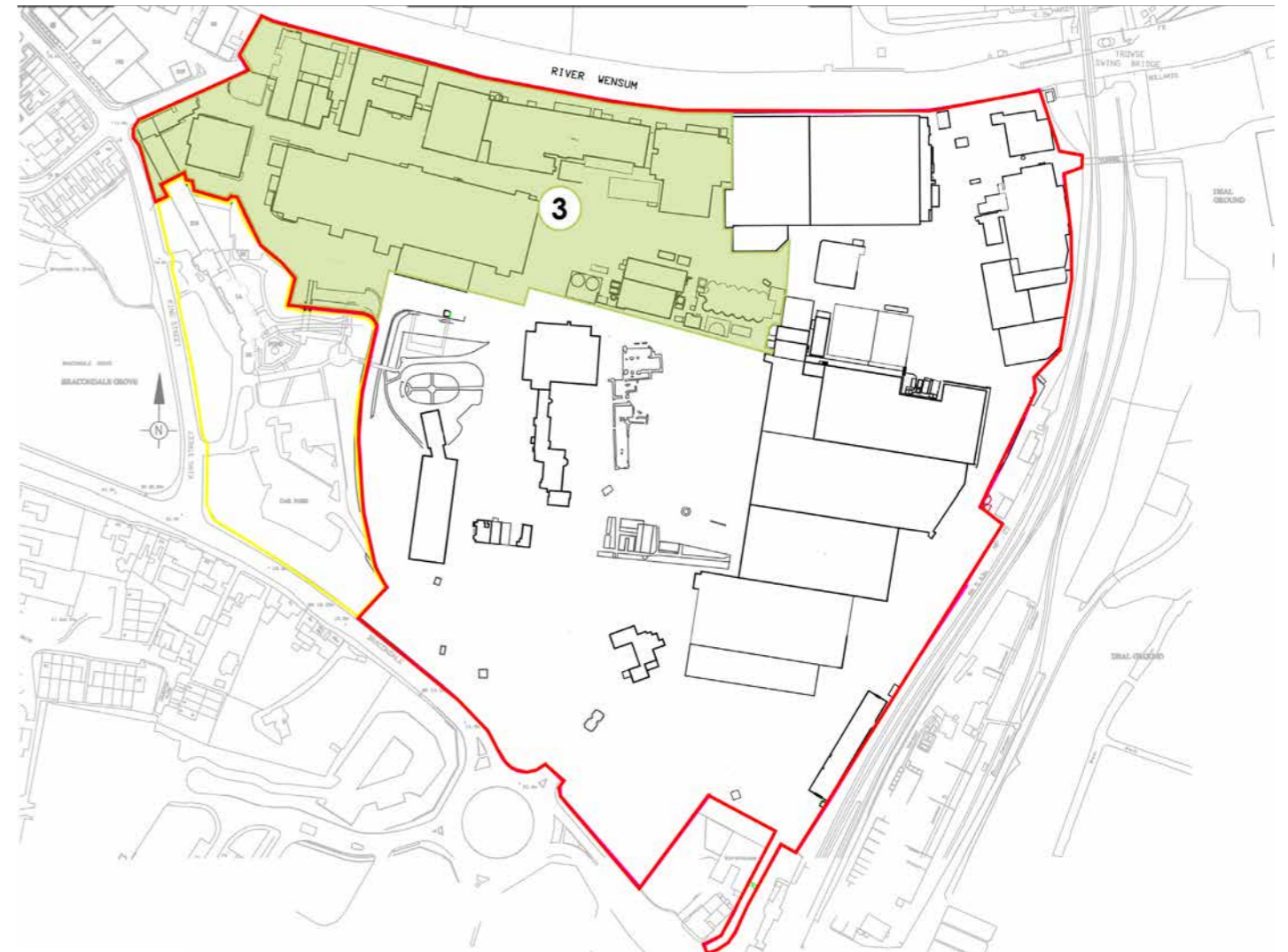


Figure 5.103 Mapping showing Character Area 3

5 | Identification of Receptors: Townscape

Character Area 4

Large-Scale Modern Industrial

5.220 This Character Area runs along the easterly edge of the Site, bordered by the train lines running north - south. It is largely occupied by large-plan industrial buildings which have been constructed relatively recently. The level of storeys is low, between one -two. These buildings are fairly generic in their character and do not have any notable qualities which are unique to the Site. They have a varied roofscape, some with a jagged roofline, and the overall quality of the buildings is low. The character of the area is enhanced by the river frontage to the north. To the south of this character area is a large area of hardscaped car parking which has been developed on what was previously grassland, with varying uses associated with the Abbey, followed by early industry on the Site.



Figure 5.104 Mapping showing Character Area 4

5 | Identification of Receptors: Townscape

Character Area 5

Carrow House and Landscape

- 5.221 The area is dominated by historic Carrow House (1861-1895), and the large Boulton and Paul conservatory (1895), surrounding the planned gardens. These listed buildings are the most important and defining feature within the character area.
- 5.222 The area has a high elevation and views from within the area and partially looks into the industrial portion of the site. Intervisibility with Carrow Abbey at ground level is largely prevented by intervening mature planting.
- 5.223 The southern portion is largely occupied by carparking which is surrounded by wooded areas of mature trees which extend up to and around Carrow House.
- 5.224 The heavily wooded area to the west known as Bracondale Grove, is designated as urban green space and protected woodland. The ground drops to form the 'grove'. Because of the topography and density of the woodland there is no opportunity for views beyond the character area boundary.



Figure 5.105 Mapping showing Character Area 5

5 | Identification of Receptors: Townscape

Character Area 6

Bracondale Residential

- 5.225 Character area 6 covers the area to the south side of Bracondale. It takes in two Character Areas identified in the Bracondale Conservation Area Appraisal A-Historic Villas and F-Planned 20th Century Development. These residential buildings within this area are broadly two to three storeys in height, semidetached or within short terraces. Buildings along Bracondale are largely typical 17th-19th Century dwellings, set back from the road with many of the front gardens enclosed by boundary walls which contributes to a distinct character and semi-rural canyon type effect.
- 5.226 The area has a high volume of listed buildings clustered along Bracondale, these have been grouped for assessment purposes under Grouping 2 - Bracondale South, Grouping 3 - Bracondale West
- 5.227 The areas of Planned 20th Century further to the south are discreet pockets of well designed 20th century housing, included in the conservation area because of the standard of design, adherence to local design principles and materiality.



Figure 5.106 Mapping showing Character Area 6

5 | Identification of Receptors: Townscape

Character Area 7

Industrial Riverside

- 5.228 This character area covers the southern part of the Norwich City Centre Conservation Area - Kings Street Character Area and is typified by industrial type buildings of large footprint and scale and a number of new residential develops which have occurred relatively recently on the south side of the river. Buildings of historic interest include Carrow Works Block 60 (Grade II) beyond the site boundary but connected to the functions of the Carrow Works Site.
- 5.229 The northern industrial character area within the application site is broadly concurrent with this townscape type.
- 5.230 The material treatment within these areas is mixed but has broadly adopted the use of brick within the modern designs. This gives some consistency to the townscape and is referential to the surrounding historic urban character. The use of materials to give the townscape continuity is particularly apparent with new development to the south of the application site.
- 5.231 Due to the historic street pattern and emergent commercial office functions of this townscape type most of the open ground within these areas is occupied by car parking or hard surfacing. These areas carry little greening.
- 5.232 The area has a distinctly different appearance than the other portions of the study area which are more low rise and residential in character. The urban grain of the areas within this townscape character type are coarse in pattern with large plot sizes and is broadly characterised by properties with a scale and mass greater than that of buildings in the surrounding areas and significantly greater than those within the residential streets.
- 5.233 The pattern of streets has developed around King Street and access routes to the riverside. Redevelopment of building plots has created new access paths and relationship to the riverside setting.



Figure 5.107 Mapping showing Character Area 7

5 | Identification of Receptors: Townscape

Character Area 8

Civic and Landscape

- 5.234 This area does not have any heritage designations beyond a small cottage located towards the north of the site listed at Grade II which has been scoped out assessment due to intervening distance. The area is located to the south side of Bracondale and is comprised of open park land and 20th Century built form.
- 5.235 This area is expansive and loosely surrounds The County Hall, which dominates the area and comprises the majority of built form within the character area. County Hall is surrounded by landscaped parkland, intersected with arterial roads and carparking. Further buildings in this portion of the townscape were constructed in the 20th Century and are typically modern in design.
- 5.236 Due to the low architectural merit and recent period of development, these areas are of little overall townscape value and have a low sensitivity to change in their wider setting.

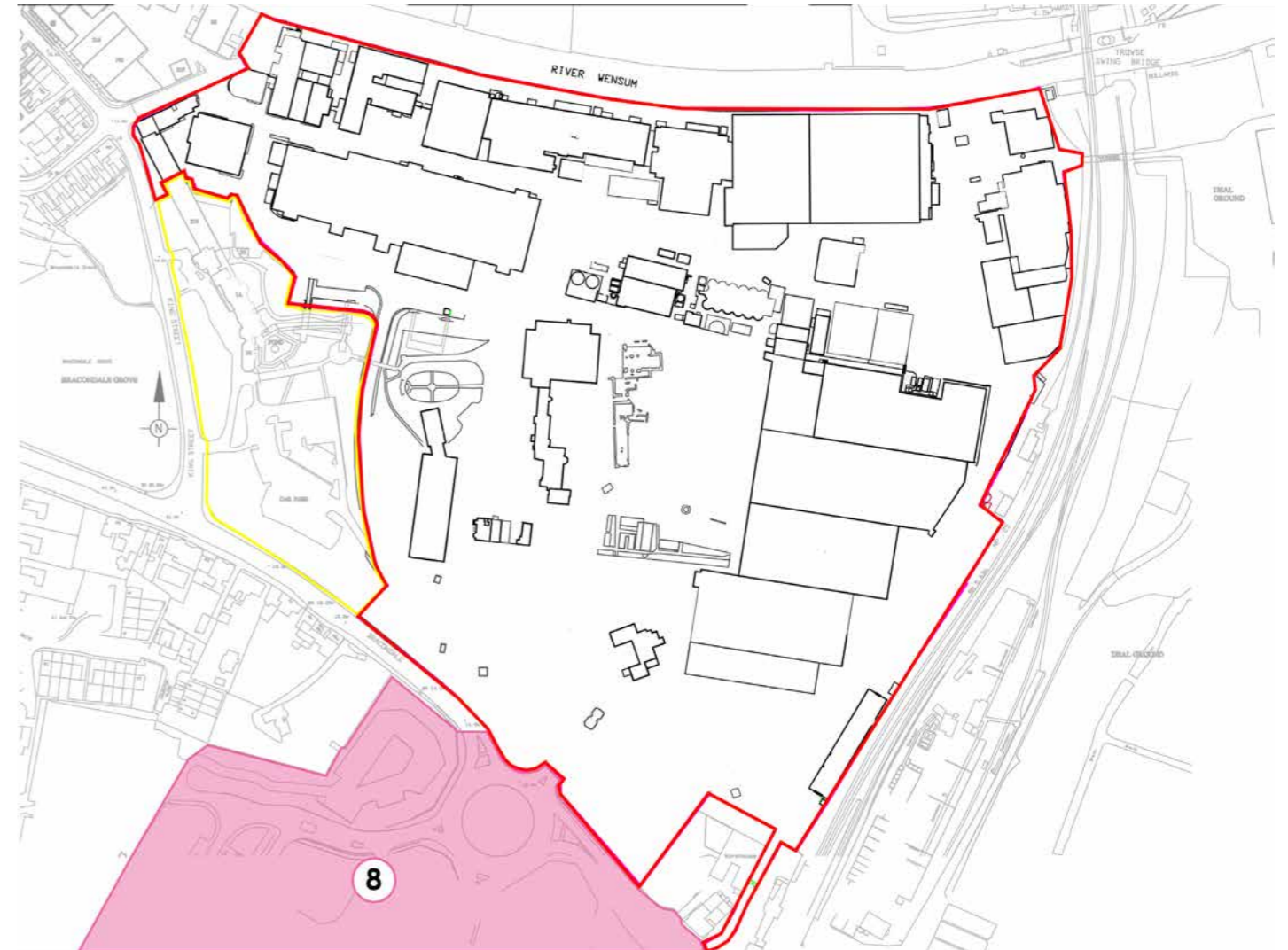


Figure 5.108 Mapping showing Character Area 8

5 | Identification of Receptors: Townscape

Character Area 9

Railway Industrial Character

- 5.237 This character area runs north to south along the line of the railway and the eastern boundary of the site. It forms a townscape buffer to those areas' further east. This character area defined by industrial warehouses and railway infrastructure within close proximity to the track.
- 5.238 Large footprint commercial units exist to the south with attached car parking and there is only limited greenery within the character area, due to narrow railway sidings and an absence of open land which isn't built upon or in utility use.
- 5.239 The area includes listed buildings grouped for assessment under Grouping 1 - Trowse. This includes Grade II listed former industrial and infrastructure buildings: Trowse Railway Station, Early C20 engine house, boiler house and coal store at Trowse Sewage Pumping Station, Late C19 engine house at Trowse Sewage Pumping Station



Figure 5.109 Mapping showing Character Area 9

Section 6

The Proposed Development.

6 | The Proposed Development

Summary of Proposed Development

6.1 The Site is located on the southern bank of the river Wensum, southeast of Norwich city centre, and comprises approximately 16.9 ha of land. South of the river, the Site slopes gradually upwards. In the mid-twentieth century, parts of the Site were levelled to allow additional factory buildings to be erected. As a result, a steep slope runs horizontally (east to west) across the Site, north of Carrow Abbey. Additional land was excavated in the early 1980s to create a sunken road, enabling heavy vehicles to make deliveries to the concentrated soft drinks plant. The eastern boundary of the Site is formed by railway tracks, which run approximately north south. Further east is an alluvial plain, formed by the confluence of the rivers Yare and Wensum, which widens to form the westernmost branch of the Norfolk Broads. It is located wholly within the NCC administrative boundary.

6.2 Please refer to the EIA for further information on the Site location and environmental sensitivities.

6.3 A hybrid planning application will be submitted for mixed-use development. The full development description is as follows:

Hybrid planning application (part full, part outline), alongside Listed Building Consent and Demolition within a Conservation Area for the following:

Detailed (Full) Component:

“Full application comprising the construction of the principal means of access, the primary internal road and associated public spaces and public realm, including restoration and change of use of Carrow Abbey to former use as residential (Use Class C3), alteration and extension and conversion to residential use (Use Class C3) of the Lodge, Garage and Gardener’s Cottage and the Stable Cottages, development of the former Abbey Dining Room for residential use (Use Class C3), adaptation and conversion for flexible uses (Class E and/or and/or C2

and/or and/C1 and/or C3 and/or F1 and/or F2 and/or B2 and/or B8 and/or Sui Generis) for buildings 207, 92, 206, 7 (7a, 8 and 8a), 209, 35, the Chimney and Class E and/or B2 and/or B8 for the retained Workshop (Block 258), enhanced access to Carrow Abbey and Scheduled Ancient Monument and associated ancillary works”.

The full component of the application covers a site area of 5.02 ha.

Outline Component:

Demolition of existing buildings and replacement with phased residential-led (Use Class C3 and/or Class E and/or F1 and/or F2 and/or C1 and/or C2 and/or B2 and/or B8 and/or Sui Generis), landscaping, open space, new and modified access, car parking and ancillary works.

The outline component of the application covers a site area of 11.9 ha.

Response to the Sensitivities of the Site

6.4 Much of the approach taken by the scheme, follows on from ‘A Vision for East Norwich (Nov 2018)’ a study which offered an analysis of the opportunities of the site. Building on this approach and seeking through carefully considered design to minimise any potential harmful effects, the current scheme, as a result of the detailed discussions with NCC and HE, has been developed to respond to a variety of different sensitive relationships in heritage terms. As a result, the following design moves have been adopted:

- In heritage terms, the proposals have been designed to ensure that the remaining listed structures are retained and restored to better reveal their significance both architecturally and in

terms of use and ensure that they become a key focal point of the masterplan and secure their long term sustainable use.

- Recognising the distinctive character areas within the site and preserving their unique attributes into the proposed development. Large-scale Industrial units and utility buildings formerly part of the factory to form a new street which runs east-west along the northern industrial portion of the Site will maintain the canyon-like effect created by the density of tall factory buildings along the river.
- Demolition of poor quality buildings and replacement with new buildings which have been carefully considered in design terms, with reference to their historic context.
- Consideration of views from within Carrow Priory a Scheduled Monument, with the heights of blocks limited to prevent incongruous forms into the setting of important heritage assets;

Embedded Design Mitigation

6.5 Relevant embedded mitigation to the heritage, townscape and visual assessments includes:

- An inherent focus on delivering the highest quality design in line with local and national policy and guidance;
- The arrangement of height and scale to reflect the character of the surroundings while respecting its sensitive heritage context;
- Linking the Site back into the former use of the factory building, through a retention of the East-West route through the northern portion of the site;

Section 7

Assessment of Demolition and Construction Effects.

7 | Assessment of Demolition and Construction Effects

Demolition and Construction Effects on Built Heritage Receptors

- 7.1 The purpose of this section is to assess the heritage effects of the Proposed Development with reference to the Demolition, Construction phase of works. This section assesses the projected effects of the demolition and redevelopment of the Carrow Works Site upon the identified heritage receptors.
- 7.2 Construction effects will vary for heritage receptors subject to proximity to the site.
- 7.3 For the remaining built heritage receptors further away with great screening effects by intervening development, there would be either a temporary minor adverse effect or negligible effect on their settings from visible machinery and construction infrastructure. This effect would be temporary and reversible.
- 7.4 Construction activities such as removal of fabric demolition and construction activity in close proximity, use of hoardings and visible machinery infrastructure may have a temporary major to moderate adverse effect on the setting of built heritage receptors in the closest proximity, This effect would be temporary and reversible.
- 7.5 Heritage Assets within the site boundary assessed include: Carrow Abbey (LE: 1205742), Carrow Works Block 7, 7a, 8a, 8 and canopy (LE:1372862), Carrow Works Block 92 (LE: 1116888), Carrow Works Block 60 (LE: 1116887), Carrow Priory (LE: 1004031), Walls steps and paved surfaces of the sunken garden near Carrow Abbey (LE: 1478318), Former Mustard Seed Drying Shed (LE: 1478122), K6 Telephone Kiosk outside the entrance of the former mustard seed drying shed (LE: 1478657), Lodge, gardener's cottage and former cart shed to Carrow Abbey (LE: 1478591), Flint wall and 19 attached pet tombs (LE: 1478166) Eastern air raid shelter at Carrow Works (LE: 1478214) Bracondale Conservation Area
- 7.6 For the remaining built heritage receptors further away, there are great screening effects by intervening development, resulting in either a temporary minor adverse effect or negligible effect on their settings from visible machinery and construction infrastructure. This effect would be temporary and reversible.

- 7.7 All assets above are included in the Proposed Development and will therefore be directly affected by the demolition and construction.

Mitigation Measures

- 7.8 As part of this hybrid planning submission a mitigation strategy has been outlined in order to minimise any adversity identified. The mitigation of potential construction effects would follow industry best practice construction standards. The phasing of the Proposed Development would reduce the intensity of the construction effects in the setting of receptors. This would generally mitigate the construction effects for those receptors in close proximity to a temporary moderate to minor adverse effect. For those receptors further away, the temporary minor adverse to negligible effect would remain.

Section 8

**Operational Effects on Built
Heritage Receptors.**

8 | Operational Effects on Built Heritage Receptors

Listed Buildings & Scheduled Monuments

Carrow Priory (LE: 1004031) Scheduled Monument

Relevant Views - V01A, V06

- 8.1 The Scheduled Monument is best appreciated from within its bounds, within the standing remains of the Priory, where remnant stonework allows a reading of the Priory's plan-form. The grounds are relatively secluded from the wider factory by heavy screening of mature trees from the north, south, and east, the large modern canteen block to the north west and Carrow Abbey to the west.
- 8.2 The sensitivity of the asset is High.

Magnitude of Change

- 8.3 The Proposed Development involves wholesale change to the entire Carrow Works site. Change within the boundary of the Scheduled Monument includes the demolition canteen building, constructed on a concrete plinth, this large extension will be replaced with a small cluster of residential buildings which are domestic in scale but help maintain the sense of enclosure at the northern edge of the Scheduled Monument.
- 8.4 The Priory Grounds will undergo a degree of subdivision in order to provide private amenity space for the subdivided Carrow Abbey and its conversion to residential use.
- 8.5 Development within the immediate setting of the Scheduled Monument, includes new residences to the south which will be apparent from within the bounds of Scheduled Monument. Views of the redevelopment of the Technical Block to the west would be largely restricted by the form of the Abbey.
- 8.6 Overall, this would be a Medium magnitude of change.

Resultant Effects

- 8.7 Carrow Priory will be directly affected by ongoing works as a result of noise, vibration and increasing traffic movements during demolition and construction, as well as high visibility of cranes, other worksite plant, and partially completed buildings in views of these sensitive receptors as the construction phase takes place. The impact of this is considered with the former functional use of the wider site and

that this receptor has existed within the proximity of a working factory buildings.

- 8.8 Whilst long distance views from within the grounds are heavily restricted by the intervening walls and density of mature tree screening, it is possible that views of the taller buildings forming part of the proposed development to the north will appear above the treeline.
- 8.9 The arrival of tall buildings to the industrial area will introduce additional height and massing which has the potential to erode the sense of the asset's, enclosed and tranquil setting. The impact of this built form has been partially mitigated through the choice of materials and form of the proposed buildings. The chimney to the factory will remain a prominent feature with new development sitting comfortably in the in the context of the wider site. The proposals have recognised the importance of preserving the setting of the Priory and built form has been carefully planned to maintain an appreciation of the area's tranquillity. The new buildings appearing as part of the proposed development and within the setting will be of a high quality and appear as a secondary piece of townscape replacing the industrial forms of low architectural merit.
- 8.10 The provision of private garden spaces in association with the Abbey is, we are aware, something that might potentially lead to harm to the setting of the Abbey and Priory. Careful conversations have taken place with Bowles and Wyer to develop a strategy that ensures that this does not happen. The approach has been driven by a desire to secure: the continued provision of open views towards the Abbey from publicly accessible gardens; the creation of garden sub-divisions which are subtle features within the landscape, creating privacy without creating an intrusive sense of sub-division; and a screening of garden clutter and paraphernalia. The first move is to ensure that the private garden to the southernmost unit within the Abbey is pushed to the south of the Abbey, away from the principal views of the Abbey from the east and west. This ensures that this garden is as subtle and removed from the Abbey as possible, naturally screened from the east and north by existing tree cover, and by the Abbey itself. A careful treatment

of its western flank, with soft, larger planting, can screen this garden in views from the north-south route up to the Abbey and beyond.

- 8.11 The other gardens, and this southernmost garden, have been designed around the principle that low-level screening can be provided to the gardens, via hedging and other soft landscape boundary treatments, concealing the private gardens and their associated paraphernalia from wider view. This approach would create soft and gentle edgings to the private space, and conditions can be used to prevent the future creation of harder, less sensitive additions. Such an approach can also reflect the semi-formality of the former Cloister Garth, where box hedging and
- 8.12 Beyond the private gardens themselves, a semi-private area of meadow provides a further buffer, a soft and ecologically rich area that divides the public and private spaces, and avoids direct interaction between public views and the edge of the private garden spaces. The eastern edge of the meadow space would be largely defined by the walls of the Priory, which, with some openings, creates a long-north-south divide across the site. Where openings exist, decorative metal gates can be introduced to continue the privacy of this space while permitting views through, and creating elements of visual interest which reflect the Priory's now largely-lost architectural detailing.
- 8.13 Accordingly, views would continue to be afforded from public spaces towards the Abbey, with a reading permitted of the former Prioress's lodgings and the Priory together, while areas of private garden would be concealed from view without them being provided with prominent or intrusive landscape boundaries.
- 8.14 Overall, the resultant effect will have some major Adverse elements, because of the effect on setting. While, the overall resultant effects are considered to be Major Adverse, with mitigation strategies this has the potential to be lessened to a Moderate Adverse effect.

Cumulative Effects

- 8.15 Because of the verdant and contained nature of the Scheduled Monument within the Carrow Works site, the potential for the appearance of cumulative schemes is low. Buildings may appear to the west but will not readily be experienced in conjunction with the proposed development as part of the setting of these assets. Although new buildings appearing in views would be easily apparent, they would not intrude upon an appreciation of the Scheduled Monument and historic role and function. The cumulative effect would remain Major Adverse.

8 | Operational Effects on Built Heritage Receptors

Carrow Abbey (LE: 1205742) Grade I

Relevant Views - V01A, V02B, V06, V08_Triptych

Summary of Position

- 8.16 The building is not currently in sustainable active use, conversion of the building to its previous residential function is suggested as the optimum viable use for the building.
- 8.17 Paragraph 197 of the NPPF identifies the importance, in decision making, of “the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation”. Putting a listed building to such a use, and therefore securing its future by ensuring its future maintenance, is a heritage benefit, regardless of whether it is the ‘optimum viable use’ (OVU) or not. Nowhere in the NPPF or PPG is it suggested that a failure to be the OVU should degrade the benefits to be given to securing a viable future use for the building. Instead, the OVU represents an additional benefit above and beyond, and generally arises as an issue in cases where a scheme might otherwise be unacceptable, but is justified by being the OVU. In this instance, it is not our view, as expressed above, that the scheme is unacceptable, and is only justified by being the OVU. Instead, it is our view that the works proposed are so minimal that they illustrate the acceptability of the scheme, and that the scheme accordingly also carries with it the heritage benefit of being the Optimum Viable Use.
- 8.18 Within the PPG, OVU is described as follows:
- 8.19 If there is only one viable use, that use is the optimum viable use. If there is a range of alternative economically viable uses, the optimum viable use is the one likely to cause the least harm to the significance of the asset, not just through necessary initial changes, but also as a result of subsequent wear and tear and likely future changes. The optimum viable use may not necessarily be the most economically viable one. Nor need it be the original use. However, if from a conservation point of view there is no real difference between alternative economically viable uses, then the choice of use is a decision for the owner, subject of course to obtaining any necessary consents.
- 8.20 Often, this requires a full viability assessment, in order to understand what uses might be viable,

such that they can then be assessed for their relative impact upon significance; the least harmful of these viable uses would then represent the OVU. At this stage, however, it is clear to us that the proposed development is one that generates absolutely minimal impacts on significance and introduces a residential character which offers the best opportunities to enhance the building’s special character. The current use clearly has allowed something to be lost, in relation to one’s experience of the listed building. The slightly more hard-wearing, less domestic feel associated with public or commercial uses does allow something to be lost, and the sorts of ‘public’ uses proposed by the Council would, in our view, allow this absence of domestic character to be continued into the future; some harm to significance would arise, or be ingrained into the building’s future, as a result. By contrast, the reintroduction of domestic character to the spaces would better permit a reading of the building’s significance, placing its various features in a readily legible context.

Magnitude of Change

- 8.21 Works to Carrow Abbey are included in the scheme and are outlined in detail in Design and Access Statement. The current proposals suggest a change of use to restore the former residential function of the building. A number of low level works are proposed to facilitate this change. It is proposed to subdivide the building into three separate residential units. These works will be limited to a small number of new subdivisions at ground and first floor levels and the blocking of existing doorways so they appear as shut.
- 8.22 Changes can be summarised as:
- Demolition of the Canteen Block
 - Change of use to restore the residential function of the building.
 - Creation of new subdivisions to create 3 residences within the building
 - Locking of a select number of existing doorways between residences.
 - Installation of kitchen, bathroom and services within the Abbey building.

- 8.23 Overall, this would be a high magnitude of change.

Resultant Effects

- 8.24 The proposed scheme is a conservation led approach and recognises the unique heritage value of Carrow Abbey and suggests a sensitive scheme with minimal intervention into historic fabric. The proposed works will be limited to a small number of areas and will maintain the existing character of the house with only a minor effect to historic planform and patterns of circulation. Assessment of the building has recognised the distinction between separate areas of the house, The key features of the building’s significance – its architectural and historic interest, will be maintained, including its relationship with the surrounding assets which make up the Carrow Priory.
- 8.25 There will be a heritage benefit through the removal of the canteen building, this building currently detracts from an appreciation of the historic portions of the building. Demolition will restore the buildings physical detachment, allowing for greater legibility of the historic portions of the Abbey. It will be replaced with a small cluster of residential buildings that will maintain a separation from the Abbey while also helping to create a more sensitive sense of enclosure to the Priory Ruins than was previously achieved through the canteen building.
- 8.26 The demolition of the former Technical Block and its replacement with a cluster of well-designed residential dwellings of reduced scale and sensitive design represent an enhancement to the setting of the Abbey. The Proposed Development would replace a building of significant scale and low-quality design, with a more carefully considered scheme of a more domestic scale that has acknowledged in design terms the character, appearance and hierarchy of the buildings within the abbey grounds. The new building cluster will be partially screened by existing mature treeline preventing intervisibility with the Abbey. The scheme has been arranged to ensure that its massing is varied, relieving any sense of overdevelopment or overbearing, when seen from and with the Abbey grounds.
- 8.27 The grouping of high quality residential buildings to the open land occupied by the present carpark will create wider setting of Carrow Abbey.

- 8.28 At present, glimpsed views behind mature trees of largescale industrial buildings of low architectural quality are possible from within the close proximity to the Abbey. The buildings replacing these existing industrial factory units would appear as built form of higher design quality and arrangement, well suited to its context and an improvement against the existing baseline.
- 8.29 The overall resultant effects are considered to have Major Adverse elements, that with mitigation strategies may be lessened to a Moderate Adverse effect.

Cumulative Effects

- 8.30 Because of the verdant and contained nature of the Abbey and its grounds and its location within the Carrow Works site, the potential for the appearance of cumulative schemes is low. Buildings may appear to the west at Deal Ground (12/00875/O) but will not readily be experienced in conjunction with the proposed development as part of the setting of these assets. There would therefore be a negligible cumulative effect to the significance on the Abbey and the ability to appreciate it.
- 8.31 The effect overall would remain major neutral effect

8 | Operational Effects on Built Heritage Receptors

Carrow Works Block 7, 7a, 8a, 8 and canopy (LE:1372862) Grade II

Relevant Views - V03A, V12, V13B, V19

8.32 These buildings are located to the northwest of the application site with frontage to the river. They are best appreciated within the context of the historic industrial buildings which characterise this portion of the application site and its industrial urban canyon effect. Carrow Works Block 7, 7a, 8a, 8 are in a poor state of repair, they are unoccupied and have not been in functional use for a number of years. The sensitivity of the buildings is Medium.

Magnitude of Change

8.33 These buildings will be incorporated into the new development and converted to mixed commercial and residential use. They are currently in a poor state of repair and will undergo complete renovation to convert them.

8.34 There would be a large amount change to setting of these buildings as the surrounding factory buildings are demolished or converted and new residential structures are constructed in their immediate setting.

8.35 Because the change to the townscape will involve the alteration to key features of the baseline condition. Overall, this would be a Medium magnitude of change.

Resultant Effects

8.36 The resultant change of the Proposed development of the site will see demolition of these large industrial blocks of low architectural merit and their replacement with a development of an appropriate design, form and scale. The current modern industrial buildings within the site, some of which are of a considerable scale, largely do not contribute positively to the significance of heritage assets, or to townscape character beyond capturing the historic industrial use of the site.

8.37 While the setting of these assets will change considerably, the key relationship with the other factory buildings from the same period of development will be maintained. The proposed development will take these disused and unoccupied heritage assets restoring them in a manner appropriate to their special interest, securing their long term sustainable use. The buildings would form an intrinsic part of the new development as a key part of the east west routes through the site and formation of the new character areas that recognises the historic industrial use of the buildings and the wider Carrow Works Site.

8.38 Through both an enhancement to the urban realm and the removal of existing poor quality elements of the surrounding urban environment, the Proposed Development overall would be an enhancement to the setting of these buildings. The change will modestly enhance one's ability to appreciate the buildings as an important and intrinsic part of the historic townscape, and would assist in activating the northern access to Carrow Works.

8.39 Overall, the effect of the proposed scheme would be Moderate Beneficial

Cumulative Effects

8.40 The cumulative effect of nearby schemes will not be experienced as part of the setting of this asset; there is therefore no cumulative effect on its significance or the ability to appreciate it be Moderate Beneficial.

Carrow Works Block 92 (LE: 1116888)

Relevant Views - V03A, V09A, V12, V13B, V19

8.41 The Former Counting House, is also referred to as Block 92. The oldest portion of the building dates to 1857 which makes the building the earliest surviving remnant of the industrial portion of the Carrow Works complex. The building has undergone a large degree of historical alteration and change to its setting. The building has variously been used as a counting house, offices, and stores. The building is best appreciated from within the context of the historic industrial buildings which characterise this portion of the Carrow Works Site.

8.42 The sensitivity of the asset is Medium

Magnitude of Change

8.43 The building is in a poor state of repair and will undergo complete renovation to convert it to functional use. The building will be incorporated into the new development and form a gateway building to the new development.

8.44 The Proposed Development includes demolition and conversion of the surrounding factory buildings and the construction of new residential buildings across the wider site to the east. This would be a large scale change to setting of the building.

8.45 Because the change to the townscape will involve the alteration to key features of the baseline condition. This would result in a Medium Magnitude of Change.

Resultant Effects

8.46 The building will be given a degree of prominence as a principle building in the gateway to the site. The Proposed Development is orientated along a central east-west axis, this street layout would enhance the experience of the asset giving the building an appearance in long views through the site.

8.47 The arrival of new variations in density, height, scale and mass are current a feature of the setting of this building, with the retention of other key buildings indicative of the former factory use of the building, changes to the urban environment surrounding the asset, would not detract from the value or setting of the building.

8.48 Given that significance would be preserved, it is our view that the scheme would result in a Moderate Beneficial impact upon significance. While this would be a significant effect in EIA terms, it would be a positive effect and therefore no additional mitigation would be required.

Cumulative Effects

8.49 The cumulative schemes will not be experienced as part of the setting of this asset; there is therefore no cumulative effect on its significance or the ability to appreciate it.

8 | Operational Effects on Built Heritage Receptors

Carrow Works Block 60 (LE: 1116887) Grade II

Relevant Views - V09A

8.50 This building was constructed c.1870-1880 as an industrial building with riverside functions. It site beyond the Carrow Works site boundary. It was only incorporated into use associated with Carrow Works Site from 1960. The building does not form part of the Site. It is considered to have a Medium sensitivity.

Magnitude of Change

8.51 The building would remain physically unaffected by the proposed development falling outside of the site boundary.

8.52 There would be largescale change to the immediate setting of this building as surrounding buildings within the site boundary are demolished or converted and new residential structures are constructed.

8.53 This would result in a Medium Magnitude of Change.

Resultant Effects

8.54 The Proposed Development would introduce additional height and massing within the setting of the building, which would likely be experienced from views that feature both this asset and the application site. Given that tall, mixed use, new developments are already present within the near vicinity the impact of the Proposed Development on the building's significance is considered to be low. The Proposed Development would have no impact on the asset's value with other buildings as part of the Conservation Area, nor the historic and architectural interest manifest within its built fabric or its value as a former building with associated factory use; all of which contribute to its significance. The level of harm is considered to fall at the low end of less than substantial harm.

8.55 Principle views of the heritage asset from the roadway which feature Block 60 will be improved and allow for enhanced appreciation of its architectural quality. The arrival of new residential buildings in its backdrop will form part of the existing conflation of built form but of higher quality that what currently exists. The renovation and reuse of the neighbouring assets within the Carrow Works site, securing their sustainable use, in a way sympathetic to their heritage significance, will generate an enhancement to the significance of this asset through improvement to its setting.

8.56 The extent to which the scheme will generate an enhancement to significance will lead to a Moderate Beneficial effect.

Cumulative Effects

8.57 There will be no change to the assessment resulting from cumulative development in the immediate vicinity. The Proposed Development would remain Moderate Beneficial.

Walls steps and paved surfaces of the sunken garden near Carrow Abbey (LE: 1478318) Grade II

Relevant Views - V08_Triptych

8.58 The Sunken Garden including the walls, steps, terrace and paving were built between 1907 and 1926, in the area to the east of Carrow Abbey. It has a group value with Carrow Abbey (Grade I), Carrow Priory (scheduled monument) and the nearby pet cemetery and flint wall (Grade II). It is best appreciated from within the sunken garden itself looking outwards towards the Abbey.

8.59 The asset is considered to have Medium Sensitivity.

Magnitude of Change

8.60 The sunken gardens would not be physically impacted by the proposed development. Any potential effects relate to a change within their setting.

8.61 New built form will occur in views looking outwards from this asset, The change to setting will be most readily appreciated with the redevelopment of the former Technical Building and its replacement with a cluster of well-designed residential dwellings. It would replace a building of low-quality design, with a more carefully considered scheme with a domestic scale.

8.62 This would result in a Medium Magnitude of Change.

Resultant Effects

8.63 There would be largescale change resulting from development in the near vicinity of this asset. All buildings within the Carrow Works site will undergo largescale material change to their context.

8.64 When viewed from within the sunken garden, the proposed development of the northern factory area will be largely obscured by the mature trees with only sporadic glimpses of the tops of the taller buildings to the north east corner, heavily filtered through the overlaying branches of the trees. Their visibility will be low.

8.65 More localised change within Abbey Grounds will see the removal of the Technical Block to the south and the Canteen Block to the east. These are both intrusive and dominant features within the setting of the Sunken Garden. Their replacement with more sensitive buildings which better respond to their historical context would improve the appearance of the public realm in this area west of the Abbey. The design of the proposed new building has acknowledged the character, appearance and hierarchy of the buildings within the Abbey grounds. The new building cluster will be partially screened by existing mature trees and vegetation which disrupts direct intervisibility with Sunken Garden. The scheme has been arranged to ensure that its massing is varied, relieving any sense of overdevelopment or overbearing. This betterment of the surrounding urban environment would have a Moderate Beneficial effect on ability to appreciate it the Asset.

Cumulative Effects

8.66 As a result of the lack of direct intervisibility with cumulative development schemes, there will be no change to the assessment resulting from cumulative development in the immediate vicinity. The Proposed Development would remain Moderate Beneficial.

8 | Operational Effects on Built Heritage Receptors

Former Mustard Seed Drying Shed (LE: 1478122) Grade II

Relevant Views - V04C

8.67 The building is located to the eastern portion of the Industrial area of Carrow Works. It is currently not in use and suffering from a poor state of repair. The building is best appreciated within the context of the historic industrial buildings which characterise this portion of the application site. It is considered to have Medium Sensitivity.

Magnitude of Change

8.68 The building will undergo complete renovation to convert it to functional use. It will be incorporated into the new development as a central component with a civic function and appear as a prominent feature at the terminus of the east-west route through the site.

8.69 Largescale change will occur within the buildings setting as the surrounding factory buildings are demolished or converted and the construction of new residential buildings occurs.

8.70 This would result in a Medium Magnitude of Change.

Resultant Effects

8.71 While the building and its setting will undergo largescale change. The key features of the buildings significance will be preserved, namely its architectural interest as a well-executed industrial building and the historic connection with the Colman's Brand as a key surviving historic industrial building of the site. These significant attributes have been acknowledged in the wider design of the proposed development and the emergent townscape.

8.72 The effect is considered to be Moderate Beneficial

Cumulative Effects

8.73 Buildings may appear to the west at Deal Ground (12/00875/O) but will not readily be experienced in conjunction with the proposed development. The setting of the Former Mustard Seed Drying Shed has a well contained setting within the Carrow Works site and sitting at a lower topography. There would therefore be a negligible cumulative effect to the significance on the Abbey and the ability to appreciate it. The effect would remain Moderate Beneficial

8.74 The effect overall effect would remain Moderate Beneficial

K6 Telephone Kiosk outside the entrance of the former mustard seed drying shed (LE: 1478657)

8.75 The telephone kiosk is located immediately outside the entrance of the former mustard seed drying shed. It is a standard K6 design made of cast-iron with horizontal glazing in the door and sides, painted red.

8.76 The asset is considered to have Medium Sensitivity

Magnitude of Change

8.77 This telephone box is being retained in situ. There would be a large amount change to setting of this heritage asset as the surrounding factory buildings are demolished or converted and new residential structures are constructed in its immediate setting.

8.78 This would result in a Medium Magnitude of Change.

Resultant Effects

8.79 While setting will undergo largescale change, key features of the assets significance will be preserved. The historic connection with the building grouping will be maintained with the telephone box helping to establish a firm sense of place in the new development.

8.80 The change would be Moderate Beneficial

Cumulative Effects

8.81 As a result of the lack of direct intervisibility with cumulative development schemes, there will be no change to the assessment resulting from cumulative development in the immediate vicinity. The Proposed Development would remain Moderate Beneficial.

Lodge, gardener's cottage and former cart shed to Carrow Abbey (LE: 1478591)

8.82 The Lodge, Garage, and Gardener's Cottage serve as a range of former of ancillary service buildings to Carrow Abbey. The buildings were likely designed by the Edward Boardman and have an architectural interest as high quality buildings indicative of their period, style and type. The buildings have a group value with Carrow Abbey, Carrow Priory, Carrow House and Conservatory at Carrow House, Sunken Garden and Pet Cemetery, contribute significantly to its architectural and historic context. The building is best appreciated looking east at its western elevation where the symmetrical composition of the lodge is apparent. Views looking south from the carpark which take in the grouping as a three and show the yard and evident ancillary use of the building are also important.

8.83 The asset is considered to have Medium Sensitivity

Magnitude of Change

8.84 The buildings will be converted to residential use as part of the Proposed Development. The design has been heritage led with a view to preserving as much historic fabric as possible. Each building will be subdivided as separate units.

8.85 This would result in a Medium Magnitude of Change.

Resultant Effects

8.86 The renovation and conversion of these buildings will ensure the long term and sustainable use of these buildings which are currently in disrepair. The plans to convert the buildings to residential use have been carefully considered to allow key features of the building to be preserved and enhanced. The planform will remain legible, each building will remain a distinct element in the overall composition. The central courtyard which will remain appreciable and open.

8.87 The resultant change of the Proposed Development to the setting of this asset will see demolition of The Technical Block and other modern buildings of low architectural merit and their replacement with a development of an appropriate design, form and scale. The key relationship with the other ancillary buildings within this part of the Carrow Works site and Carrow Abbey will be maintained. The buildings would form an intrinsic part of the new development

as a key part of the southern access route to the Abbey grounds. Overall, the architectural interest in the asset would be preserved, it would continue to maintain the appearance of an estate lodge and its ancillary structures. The asset would continue to serve a role in ushering in the Abbey and Priory in the approach into the grounds, with key architectural features of its design enhanced through the restoration and activation of the building.

8.88 The effect would be Moderate Beneficial

Cumulative Effects

8.89 As a result of the lack of direct intervisibility with cumulative development schemes, there will be no change to the assessment resulting from cumulative development in the immediate vicinity. The Proposed Development would remain Moderate Beneficial.

8 | Operational Effects on Built Heritage Receptors

Flint wall and 19 attached pet tombs (LE: 1478166) Grade II

8.90 The principle in interest in the Flint wall and 19 attached pet tombs is derived from the remnant portions of medieval fabric origins as part of the precinct wall to Carrow Priory. The pet cemetery is illustrative of the occupancy and attitudes of the Colman family and of their relationship with their pets. The assets have a group value with the nearby Carrow Abbey and with the lodge, gardener's cottage, former cartshed, and sunken garden. The asset is regarded as having Medium Sensitivity.

Magnitude of Change

8.91 The Flint wall and 19 attached pet tombs would not be physically impacted by the proposed development. Any potential effects relate to a change within their setting.

8.92 This would result in a Medium Magnitude of Change.

Resultant Effects

8.93 Largescale change will occur within the setting of these assets, but it will do little to diminish the appreciation of these assets or its contribution to the grouping of listed buildings to which it forms a part.

8.94 The significance of this asset lies in its remnant medieval fabric and the illustrative historic value in the pet tombs, these are best appreciated in close quarters within the self contained Abbey grounds. The appearance of new built form within the close setting of these assets, namely the redevelopment of the Technical Block will do little impact on the salient points of its significance and will enhance the setting of these assets. The importance of the division the wall creates will remain. The tombs will continue to be appreciable as a quiet and secluded area of reflection within the proposed new layout.

8.95 In the wider setting the scheme's effects will be limited. Because of the verdancy of this area, new built form to the north will almost be fully hidden from views. The appearance of new built form will have a negligible effect on the significance of the heritage asset or the ability to appreciate them.

8.96 The overall effect will be Moderate Beneficial

Cumulative Effects

8.97 As a result of the lack of direct intervisibility with cumulative development schemes, there will be no change to the assessment resulting from cumulative development in the immediate vicinity. The Proposed Development would remain Moderate Beneficial.

Eastern air raid shelter at Carrow Works (LE: 1478214) Grade II

8.98 The air raid shelter is building into the elevated ground towards the north west of the application site. The asset is best appreciated from its main entrance where the form of the shelter can be appreciated and from within the shelter itself where it has a good level of surviving fixtures. The building remains a good example of a purpose-built tunnel shelter for communal use at a factory site. The building has a group value with the with other listed buildings because of its wartime relationship with the wider at the Carrow Works site.

Magnitude of Change

8.99 The Eastern air raid shelter is not currently part of the scope of works. Any change occurring to the building is wholly derived from change within its setting.

8.100 There would be a large amount change to setting of this building as the surrounding factory buildings are demolished or converted and new residential structures are constructed in their immediate setting.

8.101 This would result in a Medium Magnitude of Change.

Resultant Effects

8.102 The significance of this building is largely derived from its internal character, improvements to building form within its immediate setting have only a low potential to impact upon its significance as an underground air raid shelter. The redevelop has acknowledged the heritage of the site and reflected the former factory use into the deign of the Proposed Development this would preserve the relationship the building holds to the site as a former factory which would continue to be legible. With key industrial buildings retained, the proposed development offers a betterment of the surrounding setting.

8.103 Because the air raid shelters will remain physically unaffected, and activation of the site will better reveal the presence and importance of these air raid shelters, the resultant effect is considered Minor Beneficial.

Cumulative Effects

8.104 As a result of the lack of direct intervisibility with cumulative development schemes, there will be no change to the assessment resulting from cumulative development in the immediate vicinity. The Proposed Development would remain Minor Beneficial.

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Carrow House (LE: 1292106) Grade II

Relevant Views - V07_Triptych, V19

8.105 Carrow House is located on elevated ground towards the east of the site. It is not included within the application site boundary. The asset is best appreciated from its main entrance where its balanced composition as a Victorian villa is most apparent, despite the disharmonious and bulky form of the modern office building projecting to the north. Views from within ornamental garden where the building can be appreciated conjunctively with the Grade II* Conservatory at Carrow House are also of value. The building has a group value and strong relationship with wider Carrow Works site, particularly the adjoining conservatory and the other buildings with residential function with the Carrow Abbey character area.

Magnitude of Change

- 8.106 Carrow House is not currently part of the scope of works. Any change occurring to the building is wholly derived from a change within its setting.
- 8.107 The most appreciable change will be to the factory buildings to the north, as structures are demolished or converted and new mixed use structures are constructed. Despite the close proximity, views of the factory buildings are only glimpsed from the ornamental garden due to the density of the surrounding tree cover (V07_Triptych). Views can be achieved lower ground floor back entrance to Carrow House at small terrace area above the steps descending into Carrow Works factory (V19).
- 8.108 This would result in a Medium Magnitude of Change.

Resultant Effects

8.109 Outward facing views from around Carrow House will change, but the improvement to the urban environment are considered a heritage benefit, currently poor quality industrial buildings detract from the setting of this building. The significance of this building is largely derived from its internal character, improvements to building form within its immediate setting have only a low potential to impact upon its significance due to the largescale block to the north.

Cumulative Effects

8.110 As a result of the lack of direct intervisibility with cumulative development schemes, there will be no change to the assessment resulting from cumulative development in the immediate vicinity. The Proposed Development would remain Minor Beneficial.

Conservatory at Carrow House (LE: 1479038) Grade II*

Relevant Views - V07_Triptych, V19

8.111 The Conservatory at Carrow House is located on elevated ground towards the east of the site. It is not included within the application site boundary. The asset is best appreciated from within ornamental garden where the building can be appreciated conjunctively with Carrow. The building has a group value and strong relationship with wider Carrow Works site, particularly the adjoining conservatory and the other buildings with residential function with the Carrow Abbey character area.

Magnitude of Change

- 8.112 The Conservatory at Carrow House is not currently part of the scope of works. Any change occurring to the building is wholly derived from change within its setting.
- 8.113 There would be a large amount change to setting of this building as factory buildings to the north are demolished or converted and new residential structures are constructed. Despite the close proximity, views of the factory buildings are only glimpsed from the ornamental garden due to the density of the surrounding tree cover (V07_Triptych).
- 8.114 This would result in a Medium Magnitude of Change.

Resultant Effects

8.115 The significance of this building is largely derived from its outward appearance and quality of its architectural detailing. Improvements to building form and the urban environment within its immediate setting have only minimal potential to impact upon its significance. The redevelopment has acknowledged the connection in ownership, function and use between Carrow House and Carrow House Conservatory, Industrial portion of the site and the wider Carrow Works. The former industrial use has been reflected into the comprehensive design of the Proposed Development. The retention and restoration of key industrial buildings and improvements to public realm means the proposed development offers an enhancement of the surrounding setting.

8.116 The effect is considered to be Minor Beneficial.

Cumulative Effects

8.117 As a result of the lack of direct intervisibility with cumulative development schemes, there will be no change to the assessment resulting from cumulative development in the immediate vicinity. The Proposed Development would remain Minor Beneficial.

Grouping 1 - Trowse

Magnitude of Change

- 8.118 The eastern portions of the Proposed Development would be likely to appear within in certain views from the near vicinity of this listed building group.
- 8.119 While new built form may appear as a prominent change within the close proximity of these assets, views featuring listed buildings and the proposed development are very limited to specific elevated locations such as the railway bridge. Due to the sporadic nature of these views and the density and variety of the existing townscape,
- 8.120 This would result in a Medium Magnitude of Change.

Resultant Effects

- 8.121 This is a built up area and views towards the Proposed Development are limited. The assets' significance lies in their architectural detailing and communal value, neither of which would be affected by the Proposed Development.
- 8.122 Views of the Proposed Development will not be readily achieved and would not affect the assets' significance. Accordingly, it is concluded that there will be a Minor Neutral effect.

Cumulative Effects

- 8.123 Buildings will appear to the north west of this listed building grouping as part of the emergent scheme at Deal Ground (12/00875/O). Although the Proposed Development may be experienced in conjunction with this approved scheme the cumulative effect on the setting of these buildings would be low. When considered alongside the further tall buildings coming forward in the vicinity, the Proposed Development would be characteristic of the urban development in this area of east Norwich. Therefore, the cumulative effect would remain Minor Neutral.

Grouping 2 - Bracondale South

- 8.124 This grouping of listed buildings broadly form a row of semi-detached houses on the south side of Bracondale. The buildings are best appreciated from their immediate frontages and as part of a cohesive streetscape of early 19th Century domestic residences. Due to the verdancy of the Carrow Works boundary, intervisibility between these buildings and the application site is low. The grouping has a Medium sensitivity.

Magnitude of Change

- 8.125 The building would remain physically unaffected by the proposed development falling outside of the site boundary. Any change only has the potential to affect the setting of these buildings.
- 8.126 The self contained nature of the Carrow Works site means that while these building are located nearby they do not form a meaningful or important part of the setting of these assets.
- 8.127 Because the Proposed Development would cause only a minor shift away from baseline conditions. With the appearance of new development to the north, detectable but not material. This is regarded as a low magnitude of change.

Resultant Effects

- 8.128 The replacement of the existing buildings with the proposed development, in phases, would result in an overall low change to the setting of the cluster of listed buildings.
- 8.129 The Proposed Development has been sensitively designed in terms of height, scale, façade detail and materiality, with tall buildings situated to the north of the site where the topography drops down into the factory and towards the river. This maintains the seclusion and intimacy of the areas surrounding Carrow Abbey. The buildings increase in height towards to the north, and away from the most sensitive listed buildings. The Proposed Development with its generous public spaces and high architectural quality of the buildings, would result in a changed but new high quality northern setting to the listed buildings.

- 8.130 The listed buildings will be experienced along with the proposed development in views looking North towards the Carrow Works site. The replacement buildings within the development, although larger in scale and height would be read as a part of the existing conflation of built form around the riverside. This change would not affect the significance of the listed buildings, which lie in their historic and architectural value, or the ability to appreciate them. The regeneration of the site will enhance the setting of these buildings through a betterment of the public realm and bringing the entire site back into an active and sustainable use.

Cumulative Effects

- 8.131 The potential effect of cumulative development to appear in conjunction with the proposed development from the immediate setting of these listed building is low. The emergent scheme located at Deal Ground (12/00875/O) is located at a considerable distance to the east of these assets and the appearance of new built form would not meaningfully impact upon the appreciation or significance of this assets group. The effect overall would remain Minor Neutral.

Grouping 3 - Bracondale West

Magnitude of Change

- 8.132 The Proposed Development would include taller buildings which have the potential to appear in certain views when moving east along Bracondale. It would not be a prominent change as views are limited because of the topography of the area and the density of the tree cover surrounding the site.
- 8.133 Overall, this would be a negligible-low magnitude of change.

Resultant Effects

- 8.134 While the proposed development is located nearby to the grouping of listed buildings. There is extensive intervening-mature tree cover, any appearance of the Proposed Development would be incidental and largely appear as a conflation with the existing built form surrounding the former industrial area. It is unlikely that the Proposed Development and listed buildings would be visible together in any significant views due to the orientation of Bracondale. Any effect on the setting of these buildings through the appearance of new built elements within the townscape would be very small. It is considered that any effect arising would be Minor Neutral.

Cumulative Effects

- 8.135 The potential effect of cumulative development to appear in conjunction with the proposed development from the immediate setting of these listed building is low. The emergent scheme located at Deal Ground (12/00875/O) is located at a considerable distance to the east of these assets and the appearance of new built form would not meaningfully impact upon the appreciation or significance of this asset group. The effect overall would remain Minor Neutral.

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Registered Parks & Gardens

Crown Point Registered Park & Garden

8.136 The park is located at the urban fringe of the city. The sensitivity of the site is expressed through the listed buildings within its bounds and the quality of the parkland setting. Because views towards Norwich City Centre are expected to feature built form. The susceptibility to change for this area is medium.

Magnitude of Change

8.137 The tops of the some of the taller buildings on the northern part of the site may be just visible in distance views from some positions within the registered park, but will largely be filtered by trees, both in summer and winter.

8.138 Overall, this would be a low magnitude of change.

Resultant Effects

8.139 The Proposed Development located to the west from the eastern edge of the Registered Park & Garden.

8.140 Conjunctive views which include the Proposed Development and important listed buildings within the park would not be readily achieved due to intervening distance and extensive mature tree cover at the edges of the park. At certain times of the year and from certain portions towards the west of the park, there may be glimpsed views of the upper most parts of the Proposed Development. The effect of the appearance of new buildings would be very small. The heritage significance of the park lies principally in its verdant character as public open land and the history of the area as the parkland setting for the mansion Crown Point house and its previous iterations with a well preserved historic boundary. These attributes would not be affected by the partial, distant visibility of the upper storeys of the some of the proposed buildings; therefore, this change in the wider setting will have no effect on the significance of the registered park or the ability to appreciate it.

8.141 The effect overall is considered Minor Neutral

Cumulative Effects

8.142 There is a potential effect of cumulative development at Deal Ground (12/00875/O) to appear in conjunction with the proposed development in views from within the parkland. As previously acknowledged views towards the town centre will be expected to feature built form, the appearance of new built form which would be read as part of the existing conflation of buildings would not meaningfully impact upon the appreciation or significance of this registered park. The effect overall would remain Minor Neutral.

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Conservation Areas

Norwich City Conservation Area

Summary of Position

8.143 The Proposed Development is located to the south of Norwich City Conservation Area, specifically Character Area 8 - King Street, separated by a small buffer of post industrial buildings surrounding Carrow Bridge. The proposals will result in a radical transformation and improvement of area to the south of the conservation area boundary and will therefore have a Medium impact on setting.

Character Area 8 - King Street

Susceptibility to Change

8.144 Because of the low quality of the built form at the southern end of the King Street Character Area, closest to the application site. The susceptibility of the area to be affected is Medium.

Sensitivity

8.145 The Norwich Conservation Area Appraisal has graded the significance of this Character Area, using its own methodology as High. In EIA terms, with consideration to the significant listed buildings within its bounds, the overall sensitivity of this townscape character area is high-medium.

Magnitude of Change

8.146 The magnitude of change resulting from the Proposed Development is considered to be medium. While change would occur to the setting of this character area, the main impact would be the glimpsed appearance of new buildings within an already densely and urbanised riverside townscape.

8.147 Overall, this would be a low magnitude of change.

Resultant Effects

8.148 The Proposed Development would not impact upon key buildings within the character area which contribute positively to the townscape character of the area.

8.149 The layout of the proposed development at the Site would respond to the former factory use of the site and the distinctive character that has developed through its industrial use. This would enhance the permeability of the site and the relationship of the buildings to the River Wensum.

8.150 The scale and massing of the Proposed Development is lower towards the north of the application site. This responds to sensitivities close to the western core of the city centre. The scale of the site transitions from the historic factory buildings to the north west close to the conservation area boundary and to the emerging high-rise context of the riverside east. While the uplift in scale would be noticeable in the very few views where the tall element would be seen, for the most part the prevailing sense of scale would be maintained and would be appreciated in the context of the enhancements to the appearance and structure of the townscape.

8.151 As such, the overall resultant effects are considered to be minor beneficial.

Cumulative Effects

8.152 When considered alongside cumulative development, the Proposed Development would form part of the wider redevelopment of the area to the east of Norwich City Centre. The character area includes a large amount of industrial buildings within close proximity to the river, the new, tall developments coming forward at the Riverside which will sit alongside these buildings of scale and mass will enhance the river side, the Proposed Development forms a key component of this emergent townscape. The proposed development would be largely be appreciated as part of this cumulative context and the effect to upon this character area would remain moderate beneficial.

Bracondale Conservation Area

Summary of Position

8.153 The Proposed Development occupies two character areas within Bracondale Conservation Area. D - Carrow House and Abbey, and E - industrial.

8.154 The Proposed Development will result in a radical transformation and improvement of the Character Area E, with the total demolition and permanent loss of a number of factory buildings. As such the development will have a major impact on the significance of this part of the conservation area. It represents a new phase in the development of the areas as a whole, with a carefully considered scheme of appropriate design, height, scale, massing, and materiality.

8.155 All of the existing buildings proposed to be demolished, while holding some value as indicative of the historic use of the area have a markedly negative impact on the appearance of the character area as a whole, those buildings desirous to preserve have been recognised by Historic England and NCC and will be incorporated into the new development as key focal points, elevating their significance and securing their long term sustainable use.

8.156 The demolition and replacement of buildings with a development of superior architectural quality in conjunction with a cohesive design recognising the former variety of use in the factory site including street layout, new public realm, provision of amenities and associated improvements to the townscape, will have a decisively positive impact on the Character Area.

8.157 Specifically, consideration has been had to how the scale, mass and design of buildings to allow the historic context to remain legible. This is achieved through detailed design and the layout and orientation of buildings, new built form will respond to the main east-west factory route and to the riverside setting, acknowledging and reflecting of historic and local character.

8.158 In light of the overall heritage benefits of the development proposals. These include:

- Improvements to regenerate existing built form, activating historic buildings will result in a positive transformation to and radical improvement of the local townscape bringing an active use to a opportunity site.
- The creation of other open squares and riverside access, which reflect the historic use of the site, with a naming strategy that evokes their earlier functions.
- The creation of a new townscape experience through increased access to the site from the north and the introduction of an East-West route through the former factory site and with various new routes to access to Carrow Abbey.
- Framed views of key listed buildings within the Carrow Works Site including the Mustard Seed Drying Factory
- Greatly improved public realm, open spaces, street furniture, provision of trees and biodiversity.
- The replacement of buildings which appear as a negative features and their replacement with new buildings of high quality design for the improvement of local views and townscape and the enhancement of the setting of listed and locally listed buildings within Carrow Works.

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Character Area D – Carrow Abbey

Susceptibility to Change

8.159 In townscape terms the character area is located within the small green pocket which surrounds the Scheduled Monument and Abbey with verdant mature screening. Intervisibility to the wider factory site is achieved in glimpsed views to the north. While the area is recognised as being of high value, with a number of listed buildings which are interconnected in their historic function, context and period. The Proposed Development would affect elements including both the Technical Block and Canteen, that detract from the overall value of the area. There is scope for enhancement of these assets which would improve the setting and legibility of the Carrow Abbey grouping and the character area overall. Because of the poor quality later additions there is scope for change to the within this area without harming key elements that contribute to the townscape value. The susceptibility to change for this area is therefore considered medium.

Sensitivity

8.160 Because of the historically and architecturally significant buildings within the Character Area and the interrelationship between the priory and other listed buildings and structures around the site, the overall sensitivity of this character area is High.

Magnitude of Change

8.161 The magnitude of change resulting from the Proposed Development is considered to be medium. While it would affect this character area, the proposals would see the regeneration of poor quality buildings and retention of key listed buildings. Despite the scale of redevelopment of the wider site and the proposed uplift in density and height, due to the topography, layout and form, and the density of surrounding mature tree screening.

8.162 Because there would be alteration to existing key elements or features within the Character Area and the of baseline will be materially changed this would be a Medium magnitude of change.

Resultant Effects

8.163 The Proposed Development would retain the key buildings within the character area which contribute positively to the townscape character of the area (the listed Lodge, gardener's cottage and former cart shed to Carrow Abbey, Flint wall and 19 attached pet tombs, Walls steps and paved surfaces of the sunken garden near Carrow Abbey, Carrow Abbey). It would also remove key detractors such as the poor quality modern buildings including the Canteen adjoining the north elevation, the bungalow adjoining the southern elevation and Technical Centre within its setting, any new built form will be high-quality contemporary design referencial to its sensitive setting. As such, it would enhance the appearance and coherence of the Abbey and its grounds.

8.164 The layout of the proposed development further north within the Industrial Character Area would have minimal impact on the Carrow Abbey Character Area due to the density of surrounding mature tree cover. respond to the former factory use of the site and the distinctive character that has developed through its industrial use. This would enhance the permeability of the site and the relationship of the buildings to the River Wensum.

8.165 As such, the overall resultant effects are considered to be Major Adverse, that with mitigation strategies be lessened to a Moderate Adverse or Moderate Neutral effect.

Cumulative Effects

8.166 When considered alongside cumulative development, the Proposed Development would form part of the wider redevelopment of the Carrow Works and this area to the east of Norwich City Centre, including the tall buildings along the northern bank of the River Wensum. While cumulatively, the general magnitude of change in the context of this character area would be higher, the Proposed Development within the character area would be characteristic of this emerging context reducing its individual magnitude of change. It would contribute to this combined enhancement to the appearance, legibility and coherence of the Carrow Works site and its surroundings. Overall, the cumulative effect of the Proposed Development would remain minor beneficial (not significant).

Character Area E – Industrial Character

8.167 The character area is focused upon the historic industrial buildings within the Carrow Works site. These building will be restored and converted to contemporary use. former factory buildings, largely date to the last quarter of the 19th century. These buildings are up to five storeys in height, the density of former industrial buildings creates a canyon along the main east-west route through the site. The character area takes in the north west of the application site.

Susceptibility to Change

8.168 The Proposed Development would see wholesale change to this Character Area. Key receptors within this character area including key listed buildings which are indicative of the historic development of Carrow Works are present and currently in an poor state of repair and risk from dissassociation and loss of signficiance.

8.169 The susceptibility to change for this area is considered to be Medium.

8.170 The Site is in an area which already provides a varied backdrop to the surrounding area north of the river, in terms of scale, massing and architectural quality. Therefore, there is scope for change, through the enhancement of key industrial buildings and development within their setting without necessarily harming key elements that contribute to the townscape value of this area. Because of interspersed poor quality built form within the Character Area and lack of intervisibility with the wider site, the susceptibility to change for this area is medium.

Sensitivity

8.171 Considering the high value and medium susceptibility to change, the overall sensitivity of this townscape character area is high-medium.

Magnitude of Change

8.172 The Proposed Development includes demolition and conversion of the surrounding factory buildings and the construction of new residential buildings across the wider site to the east. Because the scheme comprises the complete redevelopment of the Site including the phased demolition of existing buildings, some and development of new structures some of which

will exceed existing the heights present on the Site. This change to the townscape will involve the loss or alteration to key features of the baseline condition and would result in a medium Magnitude of Change.

Resultant Effects

8.173 As the Proposed Development would be comprehensive and develops most of the Carrow Works site, there would be a sense of intactness and coherence once complete. The clear reference to the established urban grain, forms and character would enhance the Site. The Proposed Development is considered to have a beneficial effect on the townscape quality of the Site. It would enhance the surrounding public realm, the east-west permeability of the Site and create new cut throughs to access the riverside. The layout will create pedestrian and cycle friendly streets.

8.174 The design of new buildings has been carefully considered and adopted a design code and material palette referential to the historic context and industrial architecture present within the site. The choice of materials is intended to blend ne built form which echoing the original industrial buildings of prominence and design quality. Improvements to the public realm would be accompanied by a new squares and green infrastructure to enhance the experience and quality of the townscape, he design will vary through the distinctive character areas by utilising a number of innovate design solutions including use of colour, street furniture, form, scale and detailed design. These factors will result in an enhancement to the Industrial Character Area and enhancement to the setting of listed buildings within the character area. The effect is considered to be Major Neutral

Cumulative Effects

8.175 When considered alongside cumulative development, the Proposed Development would form part of the wider redevelopment of the area to the east of Norwich City Centre. The character area in-cludes a large amount of industrial buildings within close proximity to the river, the new, tall de-velopments coming forward at the Riverside which will sit alongside these buildings of scale and mass will enhance the river side, the Proposed Development forms a key component of this emergent townscape. The proposed development would largely be appreciated as part of this cumula-tive

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context and the effect to upon this character area would remain Major Neutral.

Trowse Conservation Area

Relevant Views - V17

Susceptibility to Change

- 8.176 While the area contains a number of heritage assets and townscape receptors which remain indicative of the development of the area including Trowse railway station and Trowse pumping station the conservation area as a whole is considered to have a relatively high tolerance to change considering the poor quality of public realm and outward views from within the conservation area bounds.
- 8.177 The conservation area is a varied, in terms of scale, massing and architectural quality. Therefore, there is scope for change, through the removal, enhancement of industrial buildings and development within their setting without necessarily harming key elements that contribute to the townscape value of this area. Because of interspersed poor quality-built form within the conservation area and lack of intervisibility with the wider townscape, the consequences for the maintenance of those features of townscape value are low and therefore the area is considered to have a low susceptibility to change

Sensitivity

- 8.178 Considering the significance and sensitivity of the heritage assets within its bounds, the overall sensitivity of this Conservation Area is considered to be medium.

Magnitude of Change

- 8.179 The Proposed Development would see change within the setting of this Character Area. The tallest parts of new buildings will appear to the west within the vicinity of the Bracondale Railway Bridge in outward looking views from within the conservation area boundary. While the redevelopment at the Carrow Works site will introduce new built form of increased scale, density and height, due to the topography, layout of the blocks, and form, the visibility would generally be limited throughout the

conservation area. Only some elements at height would appear above the existing conflation of post-industrial urban form.

- 8.180 Overall, considering the existing baseline condition with a large volume of post industrial buildings apparent in the setting of the conservation area, this would be a low magnitude of change.

Resultant Effects

- 8.181 The visibility of the Proposed Development would be somewhat limited by the layout and topography of the area. The Site is in an area which already provides a small green pocket surrounding Carrow Works with mature screening. Because of the poor quality of the surrounding built form and lack of intervisibility with the wider site, proposals will not cause harm to the key elements that contribute to the significance or appreciation of this area.
- 8.182 The layout of the proposed development at the Site would respond to the former factory use of the site and the distinctive character that has developed through its industrial use.
- 8.183 Where the Proposed Development would appear, the scale, height and massing has carefully considered this eastern area of the application site and the surrounding townscape and developed a scheme which sits at a lower scale than that within the northern industrial portion of the site to remain respectful of its context. New buildings will emerge beyond the Bracondale railway bridge, behind the existing mature tree cover along the site boundary and the intervening railway embankment. This would create a sense of urban layering and a clear uplift in the architectural quality of the area.
- 8.184 As such, the overall resultant effects are considered to be minor beneficial.

Cumulative Effects

- 8.185 When considered alongside cumulative development, including the emergent development at the nearby Deal Ground. The general magnitude of change in the setting of this conservation area would be higher. The Proposed Development would however, be characteristic of an emergent townscape context, reducing its individual magnitude of change. Overall, the cumulative effect of the Proposed

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Assessment of Effects on Townscape Receptors

Character Area 1 - Carrow Abbey (Bracondale Conservation Area, Character Area D - Carrow House and Abbey)

- 8.186 This Townscape Character Area is demonstrably smaller than the area covered by The Bracondale Conservation Area - Character Area D. It focuses on the setting of Carrow Abbey, Carrow Priory and ancillary structures recognised for their historic and architectural interest including: The Lodge & Garage/Gardener's Cottage, Pet Cemetery which have an interdependent relationship with respect to the historic functions of the Abbey as a domestic residence.
- 8.187 Other assets within the bounds of this character area which are additionally considered to have some small degree of heritage value due to their interrelationship with the building group additionally include The Stable Cottages, The Glasshouses and other Garden Buildings - The Rustic Summerhouse and The Reader's House.
- 8.188 A number of assets beyond the character area boundary similarly share a group value and an interdependency in historic an architectural interest including: The Sunken Garden (Grade II) within Character Area 2 - 20th Century Offices and Landscape and part of the Bracondale Conservation Area, Character Area D which covers the wider Carrow House and Abbey, and Carrow House (Grade II) and Carrow House Conservatory (Grade II*) within Character Area 5 - Carrow House and Landscape (Bracondale Conservation Area, Character Areas D - Carrow House and Abbey and C - Wooded Areas).
- 8.189 Similarly, a degree of interest is derived from the group value with historic buildings within the Industrial Portion of the site, recognised under Townscape Character Area 3 - Large-scale Industrial units and Utilities (Bracondale Character Conservation Area, Area E - Industrial Character) which remains indicative of the redundant factory function of the Site and the contributes to the understanding of the entire site and its historic development, occupation, ownership and use.

Susceptibility to Change

- 8.190 In townscape terms the character area is located within the small green pocket which surrounds Carrow Priory and Carrow Abbey with verdant mature

screening. Intervisibility with the wider factory site to the north is largely only achieved only in glimpsed views through mature trees.

- 8.191 Because if the low architectural quality of a number of elements within the bounds of this character area including the Technical Block and Canteen, that detract from the overall value of the area, the susceptibility to change is lessened. Because of the clear scope for enhancement of these assets, with the resultant improvements to both the aesthetic quality of the setting and historic legibility of the Carrow Abbey grouping and the character area overall. Because of the poor quality later additions there is scope for change to the within this area without harming key elements that contribute to the townscape value. The susceptibility to change for this area is therefore considered medium.

Sensitivity

- 8.192 The area is recognised as being of high value with a number of high value listed buildings that are interconnected in their historic function, context and period. Because of the historically and architecturally significant buildings within the Character Area and the interrelationship between the priory and other listed buildings and structures around the site, the overall sensitivity of this character area is High.

Magnitude of Change

- 8.193 The magnitude of change resulting from the Proposed Development is considered to be medium.
- 8.194 Because there would be alteration to existing key elements or features within the Character Area and the of baseline will be materially changed this would be a Medium magnitude of change.

Resultant Effects

- 8.195 In the immediate locality, the Proposed Development would retain the key buildings within the character area which contribute positively to townscape character (the listed Lodge, gardener's cottage and former cart shed to Carrow Abbey, Flint wall and 19 attached pet tombs, Walls steps and paved surfaces of the sunken garden near Carrow Abbey, Carrow Abbey). It would also remove key detractors such as the poor quality modern buildings including the Canteen adjoining the north elevation and the

Technical Centre and replace them with high-quality contemporary design. As such, it would enhance the appearance and coherence of the abbey grounds.

- 8.196 Change to the patterns of circulation through the character area and subdivision of the area surrounding the Abbey will cause a degree of disruption to the setting of the Priory and Abbey which has been determined as a low level of less than substantial harm.
- 8.197 The layout of the proposed development further north within the Industrial Character Area would have minimal impact on the Carrow Abbey Character Area due to the density of surrounding mature tree cover. The design has responded sensitively to the former factory use of the site and the distinctive character that has developed through its industrial use. The appearance of new built form, replacing redundant industrial architecture, while prominent in certain views, will only minimally blur the distinction between character areas. The appearance of taller buildings would not be overbearing or encroach upon the relative tranquillity of this area. Instead they would add a low level of positive permeability through the site, creating anticipation and subtly signally the presence of high quality built form and vibrant townscape beyond the character area boundary.
- 8.198 Despite the scale of redevelopment of the wider site and the proposed uplift in density and height, due to the topography, layout and form, the density of surrounding mature tree screening and careful design mitigation, the appearance of the tallest elements of new buildings will be diffused
- 8.199 The change to the setting of key buildings within this character area, means the overall resultant effects are considered to have some adverse elements. With mitigation strategies this maybe be lessened to a Moderate Adverse effect.

Cumulative Effects

- 8.200 When considered alongside cumulative development, the Proposed Development would form part of the wider redevelopment of the Carrow Works and this area to the east of Norwich City Centre, including the tall buildings along the northern bank of the River Wensum. While cumulatively, the general magnitude of change in the context of this character area would be higher, the Proposed

Development within the character area would be characteristic of this emerging context reducing its individual magnitude of change. It would contribute to this combined enhancement to the appearance, legibility and coherence of the Carrow Works site and its surroundings. Overall, the cumulative effect of the Proposed Development would remain minor beneficial (not significant).

Character Area 2 - 20th Century Offices and Landscape (Bracondale Conservation Area, Character Area D - Carrow House and Abbey)

Susceptibility to Change

- 8.201 The character area is located within the same small green pocket which surrounds Carrow Priory and Carrow Abbey with verdant mature screening. Intervisibility with the wider factory site to the north is largely only achieved only in glimpsed views through mature trees.
- 8.202 Because of the appearance of the poor quality modern technical building the susceptibility to change is considered to be medium.

Sensitivity

- 8.203 The area remains important in recognising the interconnected nature of the grouping of heritage assets which make up the Abbey and the building historical development. Because of the importance of the asset grouping and their interconnectivity its sensitivity is considered to be Medium.

Magnitude of Change

- 8.204 The replacement of the Technical Building will a new residential building of reduced scale, massing and of a more domestic character.
- 8.205 Because the Proposed development will involve largescale change to the dominant structure within this character area the Magnitude of Change would be Medium

Resultant Effects

- 8.206 The technical building is current a negative feature within the setting of the Abbey and its replacement with a sensitive scheme which has more carefully considered the sensitivity of its historic context will benefit the immediate setting of the Abbey and its grouping. The Proposed Development would be more domestic in scale and respectful of the nearby Sunken Garden and its relationship to the western side of Carrow Abbey. Overall, the change would enhance the appearance of the character area. And result in a Moderate Beneficial effect overall.

Character Area 3 - Large-scale Industrial units and Utilities (Bracondale Character Conservation Area, Area E - Industrial Character)

- 8.207 The character area is focused upon the historic industrial buildings located within the industrial portion of the Carrow Works site and includes Carrow Works Blocks 7, 7a, 8a, 8 and canopy, Carrow Works Block 92 and Carrow Works Block 60 listed at Grade II. These buildings are all indicative of the historic development of the factory complex under the Colman's brand and remain legible as Victorian industrial buildings with a number of remnant features referential to the functional use of the factory. These buildings are up to five storeys in height, and closely packed together, the density of largescale former industrial buildings creates a canyon along the main east-west route through the site against the range of later 20th century large footprint industrial warehouse style buildings clad in grey painted corrugated metal, which are also within the bounds of the character area.

Susceptibility to Change

- 8.208 The character area is varied in terms of scale, massing and architectural quality. Therefore, there is scope for change, through the enhancement of key industrial buildings and development of public realm to allow greater appreciation of these assets. The modern industrial buildings, while indicative of the former factory use, do not contribute to the aesthetic quality of the townscape value of the area. Because of interspersed poor quality-built form within the Character Area and lack of intervisibility with the wider site, the susceptibility to change for this area is medium.

Sensitivity

- 8.209 This area contains a number of buildings which remain key in understanding the former functional and historic use of the Colman's Factory, along a key route which travels through the industrial portion of the site it is therefore considered to have a Medium Sensitivity.

Magnitude of Change

- 8.210 The Proposed Development includes demolition and conversion of the surrounding factory buildings and the construction of new residential buildings across the wider site to the east. Because the scheme comprises the complete redevelopment of the Site including the phased demolition of existing buildings, some and development of new structures which will exceed existing the heights present on the Site. This change to the townscape will involve the loss or alteration to key features of the baseline condition and would result in a Medium Magnitude of Change.

Resultant Effects

- 8.211 As the Proposed Development would be comprehensive and develops most of the Carrow Works site, there would be a sense of intactness and coherence once complete. The clear reference to the established urban grain, forms and character would enhance the Site. The Proposed Development is considered to have a beneficial effect on the townscape quality of the Site. It would enhance the surrounding public realm, the east-west permeability of the Site and create new cut throughs to access the riverside. The layout will create pedestrian and cycle friendly streets.
- 8.212 The design of new buildings has been carefully considered and adopted a design code and material palette referential to the historic context and industrial architecture present within the site. The choice of materials is intended to blend ne built form which echoing the original industrial buildings of prominence and design quality. Improvements to the public realm would be accompanied by a new squares and green infrastructure to enhance the experience and quality of the townscape, he design will vary through the distinctive character areas by utilising a number of innovate design solutions including use of colour, street furniture, form, scale and detailed design. These factors will result in an enhancement to the Industrial Character Area and enhancement to the setting of listed buildings within the character area. The effect is considered to be Major Neutral

Character Area 4 - Large-Scale Modern Industrial

- 8.213 This Character Area runs along the easterly edge of the Site, bordered by the train lines running north - south. It is largely occupied by large-plan industrial buildings which have been constructed relatively recently. The level of storeys is low, between one -two. These buildings are fairly generic in their character and do not have any notable qualities which are unique to the Site. They have a varied roofscape, some with a jagged roofline, and the overall quality of the buildings is low. The character of the area is enhanced by the river frontage to the north. To the south of this character area is a large area of hardscaped car parking which has been developed on what was previously grassland, with varying uses associated with the Abbey, followed by early industry on the Site.

Susceptibility to Change

- 8.214 Because proliferation of modern low rise warehousing of low architectural quality, and the relatively self contained nature of the character area, the suceptibility of the site is considered to be low.

Sensitivity

- 8.215 Listed buildings within this character area are limited to The Former Mustard Seed Drying Shed and the K6 Telephone Box, because this character area also takes in the large area of industrial warehousing to the eastern edge of the site the sensitivity is considered low.

Magnitude of Change

- 8.216 The character area will be entirely redeveloped with only the retention of the listed The Former Mustard Seed Drying Shed and the K6 Telephone Box. The area to the east will provide a new a varied residential quarter to the new development of rows of terraced dwellings which has carefully considered their urban context and taken design cures from surrounding domestic architecture to remain complementary in scale and form.

Resultant Effects

8.217 The effect of the demolition of the large expanse of warehousing and replacement with a well-conceived residential scheme of greater design quality, both respectful and referential to the sensitivity of its historic context would be a Moderate Beneficial effect.

Character Area 5 – Carrow House and Landscape (Bracondale Conservation Area, Character Areas D - Carrow House and Abbey and C – Wooded Areas)

8.218 This Character Area is located to the east of the application site boundary, Carrow house has a historic association with Carrow Works Site, its history of ownership and its connectio

Susceptibility to Change

8.219 Because of the desnity of the surrounding woodland and self contained nature of Carrow House and Carrow House Conservatory the Susceptibility to Change is considered to be medium

Sensitivity

8.220 The area is recognised as being of heritage value with a significant listed buildings (Carrow House and Carrow House Conservatory) that are interconnected in their historic function, context and period to the Carrow Abbey building group. Because of these historically and architecturally significant buildings within the Character Area and the interrelationship between other listed buildings and structures around the site, the overall sensitivity of this character area is medium.

Magnitude of Change

8.221 Carrow House is not currently part of the scope of works. Any change occurring to the building is wholly derived from a change within its setting.

8.222 The most appreciable change will the to the factory buildings to the north, as structures are demolished or converted and new mixed use structures are constructed. Despite the close proximity, views of the factory buildings are only glimpsed from the ornamental garden due to the density of the surrounding tree cover (V07_ Triptych). Views can we achieved lower ground floor back entrance to Carrow House at small terrace area above the steps descending into Carrow Works factory (V19). This would result in a Medium Magnitude of Change.

Resultant Effects

8.223 The significance of this building is largely derived from its outward and appearance and quality of its architectural detailing. Improvements to building form and the urban environment within its immediate setting have only minimal potential to impact upon its significance. The redevelop has acknowledged the connection in ownership, function and use between Carrow House and Carrow House Conservatory, Industrial portion of the site and the wider Carrow Works. The former industrial use has been reflected into the comprehensive design of the Proposed Development. The retention and restoration of key industrial buildings and improvements to public realm means the proposed development offers an enhancement of the surrounding setting. The effect is considered to be Minor Beneficial.

Character Area 6 – Bracondale Residential (Bracondale Conservation Area, Character Area A – Historic Villas and F – 20th Century Planned developments)

Susceptibility to Change

8.224 Because of intervening built form, topography and the verdancy of the surrounding area the Susceptibility to Change is considered low

Sensitivity

8.225 Because of the number of listed buildings within this area it is considered to be of Medium Sensitivity

Magnitude of Change

8.226 Because of the topography of the area, the verdant and mature woodland surrounding the south side of the Carrow Works Site, the development would be barely apparent from the majority of the residential areas only coming into view west near the junction with Martineau Lane.

8.227 The arrival of new built form will be read conjunctively with development further east emerging at deal ground. The magnitude of change would be low.

Resultant Effects

There would be very limited interaction with the Proposed Development site in terms of change to townscape character. Where the scheme would be visible, it would appear in the backdrop behind mature planting, such as those east along Bracondale view 14 with a development appearing as a recessive elements in these views.

where it is visible, the scheme will generate an enhancement to townscape character. A Minor Beneficial effect on townscape character will arise.

Character Area 7 – Industrial Riverside (Norwich City Centre Conservation Area, Character Area B - Kings Street)

8.228 This character area is located to the north of the Application Site boundary, and takes in the southern portion of the Kings Street Character Area. The area has a frontage to the riverside and

Susceptibility to Change

8.229 The area has undergone a large degree of change within the last 20 or so years with the development of a number of new residential schemes, replacing former industrial units of large footprint and scale. Townscape elements of value include the pattern of streets and small yards along King Street. Because of the emergent townscape character, volume of historic change and relatively sparse features of townscape merit in the character area the susceptibility to change is considered low.

Sensitivity

8.230 The character area contains a number of important listed buildings including remnant parts of the medieval city wall designated as a scheduled monument and peripheral buildings associated with Carrow Works the sensitivity is considered to be Medium.

Magnitude of Change

8.231 change occuring at the Application Site will only be apparent from the Riverside or within the southern areas of the character area. largesale new built form will appear along the river in views eastwards.

Resultant Effect

8.232 New built form would be apparent in east facing views along the southern bank of the river from within the character area close to the riverside.

8.233 Buildings would appear as a cohesive and attractive addition to the townscape and the relationship Carrow Works hold to the adjacent riverside. New residential blocks will frame views eastwards following the gentle curve of the river.

8.234 The appearance of new buildings of high quality with restored and refreshed historic public realm and former factory buildings would appear as contextually suitable with a referential style, form and and design to the exisiting historic environment, The Proposed development would contribute to a dialogue between buildings on the north and south banks, activating the riverside and allowing opportunities for pedestrians to appreciate the riverside development and its historic use.

8.235 Because of the medium sensitivity and the low magnitude of change the resultant effect would be Minor Beneficial.

Character Area 8 – Civic and Landscape

8.236 This character area is located to the south of Bracondale and takes in County Hall and the mature parkland surrounding it.

Susceptibility to Change

8.237 This character area is largely open landscaped parkland surrounding County Hall, because of the distance from the scheme, the prevailing built form within its bounds and the open nature of the area it is deemed as having a low susceptibility to change.

Sensitivity

8.238 There are minimal historic buildings within the bounds of this character area. The area does not cover or intersect any conservation areas. Its Sensitivity is therefore considered to be low.

Magnitude of Change

8.239 The tallest parts of the proposed development are likely to be apparent to the north of Bracondale from within the northern portion of this character area and from nearby to the roundabout which intersects Martineau Lane and Bracondale. This would be a low Magnitude of Change.

Resultant Effects

8.240 The Proposed development would not be readily apparent from within this character area due to the intervening distance, and the density of surrounding mature tree cover both on the site boundary and along the character area boundary.

8.241 Because of the low magnitude of change and low sensitivity the resultant effect would be considered Negligible.

Character Area 9 – Railway Industrial Character (Trowse Conservation Area, Character Area)

8.242 The character area is located to the east of the Application Site boundary, adjacent to the railway line.

Susceptibility to Change

8.243 Because Carrow Priory and Carrow Abbey with verdant mature screening. Intervisibility with the wider factory site to the north is largely only achieved only in glimpsed views through mature trees.

8.244 Because of the appearance of the poor quality modern technical building the susceptibility to change is considered to be medium.

Sensitivity

8.245 Considering the reasonable concentration of heritage receptors, the surviving historical streetscape and varied quality of townscape and public realm which is distinctive of this area, this townscape receptor is judged to be of medium sensitivity.

Magnitude of Change

8.246 The likely magnitude of change to be experienced through the Proposed Development is judged to be medium, altering the backdrop of this townscape receptor in certain views, such as those shown in viewpoint 17. This change in itself is considered to be beneficial through the replacement of visible negative features which a higher level of architectural quality.

Resultant Effects

8.247 Because of the low magnitude of change and low sensitivity the resultant effect would be considered Negligible.

Section 9

Assessment of Operational Visual Effects.

9 | Assessment of Operational Visual Effects

Assessment of Effects on Visual Receptors

View Location and Assessment Methodology

- 9.1 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 are presented in the accompanying maps (see figure 9.1).
- 9.2 Each viewpoint is accompanied by two images:
 - Existing - a photograph of the existing context; and
 - Proposed - either a verified wireline or a verified render prepared by Cityscape Digital, which demonstrates 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.
- 9.3 The following visual assessment should be read alongside the accompanying Design and Access Statement by JTP, which provides further information about the proposed architectural detailing.
- 9.4 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.
- 9.5 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.
- 9.6 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.

- 9.7 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.
- 9.8 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

9 | Assessment of Operational Visual Effects

View 1: Carrow Priory 1



Existing

9.9 This viewpoint is located on the East side of Carrow Abbey orientated north east. The view takes in standing remains of Carrow Priory and features the Canteen building to the left of the frame with the mature treeline in the background of the view. The primary purpose of this view is to assess the potential of new tall buildings to appear within the setting of Carrow Abbey and Carrow Priory and any resultant effects on the sense of enclosure within the Priory grounds.

Sensitivity/Susceptibility

9.10 This location is a key view of the Priory ruins from the Abbey, its sensitivity and susceptibility are considered to be high.



Proposed

9.11 The replacement of the canteen building with a new high quality development which is more domestic in scale and respectful of the significance of the Abbey will improve the foreground and the immediate setting. The demolition of the canteen and construction of a small cluster of residential dwellings will create a detachment from the Abbey which will allow for a great interpretation of the historic form. The sense of enclosure will be maintained by the perimeter wall and form of the new development to the immediate north of the Abbey,

9.12 The buildings in the distance above the tree line will replace industrial form which is already evident in between the mature trees. The factory chimney will remain the dominant feature above the treeline. The appearance of additional built form is only minimally visible and will appear as high quality and appropriate scale considering the existing buildings on site. Because the Proposed Development replaces existing built form above the treeline the effect is largely neutral.

Magnitude of Change

Medium

Residual Effect

Major-Neutral.

View 2: Carrow Abbey

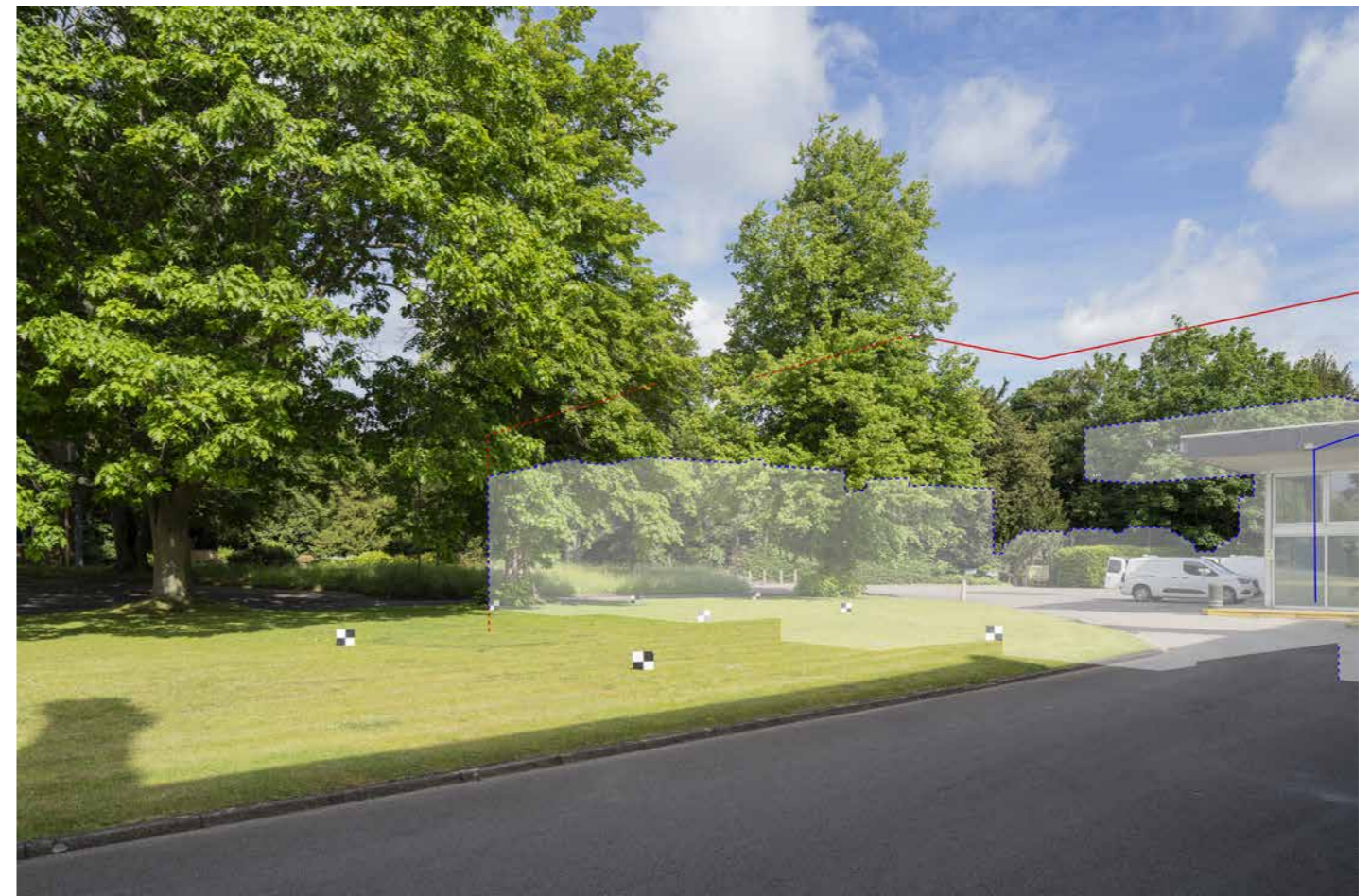


Existing

9.13 This viewpoint is located to the West side of Carrow Abbey looking north west. The view takes in grass verge at the frontage to Carrow Abbey, the approach to the Sunken Garden with the Canteen building appearing to the right of the frame. The main focus of this view is to assess the potential of new tall buildings to appear above the treeline within the setting of Carrow Abbey, the impact upon the group value of the Abbey and its ancillary building and the effect on the sense of enclosure within the Priory grounds.

Sensitivity/Susceptibility

9.14 The view outwards from Carrow Abbey is of a significant heritage value. Overall, its sensitivity and susceptibility are considered to be high.



Proposed

9.15 The replacement of the canteen building with a new high quality development which is more domestic in scale and respectful of the significance of the Abbey will improve the appearance of the foreground and the immediate setting of the Abbey and its grouping.

9.16 The tallest points of buildings within the Proposed Development are located within the industrial Area to the north, which will not be visible above the treeline within the central frame of the view.

9.17 Because the Proposed Development would remove the canteen buildings - which currently detracts from an appreciation of the Abbey and the quality of this outward facing view and the more dense development to the north which would not be readily apparent from these west facing views from Carrow Abbey. The effect is considered beneficial overall.

Magnitude of Change

Medium

Residual Effect

Major-Beneficial.

View 3: Industrial East-West Route 1



Existing

9.18 This view is located to the north west of the site and is orientated east along the main route through the Industrial Character Area. The view takes in the red brick listed buildings to the left of the frame and the large modern industrial buildings to the right. This creates a heavy industrial canyon like effect and restricts views eastwards. The main focus of this view is to assess the effects on the townscape of the proposed demolition of modern industrial buildings, and the emergent relationship of the new residential blocks to the main street and the grouping of listed buildings to the north.

Sensitivity/Susceptibility

9.19 The view eastwards is of a significant heritage value. It takes in several listed buildings and is a key route through Carrow Works. Its sensitivity and susceptibility are Medium.



Proposed

9.20 The Outline Parameters shown here capture a clear intention to define the historic east west route through the Industrial character area. This area currently, while indicative of the historic use of the site has little definition in townscape terms with modern factory buildings constructed as necessary, ad hoc and to a commercial function. The Proposed Development would provide a cohesive scheme along this key axis with significant public pedestrian routes into development, through landscaped areas and engaging public realm features. The form of the buildings along this enhanced streetscape importantly remains referential to the former factory use of the site through their scale, form and design.

Magnitude of Change

Medium

Residual Effect

Moderate Beneficial.

View 4: Industrial East - West Route 2

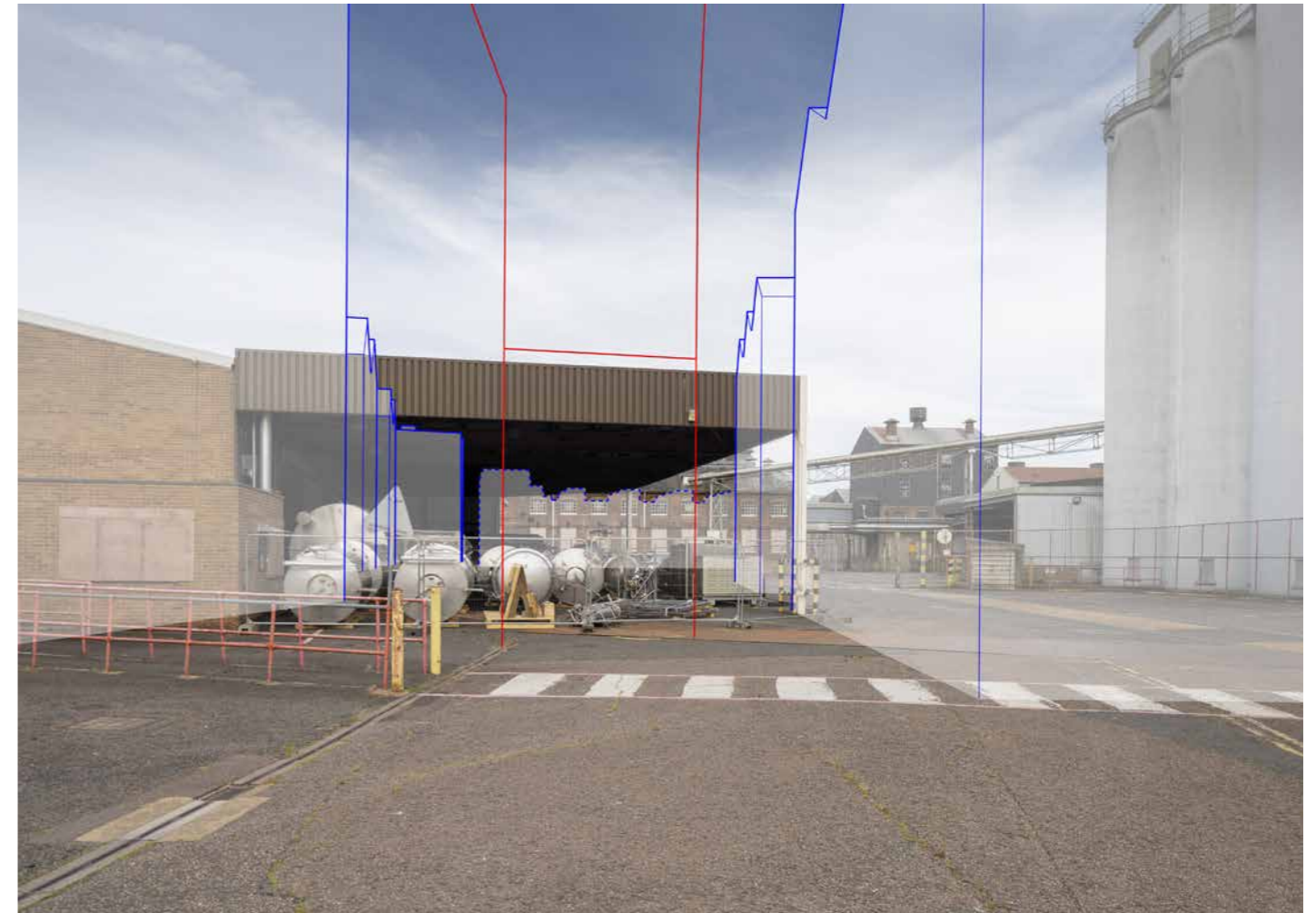


Existing

9.21 This view is located to the north of the Site and is orientated eastwards. The view focuses on the Former Mustard Seed Drying Sheds and the emergent relationships of new built form occurring within its setting. The view contains a large volume of industrial infrastructure and redundant factory equipment. The road surfacing in this view takes up much of the frame.

Sensitivity/Susceptibility

9.22 Although townscape attributes apparent in this view, including the prominence and architectural quality of the Former Mustard Seed Drying Sheds are considered to be of some value, not all buildings visible within this view are of heritage interest and many features negatively contribute to the quality of the townscape. This leads to the judgement of low sensitivity and low susceptibility.



Proposed

9.23 The Outline Parameters further demonstrate new built form would occur along the key East West route through the Industrial character area, terminating with the Former Mustard Seed Drying Shed. Importantly the form of the buildings along this enhanced streetscape remains referential to the former factory use of the site through their scale, form and design.

9.24 The Former Mustard Seed Drying Shed, will be appropriately restored and provide a focal building, the small open square surrounding it will contribute to the transition between the proposed character areas and offer enhancement to the public realm.

Magnitude of Change

Medium

Residual Effect

Moderate Beneficial.

View 5: Industrial East - West Route 3



Existing

9.25 This view is located to the north of the development along the main east-west route through the site. It is orientated south towards Carrow Priory. The view takes in the base of the factory chimney and a large volume of modern industrial surface clutter, fencing, safety barriers, pipework and silos. The purpose of this view is to assess the potential for intervisibility between Carrow Priory and the industrial portion of the site.

Sensitivity/Susceptibility

9.26 Though this view is orientated towards a key building a Grade I listed Carrow Abbey and the Scheduled Monument at Carrow Priory the topography and mature treeline restricts any views. The chimney is considered a key building however considering the overall poor quality appearance at this location, this view is judged to be of low sensitivity and low susceptibility.



Proposed

9.27 The site will be comprehensively redeveloped and most of the redundant factory equipment and fixtures will not be included in the new development. This portion of the site will be relatively open, new built form will occur to the right of the frame, the buildings along this enhanced streetscape would remain referential to the former factory use of the site through their scale, form and design. Because of the enhancement to the local streetscape the result of the change would be entirely beneficial.

Magnitude of Change

Medium

Residual Effect

Moderate Beneficial.

View 6: Carrow Priory 2



Existing

9.28 This view is located to the south east side of Carrow Abbey and is orientated east towards the rustic summer house and the standing remains of the Scheduled Monument Carrow Priory. The view is dominated by the verdant surroundings of the Abbey grounds which restricts views southwards and allows only glimpsed views to the east.

Sensitivity/Susceptibility

9.29 This location is a key view of the Priory ruins from the Abbey, its sensitivity and susceptibility are considered to be high.



Proposed

9.30 Because of the topography of the area, intervening distance, the standing remains of Carrow Abbey, the verdant and mature treeline and the low height of the proposed residential character area to the east of the site. The development would not be apparent in these outward facing views over Carrow Priory.

Magnitude of Change

Low

Residual Effect

Moderate Neutral.

View 7: - Carrow House Triptych



Existing

- 9.31 This view is located within the grounds of Carrow House which appears on the left and the Grade II* Conservatory at Carrow House to the right and immediately behind the viewer. The view is orientated to the north east over the ornamental gardens, towards the industrial area of the application site. The frame is dominated by the established ornamental gardens which provide a dense and verdant buffer to the industrial buildings to the north. Existing buildings may only be glimpsed incidentally from within the gardens, which hold an elevated position above the factory buildings.

Sensitivity/Susceptibility

- 9.32 This location provides a key view outward of the ornamental gardens from the Grade II* Conservatory at Carrow House. While its sensitivity is considered to be high, because of the density of the surrounding planting its susceptibility is considered to be medium.

View 7: Carrow House Triptych



Proposed

9.33 Because of the topography of the area and the verdant and mature woodland surrounding Carrow House. The development would not be apparent in these outward facing views from Carrow House. The proposals would not bring about change to this view

Magnitude of Change

Low

Residual Effect

Negligible

View 8: Sunken Garden Triptych



Existing

9.34 This view is located within the Sunken Garden, it is orientated eastwards towards Carrow Abbey. The view primarily takes in the ornamental garden and the relationship with the Abbey which is heavy framed by mature trees. The low quality north elevation of the Technical Block on the left dominates the southern edge of gardens and disrupts an appreciation of this view. Despite its lower height the Canteen building can be seen through the trees more prominently than Carrow Abbey.

Sensitivity/Susceptibility

9.35 This location is a key view between the Sunken Gardens towards Carrow Abbey, it remains important in recognising the interconnected nature of the grouping of heritage assets which make up the Abbey and the building historical development. Because of the importance of the asset grouping and their interconnectivity its sensitivity is considered to be high. Because of the appearance of the poor quality modern buildings in the view susceptibility is considered to be medium.

View 8: Sunken Garden Triptych



Proposed

9.36 Built form is apparent across the entire view range, much of this will be hidden by intervening topography, mature planting and built form and will have no visibility from within the Sunken Garden. The low quality buildings including the Canteen and Technical Centre will be removed and replaced with buildings which are more domestic in scale and respond sympathetically to the sensitivity of their context. An appreciation of the historic relationship between the of the Abbey and Sunken Garden will be enhanced through the refreshing of the gardens and the physical detachment of the Abbey from the Canteen building. The view will further benefit through the removal of the Technical Centre which dominates the south side of the Sunken Gardens, its removal will similarly improve to the aesthetic quality of this view.

Magnitude of Change

Medium

Residual Effect

Moderate Beneficial.

View 9: Carrow Bridge, River Wensum



Existing

9.37 This view is located on Carrow Bridge, it is orientated East along the River Wensum. This view takes in a mixture of built form, capturing various elements that typify the historic development of the vicinity. Carrow Works and its factory buildings (and buildings associated with the Colman’s factory that now fall outside the Site) are visible at the rear of the site, following the curve of the Wensum. Closer to, the buildings of Paper Mill Yard, a mixture of old and new, can also be seen. Additionally, visible beyond the railings on the right-hand side of the view (but not prominent here) are the ruins of one of the towers of Norwich’s City Walls, a Scheduled Monument. Fragments of wall appear in this view on the right hand side, but are not legible as such. It is a mixed view, wherein the Wensum plays a role in focusing the eye, but the varied nature of the townscape also attracts attention.

Sensitivity/Susceptibility

9.38 There are mixed elements here in terms of quality and sensitivity, the inclusion of a Scheduled Monument and some Grade II listed buildings adding to the view’s overall sensitivity. It is not, however, a view that is universally of quality, and the presence of prominent, relatively recent buildings of indifferent quality leads to an overall finding of medium sensitivity. Given the mixture of old and new within the scene, and the general sense of the view providing a jumble of spaces and forms, it is found to be of a low susceptibility to change.



Proposed

9.39 The Proposed Development will appear within the centre of the frame along the southern bank of the River Wensum. The arrival of high quality new development and refreshed historic factory buildings along the south bank of the River Wensum will enhance the appearance of the riverside. Buildings will frame views along the river and accentuate the gentle curve of the river. The proposed development would appear suitable in scale, form and design to its industrial and riverside context and will serve as a high quality addition to the river front. It will replace river front buildings which have little cohesive townscape value.

9.40 The parts of the scheme facing the riverside are carefully designed to respond to their surroundings, with a scale, materiality and form that is suitable to its townscape context. Overbearing or dominance is avoided by the openness of the river and by the strategic arrangement of blocks.

Magnitude of Change

Low

Residual Effect

Minor Beneficial.

View 10: Carrow Road Stadium



Existing

9.41 This view is located to the north of the River Wensum to the north east side of the Carrow Road Stadium close to the intersection between Carrow Road and the A1242. The view is orientated south over the A1242 and takes in the main elevation Holiday Inn which forms part of the Carrow Road Stadium to the right of the frame. A row of small terraced cottages are located to the left. The viewer taking in this view would be aware of the busyness of their immediate surroundings, the coarseness and the functional form of the buildings that surround this viewpoint. These elements frame a view towards the "Riverside Heights" development, another contemporary, large-scale item in the view. The central gap between buildings at the centre of the view permits a view to the edge of Carrow Works (Building 209). Looking from the traffic island on Broadman Close, one is experiencing here the 'urban edge' character of the land north of the Wensum, around Norwich City's Stadium at Carrow Road.

Sensitivity/Susceptibility

9.42 The view contains no listed buildings and does not contain any key views or important views of landmark buildings. The view contains an interesting juxtaposition between the low form of the terraces and the stadium, however this is a poor-quality piece of townscape, with disparate built form within it, and limited quality in terms of the buildings that can be seen within it. The view lacks a focal point, and does not contain any designated heritage assets or locally listed buildings; it is only in being able to glimpse Building 209, and see the typical run of terraced houses on the right hand side that any historic townscape character is perceptible. Accordingly, this view is considered to be of low sensitivity, and low susceptibility.



Proposed

9.43 Taller elements of the Proposed Development will appear within the gap between the stadium and short terrace of dwelling on the left of the frame, between buildings on the north bank of the river. The Proposed Development will appear in this context as new part of an existing multi layered townscape. Visible new built form would create a degree of anticipation towards the riverside and has been carefully designed to remain complementary to the existing form and scale. This has ensured that the proposed development will appear as a high quality addition and form a cohesive part of the townscape.

Magnitude of Change

Low

Residual Effect

Minor Beneficial.

View 11: Whitlingham Broad/Whitlingham Adventure



Existing

9.44 Situated inside the Norfolk Broads, this view is situated close to Whitlingham Adventure, where the Rivers Wensum and Yare meet. The view is predominantly green and blue in form, as one would expect from a view within a countryside location beyond Norwich’s urban edge. Nonetheless, built form is perceptible; in the foreground, the Norwich Canoe Club’s relatively informal buildings, and others associated with boatyard uses, are visible in the foreground. In the gap between mature trees at the centre of the view, Norfolk County Hall is a prominent and visual feature, a distant but large scale built feature.

Sensitivity/Susceptibility

9.45 This is a view where the experience is a rural one, but the viewer is aware of the presence of Norwich’s urban edge in the middle distance. The view is of a high sensitivity, as a result of its location within the National Park; while there are poorer quality features visible, the view as a whole is of high visual quality. It is our view that the view is, however, of low susceptibility. The presence of larger scale built form in the rear of the view ensures that the visibility of new development at the rear of the view would not fundamentally alter its character.



Proposed

9.46 Although the Proposed Development would appear in this view, due to distance, the intervening treeline and topography it would have a very low level of visibility and be barely apparent in views from this location.

9.47 The development has been stepped and is largely below the treeline, it will not appear as a dominant element in this view and will only appear incidentally and as part of the conflation of taller buildings which includes County Hall. The visible part of the scheme will be experienced as part of this backdrop urban elements and will continue to be read separately to the riverside landscape foreground.

Magnitude of Change

Low

Residual Effect

Negligible

View 12: River Wensum North Bank

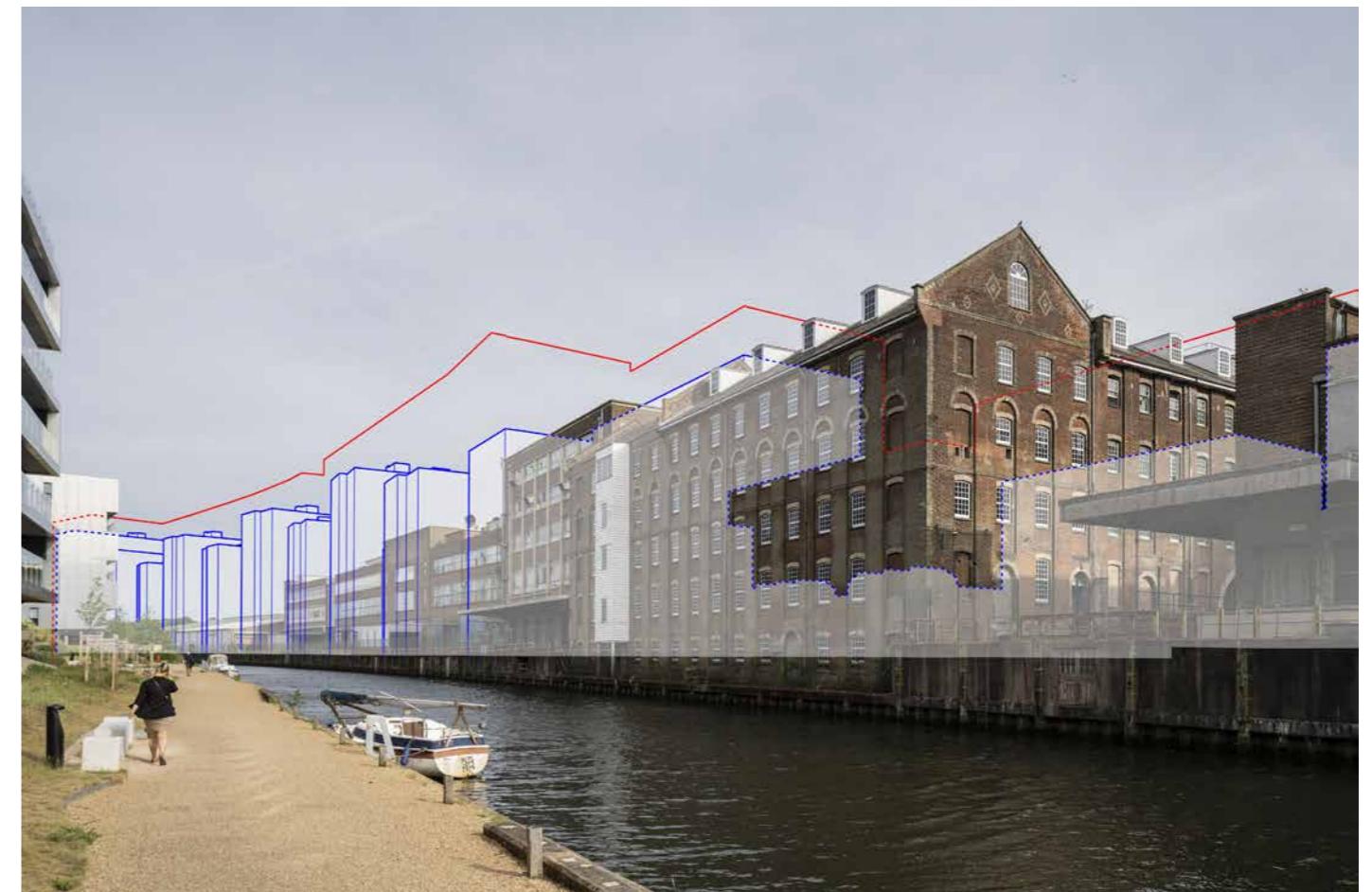


Existing

9.48 Standing adjacent to Riverside Heights, on a relatively recently instituted riverside path, this view is taken from an area where the immediate setting is influenced by recently completed development of scale. Nonetheless, the focus of the view is Carrow Works, and its buildings drive its character. One appreciates, here, the relationship between the river and riverside factory buildings. These include a listed building in the foreground (Building 7/8/8A), and a longer run of twentieth century buildings of indifferent architectural quality, but of readily appreciable use and character.

Sensitivity/Susceptibility

9.49 While there are a number of buildings in this view that are of indifferent quality architecturally, this is a characterful and interesting view, with a focus on the Wensum, which is clearly of interest in the foreground, and a relationship with Carrow Works, as an interesting example of an urban industrial site, of value within Norwich. Because of the offset of aesthetically high quality and designated features, and other, more moderate elements, we would conclude that this is a view of Medium Sensitivity. It is also of medium susceptibility, as new development has the potential to change the setting of listed buildings, and the characteristic relationship between Carrow Works and the River Wensum.



Proposed

9.50 The Proposed Development would appear in the centre of this view along the south bank of the River Wensum. The appearance of new buildings of high quality with restored and refreshed historic factory buildings and public realm will enhance the appearance of the riverside. Buildings will frame views along the river and accentuate the gentle curve of the river. The proposed development would appear suitable in scale, form and design to its industrial and riverside context and will serve as a high quality addition to the river front. The Proposed Development would contribute to a dialogue between the buildings on the North and South banks of the river. Activating the riverside of the site would allow opportunities for pedestrians to the riverside with result benefits to routes through the city and public realm.

Magnitude of Change

Medium

Residual Effect

Moderate Beneficial

View 13: Novi Sad Friendship Bridge



Existing

9.51 Looking along the River Wensum from the Bridge itself, this view takes in modern development either side of the river, in addition to areas of riverside walkway. The nature of the view draws the eye along the river, but there is no clear defined focus. The development within the view is mixed in its age and quality, scale and massing, although it generally fronts directly onto the river. There are no particular elements of heritage significance, although the view is taken from within the Norwich City Centre Conservation Area.

Sensitivity/Susceptibility

9.52 This is a view without any elements of particular quality, besides the visual amenity provided by the River Wensum, which here has a canalised form, without particular interest to its bankside. Visible built form is largely modern, and of no particular quality. The view is of low sensitivity accordingly. As a result of the lack of particular elements of quality, and the focus of the river as a fixed feature of the view, it is of low susceptibility to change.



Proposed

9.53 The Proposed Development will be largely concealed here, behind existing built form at the curve of the river and the density of the vegetation surrounding the riverside. The tallest part of the Proposed Development would be visible in the gap formed by the river and between residential buildings on the north and south sides. This will appear as a background element and would be read as part of the existing conflation of riverside buildings. The Proposed Development will not appear as overbearing or incongruous, given the distance between the viewer and the application site, the extent of visibility, and engaging elements within the foreground.

Magnitude of Change

Low

Residual Effect

Minor Neutral

View 14: Bracondale



Existing

9.54 From within the Bracondale Conservation Area, at a point where Bracondale is a major route into Norwich from the Ring Road, and the County Hall roundabout is just out of view, this viewpoint juxtaposes historic built form with strongly experienced elements of modernity. Within the edges of the view, and immediately around the viewer, are listed buildings, and the principal focus of the view is on the mature planting, including native and eye-catching non-native species, and the boundary wall to Carrow Works and Carrow House.

Sensitivity/Susceptibility

9.55 This view, being within the Conservation Area, and containing built form and historic planting of clear quality, is of high sensitivity. Given its consistent historic character, it is of high susceptibility to change.



Proposed

9.56 Because of the topography of the area and the verdant and mature woodland surrounding the south side of the Carrow Works Site, the development would be barely apparent in these views along Bracondale. The arrival of new built form will be read conjunctively with existing development west along Bracondale and the area approaching Trowse. The Development Proposals would therefore only bring about a negligible change to this view.

Magnitude of Change

Low

Residual Effect

Negligible

View 15: King Street junction with Carrow Bridge



Existing

9.57 This view is dominated by the modern elements of Paper Mill Yard, facing onto King Street. The twentieth century fire station to Carrow Works is visible in the background, but none of the historic buildings that fall within Paper Mill Yard or Carrow Works are visible (beyond a tiny glimpse of the Old Mustard Mill within the former). On the right of side of King Street, just glimpsed on the far right hand side, are a series of Victorian workers cottages, set well back from the road. Predominantly, despite the presence of numerous historic buildings within the vicinity, this is a view that is characterised by modern development.

Sensitivity/Susceptibility

9.58 Despite the nearby presence of historic buildings, this part of King Street, as seen within this view, is experienced as an area of later development of indifferent quality. It is of low sensitivity, and of low susceptibility.



Proposed

9.59 The Proposed Development would appear as a new element but would largely appear as a part of the existing conflation of buildings appearing at the junction, the scale from this location would draw the eye, but in a positive way, enhancing the streetscape by detracting from the poor quality modern building to the foreground. New built form will not without create a sense of intrusion into the smaller-scale, residential foreground, and would read as a high quality urban addition that would improve the quality of the streetscape and urban hierarchy as one moves east from this viewpoint.

Magnitude of Change

Medium

Residual Effect

Minor Beneficial

View 16: Carrow Hill



Existing

9.60 Taken from higher ground on Carrow Hill, looking towards workers cottages associated with Colman's, with Carrow Works beyond, this is a view that provides interest, without including any elements of outstanding visual or architectural quality. The eye is drawn predominantly to the workers cottages in the middle ground, of a simple and repetitive form, but with an aesthetically pleasing, simple form. The factory buildings of Carrow Works are just visible in the background. Carrow Hill itself is a relatively functional urban street, with some street furniture of a poor quality.

Sensitivity/Susceptibility

9.61 Set within the Bracondale Conservation Area, and including some historic buildings of local interest, this is nonetheless a view that contains some intrusive elements, and which does not possess any elements of particular sensitivity that would elevate its sensitivity beyond a finding of medium sensitivity. Because of the mixed nature of the view, and the eye-catching form of the terrace of workers houses tumbling down Carrow Hill in the middle ground, development within the view is unlikely to alter appreciation of its qualities, and it is considered to be of medium susceptibility to change.



Proposed

9.62 It would be possible to experience the upper part of the tallest parts of the Proposed Development above the terrace at the curve of the road. The Proposed Development would replace the existing low quality industrial buildings which are currently visible above the terrace with a high quality scheme which would be consistent with the emerging townscape. The effect of the appearance of new buildings will be partially diffused through varying building heights and detailed design at roof level.

9.63 The terrace 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 to respond sensitively to the eastern side of the site and the character of this area.

Magnitude of Change

Medium

Residual Effect

Moderate Neutral

View 17: Bracondale Railway Bridge



Existing

9.64 Elevated above the remainder of Bracondale, the railway bridge in this location provides a more open view north across Carrow Works and towards Trowse Railway Station and the Tarmac works within the Deal Ground than is normally possible to achieve. Behind a functional foreground, Carrow Works and its neighbours read as an industrial piece of townscape, the principal visible features being the asphalt works, on the right hand side, and the centrally placed Mustard Silo building. Despite these hard, urban features, there is a predominance of tree cover beyond the bridge, particularly on the left-hand side of the view.

Sensitivity/Susceptibility

9.65 This is, as a whole, a relatively poor-quality view, with some interesting or eye-catching features, such as the roofline of Trowse Railway Station, but with largely functional structures visible. This hardness is alleviated by the presence of mature trees, but this does not serve, as a whole, to elevate the view above a finding of low sensitivity. It also has low susceptibility to change, given its extant poor quality and lack of structure.



Proposed

9.66 The Proposed Development would appear above the bridge and form a distinctive and attractive new townscape feature within this view. The existing view does not contain any key skyline features or buildings of historic or architectural merit, it is of low quality and contains a number of elements which are of low aesthetic value. The bridge would remain a key focal point for this view. New built form will emerge behind the existing mature tree cover along the site boundary and the intervening railway embankment. This would create a sense of urban layering and a clear uplift in the architectural quality of the area. The overall height and roofline form of the development in this view has been carefully managed so as to respond sensitively to the eastern side of the site and so is lower in scale than the development to the north.

9.67 While the Proposed Development would appear as a prominent element within the view the Proposed Development is a high quality of the design and responds to the emergent character of the area, it provides an enhancement of the surrounding townscape view.

Magnitude of Change

Medium

Residual Effect

Minor Beneficial

View 19: Carrow House Access Terrace



Existing

9.68 This view is orientated north from the terrace at rear of the lower ground floor of Carrow House. It takes in the mixed historic and twentieth century industrial built form to the north west area of the Carrow Works Site. The right of side of the frame is dominated by the large modern industrial unit. Residential schemes of developments north of the river are visible above the tops of historic factory buildings on the left of the frame. While important historic structures are visible, this is a view that is largely characterised by modern development.

Sensitivity/Susceptibility

9.69 This is a relatively poor-quality view of redundant industrial buildings. Beyond the frame, the large modern office building adjoining Carrow House is located behind the viewer which has reduced the sensitivity of outward facing views from Carrow House. While historic buildings are visible within the frame and add to the quality of the townscape, Historic buildings but are in a poor state of repair and the factory is clearly in redundant use. The view is therefore considered to be of low sensitivity. It also has low susceptibility to change, given its extant poor quality built form.



Proposed

9.70 The Proposed Development would appear as a new dominant townscape feature within this view. The existing view does not contain any key skyline features, and is considered to be of low quality with a number of buildings of low aesthetic value. Views of the listed factory buildings would be maintained, with the new development complementary in form and scale to the retained buildings on the site and the emergent townscape character. While the new built form of the Proposed Development would appear as a prominent element within the view, the high quality of the design would create interest and allow for an enhancement of the surrounding townscape and an uplift in the architectural quality of the area. Overall, the view would be enhanced by the proposals.

Magnitude of Change

Medium

Residual Effect

Minor Beneficial

Section 10
Conclusion.

- 10.1 This HTVIA provides a thorough study of the Site, its history and the existing townscape environment. It identifies the built heritage, townscape and visual receptors potentially affected by the Proposed Development and assessed the effects likely to arise in each case. This report provides a proportionate description of the significance of the heritage assets affected or potentially affected by the proposed development. This accords with the requirements of paragraph 194 of the NPPF. It follows a full inspection of the application site and surrounding context as well as a review of available documentary, cartographic and pictorial sources.
- 10.2 The effects of the proposed development have been fully assessed and the scheme submitted has evolved in response to consultation with Icen Projects, NCC and Historic England to avoid or minimise potential harms and to offer enhancement where possible. Assessments undertaken, have considered the value, susceptibility to change and sensitivity of built heritage, townscape and visual receptors. They have considered the magnitude of change from the Proposed Development and the overall resulting effect, with an assessment of cumulative effects where relevant.
- 10.3 The assessment informs and supports the local authority in their statutory duty to have special regard to the desirability of preserving the setting of listed buildings, as set out at Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990. All listed buildings potentially affected have been considered and an assessment made about their setting and its contribution to special interest or significance.
- 10.4 Likewise, this assessment and the evolution of design has paid special attention to the desirability of preserving or enhancing the character or appearance of the Bracondale Conservation Area. In doing so the assessment supports the local planning authority's statutory duties at Section 72 of the Planning (Listed Buildings and Conservation Areas) Act.

Summary of Demolition & Construction Effects

- 10.5 The demolition and construction effects on the townscape and visual receptors were found to be temporary major-moderate adverse in close proximity

to the Site, temporary moderate-minor adverse at medium distance to the Site, and temporary minor adverse to negligible at a longer distance from the Site. With mitigation, the effect would be reduced to temporary moderate adverse at closer townscape and visual receptors and temporary minor adverse at medium distance townscape and visual receptors. It would remain temporary minor adverse or negligible to long distance townscape and visual receptors. Again, these effects would be temporary and reversible.

Summary of Operational Effects

- The assessment of the effects of the Proposed Development on built heritage, townscape and visual receptors has been undertaken with regard to:
 - The NPPF Paragraphs 199-208
 - The sensitivity of receptors;
 - The size, location and massing of the Proposed Development;
 - The illustrative design, architectural style and palette of materials as set out in the Design and Access Statement, submitted as a supporting planning document.
 - The arrangement of routes, public realm, landscaped spaces and active uses at street level based on both the parameter plans and illustrative masterplan design in the Design and Access Statement; and
 - Other cumulative developments identified which informed the cumulative assessment

- 10.6 The Proposed Development would predominantly have either beneficial, neutral, or negligible effects on the identified built heritage, townscape, and visual receptors.

Built Heritage

- 10.7 In respect of Listed Buildings this assessment assess change to listed buildings potentially effected by the proposed development. It additionally concludes that the listed buildings within the site boundary all have the potential to experience change within their

setting. The operational effects on built heritage receptors generally range from minor neutral to moderate beneficial. It is found that the scale, nature and siting of the proposals would overall preserve the special interest and significance of the majority of assets. The case of Carrow Abbey and Priory which has achieved a Major Adverse Effect is summarised separately below.

- 10.8 With regards to the Bracondale Conservation Area, it is concluded that the proposal would amount to a largescale change but would not cause harm. The area's special architectural and historic character would be preserved.
- 10.9 In the other instances where significant resultant effects have been identified in EIA terms, these are neutral or beneficial and heritage significance and setting is preserved.
- 10.10 When considered alongside cumulative schemes, there would be little change to the assessed operational effects. This is due to the self contained nature of the Site, and the Proposed Development of the emerging context of the surroundings.

Carrow Abbey & Priory

- 10.11 Due to their sensitivity, works to subdivide the Abbey and change within the setting of the Priory and Abbey Change have been identified as a moderate adverse effect with the potential to cause a low level of less than substantial harm. The nature of the works to convert the Abbey are of such that the degree of intervention into the fabric is minimal, and the change of use to residential is considered the least harmful option to restore a function to the building and achieve a sustainable and Optimum Viable Use.

Townscape

- 10.12 In respect of Townscape, this report presents an analysis of the character and nature of the historic and emerging townscape to which the proposed development will become a part. It has identified that the site sits within an urban fringe area, is relatively enclosed and self-contained area which comprises of a wide variety of building types within distinctive character areas. This includes the distinctive Industrial buildings of large footprint and scale and the open and historic setting of the Priory. Because of the

self-contained nature of the site, the site presents an opportunity to create a new and engaging townscape which enhances heritage assets within its bounds. Sensitive and considered design choices means the application site has the potential to form a new cohesive pocket of redeveloped townscape character areas referential to the historic context of each unique area.

- 10.13 The townscape effects on the wider and local area resulting from the Proposed Development have also been assessed. It was found that the Development would have either a moderate beneficial, minor beneficial, negligible neutral, or no effect on the townscape character areas.
- 10.14 When considered alongside cumulative schemes, there would be little change to the assessed operational effects due to the Proposed Development being characteristic of the emerging context of the surroundings. Cumulative effects would remain unchanged.

Visual

- 10.15 The potential visual effects of the Proposed Development were assessed with reference to the 19 views projected as Accurate Visual Representations (AVRs). The list of views was agreed with Historic England and Norwich City Council during the scoping process and subsequent preapplication discussions.
- 10.16 Views from within the site boundary within the immediate vicinity, have been assessed to understand the potential effect of the proposed development. From the ground surrounding Carrow Abbey there is the potential for the upper parts of new residential buildings to appear in the background in some view positions, however, this would not detract from the townscape and would in fact be consistent with existing largescale built form on the site and of the emerging townscape.
- 10.17 In the local views within northern portion of the application site, the architecture, scale, bulk and mass of the proposed development will become more apparent. The presence of the large-scale blocks forming the refreshed character area would reflective of the baseline condition and offer an enhance to the public realm. Where visible, the proposed

development will be experienced as a high-quality addition to the townscape, offering significant improvement over the current arrangement. This is achieved through considered architecture for both the commercial and residential elements, with appropriate use of brick, varied fenestration, and enforcing the unique heritage interest of character areas through distinctive and interpretive design. The use of a distinctive open central street plan and the placement of open squares and riverside activation, all of which add interest, variation to locally experienced forms, add distinctive qualities and give the scheme a strong sense of identity.

10.18 Overall, the Proposed Development would have either beneficial, neutral, negligible, or no effect on identified viewpoints (no effect has been identified where the Proposed Development is completely occluded by intervening townscape, and therefore not visible). Therefore, visual amenity would be maintained or enhanced by the Proposed Development. There have been no adverse effects identified. Where significant residual effects in ES terms have been identified, these are either beneficial or neutral and so no additional mitigation would be needed. This remains indicative of the area's capacity for change, the opportunities to enhance the visual amenity and townscape quality of the area, as well as the high-quality design of the Proposed Development.

Summary of Significant Effects

10.19 The conclusions of the assessment section have been tabulated in the next pages for ease of reference.

10.20 The proposals accord with local planning policies. The site is varied but largely forms previously developed industrial land.

10.21 Overall, the proposal offers a high standard of design that has considered the urban context. The Proposed Development would largely give rise to predominantly beneficial, neutral or negligible effects and would enhance the visual amenity and townscape character of the Carrow Works site. The only adverse effect identified, concern works to convert the Abbey to a sustainable use. The clear benefits of bringing this building back into active use

have been carefully considered to ensure minimal intervention into historic fabric. This assessment has recognised that a residential use is likely to be the Optimum Viable Use.

10.22 Though the Proposed Development would offer some enhancement to the setting of Carrow Abbey through the replacement of negative contributors, reinstating the historic detachment of the building, there is nevertheless considered to be some residual harm to the Priory and setting of the Abbey through the subdivision of the grounds. This will disrupt one's appreciation of Scheduled Monument and the Grade I listed Abbey. Paragraph 202 of the NPPF states that 'where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use'. It is our conclusion that the benefits of being able to deliver a viable scheme that will facilitate the regeneration of the area outweighs the less than substantial harm identified to Carrow Priory and its setting.

10.23 The functions of the site are currently redundant with numerous heritage assets currently at risk of dissociation through dereliction and disuse. While still adjacent to industrial built form and large scale redevelopment to the north of the river, due to topography, riverside location, and mature screening the site has a degree of isolation from the surrounding townscape. Additionally, considering its former use, the site is considered capable of sustaining considerable change. The proposed massing, siting, bulk, scale and architecture has been carefully considered so that the submitted proposed scheme is deemed appropriate in views and townscape. The assessment concludes that while some harm has been identified, this would be balanced against a number of clear heritage benefits across the site as a whole, including regeneration of the area and preservation of key heritage assets. Overall, the character of the surrounding townscape would be enhanced due to the carefully considered and high-quality design which has drawn on the historic context of the site.