



NORWICH
City Council



NORWICH CITY CENTRE CONSERVATION AREA APPRAISAL

September 2007

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INTRODUCTION



Introduction

The Norwich City Centre Conservation Area was created in October 1992 to cover the whole of the city within the medieval city walls. Previously separate Conservation Areas covered different parts of the area; the first being designated in 1970 and various modifications have been made to the boundary as recently as 2003. There are 16 other Conservation Areas within the Norwich City Council administrative area.

Conservation Areas are defined as 'areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance'. When a Conservation Area is designated, the Council has a duty to 'draw up and publish proposals' for its preservation and enhancement. This document aims to fulfil that duty.

Norwich has a unique character which is a product of its location and history. The first part of this document therefore summarises the issues which have influenced Norwich's form and considers the key characteristics which define the city we see today. Issues and Guidelines are then set out to show the key characteristics that will be maintained and enhanced.

The Conservation Area covers over 230ha (570 acres). Within the boundary are several distinct 'character areas'. These are identified in this document and their special characteristics defined. Policies and proposals for the specific management of each character area are then provided.

EXECUTIVE SUMMARY

Executive Summary

Norwich is an important regional city with a population of over 200,000 within the urban area. The city's economy is founded on financial services, creative and media industries and life sciences and it has a major university with around 14,000 students.

The River Wensum is the key landscape feature within the historic core of the city. It flows into the River Yare to the south east of the city centre. The underlying geology of the city is chalk with flint deposits and glacial sand and gravel in the valley bottom. The centre of the city is quite hilly adding considerable drama to the townscape of many streets.

The riverside, wooded escarpments, and parks all contribute significant numbers of mature trees to the landscape. Much of the central area has narrow streets with buildings on the footpath edge producing tight and intimate townscapes. The central area also has a number of 'plains', areas of open space which vary considerably in scale but are often important to the setting of key buildings such as churches.

The way central Norwich looks today is the product of almost 1000 years of development. The legacy of the Saxon and Anglo-Scandinavian settlers includes

Tombland which was the city's first market place. The Normans had a greater influence, turning the city into a major urban centre with an important market which largely survives today. The castle and cathedral both developed under French rule and the grid street pattern is still evident in some areas. Some of the earliest churches and the Music House on King Street owe their origins to Norman builders.

The erection of the city walls was the major legacy of the medieval period. By the middle ages, Norwich was home to 30,000 people, making it England's second city. Fine houses were built for merchants close to the city centre with many of their undercrofts surviving today. Norwich was also home to several religious foundations, hospitals and colleges.

During the Reformation much of the former monastic land became available for development. Settlers migrated from the Low Countries however and their new techniques saw the weaving industry flourish. Their introduction of brick and pantile manufacturing changed the appearance of the city as new houses were built and old ones refaced, and the city now has many fine Georgian houses.

During the C19, development began to take place outside the city walls, much of it terraces of houses, though many people

living near to the centre continued to inhabit densely populated courts. Major industrial businesses developed in or near the central area and some became household names. The development, particularly of shoe factories, continued into the C20.

The erection of a new civic complex and the replacement of insanitary housing areas characterised the 1930s. Significant areas of bomb damage during the Second World War has left a legacy of sometimes poor quality post-war industrial and commercial building, whilst the influence of the private car is most apparent along the ring road, particularly where it bisects Magdalen Street. Later C20 developments however have seen fine new civic and commercial buildings and the redevelopment of many industrial areas for housing.

Norwich has six strategic landmarks which are very useful in orientating oneself around the City. These are the Castle, Anglican Cathedral, Roman Catholic Cathedral, St Peter Mancroft, St Giles on the Hill Church and City Hall clock tower. In addition several of the other large medieval churches are important in views from parts of the town with numerous other buildings recognisable as local 'landmarks'. Panoramic views over the city are only available from the top of tall buildings or

from vantage points outside the city centre especially to the north and east.

Several building types are important to the character of central Norwich. Some of these are key landmarks, whilst others, such as the surviving parts of the city walls, medieval churches, merchants houses, vernacular houses (often with their distinctive 'lucams' or oversized dormers), Georgian houses, C19 and early C20 public, commercial and industrial buildings, together help define the character of sub-areas of the city. The consistency of building materials is also an important characteristic with a hierarchy of materials, often changing with time and the status of buildings, being easily traceable.

Whilst Norwich as a city clearly has a strong identity and 'sense of place', its character varies within different parts of the city. The area can therefore be divided 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. These areas are defined and their key characteristics described.

LOCATION & CONTEXT



Location & Context

Norwich stands at the heart of East Anglia and is a major regional city with a population of 200,000 within the urban area. The presence of the Rivers Wensum and Yare was at the heart of the city's early development allowing it to flourish as a trading centre particularly with the Low Countries. Today the rivers link into the Norfolk Broads waterway network and bolster Norwich's increasing popularity as a tourist destination.

Norwich's economy was originally based on the woollen industry and the city developed as a regional service provider for the rural hinterland. By the C18 a number of manufacturing industries developed including shoemaking and, later, iron foundries. Several companies such as Colmans, and Boulton and Paul became household names; the former becoming the largest employer in the city in the late C19. Norwich today is well-known for its financial services though these too have their origins in the C18. Whilst many of the key industrial concerns of the C19 and early C20, including shoe manufacture, have declined, these have been replaced by the creative and media industries with several companies having their national and regional headquarters in city. The city also has a major University with around 14,000 under- and post-graduate students.

TOPOGRAPHY & LANDSCAPE

Landscape

Public spaces and plains

1. Anglia Square
2. St. Martin-at-Palace Plain
3. Tombland
4. St. Andrews Hall Plain
5. Market Place
6. Millennium Plain
7. Hay Hill
8. Orford Hill
9. Chapelfield Plain
10. All Saints Green

Key open spaces

11. St. Martins at Oak Wall Lane
12. Gildencroft
13. St Georges Street
14. The Oasis
15. Elm Hill Gardens
16. Riverside Walk
17. Lifes Green
18. The Cloisters
19. Upper Close
20. Lower Close
21. James Stuart Garden
22. Riverside Walk
23. Riverside Walk
24. Castle Green
25. Chapelfield Gardens
26. St Gregory's Green
27. Hospital Meadow
28. St Helen's House

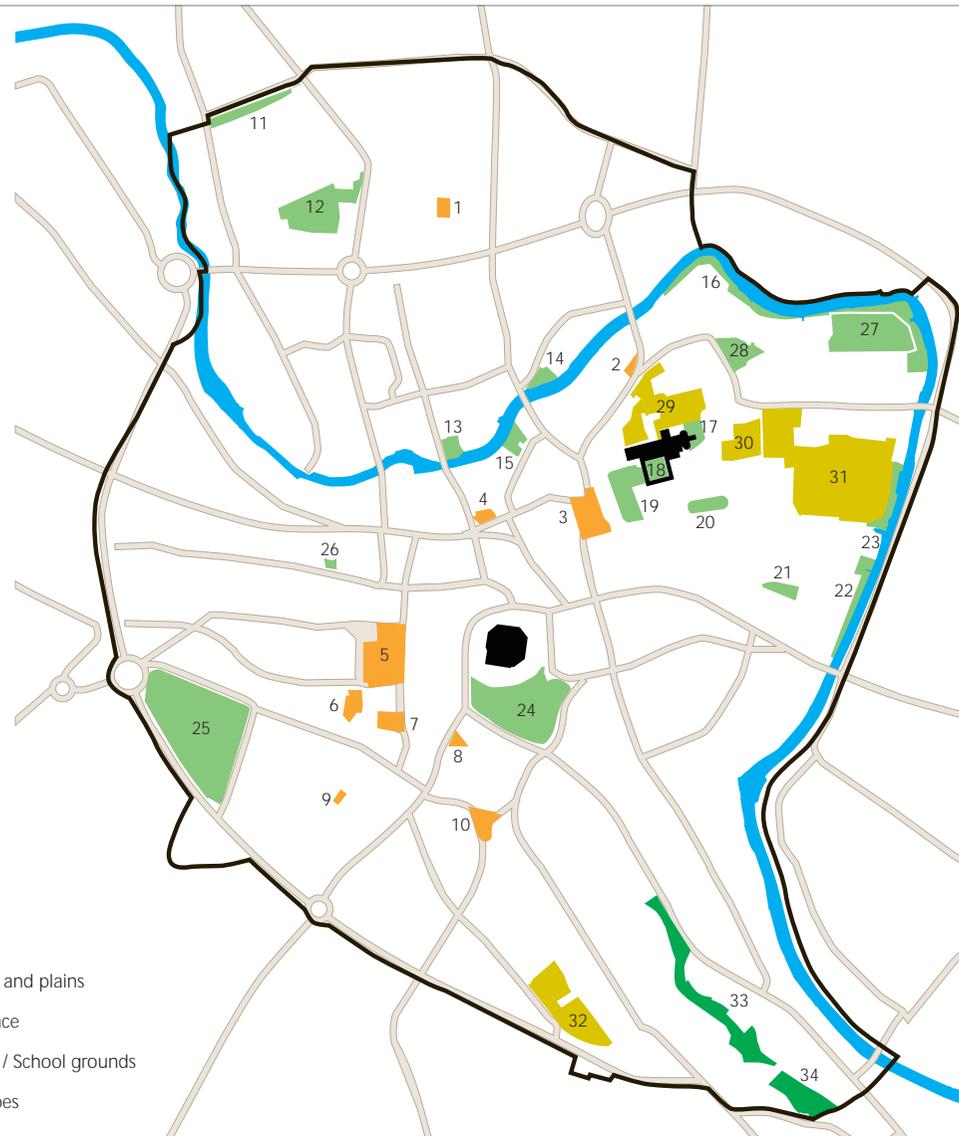
Playing fields

29. Green Yard
30. Tennis Courts
31. The Close
32. St. Catherines Hill

Wooded slope

33. Richmond Hill
34. The Wilderness

- Public spaces and plains
- Key open space
- Playing fields / School grounds
- Wooded Slopes



These vary in scale from the recently laid-out Millennium Plain to St Catherine's Plain (Finkelgate) which is now a vestige of its former self. Today these spaces tend to be widened sections of streets, often at cross roads or junctions and particularly in front of churches. When they occur within a grid of narrow streets, such spaces can be very important in providing a breathing space, or a location for tree planting.

HISTORY & ARCHAEOLOGY

History & Archaeology

The Norwich that we know today is the product of over 1000 years of settlement. Although the main Roman settlement in the area was at Caistor St Edmund (Venta Icenorum) to the south of the city, one of the roads serving it ran north to follow the line of what is today Oak Street / Ber Street in the heart of Norwich. An east-west road (Holmstrete) crossed this and followed the line of what is now St Benedict's Street / Bishopgate, crossing the river at a ford near Bishop Bridge.

The Saxon Town

The first 'urban' settlement dates from the C8 and was developed by the Anglo-Saxons. This probably had two foci, one around Fishergate and one in the vicinity of present day Tombland and the Upper Close. Danish occupation in the C9 saw the construction of a 'D'-shaped defensive ditch. By the mid-C10, however, the main focus of the city was the marketplace where Tombland is today.

Norman Norwich

Under Norman rule, Norwich became a major urban centre with a castle, cathedral and marketplace. The castle established royal control over the city and had a series of outer ditches and banks still traceable in the road network and terraced surroundings.

The bishopric was transferred to Norwich in the 1090s leading to the construction of the Anglican Cathedral and its supporting monastery. Norwich's street pattern still reflects the planned grid layout of the Norman settlement in the area to the west of the castle, whilst the site of the present day market place was established under Norman rule.

The focus of the town shifted to the area around the castle, with wealthy merchants erecting stone buildings, in particular in the Tombland, King Street and Market Place areas - the earliest surviving house within the city being the Music House in King Street which dates from 1140. The southern part of the city remained a main focus for the wealthy and for public buildings within Norwich for a considerable period after Norman rule.

The Medieval City

The city walls, built from the mid-C13, are the most significant legacy from the medieval period. They were funded by the wealthy merchants of the town and ultimately comprised a masonry wall up to 4 metres in height with 12 gates and up to 40 towers, including the pair of boom towers on the river from which chains could be stretched to defend the city from a waterborne attack and to regulate river traffic.

The population in the Middle Ages may have been as high as 30,000 people as Norwich developed as a regional centre and an important market place. The wealth of the merchants allowed them to build impressive houses in the city centre often with vaulted storage undercrofts beneath; these often survive even though the houses above have been lost or redeveloped.

Most people, however, lived in timber framed buildings with thatched or shingle roofs. These buildings were highly susceptible to fire and in the C16 parts of the city were devastated by blazes leading to a restriction being imposed on the building materials employed with roof tiles favoured instead of thatch. The fires led to a major rebuilding programme which allowed for more up-to-date designs with integral chimneys and upper floors being introduced earlier in Norwich than in other parts of England.

The ecclesiastical institutions also had a major influence on the form and development of the city as their foundations often covered large areas and included open land. In addition to the cathedral there were six friaries, together with medical hospitals and colleges. The influence of these institutions in certain parts of the city can still be seen in the pattern and density of development.

The Reformation brought about the end of the monastic institutions and resulted in some of the sites becoming available for redevelopment. This allowed more intensive development within the city walls.

Post Medieval

The economy of the City declined in the sixteenth and seventeenth centuries, until Dutch and Flemish 'Strangers' were invited to settle in the city and introduced new weaving and cloth finishing methods. The city became a centre for weaving and the houses associated with the cloth trade from this period are characterised by large dormer windows ('lucams') which lit the top floor weaving room.

The river remained the focus for trade and wealth in this period and consequently the merchants' houses were developed with a dual frontage, facing both the street and the wharves of the river. Properties were developed in a courtyard format with large openings from the street to enable access for horses and carts.

The influence of the Low Countries also spread to the building materials being employed. Flemish bricks were imported before both bricks and pantiles were made locally. Brickfields were developed outside of the city walls and flint, sand and lime were all quarried locally.

HISTORY & ARCHAEOLOGY

During this time, the city was a hot-bed of dissent and many Nonconformist religious groups developed as the laws outlawing their meetings were relaxed. The Octagon Chapel, built in 1756, is a particularly outstanding chapel from this period.

Eighteenth and Nineteenth Centuries

Between 1791 and 1810 the city gates and large sections of the wall were removed because they were considered to make the city unsanitary and were impeding access. Although existing suburbs existed at Heigham, Bracondale and Pockthorpe in C18, much larger areas of housing were developed outside the remaining city walls during the C19, particularly for the middle and artisan classes. Within the city walls where land was scarcer, the existing courts became intensely inhabited by the very poor, with many former merchant houses becoming slums or turned into factories.

The coming of the railway 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 also undertaken to accommodate trams later.

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.

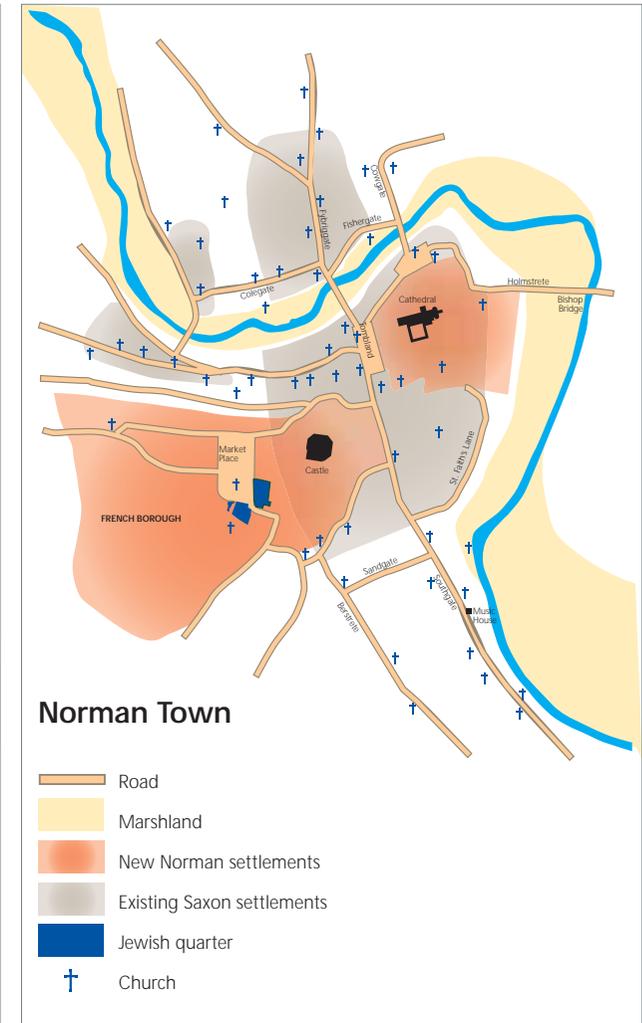
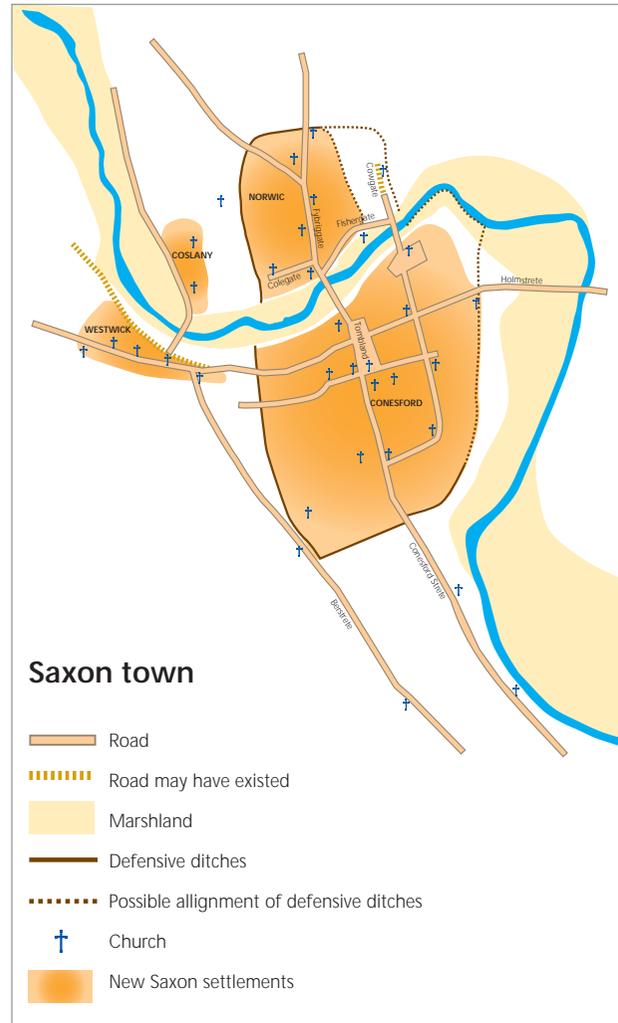
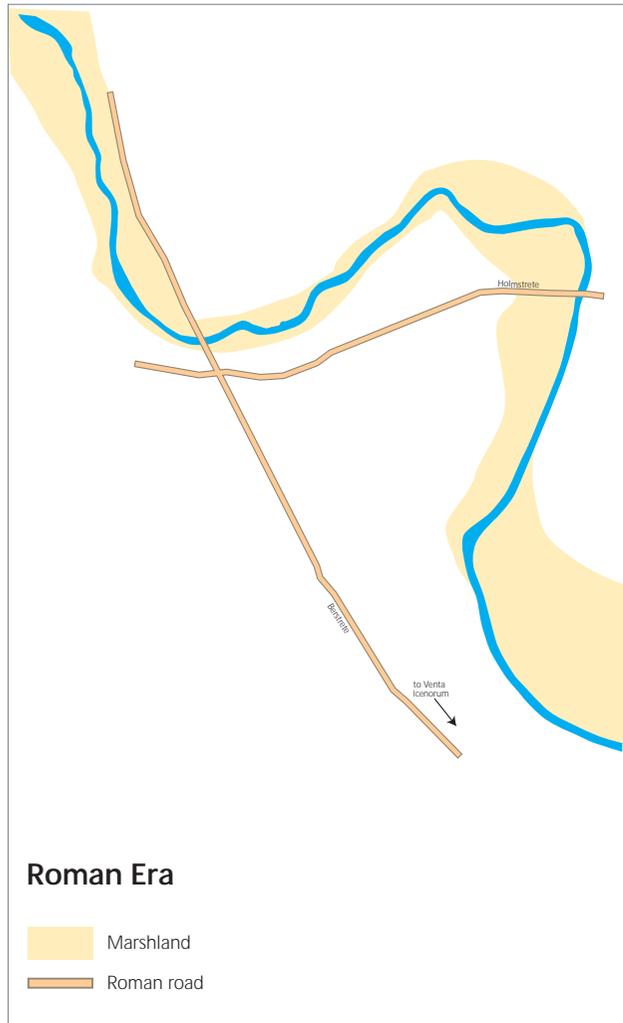
Twentieth Century

The early years of the C20 saw the suburban expansion of the city and major campaigns of slum clearance with blocks of apartments constructed. In 1938, a new civic complex comprising city hall and police and fire stations was completed. The city suffered significant bomb damage, particularly to the south and north-west parts of the city centre, during the Second World War Baedeker raids. The evidence of post-War commercial reconstruction is particularly apparent around the St Stephen's Street and St Crispin's Road / Anglia Square areas.

The rise in private car numbers led to the development of the inner ring road in the late 1960s / early 1970s. This runs mostly outside the city walls except north of the river where St Crispin's Road bisects Magdalen Street and Oak Street. Like most cities, Norwich was subjected to several over-scaled developments in the 1960s and 1970s which today sit uncomfortably with the city's more traditional buildings. Later C20 developments have sought to highlight the city's role as a regional shopping and cultural centre and to increase the housing stock within the city, as previous industrial uses cease and land becomes available for redevelopment. Since the 1970s there

has been a continued programme of work carried out by the City Council and the Norwich Preservation Trust to help return historic buildings in the city centre back to residential use.

HISTORY & ARCHAEOLOGY



HISTORY & ARCHAEOLOGY

	900	1000	1100	1200	1300	1400	1500
Historical events	<p>910 Anglo-Scandinavian ditch & bank north of river</p> <p>1004 City burned and ravaged by King Sweyn of Denmark</p>	<p>1090 Transfer of bishopric to Norwich</p>	<p>1226-90 Religious orders arrive</p>	<p>1349-50 Black Death reduces population by at least one third</p>	<p>1404 City becomes self governing</p>		
City development		<p>1086 Domesday Book: 1,320 burgesses Population circa 7500</p> <p>Planned Norman development around castle</p> <p>Mid C11 3rd largest east coast port</p>		<p>C13 Population 20,000+</p>	<p>C14 - C15 Affluent elite control the city</p>		
Impact of development	<p>Tombland established as a market</p>	<p>1070s Castle built</p> <p>1071-1075 Market established on current site</p> <p>1096 Anglican Cathedral foundation</p>	<p>circa 1140 Music House (King Street) built</p>	<p>1249 Great Hospital founded</p>	<p>1253-1344 City walls constructed</p>	<p>1340s Bishop Bridge built</p> <p>1370 Bridewell built</p>	<p>C15 Stranger's Hall built</p> <p>1407-13 Guildhall built</p> <p>1440-70 St. Andrew's Hall adapted from Dominican church on site</p> <p>C15 Many city churches rebuilt</p>

HISTORY & ARCHAEOLOGY

	1500	1600	1700	1800	1900	2000	2100	
Historical events	<p>1507 Fires destroy 40% of housing</p> <p>1517-1540 Reformation leads to clearance of many religious institutions</p> <p>1578-9 & 1625-1665 Plague kills over 4800</p>	<p>1642-48 English Civil War</p>		<p>1791-1810 Main roads widened, medieval gates demolished</p>	<p>1844 Railways arrive</p> <p>1850s & 1860s More road widening</p> <p>Large areas of terrace housing built</p> <p>1898-1900 Introduction of trams</p>	<p>1920s & 1930s Slum clearance</p> <p>1942 'Baedeker Raids' destroy numerous homes and factories</p> <p>1950s Slum clearance</p>		
City development	<p>C16 - C17 Norwich weaving trade revitalised</p>		<p>1700 Population 30,000</p>	<p>1811 Population 36,049</p>	<p>1871 Population 75,468</p>	<p>1901 Population 100,815</p> <p>1951 Population 110,633</p>	<p>2001 Population 200,000</p>	
Impact of development	<p>Late C16 Gurney Court, Magadalen Street</p>	<p>1692 Old Meeting House built</p>	<p>1755 Assembly House established</p> <p>1756 Octagon Chapel built</p>	<p>1864 Prince of Wales Road laid out</p>	<p>1884-1910 Cathedral Church of St. John Baptist (R.C.) built</p>	<p>1937-38 City Hall built</p> <p>1962 Rouen Road laid out</p> <p>1971 Anglia Square opened</p> <p>Early 1970s Inner Ring Road built</p>	<p>2001 Forum opened</p>	

CURRENT & FORMER USES

Current & Former uses

By the time of the later Saxon and Anglo-Scandinavian periods, Norwich was already a market centre and trading post with links to the Low Countries and Rhineland which were as important as those to London before the establishment of the turnpike roads. The areas around Colegate and Fishergate and around St Martin at Palace Plain and Whitefriars Bridge were used for the loading and unloading of goods and for boat building. Flint and lime were extracted for building and iron ore was brought in by river and worked at St Faith's Lane and Oak Street. Comb-making was carried out off Fishergate and St Faith's Lane and antler-working off King Street. There is also evidence of leatherworking around the riverside sites together with jewellery-making, woodworking and potting, the latter concentrated around Bedford Street (historically known as Pottergate).

Norwich also began to establish itself as a place where cloth was brought to be dyed and finished. Following the Norman Conquest the extensive market was developed and between the Castle and the French Borough was a Jewry, though wealthy Jews also lived elsewhere; the Music House on King Street being the most outstanding example.

Up to the outbreak of the Black Death in the mid-C14, Norwich continued to thrive. Much commercial and industrial activity was along the waterfront. Not surprisingly fishermen were based there with fish houses known to have existed off King Street, close to the Cathedral and on Quayside itself. However from the C13 onwards other trades began to colonise the riverside with tanners, fullers, bleachers and dyers each having their own section of the river. Dyestuffs were sold in Maddermarket whilst shearmen, who clipped the nap on the cloth, were mostly located on Charing Cross.

Leatherworkers were even more numerous. Skinners, tanners and tawyers competed for space adjacent to the river, whilst leatherdressers congregated in St Giles parish with cordwainers in the Market Place. In total 68 other crafts and trades could be found in Norwich at this time, commensurate with Norwich's status as England's second city.

Goods were also imported both from the local area and from across the North Sea. Consequently an impressive range of foodstuffs, clothing, jewellery, metal goods and medicines could be bought from the Market Place. In addition, other areas of the town specialised in the sales of particular commodities – with markets for swine and then timber on All Saints Green, swine on Orford Hill, horses on Rampant Horse

Street and saddles on White Lion Street. Wensum Street housed the various cooks and food shops.

The majority of this development was of course within the confines of the city walls which were commenced probably in 1253 but not completed until 1344. The walled town did, however, include open areas such as the castle ditches which were used for livestock grazing and Gildencroft, 12 acres of open land which was in part used for jousting. The Cathedral Close included summer pasture whilst open land in St Giles parish was used as a tenterground.

Religious institutions also began to colonise the town. The Franciscans arrived in 1226 occupying a large site where Prince of Wales Road stands. The Dominicans also arrived in 1226 and settled off Colegate. They acquired a site south of the river after 1307, much of which still survives as St Andrew's and Blackfriars Halls (although many buildings are of the C15). The Carmelites established their friary in 1256 north of Whitefriars Bridge whilst the Austin Friars arrived in 1290 on a site off King Street.

The Great Hospital was founded in the C13 as a home for poor priests on part of the Cathedral pasture land, and at a similar time the College of St Mary in the Fields was founded, part of which still survives beneath the Assembly House.

Norwich appears to have recovered quickly from the effects of the Black Death and by the late C14, the leading merchants in the city were able to build fine new houses for themselves and were the driving-force behind the town's growing 'civic' pride and purpose. This resulted in the building of a town quay, the completion of the city walls (and erection of the Cow Tower) the erection of a cloth hall north of the Market Place and ultimately the outstanding Guildhall on the site of the market toll house. By 1404 the town was given the power to self-govern.

The town continued to be a major industrial centre – based particularly on the textile and leatherworking trades. Norwich also began to develop more specialised industries such as glass painting whilst the Timberhill area was a centre of bell-founding in the C15. The Black (Dominican) Friars carried out a large building campaign at St Andrews in the C15, as did the Great Hospital and the Cathedral where the Erpingham Gate was constructed. The continuing importance of Norwich as a trading and administrative centre is evidenced by the presence of 42 houses attached to ecclesiastical institutions based elsewhere in the country, and by other houses and land owned by wealthy rural gentry.

The C16 saw great change in the city, due to extensive fires in 1507 and the Reformation, both of which released land for new building

CURRENT & FORMER USES

or redevelopment. The 'Strangers', who revolutionised the cloth trade, established communities around Colegate and from the upper floors of their homes wove the cloth which had previously been imported from rural villages.

The rapid increase in the population of Norwich during the C16 and C17 meant that the city remained a major regional market and the export of textiles continued to be an important source of wealth. Leather- and horn-working also remained important whilst by the C18 banking and insurance became expanding facets of the city's economy.

By the early C19, the destruction of the town gates allowed for major extra-mural developments. Within the city, the courtyard houses, typical of Norwich, were subdivided and extended leading to very unsanitary conditions. Planned developments of better quality housing were constructed including terraced housing for the middle classes on Sussex Street. Other terraced houses followed within the old line of the city walls – including those on Magpie Road and Bull Close Road where the city wall was toppled to form the platform for the new houses.

The manufacture of textiles continued into the C19, including the construction of the architecturally distinguished St James Mill, however this operation was never

completely successful. By now, Norwich was being surpassed by West Yorkshire as the country's textile centre, though it diversified to produce more specialist goods such as crapes and silks. The manufacture of boots and shoes and other leather goods remained very important (with over 7000 employed in the trade in 1901). Many were employed in the large factories such as Norvic on Colegate, whilst others worked from smaller workshops.

By the mid C19 there were 17 brewers in Norwich. None are still active though parts of the Bullard brewery on Coslany Street survive, now converted to housing. Other food manufactures included Colmans, who have operated outside the city wall at Carrow since 1850's, and Read Mills (flour), who took over a former factory formerly used for Yarn production on King Street, and now converted to housing. The Boulton and Paul Company which manufactured a range of products from windows to aircraft and airship frames was established in the 1860s off Rose Lane and expanded to fill a very large site between Rose Lane and Mountergate. Numerous other large-scale industrial firms, including iron works, vinegar distilleries and malt houses all occupied sites within the original walled town.

Today the city centre remains the key retail centre for the hinterland and beyond and is an increasingly important tourist

destination. The shopping 'offer' has been increased in recent years with Castle Mall and Chapelfields supplementing the traditional shopping areas around the market and St Stephen's Street. 'The Lanes' area has developed as the base for specialist shops with other shopping areas along the western end of St Giles Street, St Benedict's Street, Elm Hill and the stretch of Magdalen Street south of the river. The northern part of Magdalen Street, Anglia Square and St Augustine's Street are an important local district shopping area serving the northern part of the city centre.

The city is also an important recreational base and this too has been enhanced in recent years with developments such as The Forum. Key recreational areas, in addition to the principal shopping areas, include the area around Bethel Street, the area between Ber Street, King Street and around Duke Street. The focus of Norwich's night-time economy is around Prince of Wales Road and Tombland.

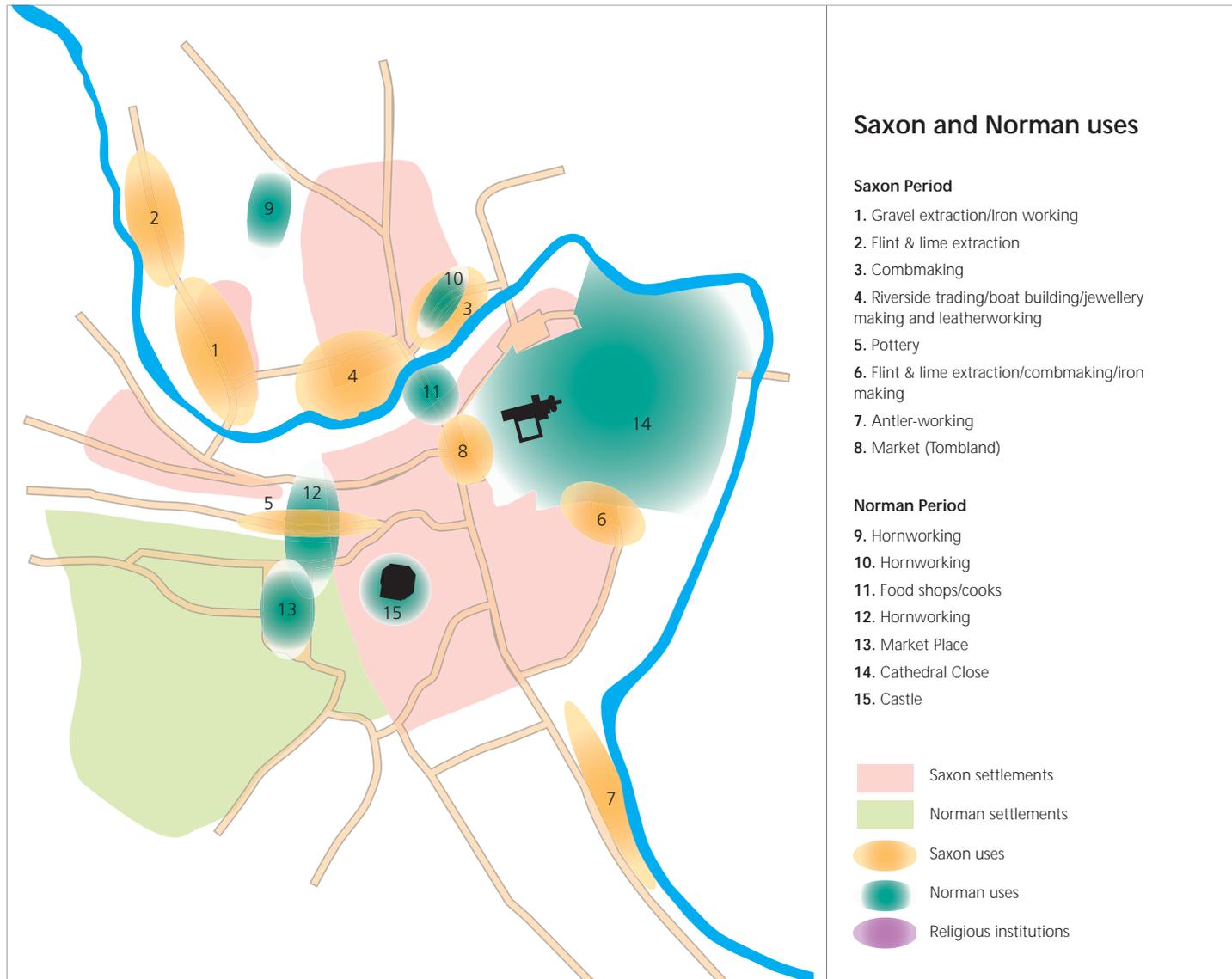
The city has lost much of its industrial base in recent years with the majority of sites being redeveloped for housing. The only significant area of industrial activity within the central area at present is between the north bank of the river and Barrack Street with other small areas around Anglia Square.

Offices and other employment are quite widespread throughout the central area. The main concentrations, particularly of large-scale modern office developments, are along Surrey Street, Prince of Wales Road and around St Crispins Road. The latter includes the now-empty Sovereign House to the south of Anglia Square.

The Cathedral continues to dominate the area east of Tombland where the open space and generally low-density of development provides a refuge from the bustle of the city centre outside the gates. The city still has more than thirty surviving medieval churches, and several C18 and C19 chapels. Although many of these have now been converted to new uses, they remain important with the city's townscape and skyline.

Some significant areas of open space remain in the city centre. The largest is within the Cathedral Close where much of the land is school playing fields. The major central public parks include the Castle Green, and Chapelfields Gardens with smaller but important areas being at Gildencroft, the Riverside Walk (especially around the Cow Tower) and the wooded slopes off Rouen Road.

CURRENT & FORMER USES



CURRENT & FORMER USES



Medieval uses

Industry

1. Fish houses
2. Tanners, fullers, bleachers & dyers
3. Dyestuffs
4. Shearmen
5. Leatherdressers
6. Cordwainers
7. Bell foundry

Market

8. Market Place
9. Swine, later timber
10. Swine
11. Horses
12. Saddles
13. Cooks & food shops

Pastures & open space

14. Jousting
15. Summer pasture
16. Tenterground

Religious Institutions

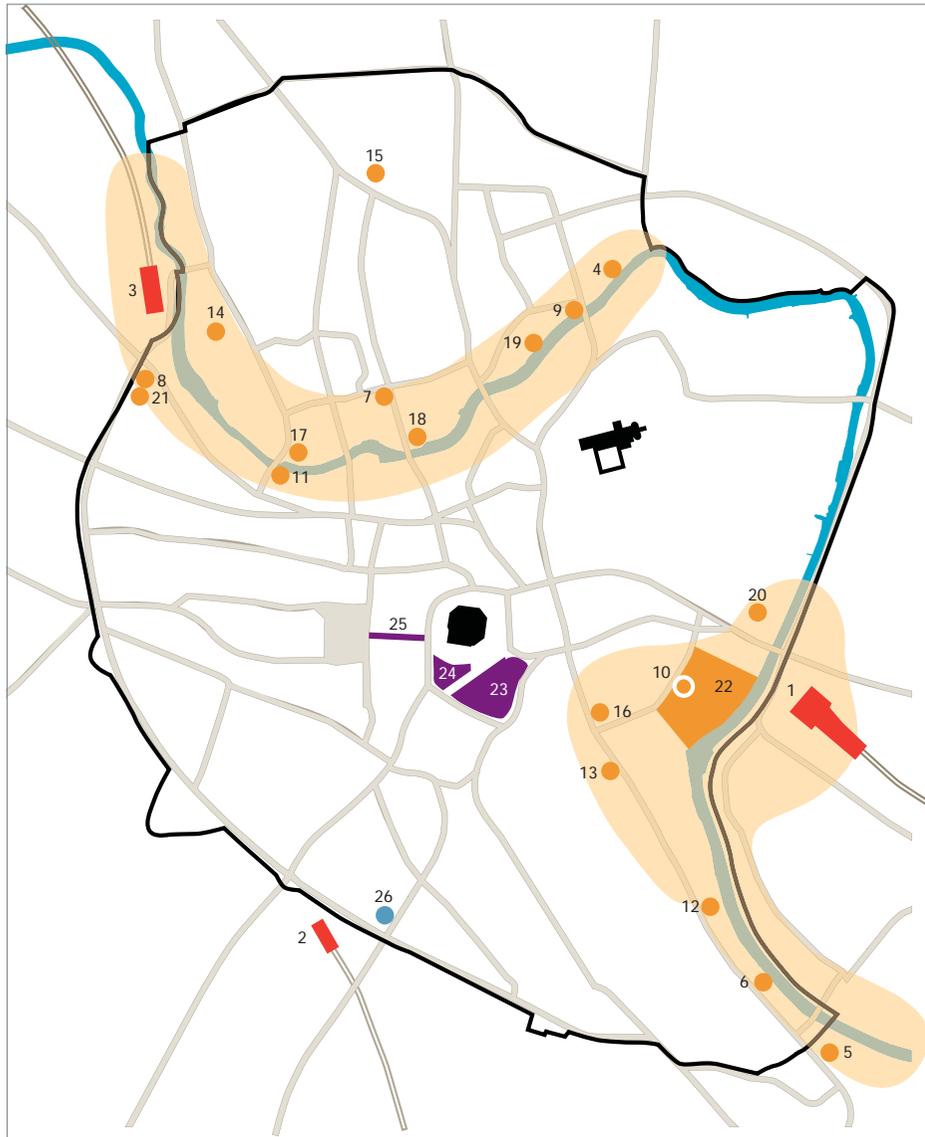
17. Franciscans (Grey Friars)
18. Dominicans (off Colegate)
19. Dominicans (Black Friars)
20. Carmelites (White Friars)
21. Austin Friars
22. Great Hospital
23. Cathedral Precinct

Civic

24. Cloth hall, later Guildhall



CURRENT & FORMER USES



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

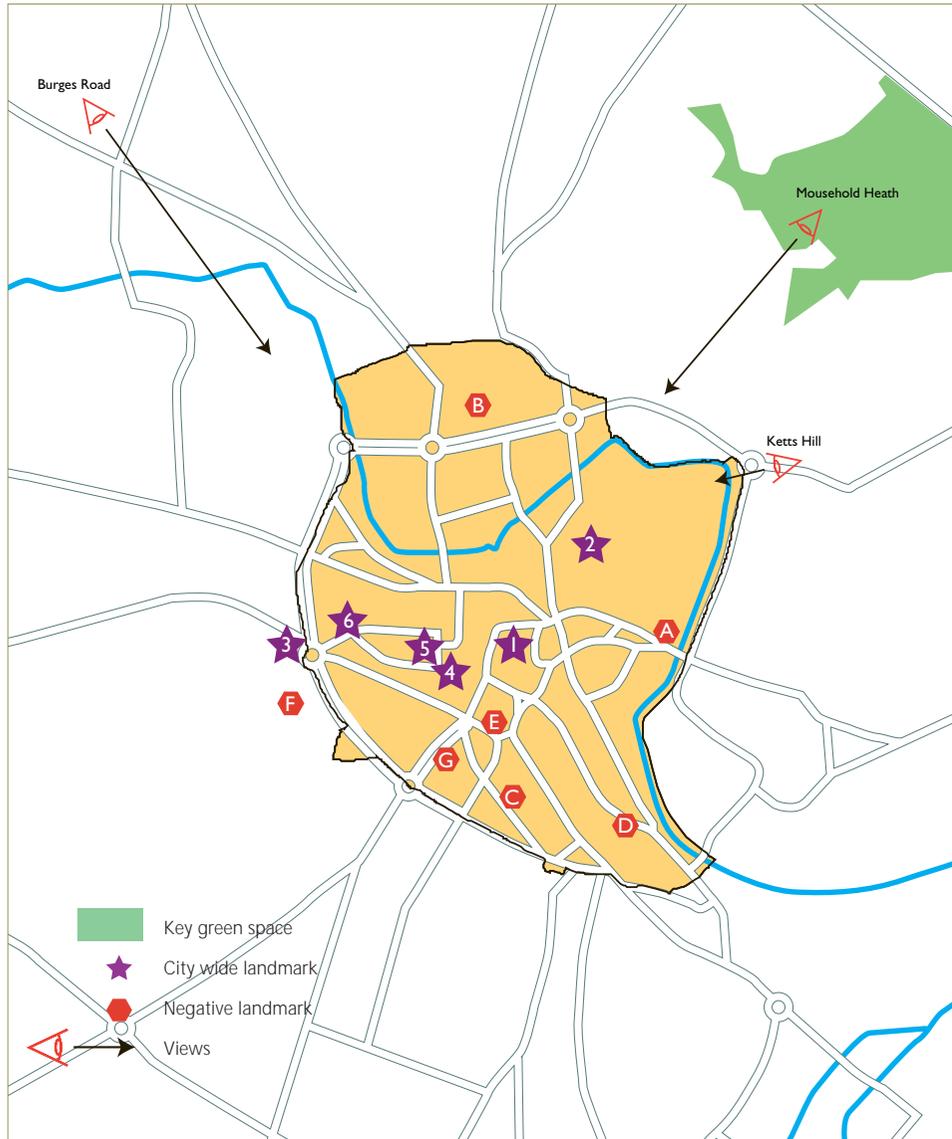
- 23. Cattle market
- 24. Horse market
- 25. Royal Arcade

Others

- 26. Barracks

Industrial area

CITY LANDMARKS



City Landmarks

The location of much of central Norwich on the slopes of the river valley means that views of some of its taller buildings, or those located on higher ground, become important and picturesque landmarks visible from vantage points and useful when orientating oneself around the city. The main landmarks, in the city are:

- The Castle (No. 1 on the map)
- The Anglican Cathedral (No. 2)
- The Roman Catholic Cathedral (No. 3)
- St Peter Mancroft Church (No. 4)
- The City Hall Clock Tower (No. 5)
- St Giles on the Hill Church (No. 6)

the Conservation Area north of St Crispins Road. Some churches, such as St Mary Coslany with its round tower, are architecturally distinctive.

Some of the taller modern buildings are out of scale and have a blocky silhouette compared to their more traditional neighbours. These are considered to be negative landmarks and are identified on the map as follows:

- Grosvenor House (A)
- Anglia Square (B)
- Norfolk Tower (C)
- Normandie Tower (D)
- Westlegate Tower (E)
- Winchester Tower (F)
- St Stephen's Street Towers (G)

Figure 3.1 The Norwich Local Plan also identifies several other buildings as being Key Buildings / Landmarks. These include the majority of the city's medieval churches together with buildings such as St James Mill. These buildings tend to be very important in their local area. St Augustine's is important as the only surviving medieval church within

BUILDING MATERIALS & TYPES



Red brick (gauged)
House on Sussex Street



White brick
Opie Street

Timber front on brick and flint base
Gildencroft



Building Materials

Red Brick

Red brick is the most frequently used building material in Norwich and became particularly popular from the C16 after extensive fires prompted the use of less combustible materials than timber-framing in towns and cities. As brick became more fashionable, timber-framed buildings were refaced in brick. Norwich has a particularly fine legacy of 'polite' red brick Georgian houses and was renowned for its gauged brickwork (with very fine mortar joints) which by the end of the C19 could even be found on quite modest terraced houses. Red brick continued to be popular in the later C19 and earlier C20 and remains popular particularly for new housing developments today.

White and Gault Brick

White brick buildings were particularly popular in Norwich from the early to mid-C19. George Gunton's Costessey Works produced white bricks from the 1830s until the outbreak of World War 1. Some later C19 examples can also be found though by the end of the century red brick re-established its pre-eminence.

Flint

Flint was historically the principal building material for prestige buildings in the city and was extracted locally. The peak of the craft of flintworking was the C15 (with a revival in the C19) and there are

particularly fine examples on the Guildhall, the Bridewell and on several churches including St Michael Coslary. The finest flint has square 'knapped' flints laid to course, galleting (where small flakes are pressed into the mortar to hide the mortar joints) or 'flushwork' where the stonework is cut away to be filled by knapped flints. Flint was often reused and uncoursed flint rubble was used for vernacular buildings into the C19.

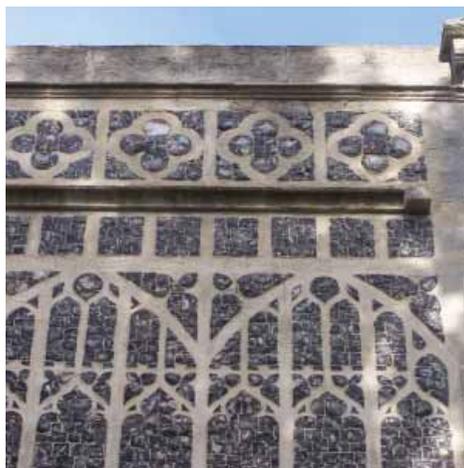
Stone

Norwich lacks a local source of freestone. The stone on the cathedral is from Caen in France, Purbeck and Clipsham. Other churches often utilised the nearest stone quarries on the Northamptonshire / Lincolnshire border. By the C19, the railways allowed heavy materials to be transported and stone became popular for commercial and public buildings in the city.

Timber Framing

Timber 'box-framing' was the cheapest and most convenient way of constructing buildings in the city. Much timber framing in Norwich is restricted to the first floor of buildings with the ground floor formed of flint and brick rubble or even, on occasions, stone reused from demolished ecclesiastical buildings. The earliest surviving example of a first floor timber frame is at Dragon Hall. Most of the timber frames are jettied, some such as the Briton's Arms are jettied on two floors and two flanks. Although timber

BUILDING MATERIALS & TYPES

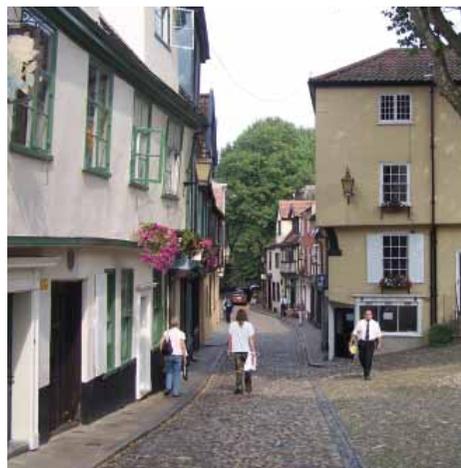


Flintwork
St Michael Coslany, Colegate

frames can be found dating from the C19, generally their use declined after the C16 when fire ravaged parts of the city.

Plasterwork and render

The vast majority of surviving vernacular buildings from the C17 and earlier are rendered over the timber framing. Most of these were limewashed in a variety of colours and this varied palette is a key characteristic of many of the city's streets – Elm Hill being perhaps the best example. In the 1960s streets such as Magdalen Street were repainted in suitable colours (and refreshed in the 1990s). The City Council has published an Historic Colour Strategy to ensure appropriate hues continue to be used. Unlike many towns, Norwich's C18 buildings do not make extensive use of stucco – this is generally used for detailing such as quoins, stringcourses and window heads rather than for whole façades.



Plaster and render
Elm Hill

Other walling materials

Norwich has some good examples of the use of other materials. This includes the fine C19 cast iron and glass façade of Crystal House, an unusual concrete urinal of 1919 and the sumptuous faience tiling of the Royal Arcade, built in 1899.

Pantiles

Pantiles were probably first brought to the area by Dutch settlers in the C17. Those visible today probably date from the C18 onwards with many manufactured locally. The majority have their natural clay finish but from the C18, and used with growing popularity from the mid-C19 onwards, black glazed or 'smut' pantiles became popular. Occasionally black tiles are found on the fronts and red to the rear.



Pantiles
Rear of Elm Hill

Plain tiles

Plain tiles are as old as bricks and were often fired in the same kilns. Their use therefore predates the use of pantiles. Initially they were used instead of thatch on the best houses and gradually became popular on lesser buildings. The majority of the examples visible in Norwich today probably date from the C19 onwards though there are some earlier examples off Bethel Street and on Elm Hill. Several examples can also be seen within the Cathedral Close.

Welsh slate

Improvements in transportation, culminating in the arrival of the railways in the C19, led to the increasing use of Welsh Slate for roofs. Ornamental slates were often used to great effect particularly on Gothic Revival buildings of the later C19.



Welsh slate
57 The Close

Thatch

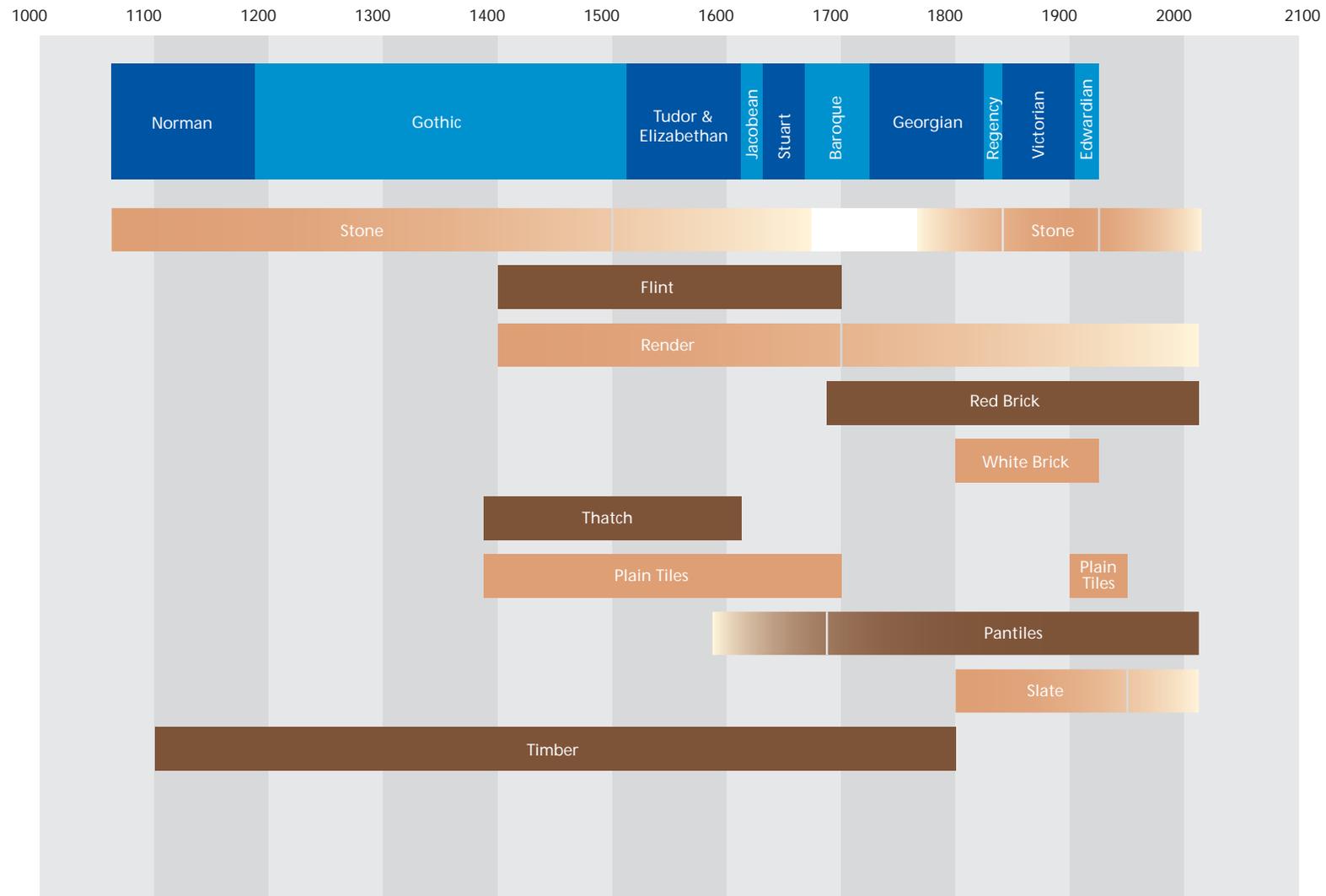
Unusually for a city, Norwich still has six buildings in the central area with thatched roofs. Although thatch was cheap and therefore popular for use on humbler dwellings, major fires in the C16 meant that it became unpopular and was indeed outlawed in many other towns.

Sheet metal

Sheet lead and copper are most commonly found on churches and ecclesiastical buildings, or for covering shallow-pitched or awkwardly-shaped parts of roofs on domestic buildings. Some modern buildings are roofed in modern variations such as terne-coated steel.

BUILDING MATERIALS & TYPES

Timeline: Architectural Periods and use of materials



BUILDING MATERIALS & TYPES

Building Types

Like most cities, Norwich has a range of different building types which have developed over the last thousand years. This section aims to give a snap-shot of some of the most interesting individual buildings or representative examples of types of building. The buildings are arranged broadly chronologically. Further details on some of the buildings may be found in the individual character area studies in the second part of this document.



Castle
Norman Castle, Castle Meadow



Hospitals
Great Hospital, Bishopgate



Cathedral
Anglican Cathedral, The Close



Medieval Church
St Michael at Plea, Queen Street



Monastic Buildings
Blackfriars (now Art School)



City Wall
Wall at Chapelfield Rd



Early Educational Building
The Chapel, Carnary College

BUILDING MATERIALS & TYPES



Merchant Houses
Dragon Hall, King Street



Courtyard House
135 Magdalen Street



C18 and C19 Chapels and Churches
Jesuit Chapel, Willow Lane (1827-28)

Early Civic and Cultural Buildings
The Guildhall, Guildhall Hill

Georgian Houses
Churchman's House, Upper St Giles Street

C18 and C19 Chapels and Churches
Octagon Chapel, Colegate (1754-56)



BUILDING MATERIALS & TYPES



Almshouses
Doughty's Hospital, Golden Dog Lane



C19 Villas
Chapel Field North



Early C19 Terrace
Sussex Street

C19 Commercial
Crystal House, Cattle Market Street



1930s Apartment
Bargate Court, Barrack Street



C21 Civic and Cultural
The Forum



HISTORIC PUBLIC REALM

Historic public realm materials

Paving

Historic paving is an important characteristic of the Conservation Area and many examples can still be found, notably:

Cobbles

From old illustrations it is likely that the earliest 'hard' paving material used in the city centre was the locally available flint cobbles. These were extensively used on streets to pave carriageways and squares. Today extensive areas of cobble paving remain, for example on the carriageway in Elm Hill and on the pedestrian areas in Tombland. In addition, cobbles can still be seen in many lanes and alleys where they are used to fill the areas between slab paving and buildings.

Setts

To ease the movement of goods by horse drawn cart, imported setts (mostly red/brown) were extensively used on busy thoroughfares in the C18 and C19 and can be seen in many streets in the city centre. Setts were also used as footway crossovers into yards and commercial properties as they were less vulnerable to damage than paving slabs.

Kerbs

Granite kerbs are still much in evidence in the city centre and in some streets the kerbs are laid with a wide face uppermost emphasising their importance. In recent

streetscape enhancement works these kerbs have often been re-laid as drainage channels.

Slabs

York stone was imported and used in most important places, such as the Cathedral precincts and on the footways of the most prestigious streets.

Other materials

Other historic paving materials include in-situ granolithic concrete paving, probably dating from the turn of the century, for example in St George's Street south of Colegate. The use of tarmacadam became widespread in the late C19 with the arrival of the steam roller and the mechanical stone crusher.

Boundary treatments

Property boundaries between private land and the public realm formed by walls, railings, and gates add interest to streets and allow glimpses of what is beyond. The ornate stone surround on St Faiths Lane marks the entrance to the James Stuart Gardens and provides a focal point in the streetscene.

Many examples of historic flint and brick walls survive and serve as a reminder of what was once behind. The tall and impressive walls of the former factory on Mountergate are all that survives of the now demolished works behind.

Evidence of the existence of many of the metal railings removed during WW2 can still be seen in the stone cappings on walls surrounding many churchyards.

Street furniture

Many items of street furniture have been introduced to meet modern needs, or have a limited life and so little of historical importance is to be found. The most important surviving features within the public realm, many of which are listed include:

- Bollards – opposite Strangers Hall Museum, St John's Alley and St Clement's Alley
- Post boxes – Gentleman's Walk, St Peters Street and King Street
- K6 telephone kiosks – Magdalen Street, St Andrew's Street, St Gregory's Alley, Weavers Lane and Tombland
- Water pump – St John Maddermarket
- St Lawrence's (Gybson's) Well, Westwick Street
- Gas light columns – Bank Street
- Cast Iron Street nameplates

Trees

There are few streets in the city centre where there is historical evidence of tree planting in the form of avenues with Market Avenue being a rare example. Tree planting within

churchyards, private gardens and public parks and open spaces, together with occasional street tree planting, such as in Elm Hill, make positive contributions to the townscape quality.

Statues/Memorials

In addition to the memorial gardens, there are a number of formal statues and memorials in the city centre which commemorate events and people associated with the city and several of these are listed, notably:

- Agricultural Hall Plain – Boer War memorial
- The Close – Wellington and Nelson
- Hay Hill - Sir Thomas Browne
- Tombland (near Erpingham Gate) – Edith Cavell

Evolving public realm

The enhancement of the city's public realm is a continual process as it adapts to meet changing needs. In 1967 London Street was the first to be pedestrianised in England and the increasing emphasis on pedestrian priority has seen further streets completely or partially closed to motor vehicles, carriageways resurfaced, footways widened, new street furniture installed, the addition of public art and street tree planting.

HISTORIC PUBLIC REALM



1. Flint cobble carriageway, granite kerb, Yorkstone paving Elm Hill
1b. Relaid setts and drainage channel Lobster Lane



2. Granite sett crossover Elm Hill

3a. Granite sett carriageway St Faiths Lane
3b. Cobbles, setts, granite Erphingham Gateway



4. Relaid granite setts and kerb King Street



5. Cast iron railings
St Laurence's Church, St Benedict's Street



6. "Norwich Bollard" Various

7. Bronze handrail and stone steps Market Place

8. Sir Thomas Browne Hay Hill



9. Postbox St Peter's Street

10. Street tree planting Market Avenue



POLICIES & GUIDELINES

Policies and Guidelines

This section sets out the key characteristics of the city together with policies and guidance to protect them; the relevant Local Plan policies and Supplementary Planning Documents are identified. Each character area appraisal contains further details which set out how these policies should be applied in each character area.

Key to how each policy is applied to each character area is the defined significance of each area. This is explained further on page 32.

HEART, The Norwich Heritage Economic and Regeneration Trust, has produced a number of documents on heritage management in the city. See www.heritagecity.org for further details.

Key Characteristics

Topography & Landscape Framework

1. The River Wensum's open functional floodplain in Cathedral Close
2. The River Wensum and its tributary streams (cockeys)
3. Well-wooded ridges bordering the River Wensum creating 'a city in an orchard'
4. Hilliness of city
5. Riverside walks in central medieval city
6. Green oases of medieval churchyards
7. Open 'plains' and market spaces at the junctions of streets and in front of churches

8. Chapelfield Gardens civic park
9. Upper Close and Lower Close in the Cathedral precinct

Historical Development & Uses

10. The Saxon market (Tombland)
11. The Norman castle
12. The Cathedral
13. The market place
14. Medieval churches
15. Remains of the medieval city walls and gates, friaries and churches
16. Medieval courtyard houses and survival of old yards
17. Surviving monastic institutions and those subsumed into new buildings
18. C19 industrial complexes along or near the riverside

Morphology

19. Tight intimate network of streets and alleys
20. Long straight Roman roads
21. Grid street framework with widened main streets crossed by narrower secondary streets

City Landmarks

22. Citywide views of the City Landmarks – Castle, Cathedral, Roman Catholic

Cathedral, St Peter Mancroft, St Giles' Church and the City Hall clock tower

23. Important views of Local Landmarks – Medieval churches, the Guildhall, other prominent buildings

Building Materials & Details

24. Widespread use of red brick after C16, but predominantly used for Georgian and C19 residential and commercial buildings
25. Natural clay pantiles from C18 onwards, 'smut' pantiles from the mid-C19 onwards
26. Fine flintwork exhibited on medieval churches, Cathedral gates and Guildhall
27. Stone only used for Cathedral, the castle and prestige C19 buildings
28. Timber framed and jettied buildings common until C16, and some built until C19
29. Oversized dormer windows (Lucams) which lit weavers' rooms
30. Historic paving
31. Historic shopfronts

Policies and Guidelines

A Topography & Landscape Framework

1. Protection and management of churchyards, parks and public open spaces
LP: NE 8, HBE 10 & 15, SR 3 & 8

To maximise the benefit to biodiversity and local communities the production

of management plans for churchyards and other important open spaces will be encouraged by the City Council. All proposals for landscaping schemes and other works in important spaces must be based upon these management plans and must consider the impact on the setting of any listed buildings such as the Churches.

All churchyards, many parks and some other open spaces would have originally been enclosed by walls or railings, but these have often been removed (usually during the Second World War). Preservation is the priority for any remaining traditional boundary treatments of high quality, and the City Council will encourage the reinstatement of boundary treatments where appropriate and where historical evidence exists:

- 1.1 In areas of *Very High* and *High* significance, traditional styles and materials should predominantly be used for boundary treatments, based on historical evidence where it exists. High quality contemporary designs and/or materials will be encouraged where there is no precedent or evidence of boundary treatments.
- 1.2 In *Significant* areas, traditional or contemporary styles and materials should be used according to the context in which the open space sits. If the

POLICIES & GUIDELINES

surrounding context is predominantly historic, traditional styles and/or materials may be appropriate, and in a more modern context, contemporary styles and/or materials will be appropriate.

- 1.3 In areas of *Low* significance, a contemporary approach will normally be encouraged.

2. Respecting the topography/gradient in new developments

LP: HBE 12, 13 & 15

New developments should seek to respect and enhance the topography of the site through careful positioning of buildings, varying roof heights and using the slope to create townscape interest. These aspects should be investigated as part of the Design and Access Statement preparation.

B Morphology and Streetscape

1. Historic Paving materials and street furniture

LP: HBE 18, TVA 8, TRA 26 & 27; Streetscape Design Manual

Historic paving materials, associated ironwork and street furniture are an important characteristic of the City and should be preserved wherever possible. A detailed audit of the extent, type and condition should be undertaken to record

the current situation, and to inform future decisions about their retention and maintenance. In principle, however, the following guidance should be followed:

- 1.1 In areas of *Very High* significance, historic paving, ironwork and street furniture must be preserved and used as the basis for reinstatement. New areas of paving should use the same traditional palette of materials. High quality contemporary materials will only be considered if there is a strong practical argument for their use in lieu of traditional materials.
- 1.2 In areas of *High* significance, historic paving, ironwork and street furniture should also be preserved and predominantly used in new areas of paving. If, however, very little evidence (in situ or documentary) of historic paving and ironwork exists, a high quality contemporary approach may be appropriate.
- 1.3 In *Significant* areas and areas of *Low* significance, unless clear evidence of historic paving, ironwork or street furniture exists, a contemporary and unified approach will be encouraged in order to improve the public realm of these areas.

Within development sites, historic paving that cannot be used should be salvaged

for use elsewhere in the City. To prevent damage during construction, historic paving should either be adequately protected in situ or carefully removed and stored for later re-use. Where new street furniture is being installed street clutter should be avoided. In some cases furniture may be removed if it is considered unnecessary.

New paving schemes will consider the use of cobbles and other uneven surface materials carefully, to ensure access for all.

2. Retaining historic street patterns and reinstating building lines

LP: HBE 6, 8, 12 & 15, TRA 5 & 8

Some areas, particularly those of lower significance, have lost their historic street patterns through large-scale redevelopment or incremental change over the years. As a result, some areas are not very legible, and important visual and historical links have been lost. In areas of high townscape quality, the retention and enhancement of the existing street pattern is important.

- 2.1 In areas of *Very High* significance, the existing historic street pattern must be retained and redevelopment proposals should respect the existing building line or rectify previous mistakes.
- 2.2 In areas of *High* significance, the existing historic street pattern must again be

retained. Alterations to the building line will only be considered where there is clear public benefit in doing so.

- 2.3 In *Significant* areas, historic building lines should be reinstated where historical cartographic evidence exists and their reinstatement would not adversely affect the current townscape or functioning of an area. Existing historic street patterns should be retained in development proposals.
- 2.4 In areas of *Low* significance, historic building lines must be reinstated according to cartographic and visual evidence, unless the proposals create a well-designed alternative layout.

3. Preventing vehicle damage to historic buildings, features and paving

Historic paving and buildings on street corners, buildings with jettied upper storeys or those with canopies, signs, etc. are particularly vulnerable to damage, especially by manoeuvring large vehicles. Measures should be investigated to minimise this risk through traffic restriction policies, careful modifications to the carriageway and kerbs, or sensitively relocating street furniture without adding unnecessary street clutter.

POLICIES & GUIDELINES

4. Enhancing the setting of the city gates/walls

LP: HBE 1, 8, 9, 10, 12, 14 & 16, TVA 8, 9 & 27; SPD – Heritage Interpretation

The City Gates and Walls are an important characteristic of the City but their setting has been eroded by the construction of the inner Ring Road which follows the line of the walls for most of its route.

Development proposals in the vicinity of the walls will be expected to include works for the enhancement and interpretation of the walls as part of the scheme. This should be easily accessible for all members of the community.

Where damage by vehicles or vandalism is a regular occurrence, consideration should be given to suitably-designed protection measures. Appropriate interpretation should also be provided to compensate for the loss of full public access.

C Views & Landmarks

1. Removal of negative landmarks

LP: HBE 12

The Character Area Appraisals identify a number of buildings throughout the City as negative landmarks. They detract from the character of the area and are visually obtrusive, often due to their large scale and bulky form. Development which

involves cladding them in more appropriate materials, remodelling them to improve their appearance and silhouette, or ideally, their demolition and appropriate redevelopment will be encouraged.

1.1 There are very few negative landmarks in areas of *Very High* and *High* significance, but where there are negative landmarks or where they are highly visible from these areas, their demolition and appropriate redevelopment will be strongly encouraged unless there are sound sustainability or other public benefits supporting their retention.

1.2 In *Significant* areas or areas of *Low* significance, unless negative landmarks have a significantly detrimental effect on the setting of areas of higher significance, their retention may be acceptable if they can be attractively re-clad or remodelled and these works are more sustainable than demolition and replacement.

2. Preserving and enhancing views of citywide and local landmarks

LP: HBE 13

Redevelopment proposals which will block or detrimentally affect views of the citywide landmarks, i.e. the Castle, the Anglican Cathedral, Roman Catholic Cathedral,

St Peter Mancroft, City Hall and St Giles' Church, will not be approved.

Care will be taken to ensure that new street planting does not obscure the views of the citywide landmarks. This will require care in the location and selection of appropriate species which can be managed to maintain and enhance important views.

Redevelopment proposals which block or detrimentally affect views of a local landmark identified in the Character Area Appraisals will not be approved unless there are over-riding public benefits arising from the proposed development or compensatory views of the local landmark can be created elsewhere.

In areas where there is the potential for large scale redevelopment the opportunity should be taken to create views of citywide and local landmarks in order to visually link the area to the rest of the City centre.

3. Enhancing the perception of the city at night

LP: HBE 9 & 16, SR 8

The perception of the City at night is an important dimension of the character of the Conservation Area and the night time economy contributes to its vitality and viability. The City Council will work with the County Council and others to encourage the

appropriate lighting of the streets, spaces and landmarks to ensure that they remain visible and safe for night-time users of the City centre.

D Development Form

1. Design of new buildings

LP: HBE 8, 9, 12 & 17

A high quality standard of design will be expected from all development proposals in order to improve low quality areas and to complement existing high quality areas. A contemporary approach will always be encouraged particularly in areas of Low significance, but if a traditional approach is considered more appropriate, the architectural detail and proportions must be faithful to the architectural style and period used.

2. Appropriate scale of new buildings

LP: HBE 12 & 13

The scale of development proposals in the City must respect their context and be of an appropriate scale to their localities. All schemes are site-specific, but the following general guidance should be followed:

2.1 In areas of *Very High* and *High* significance, new development should respect the prevailing scale of existing traditional buildings and enhance or maintain views of citywide and local landmarks and the wider townscape character.

POLICIES & GUIDELINES

2.2 In *Significant* areas and areas of *Low* significance, the prevailing scale of existing traditional buildings should be respected, but the careful siting of taller buildings and use of larger scaled buildings in appropriate locations will be encouraged, provided that they do not negatively impact on important views of citywide and local landmarks or affect the setting of Listed Buildings.

3. Integration with context/grain LP: HBE 12

Most types of planning application (including Listed Building Consent and Conservation Area Consent) now require a Design and Access Statement to be submitted. These statements must demonstrate how the development proposal respects the surrounding buildings, landscape features and movement routes, and how it therefore integrates with its surroundings. This is equally important for small infill schemes of perhaps only one building, and large scale redevelopment proposals. In the case of the latter, however, it may be a case of showing how the proposals will be reinstating a 'lost' context or urban grain.

4. Development form behind street frontages LP: HBE 12

Norwich has a tradition of courtyard houses, where street fronting buildings have a

central open space behind them, around which the other ranges and buildings of the house are arranged. It is important that this distinctive design tradition is maintained in new development in locations where this form of development is common. The street access to the rear buildings and ranges must also be carefully designed, reflecting the local tradition and detailing.

5. Providing disabled access LP: HBE 19, TRA 14; Streetscape Design Manual

When considering alterations to historic buildings, opportunities to improve the accessibility of the structure to all sections of the community should be considered. Whilst there can be a conflict between the retention of historic fabric and improving accessibility, with careful design and a holistic consideration of the building and its setting, it is usually possible to improve accessibility. Similar considerations need to be taken on board when designing in the public realm to ensure that, for example, surfacing materials in the streets respect the historic character of the place yet are easy to negotiate for those with visual or mobility impairments for example. English Heritage has produced two documents 'Streets for all' and 'Easy Access to Historic Properties' which provide further guidance on such matters.

6. Roof-top plant LP: HBE8, 12 & 17

Roof-top plant should be avoided wherever possible. In development proposals where roof-top plant is unavoidable it should be well designed, discreetly located, designed as part of the building and accurately shown on any application submission. Applications showing only vague outlines of prospective roof-top plant enclosures will not be registered. The impact of roof-top plant on the skyline of the proposed building(s), on key views within the City and on the wider townscape, must be fully evaluated in any application.

7. Sustainable development LP: HBE 8, EP19 & 20

The impacts of climate change are far-reaching and affect the existing built environment as much as new development. Adapting and 'climate-proofing' both existing and new buildings will have a significant impact on the visual quality of the environment. However, such measures will be encouraged in both new and existing development provided that they integrate with their context and do not harm the special character of the Conservation Area. New development must consider the location, site layout, orientation of buildings, outdoor spaces and the connectivity of their proposals together with the ventilation and

cooling, insulation, drainage and water requirements of the development. The sustainable nature of new development should be an integral part of its design and appearance.

7.1 In areas of *Very High* and *High* significance, the installation of physical measures such as solar panels and wind turbines will only be permitted on rear roof pitches, and only if they are not visible from public areas.

7.2 In *Significant* areas or areas of *Low* significance, innovative and unusual designs which visually demonstrate the 'sustainability' of new buildings will be encouraged, provided that they enhance the appearance of the Conservation Area.

E Materials & Details

1. Building Materials in new development LP: HBE 12 & 17, EP20

The re-use of building materials from demolished buildings will be encouraged, particularly in areas where this tradition already exists. New (contemporary and traditional) building materials should always be sourced locally whenever possible, in order to maintain local distinctiveness and to reduce travel distances.

POLICIES & GUIDELINES

- 1.1 In areas of *Very High* and *High* significance, traditional building materials should predominantly be used, albeit often in a contemporary architectural style. The use of contemporary materials should be limited to situations where their use would help create a building or feature of clear townscape quality which would further enhance the quality of the area.
- 1.2 In *Significant* areas and areas of *Low* significance, a wider range of contemporary materials can be used, provided that they either respect the traditional building materials of the area, or create a successful contrast with them.

2. Pub and shop fronts

LP: HBE 17, SHO 21

Norwich has many fine traditional pub and shop fronts which reinforce the character of the City. It is important that these traditional pub and shop fronts are retained and maintained, and restored where elements of a good traditional pub or shop front survive. The removal or alteration of a pub or shop front from most historic buildings will require permission.

Inappropriate pub or shop fronts should be replaced. The following provides guidance for replacement pub and shop fronts, and

is also applicable for new public houses and shops or when an existing pub or shop front is beyond repair:

- 2.1 In areas of *Very High* and *High* significance, a traditional approach to the design and/or materials of new pub and shop fronts should be taken. Exceptions will only be considered for new buildings if it can be demonstrated that the shop front design is of a high standard and integral to an overall contemporary design approach. However, inaccurate or inappropriate replicas of traditional styles will not be permitted.
- 2.2 In *Significant* areas or areas of *Low* significance, a more contemporary approach will be encouraged provided that the proportions, scale, materials and decoration of the original building are respected.

3. Design of advertising and lighting

LP: HBE 17, 19 & 21

Signs (both fascia and hanging) and their illumination should always be designed for the specific building, with corporate images adapted to suit different types of building and location. However, in general, signs should not destroy the proportions or architectural features of the building and the materials should respect those of the

original building. Hanging signs should be of a similar character to the fascia sign and no more than one hanging sign on each shopfront elevation of a building will be permitted. Illuminated box signs will not be acceptable, and illumination of signs should be discreet and relatively subdued. On hanging signs, the illumination should be discreetly attached to the bracket.

- 3.1 In areas of *Very High* significance, only individually mounted or applied lettering will be acceptable, unless an existing timber fascia exists, in which case, sign writing directly onto it will be appropriate. Illumination of fascias should be restricted to two or three (on wide frontages) slim, elegant spotlights or discreet individually halo-lit lettering.
- 3.2 In areas of *High* significance, fascia signs should be constructed of the same materials as the rest of the shopfront, but plastics, modern cladding materials and aluminium will very rarely be acceptable. Strip lights which fit within the cornice or architrave, individually lit lettering, or a small number of slim, elegant spotlights are acceptable on fascia signs.
- 3.3 In *Significant* areas and areas of *Low* significance, a wider range of materials and styles of signs and illumination will be considered. However, the

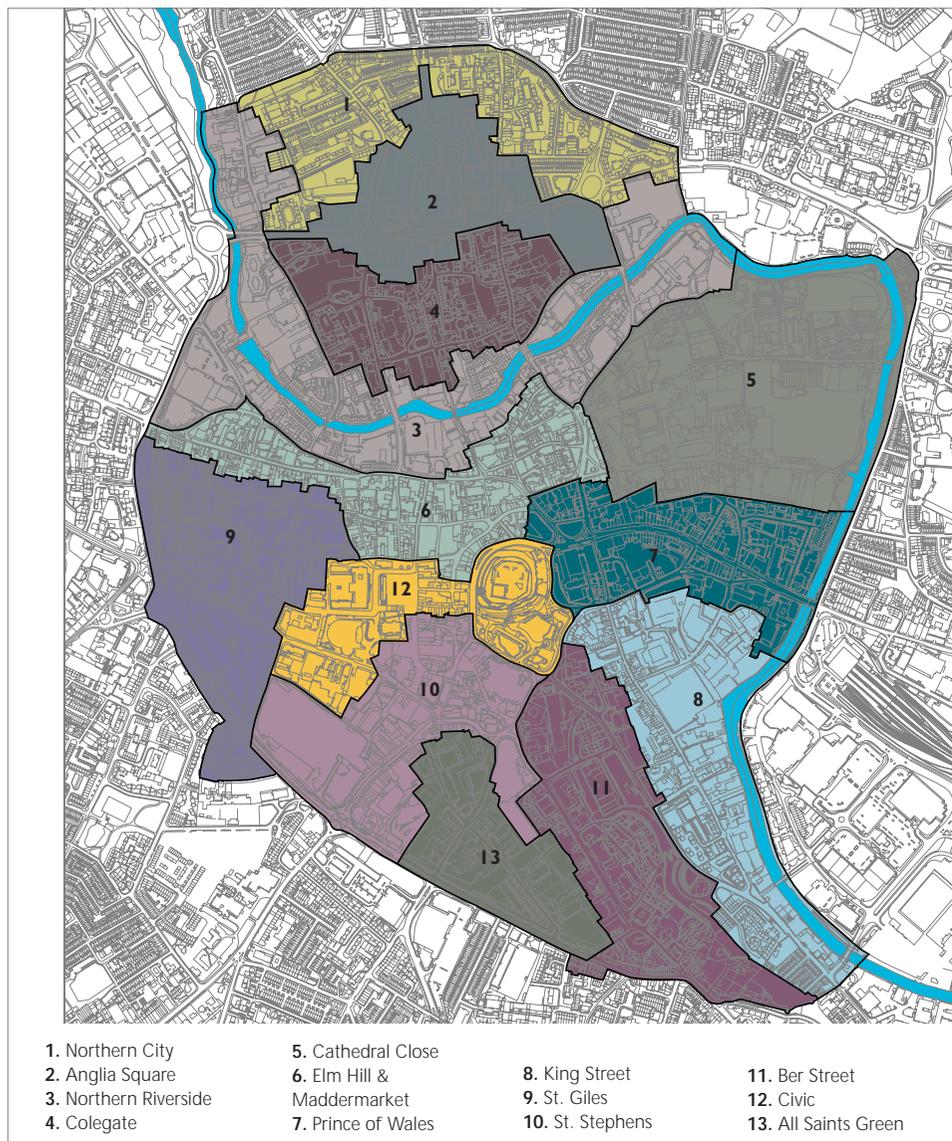
character of the original building must still be respected and colours and materials that are out of character with the building or areas will not be permitted. Individualistic 3-dimensional signs relating to the goods or services supplied will be encouraged. Illumination should still be kept to a minimum and the light level should remain constant.

4. Reuse of historic buildings

LP: HBE 8, 9, 10 & 11, SHO 10, 11, 15 & 21

Detailed policies seeking the protection of historic building fabric are adequately covered by Local Plan policies and national policy guidance. In addition to meeting the requirements of these policies, when considering changing the use of a historic building, the City Council will seek to ensure that evidence of the former use should be retained. Developers will, therefore, be required to retain historic signs or name boards, fittings or pieces of machinery which are evocative of the former use and can be sensibly reused in the new development. Historic doorways are also very important to the integrity of historic buildings and contribute positively to the public realm; they should be preserved where possible.

INTRODUCTION TO CHARACTER AREAS



Introduction to Character Areas

The City Centre Conservation Area is a very large and varied area, the boundary of which generally follows the line of the medieval city walls. This area has developed over many centuries, resulting in a rich and diverse townscape.

In order to undertake a meaningful appraisal of the City Centre, the Conservation Area has been split up into smaller more manageable areas of similar character. An appraisal of each character area has then been undertaken.

The Character Areas have been defined using a series of criteria which reflect the history of the area, its natural and man-made components, and its past and present uses. These are all felt to shape the character of the areas we see today and can be summarised as follows:

Methodology for defining Character Areas

Landscape / Topography

- The distribution of green and urban open spaces
- Surviving historic topographical/ landscape features
- Important groups of trees

Historic Development & Uses

- Degree to which different historical periods/events have contributed to present townscape
- How past functions have defined the current morphology

Archaeology

- Location of buried remains
- Areas of archaeological potential

Current Uses

- Degree to which current function(s) define the present townscape

Townscape quality

- Framework of streets and plots
- Sense of enclosure
- Views
- Nature of streets

Prevalent Building Types

- Presence of key historic buildings
- Presence of groups of historic buildings of similar character
- Presence of a range of historic buildings of different periods
- Age and form of groups of buildings

INTRODUCTION TO CHARACTER AREAS

Prevalent Detailing

- Architectural styles and specific features
- Building materials
- Road and footway surface treatments

Once the data collection was complete, the information was collated and compared. Clear distinctions and boundaries began to emerge and thirteen character areas were formed.

A concise appraisal for each area has been produced which provides an overview of the character area and summarises its key characteristics. Each character area appraisal ends with a list of the relevant policies from the Policies and Guidance section of this document, highlighting how to tailor the policies to each individual character area.

Significance of Character Areas

Once the thirteen character areas had been defined, the significance of each area was then established. The significance of each area is an indication of its sensitivity to change, its contribution to the character of the City Centre Conservation Area and its degree of uniqueness.

The significance of each area establishes how each 'policy' in this document is applied to each character area. In areas of higher significance, the emphasis is generally on protecting and enhancing the quality, whilst

in areas of lower significance, the emphasis is on positive regeneration, promoting the reconstruction of the areas and using good design to increase the quality of the environment.

A rudimentary table, based on the information collected to define the character areas, was drawn up; these are detailed below. The concentration or quality of each of these categories was used to score the areas from Low significance to Very High significance. Scoring bands were then established to ensure consistency and the overall score of each character area, therefore, defines its significance.

Very High	18+ points
High	13-17
Significant	8-12
Low	0-7

Concentration of historic buildings

- Numbers of Grade I, II* and II Listed Buildings
- Numbers of Locally Listed Buildings
- Numbers of additional Locally Listed Buildings

Presence of features from historical period(s)

The presence (above or below ground) of evidence from historical period(s). This evidence could include any of the following,

with the most importance attached to those features which contribute to the key characteristics of Norwich as a whole:

- Archaeology / standing remains
- Scheduled Ancient Monuments
- Important buildings or groups of buildings
- Defensive works
- Historic open spaces
- City and Local Landmarks

Townscape / Landscape Quality

- Historic street patterns
- Views of City and Local landmarks
- Public realm details
- Strategic green spaces
- Important / Local green spaces
- Urban spaces and/or plains
- Key tree groups
- Positive frontages
- Sense of enclosure

Quality of Details

- Wall materials
- Roof materials
- Surface treatments
- Architectural detailing
- Architectural styles
- Building Forms

Concentration of negative features

- Negative views
- Negative landmarks
- Negative features
- Negative buildings
- Poor floorscape
- Areas of surface car parking

INTRODUCTION TO CHARACTER AREAS

Category	Concentration of historic buildings	Presence of features from historical period(s)	Townscape/Landscape quality	Quality of details	Concentration of negative features
VERY HIGH (4)	Most buildings statutorily or locally (or potentially locally) listed	Presence of key city historical feature(s)	Very clear evidence of historic street pattern, views of City Landmarks, presence of strategic green/urban spaces, etc.	Very consistent use of or wide diversity of high quality building materials, architectural details and/or surface treatments	No or very few negative landmarks/buildings or details
HIGH (3)	Significant numbers of buildings statutorily or locally (or potentially locally) listed	High numbers/evidence of features from historical period(s)	Clear evidence of historic street pattern, views of City or Local Landmarks, presence of important green/urban spaces, etc.	Generally consistent use of or diversity of high quality building materials, architectural details and/or surface treatments	Few negative landmarks/buildings or details
SIGNIFICANT (2)	Approx. 50% of buildings statutorily or locally (or potentially locally) listed	Some evidence of features from historical period(s)	Some evidence of historic street pattern, views of Local Landmarks, presence of locally important green/urban spaces, etc.	Some consistency in use of or some diversity of high quality building materials, architectural details and/or surface treatments	Some negative landmarks/buildings or details
LOW (1)	Few or no buildings statutorily or locally (or potentially locally) listed	Little or no evidence of features from historical period(s)	Little or no evidence of historic street pattern, few views of landmarks, few green/urban spaces, etc.	Little or no consistency in use of or limited range of high quality building materials, architectural details and/or surface treatments	Significant concentration of negative landmarks/buildings or details

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