



Anglia Square is the most significant development opportunity in the northern part of the city centre and one of Norwich City Council's most important priorities for regeneration.

Anglia Square

Norwich City Council

ICENI PROJECTS – CASE STUDY

A major redevelopment in the cathedral city of Norwich that will deliver over 1200 new homes and large public spaces as well as a new hotel and community facilities.

Iceni Townscape carried out the Townscape and Visual Impact Assessment on behalf of Columbia Threadneedle and Weston Homes Ltd as part of the submission of the Environmental Statement for Anglia Square, Norwich.

Anglia Square is the major redevelopment of a currently underperforming site to the north of Norwich City Centre, with ambition to deliver a comprehensive mixed-use scheme, including over 1,200 homes, hotel, community uses and an enhanced public realm. Iceni Townscape consulted on the selection of viewpoints with Norwich City Council, assessment of the townscape character of Norwich City and the surrounding area and the impact of this scheme, which reaches up to 20 storeys at its highest point, on the existing urban environment.

This collaboratively developed scheme is expected to introduce much needed regeneration of this neglected site and surrounding area, delivering high-quality mixed-use accommodation, improved legibility and wayfinding across the city, and boost activity and commerce within the area through a phased development approach.

5 interesting facts about the project

1: ICENI HERITAGE

Worked on this site previously, successfully justifying Sovereign House for Certificate of Immunity to be granted by Historic England and DCMS.

2: STRONG DEFENCE

Norwich has the largest walled centre and longest run of medieval defences in England.

3: ALPHA PAPA

The movie of Alan Partridge premiered at the Hollywood Cinema at Anglia Square in 2013.

4: FORWARD THINKING

Norwich was the first place in the UK to use postcodes.

5: LOCAL HERO

A piece of public artwork is proposed within the scheme, voted for by the public, based on one of Norwich's local heroes.

Glasgow: 177 West George Street, Glasgow, G2 2LB

London: Da Vinci House, 44 Saffron Hill, London, EC1N 8FH

Manchester: This Is The Space, 68 Quay Street, Manchester, M3 3EJ

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