



The comprehensive mixed use redevelopment of a city centre brownfield site.

Anglia Square

Weston Homes PLC & Columbia Threadneedle Investments

ICENI PROJECTS – CASE STUDY

A major regeneration opportunity in Norwich City Centre

Iceni coordinated the submission of a hybrid planning application to redevelop this large site in the centre of Norwich, which is currently occupied by a dated 1970s District Shopping Centre, to create a new mixed use neighbourhood. Iceni were responsible for the preparation of the Planning Application, accompanying Environmental Statement and Townscape and Visual Impact Assessment. The team worked in close collaboration with Norwich City Council and other key stakeholders in preparing the planning application for this complex development.

The scheme comprises:

- A new retail and leisure offer for the District Centre, including up to 11,000 sqm flexible commercial floorspace, a new cinema and a hotel
- High density housing development, up to approximately 1,250 new residential dwellings, anticipated to be largely one and two bed flats, with a small number of houses
- A new high quality public realm, including two public squares, for residents and visitors
- Building heights ranging from between 4-6 stories to 10-12 stories with a 20 storey feature tower within the site
- Relocation of Surrey Chapel to the north of Edward Street
- Replacement multi-storey car park and associated highways improvements

The proposal is set to regenerate and optimise the use of this strategic gateway to the City Centre, whilst taking full account of its historic surroundings. The development will make a substantial contribution to Norwich’s housing supply by providing sustainably located accommodation, together with creating enhanced retail and leisure facilities, and new employment and community uses, centred around an enhanced urban realm and public open spaces.

5 interesting facts about the project

1: BROWNFIELD REDEVELOPMENT

The development will represent the largest brownfield regeneration project in Norwich for the past 10 years.

2: REGENERATION

Anglia Square was originally constructed in the 1970s as a District Shopping Centre, and includes the 7 storey Sovereign House office block, which opened in 1969. The current scheme will more effectively fulfil the District Centre role of this area.

3: THE LANES

The Site is surrounded by the fine grain ‘Lanes’ and associated Listed Buildings/ Conservation Areas of Norwich, which required a number of key views to be addressed as part of the Townscape & Visual Heritage Assessment.

4: ENHANCED PUBLIC REALM

The site’s existing public realm exhibits the hallmarks of poor design resulting in its underappreciation, misuse and vandalism. The development seeks to enhance the public realm and create two new squares, utilising high quality materials and ecological enhancements.

5: KNOWING ME, KNOWING YOU

The site hosted the premiere of the Alan Partridge Film ‘Alpha Papa’ and the existing cinema includes a mural of the Norfolk-based character on its wall.

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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