

Report to Planning Applications Committee

Item

8 July 2021

Report of Head of planning and regulatory services

Subject Application no 21/00494/F – Chamberlain House,
5 Guildhall Hill

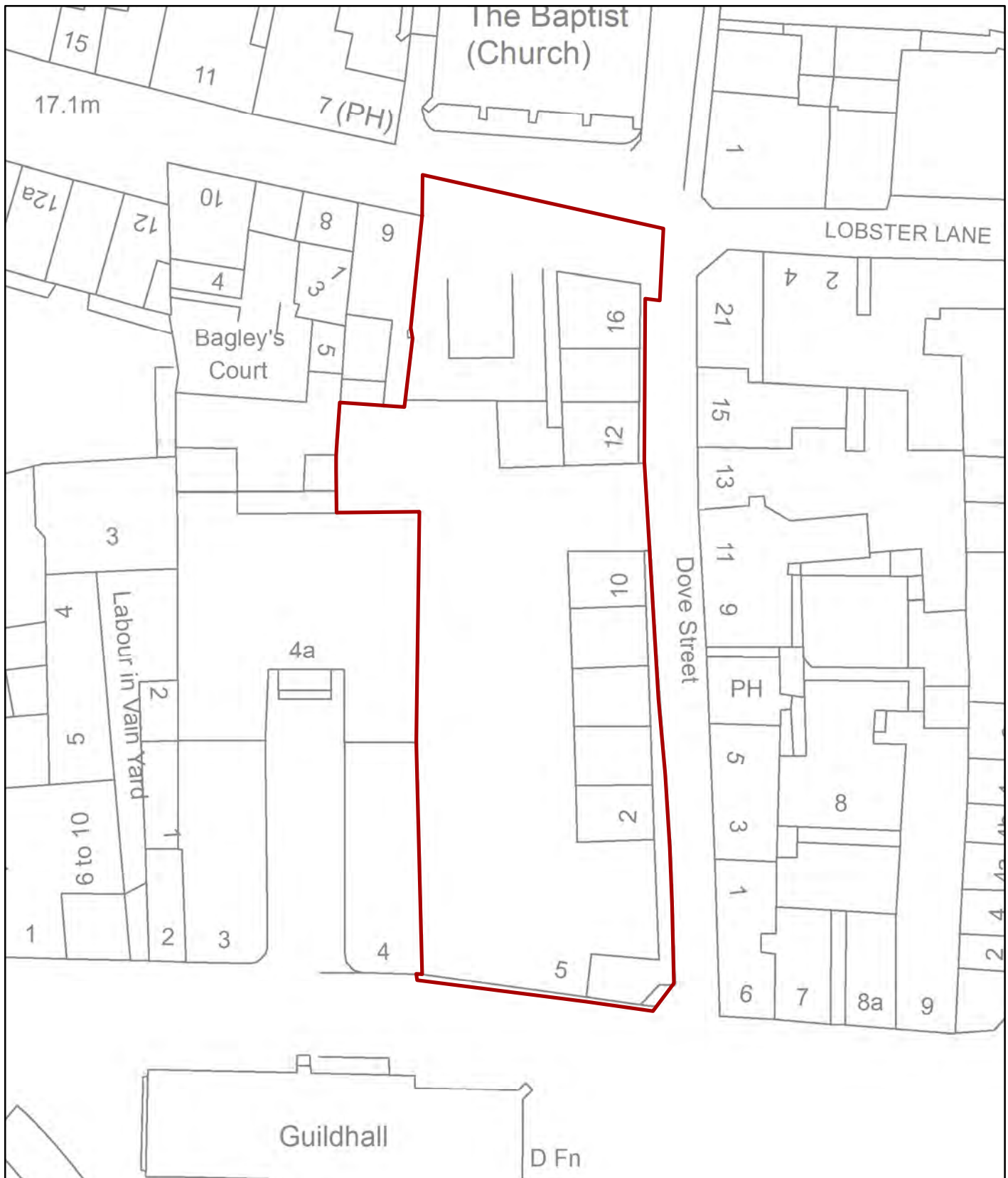
**Reason
for referral** Objections

4(a)

Ward	Mancroft
Case officer	Lara Emerson laraemerson@norwich.gov.uk
Applicant	Associated British Foods Pension Trustees Ltd

Development proposal		
Conversion and change of use of existing building, demolition of existing retail (Use Class E) unit and extension to provide a new retail (Class E) unit, a reconfigured retail unit and a hotel (Class C1) with restaurant and ancillary accommodation and new flexible space for commercial, business and service and/or hot food takeaway (Class E and or Sui generis use class).		
Representations		
Object	Comment	Support
4	0	3

Main issues	Key considerations
1. Principle of development	Loss of office space, creation of hotel use, expansion of retail uses.
2. Design & heritage	Height, massing, detailing, materials.
3. Transport & servicing	Loss of service yard, provision of on-street loading bay.
4. Trees	Impact on silver maple tree in the highway.
Expiry date	16 July 2021
Recommendation	Approve subject to the satisfactory completion of a legal agreement



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Planning Application No 21/00494/F

Site Address Chamberlin House, 5 Guildhall Hill

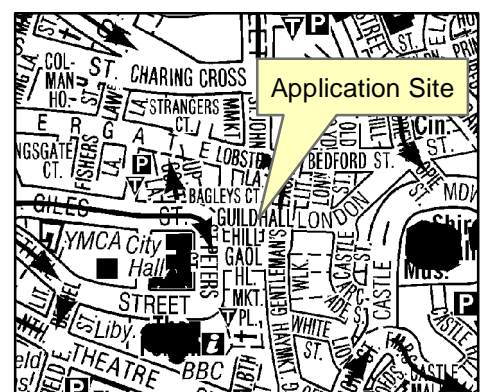
Scale

1:500



NORWICH
City Council

PLANNING SERVICES



The site, surroundings & constraints

1. Chamberlain House is a large building in the city centre that stretches from Guildhall Hill to Pottergate along the west side of Dove Street. It stands at 4 storeys high at the Guildhall Hill end with a grand frontage facing the street and reduces down to 1 ½ storeys in height at the Pottergate end, with a more modern 20th Century form of development here. There is a large service yard accessed from Pottergate, which slopes down from street level.
2. The building was originally in use as the Chamberlain Department Store but it has been extended and modified over the years. The ground floor houses a small supermarket (with a shop floor measuring approx. 800m²), accessed from the corner of Guildhall Hill and Dove Street, and five small retail units (ranging in size from 30m² to 70m²) running along Dove Street and forming part of the Norwich Lanes. The upper floors are currently vacant but have most recently been in use as offices.
3. The site forms part of the City Centre Conservation Area (Elm Hill & Maddermarket Character Area), which is a densely developed urban core made up primarily of historic buildings. The application site is surrounded almost entirely by nationally and locally listed buildings, with the Guildhall and the Church of St John the Baptist being the highest graded heritage assets in the vicinity (both Grade I).
4. There is a silver maple tree within the highway on the corner of Pottergate and Dove Street which has recently been protected via a Tree Preservation Order (TPO 570).
5. The service yard is noted as a 'negative floorscape' within the conservation area appraisal. The shop units fronting Dove Street, including the retail units to be demolished are also identified as 'negative buildings'. The maple tree is noted as an 'important tree' along with the trees within the churchyard opposite.
6. Other constraints:
 - City Centre Retail Area, with the southern end within the primary retail zone and frontage, and the northern end within the secondary zone
 - City Centre Leisure Area
 - Area of Main Archaeological Interest

Relevant planning history

7. The table below shows the planning records that the council holds for the site. Of note is application 20/00773/F which was submitted last year and later withdrawn following officer advice. The applicant has instructed a new design team who have been engaged in productive pre-application discussions including a presentation to members of planning applications committee.

Ref	Proposal	Decision	Date
4/1991/0170	Installation of new shopfronts on Guildhall Hill and Dove Street and installation of air conditioning plant on rear roof.	Approved	17/05/1991

Ref	Proposal	Decision	Date
4/1995/0090	Two internally illuminated fascia signs.	Approved	02/03/1995
4/1995/1059	2 internally illuminated fascia signs.	Approved	25/01/1996
4/1995/0089	Installation of new shopfronts on Guildhall Hill and Dove Street frontages.	Approved	02/03/1995
4/1996/0036	Internally illuminated wall mounted information sign.	Approved	16/02/1996
4/2000/0729	Alterations to rear service yard.	Approved	13/08/2001
4/2002/1291	Condition 3a and 3b details of brickwork and handrails of previous permission 4/2000/0729/F 'Alterations to rear service yard'	Approved	14/01/2003
4/2002/0846	Installation of : 1) Two sets of internally illuminated fascia lettering. 2) Internally illuminated projecting sign. 3) Free standing direction sign.	Approved	20/11/2002
4/2002/0249	Installation of cashpoint machine in shop frontage and associated pod in foyer	Approved	26/04/2002
4/2002/0833	Alterations to shopfront and formation of new store entrance	Approved	25/06/2003
03/00191/F	Installation of two refrigeration units on the flat roof at the rear of the building.	Approved	21/11/2003
03/00424/D	Condition 2 : Details of the appearance of the refrigeration units, for previous permission 03/00191/F 'Installation of two refrigeration units on the flat roof at the rear of the building'	Approved	19/12/2003
10/01285/A	Display of: 1) 2 No. internally illuminated fascia signs; 2) 2 No. non-illuminated fascia signs; 3) 2 No. internally illuminated hanging signs; 4) 10 vinyl signs window/ATM signs.	Approved	27/08/2010
12/00484/F	Replacement glazed screen and exit doors, including installation of timber facade welcome wall.	Approved	25/04/2012
12/00485/A	Installation of: 1) 2 No. non-illuminated Tesco Metro projecting signs; 2) 1 No. non-illuminated Tesco Metro corner fascia sign; 3) 1 No. non-illuminated Tesco Metro front fascia sign (Guildhall Hill); 4) 1 No. non-illuminated Tesco Metro side fascia sign (Dove Street); 5) 1 No. non-illuminated Welcome 'Hello' Directory sign; 6) 1 No. non-illuminated 3D lettering 'Hello' sign.	Withdrawn	28/05/2012

Ref	Proposal	Decision	Date
12/00798/F	Installation of 4 No. new condenser units on roof.	Approved	13/07/2012
12/01468/A	Retrospective application for the Installation of: 1) 2 No. non illuminated Tesco Metro bus stop hanging signs; 2) 3 No. non illuminated fascia signs;	Approved	05/10/2012
20/00773/F	Conversion and change of use of existing building, demolition of existing retail (A1) unit and extension to provide a new retail (A1) unit, a reconfigured retail unit and a hotel (C1) with restaurant and ancillary accommodation.	Withdrawn	22/09/2020
20/01583/A	Display of: 1) 3 No. internally illuminated fascia signs; 2) 2 No. internally illuminated projecting signs; 3) 7 No. non-illuminated graphic signs.	Approved	09/02/2021

The proposal

8. The scheme retains the primary building, including the small supermarket and 4 of the 5 small retail units. The C20th extension, which houses the northern-most retail unit, is to be demolished. The development builds over the service yard to provide additional commercial space. The extensions stand at 5-storeys tall (including mezzanine) and the building is to be used for:
- A 91-bedroom hotel, including reception space and guest restaurant on the mezzanine, first, second and third floors.
 - One new retail unit on the Dove Street/Pottergate corner (measuring 53m²) and one on the Pottergate frontage (measuring 16m²).
 - A re-configured service area for the supermarket and hotel within the basement, accessed from Pottergate.
 - A new loading bay on Pottergate.
 - An enlarged and improved public realm around the maple tree.
 - Pruning works and ongoing maintenance of the maple tree to be carried out by the applicant.

Summary information

Proposal	Key facts
Scale	
Total floorspace	1243m ² additional floorspace
No. of storeys	5 storey extension (including mezzanine)
Max. dimensions	Maximum 18.5m tall
Construction	

Materials	Current building retained as existing. Materials for the extension are as follows: Walls: red brick, glazed green brick (to ground floor shopfronts), white render (to rear elevations). Roof: bronze toned zinc diamond shingle cladding. Windows & doors: bronze toned aluminium with precast stone surround.
Energy and resource efficiency measures	Air source heat pumps provide 17% of the energy required for the retail units, and 11% for the hotel.
Ancillary plant and equipment	To be located within three contained areas on the roof and within the top floor.
Transport matters	
No of car parking spaces	Car-free development.
No of cycle parking spaces	12 cycle spaces available to hotel staff within the basement
Servicing arrangements	The service yard is to be built over, so the servicing of the hotel and supermarket is to be carried out from a new layby on Pottergate.
Economy	
Jobs	65 full-time jobs to be created in addition to the 77 existing jobs.

Representations

9. Advertised on site and in the press. Adjacent and neighbouring properties have been notified in writing.
10. 3 letters of support have been received, including 1 from the Norwich Society which praises the design and the overall proposed use of the site. The other 2 letters of support are from local traders who welcome the increase in tourists and footfall which the hotel would bring, and the associated revenue to independent businesses.
11. 4 letters of objection having been received citing the issues as summarised in the table below.

Issues raised	Response
Additional retail units are unnecessary with so many already in the area	See Main Issue 1: Principle of Development.
Concern about disruption to vehicular access on Pottergate during construction	See Main Issue 3: Transport & Servicing.
The development would increase competition within the hotel market, there is insufficient demand for another hotel in the city	See Main Issue 1: Principle of Development.

Issues raised	Response
Delivery arrangements need to be agreed	See Main Issue 3: Transport & Servicing.
Lack of consultation with local businesses	The application has been advertised in the usual way, via letters to neighbours and via a site notice and press notice.
Concern that the layby on Pottergate will be used by hotel guests	See Main Issue 3: Transport & Servicing.
The scale and massing will compete with the setting of the listed building opposite the site and the adjacent tree	See Main Issue 2: Design & Heritage.
If a non-independent hotel opens in the Norwich Lanes, there is a very good chance it would attract national brands to the new retail units	See Main Issue 1: Principle of Development.
The majority of the hotel's profit would leave the local economy and the county	The type of hotel operator is not something that can be controlled by planning

Consultation responses

12. Consultation responses are summarised below the full responses are available to view at <http://planning.norwich.gov.uk/online-applications/> by entering the application number.

Design and conservation

13. The conservation officer has been heavily involved in the evolution of the design and is now supportive of the proposals, including height, mass and materials.
14. Some queries/concerns have been raised about detailing of the shopfront, the junction between old and new on Dove Street, the proportions of the service doors on Dove Street and Guildhall Hill, the retention of sash windows within the top floor and the materials/window proportions on the courtyard elevations.

Design South East

15. Design South East (DSE) is an independent organisation which provides design advice. DSE carried out a design review of the scheme at pre-application stage and the panel was supportive of the overall development. Their main feedback was as follows:
- Consider hotel entrance location - explore the option of relocation to Dove Street

- Improve Guildhall Hill/Dove Street ground floor facade
- Consider material treatment to linking façade between the existing building and the new extension
- Window sizes - could the new extension match the existing proportions
- Detailing of the new extension, consider brick detailing - remove soldier course at base of red brickwork, introduce double soldier to parapet. Review articulation to glazed brickwork at ground floor.
- Review options for pre-cast window surround, look at Goldsmith Street example.
- Accentuate chamfered corner - potential to step up parapet at corner.
- Increase active frontage to Pottergate
- Can the Pottergate elevation be flush with the adjoining terrace?
- Review artwork location.

Environmental protection

16. I note the information submitted by the applicant and request the following:

- Unknown contamination condition
- Condition requesting details of extract ventilation or fume extraction systems
- 5 conditions relating to protection of dwellings from noise
- Informative relating to handling and disposal of asbestos
- Informative notifying future occupants of the location within an area with potential for high levels of noise

Highways

17. Having been involved in previous negotiations with the applicant, appraised submitted information and carried out a site visit, I am content that the proposed development would be acceptable in highway terms, subject to recommended conditions. The site is well-located for the proposed use and there are numerous benefits to be had from the revised

- Minimum 5.2m clearance below proposed signage
- Cycle storage to be agreed
- Construction worker parking arrangements to be agreed
- Construction traffic management plan to be agreed

- Works to be carried out in accordance with the agreed construction traffic management plan
- Service delivery and management plan to be agreed
- Highway boundary to be demarcated
- Off-site landscaping scheme to be agreed
- Off-site landscaping scheme to be carried out
- Travel information plan to be agreed
- Travel information plan to be implemented prior to occupation

Informatives:

- Highway works require consent

Landscape

18. With regard to the townscape and visual assessment elements, the Heritage and Townscape Visual Impact Assessment (HTVIA) by Node, has been undertaken in line with best practice guidance and by suitably qualified professionals. I am broadly in agreement with the conclusions of the assessment, however feel some elements of the resulting site proposals require further consideration in order to adequately fulfil the design principles as set out in the HTVIA, and subsequently local policy.
19. In the interests of good design, amenity, and biodiversity, prior to decision it is recommended that the case officer seek further clarification and improvement on:
 - the western and courtyard elevations,
 - treatment of courtyards and lightwells,
 - feasibility of utility cabinet relocation on Pottergate, and
 - the proposed highway boundary.
20. It is recommended that condition LA1 [the standard landscaping condition] is applied to any decision notice. Depending on the additional information submitted in respect of the above comments, I may advise that this standard condition be amended to require detail of specific items relevant to this development proposal. Further consideration of how arboricultural trials, methods, and monitoring sit within the design process and the sequence of development will also be required so that suitable trigger points can be agreed with the applicant.

Norfolk historic environment service

21. If planning permission is granted we would ask that these be subject to a programme of archaeological work in accordance with National Planning Policy Framework 2019 paragraphs 199 and 189. A brief for the archaeological work can be obtained from Norfolk County Council Historic Environment Service. Please note that we now charge for our services.

Norfolk police (architectural liaison)

22. Supportive of the overall proposals and makes some reference to operational methods and product specifications which could enhance the security of the building.

Natural areas officer

23. No comments.

Anglian Water

24. Anglian Water have assets on or near to the site and an informative should be added to the decision notice to make this clear. The foul drainage from this development is in the catchment of Whitlingham Trowse Water Recycling Centre that will have available capacity for these flows. Anglian Water advise that a condition is added requiring details of surface water drainage management.

Tree protection officer (Norwich City Council)

25. The proposed tree works are acceptable, and the tree should be pruned by 2-3m on all sides for good arboricultural management and consistency across the canopy.
26. Works around the tree, including the installation of the corten planter will need to be carefully carried out, and the following conditions should be applied:
- TR4 (arboricultural supervision) for work involving the planter
 - TR6 (arboricultural works to be carried out by a qualified arborist)
 - TR7 (works in accordance with submitted tree documents)

Tree protection officer (Norfolk County Council)

27. The proposed tree works are acceptable. Care will need to be taken when working around the tree so as not to disturb roots.

Assessment of planning considerations

Relevant development plan policies

28. **Joint Core Strategy for Broadland, Norwich and South Norfolk adopted March 2011 amendments adopted Jan. 2014 (JCS)**
- JCS1 Addressing climate change and protecting environmental assets
 - JCS2 Promoting good design
 - JCS3 Energy and water
 - JCS5 The economy
 - JCS6 Access and transportation
 - JCS7 Supporting communities
 - JCS8 Culture, leisure and entertainment
 - JCS9 Strategy for growth in the Norwich policy area
 - JCS11 Norwich city centre
 - JCS19 The hierarchy of centres

29. Norwich Development Management Policies Local Plan adopted Dec. 2014 (DM Plan)

- DM1 Achieving and delivering sustainable development
- DM2 Ensuring satisfactory living and working conditions
- DM3 Delivering high quality design
- DM4 Providing for renewable and low carbon energy
- DM5 Planning effectively for flood resilience
- DM6 Protecting and enhancing the natural environment
- DM7 Trees and development
- DM9 Safeguarding Norwich's heritage
- DM11 Protecting against environmental hazards
- DM16 Supporting the needs of business
- DM17 Supporting small business
- DM18 Promoting and supporting centres
- DM20 Protecting and supporting city centre shopping
- DM28 Encouraging sustainable travel
- DM30 Access and highway safety
- DM31 Car parking and servicing

Other material considerations

30. Relevant sections of the National Planning Policy Framework July 2018 (NPPF):

- NPPF2 Achieving sustainable development
- NPPF4 Decision-making
- NPPF6 Building a strong, competitive economy
- NPPF7 Ensuring the vitality of town centres
- NPPF9 Promoting sustainable transport
- NPPF11 Making effective use of land
- NPPF12 Achieving well-designed places
- NPPF14 Meeting the challenge of climate change, flooding and coastal change
- NPPF15 Conserving and enhancing the natural environment
- NPPF16 Conserving and enhancing the historic environment

31. Supplementary Planning Documents (SPD)

- Main town centre uses and retail frontages SPD adopted Dec 2014
- Landscape and trees SPD adopted June 2016
- Heritage interpretation adopted Dec 2015

Case Assessment

32. Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Relevant development plan policies are detailed above. Material considerations include policies in the National Planning Policy Framework (NPPF), the Council's standing duties, other policy documents and guidance detailed above and any other matters referred to specifically in the assessment below. The following paragraphs provide an assessment of the main planning issues in this case against relevant policies and material considerations.

Main issue 1: Principle of development

33. Key policies and NPPF paragraphs – DM1, DM18, DM20, JCS19, NPPF sections 7 and 11.
34. The proposals involve the loss of office space, changes to retail space and the creation of a hotel.

Loss of office space

35. There are two floors of office space that are proposed to be converted to hotel rooms within the proposals. It is understood that the offices have been vacant since 2019.
36. The local plan includes policies which seek to protect city centre office floorspace, but in light of the permitted development rights which allow offices to be converted to dwellings via a prior approval process, it is not considered reasonable to resist the loss in this case. Further, the office space is relatively poor quality and lacks desirable facilities such as ground floor reception space and parking, so it is understood that the spaces may be difficult to let.

Changes to retail space

37. Currently the building includes a small supermarket on the ground floor, and the lease for this unit also includes use of the basement (storage) and first floor (staff rooms). It is understood from the applicant that the supermarket does not make use of all of its basement and first floor space. The building also contains a run of small retail units along the ground floor of Dove Street.
38. The proposals seek to convert the first floor ancillary office space to hotel use, to demolish the retail unit at the northern end of the building, and to create two new small ground floor retail units within the proposed extension. The remainder of the retail spaces will remain as existing. The overall impact on retail floor space is a loss but this is primarily due to the loss of the large supermarket staff room on the first floor. The retail frontage is to increase by 9m which is a benefit to the shopping area.
39. The two new retail units are located in prime location on busy city centre streets, and whilst they are small in size (especially the 16m² unit on Pottergate), it is considered that a mix of sizes is appropriate to provide space to retailers at various stages within their business journey. It is understood that local independent retailers have already expressed an interest in the units, so the proposals are considered to complement rather than compete with the existing offer. One objector to the scheme has raised concerns about the units being occupied by national brand retailers, which is considered very unlikely given their small size, and is not a material planning consideration in any case.
40. The proposal description refers to a flexible retail use for the new units which is considered reasonable considered a) the speculative nature of the development; and b) the new changes between main town centre uses which are now permitted without consent. There is provision within the application description for the retail units to be used for hot food takeaways, which would likely be a market-stall type offer given the size of the units and any extraction would need to be agreed.

41. The alterations to the retail offer are considered positive overall, and therefore comply with the aims of the planning policies seeking to protect city centre shopping floorspace.

Creation of a hotel

42. The proposed hotel use is a 'main town centre use' as defined within the National Planning Policy Framework and should therefore be directed towards sustainable city centre locations such as this. The site is ideally situated close to services and local transport routes. Visitors using the 91-bedroom hotel will support local businesses including shops, restaurants, cafes, museums and the market and will likely make use of local taxi companies and city centre car parks during their stay.
43. One objector has raised concerns about the impact of the new hotel on the city's competitive hotel market and has questioned whether there would be any demand for more hotel rooms. The hotel use is not directly controlled by any planning policy and is instead a use which the market can capably control. A variety of accommodation options will stimulate healthy competition within the market.
44. The hotel use is considered a very appropriate use of this underused city centre site.

Conclusion

45. The proposed hotel, by attracting overnight visitors, and the retail units, by attracting additional footfall, will help to support the vitality and viability of The Lanes and the wider city centre.
46. The proposed development is considered acceptable in principle, and the acceptability of the application is therefore subject to the detailed considerations discuss below.

Main issue 2: Design & heritage

47. Key policies and NPPF paragraphs – JCS2, DM3, DM9, NPPF paragraphs 124-132 & 184-202.
48. Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 place a statutory duty on the local authority to have special regard to the desirability of preserving listed buildings or their setting or any features of special architectural or historic interest which they possess and to pay special attention to the desirability of preserving or enhancing the character or appearance of conservation areas. Case law (specifically *Barnwell Manor Wind Energy Ltd v East Northamptonshire DC* [2014]) has held that this means that considerable importance and weight must be given to the desirability of preserving the setting of listed buildings and conservation areas when carrying out the balancing exercise.
49. The Pottergate end of the site, where new extensions are proposed, sits on a prominent corner plot and within a sensitive historic setting. The proposed design is therefore crucial to a successful redevelopment. The scheme has been subject to close scrutiny through pre-application discussion with case officers, members and has been subject of a Design Review Panel carried out by Design South East (see comments summarised above).

50. The extension at the northern end of the site on the corner of Pottergate and Dove Street will first be assessed in terms of its proposed footprint, then its height and massing, and then its architectural details and materials. The changes to the remainder of the existing building will then be assessed, and then the proposed public realm works. Lastly, the development's impact on heritage assets will be evaluated.

Extension – footprint

51. In design terms, it would be preferable for a new building on the corner of Pottergate/Dove Street to fill the plot in order to have a presence on the corner akin to those on other corner buildings on the junction (i.e. Thorns and The Iron House). However, this is not possible due to the need to protect the silver maple tree which sits within the highway. As such, the building is set back from the corner, but retains a presence by using a chamfer which is typical of corner plots within the city centre.
52. The site currently has a large, sloped service yard facing onto Pottergate which is identified as negative floorscape within the conservation area appraisal. The service yard creates a stretch of dead frontage on an otherwise vibrant shopping street and is an eyesore with its collection of delivery trolleys and floor markings, and the poor quality extensions and alterations of the buildings behind which are brought into view. The redevelopment of the site opens up an opportunity to make more efficient use of this area whilst recreating a building frontage along this part of Pottergate. Clearly servicing needs to be accommodated elsewhere on the site – see main issue 3 – so it is necessary to set the building line further back than the adjacent terrace (6-10 Pottergate).

Extension – height & massing

53. The existing retail unit on the corner of Pottergate and Dove Street is markedly low when viewed against its neighbouring properties and it lacks the presence and interest that one might expect from the site. As such, there is an opportunity to add considerable height here. The height of the extension has been dictated by the height of the host building and is considered appropriate in this urban setting, especially with recessive upper floors.
54. The massing is split into an active ground floor with large openings, a solid middle section with regular arrangement of windows and the top roof zone. Splitting the elevation into these three distinct elements follows the precedent of the existing building and the surrounding streets to create a legible building form.
55. The rear of the proposed extension is visible from some rear windows and courtyards on Pottergate (i.e. Bagleys Court). The height and lack of detailing in this view makes for a negative addition, but some improvements have been secured during the course of the application (different material to top floor, variation in window sizes).

Extension – detailing & materials

56. The ground floor has traditional shopfront proportions and uses a glazed brick to emulate the Royal Arcade. The window openings are framed by stone surrounds and follow typical patterns with windows becoming smaller towards the top of the building. It is proposed to use a textured brick similar to those found on historic

buildings around the site for the majority of the facades, but with a diamond shaped shingle at the upper level to provide a subtle reference to the Guildhall facade. This provides a contrast with brickwork below and a modern interpretation of the roofscape with dormer windows.

57. The junction between the old and the new buildings is compromised by the fact that the retail tenant at no.12 Dove Street is remaining in-situ. This means that the shopfront needs to retain, with an extension built above. The applicant's team have sought to tackle this challenge by extending the metal shingles down to meet the shopfront. This creates a bit of an awkward junction with the new brick façade beyond, and on the upper level there is a point at which the angle of the new roof will extend above the angle of the existing roof. Officers have raised this points and the applicant's team have been unable to come up with a better solution. Given the overall merits of the scheme and the known challenges with the build, the junction between old and new is accepted.
58. In order to provide servicing access on Pottergate, some of the frontage needs to be dedicated to servicing. Through negotiations, it is understood that the servicing arrangements have been reduced as much as possible, and thus the maximum amount of active frontage has now been achieved. The detailing of the service doors will be agreed via condition.
59. A large area on the upper floors of the Pottergate frontage has been identified for art work. A permanent installation will be agreed via condition, with the works expected to be commissioned by a local artist.

Alterations elsewhere on the building

60. The entrance to the hotel is proposed to be located on Guildhall Hill, within a secondary/staff supermarket entrance. The entrance is to be treated with the same green glazed bricks as on the extension, new double doors and separate hotel signage (subject to separate consent). It is unfortunate that the hotel lifts are to be located immediately behind the west-most windows so that all of the windows on that edge of the building will need to be screened internally. Officers have discussed these concerns with the applicant's team, but have been unable to secure a more appropriate solution.
61. The 'studio' on the top floor is to be used for plant and machinery, along with some areas of the roofs. According to the plans, none of this will be visible from street level, including the removable louvres on the north-facing studio dormer windows.
62. The Dove Street entrance is to be reconfigured as a service door for the hotel, and minor amendments here will tidy up the appearance.

Public realm works

63. The scheme involves pruning works to the silver maple tree within the highway to facilitate the built form of the development and to even up the crown. The applicant also proposes to resurface the street, relocate street furniture and install a new tree planter. The area around the corner could be used for café seating in future.

Impact on heritage assets

64. There is a physical attachment between the building and the Grade II listed Subscription Library and an area of the party wall is to be amended to facilitate the proposed development. Further, the proposed extension is located very close to the Grade II listed no.6 Pottergate, with potential impacts on its foundations. It is understood that this work can be carried out without causing damage to the listed buildings, but a full schedule of works is requested via condition. Separate listed building consent may also be required.
65. The site sits within the Elm Hill & Maddermarket Character Area and adjacent to the Civic Character Area within the City Centre Conservation Area. There are numerous heritage assets within close proximity of the site, and some further afield which have the potential to be impacted by the proposals. The applicant has commissioned a thorough Heritage, Townscape and Visual Impact Assessment, the conclusions of which offers agree with.
66. The heritage impact assessment identifies moderate to major degrees of beneficial impact to the significance of:
 - Norwich City Centre Conservation Area
 - 6 Pottergate
 - Church of St John the Baptist
67. Minor degrees of beneficial impact to the significance of:
 - Nos. 2 to 4 (consec).including the Norfolk & Norwich Subscription Library
 - The Guildhall
 - City Hall including Police Station
 - Church of Peter Mancroft
 - 24 Gentleman's Walk
68. Low degrees of minor adverse impact (less than substantial harm)to the significance of:
 - Bagley's House, Bagley's Court
 - Norwich Castle
69. As outlined in the assessment, the development offers enhancements for eight of the ten assessed heritage assets. As such, in accordance with NPPF para.200, the proposed development should be given positive weight by the local planning authority when determining the application on account of the proposal presenting "... opportunities for new development... within the setting of heritage assets to enhance or better reveal their significance".
70. In accordance with NPPF para.196, the low levels of less than substantial harm to two designated heritage assets should be weighed against the public benefits of the

proposal in determining the application. In this regard, the many heritage benefits of the scheme as a whole can be weighed as a public benefit. Notably, enhancement of Norwich City Centre Conservation Area through the replacement of identified architectural and public realm detractors with high quality new development that provides uses that add to the life of the city, together with the creation of more active frontages along key city streets.

71. Furthermore, the identified enhancements to the public realm along Pottergate can be weighed as a public and environmental benefit - contributing to objective (c) of the NPPF's overarching sustainable development objectives (para.8).
72. Balancing all factors, both positive and negative, the proposed development is considered to have a net minor-moderate beneficial impact upon the significance of the affected heritage assets, and/or the experience of that significance from with their settings.

Conclusion

73. The overall impact of the proposed development is considered to be positive, especially considering the negative impact which the current development has on the street scene and wider conservation area.

Main issue 3: Transport & servicing

74. Key policies and NPPF paragraphs – JCS6, DM28, DM30, DM31, NPPF paragraphs 8, 102-111.
75. The proposed hotel and mixed use scheme is centrally located, benefiting from a highly accessible location. There are excellent opportunities for travel to the site by a range of transport modes, and a car-free development is considered appropriate in this location. The hotel entrance is located on Guildhall Hill, very close to a taxi rank and a large number of cycle stands. A small amount of staff cycle storage is proposed within the basement, which is limited given the size of the development proposed, but adequate considering the range of on-street cycle parking available in the vicinity (including covered and secure storage at St Andrews Car Park). A Travel Information Plan will be required to ensure that sustainable travel options are appraised and utilised by the site management when it becomes operational.
76. The extant supermarket will see the removal of its rear service yard and will have a new service access to Pottergate. A significant benefit of the proposed on-street loading arrangement on Pottergate for the hotel and supermarket is that delivery vehicles can pull up alongside the building without the need to reverse into position, as is the case at present. This arrangement will significantly reduce the risk of conflict with pedestrians and cyclists. To facilitate on-street loading there will need to be minor changes to the paving design and levels on Pottergate to allow for a smooth surface for goods cages to be wheeled between the truck and the service entrances of the hotel and supermarket. The Transport Statement confirms that most vehicles will be able to pass by if a truck is loading. However, if another large vehicle wishes to pass by, it will need to continue along Lobster Lane, as it won't have sufficient space to make a sweeping turn into Maddermarket. The risk of this occurring is low, as most trucks passing along Pottergate wish to access Bedford Street and would do so via Lobster Lane. However, if a passing truck wishes to turn into Maddermarket and encountered a truck loading for the supermarket or hotel,

this passing vehicle would probably need to wait. This risk is possible, and it is for this reason that a Delivery and Service Plan is to be subject to a condition to minimise this congestion risk and to seek to co-ordinate deliveries for the hotel and supermarket. By far the largest trucks that use this part of Pottergate are those associated with the supermarket (and a similar size will likely be used for the hotel). Any other trucks are smaller, and therefore likely to be able to either: a) make the turning into Maddermarket whilst the layby is occupied; or b) continue down Lobster Lane to access Bedford Street.

77. Given the new set back building line on Pottergate and associated new extent of paving, this will need agreement on the new highway boundary. With mutual agreement the applicant has agreed to dedicate an extent of paving on Pottergate for highway purposes, and the new highway boundary to be marked out in paving detail and metal studs. It is understood that the paving around the street tree will need to be re-levelled due to root heave damage, and a new tree surround provided, which is acceptable. It is understood that the applicant is willing to modify and maintain the tree crown for a period of time. A commuted sum for maintenance will be payable for these highway improvements that will be payable via the s106 agreement. A corner bell bollard is proposed at the corner of 6 Pottergate to protect its corner from approaching trucks. Overall, these works will require a hard landscaping scheme approved and a Small Highway Works Agreement to approve the works and dedicate any land as highway. The telephone cabinet will need to be relocated with agreement with Openreach at the applicant's expense.
78. The applicant proposes a new cafe use on the corner of Dove Street and Pottergate which will have outside tables and chairs that would enliven the street scene. This is only possible due to the set back of the building line, as space at this corner is tight and vehicular movements require all of the highway to make turns.
79. During the demolition and construction phase there will need to be careful consideration of the safety and movement of road users around the site, with particular regard to vulnerable pedestrians and cyclists, and to the unrestricted operation of the highway network. Traffic routes, timings of vehicular access, hoarding and parking arrangements will all be considered.

Main issue 4: Trees

80. Key policies and NPPF paragraphs – DM7, NPPF paragraph 170.
81. There is a mature silver maple tree within the highway on the corner of Pottergate and Dove Street. The tree is protected by TPO 570 and is owned by Norfolk County Council. The tree is within a raised brick planter which is suffering from considerable heave due to the gradual growth of the tree roots. The tree has not been pruned for some time and the crown overhangs the existing retail unit.
82. The footprint of the development has been designed to allow the tree to be retained. The extension is pulled further back from the tree than the existing retail unit, but stands taller, so the overhanging crown on the southern side of the tree would need to be pruned quite significantly (approx. 3-4m), especially during the construction period. As per best arboricultural practice, and in order to visually even up the tree, the rest of the crown would be pruned back a similar amount. The resultant tree would appear considerably smaller. However, the tree needs pruning anyway, and the applicant has offered to pay for the maintenance of the tree for a

period of 20 years, so it is considered that there is an overall benefit to the long-term health of the tree.

83. The tree works and ongoing maintenance are to be secured via a legal agreement, and the construction works are to be carried out under the supervision of an arborist. Both the city council and county council tree protection officers are supportive of this approach.

Other matters

84. Compliance with other development plan policies is specified below.

Requirement	Relevant policies	Compliance
Amenity	DM2, DM11	<p>There may be a minor impact on light and outlook to the rear windows of 6 Pottergate, but the impact is considered acceptable, as demonstrated by the applicant's submitted daylight/sunlight assessment.</p> <p>Plant and machinery is to be agreed by condition to minimise noise impact. The Environmental Protection Officer recommends conditions protecting hotel guests from street noise, but it is not considered necessary to impose those in this case given the commercial use.</p>
Biodiversity	DM6	<p>Yes - subject to condition.</p> <p>Existing building does not appear to be used as a roost. Pied wagtail, starling and possibly swift boxes to be installed.</p>
Energy efficiency	JCS1, JCS3 & DM3	<p>Yes - subject to condition.</p> <p>11% of the site's energy to be generated by on-site air source heat pumps</p>
Water efficiency	JCS1 & JCS3	Yes - subject to condition.
Sustainable urban drainage	DM3 & DM5	Yes - subject to conditions recommended by Anglian Water.
Contamination	DM11	Yes - subject to conditions recommended by Environmental Protection.

Equalities and diversity issues

85. There are no equality or diversity issues.

Section 106 Obligations

86. The applicant has offered to carry out trees works and maintain the crown of the silver maple highway tree for a period of 20 years. A commuted sum for maintenance will be payable via a s106 agreement, with the signatories being the applicant, Norwich City Council and Norfolk County Council (the owners of the tree).

Local finance considerations

87. Under Section 70(2) of the Town and Country Planning Act 1990 the council is required when determining planning applications to have regard to any local finance considerations, so far as material to the application. Local finance considerations are defined as a government grant or the Community Infrastructure Levy. Whether or not a local finance consideration is material to a particular decision will depend on whether it could help to make the development acceptable in planning terms. It would not be appropriate to make a decision on the potential for the development to raise money for a local authority. In this case local finance considerations are not considered to be material to the case.

Conclusion

88. The proposed redevelopment makes efficient use of the site and would make a positive contribution to the street scene. The development offers a sustainably located hotel, and new retail units which would enhance the vitality and viability of the shopping area. The works to the public realm and highway tree would offer further enhancement. The public benefits are considered to outweigh the identified minor impacts to the significance of two heritage assets.
89. The development is in accordance with the requirements of the National Planning Policy Framework and the Development Plan, and it has been concluded that there are no material considerations that indicate it should be determined otherwise.

Recommendation

To approve application no 21/00494/F and grant planning permission, subject to the satisfactory completion of a legal agreement, and, subject to the following conditions:

1. Standard time limit;
2. In accordance with plans;
3. Materials to be agreed, including detailing of windows, doors and junctions between the existing building and the extension;
4. Landscaping scheme to be agreed;
5. Artwork to be agreed;
6. Construction management plan to be agreed;
7. Archaeological investigations to be agreed;
8. Surface water drainage scheme to be agreed;
9. Travel information plan to be agreed;
10. Delivery and servicing plan to be agreed;
11. Blue plaque – location to be agreed;
12. Schedule of works relating to protection of adjacent listed buildings;
13. Cycle storage product specification to be agreed;
14. Bird boxes to be agreed;
15. No site clearance during bird nesting season without consent;
16. Plant and machinery and extract ventilation to be agreed;
17. Arboricultural supervision for work involving the planter;
18. Arboricultural works to be carried out by a qualified arborist;
19. Works in accordance with submitted tree documents;
20. Unknown contamination – halt work and report;
21. Air source heat pumps and water efficient components to be installed in accordance with energy & sustainability statement.

Informatives:

1. Separate advertisement consent may be required;
2. Listed building consent may be required;
3. Highway works require consent;
4. Asbestos disposal;
5. Anglian Water have assets on or near to the site.

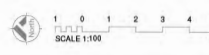
0111 - Existing Block Plan
1 : 250

Notes
This drawing may be used for the purposes of Planning Applications, Land
Registers and for legal purposes where the scale has been stated, and the user accepts that
the drawing is an original or an accurate copy. It may not be used for
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The user must be aware that the drawing is a copy and not an original.
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the drawing is an original or an accurate copy. It may not be used for
construction purposes.
The user must be aware that the drawing is a copy and not an original.

Key

Site application boundary

A 24/03/21 KM Issued for planning
Rev Date Int Notes Chg



Client

Drawing Originator
AWW
London - 105 Weston Street, SE1 0GB 020 7100 0000
Plymouth - East Quay House, PL4 8PL 01752 281 282
Sheffield - 100-102 Sheffield Street, S1 1GB 0114 233 2335
NSA Chartered Practice aww-uk.com

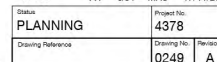
Project Title
**Chamberlain House
Norwich**

Drawing Title
Proposed Site Plan

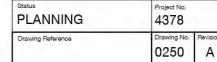
Scale Sheet Drawn Date
As indicated A1 GCT MAS 17/11/20

Status	PLANNING	Project No.	4378
Drawing Reference	0151	Drawing No.	Revision





Proposed Basement
1 : 100



250- Proposed Ground Floor
1 : 100



252 - Proposed First Floor
1 : 100

NOTES
This drawing may be used for the purposes of Planning Applications, Land Registry and for legal plans where the scale bar is used, and where it verifies that the drawing is an original or an accurate copy. It may not be used for construction purposes.
Design notes to support dimensions: All dimensions are to be checked on site. Dimensions shown in brackets indicate the distance and the number given elsewhere may be required immediately in this office for verification before proceeding. All drawings are to be used in conjunction with the specification and all works to be carried out in accordance with latest British Standards / Codes of Practice.

Departments

Hotel
Plant



255 - Proposed Fourth Floor
1 : 100

A 24/03/21 KM Issued for planning MAS
Rev. Date Iss Notes Check

1 0 1 2 3 4 5
SCALE 1:100 m

Client
-

Drawing Originator
AWW
London - 108 Watlington Street, SE1 9QB 020 7180 8000
Plymouth - East Quay House, PL4 0XK 01752 281 282
Bristol - 2nd fl - 1st fl - 2nd fl - 2nd fl - 2nd fl 0117 622 2285
RIBA Chartered Practitioner aww-uk.com

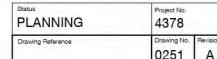
Project Title
**Chamberlain House
Norwich**

Drawing Title
Proposed Fourth Floor Plan

Scale
1: 100
Sheet
A1
Drawn
GCT
Checked
MAS
Date
17/11/20

Status PLANNING	Project No. 4378
Drawing Reference 0255	Revision A

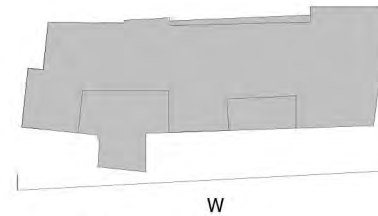
 Hotel
 Hotel-Bedroom
 Plant
 Retail



251 - Proposed Mezzaine Level
1 : 100



0351 - Proposed Courtyard Elevation West
1 : 100

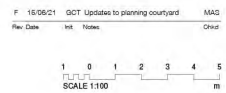


Key Plan

- Key (Proposed new materials noted only)
-  Mixed red brick in Flemish bond with vertical soldier course detail
 -  Glazed brick with green tones. Alternate extruded course detail to columns and as header.
 -  Bronze toned zinc diamond shingle cladding
 -  Bronze toned aluminium window/door/corridor framing and louvres
 -  Render white
 -  Bronze toned mesh aluminium
 -  Obscure window film
 -  Bronze toned louvres
 -  Dark grey painted timber
 -  Dark grey acoustic louvres
 -  Dark grey metal cladding

Retained windows repaired/repainted as required with new secondary glazing installed behind. Existing brickwork repaired/repainted as required. Existing bed netting to be removed and cable and post bed datum installed.

ALL SURVEY DIMENSIONS TO BE CONFIRMED.



Client _____

Drawing Originator

AWW

London - 108 Weston Street, SE1 3QB
Plymouth - East Quay House, PL4 0HK
Bristol - pivot + mark, 48 - 52 Baldwin Street, BS1 1QB

020 7160 6000
01782 281 282
0117 928 2835

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Project Title
Chamberlain House
Norwich

Drawing Title
Proposed Courtyard Elevation
West

Scale As indicated	Sheet A1	Drawn GCT	Checked MAS	Date 15/01/21
Status PLANNING			Project No. 4378	
Drawing Reference			Drawing No. 0351	Revision F

An architectural elevation rendering of a proposed development. The scene features a row of buildings with diverse architectural styles. On the left, a small, light-colored building with a decorative facade and a small tower. Next to it is a large, multi-story red brick building with numerous windows and a prominent central section with a gabled roof. To the right of the brick building is a smaller, white building with a simple, modern design. Further right is a taller, white building with a distinctive, angular roofline and a large arched window. The buildings are set against a light blue sky with soft, white clouds. The foreground is a flat, light-colored surface, possibly a plaza or street.

Key (Proposed new materials noted only)

- Mixed red brick in Flemish bond with vertical soldier course detail
- Glazed brick with green tones. Alternate extruded course detail to columns and to header.
- Bronze toned zinc diamond shingle cladding
- Bronze toned aluminum window/door/curtain framing and louvers
- Render white
- Bronze toned mesh aluminum
- Obscure window film
- Bronze toned louvers
- Dark grey painted timber
- Dark grey acoustic louvers
- Dark grey metal cladding

Painted windows repaired/repainted as required with new secondary glazing installed behind. Existing birdwork repaired/repainted as required. Existing bird netting to be removed and cable and post bird deterrent installed.



B	15/06/21	GCT Updates to planning completed	M
A	24/08/21	KM issued for planning	M
Rev Date:	NA	Notes:	C

Dist

Drawing Originator

AWW

London • 1396 Mission Street, 3RD F. 1025
Phoenix • East-Quay Phoenix, P5-4-39-6
Detroit • 4901 W. 14th, 4th • 307 Hudson Street, 3RD F. 1025

030 7140 0
04 750 201
0177 603 3

AWW

Project Title
Chamberlain House
Norwich

Drawing Title
Proposed Extended Site Sections

Code	Sheet	Open	Checked	Date
As indicated	A0	GCT	MAS	17/11/2
Notes	Project No.			
PLANNING	4378			
Drawing Reference	Drawing No.		Revision	
	0355		B	

Key (Proposed new materials noted only)

Area designated for public art - art plan by condition

Surface mounted external/ internal graphic signage/ projecting sign. Details to be submitted as future application

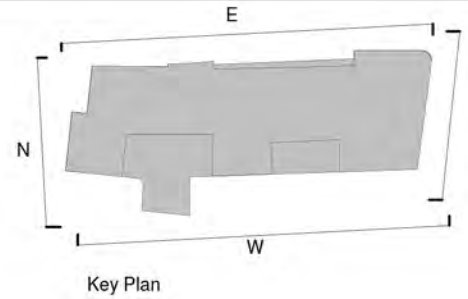
Rev	Date	By	Notes	Chkd
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Client _____

Project Title:
Chamberlain House
Norwich

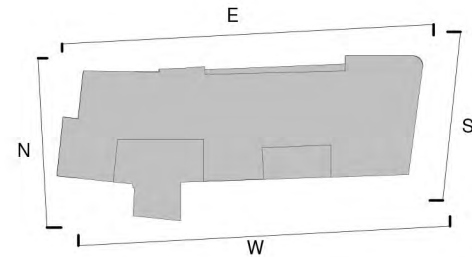
Score	Sheet	Drawn	Checked	Date
As indicated	A1	GCT	MAS	17/11/20

Status PLANNING	Project No 4378		
Drawing Reference	<table border="1"> <tr> <td> Drawing No 0302 </td> <td> Revision H </td> </tr> </table>	Drawing No 0302	Revision H
Drawing No 0302	Revision H		





0301 - Proposed East Elevation
1 : 100



Key Plan

- Key (Proposed new materials noted only)

- | | |
|---|---|
|  | Mixed red brick in Flemish bond with vertical soldier course detail |
|  | Glazed brick with green tones.
Alternate extruded course detail to columns and as ladder |
|  | Bronze toned zinc diamond shingle cladding |
|  | Bronze toned aluminium window/door/curtain framing and louvres |
|  | Render white |
|  | Bronze toned mesh aluminium |
|  | Obscure window film |
|  | Bronze toned louvres |
|  | Dark grey painted timber |
|  | Dark grey acoustic louvres |
|  | Dark grey metal cladding |

- Area designated for public art - art plan by condition
- Surface mounted external/ internal graphic signage/ projecting sign. Details to be submitted as future application

Retained windows repaired/repainted as required with new secondary glazing installed behind. Existing brickwork repaired/repointed as required. Existing bird netting to be removed and cable and post bird deterrent installed.

ALL SURVEY DIMENSIONS TO BE CONFIRMED.

Rev. Date Init Notes Child

1 0 1 2 3 4 5

SCALE 1:100 m

Client _____

Drawing Originator

AWW

London - 106 Weston Street, SE1 3QB
Plymouth - East Quay House, PL4 0HX
Bristol - pivot + mark, 48 - 52 Baldwin Street, BS1 1QB

020 7160 8000
01752 291 282
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Project Title
Chamberlain House
Norwich

Drawing Title
Proposed East Elevations

Scale	Sheet	Drawing	Checked	Date
As indicated	A1	GCT	MAS	17/11/20
Status			Project No.	
PLANNING			4378	
Drawing Reference			Drawing No.	Revision
			0301	H

Chamberlain House: Landscape Plan



- Key
- 1 Proposed tree planter surround: corten steel, ht. 450mm
 - 2 Existing cobbles to vehicle zones, with granite channels
 - 3 Flag paving to pedestrian/cycle zones
 - 4 Flush granite setts to demarcate delivery zone
 - 5 Stainless steel studs demarcating proposed area of adoption
 - 6 3/4 iron bell bollard to replace existing



Existing granite setts to vehicle areas



Existing granite channels



Existing slab paving to Pottergate footways



Cafe outdoor seating



Potential lighting to existing tree



Corten surround to root-flare of existing tree

Rev.	Date	Revision Notes / Status	Drawn	Checked
00	26.03.21	Preliminary issue	VB	MM
01	17.05.21	Minor amendment	VB	MM

Tide: Landscape Plan

Project: Chamberlain House
 Drg no: 2102-MWA-00-XX-DR-L-0001
 Rev: 01 Status: P
 Scale: 1:200@A3

Date: 01.03.21

Matthew Wigan Associates

3 Bedford
 1 The Park
 Chalfonts
 Chalfonts
 Gloucestershire GL50 2SL
 +44 (0)1753 695602
 Matthew.Wigan@matthewwigan.com
 www.matthewwigan.com