

Heritage Interpretation Supplementary Planning Document

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Introduction

1. The purpose of this Heritage Interpretation Supplementary Planning Document (SPD) is to supplement policy DM9 - Heritage by providing additional guidance to those involved in developments in historic areas, such as developers, architects, conservation professionals and planners. The guidance applies only to development proposals for which heritage interpretation may be required. This document should be read alongside the council's other policies and guidance to aid developers to design schemes which respond to their historic surroundings.
2. This SPD promotes recognition of the importance of the historic environment through heritage interpretation measures and indicates the circumstances under which a heritage interpretation scheme may be required. Several examples of successful heritage interpretation schemes in Norwich are presented, as well as an approximation of the financial contribution that might be sought if heritage interpretation is to be provided off-site.
3. This document primarily supplements policy DM9 – Heritage. It also relates to a number of other Norwich local plan policies in the Joint Core Strategy (JCS) and the Development Management (DM) policies plan: JCS2 - Design; JCS11 - City Centre; JCS20 – Implementation and DM3 – Design.
4. The JCS policies are available [here](#) and the DM policies [here](#).
5. Heritage interpretation is dealt with directly in DM9 - Heritage. The relevant part of the DM9 and its supporting text are quoted below.

DM9:

“...[Development] will also promote recognition of the importance of the historic environment through heritage interpretation measures...”

Supporting text:

“... The city council attaches considerable importance to the need for people to be able to understand and interpret the heritage of Norwich. The council will continue to negotiate for the provision of heritage interpretation within new development schemes where they will have community value. This will be secured either through direct provision on-site or by means of an agreed financial contribution to providing or enhancing interpretive measures elsewhere in the vicinity. There is considerable potential to provide heritage interpretation in imaginative and creative ways with the scale and location of such provision depending upon the size of the scheme proposed and the significance of the asset affected...”

6. Where historic artefacts or remains are discovered on a site, and where the heritage asset's significance is affected by development, and where the asset cannot be retained, the asset is expected to be recorded in the Historic Environment Record. If the asset's community or cultural value is affected, the following applies:

“...Where the loss of significance concerns [a heritage asset’s] community or cultural value, elements of that significance should be either preserved on-site through appropriate interpretation, or financial contribution must be provided, to allow that significance to be reinstated elsewhere in the vicinity...”

7. Within this SPD, heritage interpretation is defined as:

“A means of disseminating information on the historic environment to the general public using physical measures.”

8. Within this SPD, cultural or community value is defined as:

“A building or land identified by a local community as being of importance to their social well-being, or a building or land which has some significant and special cultural history”.

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The need for heritage interpretation

9. Heritage interpretation measures will be necessary when a development affects, or can contribute to, a heritage asset's community or cultural value. The type and scale of heritage interpretation required will depend on: the significance of the heritage asset affected; and the size of the development.
10. Some form of heritage interpretation will be required as part of any development proposals on the following sites which are allocated for development within the Site Allocations Plan:
 - a. CC4: Land at Rose Lane and Mountergate;
 - b. CC6: St Anne's Wharf and adjoining land;
 - c. CC7: Land at Hobrough Lane, King Street;
 - d. CC17b: Whitefriars;
 - e. CC22: Barn Road Car Park;
 - f. CC23: Pottergate Car Park;
 - g. CC26: Former Mecca Bingo site, All Saints Green;
 - h. CC30: Westwick Street Car Park;
 - i. R4: Hewett Yard, Hall Road;
 - j. R9: The Deal Ground; and
 - k. R17: Van Dal Shoes, Dibden Road.

NB: This list is not intended to be definitive. As such, heritage interpretation may be necessary on other allocated and unallocated sites.

Examples of heritage interpretation in Norwich

11. Heritage interpretation can take many forms dependent on the nature of the specific site. It could include plaques, information boards, public art, sculptures, reminiscent building and street naming or other innovative approaches. It will be essential for the heritage interpretation measures to relate directly to a site's history and to be provided on or very close to the asset affected by the development. Past experience has demonstrated that heritage interpretation schemes need to be carefully designed to be robust and lasting.
12. If any comprehensive city-wide online heritage network or mobile application is developed in the future, developers would be encouraged to link into it. This may be through the use of web addresses or QR codes as part of heritage information boards, for example.
13. Below are some examples of creative and successful heritage interpretation schemes which have been incorporated into recent developments in Norwich.
14. **Chapelfield Shopping Centre**

Illustrative stone reliefs (see photos below) placed at the St Stephens Street entrance depict the site's industrial past as a chocolate and soft drinks factory and its importance to the social and economic history of the city. The factory, erected in 1890 by Caley's and later operated by Rowntree Mackintosh and then Nestle, covered over 7 acres of the city centre and employed over 1,100 people at its height. Largely destroyed by bombing in the Second World War and re-built subsequently, it closed in 1996 and was demolished in 2004.



15. Paper Mill Yard

Metal plaques provide cultural and historical information about the site itself and the neighbouring area. These include Carrow Bridge, the Carrow Works factory and the Boom Towers which form part of the medieval City Wall. The plaques were initially placed within the hard landscaping along the Riverside Walk but became slippery when wet and illustrations were wearing off. The plaques have now been re-erected on walls.



16. Quayside

Match funding with external funding sources enabled the Quayside development to deliver a prominent heritage interpretation feature along with an improved public realm which forms part of the Wensum Riverside Walk in the city centre. The bales here are evocative of the river's past as a key trade route and Norwich's former role as a river port. The bales act as public art and functional street furniture as well as heritage interpretation.



17. The Nest, Rosary Road

This housing development lies on the site of The Nest, the former home ground of Norwich City Football Club. Previously a chalk pit, the site was Norwich City's ground between 1908 and 1935. A recent Guardian article described the ground, which included a terrace precariously located above a cliff face, as singular, cramped, ramshackle and dangerous. The housing developer ran a competition within Norwich University of the Arts for a sculpture to commemorate the former use of the site and the chosen design was of a football passing between two high posts. The textured surface of the base portrays the 'nest' element and the wooden seat is a reminder of the old wooden stadium. The sculpture provides an attractive focal point and entrance feature to the development as well as interpreting the history of the site.



18. **Fellowes Plain, former Norfolk and Norwich Hospital site**

A competition was also held with students at Norwich University of the Arts to design the heritage interpretation at the former hospital site, now redeveloped for housing. The “Spheres” statue is located in Fellowes Plain, the open space at the heart of the development. The concept for the artwork was developed with two key focuses in mind, using a representation of DNA wrapped around three spheres to emphasise the work of the old hospital, with the spheres themselves intended to highlight the significance of the hospital site to the local community.



19. **Riverside**

Two steel posts located between the Novi Sad Bridge and the Riverside development on the east bank of the Wensum house inscriptions commemorating the site of Boulton and Paul's factory which was demolished in the 1990s and redeveloped for Riverside's current housing, leisure and retail uses.

The inscriptions, on plates facing the river divided between the two posts, commemorate the history of Boulton and Paul. The company started in 1864 as an ironmongery firm in Rose Lane, It was converted to aeroplane manufacturing in the First World War, making the Sopwith Camel. Relocation to Riverside took place in 1915 provided a sufficiently large site for aircraft manufacturing during the war and later airship production after 1918. In 1934 Boulton Paul Aircraft Limited moved to Wolverhampton. In World War II the site, which provided temporary buildings for tank transporters taken to the Soviet Union by the Arctic convoys and others used in the allied invasion of

Europe, was bombed, In the latter part of the twentieth century Boulton and Paul produced double-glazing.



20. Muspole Street

The derelict shoe factory, which at the time of writing is consented for conversion to residential use, was built in 1926. It was operated initially by S.L.Witton and after 1935 by Norvic, mainly producing “Kiltie” shoes. The factory closed in 1981. It is proposed that the anthracite grey galvanised steel automated entrance gates to the site have the silhouette of shoes laser cut from steel welded to them. Lengths of wire or rod will be bent, twisted and fixed from the shoes all around the metalwork of the gates (see illustration below). This illustrates a flexible approach to heritage interpretation on a constrained site.



Off-site heritage interpretation - financial contributions

21. A financial contribution may be necessary when development affects or could contribute to a heritage asset's community or cultural value but where it is not possible to provide any form of heritage interpretation on site. It is usually preferable for heritage interpretation to be provided on-site, and it will only be on heavily constrained sites that off-site schemes will be utilised.
22. The level of finance required will be assessed on a case-by-case basis and will depend on:
 - a. The significance of the heritage asset affected;
 - b. The scale of the development; and
 - c. The type and scale of heritage interpretation necessary for a particular development.

As an indication, figures could range from around one hundred pounds for a basic plaque to several thousand pounds for a public sculpture.

23. Financial contributions presented for heritage interpretation will be used only for schemes directly related to that development.