

# Transformation of the Ugly Brown Building

Townscape and Visual and Built Heritage Assessment Addendum

November 2023



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#### Client

Reef Estates

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#### Architect

Bennetts Associates

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#### Planning Consultant

DP9

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#### Townscape Consultant

Tavernor Consultancy

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#### Visualisation

Millerhare

# 1 Introduction

1.1 This Townscape, Visual and Built Heritage Assessment (TVBHA) has been prepared by the Tavernor Consultancy Ltd ('Tavernor Consultancy') to accompany the Section 73 application for revised proposals for the redevelopment of the Ugly Brown Building Site (the 'Proposed Development'), at Nos.2-6 St Pancras Way, London NW1 0TB ('the Site') designed by architect, Perkins & Will for Reef Estates Limited ('the Applicant'). A planning application for the redevelopment of the Ugly Brown Building (Ref: 2017/5497/P), accompanied by a replacement TVBHA submitted in March 2018 (hereafter referred to as 'the March 2018 TVBHA'), was granted full planning permission by the London Borough of Camden in March 2020. A Drop-In Planning Application, accompanied by an addendum TVBHA (hereafter referred to as the May 2021 21 TVBHA Addendum), was submitted in May 2021 (Ref: 2021/2671/P), and permitted in November 2022. Together these form the 'Consented Development'.

1.2 This document provides an assessment of the likely effects of the revised design of the Proposed Development on the surrounding townscape character and composition of representative local townscape views and on the settings of designated and non-designated heritage assets close to the Site. The assessment is based on architectural drawings by Perkins & Will which are being submitted as part of the planning application, and verified images by Miller Hare, which are included within this report. This document should be read in conjunction with the Design and Access Statement (DAS) produced by Perkins & Will and the Section 73 application documentation. The Proposed Development has been modelled and reassessed in a selection of views assessed in the March 2018 TVBHA, as agreed with London Borough of Camden (LBC) officers during pre-application discussions for permissions 2017/5497/P and 2021/2671/P. These are close views in which the revised design of the Proposed Development would be most visible.

## Methodology

1.3 The methodology for the assessment has not altered and is as set out in the March 2018 TVBHA.

1.4 For each viewpoint, the following views have been modelled:

- 1. Existing:** the pre-construction Site with the completed buildings at 101 and 102 Camley Street modelled in the views where visible in render or wireline;
- 2. Consented Development:** with the whole of the Consented Development inserted in render or wireline form, including NMA 2022/5122/P comprising the installation of two flues to Plot A;
- 3. Proposed Development:** with the Proposed Development inserted in render or wireline form; and

**4. Proposed Development, cumulative:** with the Proposed Development in render or wireline with the consented schemes inserted in render or orange wireline.

1.5 The cumulative schemes assessed in the March 2018 TVBHA, 101 and 102 Camley Street are now built. Where visible they have been modelled in the existing photography. Permission 2020/4825/P, for the redevelopment of the old St Pancras Hospital site ('the Oriel Development') was consented in August 2022; where visible this cumulative scheme has been shown in render. A pedestrian bridge across the canal (permission reference: 2021/6222/P) was consented in June 2022; where visible this has been shown in render.

## Legislation and Planning Policy

*National Planning Policy Framework (NPPF) (2019) (Ref 1-5B)*

1.6 A National Planning Policy Framework (NPPF) was introduced in 2012 (Ref 1-5) to replace the previous Planning Policy Statements (PPS). It sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system. It was most recently revised in September 2023. The revised policy does not materially alter the relevant areas of the policy as set out in the May 2021 TVBHA Addendum but some paragraph numbering has altered.

1.7 Otherwise the planning policy context remains as set out in the March 2018 TVBHA and the May 2021 TVBHA Addendum.

## Baseline conditions

1.8 The baseline conditions for the assessment have not altered and are as set out in the March 2018 TVBHA.

## Visual Characteristics of the Proposed Development

1.9 The design of Buildings B, C1, C2 and C3 and C4 would alter in comparison to the Consented Development. These changes have evolved in consultation with LBC officers during pre-application discussions. The design of remaining buildings on Plots B and C would remain as for the Consented Development.

1.10 The key amendments to the Consented Development are as follows:

- Heights and / or plant enclosures, including lab extract flues, to Buildings B, C1, C2, C3 required for Life Science use;
- Minor adjustments to Building C4;
- Revised residential unit numbers and mix to incorporate a second escape stair to Building C2;

- Affordable workspace additions and enhancements at basement, ground floor and new ground floor mezzanine level;
- Ground floor landscaping updates to integrate the canal bridge landing design; and
- Other minor enhancements to the buildings resulting from detailed spatial coordination of the consented scheme.

1.11 These changes are sought to refine the design and functionality of the development and the pedestrian experience, and to allow for the potential occupation of the development as lab space. The changes are described in more detail in the architect's Section 73 Design Statement submitted as part of this application.



## 2 Revised effects

### DEMOLITION AND CONSTRUCTION

- 2.1 The effects of demolition and construction would not alter in comparison to the Consented Development.

### COMPLETED PROPOSED DEVELOPMENT

#### Built Heritage Assessment

#### Assessment of likely effects on the character and appearance of the Regent's Canal Conservation Area

- 2.2 As demonstrated by Views 4, 5 and 13, like the Consented Development, the Proposed Development would make a major change to the character and appearance of the southern part of sub-area 2 of the conservation area. As for the Consented Development, due to the alignment of the canal and the scale of the Proposed Development, from the northern end of sub-area 2 the effects would be much more limited. As for the Consented Development, due to the alignment of the canal and the scale of the Proposed Development the effects on sub-area 1 to the north would be negligible. From the northern half of sub-area 3 to the south, the Proposed Development, like the Consented Development would be clearly visible but its effect would be greatly reduced by the intervening consented schemes at 101 and 102 Camley Street to the south-east of the Site.

- 2.3 The proposed amendments to the Consented Development to accommodate the change from office to life science use of Buildings B, C1 and C3 and the inclusion of a second stair in residential Building C2, which have resulted in slight increases in parapet height and changes to the rooftop plant. Embedded mitigation though design refinement prior to submission has minimised the visible changes at roof level such that the increase in the scale of the plant at roof level would have only a slight difference in impact on Views 4, 5 and 13 in comparison to the Consented Development, and therefore on the character and appearance of the conservation area.

- 2.4 As for the Consented Development, the character and appearance of the conservation area would be preserved or enhanced by the Proposed Development in accordance with Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (Ref 1-15). There would be no harm to the designated conservation area and therefore paras.201 and 202 of the NPPF (Ref 1-5B) would not be engaged. The assessment would not alter from the March 2018 TVBHA.

Significance of likely effect: **Negligible to major, beneficial**

#### Cumulative effects

- 2.5 The consented Oriel Development and pedestrian bridge across the canal, are outside the conservation area. Therefore, while they would have an effect on the close setting of the conservation area they would not alter the effect on the

character and appearance of the conservation area itself and would not alter the significance of effect in comparison to that of the Proposed Development assessed in isolation.

Significance of likely cumulative effect: **Negligible to major, beneficial**

#### Assessment of likely effects on the setting of the King's Cross Conservation Area

- 2.6 As View 12 demonstrates, the likely effects on the setting of the King's Cross Conservation Area, which is the closest part of the conservation area to the Site, would not be altered by Proposed Development in comparison to the Consented Development. Like the Consented Development, the Proposed Development would have a beneficial effect on the setting of the northern edge of the conservation area. There would be no harm to the setting of the designated conservation area therefore paras.201 and 202 of the NPPF (Ref 1-5A) would not be engaged. The assessment would not alter from the March 2018 TVBHA.

Significance of likely effect: **Negligible to moderate, beneficial in winter; negligible in summer**

#### Cumulative effects

- 2.7 The consented Oriel Development at 2020/4825/P, which is within the conservation area would largely conceal the Proposed Development. The cumulative development would increase the magnitude of effect on the conservation area but would not alter the significance of effect in comparison to that of the Proposed Development assessed in isolation.

Significance of likely cumulative effect: **Negligible to moderate, beneficial in winter; negligible in summer**

#### Assessment of the likely significant effects on the heritage significance of listed structures, historic parks and gardens and non-designated heritage assets

- 2.8 There would be no material change to the effects on the settings of listed structures, historic parks and gardens and un-designated heritage assets assessed in Table 6-1 of the March 2018 TVBHA as a result of the Proposed Development in comparison to the Consented Development. The aspects of setting of all heritage assets assessed that make a contribution to the heritage significance of that heritage asset would be preserved by the Proposed Development in accordance with Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (Ref 1-15). As for the Consented Development, there would be no harm to the heritage significance of the listed structures and landscapes, therefore paras.201 and 202 of the NPPF (Ref 1-5B) would not be engaged.

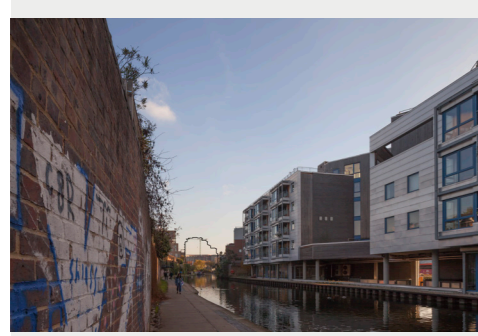
### TOWNSCAPE AND VISUAL ASSESSMENT

- 2.9 Five rendered views and one wireline view included in the assessment of the Consented Development have been remodelled and reassessed to demonstrate revised townscape and visual effects as a result of the Proposed Development.

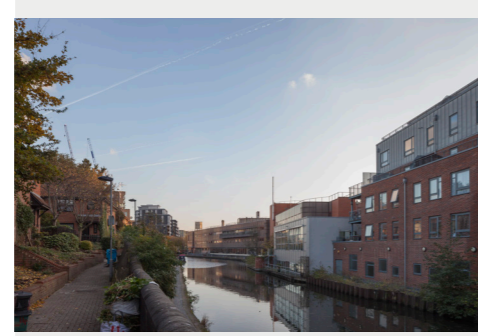
Table 2-1 Townscape Assessment Views

View	Viewing position	Geographical extent of effect	Render/Wireline
3	Regent's Canal Towpath, looking south	Local	Wireline
4	Elm Village (day)	Local	Render
5	Regent's Canal Towpath, looking north	Local	Render
8	Plender Street, junction with College Place	Local	Render
12	St Pancras Way, junction with Pancras Road	Local	Render
13	St Pancras Way, outside No.22	Local	Render

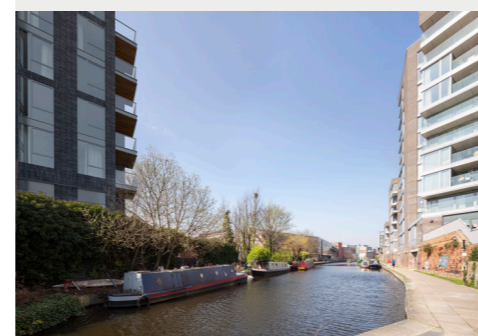
## The Views



3 | Regent's Canal Towpath, looking south



4 | Elm Village (day)



5 | Regent's Canal Towpath, looking north



8 | Plender Street, junction with College Place



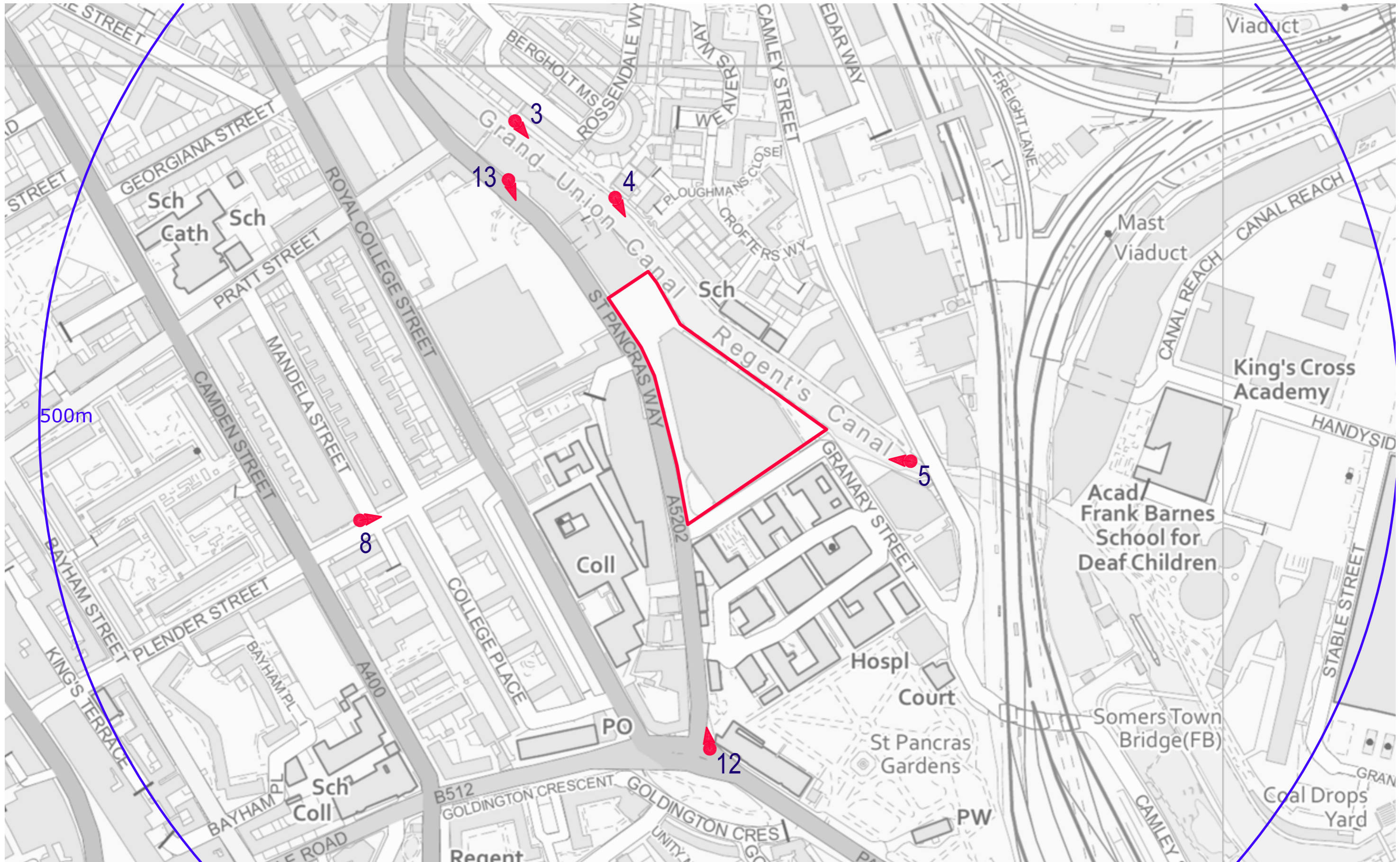
12 | St Pancras Way, junction with Pancras Road



13 | St Pancras Way, outside No.22

View	Description	MH Reference	Type	Method	Camera Location			Camera	Lens	HFOV		Photo date/time	Bearing distance (km)	
					Easting	Northing	Height			Photo	Image		Bearing	distance
3	Regent's Canal Towpath, looking south	1000	Wireline	Verified	529479.6	183960.1	25.13	Canon EOS 5D Mark II DSLR	24mm	74.1	73.0	11/11/2016 14:32	145.2	0.3
4	Elm Village (day)	1100	Render	Verified	529553.2	183903.8	27.38	Canon EOS 5D Mark II DSLR	24mm	74.2	72.7	11/11/2016 14:49	155.0	0.2
5	Regent's Canal Towpath, looking north	1250	Render	Verified	529770.5	183710.0	25.31	Canon EOS 5D Mark II DSLR	24mm	101.3	101.3	28/03/2017 10:42	286.6	0.2
8	Plender Street, junction with College Place	1500	Render	Verified	529365.5	183666.4	25.74	Canon EOS 5D Mark II DSLR	24mm	73.8	72.9	11/11/2016 13:55	71.2	0.3
12	St Pancras Way, junction with Pancras Road	1950	Render	Verified	529622.9	183498.3	20.46	Canon EOS 5D Mark II DSLR	24mm	74.1	73.3	24/02/2017 11:52	0.0	0.3
13	St Pancras Way, outside No.22	2000	Render	Verified	529474.8	183916.9	23.24	Canon EOS 5D Mark II DSLR	24mm	74.2	73.0	11/11/2016 14:19	137.7	0.2





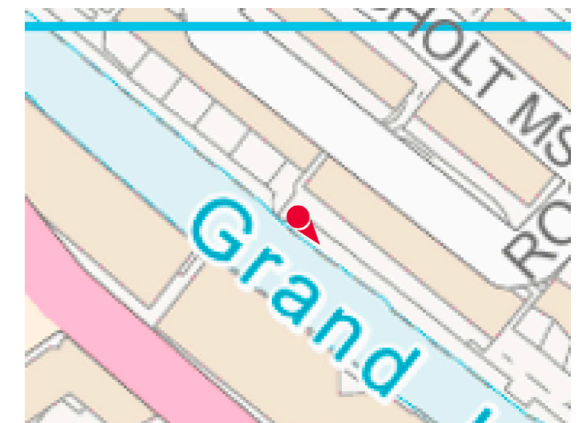
View location map





Existing

3223\_1001







Consented

**Consented Development**

2.10 This view is taken from the north bank of Regent's Canal, adjacent to Rosendale Way, looking south towards the Site. The viewing position is within sub-area 2 of the Regent's Canal Conservation Area. On the left of the view is the towpath and partly overgrown retaining wall to the former Midland Railway goods yard; the goods yard was replaced by a low-rise housing development, Elm Village, in the mid-1980s. 103 Camley Street development is just visible beyond. The now completed 101 Camley Street (shown in black wireline) would be visible at an equivalent height at the termination of the view. On the right, the undistinguished late 20th century housing developments lining the canal have replaced the former industrial buildings associated with the canal. Looking southwards along the canal beyond them, the existing former Royal Mail sorting office on the Site is visible; because of the meandering alignment of the canal this is the point at which it starts to become visible. From this position, the character and appearance of sub-area 2 of the conservation area can be appreciated: it retains the urban grain of the former industrial area but to the west of the canal none of the historic built fabric survives and the character is distinctly modern and mixed-use with a hard, impermeable edge to the canal. The Consented Development, shown in blue wireline, taller than the existing former sorting office, would have a stronger visual presence in the view, enhancing the definition and quality of the edge to the canal. It would make a moderate change to the view with a beneficial effect on its composition, enhancing its established strong well activated built edge to the west. Its scale would preserve the perspective of the view southwards and would appear well integrated with the existing built edge to the west of the canal. This is a representative townscape view selected to demonstrate the likely effects of the Proposed Development on the character and appearance of the Regent's Canal Conservation Area.

Significance of likely effect: **Moderate, beneficial**





Proposed

**Proposed Development**

- 2.11 The Proposed Development would make a slight, just perceptible, change to skyline but would not increase the scale of development in the view. The effect of the Proposed Development would not alter from that of the Consented Development.

Significance of likely effect: **Moderate, beneficial**