

View 03

LVMF 4A.2 | Primrose Hill: the summit - looking toward the Palace of Westminster

D27338x50 / 50mm / 15/02/23 / 14:20

Existing

The view from the summit of Primrose Hill is designated in the LVMF SPG as a London Panorama from Assessment Point 4A.2 looking towards the Palace of Westminster. There is a Protected Vista from the assessment point towards the Palace, comprising a Landmark Viewing Corridor (LVC), indicated in red); the Site lies well outside this. The existing Euston Tower appears well to the east (left) of the LVC from this location. It appears as part of a group of large scale modern buildings within the Regent’s Place development, at the junction of Euston Road and Hampstead Road/ Tottenham Court Road, and with the UCL Hospital building to its east.

The LVMF gives the following description of the view:

"The foreground and much of the middle ground of the panorama is dominated by open space, with only London Zoo introducing significant urban content. The panorama is wide, extending into Islington in the east, and as far as the Trellick Tower, beyond Paddington, in the west. To the east, there is residential development of brick and painted stucco, pitched slate and tile roofs, complemented occasionally by church spires, blocks of flats and trees" (Ref. 1-2, p.61).

The LVMF SPG notes in respect of the foreground and middle ground that “New development should preserve or enhance the viewer’s ability to recognise and appreciate the Palace of Westminster within the panorama.” (Ref. 1-2, p.63).

Value attached to the view: A designated LVMF SPG view of generally high value. The part of the view within a Protected Vista is very high, however the Site is outside the LVC.

Visual receptors affected: High numbers of visitors to the scenic viewpoint focusing their full attention on the view and moderate numbers of visitors and local residents engaged in outdoor recreation, whose attention would not be solely focused on the view.

Susceptibility to change of visual receptors: This view contributes fundamentally for those visiting the scenic viewpoint to experience the view and is a point of orientation within the park more widely. Susceptibility to change overall is therefore judged to be high.

Sensitivity: High

View location



50mm – 19.8°

Image scaling factor = 77% at A3, 109% at A2

50mm – 19.8°

View 03

LVMF 4A.2 | Primrose Hill: the summit - looking toward the Palace of Westminster

D27338x50 / 50mm / 15/02/23 / 14:20

Proposed

The Proposed Development would appear in the middle distance, behind the existing 10 Brock Street and Triton Building developments. It would appear well outside the Protected Vista and, in line with the LVMF guidance, it would preserve the viewer’s ability to recognise and appreciate the Palace of Westminster as seen in this view.

The Proposed Development would appear marginally taller and slightly broader than the existing Euston Tower, extending further east and closing the slim sky gap between the existing Euston Tower and the Triton Building. There would be a perceptible, but not immediately noticeable, increase in the breadth of the Proposed Development in comparison to the existing tower: the Proposed Development would appear as a building of equivalent scale to the existing Euston Tower in the view.

The architectural approach to the form and massing of the Proposed Development would help to mitigate the visual impact of the increased breadth. The Proposed Development’s sub-division into four slender quadrants separated by clearly defined ‘breathing spines’ would effectively break up its overall scale. The inclined facades would reduce the mass of the Proposed Development at upper levels, further differentiate the four massing quadrants, and provide the Proposed Development with a dynamic form which could be appreciated to some extent at this distance. The light terracotta tone of the Proposed Development would appear relatively recessive on the skyline.

In conclusion, the Proposed Development would enhance the appearance of the Euston Tower and would form a high-quality landmark of equivalent scale to the existing tower within the panorama. In accordance with the LVMF guidance, the Proposed Development would preserve, and would not harm, the viewer’s ability to ‘recognise and appreciate’ the Palace of Westminster as seen in this view.

Magnitude of impact: Low

Scale and Nature of Effect: Minor-moderate in scale, beneficial in nature (not significant)



50mm – 19.8°

Image scaling factor = 77% at A3, 109% at A2

50mm – 19.8°

View 03

LVMF 4A.2 | Primrose Hill: the summit -
looking toward the Palace of Westminster

D27338x50 / 50mm / 15/02/23 / 14:20

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Proposed Development considered on its own.

Magnitude of impact: Low

Scale and Nature of Effect: Minor-moderate in scale, beneficial in nature (not significant)



50mm – 19.8°

Image scaling factor = 77% at A3, 109% at A2

50mm – 19.8°

View 04

The Regent’s Park: terrace of The Hub (EAP View 28)

D28938x24 / 24mm / 28/09/23 / 08:43

Existing

This viewpoint is located on the terrace of The Hub café within Regent’s Park, and it looks south-east in the direction of the Site. The Hub was built in 2004-2005 as a café and sports facility changing room. This area of Regent’s Park is part of the WCC Regent’s Park Conservation Area, and Regent’s Park is a Grade I RPG. The majority of this view is filled with the foreground green landscape of the Regent’s Park sports pitches, with dense tree cover in the middle distance obscuring views of lower scale buildings beyond the park.

The landscape of the park slopes slightly to the south-east from the elevated Hub, affording views of the tall buildings in the wider setting of Regent’s Park, which rise above the treeline on the perimeter of the park. The existing Euston Tower appears in the centre of the view, and is one of two distinct landmarks seen from this position, the other being the BT Tower which is seen to the right and emerging from beyond the roofline of the Grade II* listed St John’s Lodge within the park. Other tall buildings are also seen beyond the tree line of the park from this position, including the 26-storey Triton Building to the left of Euston Tower, which is part of the Regent’s Place group of modern large scale buildings approximately 1.6km from this position, and One Osnaburgh Street, also part of Regent’s Place and seen in between Euston Tower and the BT Tower. The pale brick, lower towers of the post-war Regent’s Park Estate are also seen in the foreground of the Euston Tower and Triton Building. To the left are other tall buildings on the more distant skyline in the City, with 22 Bishopsgate the most notable tower in this group, approximately 5.5km to the east. These tall buildings are appreciated as lying beyond the Park, visibly distant, and separate from it.

Value attached to the view: This is not a designated conservation area view, and The Royal Parks’ Conservation Management Plan does not note the view from The Hub (Ref. 1-38, pp. 73-74 and at Figure 16, p.76); nor did John Nash design any formal axial views within the Park itself. However, it is identified as View 28 in the Euston Area Plan (Ref. 1-14) and it provides a representative long view from within the park, designated both as part of the WCC Regent’s Park Conservation Area, and the Grade I listed RPG. It affords a good view across the green open space, with glimpses of St John’s Lodge and is typical of the Park’s contemporary character with views towards local landmarks in the wider townscape. It is considered to have a **high** value.

Visual receptors affected: Visitors to The Hub café, those using the sports pitches, people moving around the park and those resting at their leisure or observing the sports.

Susceptibility to change of visual receptors: This is not a designed viewing point within the Park and this area of the Park does not depend on the appreciation of views, although visual receptors experiencing the view as part of their journey and visitors to the café would have a higher susceptibility to change. The overall susceptibility to change is considered to be **medium**.

Sensitivity: **Medium-high**

View 04

The Regent’s Park: terrace of
The Hub (EAP View 28)

D28938x24 / 24mm / 28/09/23 / 08:43

Existing

See assessment text on previous page.



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View location



View 04

The Regent’s Park: terrace of The Hub (EAP View 28)

D28938x24 / 24mm / 28/09/23 / 08:43

Proposed

The Proposed Development would be visible in the middle distance beyond the perimeter treeline. While slightly more of the lower levels would be visible in winter, the primary impact is that of the Proposed Development above the treeline. The Proposed Development, seen as part of the existing group of post-war and modern buildings clearly separate and distinct from the Park would be consistent with the existing taller modern character of the backdrop to the park in this view.

The Proposed Development would appear equivalent in height but slightly broader than the existing Euston Tower. In views from the north-west of the Site across Regent’s Park the increased breadth of the northern face of the Proposed Development, where the footprint has been extended to address Hampstead Road, would be visible and it is from this direction that the Proposed Development would appear at its broadest in comparison to the existing tower.

The architectural approach to the form and massing of the Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants within inclined profiles, separated by clearly defined ‘breathing spines’, would help to effectively break up the Proposed Development’s overall scale and provide it with a dynamic form. The articulation of the facades would be appreciated to some extent at this distance and they would have an ordered quality, with considerable depth, articulation and visual texture. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The light terracotta tone would appear relatively recessive on the skyline. The Proposed Development would enhance the appearance of the Euston Tower from the park.

Overall, while the breadth of the Proposed Development would be increased, the scale of its impact on the skyline of the park would be equivalent to that of the existing Euston Tower. There would however be a clear change in the visual impact of the Proposed Development on the park in comparison to the existing Euston Tower as a result of its marked difference in architectural appearance, with a low magnitude of impact on the view. The Proposed Development would appear as a high quality central London landmark within the view, with a well-articulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden. The nature of the effect would therefore be beneficial.

Magnitude of impact: Low

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)



View 04

The Regent’s Park: terrace of The Hub (EAP View 28)

D28938x24 / 24mm / 28/09/23 / 08:43

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Proposed Development considered on its own.

Magnitude of impact: Low

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 05

The Regent’s Park: East of Broad Walk (EAP View 22)

D27977x24 / 24mm / 02/04/23 / 14:43

Existing

This viewpoint is located in a position close to the east of the Broad Walk, one of the formal routes traversing the Park, and it looks south-east towards the existing Euston Tower. It is identified as EAP View 22 and is a representative view from within the LBC Regent’s Park Conservation Area, and the Grade I listed RPG of Regent’s Park. The foreground of the view is occupied by an open grassed area within Regent’s Park. Trees on the perimeter of the Park appear in the middle ground, with the predominantly stucco Grade I listed Nash terraces addressing the eastern side of the park seen through them. The relationship between the park and terraces can be readily understood from this location.

The existing Euston Tower appears as part of the post-war or modern large scale backdrop to the park seen at relatively close range beyond the historic terraces. From this location, it forms part of a distinct group of taller modern buildings on the skyline also comprising buildings towards the eastern end of Regent’s Place, the UCL Hospital Tower, and the Bucklebury and Combe towers within the Regent’s Park Estate. It appears as the tallest element within this grouping, marking the junction of Euston Road and Hampstead Road to the south-east of the park. The existing Euston Tower appears as one of two key landmarks beyond the Park, together with the BT Tower, the latter appearing as the tallest building in the view.

Value attached to the view: this is a view identified in local planning policy, from within a conservation area and Grade I listed RPGSHI. It is of **medium** value.

Visual receptors affected: high numbers of visitors in their leisure time.

Susceptibility to change of visual receptors: many would have the specific expectation of enjoying views as part of their visit and the susceptibility of receptors is assessed as **high**.

Sensitivity: **Medium-high**

View location



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 05

The Regent’s Park: East of Broad Walk (EAP View 22)

D27977x24 / 24mm / 02/04/23 / 14:43

Proposed

The Proposed Development would be visible in the middle distance. It would appear beyond the trees within the Park, forming part of the group of post-war and modern buildings clearly separate and distinct from the Park and the buildings within it. As such, it would be consistent with the existing character of the view and the nature of the local and wider context in which the Park is appreciated. The relationship with the BT Tower, as the other landmark building on the skyline, would be preserved.

The Proposed Development would appear broader than the existing Euston Tower and, although its height would be equivalent to that of the existing tower, it would appear slightly taller due to its enlarged footprint at the upper levels.

The architectural approach to the massing of the Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants with inclined facades, separated by strongly articulated vertical ‘breathing spines’, would help to effectively break up its overall scale and provide the Proposed Development with a dynamic form. The articulation of the facades would be appreciated at this distance and they would have an ordered quality, with considerable depth and articulation. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The proposed solidity and modulation of the facades, and the material palette and light terracotta tone of the solid elements, have drawn inspiration from the materials and architectural context of Camden.

The breadth of the Proposed Development would be increased and there would be a marked difference in architectural appearance in comparison to the existing Euston Tower, with a low-medium magnitude of impact on the view. The Proposed Development would appear as a high-quality central London landmark within the view, with a well-articulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden. The nature of the effect would therefore be beneficial.

Magnitude of impact: Low-medium

Scale and Nature of Effect: Moderate in scale; beneficial in nature (Significant)



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 05

The Regent’s Park: East of Broad Walk (EAP View 22)

D27977x24 / 24mm / 02/04/23 / 14:43

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Proposed Development considered on its own.

Magnitude of impact: Low-medium

Scale and Nature of Effect: Moderate in scale; beneficial in nature (Significant)



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 06

The Regent’s Park: Queen Mary’s Gardens

D27389x24 / 24mm / 20/02/23 / 10:08

Existing

This viewpoint is located in Queen Mary’s Gardens within the Inner Circle in Regent’s Park, and the view is looking south-east towards the Site. It is from within the WCC Regent’s Park Conservation Area, and the Grade I listed RPG of Regent’s Park.

The view is taken from the main path through the gardens. The foreground of the view is occupied by the open grassed area to the east of the main path with a secondary path seen cutting across the grass. Trees to the east of the main path appear in the middle ground. Even in this winter view, the number of evergreen trees is such that the landscape has a high degree of enclosure, and visibility of development beyond is well screened.

The top of existing Euston Tower rises above the undulating varied tree line in the background of the view. A small part of the Triton Building is visible to its left, while the taller, more slender form of the Grade II listed BT Tower is seen further to its right, screened by the branches of deciduous trees from this viewing position – though clearly visible above the treeline at other points. Likewise, the existing Euston Tower remains below the tree line in most other views from St Mary’s Gardens.

Value attached to the view: this is a view from within a conservation area and Grade I listed RPG. It is of **medium** value.

Visual receptors affected: high numbers of visitors in their leisure time.

Susceptibility to change of visual receptors: many would have the specific expectation of enjoying views as part of their visit and are of **high** susceptibility.

Sensitivity: **Medium-high**

View location



24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View 06

The Regent’s Park: Queen Mary’s Gardens

D27389x24 / 24mm / 20/02/23 / 10:08

Proposed

Like the existing Euston Tower the top of the Proposed Development would be visible in the middle distance, beyond the trees and clearly separate and distinct from Queen Mary’s Gardens in the foreground. As such, it would be consistent with the existing character of the view in which the nature of the wider modern context outside the Park can be appreciated, coming in and out of view.

The Proposed Development would appear broader than the existing Euston Tower and its height would be equivalent to that of the existing tower. The architectural approach to the massing of the Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants with inclined facades, separated by strongly articulated vertical ‘breathing spines’, would help to effectively break up its overall scale and provide the Proposed Development with a dynamic form. The articulation of the facades would be appreciated at this distance, and they would have an ordered quality, with considerable depth and articulation. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The proposed light terracotta tone would appear relatively recessive on the skyline in comparison to the existing Euston Tower.

The breadth of the Proposed Development would be increased and there would be a marked difference in architectural appearance in comparison to the existing Euston Tower, with a low magnitude of impact on the view. The Proposed Development would appear as a high-quality central London landmark within the view, with a well-articulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden. The nature of the effect would therefore be beneficial.

Magnitude of impact: Low

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 06

The Regent’s Park: Queen Mary’s Gardens

D27389x24 / 24mm / 20/02/23 / 10:08

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Proposed Development considered on its own.

Magnitude of impact: Low

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)



View 07

Outer Circle, junction with Harley Street (EAP View 25)

D27329 / 24mm / 14/02/23 / 14:50

Existing

This viewpoint is located on the northern pavement of the Outer Circle, bounding the southern side of Regent’s Park, looking east. The view is from within the WCC Regent’s Park Conservation Area, looking into the LBC Regent’s Park Conservation Area, and beyond to the undesignated townscape of Regent’s Place on the skyline beyond. It is close to the position of EAP View 25. To the north (left) of the road in the foreground and middle ground of the view is Regent’s Park, a Grade I listed RPG, and to the south of the road (right of the view) is the Grade I listed Ulster Terrace with the northern edge of Park Square visible beyond it. Together, the park and stucco terraces form a strong composition. The straight alignment of the road provides the view with a directional quality, enclosed on each side by the Park and the terrace respectively, and terminated by a distant view of Grade I listed buildings at the eastern end of St Andrew’s Place.

The tall post-war and modern buildings of Regent’s Place appear in the background of the view, seen above the distant Nash Terraces on the east side of the Park and the trees in Park Square, and providing a contrasting modern context to the historic foreground of this view. The existing Euston Tower appears as the tallest of these buildings, and a focal point on the skyline of the view. The Triton Building is visible to the left, with One Osnaburgh Street slightly taller in front of it. Lower in front of them is the Grade II listed White House.

Value attached to the view: This is identified as EAP View 25. It is a representative view from within the WCC Regent’s Park Conservation Area. The view towards Regent’s Place is representative of the modern-day character of the Park, which is informed by the contrasting wider setting of tall, and 20th and 21st century buildings, both commercial and residential in nature. Overall, the value of this view is considered to be **medium**.

Visual receptors affected: A number of walkers, walking around the Park, travelling both to and from the Park entrances at the southern side; those travelling in and around the Regent’s Park Estate of Nash buildings.

Susceptibility to change of visual receptors: Those walking along the Outer Circle are primarily focused on the foreground context of the greenery and treed perimeter landscape of the Park, and the distinctive stucco terraces which line the road. It is not a natural pausing place, or somewhere people will be likely to stop and focus on the long view east. The overall susceptibility to change in this direction is considered to be **medium**.

Sensitivity: **Medium**

View 07

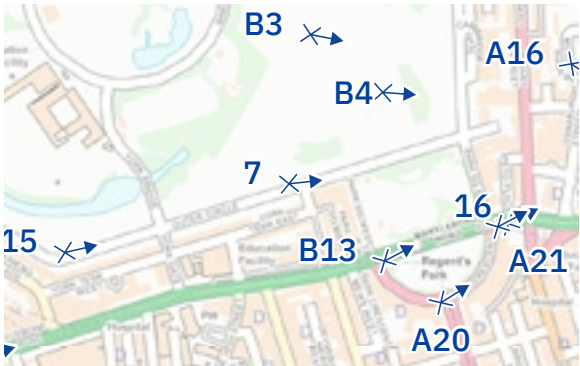
Outer Circle, junction with Harley Street (EAP View 25)

D27329 / 24mm / 14/02/23 / 14:50

Existing

See assessment text on previous page.

View location



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 07

Outer Circle, junction with Harley Street (EAP View 25)

D27329 / 24mm / 14/02/23 / 14:50

Proposed

Like the existing Euston Tower the top of the Proposed Development would be visible in the middle distance as part of the established cluster of taller modern development, clearly separate and distinct Regent’s Park and the Nash Terraces on its perimeter in the foreground. As such, it would be consistent with the existing character of the view in which the nature of the local and wider modern context outside the Park can be is appreciated.

The Proposed Development would appear slightly broader than the existing Euston Tower and its height would be equivalent to that of the existing tower. The architectural approach to the massing of the Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants with inclined facades, separated by strongly articulated vertical ‘breathing spines’, would help to effectively break up its overall scale and provide the Proposed Development with a dynamic form. The articulation of the facades would be appreciated at this distance, and they would have an ordered quality, with considerable depth and articulation. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The proposed light terracotta tone would appear relatively recessive on the skyline.

The breadth of the Proposed Development would be increased and there would be a marked difference in architectural appearance in comparison to the existing Euston Tower, with a low-medium magnitude of impact on the view. The Proposed Development would appear as a high-quality central London landmark within the view, with a well-articulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden – in comparison to the generic glazed commercial form of the existing tower. The nature of the effect would therefore be beneficial.

Magnitude of impact: Low-medium

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 07
Outer Circle, junction with
Harley Street (EAP View 25)

D27329 / 24mm / 14/02/23 / 14:50

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Proposed Development considered on its own.

Magnitude of impact: Low-medium

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 08

Park Village East (EAP View 12)

D27986 / 24mm / 02/04/23 / 16:50

Existing

This viewpoint is located on the western pavement of Park Village East, close to its junction with Mornington Street, and the view looks south towards the Site and the existing Euston Tower. This viewing position lies within the LBC Regent’s Park Conservation Area, at its eastern boundary. It is close to the position of EAP View 12, directed towards the Site.

The hoarded cutting of the railway lines approaching Euston Station are to the left in the view – this area is part of the ongoing HS2 Euston Station redevelopment project. In the foreground to the right of the view are the lower-scale, historic Grade II* listed buildings of Park Village East, which are within the conservation area. These buildings are part of a series of twelve semi-detached villas, designed by John Nash for the Commissioners of Woods, Forest, and Land Revenues. Seen beyond these more historic buildings in the middle ground is Silsoe House - a 20th century red brick building which aligns with the two to three storey datum of the neighbouring Nash villas to its north. Further south, and neighbouring Silsoe House, is pale cream stucco of the 20th century Richmond House. Both of these buildings are considered to be ‘neutral contributors’ to the Conservation Area (Ref. 1-35, p.40).

The termination of the view south in the background is formed by two landmark buildings, the existing Euston Tower and the Grade II listed BT Tower. Other tall buildings are also visible in this view, including the Triton Building in the foreground of the Euston Tower, and 10 Brock Street in between the two landmarks; however, it is Euston Tower and the BT Tower which are the tall focal points on the skyline.

While this view is towards the Site, the more significant views from a heritage perspective are those looking north from this position and across towards Park Village East from Mornington Street as noted in the CAA (Ref. 1-35, p.18).

Value attached to the view: This is a representative view through the more varied quality eastern side on the edge of the LBC Regent’s Park Conservation Area. It is not a designated Conservation Area view. The view of Park Village East that is noted in the Conservation Area Appraisal is that from ‘Mornington Street to Park Village East’ (Ref. 1-35, 18). The overall value of the view is considered to be **medium**.

Visual receptors affected: A small number of residents and those walking through the local area, possibly having traversed the railway from Mornington Street.

Susceptibility to change of visual receptors: This is not a natural resting point, or viewing position, and the views along Park Village East are experienced kinetically with no particular focal point. The overall susceptibility to change is considered to be **medium**.

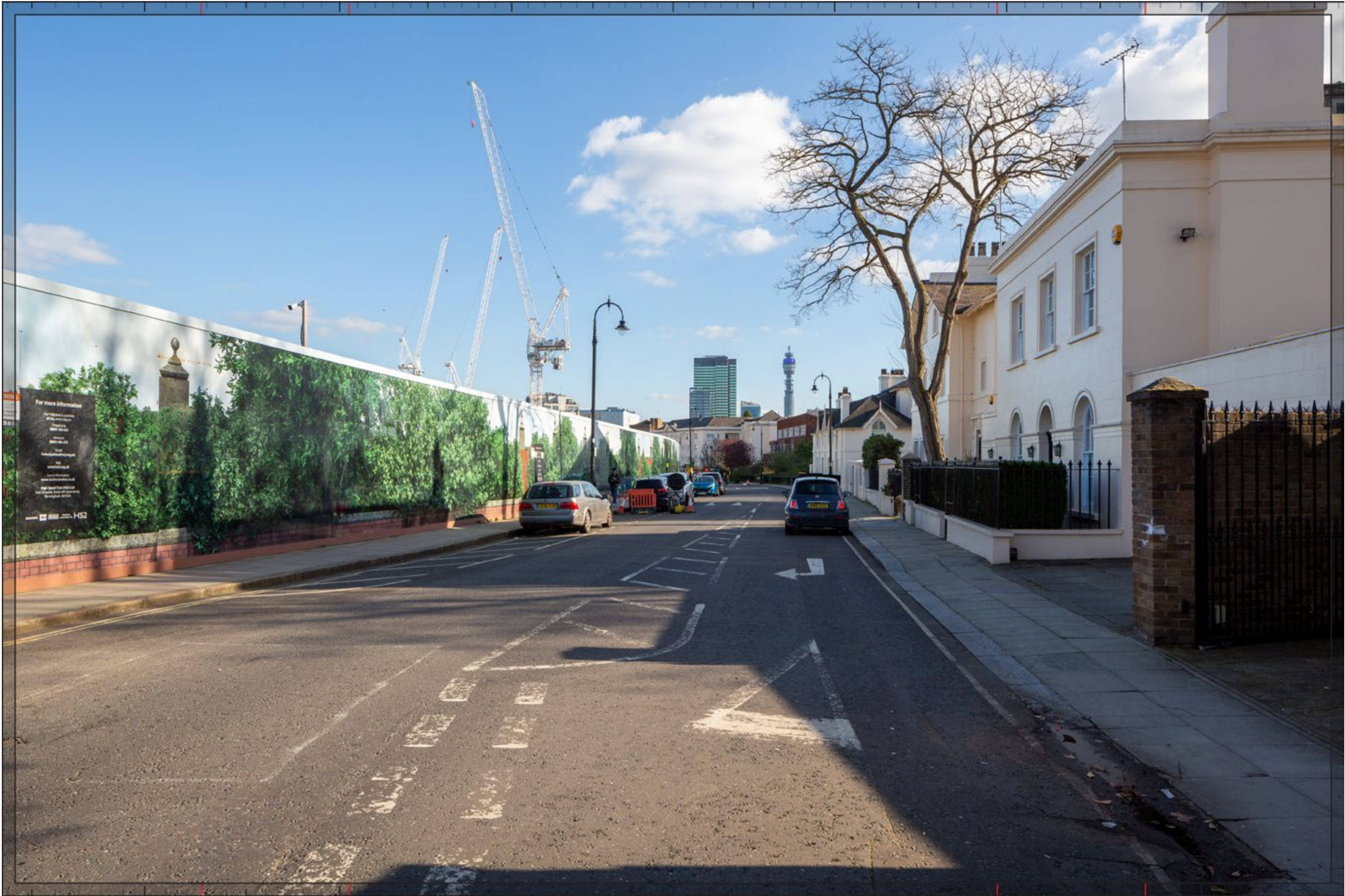
Sensitivity: **Medium**

View 08
Park Village East (EAP View 12)

D27986 / 24mm / 02/04/23 / 16:50

Existing

See assessment text on previous page.



24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View location



View 08

Park Village East (EAP View 12)

D27986 / 24mm / 02/04/23 / 16:50

Proposed

The Proposed Development would be visible in the middle distance, beyond 20th century buildings on Park Village East in the middle ground. It would form part of a background townscape group, clearly separate and distinct from the historic buildings in the foreground. As such, it would be consistent with the existing contrasting character of the backdrop to the view and the nature of the local and wider modern context in which that historic development is appreciated.

The Proposed Development would appear broader than the existing Euston Tower and, although its height would be equivalent to that of the existing building, it would appear slightly taller (due to its enlarged footprint at the upper levels). While its increase in overall scale compared to that of the existing Euston Tower would be perceptible it would not noticeably increase the scaler of the impact on the view.

The architectural approach to the massing of the Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants with inclined facades and separated by clearly defined vertical ‘breathing spines’, would help to effectively break up its overall scale and provide the Proposed Development with a dynamic form. The articulation of the facades would be appreciated to some extent at this distance and they would have an ordered quality, with considerable depth and articulation. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The proposed solidity and modulation of the facades, and the material palette and light terracotta tone of the solid elements, have drawn inspiration from the materials and architectural context of Camden.

While its scale within the view would be equivalent to that of the existing Euston Tower, the Proposed Development would have a distinctly different architectural appearance that would be readily appreciable, with a low-medium magnitude of impact on the view. It would appear as a high quality landmark for the gateway to central London from Hampstead Road within the view, with a visually rich appearance that has drawn inspiration from its location within the Borough of Camden in contrast to the generic glazed envelope of the existing tower. The nature of the effect would therefore be beneficial.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 08

Park Village East (EAP View 12)

D27986 / 24mm / 02/04/23 / 16:50

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Proposed Development considered on its own.

Magnitude of impact: Low-medium

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

Views from Hampstead Road

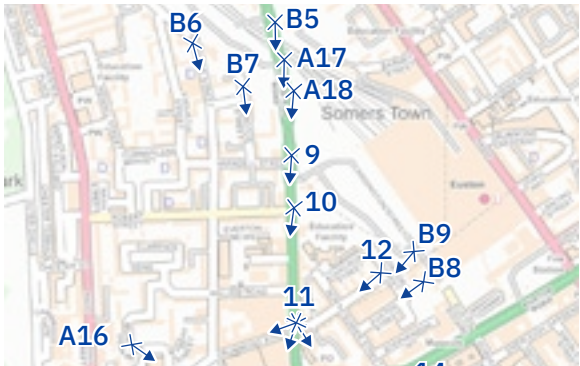
The existing Euston Tower and the Grade II listed BT Tower are visible together in views from Hampstead Road signalling arrival in central London from Camden Town.

To the north of the railway line on Hampstead Road the BT Tower is concealed behind the existing Euston Tower. Crossing the railway line, the BT Tower is progressively revealed from behind the silhouette of the closer existing Euston Tower, as demonstrated by the views in Figure 6.1. As demonstrated by the ZVI analysis of the BT Tower in Figure 6.2, the Proposed Development would reduce the visibility of the BT Tower from the northern part of Hampstead Road.

The increase in the footprint of the Proposed Development in comparison to the existing Euston Tower would reduce the visibility of the BT Tower over a length of about 100m of Hampstead Road and the BT Tower would be progressively revealed in views from Hampstead Road to the south of the railway crossing approximately 100m to the south of where this happens now. The stretch of Hampstead Road at which visibility would be lost is very mixed in townscape quality, the existing BT Tower does not contribute strongly to the composition of the views and here therefore it is the closer more prominent existing Euston Tower that creates a strong focal point in views southwards towards central London. As demonstrated by Views 9, 10 and 11, individually assessed on the following pages, at the future HS2 exits from Euston Station, where there will be the greatest need for the legibility of the BT Tower, which with the Proposed Development, would mark a point of arrival into central London, the BT Tower would remain visible with its entire silhouette legible.

The selected viewing positions are based on consultation material from November 2022. There is no consented or submitted design for the Euston HS2 Station but the viewing positions have been agreed with LBC officers as appropriate locations for the purposes of assessing the likely impact of the Proposed Development on the visibility of the BT Tower. The locations of Views 9, 10 and 11 are restricted by existing HS2 site hoarding and the exits from any station are likely to be much more generous areas of public realm in which the BT Tower would be more clearly separated from, rather than more concealed by, the Proposed Development. Views 9, 10 and 11 therefore represent the worst case level of visibility and legibility of the BT Tower from the future Euston HS2 Station exit points on Hampstead Road

View location



There would be a clear change in the appearance of the Proposed Development in comparison to the existing Euston Tower. The proposed solidity and modulation of the facades, and the material palette and light terracotta tone of the solid elements, have drawn inspiration from the materials and architectural context of Camden and would enhance the architectural quality and legibility of the Euston Tower, marking the major junction of Tottenham Court Road with Euston Road.

The effect on the heritage significance of the BT Tower as a Grade II listed building is separately assessed in the built heritage assessment. The architectural and historic interest of the BT Tower derives from its distinctive form, representative of its use and function as a transmission tower. It is an iconic and widely recognised structure that is widely visible across central London. While some visibility of the BT Tower would be lost, its visibility and recognisability at the key wayfinding points of the future HS2 station exits would be maintained. The erosion of visibility of the BT Tower on a limited stretch of Hampstead Road from which the existing Euston Tower is actually the focal point and wayfinding marker, is not considered to be significant in the context of the extent of the wider visibility of the BT Tower as a whole and as set out in the built heritage assessment is not considered materially harmful to the significance of the BT Tower as a listed building.



View B5



View A17



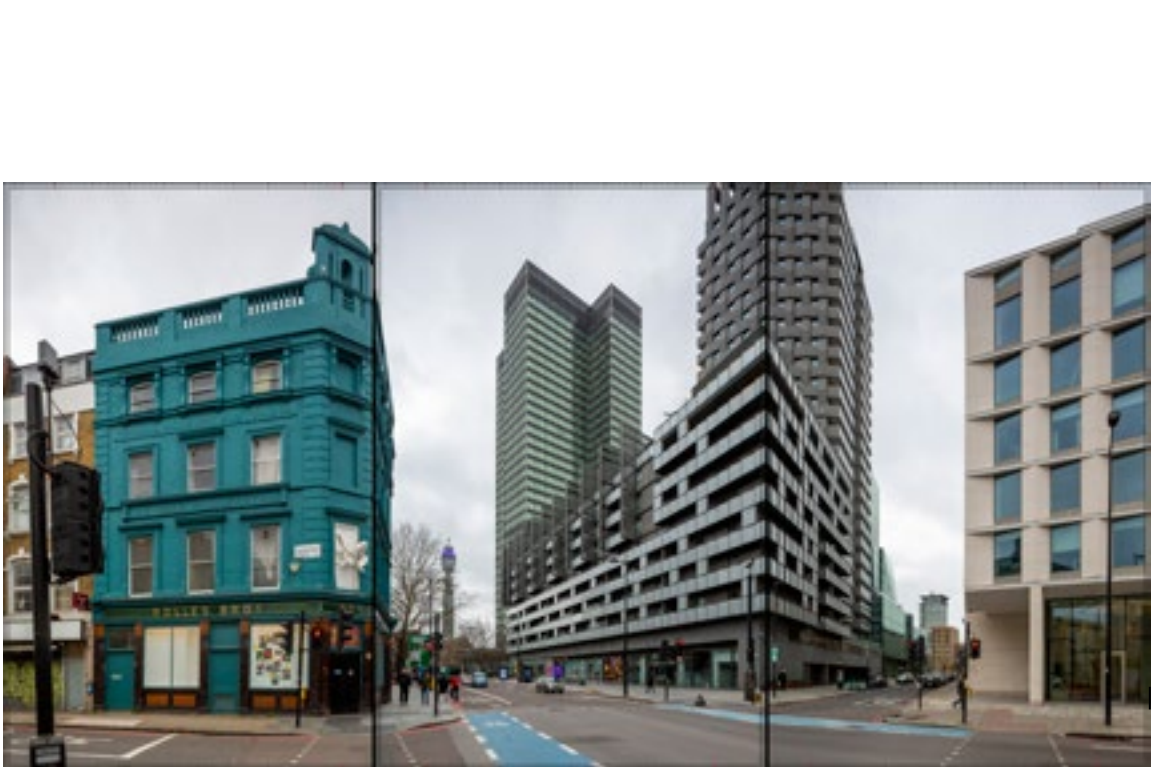
View A18



View 9



View 10



View 11

View 09

Hampstead Road, opposite junction with Varnell Street

D27979 / 24mm / 02/04/23 / 15:43

Existing

This viewpoint is located on Hampstead Road, approximately 500m north of the Site, and the view is looking south. It can be considered to form part of a kinetic sequence of views along Hampstead Road, along with Views 10 and 11. In the foreground to the left in the image, behind hoarding in this view, is the HS2 Euston Station redevelopment site. In the foreground on the right side of the view, a long linear unremarkable post-war apartment block, The Tarns, part of the Regent’s Park Estate, set back from the pavement behind a strip of landscape. The more recent seven storey Mardale block is visible beyond it, set at the back of pavement.

Development further in the middle ground of the view is varied and not particularly coherent, although generally low to medium scale. It includes the early 20th century red brick and stone building of the former Saint Pancras Female Orphanage on the eastern side of the road (left), seen beyond the large gap site adjacent to the railway lines into Euston, and appearing as a fragmentary building as a result. Terminating the view on the approach to the junction with Euston Road are the Triton Building and the existing Euston Tower, forming part of the modern Regent’s Place development. The Euston Tower appears as a landmark and primary focal point within the view, at the major junction of Hampstead Road and Euston Road. The distinctive silhouette of the Grade II listed BT Tower appears at greater distance beyond, forming another landmark element within the view and drawing the viewer southwards into central London

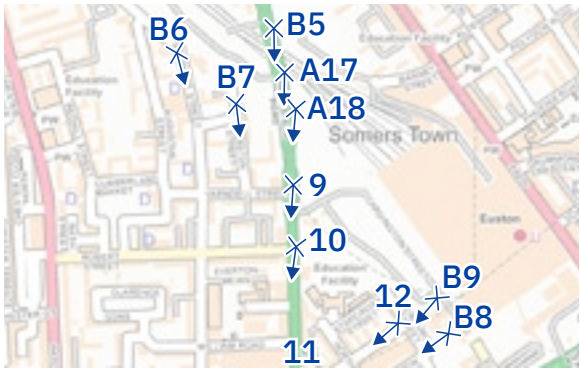
Value attached to the view: this is a representative townscape view, from a location of no particular significance. The varied form and appearance of the buildings within it, together with the presence of the large gap site on the left side of the view and the inconsistent building line on the right side of the view, result in it having an incoherent townscape quality. The view is of **low** value overall.

Visual receptors affected: local residents, workers and users of local businesses.

Susceptibility to change of visual receptors: receptors would be typically on the move along this main road and not particularly focused on the view. They would be of **low-medium** susceptibility to change overall.

Sensitivity: Low

View location



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scaling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 09

Hampstead Road, opposite junction with Varnell Street

D27979 / 24mm / 02/04/23 / 15:43

Proposed

The Proposed Development would be visible in the middle distance, behind the Triton Building. It would be consistent with the existing character of the view, forming part of a distinct area of modern development at the junction of Hampstead Road and Euston Road.

The Proposed Development would be broader than the existing Euston Tower and although its height would be equivalent to that of the existing building, it would appear slightly taller due to its enlarged footprint at the upper levels. The increase in breadth would close the sky gap between the Euston Tower and the BT Tower from this position on the extreme edge of the pavement. However, the distinctive articulated silhouette of the BT Tower would remain legible and recognisable beyond the Proposed Development. In reality the future public realm associated with an exit from the Euston HS2 Station would much more generous than the existing narrow hoarded pavement and a sky gap would be preserved between the buildings seen to the left of this position for those exiting the future station at this point.

As the rendered closer Views 10 and 11 demonstrate, the architectural approach to the massing of the Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants with inclined facades and separated by clearly defined vertical ‘breathing spines’, would help to effectively break up its overall scale and provide the Proposed Development with a dynamic form. The articulation of the facades would be clearly appreciated at this distance, and they would have an ordered quality, with considerable depth and articulation. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The proposed solidity and modulation of the facades, and the material palette and light terracotta tone of the solid elements, have drawn inspiration from the materials and architectural context of Camden.

The scale of the Proposed Development in comparison to the existing Euston Tower would be slightly greater and the Proposed Development would have a noticeably different architectural appearance with a low-medium magnitude of impact on the view. It would appear as a high quality well-articulated tall building marking the major junction of Euston Road and Hampstead Road-Tottenham Court Road. Its well-modulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden, in comparison to the generic glazed appearance of the existing tower. The nature of the effect would be beneficial.

Magnitude of impact: Low-medium

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 09

Hampstead Road, opposite junction with Varnell Street

D27979 / 24mm / 02/04/23 / 15:43

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Proposed Development considered on its own.

Magnitude of impact: Low-medium

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)



24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View 10

Hampstead Road, junction with North Gower Street

D28546 / 24mm / 11/05/23 / 12:32

Existing

This viewpoint is located on Hampstead Road, approximately 250m north of the Site forward of View 9, and the view is looking south. It can be considered to form part of a kinetic sequence of views along Hampstead Road, along with Views 9 and 11.

In the foreground to the left in the image, behind hoarding in this view, is the Euston HS2 development Site. The early 20th century red brick and stone building of the former Saint Pancras Female Orphanage is visible on the left beyond the hoarding. In the foreground and middle ground on the right side of the view, development lining the western side of Hampstead Road is of varied age, form and appearance, without townscape coherence, although it shares a generally low to medium scale. The Grade II listed Prince of Wales Public House is seen obliquely on this side of the road, partially obscured by the low-rise modern brick building at the right edge of the image; the listed building is seen to better effect at closer range and particularly in views looking directly west.

Terminating the view approaching the junction with Euston Road, the Triton Building, part of 10 Brock Street and the existing Euston Tower are visible. The Euston Tower is a prominent focal point within the view, at the major junction of Hampstead Road and Euston Road, which acts as a gateway to central London. The distinctive slender form of the Grade II listed BT Tower appears beyond, at greater distance as a secondary focal point.

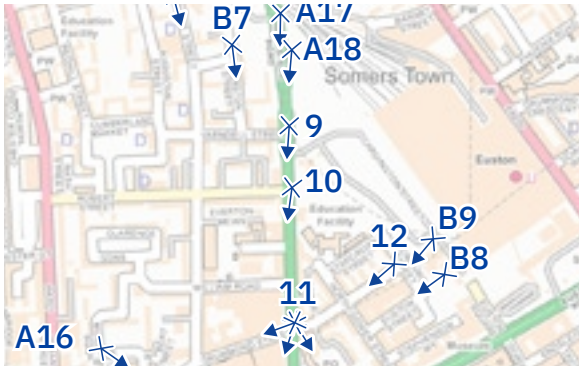
Value attached to the view: this is a representative view through largely unremarkable townscape, outside any conservation area and from a position of no particular significance. The view is of low value overall.

Visual receptors affected: local residents, workers and users of local businesses.

Susceptibility to change of visual receptors: receptors would be typically on the move along this main road and not particularly focused on the view. They would be of low susceptibility to change overall.

Sensitivity: Low

View location



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°

View 10

Hampstead Road, junction with North Gower Street

D28546 / 24mm / 11/05/23 / 12:32

Proposed

The Proposed Development would be visible in the middle distance, partially screened by the closer Triton Building. It would be consistent with the existing character of the view, forming part of a background townscape layer of large scale modern development at the junction with Euston Road, separate and distinct from the varied foreground development (including the Grade II listed Prince of Wales pub).

The Proposed Development would appear broader than the existing Euston Tower and, although its height would be equivalent to that of the existing building, it would appear slightly taller due to its enlarged footprint at the upper levels. The increase in breadth of the Proposed Development would close the sky gap to the right of the BT Tower, however the BT Tower would remain a clearly legible and immediately recognisable landmark within the view. This location is at one of the future exits from the future Euston HS2 Station. In reality the future public realm associated with this exit from the Euston HS2 Station would be much more generous than the existing narrow hoarded pavement and a sky gap would be preserved between the buildings seen to the left of this position for those exiting the future station at this point.

The architectural approach to the massing of the Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four quadrants with inclined facades and separated by clearly defined vertical ‘breathing spines’, would effectively break up its overall scale and provide the Proposed Development with a dynamic form. The articulation of the facades would be clearly appreciated at this proximity; they would have an ordered quality, with considerable depth and articulation provided by the horizontal projecting bands and vertical fins. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The proposed solidity and modulation of the facades, and the material palette and light terracotta tone of the solid elements, have drawn inspiration from the materials and architectural context of Camden.

The scale of the Proposed Development in comparison to the existing Euston Tower would be slightly greater and the Proposed Development would have a noticeably different architectural appearance with a low-medium magnitude of impact on the view. It would appear as a high quality well-articulated tall building marking the major junction of Euston Road and Hampstead Road-Tottenham Court Road. Its well-modulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden, in comparison to the generic glazed appearance of the existing tower. The nature of the effect would be beneficial.

Magnitude of impact: Low-medium

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)



24mm – 36.9°

35mm – 27.2°

50mm – 19.8°

Image scalling factor = 37% at A3, 105% at A0

50mm – 19.8°

35mm – 27.2°

24mm – 36.9°