



100 Chalk Farm Road

Heritage Townscape and Visual Statement

Prepared by Turley Heritage and Townscape

Submitted on behalf of Regal Chalk Farm Ltd

February 2024

Heritage, Townscape and Visual Statement

100 and 100a Chalk Farm Road
London NW1 8EH

February 2024

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1. Introduction

Introduction

- 1.1 This Heritage, Townscape and Visual Statement (HTVS) has been prepared by Turley Heritage and Townscape on behalf of Regal Chalk Farm Limited ('the Applicant') in support of an application for full planning permission for the redevelopment of 100 and 100a Chalk Farm Road ('the Site') within the London Borough of Camden ('LBC'). A listed building consent application accompanies the application for associate minor remedial works to the adjacent Roundhouse, which is a Grade II* listed building.
- 1.2 The Site is located on the south-western side of Chalk Farm Road, immediately adjacent to the North London Overground railway line, the Juniper Crescent Housing Estate, and the main railway lines to London Euston railway station, to the south. It lies within a small 'finger' of the Regent's Canal Conservation Area, to which the existing site and buildings are a negative feature.
- 1.3 To the west, the Site is adjacent to the Grade II* listed Roundhouse theatre and live music venue. Beyond that, to the north-west is the Grade II listed Chalk Farm Road Underground Station. To the east, is the former petrol filling station site which forms part of the Camden Goods Yard development and is currently in use as a temporary supermarket.



Figure 1.1: Application site and wider urban context

- 1.4 The present buildings and structures on the Site are also subject to a certificate of immunity from listing, issued by the Secretary of State (DCMS) on 22nd December 2023, further to a previous decision not to add the buildings and structures to the list of buildings of special architectural or historic interest.
- 1.5 The development will provide 265 student accommodation units, together with 783 sqm (GIA) of commercial space, 24 affordable residential units, with public realm improvements, new areas of landscaping, amenity and play space, and improved accessibility to the site.
- 1.6 The Proposed Development is as follows:

“Demolition of existing buildings and redevelopment of the site to provide two buildings ranging in height from 6 to 12 storeys containing purpose-built student accommodation (PBSA) with 265 rooms, associated amenity and ancillary space (Sui Generis), 24 affordable residential homes (Class C3), ground floor commercial space (Class E) together with public realm, access, servicing, and other associated works.”
- 1.7 Full details of the planning application are described in the accompanying Planning Statement, prepared by Gerald Eve and the application drawings and Design and Access Statement prepared by DSDHA architects.
- 1.8 An associated application for listed building consent relates to minor remedial works to the external fabric of the adjacent listed Roundhouse:

“Removal of existing steel beams in party wall with adjoining Roundhouse and works of repair and making good to brickwork.”
- 1.9 This Statement provides appropriate and proportionate information to the local planning authority (the London Borough of Camden or ‘LBC’) regarding the likely impacts of the proposals on heritage assets and on associated townscape character. Archaeological matters are addressed in the separate Desk Based Assessment for the Site prepared by the Museum of London.
- 1.10 The application proposals have been evolved in close liaison with officers at LBC over an extensive series of pre-application meetings and engagement. Turley prepared an Initial Heritage and Townscape Advice Note (July 2023), shared with officers during pre-application discussions, to assist in the scoping and consideration of potential heritage and townscape impacts.

Site, Study Area and Approach

- 1.11 In this document the potential impacts of the application proposals on (i) heritage significance (including setting) and (ii) townscape character, both with reference to potential visual impact is assessed.
- 1.12 The Site consists of three mid 1970s commercial buildings: the main six-storey office building fronting Chalk Farm Road; a two-storey link building which adjoins the Roundhouse; and a three-storey office building to the rear of the Site. There are surface and subterranean (cut into the slope of the site) car parks at the rear. The

existing buildings were a speculative office development to the designs of R Seifert & Partners.

- 1.13 This Statement has been prepared based on; desk-based appraisal; site visits and walkovers; review of historic and existing maps and plans and aerial photography; planning history and policy guidance; townscape character assessments; conservation area appraisals; previous assessment work; and review of viewpoint locations within the local townscape. This assessment is undertaken by experienced heritage and townscape consultants with a knowledge and understanding of the local townscape context.
- 1.14 An appraisal of the Site and surrounding townscape was carried out. The key features of the Site and its surroundings were identified, and the nature and extent of likely visibility of the emerging proposals was established. Representative views, identified through desk-based analysis were appraised on site and discussed and agreed with LBC officers. A 250m radius study area was established informed by professional assessment and analysis of the likely visual effects of new development on the wider urban area given the history, pattern, form, and character of the surrounding townscape.
- 1.15 This Statement has been informed by a proportionate review of online resources, including awareness of recently consented schemes and emerging pre-application proposals for adjacent and nearby sites.

Relevant Planning Policy and Guidance

- 1.16 A review of legislation, national and local planning policy, and guidance relevant to heritage, townscape, and visual matters and the assessment of the application proposals this is set out at **Appendix 1**.
- 1.17 In summary, the relevant heritage legislation, planning policy and guidance for consideration of the potential impacts of the emerging proposals can be summarised as:
- The statutory duties of the Planning (Listed Buildings and Conservation Areas) Act 1990 including:
 - the requirement to have special regard to the desirability of preserving the special interest of any nearby listed building and any elements of setting which contributes positively to this special interest¹.
 - The requirement to have special regard to preserving listed buildings and must pay special attention to preserving or enhancing the character or appearance of conservation areas².
 - National Planning Policy Framework (2023) and Planning Practice Guidance (various dates)
 - National Design Guide (2019, updated January 2021)

¹ s. 66

² s. 72

- Relevant DCMS and Historic England (HE) guidance, including Principles of Selection for Listed Buildings 2018, Advice Note 1: Conservation Area Designation, Appraisal and Management (Second Edition) 2019, GPA Note 2 (Managing Significance in Decision Taking) 2015, GPA Note 3 (Setting of Heritage Assets) 2017 2nd edition, and various supporting HE Advice Notes, including Tall Buildings (Advice Note 4, March 2022).
- Guidelines for Landscape and Visual Impact Assessment, 3rd edition, 2013 (Landscape Institute and Institute for Environmental Management and Assessment) (GLVIA3)
- Townscape Character Assessment, 2017 (Landscape Institute Technical Information Note 05/2017)
- Visual Representation of Development Proposals, 2019 (Landscape Institute Technical Information Note 06/19)
- The London Plan 2021
- London View Management Framework 2012
- Greater London Authority, Planning Practice Note: Heritage Impact Assessments and the Setting of Heritage Assets (November 2023)
- Camden Local Plan 2017
- Local Plan Policies Map (March 2019)
- Camden Goods Yard Planning Framework Supplementary Planning Document (SPD) 2017
- Camden draft Site Allocations Local Plan (SALP) 2020
- Draft New Camden Local Plan (Regulation 18 Consultation Version, January 2024)
- LB Camden Building Heights Study Final Report, January 2024

1.18 The Site is subject to the following relevant planning policy designations:

- Located within the Regent's Canal Conservation Area and adjacent to the Grade II* listed Roundhouse.
- Adjacent to the Parliament Hill summit to the Palace of Westminster London View Management Framework (LVMF) Viewing Corridor.
- Camden Goods Yard Planning Framework (Morrisons, Gilbey's Yard, Juniper Crescent and Network Rail Lande) Supplementary Planning Document (SPD) 2017 'Chalk Farm Road' Area .
- 'CGY4' within Camden draft Site Allocations Local Plan (SALP) 2020.
- 'Allocation C9 (CGY4) Chalk Farm Road' within the Draft New Camden Local Plan (Regulation 18 Consultation Version, January 2024)
- Located within the designated Camden Town Centre.
- Located within Flood Zone 1.

Structure of this Statement

- 1.19 **Section 2 (Site context and history)** provides a summary of the historic development of the Site and surrounding area.
- 1.20 **Section 3 (Heritage assets and their significance)** then identifies the relevant heritage assets – the significance of which has the potential to be affected either directly or indirectly by the application proposals. This section also includes proportionate consideration of heritage significance (including the contribution of setting to significance, and the Site as an element of setting) for the identified heritage assets.
- 1.21 **Section 4 (Townscape character and visual context)** identifies and describes the value of defined townscape character areas (TCA) in the study area, informed by published characterisation studies, analysis and professional judgement. The key visual receptors within the wider townscape and associated viewpoints for representative views (RV) are identified (taking account of the setting of the identified heritage assets).
- 1.22 **Section 5 (Description of development)** describes the application proposals, including a summary of design development and pre-application consultation and engagement.
- 1.23 **Section 6 (Heritage assessment)** describes and assesses the impact of the application proposal on the heritage significance of the identified heritage assets taking account of their heritage significance and the relative contribution of setting.
- 1.24 **Section 7 (Townscape and visual assessment)** describes and assesses the impact of the proposals on townscape character with reference to visual impacts. Reference is also made to visual impacts on heritage significance relating back to section 6.
- 1.25 **Section 8 (Conclusions)** provides a summary of the conclusions from the assessments.

2. Site Context and History

- 2.1 A summary of the historic development of the site and its context as part of the former Camden Goods Station and Yard is provided below – see also the Archaeological Desk Based Assessment prepared by the Museum of London (MoLA) and the summary chapter ‘Industrial Heritage’ in the Camden Goods Yard Planning Framework document. This provides a basis for understanding of the historic context of the Site and the surrounding area, which assists in understanding the significance of the identified heritage assets.
- 2.2 Camden Town is located on land that was historically the southern portion of the prebendal manor of Cantlowes, or Kentish Town.³ Development is recorded in 1690, at the fork in the ancient road from London to Hampstead; the forks exist today as Chalk Farm Road/Camden High Street and Kentish Town Road. A tavern stood on the site where the Old Mother Red Cap Public House (now the Worlds End Public House) now stands.⁴ This growth is shown on John Rocque’s map of 1746 (**Figure 2.1**), marked by the words ‘Old Mother Red Caps’, to the south of the application site. The map illustrates the surrounding area was still largely rural at this time.



Figure 2.1: Rocque’s map of 1746⁵ (approximate extent of the Site in red)

- 2.3 The expansion of London reached Camden Town by the end of the 18th century, and the rural context began to be developed, principally by two local landowners; Charles Pratt, Earl Camden; and, Charles Fitzroy, Baron Southampton, who laid out a grid of

³ London County Council, Survey of London: Volume 24, the Parish of St Pancras, Part 4: King’s Cross Neighbourhood, 1952

⁴ London Borough of Camden, Camden Town Conservation Area Appraisal and Management Plan

⁵ Layers of London, accessed via [John Rocque's London 10 Miles Round Map \(1746\)](#). | [Layers of London](#)

streets. By 1801/1804, terraces had been built in Gloucester Place, and houses erected on either side of the High Street.⁶

- 2.4 The Regent's Canal, built between 1812 and 1820, linked the Grand Junction Canal's Arm at Paddington Basin to the London Docks at Wapping. Between 1812 and 1816, the stretch of the Regent's Canal between Paddington and Camden was built, and traders built docks on both sides of the canal at Hampstead Road (Camden Lock). The first major industries to use the canal were the gas companies, and by 1830, the canal was carrying 0.5 tons of goods.⁷
- 2.5 The canal is illustrated on Greenwood's map of 1828 (**Figure 2.2**), situated to the south of the application site. The map also shows the extent of development to the surrounding area, with terraced properties to the south of the canal, and detached villas to the north side of Pancras Vale. The southern side of Pancras Vale is largely still shown as undeveloped but there are several buildings and structures between Primrose Vale and Denmark Road.



Figure 2.2: Greenwood's map of 1828⁸(approximate extent of the Site in red)

⁶ London Borough of Camden, Camden Town Conservation Area Appraisal and Management Strategy

⁷ London Borough of Camden, Regent's Canal Conservation Area Appraisal and Management Strategy, 2008

⁸ Layers of London, accessed via [C. and J. Greenwood \(1828\) | Layers of London](#)

- 2.6 The London and Birmingham Railway (L&BR) was London's first mainline and in 1833, received its first Act of Parliament, with a terminus at Camden station. An additional Act, obtained in 1835, allowed the company to extend to the New Road in Euston, and the first section of railway was opened from Euston to Boxmoor, near Hemel Hempstead, on 20th July 1837. The Primrose Hill tunnel, constructed in 1837, was required to bring the line through hilly terrain, and was London's first railway tunnel. The Camden Incline Winding Engine House was also built in 1837, to haul trains up the incline between Euston and Camden. The arrival of the railway had a significant effect on development in Camden, and shopkeepers and artisans moved into the area to serve the new working class. The Southampton Estate in Primrose Hill, to the west, was developed in the 1840s, following the construction of the railway.
- 2.7 Camden Goods Station was originally intended as the London terminus of the L&BR. The land initially purchased from Lord Southampton on the north side of the Regent's Canal consisted of 25 acres, with further land subsequently purchased on the south side of the canal and on the north bank between Southampton Bridge and the present Roving Bridge. This created a goods yard of 33 acres, the area of which essentially remained unchanged for over 100 years. The first Camden Goods Station, constructed from 1837 to 1839, consisted of a stationary engine house (the Camden Incline Winding Engine House); a locomotive engine house; eighteen coke ovens; two goods sheds; cattle pens; stabling; and offices.⁹
- 2.8 Vaults were constructed for the basement of the locomotive engine house and the stationery winding engine house. The vaults for the stationery winding engine house were constructed to a symmetrical plan and included an engine room; a sheave room; rope tightening vaults; and coal store vaults (**Figure 2.3**). The goods sidings of the first goods station were also partially carried on a complex of vaults and retained embankments of pinnate shape in plan, which provided goods storage and stabling.¹⁰

⁹ Darley, P, Camden Goods Station Through Time, 2013

¹⁰ Darley, P, Stables Complex and Underground Features in Former Camden Goods Depot: Historic Area Assessment, 2016



Figure 2.3: Eastern coal store vault of the Camden Incline Winding Engine House¹¹

- 2.9 The largest bulk carrier of goods on the canal network was Pickford & Co., who obtained rights of carriage and distribution on the L&BR. The company built a large goods shed on the south side of the canal, designed by Lewis Cubitt, which opened in December 1841, as the first interchange warehouse facilitating transfer of goods between road, rail and canal.¹² The warehouse was situated on the south side of the canal and had a rail link to the goods station on the north bank, as well as extensive stabling in the basement, which provided for an estimated 150 horses. Further stabling was provided in four freestanding stable ranges built along Chalk Farm Road in 1844–46.¹³
- 2.10 In 1846, the L&BR amalgamated with a number of companies and became the London and North Western Railway (LNWR). Following the rapid growth of passenger and goods traffic, and the increase in speed of passenger trains, which necessitated the separation of goods from passenger services, the goods station was reconstructed in 1846–47. The planning of the new layout, led by the Resident Engineer, Robert Dockray, is shown in **Figure 2.4**. The new works included the construction of two engine houses, one for passenger locomotives and one for goods engines, a construction shop, three new railway tracks and a new bridge on Chalk Farm Lane.¹⁴ Interestingly, it appears that at this time the Site may have accommodated residential

¹¹ Darley, P, Camden Goods Station Through Time, 2013

¹² Darley, P, Camden Goods Station Through Time, 2013

¹³ Darley, P, Stables Complex and Underground Features in Former Camden Goods Depot: Historic Area Assessment, 2016

¹⁴ Darley, P, Camden Goods Station Through Time, 2013

villas facing onto The Hempstead Road, prior to their demolition and the raising of the ground level to match that of the wider Goods Yard.

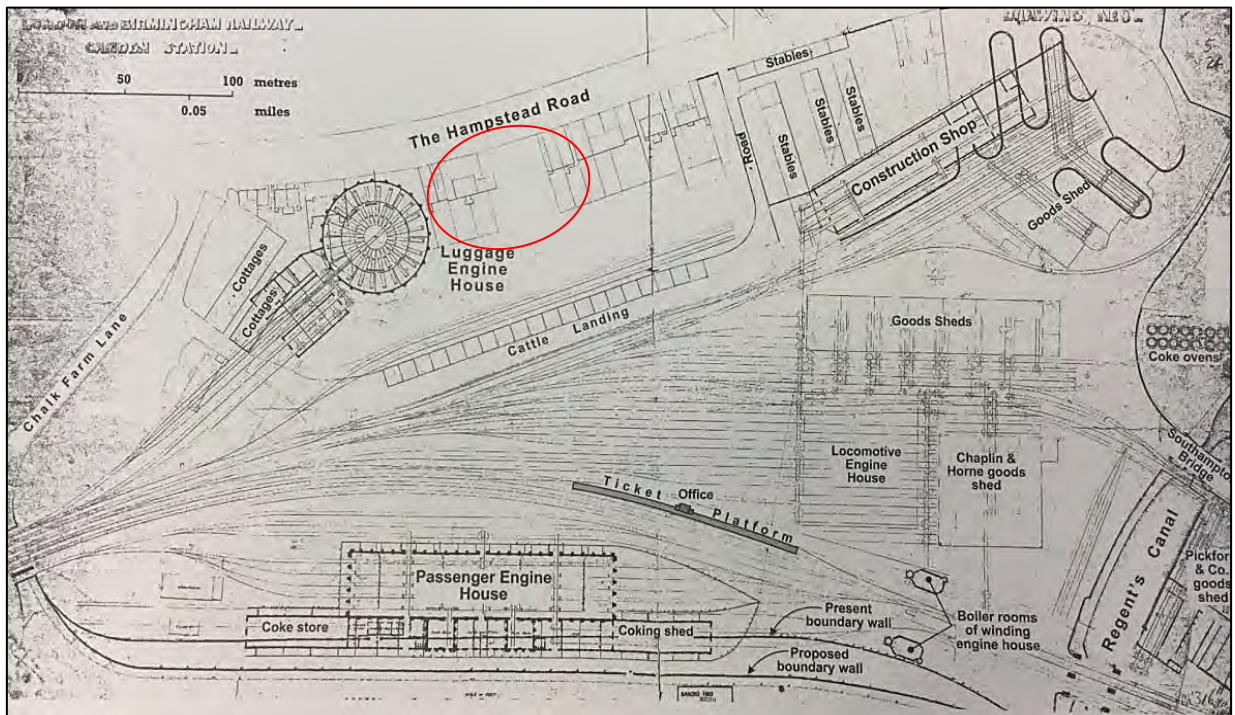


Figure 2.4: Reconstruction and extension of Camden Goods Yard 1846-47¹⁵ (approximate extent of the Site in red)

- 2.11 The two engine houses were built by Gwyther & Branson on opposite sides of the main line. The passenger engine house was a rectangular building with coking shed; coke store; offices; stores; and fitters' shop. The goods/luggage engine house, now known as the Roundhouse, is a circular building with twenty-four rail tracks radiating from a central turntable. Its structural form was dictated by the limited space on the north side of the yard. A cattle landing area, with associated cattle pens, was erected near to the Roundhouse. The construction shop, used for building and repairing goods wagons, was built on vaults that were used for stables and general stores.¹⁶
- 2.12 In 1851, the North London Railway (NLR) arrived. The tracks were aligned over the original goods sidings and resulted in the removal of the railway offices and the construction of a viaduct. A further remodelling of the goods yard was undertaken in 1854–56, which involved the repositioning of the NLR northwards, closer to the Roundhouse. This required the removal of the construction shop, which was re-erected as a carriage shed at Euston, as well as the relocation of the cattle pens. The Roundhouse was subsequently then soon closed c.1855, to avoid conflicts of movements adjoining the NLR, and became a grain and potato store in the 1860s.¹⁷
- 2.13 As part of the remodelling, the free-standing stable ranges constructed in 1844–46, were demolished, and four new stable blocks erected on the triangle of land formed by

¹⁵ Darley, P, Camden Goods Station Through Time, 2013

¹⁶ Darley, P, Stables Complex and Underground Features in Former Camden Goods Depot: Historic Area Assessment, 2016

¹⁷ Darley, P, Stables Complex and Underground Features in Former Camden Goods Depot: Historic Area Assessment, 2016

the Hampstead Road (Chalk Farm Road) and the NLR viaduct. The Eastern Horse tunnel was built to provide a new access route between the stables area and the goods yard (**Figure 2.5**). Additional stables were also built by the LNWR during this phase, to the southwest side of Gloucester Road, which accommodated c.140–150 horses. These stables were connected to the goods yard by the Western Horse Tunnel.¹⁸



Figure 2.5: The Eastern Horse Tunnel¹⁹

- 2.14 Further works that took place during the reconstruction of 1854–56, included the construction of retaining walls along the Hampstead Road and the canal, to allow the railway to be extended along here at the level of the goods yard. This provided space for a coal yard with sidings and coal drop. The interchange basin was also realigned and enlarged to its present size and a third group of vaults was constructed to the west of the basin, supporting another goods shed.²⁰
- 2.15 In 1864, the LNWR goods shed was built to replace several smaller goods facilities. At this time, the goods shed was the largest in the country and covered an area of 100,000 square feet. A vaulted basement, used for storage, covered the whole area of the shed and was connected by a spur to the Eastern Horse Tunnel.²¹
- 2.16 The goods shed is shown in the 1875 Ordnance Survey (OS) map (**Figure 2.6**). The map illustrates that the surrounding townscape had been fully developed by this date, predominantly with rows of terraced housing, although a number of larger semi-detached properties existed to the northwest. To the southwest side of the railway lines, was the rectangular passenger engine house and to the northeast was the group of four stable blocks. South of the goods shed was a potato market, situated adjacent

¹⁸ Darley, P, Camden Goods Station Through Time, 2013

¹⁹ Darley, P, Camden Goods Station Through Time, 2013

²⁰ Darley, P, Stables Complex and Underground Features in Former Camden Goods Depot: Historic Area Assessment, 2016

²¹ Darley, P, Camden Goods Station Through Time, 2013

and to the east of Pickford's interchange warehouse. The Site appears as yards related to the adjacent sidings at this time. In 1869, Pickford's former warehouse, which had been abandoned in 1867, following a fire, was leased to W. & A. Gilbey Ltd.; wine importers and gin distillers, established in 1857. Gilbey's also leased the Roundhouse from as early as 1870 as well as much of the vaulting under the Goods Shed.



Figure 2.6: 1875 OS Map²² (approximate extent of the Site in red)

- 2.17 Development within the late 19th century continued, with many of the changes associated with Gilbey's and their significant warehousing in the area. At some point, probably the late 19th/early 20th century the Roundhouse was extended to the east, when already in use as a warehouse, although this element has since been demolished. In 1872, Gilbey's established a gin distillery opposite to their warehouse and in 1880, the Export Warehouse (or triangular Bottle Stores) was built. A further bottle store was built by William Hucks in 1896, on the south side of the canal, which incorporated the distillery and properties in Jamestown Road. Additional development during this period included the construction of a fifth stable block to the north of the existing stable blocks in 1882–83, which became known as the 'Horse Hospital'. Elevation drawings of the building are shown in **Figure 2.8**. It was extended at its eastern end in 1897.²³

²² National Library of Scotland

²³ Darley, P, Camden Goods Station Through Time, 2013

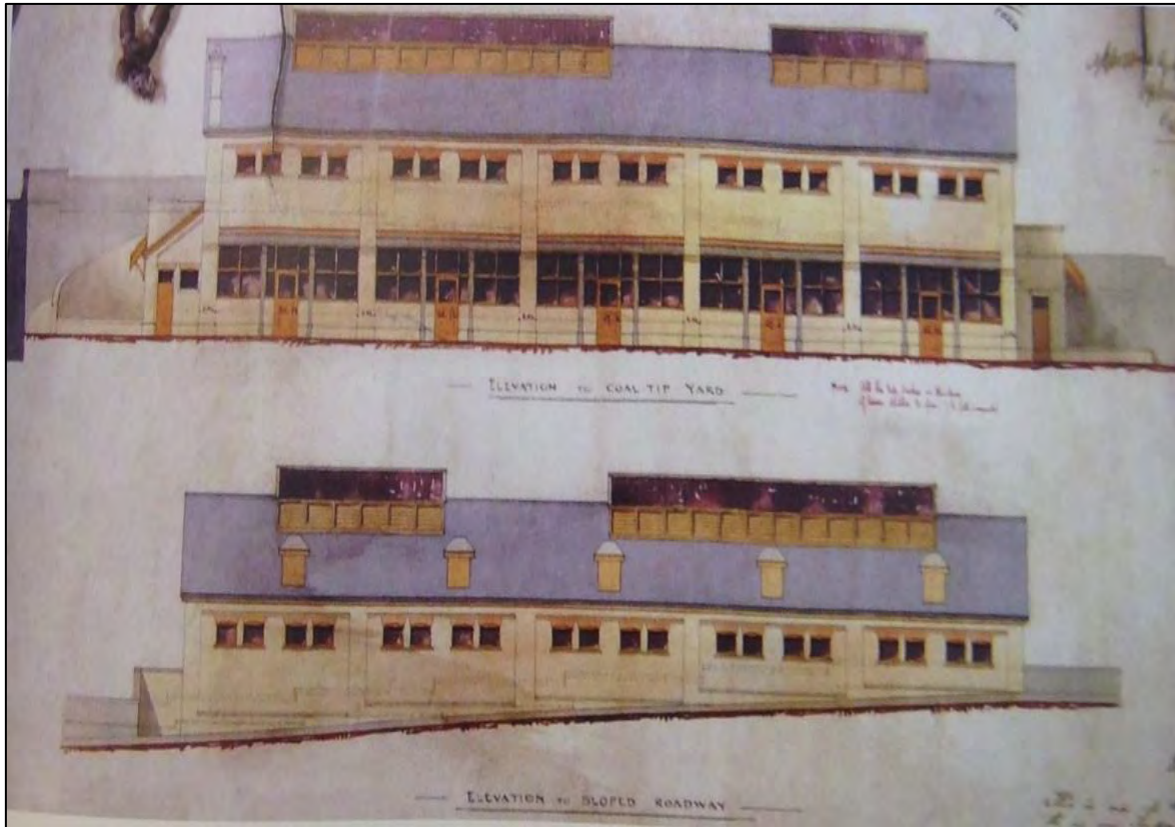


Figure 2.7: Elevation drawings of the Horse Hospital²⁴

- 2.18 The Goods Shed was again enlarged in 1931, by which time the use of hydraulic or electric capstans had largely replaced shunting with horses, and horses were being further superseded by motor vehicles. The enlarged goods shed is shown in an aerial photograph dating from 1948 (**Figure 2.8**), as well as in the 1954 OS map. The Site appears to accommodate sidings and yards at this time. The last horse drawn traffic on Regent's Canal was in 1956 and commercial traffic had disappeared by the late 1960s.
- 2.19 Gilbey's left the Roundhouse in 1964 and in 1966 it became an iconic rock venue and later a theatre. Camden Goods Yard closed c.1980 and the Goods Shed was demolished. The site was sold by British Rail and partly redeveloped with social housing. The sale of land and buildings in Stables Yard in 1995 resulted in the creation of Stables Market. More recent development has included Horse Tunnel Market in the former vaults and the redevelopment of the vaults and arches under the NLR.²⁵ In the 20th century the Site appears to have been used for vehicle parking, until redevelopment in the mid-1970s.
- 2.20 The intervening land between the Site and what is now Camden Market to the east was developed from coal yards to a supermarket petrol filling station in the 20th century. It now has permission for a large new office building as part of the wider Camden Goods Yard development, further changing the historic link between the Site (and the Roundhouse) and the former stabling complex and canal/railway interchange at the heart of the conservation area. Overall, the historic context of the Site and its

²⁴ Darley, P, Camden Goods Station Through Time, 2013

²⁵ Darley, P, Camden Goods Station Through Time, 2013

surroundings has changed very significantly in the 20th century with an ongoing and further pattern of development apparent.

- 2.21 The redevelopment of the former Morrisons supermarket site (and the greater part of the former Goods Yards) to the southeast involves the erection of seven buildings up to 14 storeys in height to accommodate up to 573 homes with retail, office, and community space.

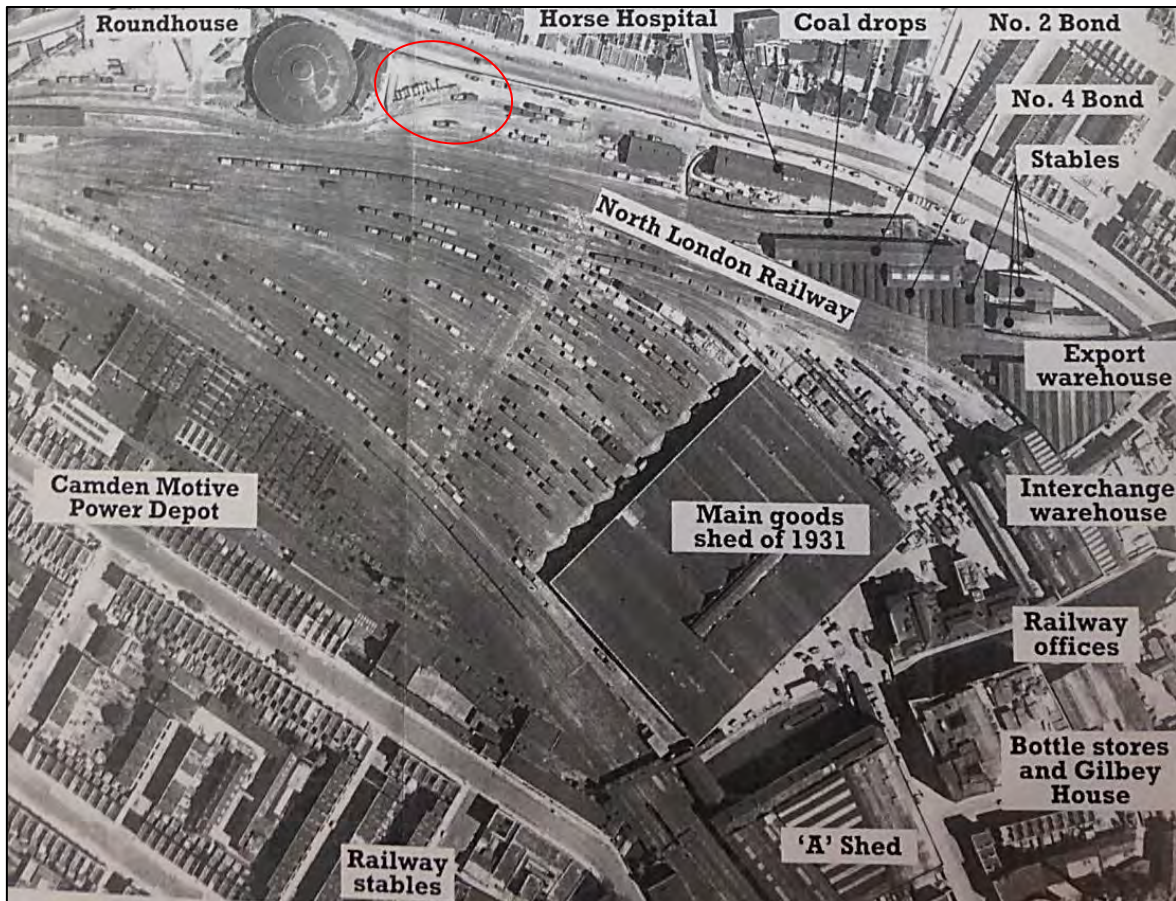


Figure 2.8: 1948 aerial photograph of Camden Goods Yard²⁶(approximate extent of the Site in red)

The Site and Existing Buildings and Structures

Nos. 100 and 100a Chalk Farm Road

- 2.22 The buildings at Nos. 100 and 100a Chalk Farm Road date from 1975²⁷. Pevsner²⁸ briefly notes the building as “*some forcefully profiled recording studios by R Seifert & Partners*” and it appears that whilst the building was designed and built as speculative offices, a recording studio and associated facilities was accommodated in the part of the basement and ground floor of the building²⁹.

²⁶ Darley, P, Camden Goods Station Through Time, 2013

²⁷ Richard Seifert British Brutalist Architect, Dominic Bradbury, 2020 – The cursory entry in the monograph is for ‘Recording Studios, Camden, London, NW1’ for 1975.

²⁸ London 4: North, The Buildings of England, Bridget Cherry and Nikolaus Pevsner, 1998

²⁹ International Musician & Recording World, August 1975

- 2.23 In the early years of the building there may therefore have been a link with the adjacent Roundhouse (then in the first phase of its new arts and music use, before closure in 1983). However, at some point the recording studio relocated to Saffron Hill. The primary purpose and use of the buildings was as commercial offices.
- 2.24 The buildings comprise two, three and six storey elements. The main building, fronting Chalk Farm Road, is of six storeys of concrete frame and slab construction, situated directly behind and oversailing a short section of surviving, but much altered retaining wall (see below). As a result of level differences, the ground floor is raised from the street and the main entrance is largely hidden behind the boundary wall, with the building largely impermeable and isolated from the street. It appears to 'float' the wall and its brick plinth in townscape views.
- 2.25 The ground floor base or plinth of the building is of brown brick with curved corners and high-level windows. The oversailing upper floors above characterised by uninterrupted horizontal strips of projecting aluminium windows, clad above and below with blue aluminium sheeting. The result is a strongly profiled appearance, somewhat incongruous in context of the wider street scene and the setting of the Roundhouse (**Figure 2.9**). Other lower elements of the building follow the same materiality, combining brown brick and profiled bands of aluminium strip windows. The building immediately abuts the Roundhouse and two of its escape stairs open in front of, and behind, the existing building.



Figure 2.9: No. 100 Chalk Farm Road looking east (left) and west (right)

- 2.26 Designed and built as commercial offices, the interior and plan form of the building is utilitarian and unremarkable. There are no legible signs (or remains) of the early recording studio use that existed in part of the basement and ground floor. The building was also soon altered after construction, mainly it appears to solve access issues, in part created by the lack of visible and permeable street frontage.³⁰

³⁰ Planning application ref. no. 31975 (granted 24th February 1981) for 'Formation of a new entrance' (this is the existing entrance to the western end of the main elevation facing Chalk Farm Road).
 Planning application ref. no. 9560020 (granted 2nd February 1995) for 'Demolition of enclosed lobby to front elevation'.
 Planning application ref. no. 2009/4703/P (granted 7th December 2009) for 'Demolition of a two storey, brick built entrance and replacement with new side entrance'.

- 2.27 On 22nd December 2023 a Certificate of Immunity from Listing was issued under the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended, confirming that the Secretary of State, on the advice of Historic England, will not add the buildings to the statutory list. The wider contribution of the existing buildings to the significance of adjacent and nearby heritage assets is considered below.

Boundary wall

- 2.28 The Site and present buildings incorporate a brick boundary wall, forming the back edge of the pavement to Chalk Farm Road. This wall, significantly altered and reduced in height over time, is a remnant of the much greater wall that once enclosed Camden Goods Station and Yards from the wider townscape to the north of Chalk Farm Road.
- 2.29 The wall was originally constructed between 1854–56 to retain the fill deposited to raise the level of land on the south side of Chalk Farm Road to the level of the extended Camden Goods Station and Yards. Large sections of the original wall have since been removed – for example, that part in front of the Roundhouse was probably removed by Gilbeys (who had taken over the Roundhouse as a bonded warehouse) to facilitate access from Chalk Farm Road. More radically, a large section was removed in the 1980s to allow the construction of a new access road under the railway for the supermarket and its associated petrol filling station. Another section was likely removed with the development of the Site for the present buildings in the 1970s. The remaining section visible today, is significantly reduced in depth and height, with new openings.
- 2.30 The original wall was approximately 5.5m high at this point (as the short remaining section immediately to the east of the Site indicates), whereas the section running along the boundary of the existing building is now 3.5m high. Notably, the best-preserved and intact sections of the wall to the south-east of the existing building, are statutorily listed as part of the Horse Hospital (now part of Camden Market) with ramps and boundary wall at north of Site (Grade II* listed building).
- 2.31 Previously, planning permission for demolition of the wall (and associated buildings on the Site) was granted in 2015 (reference 2013/5403/P) with no objection raised by Historic England (then English Heritage). As found today, the residual section of wall within the Site stands in stark contrast to the well-preserved and intact listed wall to the south-east.

Planning application ref. no. 2009/4833/P (granted 7th January 2010) for 'Alterations and reconfiguration of main entrance on Chalk Farm Road elevation involving the installation of lift from pavement level to raised ground floor level, creation of opening in wall with new lobby and lift behind to enable disabled access, and installation of new steps and security gate to side.'

Planning application ref. no. 2011/5133/C (granted 13th October 2011) for 'Demolition of a single storey office building'.

3. Heritage Assets and their Significance

Introduction

3.1 This section sets out the heritage baseline condition relevant to the application proposals. This includes identification of the heritage assets, the significance of which has potential to be affected by the application proposals. This encompasses consideration of the nature and extent of heritage setting and its relative contribution to heritage significance. This assessment is informed by desktop appraisal, subsequent fieldwork and consideration in conjunction with the related townscape and visual analysis of the Site and its context in the wider study area (**Section 4**). Assessment of potential effects on archaeology and archaeological heritage assets is undertaken by the Museum of London (see Archaeological Desk Based Assessment).

3.2 The NPPF 2023 defines a heritage asset as:

*“A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing)”.*³¹

3.3 Designated heritage assets are those which possess a level of heritage interest that justifies designation under relevant legislation and are then subject to particular procedures in planning decisions which involve them. These include listed buildings and conservation areas.

3.4 The NPPF³² identifies that heritage assets include not only designated heritage assets, such as listed buildings and conservation areas, but also assets that may be identified by the local planning authority during the plan making and/or application process (including through the Council-led process of local listing). These are described for the purposes as the NPPF as ‘non-designated heritage assets’ as a material planning consideration. The London Borough of Camden maintains a local list of historic buildings, spaces and features that are valued by the local community and help given Camden its distinctive identity. The Local list was adopted on 21st January 2015.³³

Legislative and Policy Context

3.5 The requirement for this section of the report derives first from the Planning (Listed Buildings and Conservation Areas) Act 1990 that places a duty upon the local planning authority in determining applications for development affecting listed buildings to have special regard to the desirability of preserving the building or its setting.³⁴ In addition, it also places a duty on the local planning authority in determining applications for development within conservation areas to pay special attention to the desirability of preserving or enhancing the character or appearance of that area.

3.6 The NPPF requires that:

³¹ National Planning Policy Framework (NPPF) 2023 – Annex 2: Glossary

³² MHCLG, National Planning Policy Framework (NPPF) 2023 - Annex 2: Glossary

³³ <https://www.camden.gov.uk/local-list>

³⁴ HMSO, Planning (Listed Buildings and Conservation Areas) Act 1990.

“In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.”³⁵

- 3.7 Paragraph 201 requires that local planning authorities should also identify and assess the particular significance of heritage assets that may be affected by proposals. They should take this assessment into account when considering the impact of proposals to avoid or minimise conflict between the heritage asset’s conservation and any aspect of the proposal.

Heritage Assets – Scoping and Study Area

- 3.8 The study area has been established through best practice guidance, professional experience, and an assessment of potential effects. An initial study area was established at a 250m radius (**Figure 3.1**) from the Site to aid both desktop analysis and subsequent fieldwork, proportionate to the nature and extent of the application proposals and sufficient to understand potential impacts on the heritage significance of the identified heritage assets. The application proposals are not likely to have an impact on the heritage significance of heritage assets located beyond 250m, due to the nature of the separating distances and interposing built form, topography and landscaping (see also the ZTV in **Section 4** which informed the extent of the study area).
- 3.9 The study area includes all designated heritage assets (defined in Annex 2 of the NPPF to comprise World Heritage Sites, conservation areas, registered parks and gardens, and listed buildings), and all non-designated heritage (comprising locally listed buildings and others identified during the pre-application process), illustrated in graphic format in the Heritage Asset Plan.
- 3.10 This study area includes three conservation areas, two Grade II* listed buildings, four Grade II listed buildings and 12 locally listed buildings.

³⁵ National Planning Policy Framework (NPPF) 2023 – paragraph 200.



Figure 3.1: Heritage Asset Plan

- 3.11 In accordance with paragraph 200 of the NPPF, only those assets where the emerging proposals are likely to be a material impact on their significance are included for assessment. The relevant heritage assets requiring assessment were identified using best practice guidance/advice, professional experience and judgement, and an assessment of the potential heritage impacts of the emerging proposals on the overall heritage significance of the heritage assets within 250m. This forms part of a robust, proportionate, and structured process of assessment which has also been further considered through the process of pre-application engagement.
- 3.12 The approach has been based on a review of existing published information and desktop archival research, including historical map regression. Ordnance Survey (OS) maps were utilised to identify the key features, supplemented by study of aerial photography. The study included identification of the relevant designated and non-designated built heritage assets; first using Historic England's National Heritage List for England; LBC website; and application material associated with previously consented schemes (see Planning Statement). Cumulatively, this work facilitated a high-level baseline assessment of significance (including the contribution made by setting to significance) of all the heritage assets within a 250m study area, allowing a value judgement as to whether the proposed scheme would be likely to impact on their significance and so conclude as to whether each asset should be scoped in or out of the full assessment.
- 3.13 These initial conclusions were further tested through site visits and with reference to the Zone of Theoretical Visibility (ZTV):
- The Site and local context were visited to determine the proximity, relationship, visual and experiential connection, and disposition of the heritage assets within and relative to the Site. That site visit was undertaken to validate the findings of the preliminary desktop survey and assess the particular heritage significance of the relevant built heritage assets, the nature and extent of their setting, and their relative sensitivity to change on the Site.
 - A ZTV (**Section 4**) was prepared to provide an indication of the potential extent of visibility of the emerging proposals in the local townscape. In those terms, the ZTV can also be used to understand the potential heritage assets that may require assessment due to change in part of their townscape settings, having regard to desktop research including aerial photography and web-based resources as well as an initial walkover of the Site and our knowledge of the area. A degree of care is needed when interpreting the ZTV, as it is based on available LiDAR data and, as a result, some areas of data are missing. Notwithstanding, it is an effective desk-based tool in determining relative visibility of a proposed scheme and confirming a proportionate scope for assessment.
- 3.14 The findings of this work confirmed that the relevant built heritage assets scoped into assessment are those located in closer proximity to the Site, summarised in **Table 3.1**.

Table 3.1: Heritage Assets Scoped into Assessment

Designation	Name
Conservation Area	Regent's Canal ³⁶
	Primrose Hill ³⁷
Grade II* Listed Building	The Roundhouse ³⁸
	Horse Hospital with ramps and boundary wall art north of site ³⁹
Grade II Listed Building	Chalk Farm Underground Station ⁴⁰
	Drinking Fountain set in wall next to The Roundhouse ⁴¹
	Cattle trough opposite debouchment of Belmont Street ⁴²
Locally Listed Buildings ⁴³	Nos. 36–37 Chalk Farm Road
	No. 2 Haverstock Hill and Nos. 45–47 Crogsland Road

3.15 Whilst a small part of the Harmond Conservation Area is encompassed by the study area, given the orientation, distance and location of the area, it is not identified for further heritage assessment but is encompassed by the wider townscape character study areas.

3.16 A very small part of the Site is within the LVMF protected vista from Parliament Hill (Protected Vista 2A.2 (from: Parliament Hill: the summit - looking toward the Palace of Westminster, Height of viewing plane: 84.46m AOD). This is considered in more detail in **Sections 4 and 7**.

Heritage Significance

Background

3.17 The NPPF defines the significance of a heritage asset as:

“The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.”⁴⁴

3.18 The NPPF defines the setting of a heritage asset as:

“The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a

³⁶ <https://www.camden.gov.uk/regent-s-canal-conservation-area-appraisal-and-management-strategy>

³⁷ <https://www.camden.gov.uk/primrose-hill-conservation-area>

³⁸ <https://historicengland.org.uk/listing/the-list/list-entry/1258103?section=official-list-entry>

³⁹ <https://historicengland.org.uk/listing/the-list/list-entry/1258100?section=official-list-entry>

⁴⁰ <https://historicengland.org.uk/listing/the-list/list-entry/1401028?section=official-list-entry>

⁴¹ <https://historicengland.org.uk/listing/the-list/list-entry/1258105?section=official-list-entry>

⁴² <https://historicengland.org.uk/listing/the-list/list-entry/1258104?section=official-list-entry>

⁴³ <https://www.camden.gov.uk/documents/20142/8118440/Local+List.pdf/674e9b7b-6fed-d44c-9593-096a22bb271d>

⁴⁴ MHCLG, National Planning policy Framework (NPPF) 2023 – Annex: Glossary

positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral⁴⁵.”

- 3.19 Historic England has published general guidance with regard to the preparation of statements of heritage significance, and how the proper analysis of the significance of heritage assets should be used to inform an assessment of impacts on that significance as a result of proposed change / applications.⁴⁶
- 3.20 Historic England also provides guidance⁴⁷ in respect of the setting and views of heritage assets, providing detail on understanding setting and views and the associated assessment of the impact of any changes. This presents a series of attributes of a setting which can be used to help assess its contribution to the significance of a heritage asset. These can comprise the asset’s physical surroundings; the experience of the asset; and the asset’s associative attributes.
- 3.21 Historic England also provides further guidance in the past for their staff (and others) on their approach to making decisions and offering guidance about all aspects of England’s historic environment.⁴⁸ This provides advice on how to assess the contribution of elements of a heritage asset, or within its setting, to its significance in terms of its “heritage values”.

Conservation Areas

- 3.22 Conservation areas are designated based on their special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance. Guidance has been published in respect of conservation areas by Historic England, and this provides a framework for the appraisal and assessment of the special interest and significance of a conservation area.⁴⁹

Listed Buildings

- 3.23 Listed buildings are designated heritage assets that have special architectural or historic interest that are included in a list compiled or approved by the Secretary of State under Section 1 of the Planning (Listed Buildings & Conservation Areas) Act 1990. The principles of selection for listed buildings are published by the Department of Culture, Media and Sport and supported by Historic England’s Listing Selection Guides for differing building typologies.⁵⁰

Locally Listed Buildings

- 3.24 The NPPF⁵¹ identifies that heritage assets include not only designated heritage assets, but also assets that may be identified by the local planning authority during the plan making and/or application process (including through the Council-led process of local listing). These are described for the purposes as the NPPF as ‘non-designated heritage assets’ as a material planning consideration. LBC maintains a local list of historic buildings, spaces and features that are valued by the local community and help given

⁴⁵ NPPF 2023 - Annex 2: Glossary

⁴⁶ Historic England: Advice Note 12: Statements of Heritage Significance 2019

⁴⁷ Historic England, Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets, 2017 (2nd Ed.)

⁴⁸ English Heritage (now Historic England) Conservation Principles: Policies and Guidance, 2008

⁴⁹ Historic England, Advice Note 1, Conservation Area Designation, Appraisal and Management. 2019 (2nd Ed.)

⁵⁰ DCMS. Principles of Selection for Designating Buildings, 2018

⁵¹ NPPF 2023 - Annex 2: Glossary

Camden its distinctive identity. The Local list was adopted on 21st January 2015.⁵² LBC has also produced Selection Criteria⁵³, which states that to be considered for inclusion on the Local List nominations should satisfy a minimum of two of the following criteria – architectural significance, historical significance, townscape significance and social significance – with at least one of them being either architectural or historical significance. The document then sets out criteria for each type of significance.

Designated Heritage Assets:

Regent's Canal Conservation Area

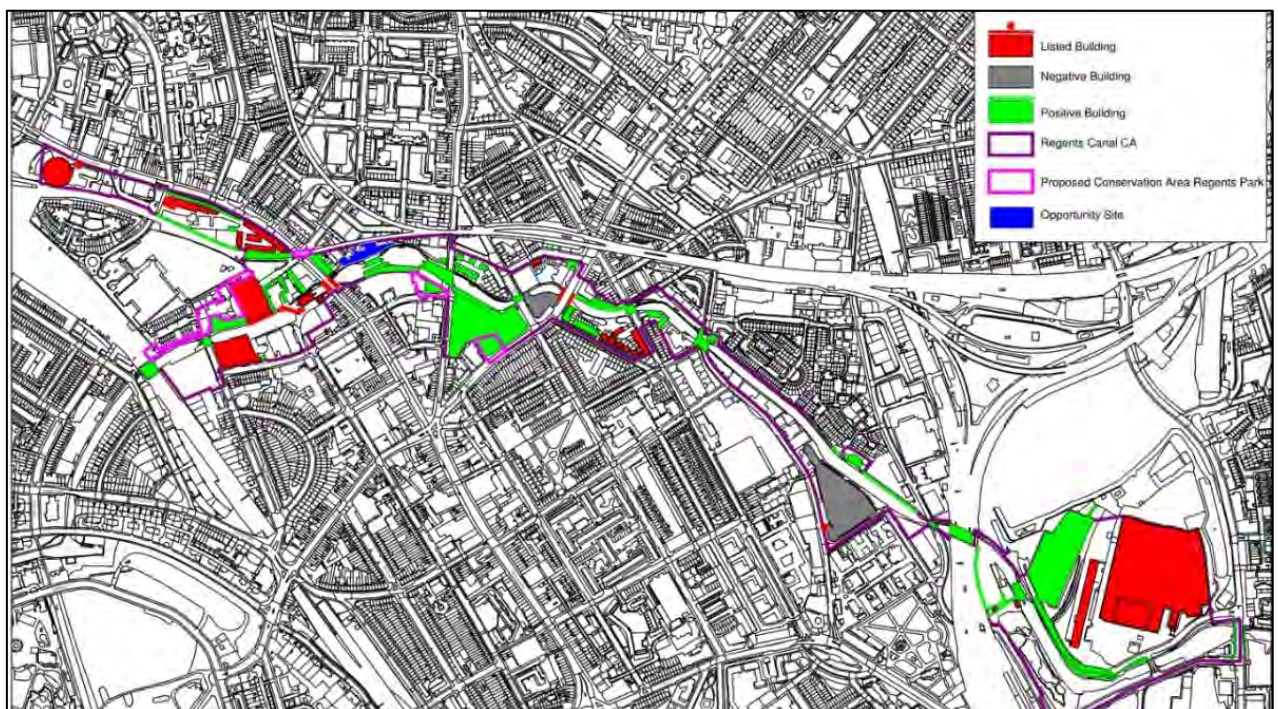


Figure 3.2: The full extent of the Regent's Canal Conservation Area (LBC)

- 3.25 The Regent's Canal Conservation Area was designated to encompass Regent's Canal as it passes through Camden Town. The conservation area is therefore broadly linear in form following the course of the canal, except for the small 'branch' or 'finger' extending northwest to encompass the Roundhouse (and thereby the Site) (**Figure 3.2**). The Site is therefore within identified "Sub Area One - Stanley Sidings and the Roundhouse" of the wider conservation area.
- 3.26 The significance of the conservation area is noted⁵⁴ to specifically derive from the almost 'hidden' nature of the canal, which creates a tranquil space distinct from the busyness of the surrounding area, and the planning, layout and varying levels of the canals route, which contribute to its character. The industrial buildings, structures and archaeology also form an important part of its historic character and appearance, as does the changing and varying character along different sections of the canal.

⁵² <https://www.camden.gov.uk/local-list>

⁵³ <https://www.camden.gov.uk/documents/20142/8118440/Local+List+Adopted+Selection+Criteria.pdf/9c1f9b6b-9025-d080-f6ab-8fd9de370e03>

⁵⁴ Regent's Canal Conservation Area Appraisal and Management Strategy, September 2008

- 3.27 Canal-side industrial buildings and related structures add to the sense of enclosure and form an important part of the area's historic character and appearance. Buildings tend to illustrate styles of engineering construction, typical of the 19th century and early 20th century and include fine examples of industrial brickwork. Along the Camden section of the canal, the concentration of industrial archaeology, with its associated railway features, is also an important feature of historic and visual interest within the wider townscape. The varied building stock also illustrates the functional interrelationships between canal, rail and road and its importance to the historic development and operation of the area, as well as its character and appearance as found today.
- 3.28 The conservation area is otherwise embedded within the dense urban townscape of Camden Town, largely concentrated to the southwest, and Kentish Town to the northeast. The surrounding built form consists of a predominantly 19th century townscape, with areas of earlier 18th and later 20th century buildings, which contribute to a wide range of architectural styles and characters.
- 3.29 The railway lines, sidings and remaining elements of the former Goods Yard form integral elements of the setting of the conservation area. Although the functional relationship between these elements and the canal has now been lost, their proximity directly relates to the former function of the canal and these elements tend to make a positive contribution, as elements of setting, to the significance of the conservation area.
- 3.30 The variety and contrast of townscape elements, the informal relationship between buildings and canal, and the ever-changing kinetic views, all contribute to the character of the canal, with different sections varying in terms of aspect, level, width, and orientation, as well as in the nature and function of adjacent buildings and landscape.
- 3.31 The Site itself has no heritage significance in context of the conservation area, beyond having once been part of the open railway lands as part of the former goods yard depot which extended to the south (now developed as Juniper Crescent and the Camden Goods Yard residential development on the site of the former Morrison's supermarket) to the south and east. The Site as found today, with a speculative office building dating to the 1970s of low-architectural quality, makes a negative contribution to the character and appearance of the conservation area.
- 3.32 The present residual form of the boundary wall to Chalk Farm Road makes a limited positive contribution to the significance of the conservation area, but at the same time has a detrimental impact on public realm and how the site engages with the street. The existing buildings are not noted as contributing to character or appearance, in LB Camden's assessment of the conservation area⁵⁵.

⁵⁵ Regent's Canal Conservation Area Appraisal and Management Strategy, September 2008.

Primrose Hill Conservation Area

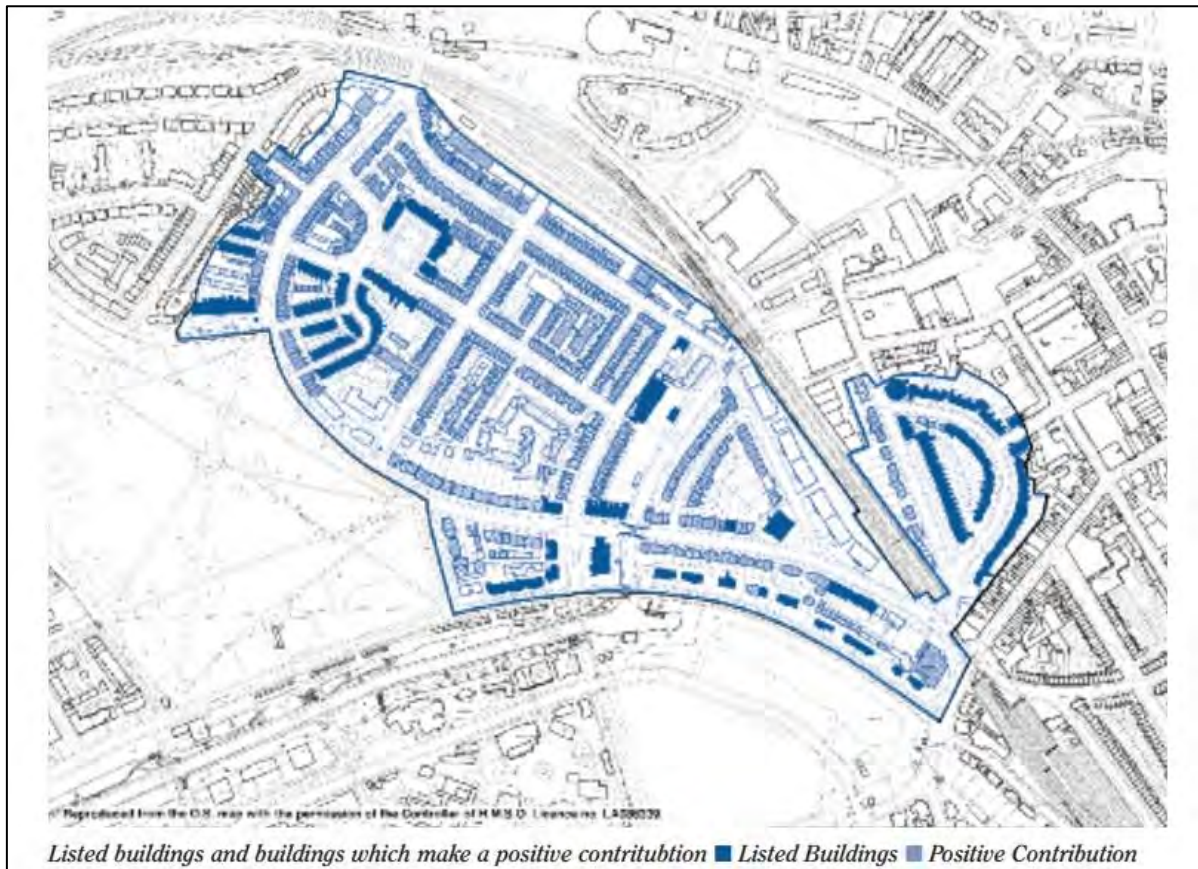


Figure 3.3: The Primrose Hill Conservation Area (LBC)

- 3.33 The Primrose Hill Conservation Area lies to the south of the Site (**Figure 3.3**), beyond Juniper Crescent and the railway lines and sidings. It is of significance as 'a smart and sedate residential area'⁵⁶ of mid-19th century speculative residential development, which displays the contemporary fashion for Classically influenced architecture typical of developments such as these in London. The high-quality townscape and consistency of materiality and scale lend unifying characteristics to the variable patterns of terraces, which are representative of the area's speculative development.
- 3.34 This suburban townscape encapsulated by the conservation area provides important evidential value for the evolution and development of this part of London in the 19th century and as such is key element in the significance of the conservation area. To the south-west, the open spaces of Primrose Hill and Regent's Park form a green setting to the conservation area, complementing its special interest contribute positively as elements of setting to its significance.
- 3.35 The conservation area is bounded to the immediate north-east by the main railway lines to Euston, an area of sidings and then the wider urban townscape context of Chalk Farm and Camden Town. This townscape setting to the conservation area is varied, with several different ages, styles and types of building.

⁵⁶ Conservation Area Statement – Primrose Hill, LB Camden, January 2001

- 3.36 The railway lines, sidings, associated abutments and walls and Juniper Crescent act as physical and visual barriers between the Site and the conservation area, which itself is distinct in character to the Regent's Canal Conservation Area. Whilst an element in the wider setting and context of the conservation area, the Site does not contribute to its specific significance.

The Roundhouse (Grade II* Listed Building)



Figure 3.4: The Roundhouse and the Site, Chalk Farm Road

- 3.37 The immediately adjacent Roundhouse building, known for a large part of its life as the 'Warehouse of W&A Gilbey Ltd', was first constructed in 1846–47 for the London and North Western Railway, designed by Robert B Dockray. Historic England's list entry describes the listed building as follows:

"Formerly known as: Warehouse of W & A Gilbey Ltd CHALK FARM ROAD. Goods locomotive shed, now theatre. 1846-7. By Robert B Dockray. For the London and North Western Railway. Built by Branson & Gwyther. Converted for use as a theatre 1967 and 1985. Yellow stock brick. Low pitched conical slate roof having a central smoke louvre, now glazed, and bracketed eaves. Circular plan 48m in diameter. Buttresses with offsets mark bays each having a shallow, recessed rectangular panel. Former entrances and windows with round-arched heads. INTERIOR: roof carried on 24 cast-iron Doric columns (defining original locomotive spurs) and a framework of curved ribs. Believed to retain original flooring, turn table and fragments of early railway lines. Wooden gallery probably added by Gilbeys, late C19. HISTORICAL NOTE: the building did not last long as an engine shed; by the 1860s the engines had become too long to be turned and stored there so it was leased to W & A Gilbey Ltd as a liquor store until converted to a

theatre in the 1960s. (Survey of London: Vol. XXI, Tottenham Court Road and Neighbourhood, St Pancras III: London: -1949: 114).⁵⁷

- 3.38 The architectural interest of the Roundhouse experienced externally is derived from its distinctive and innovative circular plan, some 48m in diameter, and from its robust industrial design, as an innovative mid-19th century goods locomotive shed (**Figure 3.4**). Its external architectural character is particularly robust, derived from its relatively squat form and masonry construction with brick piers and pared-back detailing. The conical roof and lantern, whilst replacements dating from the extensive repair and regeneration programme to enable the present theatre and music venue use, largely replicate the original external appearance.



Figure 3.5: The surviving internal structure of the Roundhouse

- 3.39 The building is, by its nature, inward-looking, given its original historic use as a mid-19th century goods locomotive shed – although very soon afterwards being functionally obsolete and then used as a bonded warehouse – now with more recent and firmly established use as a popular and successful cultural events venue. In this context, the building's special interest is best understood internally, where much of its original form and structure, and how that related to its original function, remains and can be interpreted and understood today. The building's later and more recent use as a vibrant and popular theatre and arts venue is now an important element of its cultural identity and part of the building's special interest as found today.
- 3.40 The building also holds architectural and historic interest insofar as it forms part of a group with the associated former winding engine house and Primrose Hill tunnel, together representative of the former industrial processes associated with the London and North Western Railway. It is also demonstrative of the increase in passenger and goods traffic from the mid-19th century and for its former use, not only as a goods locomotive shed, but also as a warehouse associated with Gilbey and Sons. Elevated

⁵⁷ [THE ROUNDHOUSE, Non Civil Parish - 1258103 | Historic England](#)

views of the Roundhouse from the rail tracks to the south and the glimpsed views from the mainline railway tracks into Euston station, provide a visual appreciation of the relationship between the Roundhouse and the remaining railway infrastructure it once formed a key part of.

- 3.41 Historically, the Roundhouse had little relationship or engagement with the streetscape of Chalk Farm Road, instead being connected to the physical operation of the railways and goods yards, as a distinct and separate entity behind and extending south of the enclosing wall along Chalk Farm Road. Today, views from the street comprise the building's relatively squat and robust form with circular plan with conical roof, seen against a changed and changing pattern of newer built form, in a very significantly changed setting from that at the time of its construction.

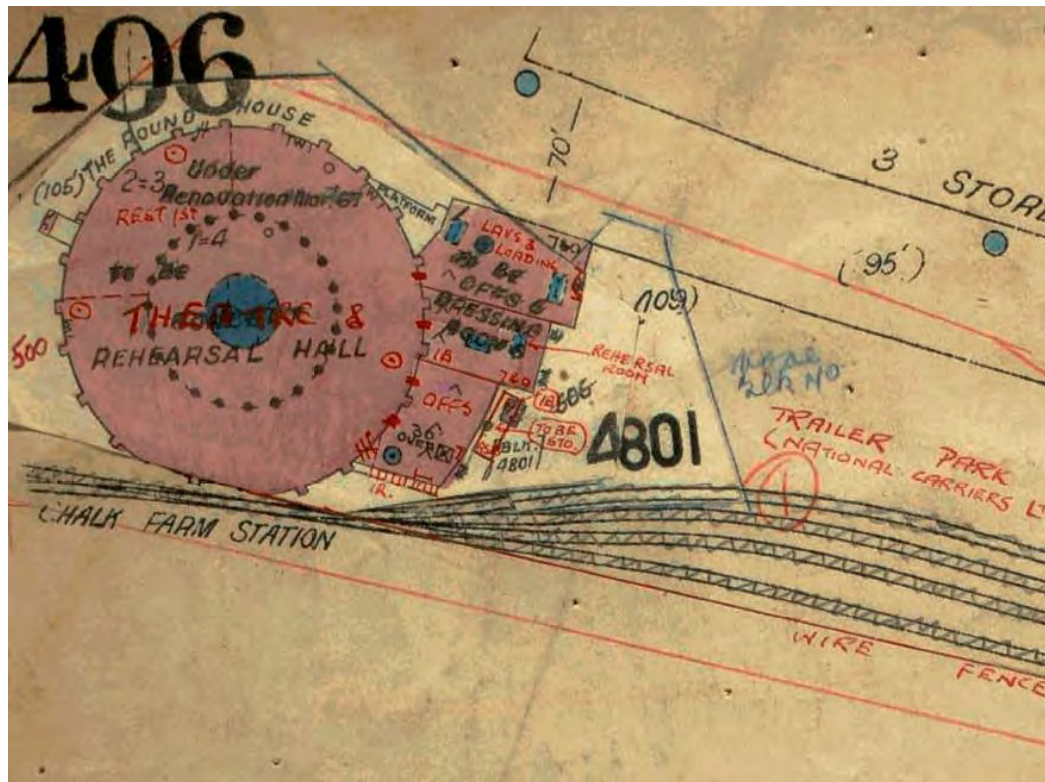


Figure 3.6: Goad Insurance Plan – c.1970 (noted use of part of site as ‘trailer park’)

- 3.42 In the mid-1970s previous extensions to the east of the Roundhouse were demolished to make way for the speculative office development on the Site today. It has now been further extended with a high-quality building to the northwest to enhance and extend its offering as an events and cultural community facility (Roundhouse Works). The building is experienced connected to these structures, which obscure some legibility of its circular plan form from some vantage points.



Figure 3.7: 1950 photograph by Edwin Smith (RIBApix 28448) – looking southeast.

- 3.43 The Site became functionally related to the Roundhouse in the mid-19th century, when the wider Camden Goods Yard and Depot complex was extended to what is now Chalk Farm Road – although the Roundhouse itself quickly became functionally obsolete. From the mid 19th century until the early 1970s the Site comprised sidings and yards associated with and part of the extensive Camden Goods Station and Yards.
- 3.44 All visible elements of the Site’s former use were erased with redevelopment in the mid-1970s, apart from part retention, albeit in a much reduced and altered form, of part of the former boundary wall to the former goods yard. The present 1970s building is crudely attached to the Roundhouse with steel supports cut into the brickwork. The Roundhouse, now best identified for its cultural value as a popular theatre and arts venue, has no functional or use relationship to the Site, other than provision for fire escape egress.
- 3.45 The Site and the existing buildings are negative elements in the immediate setting of the listed building, not contributing to its significance in any meaningful or legible way. This is confirmed by Historic England’s assessment of the site’s value in commenting on previous proposals for demolition of the present buildings and redevelopment of the site⁵⁸:

“The remaining part of the existing building is a 6 storey office block with distinctive blue cladding which serves to dominate key views of the Roundhouse looking along Chalk Farm Road. The existing building is therefore considered to have a negative impact on the setting and fabric of the Roundhouse and its removal is welcomed.”

⁵⁸ English Heritage (now Historic England) consultation response 5th November 2013

- 3.46 The reduced and altered boundary wall to Chalk Farm Road, has some resonance with the Site's historic use, whilst at the same time providing an impermeable barrier to the street edge. Again, the value of the wall, which is not listed, was not considered sufficiently important to prevent previous proposals for its demolition to be granted.
- 3.47 The Roundhouse is situated on the south side of the busy Chalk Farm Road and experienced as part of the kinetic views along Chalk Farm Road and Haverstock Hill, with high levels of vehicular and pedestrian movements. This results in the immediate setting of the heritage asset having a busy character.

Drinking Fountain set in wall next to The Roundhouse (Grade II Listed Building)

Cattle Trough opposite debouchment of Belmont Street (Grade II Listed Building)

- 3.48 A granite drinking fountain (separately listed Grade II) dating from the late 19th century is set into the wall on the west side of the Roundhouse and a Grade II listed former Cattle Trough is located to the north-east, adjacent to the highway⁵⁹. Both heritage assets are noted⁶⁰ to have 'group value' with the Roundhouse. Historic England's official list entries respectively describe these listed building as follows:

*"Drinking Fountain set in wall next to the Roundhouse GV II Drinking fountain. Late C19. Presented by the Metropolitan Cattle Trough and Drinking Fountain Association. Granite. Approximately two metres in height, rectangular in plan and treated as a Gothic buttress with pointed arch recess for drinking bowl. Forms a pair with the adjoining cattle trough (qv) and a group with the Roundhouse (qv)."*⁶¹

*"Cattle Trough opposite debouchment of Belmont Street, SE of the Roundhouse GV II Single cattle trough, opposite debouchment of Belmont Street and 20 metres south-east of the Roundhouse (qv). Late C19. Granite. Placed by the Metropolitan Cattle Trough and Drinking Fountain Association in memory of the Christian Socialist Charles Kingsley. Initials of donors largely obscured. Large and bold inscription along long flank identifying it as the work of the Metropolitan Cattle Trough and Drinking Fountain Association. Forms a pair with the adjoining drinking fountain (qv) and a group with the Roundhouse (qv)."*⁶²

- 3.49 The architectural and historic interest of these listed buildings derives primarily from their historic use as expressed through their functional aesthetic form. Setting makes a more limited contribution to their overall heritage significance, derived from the identified group value with the Roundhouse.
- 3.50 The Drinking Fountain and Cattle Trough are of historic interest as they are illustrative of the work of Metropolitan Cattle Trough and Drinking Fountain Association. The latter is included on Historic England's Heritage at Risk Register highlighting the need for maintenance and repair and the risk of collision damage given its location directly adjacent to the highway.

⁵⁹ Placed by the Metropolitan Cattle Trough and Drinking Fountain Association in memory of Christian Socialist Charles Kingsley.

⁶⁰ Historic England, list entry descriptions (National Heritage List)

⁶¹ [DRINKING FOUNTAIN SET IN WALL NEXT TO THE ROUNDHOUSE, Non Civil Parish - 1258105 | Historic England](#)

⁶² [CATTLE TROUGH OPPOSITE DEBOUCHMENT OF BELMONT STREET, SOUTH EAST OF THE ROUNDHOUSE, Non Civil Parish - 1258104 | Historic England](#)

Horse Hospital with ramps and boundary wall at north of site (Grade II Listed Building)

- 3.51 The Horse Hospital was originally built as additional stabling for the former Camden Goods Depot used for resting tired or lame horses. This probably accounts for the building becoming known as the 'Horse Hospital', as it was unlikely that it was used for veterinary purposes. It was constructed 1882–83 for the London and North-Western Railway. It was extended in 1897 before being converted for the present vibrant market use in the 20th century. The intact and substantial boundary wall to the former Horse Hospital and stables, form parts of the listing (**Figure 3.8**).



Figure 3.8: The Horse Hospital seen from Chalk Farm Road

- 3.52 The buildings are of special architectural interest as a fine example of late 19th century industrial stabling, illustrative of former processes associated with the railways. The architectural interest of the building is also derived from its value as part of a larger group of buildings and structures associated with the Camden Goods Depot, which are unified through their shared material palette, scale, and character. This interest is enhanced by the survival of interior fittings and features and the intactness of the building, as part of one of the most complete and interesting examples of Victorian industrial stabling in the country. In these terms, the building is representative of the value and importance of horses within the goods and transport industries during this period. It is also illustrative of the rapid growth of passenger and goods traffic from the mid-19th century.
- 3.53 The Horse Hospital now forms an integral element of the vibrant surrounding market context, which contributes positively to its significance, with group value with the surviving buildings of the 19th century industrial townscape. This wider 19th century townscape is representative of the rapid growth of the area and therefore the importance of the railway during this period. As such, it contributes positively to the significance of the listed building.

- 3.54 The Site is located approximately 130m to the east of the Horse Hospital and due to the urban nature of Chalk Farm Road and its subtle curved alignment, there is limited intervisibility between the two. The fragmentary and significantly altered boundary wall to the Site appears in stark contrast to the substantial and complete boundary wall to the stables complex. The long intervening stretch between removed by successive 20th century developments. The Site, whilst a distant element in the wider setting of the former stables complex does not, as found today, contribute to the significance of the designated heritage.

Chalk Farm Underground Station (Grade II Listed Building)

- 3.55 Chalk Farm Underground Station was constructed in 1906–07 by the Underground Electric Railways Co of London Ltd under Charles Tyson Yerkes, serving the Charing Cross, Euston and Hampstead Railways, later part of the Northern Line.
- 3.56 It is of architectural interest as a good example of an early 20th century underground station, designed by Leslie Green in the distinctive Edwardian Baroque house style of the Charing Cross, Euston, and Hampstead Railway (CCE&HR) and considered to be the most impressive and distinctive of the surviving 'Green' stations (**Figure 3.9**). This interest is amplified by surviving external and internal features. The heritage asset derives historic interest from its associations with historic railway lines and operators, entrepreneur Charles Yerkes and his designer Leslie Green. It is illustrative of a significant and formative phase in the development of the Capital's transport system.
- 3.57 The listed building is located on a prominent corner plot at a busy junction and experienced as part of a bustling and vibrant area. The heritage asset forms part of a varied townscape and the Site, located approximately 160m to the east, whilst an element of townscape context, makes no contribution to its heritage significance.



Figure 3.9: Chalk Farm Underground Station

Non-Designated Heritage Assets:

Nos. 36–37 Chalk Farm Road (Locally Listed Building)

- 3.58 This building is principally of local architectural value as an imposing, eclectic and high-quality example of later 19th century Italianate architecture applied to a commercial building. The rich stucco and brick ornamentation adds a complex layer of secondary detail that articulates and modulates the building's scale and mass. As a visually attractive corner building, it defines the junction of Chalk Farm Road and Harwood Street; best appreciated when approaching from the south along Chalk Farm Road. The Site makes no specific contribution as an element of setting to its local significance.

No. 2 Haverstock Hill and Nos. 45–47 Crogsland Road (Locally Listed Building)

- 3.59 These locally listed buildings form part of a consistent townscape group. The most significant element is the public house located on the corner of Haverstock Hill and Crogsland Road, opposite the junction of Regent's Park Road and Adelaide Road. It is a typical mid-19th century public house, with stucco decoration and the architraves of the large, emphasised windows at first and second floors elaborating what is an otherwise comparatively plain building. The public house is connected to a short stretch of heavily altered terraced housing on Crogsland Street. The architectural integrity of these terraces has been significantly eroded and they are now of limited comparative interest. The Site makes no specific contribution as an element of setting to the local significance of these buildings.

- 3.60 In terms of heritage significance of adjacent and nearby heritage assets and the relative contribution of the Site to that significance, it is concluded that:

- The Site itself has no intrinsic heritage interest and makes a negative contribution to the significance of the adjacent listed Roundhouse, as a negative element within its setting;
- The Site makes a negative contribution to the character and appearance of this part of the wider Regent's Canal Conservation Area;
- Whilst the altered boundary wall to the Site makes a limited contribution to the character and appearance of the Regent's Canal Conservation Area, it has a detrimental impact on public realm;
- The Site makes no specific contribution, as an element of setting, to the significance of the Primrose Hill Conservation Area, which is of its own distinct special interest and character and appearance; and,
- The Site makes no specific contribution, as an element of setting, to the significance of the Horse Hospital (Grade II), Chalk Farm Underground Station (Grade II), Nos. 36–37 Chalk Farm Road (locally listed building) and No. 2 Haverstock Hill and Nos. 45–47 Crogsland Road (locally listed buildings).

4. Townscape Character and Visual Context

Townscape Character

- 4.1 A review has been undertaken of existing townscape character assessments and the associated townscape character areas that comprise the surroundings to the Site to identify local Townscape Character Areas (TCAs). Policy considerations relevant to townscape character and visual assessment are set out in **Appendix 1**.

Townscape Context

- 4.2 The Site and/or its wider townscape context are subject to the following planning and townscape-related designations:

- Located within a 'finger' off the main body of the Regent's Canal Conservation Area, otherwise largely focused on the canal and canal-side buildings
- Camden Town Centre
- 'Chalk Farm Road' Area within Camden Goods Yard Planning Framework Supplementary Planning Document (SPD)(2017).
- 'CGY4' within Camden draft Site Allocations Local Plan (SALP) (2020).



Figure 4.1: The Camden Goods Yard Planning Framework Area (source LB Camden)

Existing Character Assessments

- 4.3 LBC's published conservation area appraisals include detailed assessment of the townscape character within those areas, summarised in **Section 2** of this Statement. Further useful background and summary of wider townscape character is also provided in LBC's published SPD for the Site and the wider Camden Goods Yard Framework Area.
- 4.4 It is noted that the area in and around Camden Goods Yard includes the context of conservation areas, listed buildings and industrial heritage alongside residential neighbourhoods. Camden Town Centre with its vibrant visitor attractions of Camden Markets and bustling high streets is synonymous with creative and alternative cultures.
- 4.5 A range of loose character areas are identified which have assisted in this assessment of townscape attributes and character areas. These included at the time of preparation of that document:
- Chalk Farm Road
 - Juniper Crescent
 - Morrisons
 - Gilbey's Yard and Regent's Canal
 - Market Edge and the Interchange
 - Camden Markets
 - Camden High Street
 - Housing Estates to the North

Urban Structure, Built Form and Streetscape

- 4.6 As found today the Site is in an area of varied townscape in terms of building typology, quality, age, and character. The scale and height of buildings in the immediate vicinity is mid-rise with two to four storey buildings along Chalk Farm Road and up to eight within the wider context. Chalk Farm Road is a busy main thoroughfare in a roughly north-west/south-east direction, connecting Hampstead with Camden Town.
- 4.7 There is a contrast in the townscape character and street scene between the north and south sides of the road. On the north, it is lined by a mix of modern and more historic townscape, of relatively consistent scale and form with a consistent building line, with a predominantly commercial character. Behind, further to the north, the area is predominantly residential in character with a mix of buildings, including taller residential blocks.
- 4.8 The south side of Chalk Farm Road is more varied and was historically more open in character, enclosed by a tall boundary wall and of industrial character, comprising the former Camden Goods Station and Yards (including the surviving Roundhouse building). However, as found today, the taller elements of Juniper Crescent and the emerging pattern of development on the south side of Chalk Farm Road is of larger-scaled buildings (**Section 6**).
- 4.9 This includes the Camden Goods Yard development with buildings of up to 14 storeys and the adjacent former petrol filling station site with consent for a large office building of 6 storeys, sited directly on the back edge of the pavement to Chalk Farm Road. This development includes provision for an open amenity space to be used for youth purposes.

- 4.10 Immediately south of the Site is Juniper Crescent, developed on part of the former goods yard, comprising residential development arranged in curving blocks, located between the North London Overground and mainline railway lines to Euston station.
- 4.11 Generally, the Site and its immediate townscape context lack significant landscaping, vegetation or open spaces.

Existing Site Condition

- 4.12 The Site consists of three 1970s commercial buildings: the main six-storey office building fronting Chalk Farm Road; a two-storey link building which adjoins the Roundhouse; and a three-storey office building to the rear of the Site. There are surface and partly subterranean car parks at the rear.
- 4.13 The main six-storey office building is a simple orthogonal box, the elevations characterised by rows of glazed panels at each floor, delineated by bands of distinctive blue cladding. It is generous in scale, its bulk accentuated by the horizontal emphasis of the cladding with little to interrupt the monolithic expanse of the building. The upper floors are supported on a brick plinth which gives the impression of the building floating above and disconnected from street level.
- 4.14 This impression, coupled with the surviving impermeable and much altered remnant of the former retaining wall to the Goods Yard (see **Section 2**) means that the existing building and Site present a largely impenetrable, imposing and inactive frontage to the southern side of Chalk Farm Road. This also creates a 'pinch point' in the public realm, particularly apparent adjacent to the Roundhouse when in operation for an event.
- 4.15 The two-storey link building to the west of the main Site building joins the Roundhouse and obscures views of its curved eastern elevation. As with the main building, the fenestration of this building is set high within the façade, leaving large expanses of blank brick wall as the interface with the pavement and public realm. Together with the fire escape stairs to the Roundhouse, the prevailing character and condition is more 'back of house' than is otherwise appropriate on the back edge of a busy movement corridor. The buildings to the rear of the Site are less visible from Chalk Farm Road.
- 4.16 Overall, the Site and present buildings are of poor architectural quality, contribute little to townscape character and provide an opportunity for significant improvement of the present condition.

Townscape Character Receptors

- 4.17 Whilst the Site is located within part of the wider Regent's Canal Conservation Area which extends out to encompass the Roundhouse and is in the much wider townscape setting of the Primrose Hill Conservation Area (and the setting of related statutorily and locally listed buildings (see **Section 2**)), the wider townscape is capable of broad categorisation as identified townscape character areas (TCAs).
- 4.18 For the process of townscape character assessment, TCAs at a scale appropriate to the Site and Study Area have therefore been identified. Consideration has been given to individual elements or features of the Site and its surroundings that should be

considered as receptors. In this process, local changes in broad characteristics relating to physical elements, features and historic development, together with how a place is experienced, have also been considered. This assessment has taken account of planning policy designations and the townscape receptors identified for other consented schemes within the local area.

4.19 This work resulted in the identification of 4 TCAs within the Study Area, which each sharing broadly common features and general characteristics (**Figure 4.2**):

- TCA1 – Regent’s Canal and Rail Interchange
- TCA2 – North of Chalk Farm Road
- TCA3 – Primrose Hill
- TCA4 – Belsize Park.

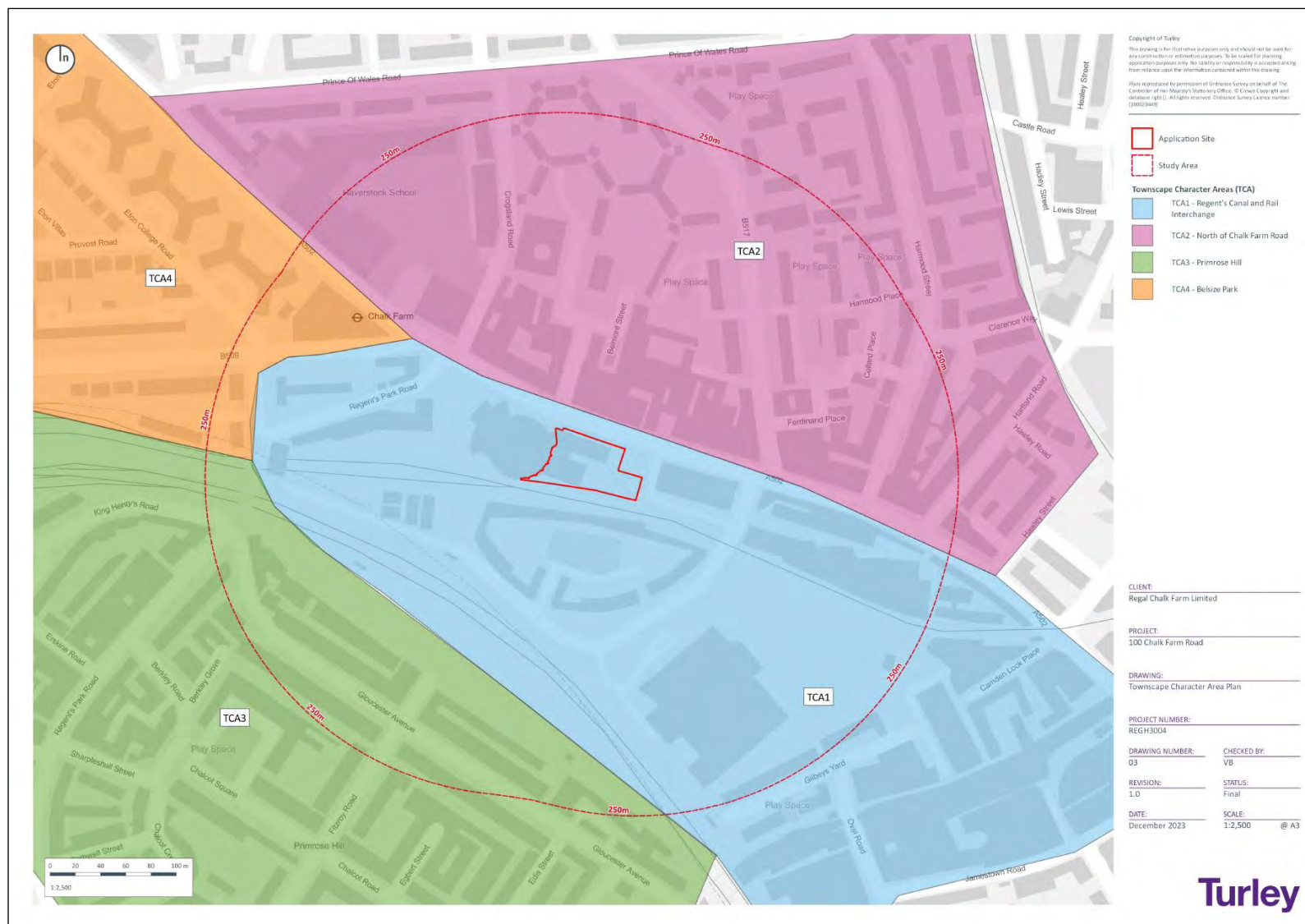


Figure 4.2: Townscape Character Areas

Townscape Character Area 1: Regent's Canal and Rail Interchange

4.20 This townscape character area includes the Site and the former goods yard area extending towards the Regents Canal between Kentish Town Lock in the east and Southampton Bridge in the west. As such it includes the small arm of the much wider Regents Canal Conservation Area and the Camden Market area, up to the Roundhouse.

4.21 Key characteristics include:

- A502 Chalk Farm Road, A400 Kentish Town Road, and A503 Camden Road form primary busy routes through the area, providing connections to residential streets and the wider transport network beyond.
- Roads are typically wide, comprising two lanes edged by pavements and crossed by distinctive bridges over Regents Canal.
- A mix of commercial and residential uses, often relating to redeveloped former warehouse buildings associated with the former railway interchange.
- A general height of three to five storey storeys (of a commercial scale), with an increasing trend for taller buildings including the Camden Goods Yard development.
- Fine examples of 19th century railway-related architecture (some highly graded listed buildings i.e. the Roundhouse and the Horse Hospital), providing a tangible legacy of the importance of the railway and canal, interspersed with more modern architecture.
- Brick is a common building material, often as the base or support for lighter-weight metal and glazed elements, found in tones of red, brown and yellow with some more recent buildings having introduced glazed elements and coloured cladding panels.
- A loose grain of buildings and spaces reflecting the history of the canal and railway yards and the historic interchange between the two.
- Vegetation is generally limited to railway cuttings with occasional trees of varying age found along the canal together with some street trees.
- The Grand Union Canal Towpath provides recreational interest and an opportunity to escape the busy surrounding urban context - the sense of 'seclusion' noted as part of the intrinsic character of the conservation area
- Major rail infrastructure has a strong influence on character, with both the London Overground and Euston mainline railways and associated structures bisecting and bounding the area.
- Attractive, contained and inward views along Regents Canal serve as a reminder of the area's industrial past and are part of a kinetic and complex spatial experience arising from changes in level.
- Camden Market forms a busy and vibrant attraction with activity extending throughout the day and night.

Townscape Character Area 2: North of Chalk Farm Road

4.22 This townscape character area is located to the north of the Site. The boundaries of the TCA are defined by the A502 in the south-west and the Hartland Road and the railway in the east.

4.23 Key characteristics of the area include:

- B517 Ferdinand Street forms the primary route through the area, providing connections between residential streets and wider road network beyond.
- An irregular street pattern defined by curving feeder roads and short cul-de-sacs.
- Two to three storey residential terraces around the edges rising to high-rise apartment blocks up to 11 storeys at the centre.
- Predominantly 20th century building styles, including hexagonally arranged mansion and flat blocks to the north.
- Consistent, mid to late 19th century terraces along Harmood Street in yellow London stock brick, more widely comprising the character of Harmood Street Conservation Area.
- Brick is the primary building material throughout the area and is found in different tones and often in combination with white render.
- Mature trees and open space are concentrated within residential street and estates.

Townscape Character Area 3: Primrose Hill

4.24 This townscape character area is located to the south of the site, beyond Juniper Crescent and the railway lines. The TCA is largely spatially consistent with the Primrose Hill Conservation Area, bordered to the south by Primrose Hill itself. Key characteristics of the area include:

- A fine urban grain with rectilinear blocks defined by narrow residential streets arranged in grid pattern and three wider, principal streets (Chalcot Road, Fitzroy Road and Regents Park Road).
- Predominantly residential use supported by a small number of complementary commercial and social uses.
- A mix of long terraces and larger villas, set back from the street with a prevailing height of three storeys.
- White render and yellow stock brick are the primary building materials used throughout the area, sometimes in combination.
- Consistent and high-quality of 19th century building stock, including a number of Grade II listed buildings in the core of the Primrose Hill Conservation Area.
- Large number of mature street trees and areas of greenery including Chalcot Square Gardens.
- Strong visual, physical and spatial interface with the historic open space of Primrose Hill (providing elevated views) and Regent's Park (Grade II and I Registered Parks and Gardens of Special Historic Interest respectively).
- Permeability between TCA1 and this area is restricted by the major rail infrastructure and railway lines that run broadly east-west.

Townscape Character Area 4: Belsize Park

4.25 This townscape character area is located to the west of the Site and Chalk farm Road/Haverstock Hill and delineated by Adelaide Road and Bridge Approach. Key characteristics of the area include:

- B509 Adelaide Road forms the primary route through the southern part of the TCA, providing connections between Chalk Farm and South Hampstead.
- The area is primarily residential although the TCA does include a limited number of supporting uses such as St Saviour's Church.

- A varied street pattern comprised of areas of 19th century, finer grain, rectilinear blocks (designated as part of the Eton Conservation Area) and larger, 20th century redevelopment and infill (including along Chalk Farm Road at the south-eastern end of the TCA).
- The 19th century properties within the Eton Conservation Area generally consist of large detached or semi-detached villas or short terraces, set back from the street and with a prevailing height of two and a half to three storeys. White render and yellow stock brick are the primary building materials used throughout the area, although some properties have been painted (i.e., along Eton Villas and Provost Road).
- Later, 20th century development is largely confined along Chalk Farm Road and Adelaide Road and is generally of larger scale and massing (i.e., five to eight storeys) usually faced in red brick.
- The area is characterised by a large number of mature street trees.

Visual Context



Figure 4.3: Zone of Theoretical Visual influence (produced by AVR London)

- 4.26 An appraisal of the local visual context and visual amenity was undertaken on site to understand the existing extent of visibility of the Site and key views and local visual

receptors likely to be affected by the application proposals. In this context, the term 'Site' is used to the full extent of the site and the existing elements within it.

- 4.27 A ZTV of the Proposed Development was prepared to provide an indication of the potential extent of visibility of the Proposed Development in the local townscape and in the context of the identified built heritage assets (**Figure 4.3**). This demonstrates that given the nature of the surrounding townscape that overall visibility of the application proposals is relatively limited.
- 4.28 Key 'representative views' are identified, which reflect the character and quality of typical views from the key receptors, and to form the baseline against which the visual effect of the Proposed Development can be assessed. The selection of representative viewpoints has been agreed with officers as part of extensive pre-application discussions.
- 4.29 The baseline visual appraisal has established the area in which the Site and the Proposed Development may be visible; the different groups of people who may experience the views of the development (defined as visual receptors); and the areas where views can or are likely to be possible; and the nature of these views.
- 4.30 The relatively linear alignment of Chalk Farm Road results in acute views of the Site from the east and north-west, although these open-up as the site is approached. Visibility in and along surrounding streets is more limited due to intervening built form with limited views of the upper storeys of the application proposals possible on routes aligned to the Site.
- 4.31 A small part of the Site is just within the LVMF View from Parliament Hill (Protected Vista 2A.2 (from: Parliament Hill: the summit - looking toward the Palace of Westminster, Height of viewing plane: 84.46m AOD) (**Figure 4.4**). This is considered in more detail in **Section 7**.
- 4.32 The Regent's Canal Conservation Area Appraisal and Management Strategy (September 2008) does not explicitly identify important views within, out or into the conservation area on a map although it does talk about views more generally. Within 'Sub Area One – Stanley Sidings and the Roundhouse' in which the Site is located, it states that:

"Views within the site are necessarily constrained and it is the progression of spaces and views through those spaces, which give the area its character."

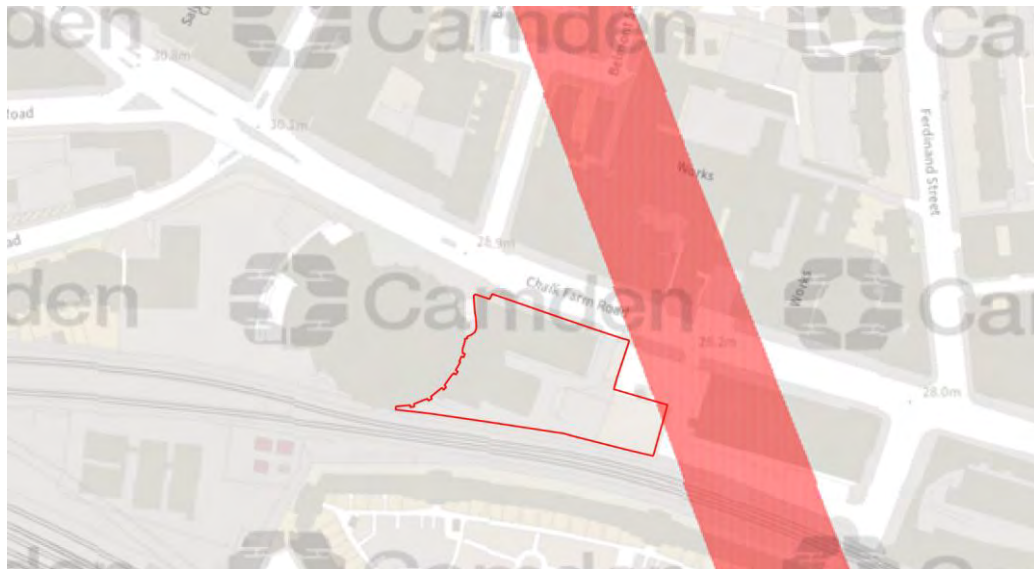


Figure 4.4: Viewing Corridor of LVMF View 2A.2 – Parliament Hill summit to the Palace of Westminster (LVMF and LBC)⁶³

⁶³ <https://ssa.camden.gov.uk/connect/analyst/mobile/#/main?mapcfg=%2FMapProjects%2FCamdenPoliciesMap>

Visual Receptors

4.33 Visual receptors are defined as the groups of people who may be affected by changes in views and visual amenity. They include people passing through publicly accessible places e.g., on foot, by car, bicycle or public transport, or people working in an area, visiting or engaged in recreational activities. In particular the area draws large numbers of visitors to its cultural facilities. The experience of townscape (and where appropriate heritage setting – see **section 3**) in any instance is factored in to the selection and subsequent assessment of visual effects.

4.34 Key visual receptors⁶⁴, identified within the Study Area with the potential to be affected by the application proposals include:

- Motorists and pedestrians travelling along:
 - Chalk Farm Road;
 - Haverstock Hill;
 - Adelaide Road;
 - Provost Road;
 - Gloucester Avenue;
 - Regent's Park Road/King Henry's Road/Gloucester Road
 - Fitzroy Road;
 - Kentish Town Road;
- Users of the open spaces of:
 - Primrose Hill;
 - Regent's Park;
 - Castlehaven Community Park;
- Pedestrians travelling along Regents Canal;
- Users of Talacre Gardens.

Representative Viewpoints and Visualisation Types

4.35 To recognise and assess the likely effects of the application proposals on the identified visual receptors, 16 Representative Views from the visual receptors have been identified (**Figure 4.5**). The selection of these views has been informed by desktop analysis (including the ZTV) site visits and iterative views testing using a Vu.City model.

4.36 The representative views include typical views from key visual receptors and illustrate the visual experience from within each of the defined local townscape character areas (TCA) and the associated context and setting of heritage assets. The views form the baseline against which the townscape and visual effect of the proposed Development have been assessed.

⁶⁴ **Note:** Visual receptors are defined as the groups of people who may be affected by changes in views and visual amenity. They include people passing through publicly accessible places e.g., by foot, car, bicycle or public transport, people working in an area and people visiting or engaged in recreational activities. Residents living in the area are also a receptor group but views from private residential properties are not normally a planning consideration unless the impact of the proposal is likely to be so great that it could have the potential to harm the residential amenity of the property.

- 4.37 As the representative viewpoints also consider the visibility of the application proposals in relation to heritage assets – i.e., within their settings, this has informed the assessment of potential impacts on heritage significance set out in **section 3**. Where relevant, viewpoints have been positioned to capture the likely greatest potential visual change in setting. The selection of these views has been informed by consideration of the nature and extent of the identified TCAs.
- 4.38 To recognise and assess the likely effects of the application proposals on identified visual receptors, a range of Visualisation Types are used, guided by the advice of the Landscape Institute’s Technical Information Note 06/19: Visual representation of Development Proposals⁶⁵ and in GLVIA3⁶⁶. These recommend a proportionate approach to assessment, in relation to the scale of development proposed and the sensitivity of the respective visual receptors.
- 4.39 Due to the nature of the application proposals and the relative sensitivity of the Site’s immediate context within a conservation area, verified Type 4 visualisations are used with a mix of rendered/photomontage and ‘photowire’ (wireline) representations. The rendered views demonstrate the materiality of the application proposals and their relationship with the street scene and neighbouring buildings and are therefore most helpful for closer-to views. The photowire views best illustrate the overall massing of the application proposals and how they sit within the wider townscape context and in relation to other built form. These tend to be most helpful for longer distance views.
- 4.40 The type of visualisation (i.e., wireframe or rendered photomontage) for each representative viewpoint is set out in **Table 4.1** below. A full description of the existing condition and nature of each of these views is provided in **Section 7**.

⁶⁵ https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2019/09/LI_TGN-06-19_Visual_Representation.pdf

⁶⁶ Landscape Institute, 2015, Guidelines on Landscape and Visual Impact Assessment, 3rd Edition (GLVIA3)

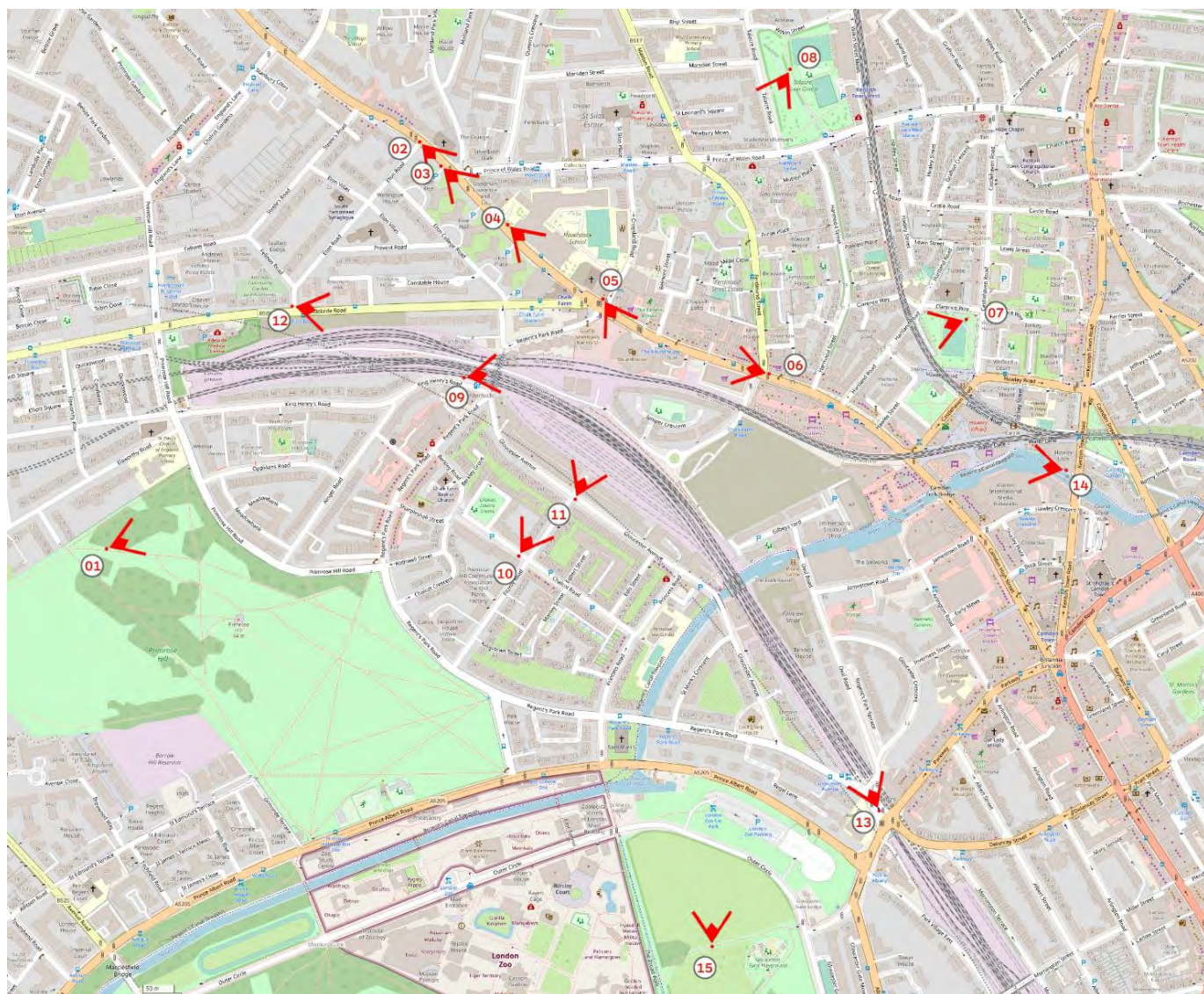


Figure 4.5: Representative Viewpoint Plan

Table 4.1: Representative Views

Viewpoint	Location	Description	Visualisation Type
1	Pathway on Primrose Hill looking northeast towards the Site	Representative of users of Primrose Hill a Registered Park and Garden of Historic Interest (related to TCA3 Primrose Hill)	Type 4: Wireline
2	Haverstock Hill/Eton Road pedestrian crossing looking southeast towards the Site	Representative of motorists and pedestrians travelling along Haverstock Hill. Capturing view from the south of Parkhill Conservation Area (TCA4 Belsize Park).	Type 4: Wireline
3	Haverstock Hill, east of Eton Hall looking southeast towards the Site	Representative of motorists and pedestrians travelling along Haverstock Hill (TCA2 Regents Canal and Rail Interchange and TCA4 Belsize Park).	Type 4: Wireline
4	Opposite Chalk Farm underground station (at pedestrian crossing) looking southeast towards the Site	Representative of motorists and pedestrians travelling along Haverstock Hill. Capturing view from Chalk Farm underground station (Grade II). (TCA1 Regents Canal and Rail Interchange and TCA2 North of Chalk Farm Road).	Type 4: Photomontage
5	Junction of Chalk Farm Road/Crogsland Road looking southeast towards the Site on Chalk Farm Road.	Representative of motorists and pedestrians travelling along Chalk Farm Road. (TCA1 Regents Canal and Rail Interchange and TCA2 North of Chalk Farm Road).	Type 4: Photomontage

Viewpoint	Location	Description	Visualisation Type
6	Junction of Ferdinand Street and Chalk Farm Road looking west towards the Site	Representative of motorists and pedestrians travelling along Chalk Farm Road. Capturing a view from close proximity to former Horse Hospital (Grade II*) (TCA1 Regents Canal and Rail Interchange and TCA2 North of Chalk Farm Road).	Type 4: Photomontage
7	View from Castlehaven Community Park looking west towards the Site	Representative of users of Castlehaven Community Park. (TCA2 North of Chalk Farm Road).	Type 4: Wireline
8	View from Talacre Gardens looking southwest towards the Site	Representative of users of Talacre Gardens (TCA2 North of Chalk Farm Road)	Type 4: Wireline
9	Corner of Regent's Park Road and King Henry's Road looking east towards the Site	Representative of motorists and pedestrians travelling along Regent's Park Road/King Henry's Road/Gloucester Avenue junction. Capturing view from within Primrose Hill Conservation Area. (TCA3 Primrose Hill).	Type 4: Wireline
10	Junction of Fitzroy Road and Chalcot Road looking north towards the Site	Representative of motorists and pedestrians travelling along Fitzroy Road. Capturing view from within Primrose Hill Conservation Area. (TCA3 Primrose Hill).	Type 4: Wireline
11	Junction of Fitzroy Road and Gloucester Avenue looking north towards the Site	Representative of motorists and pedestrians travelling along Fitzroy Road. Capturing view from within Primrose Hill Conservation Area. (TCA3 Primrose Hill).	Type 4: Photomontage

Viewpoint	Location	Description	Visualisation Type
12	Junction of Eton Road and Adelaide Road looking east towards the Site	Representative of motorists and pedestrians travelling along Adelaide Road (TCA4 Belsize Park).	Type 4: Wireline
13	South of bridge over railway tracks at the junction of Oval Road and Gloucester Avenue	Representative pedestrians and motorists travelling Gloucester Avenue. Capturing view from Primrose Hill Conservation Area and within the setting of Grade II listed buildings. – TCA3 Primrose Hill)	Type 4: Wireline
14	North of tow path on Regents Canal	Representative pedestrians and cyclists travelling along Regent's Canal. Capturing view from Regent's Canal Conservation Area- TCA1 Regents Canal and Rail Interchange	Type 4: Wireline
15	Eastern extent of Regent's Park looking north towards the Site	Representative of users of Regent's Park. Capturing view from Regent's Park Conservation Area and Registered Park and Garden.	Type 4: Wireline
16	LVMF Parliament Hill 2A.2	LVMF View	Type 4: Wireline

5. The Application Proposals

Introduction

5.1 The Proposed Development is:

“Demolition of existing buildings and redevelopment of the site to provide two buildings ranging in height from 6 to 12 storeys containing purpose-built student accommodation (PBSA) with 265 rooms, associated amenity and ancillary space (Sui Generis), 24 affordable residential homes (Class C3), ground floor commercial space (Class E) together with public realm, access, servicing, and other associated works.”

5.2 The development will provide 265 student accommodation units, together with 455 sqm (GIA) of commercial space, 24 affordable residential units, with public realm improvements, new areas of landscaping, amenity and play space and improved accessibility to the site.

5.3 Listed building consent is also sought for:

“Removal of existing steel beams in party wall with adjoining Roundhouse and works of repair and making good to brickwork.”

5.4 A requirement for an associated application for listed building consent stems from the need to remove the attached existing building, which is crudely and partly supported off the Roundhouse, and to take the opportunity to make good the fabric. The principle of these works was established through the previous consent approved in 2015.⁶⁷ New connections to the listed building will be formed in a less intrusive manner – both existing and proposed methods of connection and structural support are detailed on the accompanying structural drawings and *Heritage Engineering Report* prepared by Pell Frischmann.

5.5 A layered approach has been adopted to the massing of the application proposals which will be of varied height ranging from 6 to 12 storeys. The proposals comprise three, interlinked, circular forms (or ‘drums’) of varying dimensions and heights, ranging from the North Drum of 6 storeys immediately adjacent to Chalk Farm Road and the street front of the Roundhouse, and two larger drums of 9 storeys (East Drum; adjacent to Chalk Farm Road) and 12 storeys (West Drum; adjacent to the railway line and the rear of the Roundhouse within the depth of the Site). The other building is located to the south-east of the Site, adjacent to the former petrol filling station site and set back from Chalk Farm Road behind the associated consented Youth Space, comprising 10 storeys.

5.6 The ground floor will be activated through proposed commercial space facing Chalk Farm Road, signalled by large, glazed openings and windows. The main residential access will be recessed between the North and East Drums facing Chalk Farm Road. Student accommodation is provided at the upper levels within the building together

⁶⁷ Planning application ref. no. 2013/5448/L.

with an external roof terrace on the North Drum. The building to the south-east of the Site will provide 24 affordable residential units and cycle storage at ground floor.

- 5.7 The application proposals will create 783 sqm of ground floor, public open space adjacent to Chalk Farm Road, including a proposed 'podium' space to the west of the North Drum and adjacent to the Roundhouse to consist of cast stone planters and steps. A community garden is proposed within the depth of the Site at ground floor level. A play area will also be provided to the rear of the Site at podium level.
- 5.8 The Grade II listed cattle drinking trough does not form part of the application proposals, but options for relocation and re-use have been shown indicatively on the accompanying plans. Future intent for this structure with the aim of removing from the Heritage at Risk Register will be the subject of future application for listed building consent and s278 works.

Pre-Application Engagement and Consultation

- 5.9 The *Planning Statement* (prepared by Gerald Eve) and the *Statement of Community Involvement* (prepared by Meeting Place) provides an overview of the extensive consultation process and feedback from stakeholders on the application proposals at pre-application stage. This included 11 pre-application meetings with planning, design and conservation officers at LBC, 2 Design Review Panel sessions (DRP), 1 presentation to staff at Historic England, and two meetings with officers of the Greater London Authority.
- 5.10 In summary, Historic England⁶⁸ noted at that time some harm may arise from removal of the present brick boundary wall to the Site and that in terms of the height, massing and views of the proposals, that the associated shift in scale and character of the street scape could also cause harm. It was noted, in terms of detailed design, that a cluster rather than a single building would somewhat break up the bulk of the proposals; and, that if the intended design qualities were realised, they would mitigate impact and help integration with context. GLA officers provided broad support for the proposals in heritage terms.
- 5.11 The DAS prepared by DSDHA Architects provides a summary of how the design of the application proposals has developed to respond to feedback, comment and ideas from the pre-application process - a summary of which is given below.

Key Design Principles

- 5.12 As set out in detail in the DAS (and not repeated in detail here) the final design of the application proposals has evolved in response to iterative testing and design development with considered responses to comments and ideas from pre-application consultation stakeholders implemented to eliminate or reduce potential harm to the identified heritage assets and/or adverse impacts on townscape character (with reference to potential visual impacts). Key design principles in terms of heritage and townscape are:

⁶⁸ Pre-application consultation response 7th September 2023

- The principle of concentrating taller elements of the proposals to the rear of the Site (adjacent to the rear of the Roundhouse and the Overground railway line) and then stepping down in height towards Chalk Farm Road (and thereby the street-scene edge of this part of the Regent's Canal Conservation Area), reducing and mitigating potential impacts.
- Early testing appraised the relative impacts of various heights and disposition of mass within the Site in relation to key views to establish the potential impacts of heritage significance and townscape character, in parallel with an appraisal of the potential impacts on overshadowing and residential amenity.
- The distribution of height and components of the application proposals was specifically tested to address potential impacts on the significance of the most sensitive heritage assets:
 - The massing of the application proposals pushed back from the line of the existing building along Chalk Farm Road and the frontage of the adjacent to the Roundhouse to significantly improve and increase the amount and quality of public realm.
 - Use of a form and height of drums or cylinders which resonate with both industrial heritage such as gasholders/gasometers often characterising urban 19th century 'canal- and rail-scapes' and the general character of canal-side and related industrial land and buildings.
 - The form and clustering of the drums to work together as a related group mitigating height between the Roundhouse and the consented development of the former petrol filling station site and the wider Camden Good Yard development, whilst allowing for visual recession.
 - The layout of the various elements taking the opportunity to better address and integrate with the adjacent planned 'youth space' (associated with the development of the former PFS site) as part of this part of the conservation area, including activated frontages.
 - The layout of the various elements taking the opportunity to greatly improve the quality and disposition of public realm in the immediate setting of the Roundhouse, complementing its use-function as a popular events venue.
- A commitment to architectural quality in the approach to form and appearance:
 - Three drums respecting and resonating with the plan form of the Roundhouse.
 - Robust materials in-keeping with those found in conservation area and wider townscape and historic context.
 - Cohesion between the different elements of the application proposals through a family of common details and materials.
 - Simplicity of design.
 - Elegant architecture, well-proportioned and introducing skyline interest.

- Façades responding to light by creating shadows with deep reveals and a ‘layered’ approach to materiality.
- 5.13 As set out in detail in the DAS, the architectural treatment and material palette have been developed to reflect and complement local townscape character, informed by the widespread use of masonry/brick in the conservation area and wider surviving historic townscape. Changes in tone/colour assist in articulating different components in local heritage and townscape context and views with variations in brick details; depth to window reveals; and patterns of projection and recession adding richness and a secondary scale of detailing to the elevations.
- 5.14 Public realm improvements will be integral to how people experience the Proposed Development, and how built form and architecture relate to the immediate and wider townscape setting. This includes the creation of a new public space to improve the setting of the Roundhouse and helping to mediate the relationship of the new buildings through quality landscape design and planting. Key principles include retaining a ‘memory’ of the boundary wall and considering options for an improved setting for the Horse Drinking Trough, presently ‘at risk’ due to its location immediately adjacent to the highway.

6. Heritage Assessment

Introduction

- 6.1 Key matters for consideration in assessing the impact of the application proposals include the direct impact on the significance of the Regent's Canal Conservation Area and indirect impact on the setting of the Grade II* listed Roundhouse and other indirect impacts on other identified heritage assets through a change in a part of their settings.
- 6.2 The relevant built heritage policy and guidance context for consideration of the Proposed Scheme is set out in full in Appendix 1. The include the statutory duties of the Planning (Listed Building and Conservation Areas) Act 1990 including the requirement to have special regard to the desirability of preserving the special interest of a listed building and any elements of setting which contribute positively to this special interest; and, to pay special attention to the desirability of preserving or enhancing the character or appearance of conservation areas. Importantly, however, the protection of the setting of a conservation area is not enshrined in the legislation, not attracting the weight of statutory protection.
- 6.3 National policy in respect of the historic environment set out in the NPPF 2023 and local policy for the historic environment and other relevant material considerations. In accordance with the requirements of paragraph 200 of the NPPF, the significance of the identified relevant heritage assets, including the contribution made by setting to that significance, has been proportionately described in **Section 2**.
- 6.4 Great weight and importance should be placed on; the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.
- 6.5 The NPPF also highlights that when considering the impact of proposals on the significance of designated heritage assets, great weight should be given to their conservation, and the more important the asset the greater the weight should be.

Demolition – Heritage Impacts

- 6.6 As set out in **Section 3**, the existing buildings on Site have little intrinsic architectural merit or historic value and they detract from an appreciation of the special interest of the Grade II* listed Roundhouse and make a negative contribution to the character and appearance of the Regent's Canal Conservation Area. **Section 4** also concludes that the building has little value in townscape terms, effectively disconnected from street level. Overall, in these terms, demolition of the existing buildings is a positive move in heritage and townscape terms.
- 6.7 The existing Site buildings are also connected to the Roundhouse and rely upon it for some structural support. The accompanying application for listed building consent provides for necessary works to remove these elements from the Roundhouse and to

make good the associated listed fabric of the building. These are set out in more detail in the accompanying drawings and *Heritage Engineering Report* prepared by Pell Frischmann. The removal of these poorly conceived elements is a heritage benefit⁶⁹ in that it will preserve the structural integrity of the Roundhouse, helping to ensure its long-term future and continued use.

- 6.8 The existing, brick boundary wall within the Site is a residual element of the mid-19th century retaining wall to the Camden Goods Yard depot, albeit highly altered and surviving in a fragmentary state. It has some historic and architectural interest, limited by its reduced and altered nature and as such makes a limited contribution to the overall character and appearance of the Regent's Canal Conservation Area. In this context, removal of the wall will result in a minor degree of harm to the conservation area's heritage significance. However, in the context of the conservation area's significance as a whole and, the justification/mitigation set out below, the degree of harm is minor (at the very lowest end of the scale within the category of less than substantial harm for the purposes of the NPPF).
- 6.9 In wider conservation area (and townscape setting terms) the removal of the residual boundary wall is justified in terms of the opportunity that it facilitates for creating a greatly improved public realm and much improved engagement of the Site with the streetscape as well as improving the functional setting of the Roundhouse. In addition, some mitigation of the identified harm is also achieved through the signalling of the 'memory' of the wall included within the design of the public realm (see drawings prepared by BBUK Studio). Experience of this 'memory' by users can be linked to the more substantial, but otherwise visually isolated section of the wall that survives to the east, which together can provide a reminder of the 'great wall of Camden' that once enclosed the goods yard along the entire length of Chalk Farm Road.
- 6.10 Notably, the principle of demolition of the existing buildings and wall on the Site has been established by the previous planning permission for development of the Site supported by both LBC and Historic England. In addition, on 22nd December 2023 a Certificate of Immunity from Listing was issued under the Planning (Listed Buildings and Conservation Areas) Act 1990, as amended, confirming that the Secretary of State, on the advice of Historic England, will not add the buildings to the statutory list.
- 6.11 Overall, the proposals for demolition of the residual brick boundary wall will cause minor, limited harm to the significance of the Regent's Canal Conservation Area whilst providing a significant townscape benefit in providing enhanced public realm and an active, engage frontage to Chalk Farm Road.

Proposed Development – Heritage Impacts

- 6.12 The application proposals comprise an innovative and considered approach to development of the Site which seeks to respect the overall heritage significance of the identified assets, whilst taking the important opportunity to enhance the setting of the Roundhouse and improve the Site's contribution to the public realm and its wider townscape setting. Evolution of the proposals has benefitted greatly from pro-active and extensive pre-application engagement and consultation with the LBC and other stakeholders.

⁶⁹ See Planning Practice Guidance, Paragraph: 020 Reference ID: 18a-020-20190723

- 6.13 The application proposals inevitably represent a step change in the character and appearance of the Site given its present condition and arrangement. A stronger contrast in scale to that which exists between the Site and the Roundhouse, will be established. Given the present negative role of the site as an element of setting to the Roundhouse, the opportunity for considered change and the pattern of change in adjacent and nearby sites, such change can be accommodated without significant harm to heritage significance and with positive impacts on wider townscape and heritage setting.
- 6.14 The collection of cylindrical ‘drum’ elements and new public realm will also change the character and appearance of this part of the conservation area – from a poorly contributing and underused site to a new place which engages with the street scene. The form and design of the proposals has been evolved to reflect both the industrial past of this part of the conservation area but also its wider character and appearance and context.
- 6.15 To understand and evaluate the visual impact of the application proposals on heritage significance and setting and townscape context, iterative representative views analysis from viewpoints within the conservation areas and wider townscape has been undertaken throughout the design process and in liaison with LBC officers.
- 6.16 The final versions of the Representative Views (including cumulative views showing the emerging townscape context of other new development) are analysed in **Section 7** to support the following assessment. A summary of the findings of this assessment in relation to potential effects on heritage significance, where visible and apparent, is set out in **Table 6.1**.

Table 6.1: Summary of the findings of the representative views assessment

Representative Views	Visual Receptors	Commentary on impact of the Proposed Development
Representative Views 2 and 4 from Haverstock Hill, looking into the Regent’s Canal Conservation Area with partial views of part of the Roundhouse	2 Motorists and pedestrians travelling along Haverstock Hill	A stepped group of cylindrical forms that sit comfortably with the roof profile of the Roundhouse and the emerging backdrop of taller and larger adjacent and nearby buildings in the Camden Goods Yard development. ⁷⁰
Representative View 5 from Chalk Farm Road, looking east into the Regent’s Canal Conservation Area	5 Motorists and pedestrians travelling along Chalk Farm Road	A grouped cluster of forms stepping up and away from the roof profile of the Roundhouse.

⁷⁰ Useful context is provided by Historic England’s assessment of the impact of the Camden Goods Yard Scheme (ref: 2017/3847/P) in this view set out in its consultation response of 14 July 2017 – “in some views from Haverstock Hill the prominence of the Roundhouse would be diminished by the larger development in the backdrop. In our view however, the harm identified above is modest...”

Representative Views	Visual Receptors	Commentary on impact of the Proposed Development
Representative View 6 from Chalk Farm Road, looking west into the Regent's Canal Conservation Area	Motorists and pedestrians travelling along Chalk Farm Road	The recessive nature of the curved/cylindrical forms mitigating their height whilst reflecting the form of the Roundhouse and other building typologies typical of 19 th century industrial heritage.
Representative Views 9 to 11 from the Primrose Hill Conservation Area	Motorists and pedestrians travelling along Fitzroy Road	Stepping away and up from the listed Roundhouse (noting the already compromised skyline profile of the roof and lantern).

- 6.17 The visual assessment (see **Section 7**) demonstrates that the cylindrical shape of the drums not only responds to the form of the adjacent Roundhouse but acts to allow the height of the proposed elements to appear recessive (compared for example to buildings of rectilinear plan) in their wider context. The careful treatment of the crown of each element has been considered in terms of how it will be viewed against the sky and, together with the proposed brick plinth, will architecturally divide the perceived massing of the building into a top, middle and bottom, reducing the perception of overall mass. The collection and disposition of the cylindrical forms also allows the public realm adjacent to Chalk Farm Road and the Roundhouse to be fully united, creating a substantially improved experience at street level with active frontages.
- 6.18 Removal of the existing buildings and a more considered connection to the Roundhouse will allow its significance, insofar as this is legible externally, to be better revealed. The curve of its robust masonry form will be more evident with improved context for the escape stairs, within the new and expanded public realm.
- 6.19 In terms of character, the proposals introduce forms and materiality that resonate with the industrial heritage of the Site and its wider context within the Regent's Canal Conservation Area. Other than the step change in size and the stronger contrast in scale set out above, the location of the Site and the nature of the proposals will not impact the principal characteristics of the Regent's Canal Conservation Area, in terms of the prevailing 'hidden nature' and 'tranquil seclusion' of the canal and related canal-side development. In this context, as far as is practicable, the application proposals accord with characteristics which define the overall heritage significance of the Regent's Canal Conservation Area, whilst allowing transformational regeneration of the Site.
- 6.20 As set out in **Section 3**, the listed Roundhouse is inherently inward-looking, and its overall heritage significance is primarily derived from its interior and its structural interest and communal value in particular. As experienced externally it is robust and stout in form does not engage with the streetscape, reflecting both its historic use function but also its more recent transformation into a thriving and vibrant cultural venue. In this context, contribution of its setting to overall significance is limited and, as set out above, the step change in scale created by the application proposals will result in a minor degree of harm to its overall heritage significance (i.e., towards the

lower end of the scale within the category of less than substantial harm for the purposes of the NPPF).

- 6.21 The application proposals also deliver heritage benefits to the advantage of the listed Roundhouse, through the removal of the existing built form which relies on the Roundhouse for structural support and through new development that better relates to its form and structure. The improved and expanded public realm will enhance the cultural facility use function of the listed building, to the benefit of its heritage significance as found today.
- 6.22 Whilst the Grade II listed Cattle Drinking trough is located outside of the Site, on public land directly adjacent to the highway, the proposals envisage its better integration into the new public realm that will be created – at the same time removing the risk of vehicle impact from its present location (and the reason for it being identified as ‘at risk’ on the Heritage at Risk Register maintained by Historic England). This intent could be pursued as part of wider and associated proposals for future highway improvement works (including the necessary application for Section 278 and listed building consent).
- 6.23 Given the limited role of the Site in the setting of the other identified heritage assets, including the setting of the Primrose Hill Conservation Area, and the considered design and form of the application proposals, no other harmful impacts will arise. The application proposals will therefore sustain the existing elements of setting that contribute to the overall heritage significance of the Primrose Hill Conservation Area, the Grade II* listed Horse Hospital, the Grade II listed Chalk Farm Underground Station and Drinking Fountain as well as the locally listed buildings Nos. 36—37 Chalk Farm Road and No. 2 Haverstock Hill and Nos. 45—47 Crogsland Road.
- 6.24 Therefore, whilst the application proposals will cause some limited harm to heritage significance, such harm has been minimised through careful and thoughtful design which otherwise realises the greater potential of the site to become a new place within the wider townscape. In this context, the overall degree of harm is minor (towards the lower end of the scale within the category of less than substantial harm for the purposes of the NPPF).
- 6.25 As noted above the high-quality architecture of the application proposals will be seen within the wider context of the existing and emerging pattern of change in this area, supported by wider planning policy as part of the emerging townscape of the Camden Goods Yard area and its recessive curved forms will sit comfortably within its immediate context.

Summary

- 6.26 As set out in the Planning Statement and DAS the application proposals provide the opportunity for positive transformational change of the Site, aligned with specific policy objectives for the area.
- 6.27 That transformational change will provide a new and changed relationship between the Site and the identified built heritage assets. The design of the proposals, as explained in the DAS, has been informed by a robust understanding of the Site constraints, including the particular and relative heritage significance of the relevant

heritage assets with the potential to be affected. This has included consideration of both the contribution made by setting to the significance of the heritage assets and the very limited and presently negative contribution of the Site, as an element of that setting.

- 6.28 The impacts of the application proposals on the significance of the identified heritage assets vary – relative to respective roles of setting in contribution to significance, matters of proximity, interposing buildings and landscaping and the extent of relative visibility in context of the existing and newly emerging townscape context.
- 6.29 The application proposals will sustain the intrinsic heritage significance of the following heritage assets:
- Primrose Hill Conservation Area
 - Horse Hospital with ramps and boundary wall at north of site (Grade II* Listed Building)
 - Chalk Farm Road Underground Station (Grade II Listed Building)
 - Drinking Fountain set in wall next to The Roundhouse (Grade II Listed Building)
 - Cattle Trough opposite debouchment of Belmont Street (Grade II Listed Building)
 - Nos. 36—37 Chalk Farm Road (Locally Listed Building)
 - No. 2 Haverstock Hill and Nos. 45—47 Crogsland Road (Locally Listed Building).
- 6.30 Nevertheless, the application proposals will result in a degree of harm to the significance of both the Regent’s Canal Conservation Area and the Grade II* listed Roundhouse, deriving from the removal of the existing brick boundary wall and the step change in the form and mass of the proposals.
- 6.31 In the context of the conservation area as a whole, the degree of harm arising from the loss of the brick boundary wall is minor and is justified in terms of the opportunity that is created for a greatly improved public realm within the Site. Mitigation in the form of landscape signalling of the ‘memory’ of the wall is also proposed. In this context, the degree of harm is at the very low end of the scale in the category of less than substantial harm set out in the NPPF.
- 6.32 Given the nature and relative significance of the Roundhouse as perceived externally (compared to internally), its role and function today, and the design ethos of the proposals in responding to its significance, harm to significance will be minor. Given the character and appearance of the Regent’s Canal Conservation Area as a whole, and the limited role and visibility of the site (in the characterised ‘tranquil seclusion’), the harm will also be minor. The harm to heritage significance will be towards the lower end of the scale within the category of less than substantial harm.
- 6.33 In summary, the application proposals will cause, in overall terms:
- Less than substantial harm (towards the lower end of the scale within the category of less than substantial harm for the purposes of the NPPF) to the character and appearance of the Regent’s Canal Conservation Area.

- Less than substantial harm (towards the lower end of the scale within the category of less than substantial harm for the purposes of the NPPF) to the special interest of the Roundhouse (Grade II* Listed Building).

6.34 Whilst this harm must be accorded considerable importance and weight it is capable of being outweighed by the public benefits that accrue from the application proposals – which can include the heritage and townscape benefits identified above.

The Planning (Listed Buildings and Conservation Areas) Act 1990 and National Planning Policy Framework 2023

6.35 Overall, the application proposals have been designed to meet objectives for the meaningful re-use and regeneration of the site, sound principles of urban design and townscape enhancement, with the intent of avoiding harm to heritage significance wherever possible. Where some limited harm is unavoidable, the application proposals have sought where practicable to mitigate that harm.

6.36 The intrinsic special architectural and historic interest of the listed Roundhouse will be preserved, whilst its setting will change with some less than substantial harm identified to its significance as a result. The overall character of the Regent's Canal Conservation Area will be preserved given the limited role of the Site, whilst there will be some limited, less than substantial harm to appearance.

6.37 The application proposals will preserve the character and appearance of the Primrose Hill Conservation Area and have no impact on the special interest of the Horse Hospital (Grade II*), Chalk Farm Road Underground Station (Grade II), Drinking Fountain (Grade II) and Cattle Trough (Grade II). The latter element is capable of enhancement through associated proposals for relocation and repair.

6.38 In accordance with paragraph 200 of the NPPF, the significance (and setting) of the relevant designated heritage assets (listed buildings and conservation areas) has been proportionately described in **Section 3**. This provides a baseline for the subsequent assessment of the heritage impacts of the application proposals.

6.39 As set out in this Statement (and the supporting material to the application) account has been taken of the principles set out within paragraph 203 of the NPPF in the evolution of the application proposals. The design process, and how those principles have been addressed are set out in the DAS.

6.40 The application proposals would result in less than substantial harm (towards the lower end of the scale within the category of less than substantial harm) to the Regent's Canal Conservation Area and the Grade II* listed Roundhouse. That less than substantial harm must be accorded considerable weight and importance (NPPF paragraph 205). The proposals incorporate measures to minimise and/or mitigate this heritage harm where possible, through the design process.

6.41 Where less than substantial harm is identified paragraph 208 of the NPPF is engaged and requires that such harm should be weighed against the public benefits of the proposals, including where appropriate securing the optimum viable use of the asset(s).

- 6.42 The term “public benefit” is defined in the NPPG as anything that delivers economic, social or environmental progress as described in the NPPF. Public benefits should flow from the development and be of a scale to be of benefit to the public at large, however, such benefits do not always have to be visible or accessible to the public to be genuine public benefits.⁷¹ Public benefits can also include the heritage benefits identified above.
- 6.43 The Planning Statement sets out the full range of public benefits that will be delivered by the application proposals to be weighed in the overall planning balance.
- 6.44 With regard to non-designated heritage assets (locally listed buildings) NPPF paragraph 209 the potential effect of proposals on their local significance should be taken into account in determining the application. In this instance, no harmful impacts to the significance of the identified non-designated heritage assets are identified.

Development Plan Policy

- 6.45 In the terms set out above, the application proposals will meet the objectives of development plan policies for the historic environment including Policy HC1 (Heritage conservation and growth) of the London Plan 2021 and Policy D2 (Heritage) of Camden’s Local Plan 2017.
- 6.46 Where the application proposals result in limited harm to the significance of the Regent’s Canal Conservation Area and the listed Roundhouse, the balance of outweighing benefits provided for in Camden Local Plan Policy D2 is triggered. The Planning Statement confirms the nature and extent of public benefits and the weight given in the overall planning balance.

⁷¹ NPPG, Paragraph: 020 Reference ID: 18a-020-20140306

7. Townscape and Visual Assessment

Introduction

- 7.1 This section provides a description of the impact of the application proposals on the townscape character areas and representative views identified in **Section 4**. The assessment includes consideration of how the application proposals could affect the experience of visual amenity and townscape character.

Townscape Assessment

- 7.2 The following townscape elements that make up the Site and characterise the surrounding area which will change as a result of the application proposals are considered here in terms of land use, urban form, public realm, movement and connectivity, and townscape condition and quality.

Land use

- 7.3 The application proposals will introduce student accommodation and residential use, with ground floor commercial use and improved public realm, into a townscape character area of diverse and emerging uses.
- 7.4 The new uses will contribute to the vitality and vibrancy of the street scene of Chalk Farm Road (shared with TCA2) with activated frontages and greatly improved and expanded public realm, particularly adjacent to the Roundhouse cultural events venue. This will replace the existing largely passive use and 'enclosed' use of the Site and complement other uses in the area and beyond.

Urban morphology

- 7.5 The existing condition of the under-utilised site with enclosed street frontage and poor-quality buildings, will transform into one that engages with the street scene and provides an innovative building typology that both resonates with the form of the Roundhouse and references the industrial part of the Site and land to the south and east.
- 7.6 As a result, there will be a step change in the height and mass of buildings, the elements of which are arranged to mitigate overall impact on the street-scene and complement the existing and emerging pattern of urban change in the Camden Goods Yard Framework Area.
- 7.7 The 3 building cylinders will appear as a strongly related group, stepping up and away from Chalk Farm Road, and as a series of curved, recessive forms in the townscape. The tallest element towards the Roundhouse is set apart from the building, allowing more of its robust circular masonry form to be seen, whilst addressing more open and engaged public realm. Other elements to the rear of the site, complement the scale and height of the consented scheme for redevelopment of the former petrol filling station site, whilst addressing the youth amenity space provided as part of that development.

- 7.8 The coherence of the building group is brought together by their materiality and use of materials, grounded in understanding of the both the industrial past of the site and its context, and the pattern of new development and architecture in the area. The mass of the buildings is broken down into a finer scale through the layers of cladding and framed elements to the facades and their inherent recessive circular, drum-like form. Visual interest is added to the skyline through a framework 'crown' to the upper level of each drum.
- 7.9 Overall, the proposed building group responds to the heritage and townscape of the area, whilst making positive moves to establish its own sense of place, complementary to context, both existing and emerging (see DAS).

Movement, connectivity and public realm

- 7.10 The existing buildings and physically enclosed site extending along Chalk Farm Road will be replaced by a new arrangement of drum-like elements, the form and layout of which open-up onto the street, creating new areas of public realm. The proposals will directly engage with the street scene and the immediate setting of the Roundhouse to enhance movement and connectivity across an expanded public realm.
- 7.11 The proposals will engage positively with the youth amenity space to be provided as part of the adjacent consented development, avoiding unnecessary physical enclosure to new public realm, whilst facilitating activity and movement.

Townscape condition and quality

- 7.12 The application proposals will replace existing poor-quality buildings with a new contemporary development of refined, well considered and unified architectural language applied across the Site.
- 7.13 The townscape experience of Chalk Farm Road will be enhanced through the dynamic forms of the proposals in the street scene and backdrop to the Roundhouse. At a wider townscape level, the proposals, where visible, will be positive new elements in the transformative change underway in the area. The proposals will act to regenerate a presently poorly contributing site, improving its condition so that it plays a positive role, increasing and facilitating increased activity in the townscape.

Visual Assessment

- 7.14 The visual assessment also underpins and informs the assessments of effects of the application proposals on heritage significance set out in **Section 6**. Historic England⁷² note that the contribution of setting to the significance of a heritage asset is often expressed by reference to views, a purely visual impression of an asset or place which

⁷² The Setting of Heritage Assets, Historic Environment Good Practice Advice in Planning Note 3 (Second Edition), Historic England, December 2017: 1.1 With regard to heritage significance views which contribute more to understanding a heritage asset can include:

- those where the composition within the view was a fundamental aspect of the design or function of the heritage asset
- those where town- or village-scape reveals views with unplanned or unintended beauty
- those with historical associations, including viewing points and the topography of battlefields
- those with cultural associations, including landscapes known historically for their picturesque and landscape beauty, those which became subjects for paintings of the English landscape tradition, and those views which have otherwise become historically cherished and protected
- those where relationships between the asset and other heritage assets or natural features or phenomena such as solar or lunar events are particularly relevant

can be static or dynamic, long, short or of lateral spread, and include a variety of views of, from, across, or including that asset.

- 7.15 In **Section 4** 16 representative views are identified which have been agreed as valid viewpoints with officers at LBC. A series of Visual Representations (verified views) have been prepared from each of these viewpoints by specialist visualisation consultants AVR London. The methodology used by AVR London in the preparation and production of the Visual Representations is provided at **Appendix 2**.
- 7.16 It is important to bear in mind that none of the views are static, being kinetic and variable in nature when experienced within the townscape. The visualisations therefore provide two-dimensional representations of an otherwise complex scenic experience. Whilst the visualisations assist in assessment of likely impacts, the images are no substitute for the actual visual experience from a representative viewpoint or the associated experience by a visual receptor. It is essential when considering these views that the individual is aware of the viewing experience at each location, i.e., to be aware of traffic, noise, weather, the surrounding buildings, and any other similar matters. It is, therefore, recommended that this document is taken on site to fully appreciate the nature of the viewing experience in each representative viewpoint location.
- 7.17 In determining the likely effects of the application proposals, a judgment is made regarding the design quality of the completed scheme. This is informed by the visualisations, understanding of the iterative design process undertaken by the design team in association with officers in pre-application meeting and discussions, and from review of the application information and specifically the DAS.
- 7.18 Where the type of effect has been identified as **beneficial, none/neutral** or **adverse**, this is based on a professional judgement. The proposed changes to the townscape within views due to the visibility of new built form can include both beneficial and adverse impacts and will be perceived differently by different individuals (visual receptors).
- 7.19 Overall, it is concluded that the design of the application proposals, in terms of height, scale, mass, detailed design and landscaping is of high architectural quality. The carefully considered disposition of height and mass across the Site is appropriate to its context, including that of other development under construction and/or consented within the wider planning framework of aspirations for the regeneration of this area.
- 7.20 In addition to the application proposals, the cumulative effect of other consented development has also been modelled where appropriate in the representative views. This helps to inform assessment of the impact of the application proposals when viewed within the emerging townscape context.
- 7.21 The location and general form of the identified cumulative schemes are illustrated in **Figure 7.1**. As noted in **Section 2**, the pattern of change within the emerging townscape context is an important consideration here due to the nature and extent of change that is underway and consented, within a planning policy framework set out by LBC.⁷³ The

⁷³ Camden Goods Yard Planning Framework (July 2017) and Draft Camden Site Allocations Local Plan (February 2020).

applicant team have also taken some account of other emerging proposals for adjacent sites that are yet to be taken forward through the planning process, but nevertheless illustrate that dynamic pattern of change in the area.

- 7.22 Assessment of the application proposals in conjunction with the consented schemes is therefore an important consideration in fully understanding the likely impacts of the application proposals.



Figure 7.1: Identified consented schemes illustrated in cumulative representative views (by AVR London)

- 7.23 A summary of identified townscape and visual impacts is set out in **Table 7.1:**

Table 7.1: Summary of Townscape and Visual Impacts

Viewpoint	Location	Description	Townscape and Visual Impact
1	Pathway on Primrose Hill looking northeast towards the Site	Representative of users of Primrose Hill a Registered Park and Garden of Historic Interest (related to TCA3 Primrose Hill)	None/neutral

Viewpoint	Location	Description	Townscape and Visual Impact
2	Haverstock Hill/Eton Road pedestrian crossing looking southeast towards the Site	Representative of motorists and pedestrians travelling along Haverstock Hill. Capturing view from the south of Parkhill Conservation Area (TCA4 Belsize Park).	Beneficial
3	Haverstock Hill, east of Eton Hall looking southeast towards the Site	Representative of motorists and pedestrians travelling along Haverstock Hill (TCA2 Regents Canal and Rail Interchange and TCA4 Belsize Park).	Beneficial
4	Opposite Chalk Farm underground station (at pedestrian crossing) looking southeast towards the Site	Representative of motorists and pedestrians travelling along Haverstock Hill. Capturing view from Chalk Farm underground station (Grade II). (TCA1 Regents Canal and Rail Interchange and TCA2 North of Chalk Farm Road).	Beneficial
5	Junction of Chalk Farm Road/Crogsland Road looking southeast towards the Site on Chalk Farm Road.	Representative of motorists and pedestrians travelling along Chalk Farm Road. (TCA1 Regents Canal and Rail Interchange and TCA2 North of Chalk Farm Road).	Beneficial
6	Junction of Ferdinand Street and Chalk Farm Road looking west towards the Site	Representative of motorists and pedestrians travelling along Chalk Farm Road. Capturing a view from close proximity to former Horse Hospital (Grade II*) (TCA1 Regents Canal and Rail Interchange and TCA2 North of Chalk Farm Road).	Beneficial

Viewpoint	Location	Description	Townscape and Visual Impact
7	View from Castlehaven Community Park looking west towards the Site	Representative of users of Castlehaven Community Park. (TCA2 North of Chalk Farm Road).	None/neutral
8	View from Talacre Gardens looking southwest towards the Site	Representative of users of Talacre Gardens (TCA2 North of Chalk Farm Road)	None/neutral
9	Corner of Regent's Park Road and King Henry's Road looking east towards the Site	Representative of motorists and pedestrians travelling along Regent's Park Road/King Henry's Road/Gloucester Avenue junction. Capturing view from within Primrose Hill Conservation Area. (TCA3 Primrose Hill).	Beneficial
10	Junction of Fitzroy Road and Chalcot Road looking north towards the Site	Representative of motorists and pedestrians travelling along Fitzroy Road. Capturing view from within Primrose Hill Conservation Area. (TCA3 Primrose Hill).	Beneficial
11	Junction of Fitzroy Road and Gloucester Avenue looking north towards the Site	Representative of motorists and pedestrians travelling along Fitzroy Road. Capturing view from within Primrose Hill Conservation Area. (TCA3 Primrose Hill).	Beneficial
12	Junction of Eton Road and Adelaide Road looking east towards the Site	Representative of motorists and pedestrians travelling along Adelaide Road (TCA4 Belsize Park).	None/neutral

Viewpoint	Location	Description	Townscape and Visual Impact
13	South of bridge over railway tracks at the junction of Oval Road and Gloucester Avenue	Representative pedestrians and motorists travelling Gloucester Avenue. Capturing view from Primrose Hill Conservation Area and within the setting of Grade II listed buildings. – TCA3 Primrose Hill)	None/neutral
14	North of tow path on Regents Canal	Representative pedestrians and cyclists travelling along Regent's Canal. Capturing view from Regent's Canal Conservation Area.- TCA1 Regents Canal and Rail Interchange	None/neutral
15	Eastern extent of Regent's Park looking north towards the Site	Representative of users of Regent's Park. Capturing view from Regent's Park Conservation Area and Registered Park and Garden.	None/neutral
16	LVMF Parliament Hill 2A.2	LVMF View	None/neutral

National Planning Policy and Development Plan Policy

- 7.24 The above assessment of townscape and visual effects reflects how the design of application proposals meets the objectives of NPPF policies in respect of making effective use of land including the desirability of maintaining an area's prevailing character and setting and the importance of securing well-designed and beautiful, attractive and healthy places (paragraph 128).
- 7.25 With regard, to well-designed and beautiful places, the application proposals will add to the overall quality of the area over the lifetime of the development, be visually attractive as a result of good architecture, layout and appropriate and effective landscaping. (paragraph 135). As demonstrated in this assessment the proposals are sympathetic to local character and history, including the surrounding built environment and will achieve a strong sense of place, using context to create a welcoming and attractive place to live (paragraph 135). Design quality was considered and tested throughout the evolution and assessment of the proposals (paragraph 137).

- 7.26 The development is well designed, takes into account local design and planning guidance and results in innovative design which raise design quality in the area whilst fitting in with the overall form and layout of their surroundings (139).
- 7.27 The application proposals meet the objectives of Development Plan policy regarding strategic and local views (London Plan Policy HC3), including those of the London View Management Framework (Policy HC4).
- 7.28 With regard to London Plan Policy D9 Tall buildings and visual impacts, the assessment demonstrates:
- That at long-range attention has been paid to the design of the top of the buildings, which will make a positive contribution to the existing and emerging skyline and not adversely affect local or strategic views.
 - At mid-range views from the surrounding neighbourhood attention has been paid to the form and proportions of the buildings so the proposals make a positive contribution to the local townscape in terms of legibility, proportions and materiality.
 - In immediate views from the surrounding streets that attention should be paid to the base of the proposals, having a direct relationship with the street and maintaining the pedestrian scale, character and vitality of the street.
- 7.29 With regards to cumulative impacts, the cumulative visual, functional and environmental impacts of proposed, consented and planned taller buildings in an area has been considered in assessing relative impacts.
- 7.30 In terms of design quality and appropriateness to context the proposals address Camden Local Plan Policy D1, by; respecting local context and character; comprising details and material of high quality that complement local character; integrate with surroundings; incorporate high quality landscape design; and preserve strategic and local views.

Representative Viewpoint 1 – View from the pathway on Primrose Hill looking northeast towards the Site



Figure 7.2: Representative Viewpoint 1 – Existing

Baseline Conditions

- 7.1 The viewpoint is located on the pathway within the north portion of Primrose Hill, to the east of the viewing platform, approximately 710m to the northeast of the Site. The view is experienced by recreational users of Primrose Hill, which is designated as Registered Park and Garden of Historic Interest (TCA3 Primrose Hill).
- 7.2 The view looks towards the northern boundary of the park from one of the footpaths leading from the park entrance on Regent's Park Road to the viewing platform. An open area of grassland occupies the foreground of the view. Tall mature trees along the boundary of the park occupy the middle ground of the view and largely screen built form beyond. The nine-storey Hillview residential block at the corner of Primrose Hill Road and Ainger Road can be distinguished through the trees together with the Grade II listed residential St George's Terrace. The terrace along Regent's Park Road appears through the trees further east (right-hand side of the view). The tall building in the distance is the residential Denton Tower in Malden Crescent.
- 7.3 As a result of the topography and intervening mature and extensive vegetation the Site is not visible in the view.



Figure 7.3: Representative Viewpoint 1 – Proposed

Predicted Effects – Proposed

- 7.4 The application proposals would not be visible in this view due to the location of the Site beyond existing mature landscaping and suburban development. Whilst the application proposals would not be perceptible in summer months due to leaf cover, there is some possibility limited visibility at other times of the year. However, insofar as the development would be legible it would appear as part of the urban environment and townscape beyond the park, as experienced by users of Primrose Hill. There would be no impact on heritage significance and no/neutral impact on townscape character.



Figure 7.4: Representative Viewpoint 1 – Cumulative

Predicted Effects – Cumulative

- 7.5 Taller elements of the Camden Goods Yard scheme will be visible in the background of this view, introducing visible built form above the tree screen in the background of the view. Whilst changing the experience of the view the cumulative impact relative to the application proposals does not change due to its limited visibility. There would be no impact on heritage significance and **no/neutral impact** on townscape character (TCA3).

Representative Viewpoint 2 – View from Haverstock Hill/Eton Road pedestrian crossing looking south east towards the Site



Figure 7.5: Representative Viewpoint 2 – Existing

Baseline Conditions

- 7.6 The viewpoint is located on Haverstock Hill, at the junction with Eton Road close to the Hampstead Seventh-day Adventist Church, approximately 480m to the northwest of the Site. The view is experienced by motorists and pedestrians travelling along Haverstock Hill and is representative of views within the southern extent of the Park Hill Conservation Area (TCA2 North of Chalk Farm Road and TCA4 Belsize Park).
- 7.7 The view is channelled along Haverstock Hill which descends to Camden Town, with buildings and relatively mature landscaping enclosing the road. In the distance is the low conical roof form of the Grade II* listed Roundhouse and the urban context of Camden Town beyond. At the time of the baseline photograph construction cranes behind the Roundhouse denote the Camden Goods Yard development site (see cumulative image) which now provides a backdrop of built form behind the Roundhouse.



Figure 7.6: Representative Viewpoint 2 – Proposed

Predicted Effects – Proposed

7.8 The upper storeys of the application proposals would be visible to motorists and pedestrians travelling along Haverstock Hill, behind and partially above the roof form of the Roundhouse. The application proposals would appear as a stepped group of cylindrical forms that sit comfortably with the roof profile of the Roundhouse and will together with other development (under construction – see cumulative effect below) denote the pattern of change envisaged by the Camden Goods Yard Planning Framework. Otherwise, the application proposals will not distract from an appreciation of the key characteristics of this view.



Figure 7.7: Representative Viewpoint 2 – Cumulative

Predicted Effects – Cumulative

- 7.9 In this instance, the cumulative view provides a more accurate representation of what is already seen in this view with the construction of the Camden Good Yard development which provides a backdrop to the Roundhouse in the background of this view. Together, the cumulative form of the Camden Goods Yard, Nos. 5—17 Haverstock Hill, Roundhouse Hotel and Roundhouse Campus developments will all be visible in this view in association with the Roundhouse, and together terminating the view along Haverstock Hill. Visually, the cumulative schemes add layers of new built form, behind, partly in front and to the side of the Roundhouse.
- 7.10 The application proposals appear within the silhouette of the Camden Good Yard scheme where the collection of stepped cylindrical forms will both resonate with the form of the Roundhouse and add their own visual interest to the view. The impact would be **beneficial** to townscape character (TCA4) and neutral to heritage significance given the existing and emerging cumulative impacts of other development.

Representative Viewpoint 3 – View from Haverstock Hill, east of Eton Hall looking south east towards the Site



Figure 7.8: Representative Viewpoint 3 – Existing

Baseline Conditions

- 7.11 The viewpoint is located on the south side of Haverstock Hill, opposite Eton Hall, approximately 350m to the northwest of the Site. The view is experienced by motorists and pedestrians travelling along Haverstock Hill (TCA4 Belsize Park).
- 7.12 The view extends along Haverstock Hill from the south pathway at the road junction leading to Eton Hall, which is visible to the right-hand side of the view. In winter views, the built form of this residential block of seven storeys can be distinguished through the trees which line the south of the road. The three storey Haverstock School building of modern design dominates the north side of the road and screens views to the built form beyond. The distinctive form of the Roundhouse is partly visible towards the background of the view, with part of the present Site building visible beyond.



Figure 7.9: Representative Viewpoint 3 – Proposed

Predicted Effects – Proposed

7.13 The upper levels and stepped cylindrical forms of the application proposals will be visible to motorists and pedestrians travelling along Haverstock Hill in the background of this view between the Haverstock School Building and the Roundhouse, terminating the view along Haverstock Hill. The application proposals will introduce new element of built form behind the Roundhouse with some loss of presently visible open sky. However, the stepped recessive form of the proposals will add visual interest and resonate with the form of the Roundhouse (and be seen in context of cumulative development – see below).



Figure 7.10: Representative Viewpoint 3 – Cumulative

Predicted Effects – Cumulative

- 7.14 Elements of Nos. 5—17 Haverstock Hill, the Roundhouse Hotel and the Roundhouse Campus will cumulatively be visible in this view, in front of and immediately to the right of the Roundhouse, creating a layered effect of built form. The pattern of change in the townscape will be apparent and the application proposals will appear within this context, albeit as a group of stepped recessive forms.
- 7.15 This will introduce additional areas of larger built form into the middle and background of this view (albeit partially obscured by mature vegetation along the south side of this road), which will be seen alongside the Proposed Development, and result in an increase in the magnitude of change experienced by motorists and pedestrians travelling along Haverstock Hill. The Proposed Development would be experienced as part of a new cluster of urban development behind and in the immediate vicinity of the Roundhouse. The townscape effect (TCA4) would be **beneficial** and given that the form of the Roundhouse will not be obscured by the application proposals, effect on heritage significance would be minor.

Representative Viewpoint 4 – View from opposite Chalk Farm underground station (at pedestrian crossing) looking southeast towards the Site.



Figure 7.11: Representative Viewpoint 4 – Existing

Baseline Conditions

- 7.16 The viewpoint is located on the north side of Haverstock Hill, opposite the Grade II listed Chalk Farm Road underground station, approximately 150m to the northwest of the Site. The view is experienced by motorists and pedestrians travelling along Haverstock Hill and is representative of views into the western extent of the Regent's Canal Conservation Area (TCA2 North of Chalk Farm Road)
- 7.17 The view is largely channelled towards the existing buildings on the Site and the brick boundary wall to the back edge of the pavement, beyond the Roundhouse, the upper conical roof of which appears above the construction scaffolding for the Roundhouse Works development (now complete), with the construction cranes for the Camden Goods Yard development appearing behind (see cumulative image). The view is contained by the built form on both sides of Haverstock Hill. On the north side comprising the Salvation Army Church and the adjoining Marine Ices apartment building completed in 2020. The white façade of the locally listed Enterprise public house can be distinguished further along the road together with the four-storey Camden Lock hotel of brown brick construction at the corner with Crosland Road.



Figure 7.12: Representative Viewpoint 4 – Proposed

Predicted Effects – Proposed

7.18 The application proposals would be relatively prominent to pedestrians and motorists travelling along Chalk Farm Road in the middle ground of this view behind and to the left of the Roundhouse. The proposals will appear stepped and set-back from the pavement edge, as a group of cylindrical ‘drum-like’ elements, better engaging with the street scene. Visual interest is added to the upper level of the drums with the framework/crown visible in silhouette which together with the recessive cylindrical forms will sit comfortably with the form and roof profile of the Roundhouse - the upper ‘lantern’ and conical roof of which will be seen in silhouette. The urban townscape context of the nearby locally listed buildings will be sustained.



Figure 7.13: Representative Viewpoint 4 – Cumulative

Predicted Effects – Cumulative

- 7.19 The cumulative effect of recently constructed, under construction and consented development is particularly apparent in this view. The Roundhouse Works Campus development seen in the foreground/middle ground in front of the Roundhouse; an upper part of the Camden Goods Yard development appearing behind and above the Roundhouse; and the associated petrol filling station site development on Chalk Farm Road, visible beyond the Roundhouse.
- 7.20 The application proposals will appear as part of this pattern of change reflecting the aspirations of the Camden Good Yard Planning Framework. Taller elements are set back from the street-edge towards the rear of the site, within significantly enlarged and improved public realm. The design of the proposals adds visual interest through their form and appearance, including at the uppermost levels, better engaging with the street scene and public realm on the boundary of the conservation area and the immediate setting of the Roundhouse. The townscape effect will be **beneficial** (TCA2) with no adverse effect on the significance of the conservation area, other than the minor harm cause by removal of the boundary wall (which provides other benefits).

Representative Viewpoint 5 – View from the junction of Chalk Farm Road / Crogsland Road looking southeast towards the Site on Chalk Farm Road.



Figure 7.14: Representative Viewpoint 5 – Existing

Baseline Conditions

- 7.21 The viewpoint is located on the north side of Haverstock Hill / Chalk Farm Road, at the junction with Crogsland Road, approximately 90m to the northwest of the Site. The view is experienced by motorists and pedestrians travelling along Haverstock Hill / Chalk Farm Road and is representative of views into the western extent of the Regent's Canal Conservation Area and of views closer to the Roundhouse where its form and architectural character is particularly legible (TCA2 North of Chalk Farm Road).
- 7.22 The view extends along Haverstock Hill / Chalk Farm Road from the north pathway, at the junction with Crogsland Road which occupies the foreground to the left-hand side of the view. A pedestrian crossing and traffic lights in the centre of the view serve as reminders of the urban context. The view is contained by the built form on both sides of Chalk Farm Road. To the north, this built form comprises the four-storey Camden Lock hotel of brown brick construction with dark rendering at ground floor level, at the corner with Crogsland Road. Further along the road, the built form comprises a residential building of modern construction with shop at ground floor. The distinctive external architectural character of the Roundhouse is particularly apparent on the south side of the road. The present building within the Site is also highly visible in the mid- to background of the view, sitting hard onto the edge of the pavement.



Figure 7.15: Representative Viewpoint 5 – Proposed

Predicted Effects – Proposed

- 7.23 The application proposals adjacent to and behind the Roundhouse will be visible to motorists and pedestrians travelling along Chalk Farm Road in the centre and middle ground of this view. The proposals will introduce prominent new elements of built form, clustered and partly set back from the pavement edge on the boundary of the conservation area. The distinctive upper roof form and profile of the Roundhouse will remain fully legible against the sky.
- 7.24 As set out in the DAS the application proposals have been designed to respond to the surrounding historic and townscape context, with greatest mass towards the rear of the site and new public realm engaging with the street scene in place of the existing brick boundary wall. The material palette and architectural articulation of the façades, and upper levels can be appreciated in this closer-to view, responding to both the setting of the Roundhouse and the character of the Regent’s Canal Conservation Area and wider townscape context. At ground floor street level, the proposals introduce active frontages with new enlarged public realm, improving the activity, vitality and vibrancy of the street scene and townscape.



Figure 7.16: Representative Viewpoint 5 – Cumulative

Predicted Effects – Cumulative

7.25 The recently completed Roundhouse Works and Campus will be visible within the foreground of this view, in front of and immediately adjacent to the Roundhouse (to the right of the view). The consented development of the petrol filling station site will also be visible further along Chalk Farm Road, behind the application proposals, providing further townscape context. The proposals will have a **beneficial** effect on townscape character (TCA2) and, other than the minor harm caused by the loss of the brick boundary wall, not cause harm to the significance of the Roundhouse or the Regent's Canal Conservation Area.

Representative Viewpoint 6 – View from the junction of Ferdinand Street and Chalk Farm Road looking west towards the Site



Figure 7.17: Representative Viewpoint 6 – Existing

Baseline Conditions

- 7.26 The viewpoint is located on the north side of Chalk Farm Road, at the junction with Ferdinand Street, approximately 130m to the east of the Site. The viewpoint is opposite the Grade II* listed former Horse Hospital in close proximity to the boundary of the Regent's Park Conservation Area. The view is experienced by motorists and pedestrians travelling along Chalk Farm Road (TCA2 North of Chalk Farm Road).
- 7.27 The view extends along Chalk Farm Road from the north pavement at the junction with Ferdinand Street which occupies the foreground to the right-hand side of the view. The junction with the road leading south to the Camden Goods Yard development and Juniper Crescent is visible opposite, to the left-hand side of the view. The view is contained by the built form on the north side of Chalk Farm Road, whilst the south side presently comprises the temporary single-storey Morisons supermarket, of simple utilitarian appearance. The upper storeys of the north elevation of the residential blocks within Juniper Crescent, beyond the railway line, are visible beyond.
- 7.28 On the north side of the road, the prominent Camden Assembly public house stands at the corner with Ferdinand Street, with coloured tiles and detailing on the corner and at ground floor. The Site is visible towards the background of the view, although partially

screened by street trees on the south pavement. The present, poor quality building on the Site partially obscures the Roundhouse, which is just visible beyond.



Figure 7.18: Representative Viewpoint 6 – Proposed

Predicted Effects – Proposed

- 7.29 The application proposals will comprise a step change in visible built form on the site, visible to motorists and pedestrians travelling along Chalk Farm Road. The height and massing of the proposals is arranged to step down towards to the street edge and maintain the present condition of the glimpsed view of part of the Roundhouse in the distance. Whilst prominent, the design and materiality of the application proposals will add visual interest to the street scene and townscape, activating the edge of this part of the conservation area. The curved, cylindrical form of the proposals mitigates their height and mass and resonates with the form of the Roundhouse beyond.



Figure 7.19: Representative Viewpoint 6 – Cumulative

Predicted Effects – Cumulative

- 7.30 The application proposals will be largely screened by the built form of the consented commercial development on the former petrol filling station site and provide context for the mass and height of the proposals, which will relieve the impermeable edge of the street and open up new animated public realm along this part of the conservation area. The proposals will have a **beneficial effect** on townscape character (TCA2), enhance this part of the boundary edge of the conservation area and preserve the visual setting of the Roundhouse.