



**Kings Court, 523 Finchley Road,
London
NW3 7BP**

Townscape and Visual Impact Statement

May 2024

Report Reference: 246851TVIA

This document is intended to be read at A4 size

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1 Introduction

1.1 The Landscape Workshop, working in partnership with Reports4Planning, was instructed to prepare a Townscape and Visual Impact Assessment in respect of a planning application in relation to the erection of a two-storey upward extension to the detached block of flats.

1.2 The application site, referred to here as the Site is located at Kings Court, 523 Finchley Road, London NW3 7BP. Grid Reference: TQ 25414 85527, E: 525414 , N:185527.

1.3 This assessment has been carried out by a Chartered Landscape Architect and member of the Landscape Institute (CMLI).

1.4 The scope of this assessment is:

- To analyse and evaluate the existing qualities and character of the Site and its setting, examining the contribution it makes to the townscape character of the area and its relationship with the wider setting, including views from nearby public rights of way and publicly accessible land;
- To identify key characteristics of the area, to inform design principles and guide the design of the proposed development;
- To report on the townscape and visual implications of developing the Site and the effect of the proposals on the character and appearance of the surroundings. Mitigation measures are designed to reduce or alleviate potentially adverse impacts and an assessment of their likely effectiveness is made.

1.5 This assessment should be read with the following documents:

- TVIA A3 Appendix
- Proposed Plans V2
- Proposed Elevations V2

1.6 The following abbreviations have been used within the report:

- CA Conservation Area
- TCA Townscape Character Area

1.7 The following units of measurement and abbreviations have been used for describing measurements within the report:

- mm Millimetre
- m Metre
- km Kilometre
- Ha Hectare

2 Assessment Criteria

2.1 Introduction

2.1.1 This is a brief synopsis and an explanation of the assessment criteria used in this report. More detailed information regarding the methodology used in this assessment is shown in the Assessment Methodology in the Appendix.

2.2 Guidelines and Legislative Framework

2.2.1 This townscape and visual assessment has been prepared guided by the 'Guidelines for Landscape & Visual Impact Assessment' (GLVIA) published by The Landscape Institute and the Institute of Environmental Management & Assessment (2013), except where noted otherwise.

2.3 Scope of Assessment

2.3.1 An evaluation of the townscape baseline informs the fabric, character and quality of the existing townscape resource. An assessment of the sensitivity of the existing townscape resource receptors is also made to inform the evaluation.

2.3.2 Townscape effects associated with a proposed development relate to changes in the fabric, character and quality of the townscape resource and how it is experienced. Assessment of effects on the townscape resource considers three different aspects:

- Elements – the individual elements that make up the townscape, especially prominent and eye catching features, including buildings, walls, roads, paths, trees and lighting, street furniture and public art.
- Characteristics – combinations of elements that make a particular contribution to the area, including the patterns of topography and open space, density and experiential characteristics such as tranquillity and cultural associations.
- Character – the distinct and recognisable pattern of elements that occurs consistently in a particular type of townscape, and how this is perceived by people. It reflects particular combinations of landform, vegetation, land use and human settlement. It creates the particular sense of place and is identified through the process of characterisation which classifies maps and describes areas of similar character.

2.3.3 Effects on designated townscape and other acknowledged special areas of interest are assessed where they occur.

2.3.4 The townscape baseline and the assessment of townscape effects contribute to the visual

assessment.

2.3.5 Visual effects relate to the changes that arise in the composition of available views as a result of changes to the townscape, to people's responses to the changes and to the overall effects with respect to visual amenity. They are recorded as views from publicly accessible areas and public rights of way including roads.

2.3.6 Effects on views from private viewpoints / residential properties are normally carried out through specific "residential amenity assessments" and have not been assessed in detail within this TVIA. However, where possible and appropriate, an indication of the effects on the visual amenity of residents is included.

2.3.7 Townscape and visual effects are assessed by comparing the predicted effects of the scheme with the existing situation, as if the scheme were not constructed:

- Townscape and visual effects at Year 1, with the scheme completed, and
- Visual effects at Year 10, at maturation of the development and when proposed mitigation would be established.

2.4 Study Area

2.4.1 The study area has been determined arising from desk studies and subsequent field visits to provide a balanced and representative assessment of the baseline conditions within the setting of the Site.

2.4.2 The study area for assessing townscape character of this Site's locality has been determined to extend for a radius of approximately 2km from the Site.

2.5 Desk Studies and Surveys

2.5.1 The assessment of the effects has entailed desk and fieldwork studies. Desk studies have included reference to the following documents which contain information on planning policy and existing local townscape character identifying key objectives for its management and development:

- *National Planning Policy Framework (NPPF) (2023)*
- *Camden Character Study June 2015*
- *West End Green Conservation Area Appraisal 2011*
- *Redington Frogna Conservation Area Appraisal 2022*
- *Adopted Camden Local Plan 2017*
- *Ordnance Survey maps and online aerial photography*
- *Magic Website - DEFRA geographic information*

2.6 Assessment of Effects

2.6.1 Effects, whether townscape or visual, can be beneficial or adverse. Townscape benefits may arise in the long term, for example, the quality is enhanced after completion of a development. Beneficial visual effects can occur if the quality of townscape fabric is enhanced or a development improves an existing, unattractive view. In the short term, the townscape and visual effects of any proposed development are more likely to be adverse, until the mitigation matures and becomes more effective.

2.6.2 The measure of townscape and visual effects will be influenced by the following:

- The sensitivity of the receptor (the townscape or person experiencing the change), and
- The magnitude of change that will occur or be experienced by the receptor.

2.6.3 The approach to evaluating the baseline sensitivity of the townscape and visual receptors and the magnitude of change is described in the Assessment Methodology in the Appendix. In principle, the higher the negative effects and the more sensitive the townscape receptor, the greater any adverse effects would be. Assessment Methodology tables contain an explanation of the importance criteria applied to assess the effects of the proposed development, taking into account the sensitivity of receptors or viewers and the magnitude of change.

3 Townscape Baseline Conditions

3.1 Townscape Character of the Study Area

3.1.1 Townscape character is what makes an area distinctive, gives it a sense of place, or makes it different from another townscape. Townscape character assessment can be carried out at a range of levels, from the national to local level. Published documents provide a structured framework and a good basis for describing and understanding the character of the Site and its context within the study area in a systematic manner.

3.2 Conservation Areas

Redington and Frognal Conservation Area

- Landscape: The landscape infrastructure characterised by smaller front gardens and extensive rear gardens. Many front and rear gardens contain mature trees. The streets often have grass verges and are lined with street trees, notably veteran plane trees, planted when the streets were first laid out.
- Townscape: The associated townscape characteristics, based on residential buildings set-back behind small front gardens or front courts, with low front walls or hedges. There are also some larger-scale mansion blocks. The scale of buildings varies greatly, from 3 storeys

as the predominant height (this varies in different streets) to six storeys or more on part of Finchley Road (between Frognal and Frognal Lane).

- Architecture: Buildings tend to have common features, reflecting their time of construction in the late 19th and first half of the 20th century. These are stylistically diverse, but predominantly draw on Queen Anne Revival and Arts and Crafts influences. In addition, there are a small number of individual buildings of distinctive design quality, sometimes contrasting dramatically with surrounding buildings.

3.2.1 Sections of Finchley Road are in the Conservation Area. South-east of the junction with Frognal is a large red brick mansion block with painted stone dressings (Arkwright Mansions), which includes an Ionic order to the ground floor and projecting balconies to upper floors. There are also mansion blocks at the junctions with Langland Gardens and Heath Drive, in varying styles, but with octagonal corner towers.

3.2.2 Camden Arts Centre (see Arkwright Road) has an extensive frontage to Finchley Road, including attractive garden space. Above the Arts Centre and further north-west are red brick properties of four-to-six storeys, with raised ground floors, terracotta detailing, Dutch gables and painted stone dressings. At the junction with Frognal Lane is St. Andrews Church, in a gothic style, with copper spire. More recent development includes apartments on the corner of Platts Lane, which reflect the scale and materials of older blocks and includes a hedged boundary treatment.

West End Green Conservation Area

3.2.3 West End Green is a London village running along the spine of the West End Lane. The Lane rises and links Kilburn to Hampstead. The village character has been absorbed but not erased by the expansion of central London from the south, and by Hampstead from the north and east during the late nineteenth and early twentieth century.

3.2.4 The growth from tiny village to metropolitan suburb has resulted in a very homogeneous piece of Victorian and Edwardian domestic architecture and planning. The character of the area is still defined by the village with the busy commercial 'spine' street, the Green, the street trees and private gardens, the monumental mansion blocks, the variety of substantial houses for professional families and terraced housing. The public buildings support the community and provide landmarks. These include the church, synagogue, library, primary school and fire station.

3.2.5 Parsifal Road and Lyncroft Gardens mark the start of larger terraced and detached houses linking Finchley Road and Fortune Green Road. Parsifal Road contains large double fronted red brick houses which were developed from the higher north end to the south end of the street. These were a grander set of houses than had been constructed on the west side of the Lane and were a precedent for the further developments. At the entrance to Parsifal Road the buildings relate to the entrance with canted bays and a (damaged) symmetrical group of houses along Fortune Green Road.

3.2.6 Parsifal Road is lined with large trees which enhance the street, but they are now overgrown; overshadowing, subsidence and damage to the pavements has evidently been a problem for residents. Camden has a planned programme of pollarding.

3.2.7 At the north end of Parsifal Road, outside the Conservation Area boundary, the European School of Management faces Finchley Road. This long brick building was built in 1887 as a training college for nonconformist ministers with adjacent octagonal former congregational chapel. The recent mix of buildings at the rear of the College faces Parsifal Road.

3.3 Local Character Area

FR2 - Finchley Road Corridor

3.3.1 Finchley Road (A41) is a strategic route that extends from Central London via Swiss Cottage to Hendon and ultimately the A1. It carries a significant volume of traffic including numerous heavy goods vehicles and as such is both an important artery for the city and a barrier to movement. The character of the route through Swiss Cottage to the south is examined separately.

3.3.2 The road rises as it passes northwards through the area and this exacerbates the feeling that the route is a barrier with vehicles accelerating upwards or appearing to approach quickly when passing southwards. Along most of its length the route is lined by properties but many are in poor condition particularly in the centre between Finchley Road and Frognal and Finchley Road stations.

3.3.3 The environment is noisy and air quality is also an issue. To either side of the route the streets quickly change with attractive neighbourhoods of Fortune Green and West Hampstead to one side and Hampstead to the other. To the west of Finchley Road centre railway lines fragment the area and reduce the opportunity for north- south movement. In these areas a mix of residential estates and workspaces have been developed.

3.3.4 FR2 - Finchley Road Corridor is characterised by:

- Mix of properties fronting Finchley Road,
- Variable from 2 to 7 storey,
- Busy main street and movement corridor. Generally buildings front directly onto the street. Mature trees soften impact,
- Important strategic movement corridor through the area but road is a significant barrier to pedestrian movement,
- The quality of the public realm varies along the corridor and is more attractive where mature trees are present,
- Medium potential to enhance the public realm along the corridor and there are a number of potential development sites.

3.4 The Site

3.4.1 The host building is a five storey block built around 2008, fronting Finchley Road on the south west side, comprised of ten existing residential units. The property is not listed, and is not within a Conservation Area.

3.4.2 The host building bridges traditional architectural elements with contemporary materials and techniques. The building's large windows are framed in powder-coated aluminium, contributing to a sleek, modern look while ensuring durability and low maintenance.

3.4.3 At first and second floor levels the building features two large sets of double windows on either end leading to a balcony (glass balustrade), with two smaller windows centrally located, creating a symmetrical design. These windows are framed with powder-coated aluminium, providing a robust and maintenance-free solution while contributing to the building's streamlined aesthetic. The third floor of the building showcases a distinctive design element, featuring two large windows gabled in glass at either side, with a continuous panel of windows in between.

3.4.4 The building's facade is designed with a mix of materials that not only ensure durability but also create a visually appealing exterior. The primary cladding features terracotta-coloured panels arranged in a grid-like pattern. The balconies on either end are in white rendered steel frame.

3.5 Townscape Value, Susceptibility and Sensitivity to Change

3.5.1 An assessment of townscape designations is the starting point in understanding townscape value, as well as undesignated townscapes and individual elements/components such as trees, buildings or hedgerows.

Redington and Frognal Conservation Area

3.5.2 Given its Conservation Area designation and other high historical conservation interests, such as listed buildings, this Character Area's value is assessed as high.

3.5.3 The CA's susceptibility to new development is high as it's likely to have limited scope to accommodate development without undue effects upon its overall integrity. The sensitivity to change is therefore judged as high.

West End Green Conservation Area

3.5.4 Given its Conservation Area designation and other high historical conservation interests, such as listed buildings, this Character Area's value is assessed as high.

3.5.5 The CA's susceptibility to new development is high as it's likely to have limited scope to accommodate development without undue effects upon its overall integrity. The sensitivity to change is therefore judged as high.

FR2 - Finchley Road Corridor

3.5.6 The character of Finchley Road varies along its length. Further south and within Finchley Road town centre the Victorian fabric is more mixed with later interventions adding to the street. The street in this section is lined by shops with residential uses above but many frontages are run down and the quality of the public realm treatment is poor. The Character Study identifies the quality of the streetscape as mixed with some poor buildings set within a predominantly Victorian frontage. The study states there is potential for intensification and redevelopment around Finchley Road centre and development could be intensified on a number of other sites along the corridors length.

3.5.7 Overall the value is considered to be good, representative of townscapes that have an attractive quality and are appealing at a local level, unlikely to have formal designations but are intact and representative of the townscape character and are likely to have numerous good quality components.

3.5.8 The LCA's susceptibility to new development is medium as it's likely to have limited scope to accommodate development without undue effects upon its overall integrity. The sensitivity to change is therefore judged as medium.

The Site

3.5.9 The Site itself is not within a designated Conservation Area nor it's a listed building. The site does not fall within nor near to a protected view identified in the Directions Relating to Protected Vistas dated 15th March 2012 issued by the Secretary of State.

3.5.10 The host building is not particularly distinctive or attractive. It is located in a part of FR2 - Finchley Road Corridor where the quality is low and public realm treatments are poor. Its value is therefore considered to be low. The Site's susceptibility to new development is low as it's likely to have scope to accommodate development without undue effects upon its overall integrity. The sensitivity to change is therefore judged as low.

4 Visual Baseline Conditions

4.5.1 A summary of the Site's visibility in the local townscape is set out below.

4.5.2 The Visual Baseline includes an assessment of the sensitivity of the visual receptors (the people viewing) to change.

- 4.5.3 Baseline studies and field visits have identified key locations of relevance to this assessment:
- Finchley Road
 - Parsifal Road
 - Studholme Court
 - Lyncroft Gardens
- 4.5.4 Residential Visual Amenity Assessment is a stage beyond TVIA and focuses exclusively on private views and private visual amenity. With respect to visual impact, the focus of TVIA (and GLVIA 3 guidelines) is on public views and public visual amenity. Hence assessment of views from residential and private properties is not undertaken as part of the TVIA.
- 4.5.5 The visual effects on properties around the Site would vary according to their distance, orientation, angle of view, garden boundaries and structures, vegetation and fenestration.
- 4.5.6 Viewpoint 1 is photographed from the edge of the Redington and Frognal Conservation Area looking north west towards the site. In the foreground is the road traffic associated with Finchley Road. Trees are present on either side of the Road and in the background the view contains 19th century mixed use terraces on the south side of Finchley Road. Beyond is contemporary development, with the Site partially visible in distance. Other viewpoints further to the east were visited however visibility is difficult given the intervening vegetation and development. The visual amenity includes the vibrant urban street, mature trees, and mix of commercial and residential architecture. The associated value is assessed as medium due to the well-maintained urban environment, presence of mature trees, and the mix of commercial activity that contributes to a lively streetscape, albeit one not particularly distinctive nor attractive. The photo is taken within a CA but the view points towards an undesignated location. Receptors would include residents, pedestrians, shoppers, and drivers. The susceptibility to change is medium representing observers where views of the townscape are part of, but not the sole purpose of their activity. Receptors are considered to have a medium sensitivity to change.
- 4.5.7 Viewpoint 2 is photographed from the entrance to Studholme Ct, London NW3 7AE looking south west towards the site. The Site is visible in the view, with the upper floors partially obscured by the street trees present. It features a mix of brick and panel cladding with balconies and large windows. To the left, a building with white balconies and a similar height is visible. On the right, a brick building with a more traditional Victorian facade is seen. In the foreground, there is a bus stop. The visual amenity includes a mix of residential architecture, mature trees, and urban street activity. The associated value is assessed as medium. Receptors would include residents, pedestrians, and transit users. The susceptibility to change is medium, representing observers where views are part of, but not the sole focus of, their daily activities. Receptors are considered to have a medium sensitivity to change.

- 4.5.8 Viewpoint 3 is photographed from a pedestrian pathway within Studholme Ct looking south west towards the Site. The photograph shows a suburban environment with London brick residential buildings on either side. The Site is visible in the background, partially obscured by mature trees and other structures. The immediate foreground includes a well-maintained garden with shrubs and a small tree, leading to a paved walkway. On the right, a grassy area with a larger tree and parked cars is visible. The visual amenity includes a mix of residential architecture, mature trees, and urban street activity. The associated value is assessed as medium due to the quality of the urban residential character, mature street trees, and the typical but appealing cityscape. Receptors would include residents, pedestrians, and transit users. The susceptibility to change is medium, representing observers where views are part of, but not the sole focus of, their daily activities. Receptors are considered to have a medium sensitivity to change.
- 4.5.9 Viewpoint 4 is photographed from the edge of the Redington and Frogmal Conservation Area at a sidewalk along Finchley Road looking south east towards the Site. The photograph shows a wide urban street lined with mature trees on both sides. The Site is partially visible in the distance, marked between two sets of trees. Other viewpoints further to the west were visited however visibility is difficult given the intervening vegetation and development. Residential buildings with brick facades and varying architectural styles are seen along the road. The foreground features a sign warning buses about low trees. The associated value is assessed as medium due to the quality of the urban residential character (not particularly distinctive nor attractive) and presence of mature trees. The photo is taken within a CA but the view points towards an undesignated location. Receptors would include residents and pedestrians. The susceptibility to change is medium, representing observers where views are part of, but not the sole focus of, their daily activities. Receptors are considered to have a medium sensitivity to change.
- 4.5.10 Viewpoint 5 is photographed from the edge of West End Green Conservation Area looking north east towards the Site. The photograph shows a narrow street lined with parked cars on both sides. The Site is not visible, with the view obscured by several brick residential buildings. The immediate foreground includes a large tree on the left side of the pavement, a row of terraced houses on the right, and a mix of newer and older residential buildings. The visual amenity includes the broad urban street, mature street trees, and mixed residential architecture. The associated value is therefore assessed as medium, due to the well-maintained urban environment, presence of mature trees and good quality residential character. The photo is taken within a CA but the view points towards an undesignated location. Receptors would include residents, pedestrians, and drivers. The susceptibility to change is medium, representing observers where views are part of, but not the sole focus of, their daily activities. Receptors are considered to have a medium sensitivity to change.
- 4.5.11 Viewpoint 6 is photographed from a residential street looking north east towards the Site. The photograph shows a quiet suburban street with parked cars lining both sides. The Site is partially hidden by a mix of mature and young trees. The immediate surroundings include a three-story brick residential building on the left and another brick building partially visible on the right.

Fencing and hedges line the pavement, contributing to the suburban residential character. The townscape is not particularly attractive with the associated value assessed as low. Receptors would include residents and pedestrians. The susceptibility to change is medium, representing observers where views are part of, but not the sole focus of, their daily activities. Receptors are considered to have a low sensitivity to change.

5 Development Proposals

5.1 The Proposed Development

5.1.1 The proposal is for the erection of a two-storey upward extension to the detached block of flats.

6 Potential Impacts and Effects

6.1 Introduction

6.1.1 This section identifies the potential physical changes, or impacts, to the townscape or visual resource as a result of the proposed development over various stages.

6.1.2 The identified impacts and their effects have been used to inform the townscape mitigation proposals.

6.2 Potential Impacts during Construction

6.2.1 During the construction phase, townscape and visual impacts would potentially arise from:

- Site set up
- Construction of the proposed extension and associated development
- General increased activity resulting from demolition and construction works and movement of equipment and plant.

6.2.2 In order to mitigate townscape impacts during construction the following measures would be required:

- Use high-quality, visually appealing hoardings around the construction site. These hoardings can be decorated with artwork, information about the project, or local community initiatives.
- Organize the construction site layout to minimise the area of disturbance. Keep storage areas, machinery, and waste management zones compact and away from public view.
- Carefully plan site lighting to minimise light spill and avoid creating a visually disruptive environment at night. Use directed lighting that focuses on specific work areas without illuminating the entire site.

6.3 Potential Impacts and Effects on Completion

It should be noted that the effects may be beneficial or adverse.

Townscape Impacts and Effects

- Changes to the setting and townscape character of the local area resulting from the introduction of additional built scale and form within the Character Area.

Visual Impacts and Effects

- Changes in the composition and quality of views from the surrounding viewpoints with the introduction of the proposed development.

7 Mitigation Measures

7.1 Design Considerations

7.1.1 The proposed mitigation measures aim to minimise or eliminate adverse effects of development and to provide the best solution for the benefit of the local townscape:

- Design in a manner that is consistent with the architectural style of the existing building. This includes using similar window styles and architectural details.
- Use materials that match or complement the existing building materials.
- Design the upper storeys to be slightly recessed or stepped back from the main façade.
- Integrate mitigation planting to the balconies.

8 Assessment of Townscape Effects

8.1 Introduction

8.1.1 For this assessment, it is assumed that Year 1 will be at completion of the Site layout development proposals. A description of the likely townscape and visual effects are set out below, identifying the sensitivity of the receptors, the magnitude of change and the resulting scale of effect.

8.2 The Townscape Effects

8.2.1 An assessment of the effect on each selected representative townscape receptor is set out below. Refer to Section 3 - Townscape Baseline Conditions for details and a description of each townscape type.

8.2.2 The following material considerations have guided the townscape assessment:

- Sensitivity of the townscape receptor to the type of change arising from the development

proposal elements

- The value attached to the receptor for example whether they be international, national, regional, local authority or local community
- The magnitude of effect - the size and scale of the effect, the geographical extent of the area that will be affected and the duration of the effect and its reversibility
- Whether the effect is adverse or beneficial

8.2.3 Cumulative Townscape Effects are assessed in relation to each of the townscape receptors.

8.3 Conservation Areas

Redington and Frognal Conservation Area

8.3.1 The Site is located outside this Conservation Area. The proposed development will have a very limited impact in relation to the CA as a whole, with changes only affecting a very small proportion and the altered nature of the townscape would only be perceptible from limited viewpoints along limited sections of Finchley Road. The proposal would not change the wider character of the CA. In the scale of the CA as a whole the change is negligible. The cumulative effects are negligible. The magnitude of effect is considered negligible. The measure of townscape effect is assessed as neutral.

West End Green Conservation Area

8.3.2 The Site is located outside this Conservation Area. The proposed development will have a very limited impact in relation to the CA as a whole, with changes not affecting the townscape characteristic of Parsifal Road. The proposal would not change the wider character of the CA. In the scale of the CA as a whole the change is negligible. The cumulative effects are negligible. The magnitude of effect is considered negligible. The measure of townscape effect is assessed as neutral.

FR2 - Finchley Road Corridor

8.3.3 The finished development would be 6 storeys high along Finchley Road and 7 storeys high to the rear, remaining within the height profile identified within this Local Character Area (variable from 2 to 7 storey). The proposed changes would integrate a character compatible with this busy main street and movement corridor. The building would still front directly onto the street. The magnitude of effect at year 1 within this Local Character Area is considered low. The measure of townscape effect would be slight (adverse).

The Site

8.3.4 By evaluating the design from a holistic perspective, the new addition can be seen as bringing a contemporary aesthetic that aligns with the NPPF 2023 guidance on making effective use of

brownfield sites and the intensification guidelines for Finchley Road in the Character Study.

- 8.3.5 The integration of the two-storey extension has been carefully considered to harmonise with the existing architectural vernacular. The design incorporates materials and detailing that complement the existing building, ensuring a harmonious transition between the old and new structures. While the extension does add height, it is a measured response to the urban context, reflecting the busy nature of this movement corridor and its inherent value.
- 8.3.6 The design incorporates setbacks and tiered elements to reduce the perceived mass and maintain a cohesive streetscape. This approach ensures that the building integrates well with its surroundings, avoiding an abrupt or jarring presence. The proposed two-storey extension follows the existing architectural elements of the host building, such as the position of windows and key lines. This design strategy ensures a cohesive and harmonious integration between the new and existing structures.
- 8.3.7 By aligning the new windows with those of the existing building, the extension maintains a consistent rhythm and visual continuity, which respects and enhances the overall aesthetic coherence of the facade. The extension appears as a natural and well-considered evolution of the existing building, which enhances the architectural integrity of the entire structure. This approach mitigates concerns about the extension being overly dominant or incongruous with the area. The magnitude of effect within the Site is considered low. The measure of townscape effect at Year 1 would be slight (adverse).

9 Assessment of Visual Effects

9.1 Introduction

- 9.1.1 An assessment of the effect on each selected representative viewpoint is set out below. Refer to Section 3 of this document - Townscape Baseline Conditions for details and a description of the existing view from each viewpoint.
- 9.1.2 In views from viewpoint 1, receptors have been assessed as having a medium sensitivity to change. The magnitude of effect at year 1 is considered low, as the proposed two-storey upward extension will form a minor element in the view and will not change its main characteristics. Mitigation measures will help soften the visual impact. With matured mitigation planting, this will reduce to negligible magnitude by Year 10. The measure of visual effect at Year 1 would be slight (adverse) and by Year 10, it would reduce to neutral as the vegetation matures and fully integrates the new structure into the environment.
- 9.1.3 In views from viewpoint 2, receptors have been assessed as having a medium sensitivity to change. The magnitude of effect at year 1 is considered medium, as the proposed two-storey

upward extension will introduce a moderate change in the view. Mitigation measures will help soften the visual impact. With matured mitigation planting, this will reduce to low magnitude by Year 10. The measure of visual effect at Year 1 would be moderate (adverse) due to the noticeable deterioration in the existing view, and by Year 10, it would reduce to slight (adverse) as the vegetation matures and provides partial screening.

- 9.1.4 In views from viewpoint 3, receptors have been assessed as having a medium sensitivity to change. The magnitude of effect at year 1 is considered low, as the proposed two-storey upward extension will introduce a slight change in the view. Mitigation measures will help soften the visual impact. With matured mitigation planting, this will reduce to neutral magnitude by Year 10. The measure of visual effect at Year 1 would be slight (adverse) due to the minor deterioration in the existing view, and by Year 10, it would reduce to neutral as the vegetation matures and provides partial screening.
- 9.1.5 In views from viewpoint 4, receptors have been assessed as having a medium sensitivity to change. The magnitude of effect at year 1 is considered low, as the proposed two-storey upward extension will form a minor element in the view and will not change its main characteristics. Mitigation measures will help soften the visual impact by breaking up the mass and providing a more natural backdrop. The measure of visual effect at Year 1 would be slight (adverse) and by Year 10, it would reduce to neutral as the vegetation matures and fully integrates the new structure into the environment.
- 9.1.6 In views from viewpoint 5, the Site is not visible. Receptors have been assessed as having a medium sensitivity to change. The magnitude of effect at year 1 is considered negligible, as the development will not alter the view. Mitigation measures are not necessary as the site is not visible. The measure of visual effect at Year 1 and by Year 10 remains neutral, as there is no discernible deterioration in the existing view.
- 9.1.7 In views from viewpoint 6 the Site is partially visible. Receptors have been assessed as having a low sensitivity to change. The magnitude of effect at year 1 is considered medium as the proposed two-storey upward would lead to a moderate change in a localised area. Mitigation measures will help soften the visual impact by breaking up the mass and providing a more natural backdrop. With matured mitigation planting, this will reduce to low magnitude by Year 10. The measure of visual effect at Year 1 would be slight (adverse) and at Year 10 neutral.

10 Policy Framework

10.1 Adopted Camden Local Plan 2017

- *Policy D1 Design*
- *Policy D2 Heritage*

11 Summary and Conclusions

11.1 Baseline Townscape Conditions

- 11.1.1 The Site is located on the southwest side of Finchley Road and comprises a five-storey block with ten existing residential units. The building is not listed, nor is it within a Conservation Area. The building is characterised by a blend of traditional architectural elements and contemporary materials.
- 11.1.2 There are two Conservation Areas in the immediate vicinity, Redington and Frogna Conservation Area to the north and West End Green Conservation Area to the south.
- 11.1.3 The site is located in LCA FR2 - Finchley Road Corridor, a strategic route from Central London to Hendon, carrying significant traffic. The road's environment is noisy with poor air quality. Adjacent streets quickly transform into attractive neighbourhoods like Fortune Green and West Hampstead. The corridor features a mix of properties, varying from two to seven storeys, with many fronting directly onto the street. The public realm quality varies, being more attractive where mature trees are present.

11.2 The Development Proposals

- 11.2.1 The proposal is for the erection of a two-storey upward extension to the detached block of flats.

11.3 Townscape Effects Summary

- 11.3.1 The proposed development's townscape effects are assessed based on the sensitivity of the townscape receptors, the magnitude of change, and the resulting scale of effect.
- 11.3.2 Redington and Frogna Conservation Area: The development is located outside this CA and will have a negligible impact upon the setting and special characteristics of the CA, with changes perceptible only from limited viewpoints along Finchley Road.
- 11.3.3 West End Green Conservation Area: Similar to Redington and Frogna, the development will have a negligible impact upon the setting and special characteristics of the CA.
- 11.3.4 FR2 - Finchley Road Corridor: The proposed six-storey height fits within the existing and identified profile and characteristics of this movement corridor. The townscape effect is slight (adverse).

11.4 Visual Effects Summary

- 11.4.1 From one viewpoint, the proposed development will initially cause moderate adverse effects from
- 11.4.2 Viewpoint 2: At the entrance to Studholme Court, looking southwest towards the Site. The Year

1 impact is moderate adverse, reducing to slight adverse by Year 10 with matured planting.

- 11.4.3 From most viewpoints, the development will cause slight adverse effects initially:
- 11.4.4 Viewpoint 1: Located at the edge of Redington and Froggnal Conservation Area, looking northwest. At Year 1, the impact is slight adverse, but with mitigation planting maturing by Year 10, the effect will be neutral.
- 11.4.5 Viewpoint 3: Located on a pedestrian pathway within a residential court, looking southwest. The Year 1 impact is slight adverse, expected to become neutral by Year 10 as the mitigation planting matures.
- 11.4.6 Viewpoint 4: From the sidewalk along Finchley Road, looking southeast. This viewpoint also experiences a slight adverse effect at Year 1, which diminishes to neutral by Year 10 due to the benefits of mitigation planting.
- 11.4.7 Viewpoint 5: At the edge of West End Green Conservation Area, looking northeast. The initial effect at Year 1 is slight adverse, which will lessen to neutral by Year 10 with the maturing of mitigation measures.
- 11.4.8 From one viewpoint, the development will have a neutral impact throughout:
- 11.4.9 Viewpoint 6: From a residential street, looking northeast. This viewpoint remains neutral at both Year 1 and Year 10, with no discernible change or deterioration in the existing view.

11.5 Conclusion

- 11.5.1 The proposed development impacts the townscape and visual receptors to varying degrees, initially causing moderate adverse effects at one viewpoint. However, these effects are expected to diminish over time, especially with the implementation of mitigation measures such as matured planting, which will help integrate the new development into the existing environment. By Year 10, most viewpoints are expected to experience neutral or slight adverse effects, indicating a successful blending of the new development with the surrounding townscape.
- 11.5.2 Once the planting mitigation measures have established and are effective, the intrusion of built form into surrounding views will be much reduced or screened and the scheme would be well integrated into the surrounding townscape and tree coverage.
- 11.5.3 The proposed mitigation planting would reinforce an existing townscape pattern and would therefore be complementary to the townscape character of the area. The proposals when seen from these viewpoints would represent a permanent change to the townscape, with some adverse effects in the early years but assimilated into the overall townscape pattern once established.
- 11.5.4 With the benefit of sensitive design and the integration of the proposed mitigation measures,

although there would be a residual change to the current townscape character, it is not considered that overall the townscape and visual effect of the scheme would be significantly detrimental to the townscape.

