

100 Avenue Road, Swiss Cottage

**Townscape and Visual Impact
Assessment**



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Contents

- 1 Introduction
- 2 Planning policy and guidance
- 3 The Site and its setting
- 4 The Proposed Development and assessment
- 5 Townscape views
- 6 Assessment of impact and conclusions

Appendix A: Methodology

1 INTRODUCTION

- 1.1 This Townscape and Visual Impact Assessment has been prepared in support of the planning application for the redevelopment of 100 Avenue Road, Swiss Cottage, in the London Borough of Camden. The report has been prepared by Peter Stewart Consultancy, a practice which provides independent expert advice on architecture, urban design, heritage and planning.
- 1.2 The report considers the physical context of the application site ('the Site') and its surroundings, and the design proposals ('the Proposed Development') in the light of this context. It sets out an assessment of the quality of the design in terms of architecture, urban design and the impact of the proposed development on townscape and views. This report does not consider the impact on heritage significance of heritage assets.
- 1.3 The report should be read in conjunction with the scheme design drawings, the architect's Design and Access Statement, the Heritage Statement (by CgMs) and other supporting information with the planning application.

Selection of viewpoints

- 1.4 Twenty seven viewpoints have been chosen to illustrate the effect of the Proposed Development on townscape and views, and these are illustrated in section 5. The view locations have been agreed in consultation with the London Borough of Camden (the 'LB Camden').
- 1.5 For each of the identified views in the assessment which follows, there are images of the view as existing and as proposed. Views 1 to 24 include both winter and summer images from the same viewpoint with the 'Accurate Visual Representations' ('AVRs') placed in the winter image. This is in order to illustrate the Proposed Development when the trees are not in leaf. The 'as existing' summer images of the views illustrate the level of screening there would be when the trees are in leaf. Views 25 to 27 were requested by the Council during the preapplication process and there are only summer images of these views with the AVRs

placed in the summer image. All views were shot with a 24mm lens apart from view 8 which was shot using a 50mm lens.

- 1.6 AVRs are produced by accurately combining images of the proposed development (typically created from a three-dimensional computer model) with a photograph of its context as existing. The method by which AVRs are produced is described in Appendix A.
- 1.7 AVRs are provided either as rendered (photorealistic) images or as 'wirelines' (diagrammatic representations showing the outline of the redevelopment proposals). Rendered and wireline images illustrate accurately the degree to which the development will be visible, and its form in outline. Rendered images also show the detailed form and the proposed use of materials. In both image types (wirelines and rendered) the Proposed Development is shown as a dashed line when it will not be visible i.e. is obscured by existing foreground development.
- 1.8 A separately bound volume of the proposed views has been prepared. This includes all the views reproduced at the optimum scale for assessing the Proposed Development on site.

2 PLANNING POLICY AND GUIDANCE

- 2.1 This section contains a brief overview of aspects of national, London-wide and local planning policies and guidance that are particularly relevant to the appearance and visual impact of the Proposed Development. For the purposes of this report, it is those policies concerned with architecture, townscape and heritage matters that are of the greatest relevance.

National policy and guidance

The National Planning Policy Framework – March 2012

- 2.2 The Government issued the National Planning Policy Framework (NPPF) in March 2012. The NPPF sets out planning policies for England and how these are expected to be applied.
- 2.3 The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development, which has three dimensions; economic, social and environmental. The NPPF states, at paragraph 14, that 'At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking.' In terms of what this means for decision-taking, it states that this means 'approving development proposals that accord with the development plan without delay' and granting permission where the development plan is absent, silent or relevant policies are out-of-date unless any adverse impacts 'would significantly and demonstrably outweigh the benefits' or 'specific policies in this Framework indicate development should be restricted.'
- 2.4 In respect of design and heritage issues, the draft policies are broadly consistent with previous policy and guidance. Among the core planning principles set out at paragraph 17 are that planning should 'always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings' and should 'conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.'

Requiring good design

- 2.5 Section 7 of the NPPF deals with design. At paragraph 56, the NPPF states that 'Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.'
- 2.6 Paragraph 60 states that 'Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.'
- 2.7 Paragraph 61 states that 'Although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.'
- 2.8 Paragraph 63 states that 'In determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area.'
- 2.9 Paragraph 64 states that 'Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.'

Conserving and enhancing the historic environment

- 2.10 Section 12 of the NPPF deals with conserving and enhancing the historic environment. It applies to the heritage-related consent regimes under the Planning (Listed Buildings and Conservation Areas) Act 1990, plan-making and decision-taking.

- 2.11 Heritage assets are defined in Annex 2 of the NPPF 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. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).'
- 2.12 Para 132 states that in assessing impact, the more important the asset, the greater the weight should be given to its conservation. It notes that significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting.
- 2.13 The setting of a heritage asset is defined in Annex 2 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 positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral."

Regional policy and guidance

The London Plan – Spatial Development Strategy for Greater London, July 2011

- 2.14 The London Plan is 'the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years.' The policies most relevant to townscape, conservation and visual assessment are contained in Chapter Seven 'London's Living Places and Spaces'.
- 2.15 Policy 7.1, on 'Building London's Neighbourhoods and Communities', states that 'The design of new buildings and the spaces they create should help reinforce or enhance the character, legibility, permeability and accessibility of the neighbourhood.' Policy 7.4 expands on the theme of local character and states that 'Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings.'

- 2.16 Policy 7.6, on *Architecture*, states that 'Architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and design appropriate to its context.' It goes on to set out a list of requirements of new buildings and structures including, inter alia, that they should be 'of the highest architectural quality'; they should 'be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm'; they should include details and materials that 'complement, not necessarily replicate' local architectural character; they should not cause 'unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings' which is said to be particularly important for tall buildings; and they should 'optimise the potential of sites'.
- 2.17 Policy 7.8 on 'Heritage Assets and Archaeology' states that 'Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural details.' Policy 7.10 on 'World Heritage Sites' states that 'Development should not cause adverse impacts on World Heritage Sites or their settings...'

Local planning policy

Camden Core Strategy and Development Policies, 2010

- 2.18 The Core Strategy and Development Policies documents, which form part of the LDF, were adopted on 8 November 2010. The Core Strategy, along with other LDF documents, will replace the existing UDP.
- 2.19 The Core Strategy sets out the key elements of the Council's planning vision and strategy for Camden. **Policy CS14** seeks to promote high quality places and to conserve the heritage of Camden
- 2.20 Development Policies document sets out additional planning policies that the Council will use when making decisions on planning applications.

2.21 **Policy DP24 Securing high quality design** seeks to ensure the highest possible standards so that new development contribute to providing a healthy, safe and attractive environment. This includes the consideration of:

- character, setting, context and the form and scale of neighbouring buildings;
- careful integration of architectural detailing into a building;
- use of materials of an appropriately high quality;
- ensuring visual interest at street level, with entrances and windows used to create active frontages and all buildings; and,
- places meeting the highest practicable standards of access and inclusion.

2.22 Promoting good design is not just about the aesthetic appearance of the environment, but also about enabling an improved quality of life, equality of opportunity and economic growth. Design should respond creatively to its site and its context and take into account the pattern and size of blocks, open spaces, gardens and streets in the surrounding area (the 'urban grain'). The Council acknowledge innovative design can greatly enhance the built environment and that within areas of distinctive character, development should reinforce those elements which create the character.

2.23 **Policy DP25** seeks to conserve the heritage of Camden. Development affecting conservation areas should take account of conservation area statements and will only be permitted if it preserves and enhances the character and appearance of the area. The council will resist the demotion of unlisted buildings that make a positive contribution to the character or appearance of a conservation area.

Camden Site Allocations Local Development Document

2.24 The **Camden Site Allocations Local Development Document** was adopted in September 2013. The Site for the Proposed Development is included within this document as Site 30: 100 Avenue Road, Swiss Cottage. The 'Site allocation guidance' recommends *"a mixed used development including permanent (Class C3) residential, and other appropriate town centre uses*

such as retail and employment". It continues by stating further guidance, including the need to *"optimise the potential of the site to provide new housing...while minimising potential conflicts between residential and other uses"*.

Supplementary Planning Documents, Guidance and Other

2.25 The **Camden Planning Guidance 2006** gives additional advice and information on how the Council will apply the planning policies in the Camden UDP 2006, including those policies relating to development within conservation areas.

2.26 **Conservation Area Appraisal and Management Plans** have been adopted by the LB Camden for the conservation areas in the area around the Site. These documents describe the character and appearance or significance of the Conservation Area and set out a management strategy for their future. They also identify key or notable views within or out of the conservation area.

2.27 There is an appraisal and management plan for the following conservation areas:

- Belsize Park Conservation Area (November 2002)
- Fitzjohn's Netherhall Conservation Area (February 2001)
- Redington Frognal Conservation Area (January 2003)
- South Hampstead Conservation Area (February 2001)
- Alexandra Road Conservation Area (2000)
- Elsworthy Conservation Area (July 2009)

City of Westminster

2.28 The City of Westminster lies to the south of the Site (beyond Boundary Road) and includes the **St John's Wood Conservation Area**. A conservation area audit for the St John's Wood Conservation Area was adopted in June 2008.

Other guidance

By Design (2000)

2.29 The good practice guidance document '*By Design - Urban design in the planning system: towards better practice*' (CABE / DETR, 2000) sets out the '*objectives of urban design*', which are general principles, and '*aspects of development form*', the physical expression of urban design which '*influences the pattern of uses, activity and movement in a place, and the experience of those who visit, live or work there*'. The point is that project proposals, in attempting to meet the objectives of urban design, will do so most successfully by taking into account the aspects of development form which are particular to the site and its setting.

2.30 The guidance explains eight '*aspects of development form*' which form a useful basis for structuring an understanding of townscape:

- *Layout: urban structure. The framework of routes and spaces that connect locally and more widely, and the way developments, routes and open spaces relate to one another.*
- *Layout: urban grain. The pattern of the arrangement of street blocks, plots and their buildings in a settlement.*
- *Landscape: The character and appearance of land, including its shape, form, ecology, natural features, colours and elements, and the way these components combine.*
- *Density and mix. The amount of development on a given piece of land and the range of uses.*
- *Scale: height. Scale is the size of a building in relation to its surroundings, or the size of parts of a building or its details, particularly in relation to the size of a person. Height determines the impact of development on views, vistas and skylines.*
- *Scale: massing. The combined effect of the arrangement, volume and shape of a building or group of buildings in relation to other buildings and spaces.*
- *Appearance: details. The craftsmanship, building techniques, decoration, styles and lighting of a building or structure.*

- *Appearance: materials. The texture, colour, pattern and durability of materials, and how they are used.*

2.31 By Design also sets out seven '*objectives of urban design*', which it suggests are to be sought in creating a successful place. They are abstract objectives; the guidance suggests that the design of a project should take into account how the objectives can be translated into reality by virtue of the aspects of form proposed. The seven objectives of urban design are:

- *Character – a place with its own identity.*
- *Continuity and enclosure – a place where public and private spaces are clearly distinguished.*
- *Quality of the public realm – a place with successful and attractive outdoor areas.*
- *Ease of movement – a place that is easy to get to and move through.*
- *Legibility – a place that has a clear image and is easy to understand.*
- *Adaptability – a place that can change easily.*
- *Diversity – a place with variety and choice.*

3 THE SITE AND ITS SETTING

Location

- 3.1 The Site lies on the east side of Avenue Road at its northern end where it joins Finchley Road at Swiss Cottage. Avenue Road forms part of the A41 at this point as one side of the one-way traffic gyratory around the triangular island which includes the Swiss Cottage Odeon (referred to in this report as the 'A41 gyratory'). The A41 is one of the main routes connecting central London and the north. The Site is within the Finchley Road / Swiss Cottage town centre as defined in the LB Camden's Core Strategy.
- 3.2 Just north of the Site, College Crescent leads to Fitzjohn's Avenue (B511). The former forms a loop between the junction of Avenue Road and Finchley Road, and Finchley Road further north; Fitzjohn's Avenue is the main road north to Hampstead Village. To the south of the Site, and forming the 3rd side of the A41 gyratory, Adelaide Road (B509, but A41 at this point) connects Chalk Farm and South Hampstead.
- 3.3 There are entrances to the London Underground Swiss Cottage Station immediately north (from the pedestrianised western end of Eton Avenue) and west of the Site. The surrounding main roads are well served by buses.
- 3.4 The Site is within the LB Camden towards its southern boundary. The City of Westminster (CoW) lies nearby to the south.

History of the development of the area

- 3.5 A history of the development of the wider area and a map progression is included in the Heritage Statement. This section focuses on the Site and the immediate surrounding area.
- 3.6 Finchley Road and Avenue Road were laid out in 1826 following an Act of Parliament instigated by Colonel Henry Samuel Eyre. One of the first buildings by the toll gate at the junction of the two routes was a Swiss-style Tavern (the building seen there today was rebuilt after WWII) and the area became known

as Swiss Cottage. In 1859 it was a bus terminus and in 1868 it was the site of the Swiss Cottage Station on the Metropolitan Underground Line¹.

- 3.7 During the next few decades large houses and institutions were built along the new routes of Finchley Road and Avenue Road. Development pressure increased and further roads were laid out as the area became a suburb for the professional and commercial classes in the second part of the 19th century. By the 1870s much of the surrounding area had been developed, including the streets of Italianate villas that are characteristic of Belsize Park (to the east and north-east of the Site). Eton College began developing Eton Avenue during the 1880's. Many of these houses were built speculatively by Willett² and many of the surviving houses are listed (see below).
- 3.8 The Site was occupied by one of the large houses (Sunnyside) with extensive gardens to the south. By the turn of the 19th century this house had been converted into a hospital for the terminally ill and remained in this use until the late 1950s.³
- 3.9 The 1930s saw the redevelopment of the island site (A41 gyratory) with the Odeon and Regency Lodge (listed grade II, see below). Unsurprisingly, the pressure for the intensification of development increased and during the post-war years redevelopment continued with a number of residential estates. These include Hillgrove Estate to the west; Boydell Court to the south; and the Chalcots Estate (built in 1973) and designed by Dennis Lennon and Partners, who also designed the Marriot Hotel (at the western end of the estate)⁴. To the north, large mixed-use commercial and commercial blocks were developed along Finchley Road including Centre Heights and Overground House / Crest House.
- 3.10 Most notably, however, and most relevant to the Site, was the construction of a public library (now listed grade II, see below) and swimming pool designed

¹ London Encyclopaedia; 2010: B Weinreb, C Hibbert, J Keay & J Keay, page 904.

² Belsize Park Conservation Area Character Appraisal and Management Plan, LB Camden 2002

³ CGMS Heritage Statement

⁴ London Encyclopaedia; 2010: B Weinreb, C Hibbert, J Keay & J Keay, page 459.

by Sir Basil Spence with Bonnington and Collins to form part of what was intended to be a new civic centre for the Hampstead Metropolitan Borough Council (prior to the local government reorganisation).

- 3.11 The Site was developed with a commercial building of a design typical of the period in the 1980s (see below). More recently the swimming pool and surrounding area have been redeveloped with a mixed use residential use scheme including a 16 storey tower called Visage Apartments.

The Site & immediate context

- 3.12 The Site forms the north-west corner of an urban block defined by Avenue Road to the west, Adelaide Road (B509) to the south, Winchester Road to the east and the western end of Eton Avenue (most of which up to Avenue Road has been pedestrianised). It includes a 1986 office building designed by Levy Benjamin Horvitch⁵ with cream travertine cladding and cream trimmings (originally red).
- 3.13 The remainder of the block has been largely redeveloped in the last 10 years and includes civic, cultural, commercial and residential uses. New development includes the Swiss Cottage Sports and Leisure Centre to the southern end (as an addition the library); the Hampstead Theatre (Bennetts Associates, opened in 2003) to the north; and Mora Burnet House (north-east corner) and Visage Apartments (south-east corner with a long frontage to Winchester Road), both residential developments.
- 3.14 The open space at the centre of the block, Swiss Cottage Open Space, is a large landscaped space designed by Gustafson Porter. It is an important resource close to the busy junction and as a focus for all of the surrounding development: it was to be the heart of the ambitious 1960 civic plan for the area⁶. There is potential for this open space to be better integrated with the surrounding area and for there to be enhanced active edges onto it.

⁵ From: 'Hampstead: St. John's Wood', A History of the County of Middlesex: Volume 9: Hampstead, Paddington (1989), pp. 60-63. URL: <http://www.british-history.ac.uk/report.aspx?compid=22639>
Date accessed: 06 September 2013.

⁶ Buildings of England London 4: North; 1998: Pevsner and Cherry, page 245

- 3.15 The renovated grade II listed library (with contemporary bronze sculpture, see below) completes the west side of the block to the south of the Site (and is separated from it by a small grassed and treed public open space). A run of late 19th century terraced buildings with retail ground floor frontages including a former public house (now a community facility) complete the central part of Winchester Street.
- 3.16 The main feature to the west, beyond four lanes of traffic on the opposite side of Avenue Road are the Swiss Cottage Odeon (1937, designed by H Weddon⁷), Regency Lodge (listed grade II, see below) and the Ye Olde Swiss Cottage public house.
- 3.17 To the north, on the opposite side of Eton Avenue is the London School of Speech and Drama complex comprising a variety of buildings of various ages, including a late 19th century theatre and a recent large block fronting College Crescent.

The Site's surroundings

- 3.18 The area around the Site is discussed in this section by dividing it into a number of townscape character areas. In each case, the description of the character area concentrates on that part of the area close to the Site, where there is intervisibility with the Site or there is potential for the area to be affected by development at the scale envisaged that requires assessment.
- 3.19 The Site's surroundings can be divided into seven townscape character areas. These have been defined according to the pattern of major routes, surviving historic grain and prevailing scale, age and type of development, and the visual relationship of the areas with the Site.
- 3.20 The Site does not lie within a conservation area. The boundaries of the surrounding conservation areas have informed the identification of townscape character areas. The conservation areas and listed buildings near the Site are considered separately later in this section.

⁷ Ibid page 244

The seven townscape character areas are:

- 1 Swiss Cottage**
- 2 Finchley Road**
- 3 Belsize Park**
- 4 Chalcots Estate**
- 5 Elsworthy Conservation Area**
- 6 Post-war development to west and south**
- 7 South Hampstead**

3.21 The townscape character areas are shown in figure 1 on the next page.

3.22 Townscape character areas 1, 4, 6 and most of 2 roughly correspond to areas of primarily 20th century development excluded from the various conservation areas in the surrounding area (in both LB Camden and CoW).

Townscape Character Area 1 – Swiss Cottage

3.23 This townscape character area includes the Site (the Site and its immediate context area described above). The impact of the highway infrastructure is clear and this effectively splits this townscape character area into three main parts and severs the island site, with the Odeon, Swiss Cottage Pub and Regency lodge, from its urban context.

3.24 There is a sense of 'opening out' as you enter from the north from Finchley Road, but the area lacks a sense of place and a cohesive character as it is dominated by the 10 lanes of traffic at this point. There is a patchwork of open spaces left over after highway interventions or following road closures (Eton Avenue) but these are overwhelmed by the busy roads. The principal open space, Swiss Cottage Open Space, is hidden from the main routes (and to a lesser degree from the area to the east).

3.25 Buildings in the area are generally large scale, and include a variety of uses focused on the heavily trafficked A41 gyratory. To the east this includes the library (a surviving element of the Civic hub proposed in the 1960s), new

sports and leisure centre, new Hampstead Theatre, and the Visage Apartments block.

3.26 Immediately north of Eton Avenue is the University of London Central School of Speech and Drama site with buildings that are varied in age and scale. To the south of Adelaide Road (between St John's Wood Park and Finchley Road) is the new UCL Academy complex.

3.27 On the west side of Finchley Road no. 137 Centre Heights (12 storeys), described by Pevsner as in '*the concrete idiom of the 1960s*', was built in 1961 and designed by Douglas Stephen and Parios Koulermos. South of this is the brick clad 10 storey slab tower, no 125 Finchley Road (Overground House / Cresta House). The substantial scale of this mixed-use development helps reduce the impact of the highway by providing a strong built edge to the west as Finchley Road opens out at the junction with the A41 gyratory.

Townscape Character Area 2 – Finchley Road

3.28 Finchley Road is a busy trafficked route and this townscape character area is dominated by the highway, which sits higher than the footways with traffic barriers along much of the western side of the route in this location. Most development has purpose built ground floor retail frontages.

3.29 Examples of late 19th / early 20th century development survives including nos. 130-150 with a first floor pedestrian walkway to the flats above the retail ground floor frontage. This lies within the Fitzjohn's Netherhall Conservation Area, north of the Finchley Road London Underground Station.

3.30 There has, however been much redevelopment in the 20th century including the post-war period with an increasing scale of development and variety of style and materials of buildings. Large scale redevelopment close to the Site on the west side of Finchley Road (as you approach Swiss Cottage) includes a slab block of the Harben Road Estate with a projecting commercial ground floor that follows the curve of the road.

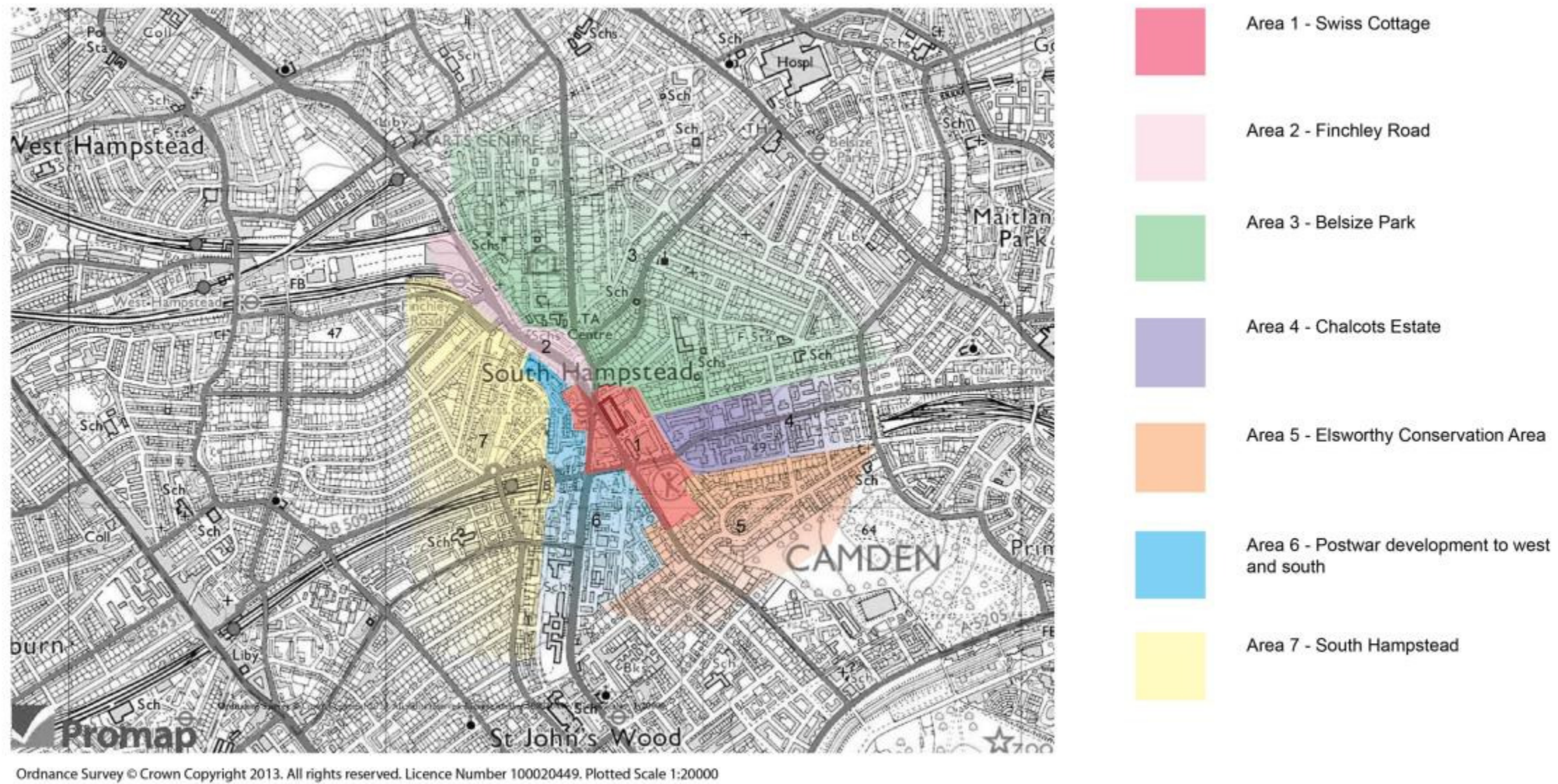


Figure 1 Townscape character areas

3.31 Northways, a substantial inter-war residential block with ground floor retail units, completes the east side of Finchley Road, occupying the triangular plot defined by College Crescent that runs up to the triangular open space at the junction with / Avenue Road. This marks the meeting point of the Finchley Road, Swiss Cottage and Belsize Park townscape character areas and there is a strong visual interrelationship between them at this point.

3.32 The curving nature of the street and scale of development along its edges mean that the Site remains screened until you are quite close (approaching from the north – the southern part of Finchley Road running through Swiss Cottage is in townscape character area 1) and is then viewed in the context of the greater scale of development around the highway dominated Swiss Cottage interchange.

Townscape Character Area 3 – Belsize Park

3.33 This is a large townscape character area that wraps around the east and north of the Site as the land rises markedly to the north towards Hampstead village. It is characterised mostly by large detached or semidetached villas dating from the mid to late 19th / early 20th century, of varied styles, along generous tree lined streets. The conservation area designations recognise broad areas with an overall cohesive character, and there are distinct sub-areas within each (as identified in the Council's Conservation Area Character Appraisals and Management Plans). Some of the houses are statutorily listed, notably (in relation to the site) along Eton Avenue and the southern end of Fitzjohn's Avenue (see below).

3.34 Within this pattern of residential streets, facilities were built for the new residents including churches, shops, public houses and a fire station (some listed, see below). In places these provide local centres which establish a sense of hierarchy within the layout. Some of the large houses have been converted to institutional or education uses today, and this is particularly evident along the main routes in the Fitzjohn's Netherhall and Belsize Park Conservation Areas.

3.35 There is a grid of north / south running streets to the north-west (in the Fitzjohn's Netherhall Conservation Area) which afford views south towards central London. Of these streets the grandly proportioned Fitzjohn's Avenue, which roughly aligns on the Site as it turns east towards its southern end (where it runs into College Crescent), is the eastern most of the grid, and the main street in the conservation area.

3.36 There is also a grid of east / west running streets to the east of the Site (which continues south into townscape character area 4, the Chalcots Estate). Of this grid, Eton Avenue aligns with the northern end of the Site and Fellows Road aligns with the southern end. The triangular open space at the junction of Eton Avenue and Adamson Road forms part of the historic street pattern and the mature trees within the space are important in views along Adamson Road and Eton Avenue.

3.37 There is a less ordered street pattern in the area between the two grids described above (with the exception of Belsize Square), with views generally contained within the local area. There is a view identified in the Belsize Park Conservation Area Character Appraisal and Management Plan towards the Site from Belsize Park (the street) which focuses on the triangular paved island with small trees and a bench and is terminated by no. 69 Belsize Park.

3.38 The style of development ranges from Italianate stucco fronted paired villas along Belsize Park to the red brick Queen Anne style houses on Eton Avenue, with a greater variety including neo-Gothic, classical Italianate, Queen Anne, Jacobean, Domestic Revival and Arts and Crafts to the north. The houses are generally larger in the area to the north up the hill towards Hampstead Village.

Townscape Character Area 4 – The Chalcots Estate

3.39 This townscape character area is formed by the Chalcots Estate, a residential development that lies between Fellows Road to the north and King Henry's Road to the south, with Adelaide Road running parallel between the two. It was built between 1965 and 1970 a joint venture between a private developer and the LB Camden to provide houses for sale and to rent. It was designed by Dennis Lennon and Partners and has a cohesive townscape character. There

are three 23 storey towers (Taplow tower the closest to the Site) and a variety of the lower scale houses and maisonettes.

- 3.40 The same architects designed the Marriott Hotel at the western of the estate, at the junction of Harley Street, King Henry's Road and Adelaide Road⁸, close to the Site and Swiss Cottage library and sports complex.

Townscape Character Area 5 – Elsworthy Conservation Area

- 3.41 This townscape character area lies to the south of Adelaide Road and includes the Elsworthy Conservation Area, which runs south to Primrose Hill, and part of the north-east corner of St John's Wood Conservation Area (which comprises large post-war neo-Georgian houses). The former, like townscape character area 3 (from which it is separated by the Chalcots Estate), comprises speculative terraced townhouses, and large semi-detached and detached villas built between the 1840s up until the first part of the 20th century.
- 3.42 The most notable feature of the conservation area is Wadham Gardens, a picturesque loop road of densely developed large detached and semi-detached houses on large plots. The street trees and well planted front gardens provide a green foil and garden suburb feel.
- 3.43 There are views northwards along Harley Road of the recent developments at Swiss Cottage, including the 16 storey Visage Apartments block, as well as the 23 storey Taplow tower of the Chalcots Estate. The Council's Conservation Area Character Appraisal and Management Plan describe this view as notable⁹.

Townscape Character Area 6 – Post-war development to west and south

- 3.44 This townscape character area comprises the varied post-war residential estate and block development to the west and south of the Site. This includes Harben Road Estate and Hillgrove Estate, which both have a frontage to the west side of Finchley Road; the latter continues to the south beyond Hillgrove Road (B509). These are typical of the housing developments that were being built across London at the time and the taller elements range in height from 8 to 12 storeys. Several of this blocks have been spoiled recently by crude roof makeovers.
- 3.45 To the south of the A41 gyratory (on the east side of Finchley Road) there are a number of residential blocks which include the two towers of the Boydell Court development and east of this, at the northern end of Avenue Road, the residential tower no. 95 Avenue Road. These also range in height from 8 to 12 storeys.
- 3.46 The Alexandra Road Conservation Area lies to the south-west of Hillgrove Road and includes a more notable local authority housing development. It was designed in the 1970s by Neave Brown of Camden's Architects Department. Most of the buildings are listed grade II* and the stepped blocks follow a strong orthogonal geometry and face a central linear open space.

Townscape Character Area 7 – South Hampstead

- 3.47 This townscape character area comprises the residential suburbs to the west of Finchley Road, beyond townscape character area 6. It includes the South Hampstead Conservation Area and the post-war streets of terraced houses and maisonettes along Belsize Road and Fairfax Road (to the east of the conservation area). These are areas of a similar scale of residential development set out along tree lined streets.
- 3.48 The South Hampstead Conservation Area is a leafy late Victorian suburb, almost exclusively residential in nature, and largely homogenous in scale and character. The area is characterised by large, semi-detached and terraced

⁸ Buildings of England London 4: North; 1998: Pevsner and Cherry, Page 242

⁹ Elsworthy Conservation Area Character Appraisal and Management Plan, page 5

late-Victorian properties¹⁰. The South Hampstead Conservation Areas was originally known as the Swiss Cottage Conservation Area (up until February 2011). The name of the conservation area was changed to reflect the historical development of the area and its spatial and historic relationship with Hampstead as opposed to Swiss Cottage, which is on the east side of Finchley Road.¹¹

3.49 This townscape character area is some distance from the Site and separated from it by the large scale post-war development along Finchley Road.

Heritage assets

Conservation areas

3.50 The Site does not lie within a conservation area but there are a number of conservation areas in the surrounding area. That closest to the site (to the east and north-east) is the **Belsize Park Conservation Area**. It was designated in 1973 and has been extended on numerous occasions.

3.51 The Belsize Park Conservation Area sits on the rising land between Chalk Farm at the bottom of Haverstock Hill and Hampstead at the top, and extends westwards to Swiss Cottage. It forms a triangle of land bordered by Haverstock Hill, Adelaide Road and Fitzjohn's Avenue. It is considered as part of townscape character area 3 above

3.52 The designation report describes Belsize Park as *"an area of large scale, imposing semi-detached Victorian Villas of distinct yet uniform appearance. They show elaborate and consistent architectural detail and within the designated boundary there is little to detract from the unity of appearance. Belsize Village is also an area of considerable charm, the particular character of the village being one of the main justifications for designation"*.

3.53 The Conservation Area Character Appraisal and Management Plan states:

"Belsize Park, Belsize Park Gardens, Buckland Crescent and Belsize Square represent the core area of the Belsize Park development undertaken by developer Daniel Tidey on the site of Belsize House in the mid-1850s. The streets are predominantly residential, characterised by the repeated forms of the stucco villas, whose design gives a strong identity and unity of appearance to the area."

3.54 The **Fitzjohn's Netherhall Conservation Area**, designated in 1984 (and subsequently extended), lies to the north of the Site. It is considered as part of townscape character area 3 above. It *"spreads across the southern slopes of Hampstead, on the descent from Hampstead Village (105 m above sea level to Swiss Cottage / Finchley Road (60m). The hills and their gradients play an important part in determining the area's character. Long views along the Avenues combine with substantially scaled properties and generous grounds to create an imposing district."*¹²

3.55 The conservation area includes Fitzjohn's Avenue and College Crescent at its southern end (where there are a number of listed buildings, see below). The Council's character appraisal, in reference to Fitzjohn's Avenue states, *"emerging from the closely packed streets of Hampstead the impact of the scale, topography and architecture of this mature avenue is powerful. The dramatic descent to Swiss Cottage, generous width and length of the road and numerous detached houses make it the most prominent street of the area"* and notes the street trees were part of the original street design.¹³

3.56 The **Redington Frognal Conservation Area** lies to the north of the Fitzjohn's Netherhall Conservation Area. It was designated in June 1985 (and subsequently extended). It is similar in character and appearance to Fitzjohn's Netherhall Conservation Area and forms part of townscape character area 3 above.

¹⁰ South Hampstead Conservation Area Character Appraisal and Management Plan, para 3.1

¹¹ Ibid para 1.1

¹² Fitzjohn's Netherhall Conservation Area Character Appraisal and Management Plan, page 10

¹³ Ibid, page 15

- 3.57 To the south-east is the **Elsworthy Conservation Area**, designated in February 1973. This is considered as part of townscape character area 5 'Elsworthy Conservation Area' above.
- 3.58 To the west of the Site is the **South Hampstead Conservation Area**, originally designated in November 1988 and called the Swiss Cottage Conservation Area (and subsequently extended). This considered above as part of townscape character area 7.
- 3.59 To the south-west is the **Alexandra Road Conservation Area** designated in March 1996. This is considered above as part of townscape character area 6.
- 3.60 To the south of the Site, and mostly in WCC, is the **St John's Wood Conservation Area**, designated in 1967 (and subsequently extended).

Listed buildings

- 3.61 Listed buildings within a radius of 750 meters of the Site are identified in the Heritage Statement. Listed buildings have been referred to where relevant in the section above.

Registered Park and Garden of Special Historic Interest

- 3.62 **Primrose Hill** was included on the Register of Parks and Gardens of Special Historic Interest at grade II on 2 May 2001. This mid-19th century park was added to Regent's Park in 1841. It is 25ha in area and rises steeply to a northern plateau (from, Albert Terrace at its southern boundary) and then drops down steeply to the northern boundary with Elsworthy Road. The LVMF has identified one view point at the summit of the hill with two protected vistas (both to the south-east); one to St Paul's Cathedral and one to Westminster Palace.

Townscape conclusion

- 3.63 Finchley Road and Swiss Cottage have been a focus for development since they were laid out in the first part of the 19th century. Since then the development along these routes has intensified and continues to do so today. The area has a distinctly urban character. In townscape terms, Swiss Cottage appears and feels distinct from Finchley Road (to the north), having a greater sense of openness due to the width of the 10 lane highway at the point where Finchley Road and Avenue Road meet.
- 3.64 Swiss Cottage is an important focus for the local area and provides a transport and leisure hub, but lacks a sense of place and is dominated by traffic. The A41 gyratory effectively severs the 'island' with the cinema, pubic house and Regency Lodge development; from the library, sports centre, theatre and Swiss Cottage Open Space to the east (and the Site); and the mixed use slab blocks and retail uses to the west. The scale of the latter slab blocks is commensurate with the width of the highway and helps establish a sense of structure in the townscape; such an effect is lacking to the east.
- 3.65 The surrounding area includes a variety of residential suburbs and estates. The former were mainly laid out towards the end of the 19th and early 20th centuries and have been designated conservation areas. They include large detached and semidetached villas laid out along generous tree lined streets. There are also a number of post-war residential estates and block developments, most of which include tall buildings, and the most notable is the Chalcots Estate and its three 23 storey towers to the east of the Site.
- 3.66 There are views of Swiss Cottage from the surrounding area. The larger scale of development that has been built around it provides hierarchy in the urban form and helps mark Finchley Road / Swiss Cottage town centre. These views are, however, generally limited along main roads and from nearby streets, highlighting the grand scale and close knit grain of the surrounding suburbs.

3.67 The Site has the potential to offer more in terms of defining a sense of place and acting as an enhanced marker for Swiss Cottage. It could promote permeability and a more connected public realm and improve the setting of Swiss Cottage Open Space. The current development on Site fails to do this, simply adding to the anonymity of this area which is dominated by traffic.

4 THE PROPOSED DEVELOPMENT AND ASSESSMENT

- 4.1 The Design and Access Statement ('DAS') includes a detailed description of the Proposed Development and how the design responds to the Site context. It also outlines how the scheme has evolved through on-going discussions with the Council and following two presentations to Design Council CABE.

Site planning

- 4.2 The Proposed Development comprises two buildings, a 24 storey tower and a part 5 and part 7 storey slab block, as well as enhanced public realm including a new route between Swiss Cottage Open Space and Avenue Road (between the two proposed buildings). The building line to Avenue Road of both buildings has been brought forward closer to the footway, when compared with the existing building.
- 4.3 The proposed tower sits at the northern end of the broadly rectangular Site with the lower block running south up to the open space north of the library building. Both buildings have principal entrances addressing Avenue Road. The slab block also has an entrance from the new pedestrian route to the north-west and from the elevation fronting Swiss Cottage Open Space to the north-east.

Tower

- 4.4 The residential tower includes a variety of apartments ranging from studios to 3 bedroom apartments and a communal area for residents on the top floor. There are retail units along the north-east elevation facing Swiss Cottage Open Space.
- 4.5 The tower is rectangular in plan, with the narrower elevations facing south-west and north-east. These narrower elevations are articulated as three primary bays with a grid of vertical and horizontal frame elements. The ground and 1st floors are expressed as a double height space with a 1st floor part mezzanine level. The elevation to Avenue Road is glazed with

chamfered set backs to each corner (within the structural framework), each with an entrance.

- 4.6 The central bay of the narrower elevations is set in. Full width balconies to the 2nd to 20th floors of all three bays provide depth, articulation and modelling to the south-west and north-east facades. The primary grid is expressed horizontally with horizontal members that run the full width of the elevation, at intervals generally every two or three floors to the main body of the tower. Within this grid, the elevations of the flats comprise a mix of glazing and metal panels set back with the grid framework.
- 4.7 The north-west and south-east elevations are more solid, and also articulated as three major bays, the narrow central bay to the main floors slightly set in. The pattern of horizontal stone elements within the primary grid is consistent with that to the other two elevations. These elevations, however, are articulated with a variety of stone vertical elements, chamfered and set obliquely to give the appearance of a stone fin, with terracotta panels and fenestration with a vertical emphasis (this provides a more marked contrast with the three uppermost floors, see below).
- 4.8 The top three floors are expressed differently, with just the masonry framework of the super-grid and a pattern of large vertically proportioned openings providing a more lightweight appearance, particularly noticeable in the south-west and north-east elevations. The 22nd and 23rd floors are clad with glazed panels, some backed with terracotta panels, and the 24th floor has large transparent openings. The inset roof terraces to the central bays to each of the four elevations of the 24th floor, and the break in the stone parapet element (which follows the set back of the inset central bays) articulate the silhouette.

Lower block

- 4.9 The lower block is 7 storeys high to Avenue Road and 5 storeys high to Swiss Cottage Open Space. There are roof terraces overlooking the park

above the 5 storey element and a roof terrace and plant enclosure above the 7th storey. The upper floors comprise single aspect flats organised off a central corridor. The 6 northernmost bays are independent of the internal arrangement of the main body of the block and accessed from the new pedestrian route to the north-west of the block.

- 4.10 The ground floor includes four retail units, with a continuous commercial frontage to Swiss Cottage Open Space and to most of Avenue Road. The latter also includes an electricity sub-station and community uses to the southern corner. The community use element is a self-contained unit that occupies all floors at the corner, with an associated roof terrace to the south-east overlooking the park. It has a large inset glazed opening to the top two floors which wraps round from the south-east elevation to part of the south-west elevation.
- 4.11 The elevations are designed to express the varied uses within. The ground floor is taller with a high level of glazing. The floors above are articulated as a regular grid with a mix of inset balconies, fenestration and solid panels that align vertically. The Avenue Road elevation of the residential units is regular, with individual bays expressed every two floors within the stone pillar and beam framework. The elevation to the park is more varied in terms of the width and height of different bays with more generous balconies overlooking the public open space. There is no visible distinction between the market or affordable units.

Public realm

- 4.12 A new route will be created between the two new buildings, connecting Avenue Road and Swiss Cottage Open Space. There will be outdoor seating areas and terraces associated with the commercial units to the park frontage, which will be treated as a seamless extension of the park landscape. The landscape treatment will also be continued between the tower and the theatre, to connect with the market area to the north-west.

Assessment

- 4.13 The Proposed Development is well considered and based on a clear understanding of the Site and its context as can be understood from what is set out in the DAS. The siting of the tower responds to the surrounding pattern of major routes and open spaces and will ensure this element acts as a marker for Finchley Road / Swiss Cottage town centre which includes the London Underground Station, as well as the group of buildings comprising a theatre, library, sport centre, Central London School of Speech and Drama and nearby multiplex cinema and shops and restaurants.
- 4.14 The tower element of the Proposed Development is in line with the CABE / English Heritage 'Guidance on tall buildings':
- The siting and design of the tower have been informed by the surrounding urban grain and historic context, local views and the potential effect on the skyline.
 - The tower is of a high architectural quality. Its design takes account of its relationship with other buildings in the area with articulated facades of an appropriate scale and high quality materials.
 - The design of the top of the tower has been given special consideration with larger openings within the principal grid and more extensive use of glazing than in the lower storeys. The inset central bays and top floor roof terraces will provide an interesting silhouette.
 - The commercial use at ground floor level and lobby to the flats will ensure activity and variety at street level.
 - The development will contribute positively to its surroundings at street level and provide enhanced public realm and a new route to the Swiss Cottage Open Space public open space.
 - The development as a whole will contribute to safety, diversity, vitality, and social engagement and will establish a much needed sense of place

on this Site at a busy traffic gyratory, acting as a marker for Finchley Road / Swiss Cottage town centre.

- 4.15 Both the tower and the lower block of the Proposed Development are set closer to the edge of the footway on Avenue Road (than the existing building on Site) and will provide an enhanced street edge and backdrop addressing this busy highway at the gyratory.
- 4.16 The architecture of the tower and lower block is of equal quality and the detailed design of each will complement the other. The elevations of both buildings are expressed as grids, with differing degrees of uniformity depending on their aspect. Each façade is finished with crisp detail and depth and articulation is provided by the inset balconies (part projecting to the tower) and pattern of fenestration, or the use of contrasting materials. The use of stone members to define well proportioned primary grids to the different facades, and pattern of terracotta and metal inset panels, will add texture and interest to the tower evident in close-up views and from further afield.
- 4.17 The different uses are clearly expressed in the elevation treatments which respond to both the orientation and outlook of the different elevations. The new community use will provide a distinctive element of the south-west corner of the lower block facing Avenue Road.
- 4.18 The residential use will allow for the elevations to provide an animated and more active frontage (than the existing building on Site) through the day and evening. The Proposed Development will contribute positively to the residential character of the surrounding area.
- 4.19 The public realm is being designed to link seamlessly with the surrounding network of routes and spaces, and most importantly with the Swiss Cottage Open Space to the south east. These public realm enhancements will improve the connectivity between the existing park and its immediate surroundings. In addition, the continuous commercial ground floor uses will ensure an active edge to the park.

5 TOWNSCAPE VIEWS

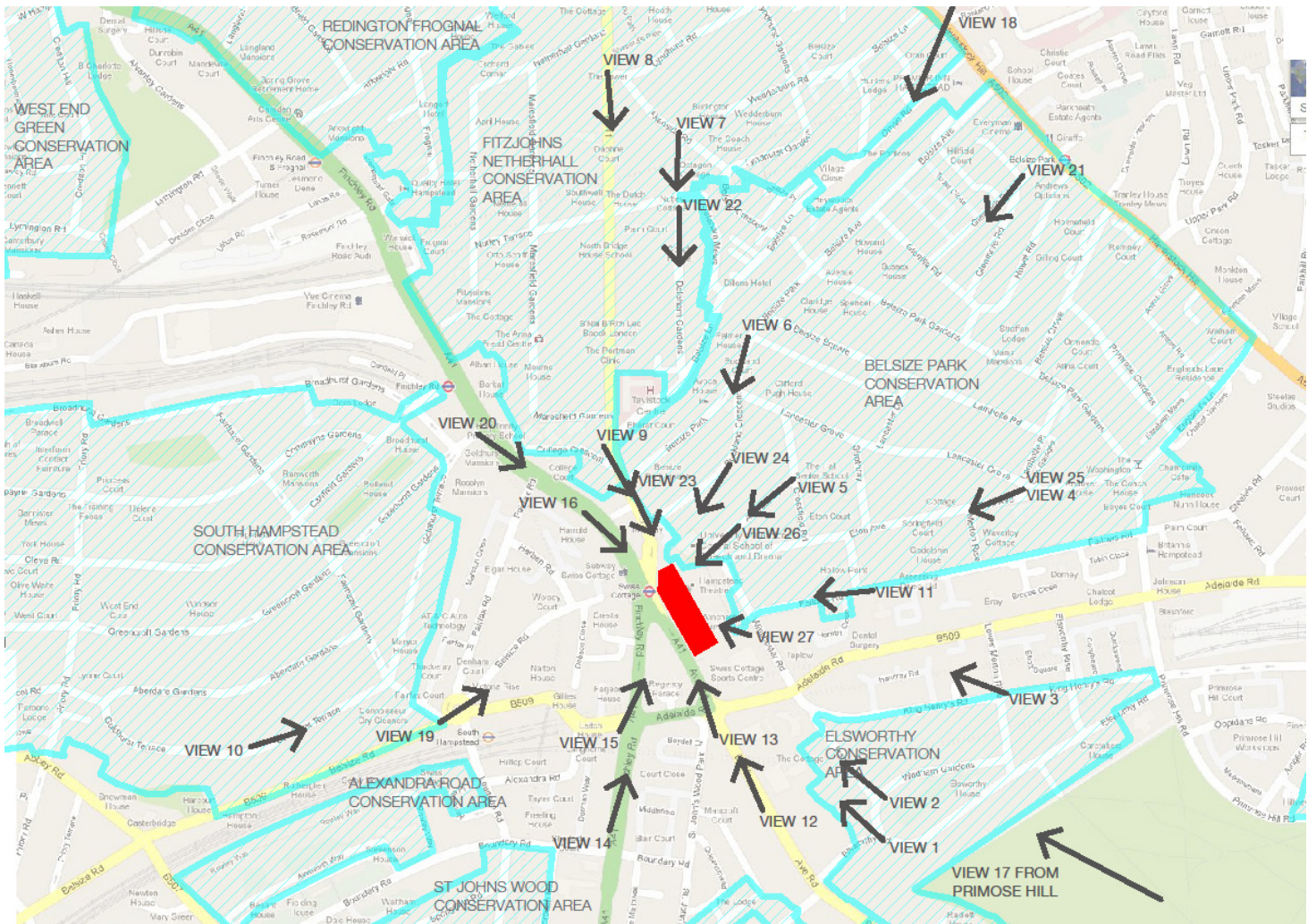


Figure 2: Plan of viewpoint locations

Views

- 1 Elsworthy Road
- 2 Wadham Gardens
- 3 King Henry's Road
- 4 Eton Avenue – traffic island
- 5 Crossfield Road
- 6 Belsize Park
- 7 Akenside Road
- 8 Fitzjohn's Avenue – north
- 9 Fitzjohn's Avenue – south
- 10 Goldhurst Terrace
- 11 Fellows Road
- 12 Avenue Road – south
- 13 Avenue Road – north
- 14 Finchley Road – south
- 15 Finchley Road/Adelaide Road
- 16 Finchley Road – north
- 17 Primrose Hill
- 18 Pond Street
- 19 Belsize Road
- 20 Finchley Road/Broadhurst Gardens
- 21 Glenloch Road
- 22 Daleham Gardens
- 23 College Crescent
- 24 Buckland Crescent
- 25 Eton Avenue – north footway
- 26 Adamson Road
- 27 Swiss Cottage Open Space



1. Elsworthy Road

As existing winter

- 5.1 This viewpoint, at the junction of Elsworthy Road and Wadham Gardens is looking north-west in the direction of the Site. The viewpoint and the foreground are within the Elsworthy Conservation Area.
- 5.2 The foreground includes the wide street and footways of Elsworthy Road with mature street trees, and a substantial house from the turn of the 20th century to the left of the image. There are contrasting tall buildings seen in the backdrop, including the Visage apartment block visible towards the centre of the image, and to the right of this the Burnham Tower on the Chalcots Estate. Both these buildings are mostly screened when the trees are in leaf as seen in the summer view on the next page.



As existing summer



As proposed winter

- 5.3 The tower of the Proposed Development would be visible in the distance, towards the centre of the image and to the left of the Visage apartment block. The tower would not be prominent in this view and would appear consistent with the established character of the backdrop. It would be better in architectural terms than the existing tall buildings visible from here.
- 5.4 The Proposed Development would be screened in the summer by trees.



2. Wadham Gardens

As existing winter

- 5.5 This viewpoint, towards the south-west end of Wadham Gardens, is looking north-west along Harley Road. The viewpoint and the foreground are within the Elsworth Conservation Area (up to the UCL Academy).
- 5.6 The foreground includes large houses from the latter part of the 19th century and from the 1960s. There are a number of mature street and garden trees. The Visage apartment block terminates the view along the street, and the new UCL Academy is visible in front of this. The very top of Burnham Tower is just visible to the right.
- 5.7 The street trees will be more prominent in the view when in leaf as seen in the summer shot on the next page.

As existing summer





As proposed winter

- 5.8 The tower would be visible in the distance, to the left side of the Visage apartment block. It will appear consistent with the established character of the backdrop. It would be better in architectural terms than the existing tall buildings visible from here.
- 5.9 The tower would be substantially screened in the summer by trees.



3. King Henry's Road

As existing winter

- 5.10 This viewpoint is on the east junction of Lower Merton Place and King Henry's Road. The viewpoint and foreground to the left of the image are within the Elsworthy Conservation Area
- 5.11 The foreground comprises the road and mini roundabout with late 19th century semi-detached houses to the left. The low rise elements of the Chalcots Estate lie in the foreground to the right of the image with Burnham Tower, Bray Tower, the Visage apartments, and parts of the London Marriot Hotel Regent's Park visible beyond.
- 5.12 There is little difference in the summer view as illustrated in the image on the next page.



As existing summer



As proposed winter

- 5.13 The tower of the Proposed Development would be seen in the distance above the roofline of the 1960s terrace of 2 storey houses on the Chalcots Estate. It would appear close to and lower than the Burnham Tower on the Chalcots Estate in this view.
- 5.14 The visibility of the Proposed Development will remain the same in the summer view.



4. Eton Avenue – traffic island

As existing winter

- 5.15 This viewpoint is on a traffic island close to the east end of Eton Avenue looking south-west towards the Site. This street is in the Belsize Park Conservation Area and there are a number of listed buildings along its length.
- 5.16 The foreground, of a coherent character, is dominated by the wide roadway and mature street trees. 31 Eton Avenue, to the far left, is listed grade II and was designed by Amos Faulkner c1903. The former Belsize Fire Station to the far right is listed grade II* and was designed by Charles Canning Windmill for the LCC. Contrasting taller buildings, such as Centre Height on Finchley Road, are visible in the distance (in the centre of the image), and partially screened by tree canopies.
- 5.17 The trees will dominate the view when in leaf as seen in the image on the next page.



As existing summer



As proposed winter

- 5.18 The upper part of the tower of the Proposed Development would be quite prominent from here in winter, but not dominant as it will appear some 600 m in the distance. Its form and architecture would contrast with the foreground, marking the Finchley Road / Swiss Cottage town centre and contributing to legibility.
- 5.19 The tower would be partially screened and less visible in the summer.



5. Crossfield Road

As existing winter

- 5.20 This view point is on the east footway of Crossfield Road looking south-west along Adamson Road towards the Site. The viewpoint and foreground are in the Belsize Park Conservation Area.
- 5.21 The foreground is dominated by the roadway and the large late 19th century red brick terraced houses. There is a post-war apartment block to the far left. The north end of the Site is visible in the distance behind the screen of tree canopies (to the left side of Crossfield Road); and to the right of this is 125 Finchley Road (Overground House / Cresta House).
- 5.22 The trees will be prominent on the left side of the images when in leaf, as seen in the image on the next page.



As existing summer



As proposed winter

- 5.23 The tower of the Proposed Development would be prominent in this view, although lower against the sky than the foreground buildings on either of the junction when seen from here. The Tower would terminate the view along this curved street, acting as a marker of Finchley Road / Swiss Cottage town centre and the London Underground Station. The high quality design of the tower would be apparent, including the distinct design of the upper floors and the articulated silhouette. It will contrast with the foreground, as might be expected in areas where residential streets approach main roads and local centres.
- 5.24 The visibility of the Proposed Development will remain much the same in the summer view.



6. Belsize Park

As existing winter

- 5.25 This view point is on the north footway of Belsize Park looking south-west in the direction of the Site. The viewpoint is in the Belsize Conservation Area and the view is identified in the Council's Conservation Area Appraisal and Management Plan.
- 5.26 The foreground includes the wide street and footways of Belsize Park with mature street and front garden trees and some surviving bottle balustrade stucco finished boundary walls. The development in the foreground comprises large 19th century Italianate style semi-detached villas finished in stucco, typical of the conservation area.
- 5.27 The trees will be much more prominent in the view when in leaf as seen in the image on the next page.



As existing summer



As proposed winter

- 5.28 The upper part of the tower of the Proposed Development would be visible from here in winter, but it would not rise above the tree line in this view. The form and architecture would contrast with the foreground, marking the Finchley Road / Swiss Cottage town centre and contributing to legibility.
- 5.29 The trees will continue to dominate the view in the summer and screen much of the tower.



7. Akenside Road

As existing winter

- 5.30 This view point is on the north footway of Akenside Road looking south along Daleham Gardens towards the Site. The viewpoint and view are in the Fitzjohn's Netherhall Conservation Area.
- 5.31 The foreground is dominated by the highway and tall red brick garden walls, with mature garden planting behind. Despite being a winter view, most of the large houses along this street are screened by planting. The upper floors of Boydell Court (on St John's Wood Park) are visible in the distance terminating the view along the street.
- 5.32 The trees and garden planting will dominate the view when in leaf, as seen in the summer image on the next page.



As existing summer



As proposed winter

- 5.33 The tower of the Proposed Development would terminate the view along this street acting as a marker of Finchley Road / Swiss Cottage town centre.
- 5.34 The tower of the Proposed Development will be partially screened by trees in the summer view.



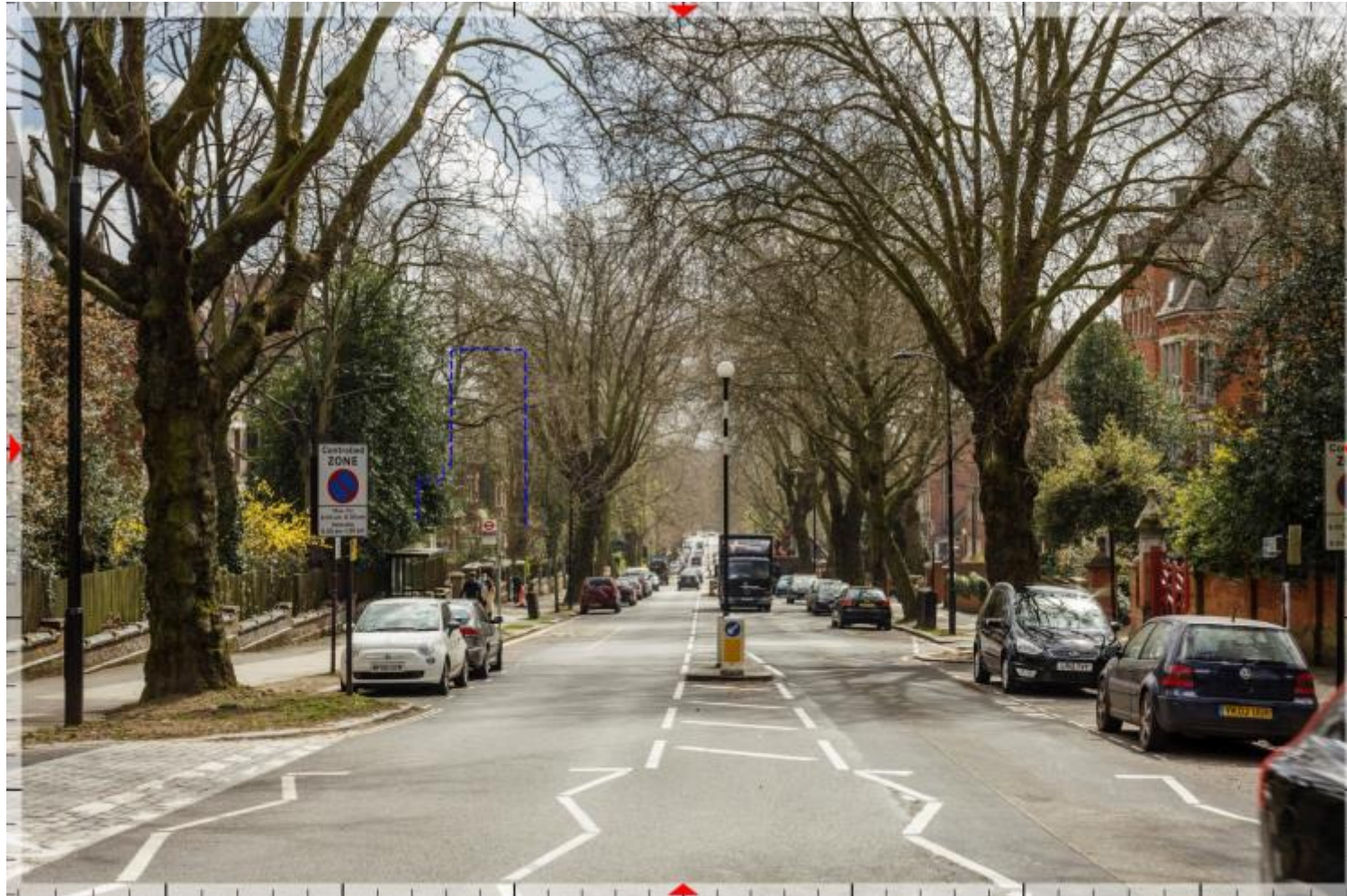
8. Fitzjohn's Avenue – north

As existing winter

- 5.35 This view point is in the centre of Fitzjohn's Avenue, just north of Sheperd's Path, looking south in the general direction of the Site. The viewpoint and view are in the Fitzjohn's Netherhall Conservation Area.
- 5.36 The foreground is dominated by the wide carriageway (with the prominent road markings) and generous footways of Fitzjohn's Avenue and the many mature street trees. This is clearly a busy through route. The canopies of the street trees frame the view south along the street focusing the eye on the carriageway. The majority of the large houses along either side of the road are screened by the trees and front garden planting.
- 5.37 The trees are even more prominent when in leaf as seen in the image on the next page.

As existing summer





As proposed winter

- 5.38 The Proposed Development would not be visible in the summer and barely perceptible in the winter.



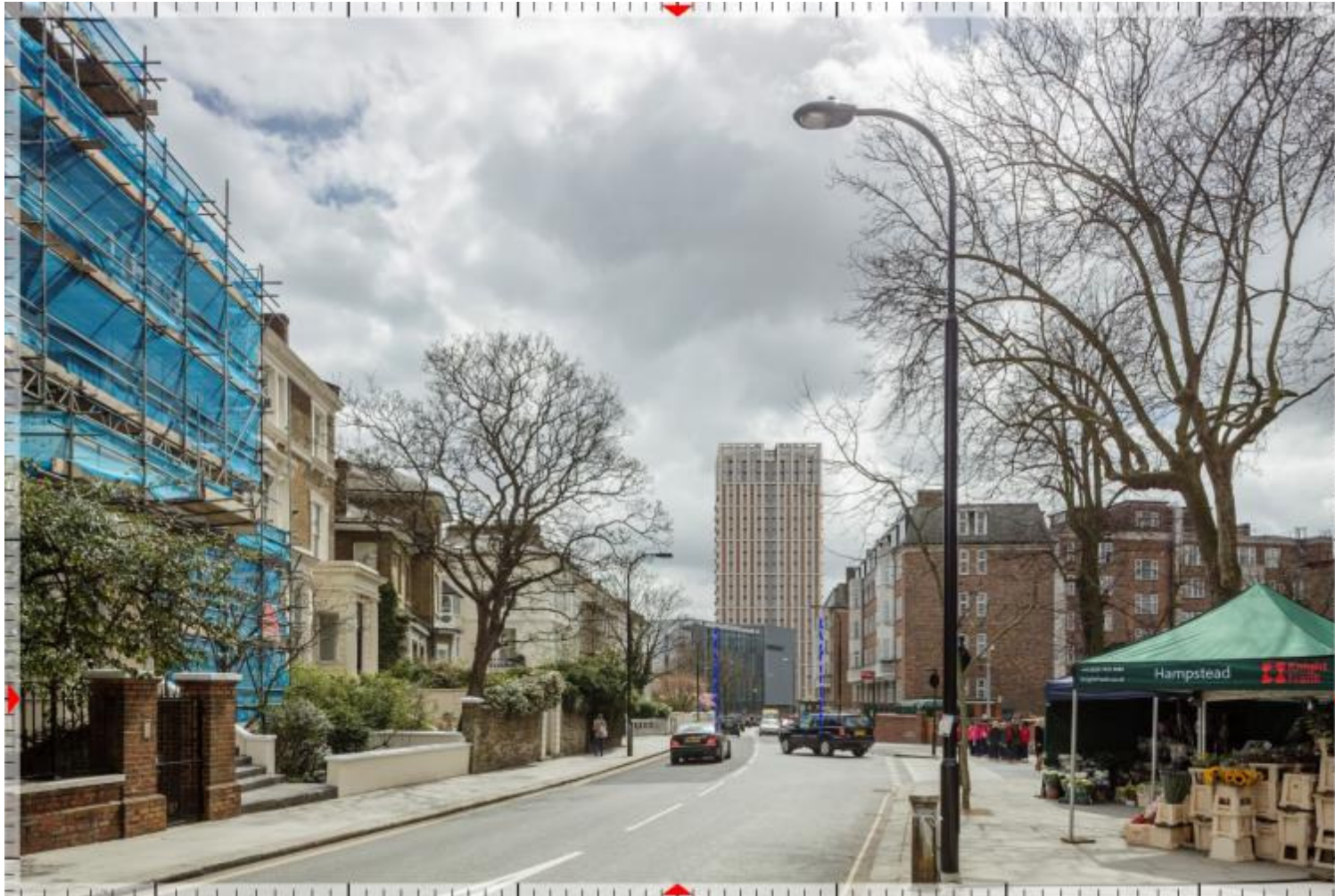
9. Fitzjohn's Avenue – south

As existing winter

- 5.39 This viewpoint is on the east footway of Fitzjohn's Avenue, towards its southern end, looking south-east in the direction of the Site. The viewpoint and foreground are within the Fitzjohn's Netherhall Conservation Area.
- 5.40 There is a variety of existing buildings, differing in style and materials, without any great coherence or any particular relationship between them. The large Italianate style 19th century houses to the left of the image lead down towards Swiss Cottage and the new building for the Royal Central School of Speech and Drama terminates the view at the bend in the road. To the right is the flower stall, by the listed drinking fountain, at the junction with College Crescent, and beyond the Northways mansion block.
- 5.41 The trees become more evident when in leaf as seen in the summer view image on the next page.



As existing summer



As proposed winter

- 5.42 The upper part of proposed tower would be prominent from here. Its form and architecture would contrast with the foreground, adding an attractive new building to an already varied townscape, marking the Finchley Road / Swiss Cottage town centre and contributing to legibility.
- 5.43 The tower would be partially screened by trees when they are in leaf.



10. Goldhurst Terrace

As existing winter

- 5.44 This viewpoint is on the north footway of Goldhurst Terrace looking east / north-east towards the Site. The viewpoint and view are within the South Hampstead Conservation Area.
- 5.45 The foreground is dominated by the wide road lined by terraces of large late 19th century houses in mostly red brick. The houses are set back from the road behind front gardens, many used for parking cars today. The rear of Centre Height and Cresta House, on Finchley Road, terminate the view along the street.
- 5.46 The trees are more prominent when in leaf as seen in the image on the next page.



As existing summer



As proposed winter

- 5.47 The tower of the Proposed Development would be visible in the distance acting as a slender marker of Finchley Road / Swiss Cottage town centre. The tower would be partially screened by trees in the foreground when in leaf.



11. Fellows Road

As existing winter

- 5.48 This viewpoint is on the south footway of Fellows Road, looking west towards the Site. The viewpoint is just outside the Belsize Park Conservation Area. The development to the right of the image, terminating the view along the street, and the 19th century terrace stock brick terraced houses to the left of the street, are within the conservation area.
- 5.49 The Burnham Tower and open street frontage of the Chalcots Estate are prominent features in this view. The large terraced townhouses are typical of those from the late 19th century seen in the wider area.
- 5.50 The trees are more prominent in this view when in leaf as seen in the image on the next page.



As existing summer



As proposed winter

- 5.51 The tower of the Proposed Development and upper floor of the lower block would be visible in the distance. They would contrast with the 19th century development in the foreground in the same way that the tower and houses of the Chalcots Estate in the foreground to the left do. The proposed tower would be of a significantly greater architectural quality.



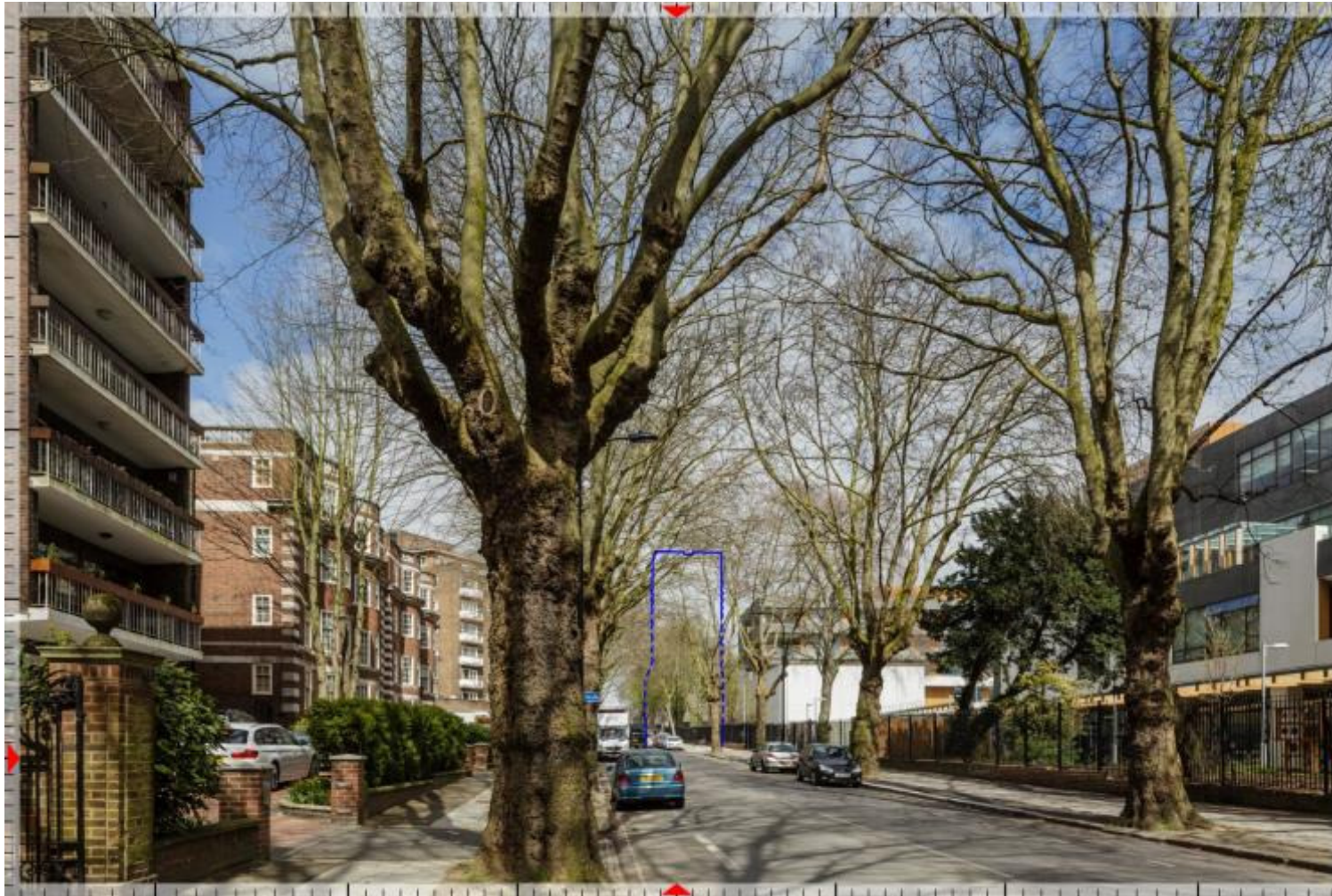
12. Avenue Road – south

As existing

- 5.52 This viewpoint is on the west footway of Avenue Road looking north-west in the direction of the Site.
- 5.53 The foreground is dominated by the mature street trees. There is a varied age and style of apartment blocks to the left of the image and the recently completed UCL Academy to the right.
- 5.54 The trees will dominate the view when in leaf as seen in the image on the next page.



As existing summer



As proposed winter

- 5.55 The tower of the Proposed Development would be visible in this view, terminating the view along the street, but behind the foil of the tree canopies, and not very prominent.
- 5.56 The Proposed Development will be screened when the trees are in leaf in the summer.



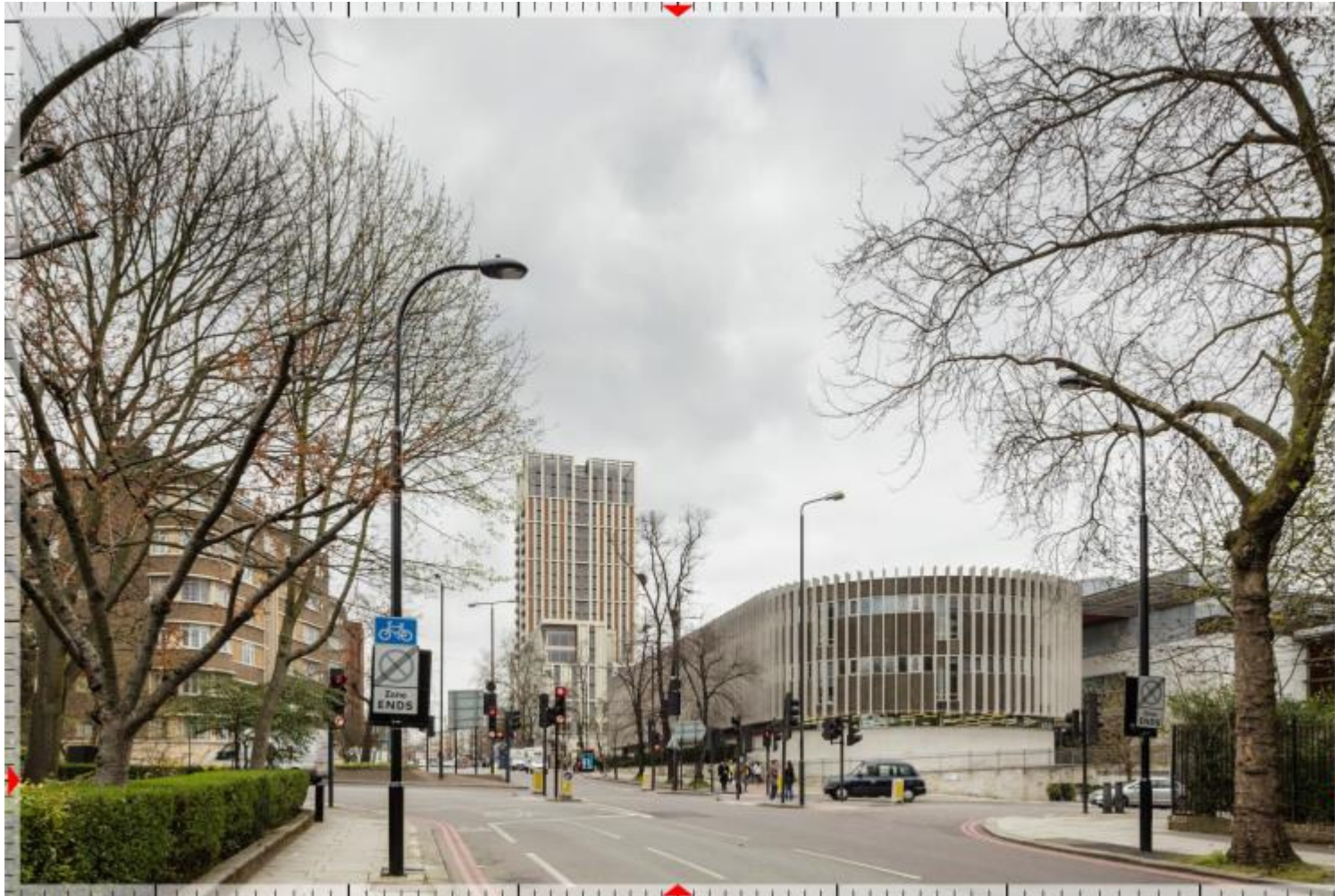
13. Avenue Road – north

As existing winter

- 5.57 This viewpoint is on the west footway of Avenue Road, close to the junction with Adelaide Road, looking north-west in the direction of the Site.
- 5.58 The foreground is dominated by the highway infrastructure, traffic lights and signage at this busy junction. The grade II listed Regency Lodge is to the left of the image and the grade II listed Swiss Cottage Library is to the right. The latter is the most prominent building with its distinctive form; apart from this the townscape is undistinguished. The building on Site is visible beyond the library towards the middleground.
- 5.59 The trees are more prominent when in leaf and will screen much of the Site, as seen in the image on the next page.



As existing summer



As proposed winter

- 5.60 The proposed buildings would be prominent and seen to good advantage from here; a positive addition to a largely nondescript townscape. The massing and design of the lower block would complement the design of the library building. The community use in the south-west corner of the latter will be suggested by its distinct design. The proposed tower would become an important marker for the surrounding group of civic, educational, community and commercial buildings.



14. Finchley Road – south

As existing winter

- 5.61 This viewpoint is on the west footway of Finchley Road looking north-east in the direction of the Site.
- 5.62 The foreground comprises the wide 6 lanes of carriageway of the busy Finchley Road and the wide footways. To the left a variety of estate apartment buildings are set back from the street edge; to the right there are modest 2 storey houses. Beyond these is the 11 storey Boydell Court and then the grade II listed Regency Lodge. The Odeon can just be made out beyond. This is a view of no particular townscape quality.
- 5.63 The trees are more prominent when in leaf as seen in the image on the next page.