79 CAMDEN ROAD
& 86-100 ST PANCRAS WAY

townscape visual impact assessment

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Contents

01 Introduction

1.1 This Townscape and Visual Impact Assessment has been prepared in support of the planning application for the redevelopment of 79 Camden Road, 86 – 100 St Pancras Way, NW1 9EU. The report has been prepared by Peter Stewart Consultancy, a practice which provides independent expert advice on architecture, urban design and heritage.

1.2 The report considers the physical context of the application site ('the Site') and its surroundings. It goes on to consider 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.

1.3 The report should be read in conjunction with the scheme design drawings, the architect's design and access statement and other supporting information with the planning application.

Selection of viewpoints

1.4 11 viewpoints have been chosen to illustrate the effect of the Proposed Development on townscape and views, and these are illustrated in section 5.

1.5 Candidate viewpoint locations were identified based on an examination of maps and aerial photographs, maps of conservation areas, maps and lists of listed buildings, and good prior knowledge of the area. The view locations were discussed and agreed with the London Borough of Camden ('LB Camden').

1.6 A final selection of viewpoints was made following a site visit and with the aim of providing a broad range of viewpoints from all points of the compass and within the following three types of viewing location in particular:

- Views that have been identified as significant, by the planning authority or others, e.g. in planning policy and guidance documents and conservation area appraisals;
- Other locations or views of particular sensitivity, including those viewpoints in which the Proposed Development may significantly affect the settings of Conservation Areas or listed buildings;
- Representative townscape locations from which the Proposed Development will be visible; and

1.7 Key views identified by the Council that have informed the choice of viewpoints in this report include the:

- view westward along St Pancras Way of the sweeping terrace as a key view (Camden Broadway Conservation Area Appraisal and Management Plan).
- view towards Rochester Terrace Gardens from the west end of Rochester Road (Rochester Conservation Area Appraisal and Management Plan).
- view towards Camden Road Station from Camden Road (Camden Square Conservation Area Appraisal and Management Plan).

1.8 For each of the 11 identified views illustrated in section 5, there are images of the view as existing and as proposed. Six of the views as proposed are shown as a fully rendered images, showing the proposed development in a realistic manner. In other cases, the proposed development is shown diagrammatically, in a 'wireline' outline. The methodology for their production is included at appendix A.

02

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 design and townscape matters that are of the greatest relevance.

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 core planning principles set out at paragraph 17 include the following: 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 confirm 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 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."

2.13 Where a development proposal will lead to 'less than substantial' harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use (para 134).

2.14 Paragraph 135 states the effect of an application on the significance of a non-designated heritage asset requires a balanced judgement having regard to the scale of any harm or loss and the significance of the heritage asset.

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

2.15 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'.

2.16 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.'

2.17 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'.

2.18 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…'

London View Management Framework Supplementary Planning Guidance

2.19 In March 2012 the Mayor published the 'London View Management Framework Supplementary Planning Guidance' ('LVMF') which is designed to provide further clarity and guidance on the London Plan's policies for the management of the views identified in the London Plan. There is one LVMF views that is relevant to the consideration of the development of this site, London Panorama: Parliament Hill viewing location 2A.1, looking towards Parliament Hill. The Proposed Development falls below the threshold height of the viewing corridor and this view is not illustrated as part of this report.

London Borough of Camden

Camden Core Strategy and Development Policies, 2010

2.20 The Core Strategy and Development Policies documents, which form part of the LDF, were adopted on 8 November 2010.

2.21 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.

2.22 The Development Policies document sets out additional planning policies that the Council will use when making decisions on planning applications.

2.23 **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 integrated 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.

2.24 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.

Supplementary Planning Document

2.25 There are four conservation areas in the area around the Site and there are adopted conservation area appraisals and management plans for all of these:

- **The Camden Broadway Conservation Area Appraisal and Management Plan** was adopted on 12 February 2009. It identifies | the view westward along St Pancras Way of the sweeping terrace as a key view.
- **The Jeffry Street Conservation Area Appraisal and Management Plan** was agreed by the executive on 19 November 2002.
- **The Rochester Conservation Area Appraisal and Management Plan** was agreed by the executive on 12 December 2001. It identifies the view towards the Rochester Terrace Gardens from the west end of Rochester Road as a key view.
- **The Camden Square Conservation Area Appraisal and Management Plan** was adopted on 11 March 2011 on 19 November 2011. It identifies the view towards Camden Road Station from Camden Road as a key view.

Other guidance

By Design (2000)

2.26 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.

2.27 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.*

2.28 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.*

03

The Site and its Setting

Location

3.1 The Site is located to the north-east of Camden town centre in the London Borough of Camden. This is a central location with an urban character that is well served by public transport; Camden Road London Overground Station is some 150m to the south-west and Camden Town London Underground Station some 550m to the south-west. There is a bus stop on Camden Road in front of the Site.

Site

3.2 The Site occupies almost three quarters of a rectangular urban block, which runs roughly north-west / south-east lengthways. The long sides of the site address St Pancras Way and Rochester Place, the short side faces Camden Road. St Pancras Way and Camden Road comprise the principal Site frontages. The 1951 Ordnance Survey maps show much of the Site as cleared and today it comprises a mix of 20th century built elements as described below and assessed in more detail in the DAS.

3.3 The collection of buildings on Site includes a 4 storey 1960s wing fronting Camden Road to the south-east; an earlier former works complex comprising 2 and 3 storey elements including the former main entrance reached by steps, facing St Pancras Way, and a mews-like 'rear' elevation to Rochester Mews.

3.4 The building line of the St Pancras Way frontage is set back from the back of footway beyond a hard surfaced forecourt with low rendered wall with a varied age of railings above (roughly to align with the building line of the former villas on Site, see below, and those that remain to the north-west of the Site at 104 and 106 St Pancras Way). At the southern end of the St Pancras Way Site edge (in front of the return elevation of the 1960's wing) there is a ramped continuation of the forecourt which runs down to basement level close to the junction.

3.5 The Camden Road frontage forms a continuous built edge set back behind a poor quality hard surfaced area. There are a number of semi mature trees within this area that screen much of the built edge to the Site in views along the street when in leaf. The land rises slightly to the north-east along Camden Road, with a corresponding reduction in the height of the half basement of the wing, so that the north-east corner is almost at street level (with an escape stair exit).

3.6 The Rochester Place frontage comprises a continuous, mostly single storey stock brick built edge. It sits directly at the back of the footway with tall utilitarian railings above. The exceptions are the return of a central 4 storey wing that runs across the centre of the Site; and the end elevation of a 4 storey high wing (that runs across the Site) towards the centre of the Site.

3.7 The north-western Site edge is defined by the plot boundary with 102 St Pancras Way which runs the full width of the urban block, with a second frontage to Rochester Place. This is a recently refurbished commercial building which appears to have originally been a post-war factory or warehouse.

History of the development of the area

3.8 Camden Town began life as little more than a handful of buildings beside a main road[1]. St. Pancras Way, formerly known as King's Road, follows the winding course of an earlier rural route from the south-east to Kentish Town. In contrast, Camden Road is a straight road laid out in 1820 as a new route running north-east from central London to Tottenham.

3.9 Camden Town's expansion as a major centre was advanced by the opening of the Regent's Canal in 1820[2]. The Site lies close to a bridge over the canal on Camden Road, completed in 1820. The area developed quickly with streets of terraced houses and villas mostly in place by the late 1830s. Where these survive they form the cores of the surrounding conservation areas. The railways, from the 1830 onwards, brought new industries to the area.

3.10 Construction of the North London Railway (1846-51) resulted in the demolition of terraced houses on either side of Randolph Street and at the intersection of Camden Road and Royal College Street. The massive brick viaduct and two road-spanning iron bridges of the railway significantly altered the original character of the area.

3.11 In the latter half of the 19th century the area became fully urbanised. Schools and churches were erected, sanitation and street lighting were improved, old inns were rebuilt and new pubs were built. The opening of the Camden Town Underground station in 1907 marked the full assimilation of this once rural area into the northern suburbs of London. This can be seen in the 1875 Ordnance Survey map at figure 1.

3.12 During the Second World War the railways were a major target for the enemy and the area suffered bomb damage. This is evident in the 1951 Ordnance Survey map at figure 2. This together with slum clearance in the post-war period resulted in the loss of some of the terraced housing in the area, and its replacement with blocks of modern flats. This includes Bernard Shaw House opposite the Site on St Pancras Way, and the St Pancras Estate opposite the Site on Camden Road, as seen in the 1954-55 Ordnance Survey map at figure 3.

3.13 The Site was originally occupied by a row of semidetached and detached early to mid-19th century villas. Today it comprises a phased 20th century commercial development, most recently occupied by the LB Camden's Parking Control Department.

1 Camden Broadway Conservation Area Appraisal and Management Plan

2 By 1830 the canal was carrying 0.5 m tons of goods per annum, rising to 1.0 m tons by 1850: ibid.

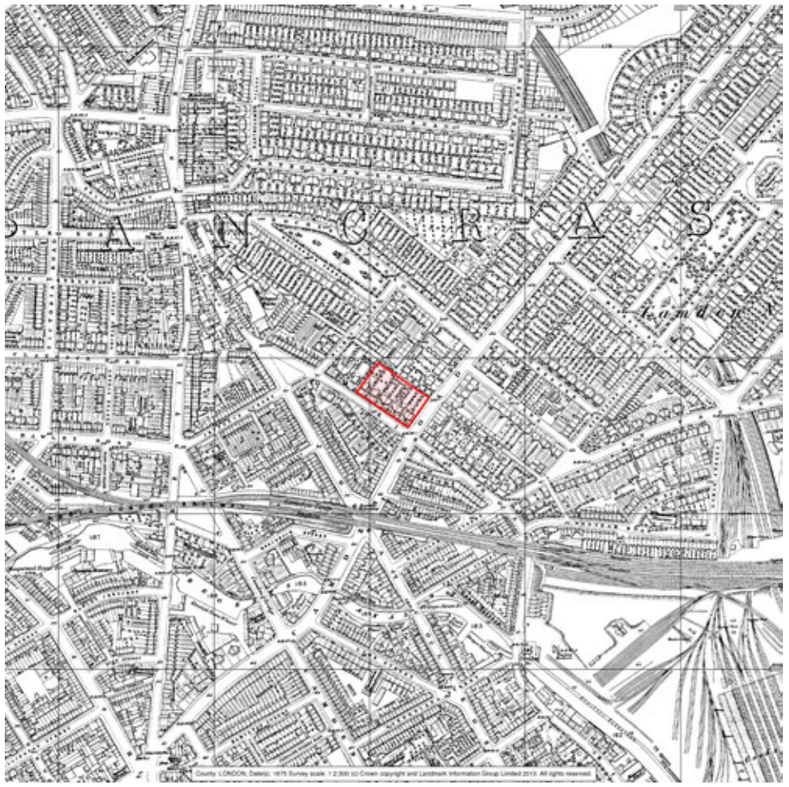


Figure 01: 1875 1:2500 Ordnance Survey map

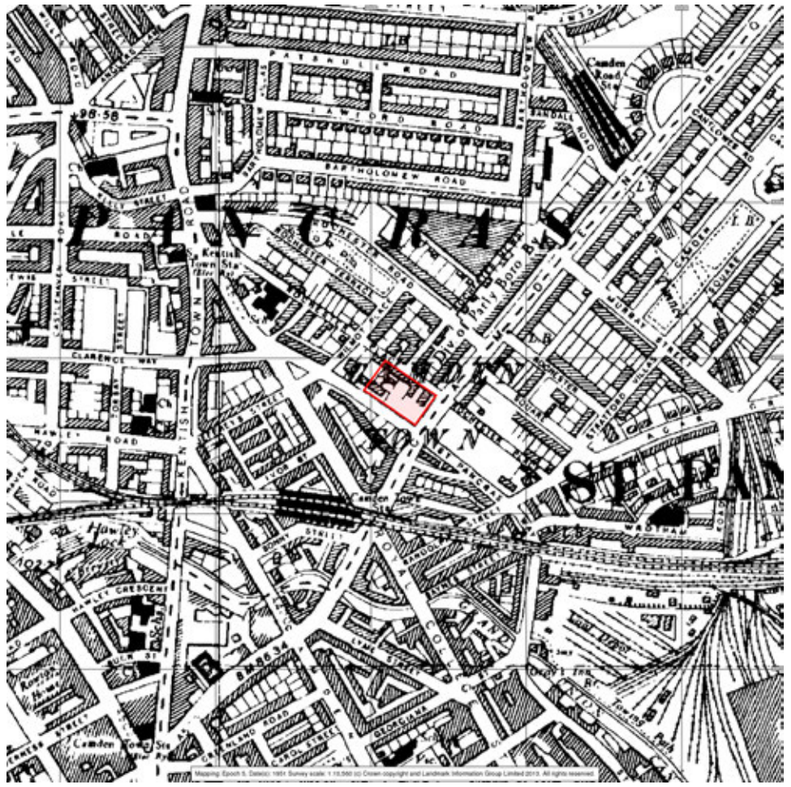


Figure 02: 1951 1:10, 560 Ordnance Survey map

Figure 03: 1954-55 1:2500 Ordnance Survey map

The Site's immediate surroundings

3.14 The north-western end of the urban block in which the Site lies comprises 2 developments; 102 St Pancras Way and completing the urban block, the former employment exchange, now an apartment block. The latter comprises a pair of converted semidetached 19th century villas (fronting St Pancras Way) and an extended and altered post-war wing with a frontage to St Wilmot Place and return elevation to Rochester Place.

3.15 Opposite the Site on the south-west side of St Pancras Way is the 5 storey high 1960s Bernard Shaw House local authority housing block set back from the street with its own drive. It is built in light brick and is similar in appearance to the blocks on the St Pancras Way Estate (see below). There are lock up garages to the rear accessed from St Pancras Way to the north of the block.

3.16 Opposite the Site on Camden Road is the St Pancras Way Estate, which includes 6 storey apartment blocks set within a landscaped open space with a central playground area. This estate was designed by Norman & Dawbarn for the Borough of St Pancras. Built in 1946-48, it was the first development of post-war flats in the borough. It was refurbished in the 1980s[3].

3.17 To the north-east, on the opposite side of Rochester place are the flanks of the 3 storey high with large pitched roofs 81 - 83 Camden Road, and the 2 and 3 storeys high Rochester Mews (to the rear), a 1970s residential scheme. There is a recent mixed use 4 storey development with commercial units on the lower 2 levels and 2 floors of residential units above at the north-west junction of Rochester Place and Rochester mews (it is on the site of a former 1950s warehouse).

3.18 Diagonally opposite the Site, at the intersection of Camden Road and St. Pancras Way, is an early 20th century garage building (extended and now the 'Camden Car Wash'). This was once the formal garden space associated with the curved terrace 137 to 159 St Pancras Way (see below). The Council consider the former to detract from the character and appearance of the conservation area at this busy junction[4].

3 Buildings of England London 4: North; 1998: Pevsner and Cherry, page 139

4 This is stated in the Conservation Area Appraisal and Management Plan, draft 2008; page 10

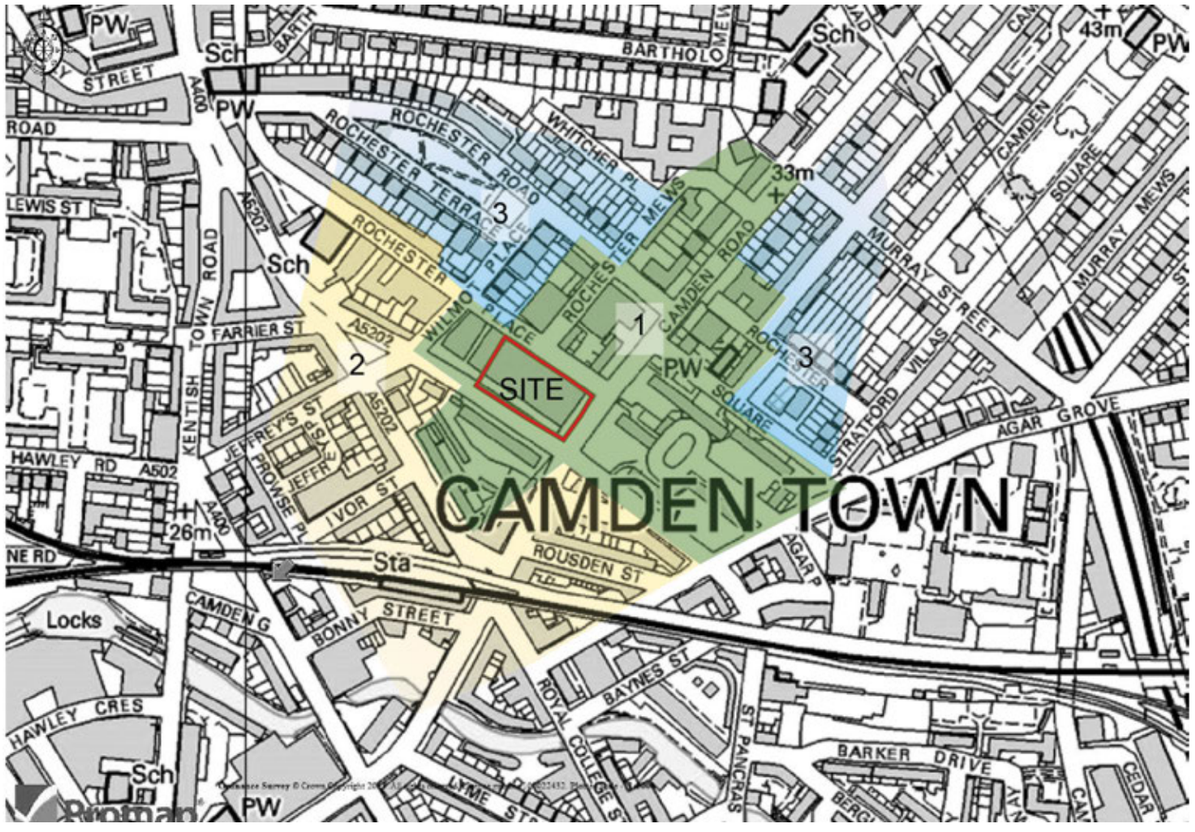
The Site's surroundings

3.19 The development in the surrounding area largely follows the road and block layout that was established by the mid 19th century. There have been a number of 20th century interventions (including on Site) and these tend to be of a greater scale than the 19 century development, and focused along Camden Road and St Pancras Way. The character of the area around the Site derives from the mix of age and style of mainly residential development, some with retail ground floor frontage; as well as some scattered commercial uses along main roads or in the numerous mews.

3.20 Townscape character areas have been identified for the purpose of this TVIA reflecting the distinctive scale and character of development along Camden Road as well as the surviving 19th century terraces and mews to the south-west and the large 19th century paired villas around Rochester Terrace Gardens and Camden Square to the north. The viewpoints in section 5 have been chosen to provide representative views from these different townscape character areas.

3.21 The townscape character areas are as follows:

1. Camden Road
2. Camden Broadway
3. Rochester Terrace Gardens & Camden Square



1 Camden Road

2 Camden Broadway

3 Rochester Terrace Gardens & Camden Square

Figure 04: Townscape character areas

1 Camden Road

3.22 This is the townscape character area with the most varied character, derived from the large scale 20th century and mostly post-war interventions. These have tended to be set back from the street and of a greater scale than the surrounding development. The entire urban block within which the site lies is included in this townscape character area. The Site and its immediate context are described above.

3.23 To the south-west and south-east there are late 1940s housing blocks (see above) both of 6 storeys and both in a light yellow brick. There are developments of a similar scale further north along Camden Road including the 6 storeys 85 to 89 Camden Road, with the retail ground floor set back from the street behind a large parking forecourt. Opposite the latter is the 5 storey Julian Court apartment block.

3.24 Camden Road is a busy A road and the land rises steadily from the south-west to the north-east. It is a wide route and north of St Pancras Way, generally lined by large mature street and front garden trees. This provides a distinctive green edge in views along this busy road, which contrasts with the harder townscape along this road to the south-west around the railway bridge over Camden Road, a prominent local feature.

2 Camden Broadway

3.25 This townscape character area has a sense of cohesion derived from the early to mid 19th century development, albeit of a varied detailed design and materials between streets or terraced runs. It has a more urban character than townscape character area 3 (see below) both in terms of the land use, with more retail and commercial uses, and the scale and type of development. In broad term the area includes terraced development of 3 and 4 storeys high along the main streets and 2 and 3 storeys high along secondary routes or mews.

3.26 To the east, at the crossroads with St Pancras Way, 137–159 (odd) St Pancras Way are the surviving eastern half of a formal crescent known in 1832 as Brecknock Crescent[5]. The crescent form remains but it does not have a uniform appearance today; 157 and 159 are listed grade II (see below) and some houses have been rebuilt following bombs damaged. The former open space the crescent fronted is now the site of a car wash business (see above). Immediately south of here, on Rousden Street, is the grade II listed Greenwood Almshouses, finished in stucco in a Gothick style.

3.27 The terraced development along Camden Road (south of St Pancras Way) lies at the back of footway and provides a continuous built edge with a continuous retail ground floor frontage. This continues southwest beneath the Richmond - Stratford London Overground Railway bridge towards Camden town. The bridge is a distinctive feature in local views. The Camden Road Station, built in 1870, is listed grade II, and replaced an earlier station of 1850 on a different site[6].

3.28 The brick railway viaduct and surviving 19th century terraces and cobbled streets provide a distinctive townscape character to the north-west of Camden Road. Prowse Place runs through one viaduct archway, and others have been infilled and are in commercial use. Ivor Place connects Prose Place (just north of the viaduct) with Royal College Street. It comprises a mix of 2 and 3 storey brick and stucco fronted terraced runs providing a rich townscape. The view north-east along this street is in the direction of the Site and is closed by the 4 storey post war block, Foster Court, on the north side of Royal College Street.

3.29 To the north-west, College Green is a small grassed public open space at the point where St Pancras Way and Royal College Street meet to the north-west of the Site (both form part of the A502 and provide a one-way loop between Kentish Town Road and Crowndale Road). The triangular space is enclosed by iron railings with a listed drinking fountain and telephone box to the northern point (see below). The north-east side is defined by a 3 storeys high listed mid 19th century terrace and the south-west (at the junction with Jeffrey Street) with a late 1980s residential development which rises to 4 storeys.

3.30 Reed's Place to the north of College Green comprises a pair of stucco fronted mid 19th century terraces of 2 storey houses facing each other over shallow front gardens and a pedestrian route. This connects St Pancras Way to Rochester Place. The latter, south-east of here, comprises mainly post-war development (other than at the junction with Wilmot Place) of a mews like character. The 4 storey central wing on the Site which runs up to Rochester Place is visible in the distance.

3.31 Later interventions are evident south of the Railway Station on Camden Road, such as the 7 storey high Highstone Mansions, built c 1920s just north of the Regent's Canal (on the east side of the road); and the Regent Canal site residential development which will rise up to 8 storeys high, currently being built on the opposite side of the street.

3 Rochester Terrace Gardens & Camden Square

3.32 This townscape character area includes the residential areas either side of Camden Road to the north / north-east of the Site. It retains a substantial amount of large 19th century semi-detached and detached villas, as originally laid out when Camden Town expanded northwards. Both areas contain central green spaces which acted as a focus for the speculative residential developments; and both form the focus of conservation areas. Camden Square to the north-east forms the centrepiece of a rigid grid of streets to the east of Camden Road; and Rochester Terrace Gardens forms the centrepiece of a less formal layout to the north-west. Both areas have an attractive urban character with a mature green landscape today.

3.33 There have been post war infill developments but the development from the first half of the 19th century remains the dominant feature. The detailed design and materials of the houses varies but they conform to the fashions of the time, with a palette of stock brick and stucco, to provide an overall cohesive townscape either side of Camden Road.

Heritage assets

Conservation Areas

3.34 Camden Broadway Conservation Area was designated on 20 September 2005. It lies to the south of the Site and include the southern corner of the crossroads junction as defined by Camden Road and St Pancras Way (this is described in townscape character area 2 above). This is the conservation area with the strongest intervisibility with the Site. See views 1 and 2 in section 5.

3.35 Jeffrey's Street Conservation Area was designated on 12 November 1985. It lies to the west and south-west of the Site. The northern part of the conservation area includes part of St Pancras Way and College Green to the west of the Site and there are views of the Site from here. See views 3, 9 and 10 in section 5

3.36 Rochester Conservation Area was designated on 12 December 2001. It lies to the north-west and north of the Site. The Site is visible along Rochester Place. The Proposed Development will be visible, but only to a limited degree in some views from Rochester Road. See views 4, 5, 8 and 11 in section 5.

3.37 Camden Square Conservation Area was designated in October 1974. It lies to the north-east of the Site. This conservation area includes part of the eastern frontage of Camden Road, north-east of the Site, and there is intervisibility between the two. See views 6 and 7 in section 5.

5 The western half of the crescent has been demolished and the land is now occupied by Bernard Shaw Court.

6 The list description notes it is the only survivor of the Italianate brick station buildings erected in the 1870s along the North London Railway and was built to replace the original wooden buildings of the line, and that it is one of the few suburban stations of the period to survive in London.

Listed buildings

3.38 There are no listed buildings on the Site. The following listed buildings lie within the area around the Site as described above in the Site's surroundings section:

- Nos. 157 and 159 and attached railings St Pancras Way, listed grade II. These are early 19th century terraced houses finished in stucco with rusticated ground floors.
- Camden Road Station, Camden Road (includes no.223 Camden Road Station Royal College Street and nos.13-23 Camden Road Station Bonny Street) is listed grade II. This station dates from 1870 and was designed by EH Horne for the North London Railway. It is in yellow stock brick with stone dressings.
- Nos.108-132 (even) and attached Railings St Pancras Way, listed grade II. This terrace of thirteen 1820s 3 storeys stock brick houses (4 with shops) has stucco detail and slate roofs. This terrace forms a strong and cohesive piece of townscape seen across College Green.
- The K2 Telephone Kiosk at the junction with St Pancras Way Royal College Street, listed grade II. This telephone kiosk dates from 1927 and was designed by Giles Gilbert Scott.
- Drinking Fountain memorial to Joseph Salter , Royal College Street , listed grade II. This granite memorial drinking fountain dates from c1876-7.
- Greenwood Almshouses Nos.1-6 (consec) Rousden Street, listed grade II. Terrace of 6 Early C19, almshouses finished in stucco and in a Gothick style (altered late 20th century).
- Nos.111-121 (Odd) St Pancras Way, listed grade II. This is a terrace of six 3 storeys early 19th century houses finished in stucco with channelled ground floors.

Existing townscape: conclusions

3.39 The wider area within which the Site lies is mainly residential in character and retains large pockets of surviving early to mid 19th century residential development varying from terraced cottages to grand villas. These areas are mostly designated conservation areas and include Camden Broadway to the south, Jeffrey's Street to the west / south-west; Rochester to the north-west and Camden Square to the north-east.

3.40 The Site forms part of a rectangular urban block that was redeveloped in the 20th century and appears to date mostly from the post-war period. Its longer southern frontage faces St Pancras Road, a busy south-east/ north-west route; with a shorter but taller built frontage to the busy Camden Road, a main north-east / south-west route. It lies just 150m north of Camden Road London Overground Station and some 550m north of Camden Road London Underground Station.

3.41 This stretch of Camden Road, and St Pancras Way at the crossroads junction, have been a focus for post-war development. They include a varied scale and type of development. The development at all four corners of the crossroads junction is set back from the street edges. This includes the 1960s office wing on Site, the post-war housing blocks to the north-east and south-west, as well as the 19th century terrace to the south-west, facing a single storey garage on the former communal garden area, now in use as a car wash.

3.42 Camden Road, in the area around the crossroads and to the north-west, is bordered by mature street and garden trees. This provides a prominent green foil in street views, enhanced by front garden planting and hedges. The result is that that the buildings on the Site are not very prominent in views along Camden Road due to the tree canopies.

3.43 The development on Site today appears utilitarian and tired and sits back from the principal street edges presenting a bland forecourt to the frontage along St Pancras Way. It fails to provide an active frontage to St Pancras Way, or Camden Road, or mark the important south-east corner of the Site where these two routes meet. There is a clear opportunity to revitalise the Site so that it contributes positively to its context with a building of a more appropriate architectural and urban quality that marks the crossroads junction, provides strong street edges and complements the surrounding residential uses.

04

The Proposed Development

4.1 The Proposed Development comprises the demolition of the existing buildings on Site and the redevelopment of the Site with a residential scheme. The redevelopment scheme includes 166 residential units (Class C3), including affordable housing. The new building ranges from 5 to 7 storeys in height. There are also two new courtyard open spaces, two new communal roof gardens and public realm improvements

4.2 A detailed description of the Proposed Development and the evolution of the design, following discussions with the Council, can be found in the DAS.

Design approach

Site planning

4.3 The Proposed Development takes the form of a perimeter block with two internal courtyards at lower ground floor level, divided by a central cross wing. The east courtyard has a single storey entrance hall fronting St Pancras Way and is open above this; and the west courtyard is open in part to Rochester Mews with a boundary fence with gate (providing access to a disabled parking space) at ground floor level. There are three circulation cores to the upper floor flats accessed from St Pancras Way, and another three circulation cores accessed from Rochester Place.

4.4 The ground floor includes the upper levels of dual aspect duplex apartments which open out onto the internal courtyard and are set behind lightwells to the street frontages (as well as some bin and cycle store areas). The majority are accessed at grade by bridge links from the street (the others are accessed from the internal courtyard). The majority of the flats to the upper floors are dual aspect.

4.5 The courtyards are surrounded by private gardens to the lower ground floor duplex apartments, with communal access from their corners from the circulation cores (and either the entrance hall or the disabled parking deck).

Height and massing

4.6 The main body of the apartment block is almost entirely five storeys high, the exception being the end bay of the north-west elevation which is 4 storeys high. In places above the main 5 storey block there are inset 6th and 7th storeys. The north-western half of the block, however, is predominantly 5 storeys, apart from the flank elevation of the 6th storey to the St Pancras Way (at its western end). See figure 5.

4.7 The massing of the upper floors is arranged with the two tallest wings (both 7 storeys) running north-east / south-west; one fronting Camden Road and the other separating the two courtyards. The prevailing height of the St Pancras Way frontage is 6 storeys high, with the high point of the flank elevation of the two 7 storey wings. The Rochester Place elevation is 5 storeys with the 2 storey flanks of the taller 7 storey wings.

Figure 05: Massing of proposed development

Detailed design and materials

4.8 All of the elevations follow a clear order and hierarchy. The ground floor and lower ground floor are expressed with large openings, with solid elevations at the back of footway at ground floor level for the bin stores etc. The area lightwells to the street frontage of the duplex apartments are characteristic of the lightwells to the 19th century terraced houses found in the wider area, as is the exposed lower ground floor elevation to the rear. The ground floor openings to St Pancras Way are taller than those to Rochester Place, reflecting the slope across the Site, and the Camden Road ground floor frontage is stepped following the rise in the land north-east towards Holloway Road.

4.9 The elevations above have a distinctly residential grain, with a regular pattern of openings that align vertically. Those to the main routes of Camden Road and St Pancras Way are different to those to Rochester Place and the north-west elevation. The former, addressing the principal street frontages, are of a more formal appearance.

4.10 The Camden Road frontage is symmetrical, expressed by a regular pattern of two window wide bays. In between these and at either end of the elevation are inset balconies, with glazed balustrades, most one window wide, apart from the central bay which is two windows wide with a louvred metal detail to the balustrade. The former includes punched openings, in the brick cladding, grouped vertically to the 1st and 2nd floors and 3rd and 4th floors by window surround defined by vertically set bricks and with metal spandrel panel details; the design of the window frames in the two end bays is different to that of the two central ones.

4.11 The St Pancras Way elevation follows the same basic pattern. The exception is the single storey concierge link which is clad in metal and with a glazed elevation to the street and courtyard, allowing views through into the site. The entrances to the circulation cores are framed on Corten metal.

4.12 The inset upper floors are set in from all facades and appear distinct in design to the floors below. The main dormer features are clad in Corten with the setback elements finished with a metal cladding system. The alignment of the large dormer windows matches that of the 2 window wide bays below. There are roof terrace areas with glass balustrading in the areas between the feature dormers.

4.13 The secondary elevation to Rochester Place and the north-west elevation are also brick, with similar window frames, but not linked across floors. The balconies have perforated metal panel and railing balustrades and are part recessed and part projecting.

4.14 The courtyard elevations are of a uniform appearance and a more contemporary design with staggered opening. They are clad in light brick in the style of a traditional lightwell.

Landscape

4.15 Landscape enhancements include the retention of most the trees on Site, the replacement of a diseased tree, and the planting of additional trees. There will be new planting beds along the lightwell railings to St Pancras Way and Camden Road, and gerund cover planting below the trees to Camden Road. The new hard surfacing will match that of the existing footways.

Assessment

4.16 The design is of high quality and represents a considerable improvement on the buildings it replaces in respect of urban design and architectural quality. It will provide a positive urban quality to the Site and create a sense of place at this busy crossroads where one is lacking today.

4.17 In urban design terms the approach to the redevelopment of the Site has focused on providing a strong built edge to St Pancras Way and Camden Road and marking the junction of the two at the crossroads. This together with the activity generated by the residential use will contribute significantly to the quality of the street frontages and the local area, enhancing its prevailing residential character.

4.18 The massing of the block has been well articulated to emphasise the crossroads junction and step down to the neighbouring development to the north west and the secondary route of Rochester Place. The plan form provides gaps to both St Pancras Way and Rochester Place articulating the block and breaking down the overall mass of the development.

4.19 In architectural terms, the Proposed Development deploys simple, crisp detailing including regular punched openings within the solid brick clad bay elements. The façade design overall has a clear sense of order and rhythm and adopts a vertical hierarchy with a base, middle and top. The detailed design responds to the different characters of the surrounding primary and secondary routes, and the length of the different street frontages. In doing so it relates well both to the street hierarchy and to the historic context, without aping earlier architectural styles.

4.20 The complementary but more contemporary design of the courtyard elevations with staggered openings and metal panels, will provide an informal character to these more private elevations. The lighter colour brick will add a sense of lightness to the courtyard space and outlook from the flats. It will also enhance the sense of depth and modelling of the block in the views from the street where the break in the perimeter block form can be appreciated.

4.21 The palette of high quality materials will ensure the development sits well in its context. The predominant facing material is brick, which reflects the materials of the post-war apartment blocks adjacent to the Site and the 19th century terraces and villas in the wider area. It will provide a fine grain, richness and texture to the elevations. The use of metal cladding panels and the Corten of the bold dormers will add a contemporary feel and further richness to the facades.

4.22 The retained trees to the Camden Road frontages and, now trees enhanced hard surfacing and planting to the forecourt areas will enhance the local environment and maintain the positive townscape characteristic found in the area today. The main amenity spaces are provided in the internal courtyards, shielded from the surrounding traffic and at roof level in the communal garden areas. Both are finished to a high standard.

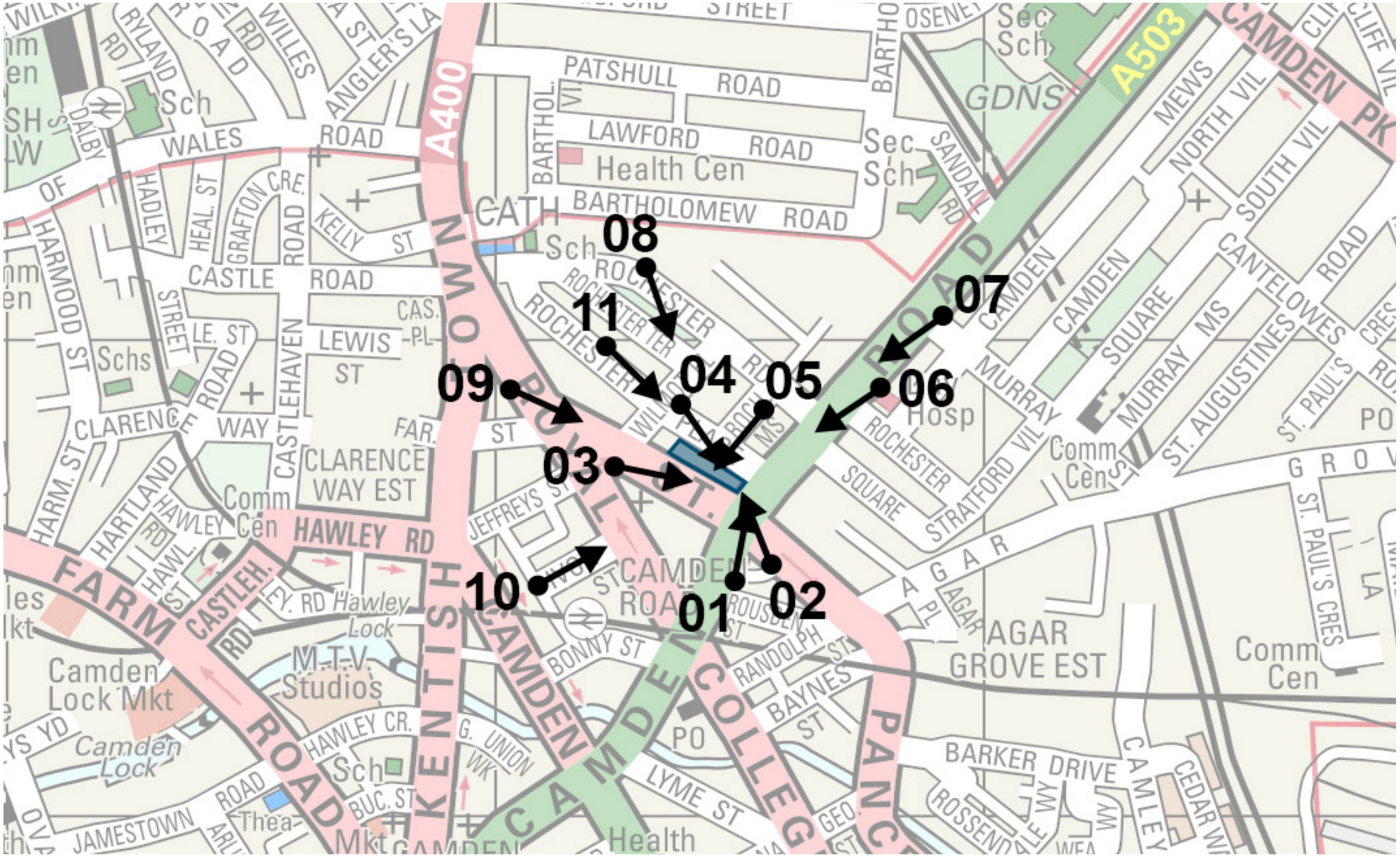
05

Townscape Views

Table 01: Table of Views

View	Location	Page	Style	Ref	OS-E	OS-N	Height (AOD)	Heading	Lens	Field of View	Film	Date	Time
01	Camden Road - south	24	AVR - 3	D9373	529345.185	184404.765	32.678	230.12°	24mm	74°	Digital	27.09.13	09:20
02	St Pancras Way - east	26	AVR - 3	D9358	529144.604	184367.767	31.094	102.99°	24mm	74°	Digital	24.09.13	14:46
03	St Pancras Way - west	28	AVR - 3	D9374	529286.535	184271.764	30.708	322.95°	24mm	74°	Digital	27.09.13	09:36
04	Rochester Place	30	AVR - 3	D9372	529188.104	184420.916	32.3	130.85°	24mm	74°	Digital	27.09.13	08:44
05	Rochester Mews	32	AVR - 3	D9371	529280.399	184433.524	33.334	219.15°	24mm	74°	Digital	27.09.13	08:36
06	Camden Road - north	34	AVR - 3	D9376	529245.077	184265.486	30.914	9.92°	24mm	74°	Digital	27.09.13	09:53
07	Camden Road / Murray Street	36	AVR - 1	D9343	529448.568	184528.817	35.444	225.74°	35mm	54°	Digital	20.09.13	08:28
08	Rochester Road	38	AVR - 1	D9344	529167.321	184562.416	32.516	155.15°	35mm	54°	Digital	20.09.13	08:41
09	Royal College Street / Farrier Street	40	AVR - 1	D9345	529044.029	184420.638	29.76	111.60°	24mm	74°	Digital	20.09.13	08:54
10	Ivor Street	42	AVR - 1	D9347	529042.969	184235.416	27.222	60.00°	35mm	54°	Digital	20.09.13	09:16
11	Rochester Place opposite Reed's Place	44	AVR - 1	D9368	529116.039	184470.809	30.58	126.79°	24mm	74°	Digital	25.09.13	14:17

Figure 06: Views Map



01
page 24

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01

Camden Road - south

Existing view

5.1 This viewpoint is on the south-east footway of Camden Road, just south of St Pancras Way, looking north towards the Site. The view point and immediate foreground to the right of the image are within the Camden Broadway Conservation Area.

5.2 The most noticeable features in this view are the trees along the west / north-west side of Camden Road. The foreground to the left, and to the right beyond St Pancras Way, comprises post-war apartment blocks built for the Borough of St Pancras.

5.3 The Site lies to the centre and left of centre of the image, largely screened by trees. The ground floor of the 1960s wing fronting Camden Road (with yellow panels) is visible to the right. To the left of this, beyond the recycling bins, is the return elevation of the 1960s wing and the 2.5 storey frontage to St Pancras Way, both set back from the street edge. The unremarkable 1960s wing will be a prominent feature in the view when the trees are not in leaf.

5.4 This is a view of little townscape quality.

View as proposed

5.5 The Proposed Development will mark the crossroads junction of Camden Road and St Pancras Way with a building of a high quality design of an appropriate scale that positively addresses the corner and both street edges.

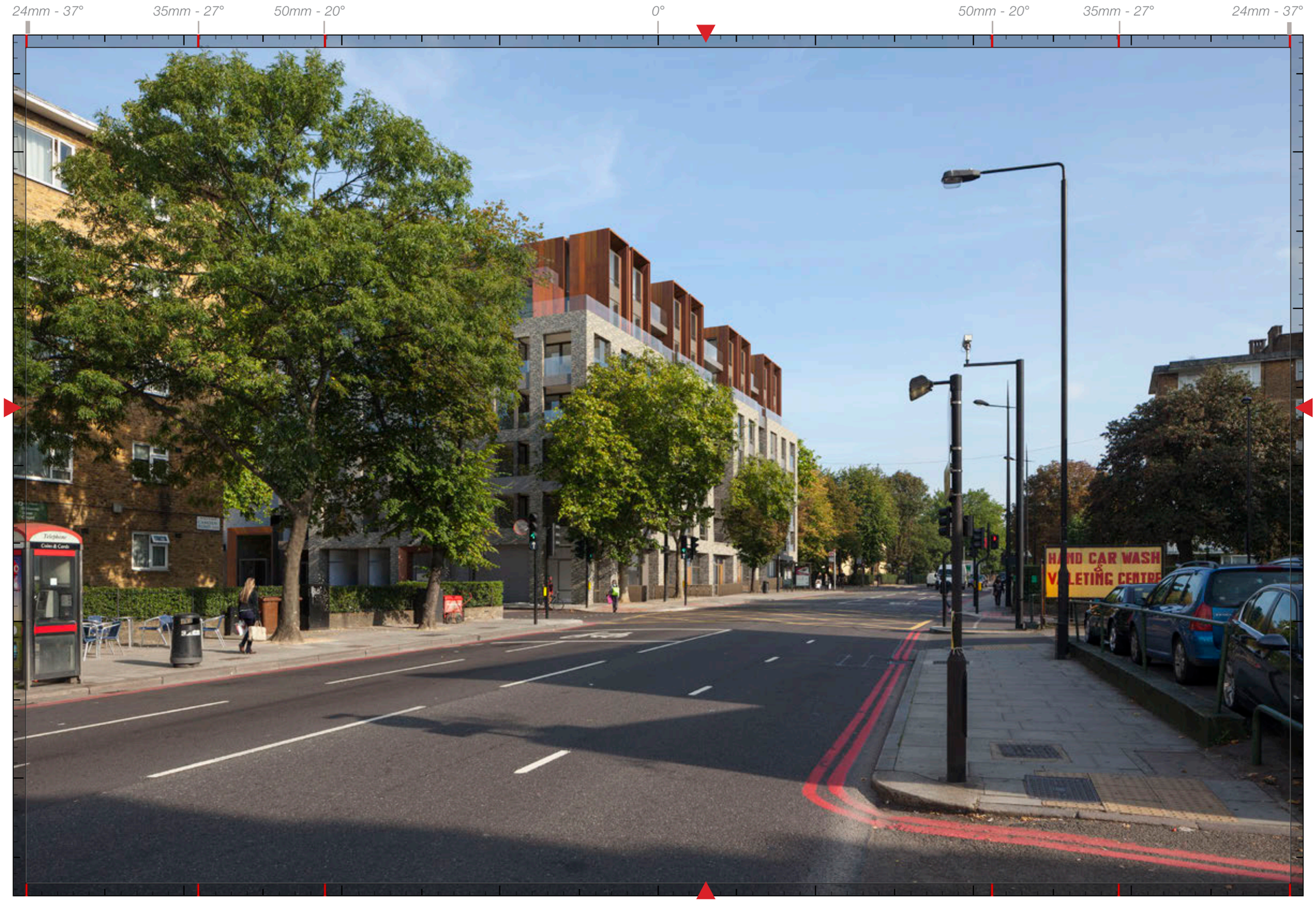
5.6 The elevations to the two principal routes of Camden Road and St Pancras Way have a suitably formal quality with a clear base, middle and top. The active ground floor frontage of the apartments beyond the lightwells, most with front doors to the street, will provide an animated street edge. The brick elevations with inset balconies above provide a high level of articulation and are of a distinctly residential appearance. The use of brick complements other development along Camden Road. The inset upper floors are highly modelled and of a clearly roof like appearance.

5.7 Most trees in the forecourt area to Camden Road are retained, others are replaced, and additional trees are planted; together they will provide an enhanced green foil to the built edge when leaf.

Existing

View Map

Camera Position



Proposed

View Data

National grid reference
529345.185E, 184404.765N

Height of camera
32.678 AOD

Heading of camera
230.12°

Focal length
24mm

Field of view
74°

Date of photograph
27.09.13

Time of photograph
09:20

02

St Pancras Way - east

Existing view

5.8 This viewpoint is on the south-east footway of St Pancras Way, looking north-west along St Pancras Way. The view point and immediate foreground to the left of the image are within the Camden Broadway Conservation Area.

5.9 The most noticeable features in the view are the trees in the centre of the image marking the crossroads with Camden Road. The mature tree and hedge to the right of the image are on Site and on the St Pancras Way Estate. The car wash business in the foreground to the left of this image is identified by LB Camden as a feature that detracts from the character and appearance of the Camden Broadway Conservation Area in the Appraisal and Management Plan.

5.10 The Site lies to the right of St Pancras Way. The corner of the building on the Site (at the crossroads) is screened in this image by the trees on Site. The 1960s office wing is visible to the right; and the set back built frontage to St Pancras Way can be seen below the tree canopies to the left, providing a continuous built edge up to the rendered 102 St Pancras Way, just left of centre. The unremarkable 1960s wing will be a prominent feature in the view when the trees are not in leaf.

5.11 This is a view of little townscape quality.

View as proposed

5.12 The Proposed Development marks the crossroads junction of Camden Road and St Pancras Way with a building of a high quality design and an appropriate scale that positively addresses both street edges. The plan form provides a break along St Pancras Way.

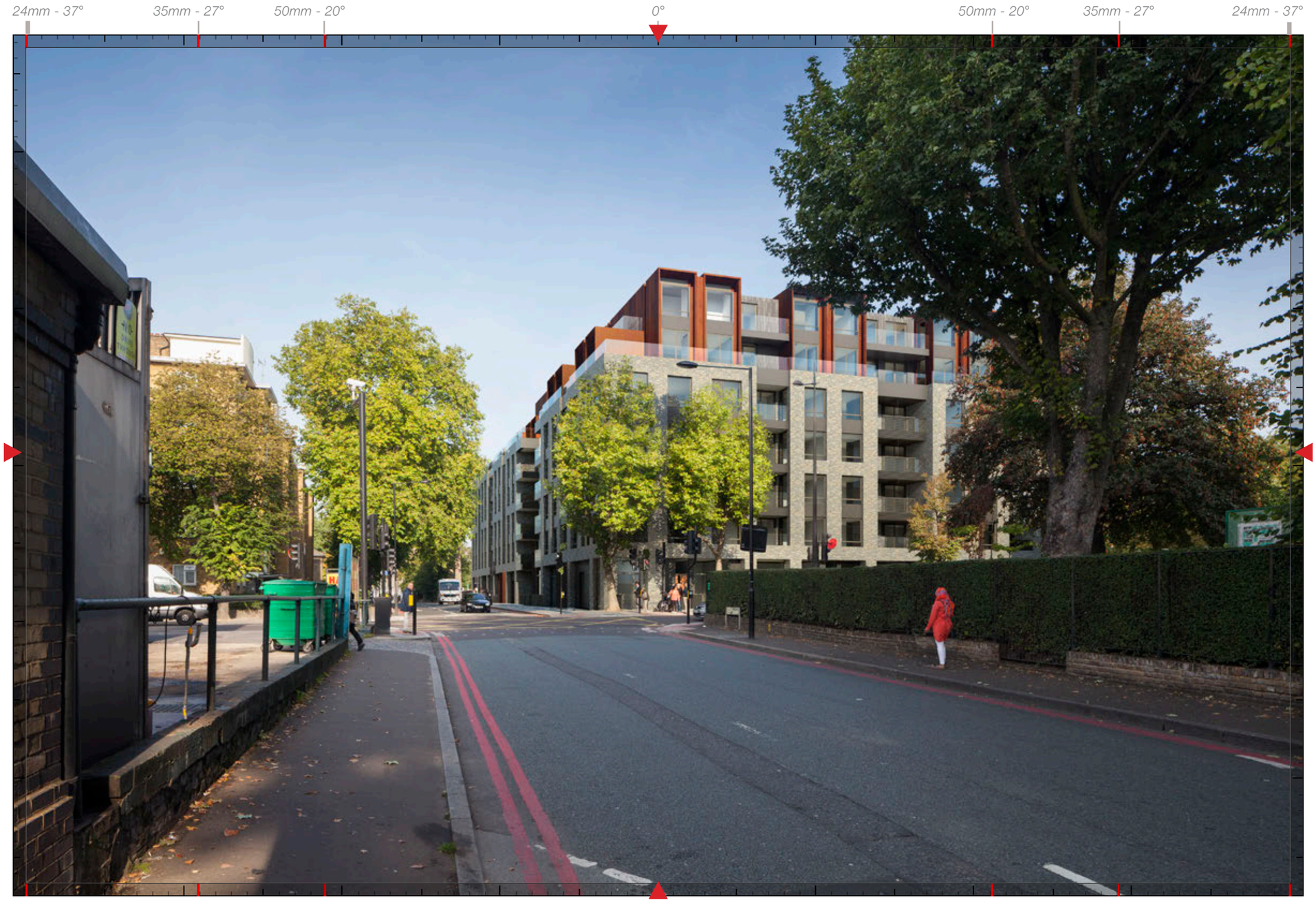
5.13 The elevations to the two principal routes of Camden Road and St Pancras Way have a suitably formal quality with a clear base, middle and top. The central entrance to the flats above is identified by the Corten surround on the St Pancras Way frontage. The brick elevations above, with inset balconies providing a high level of articulation, are of a distinctly residential appearance, and the use of brick complement post war block opposite. The inset upper floor are highly modelled and of a clearly roof like appearance.

5.14 Most trees in the forecourt area to Camden Road are retained, others are replaced, and additional trees are planted and together they will provide an enhanced green foil to the built edge when leaf.

Existing

View Map

Camera Position



Proposed

View Data

National grid reference
529144.604E, 184367.767N

Height of camera
31.094 AOD

Heading of camera
102.99°

Focal length
24mm

Field of view
74°

Date of photograph
24.09.13

Time of photograph
14:46

03

St Pancras Way - west

Existing view

5.15 This viewpoint is on the south-west footway of St Pancras Way, looking south-east along St Pancras Way in the direction of the Site.

5.16 The entire length of the setback St Pancras Way frontage of the buildings on Site can be seen (centre of image). The trees associated with residential developments (as well as the plane tree on Site) are the most noticeable features in the view. The surrounding residential apartment blocks will be more noticeable when the trees are not in leaf.

5.17 This is an unremarkable view.

View as proposed

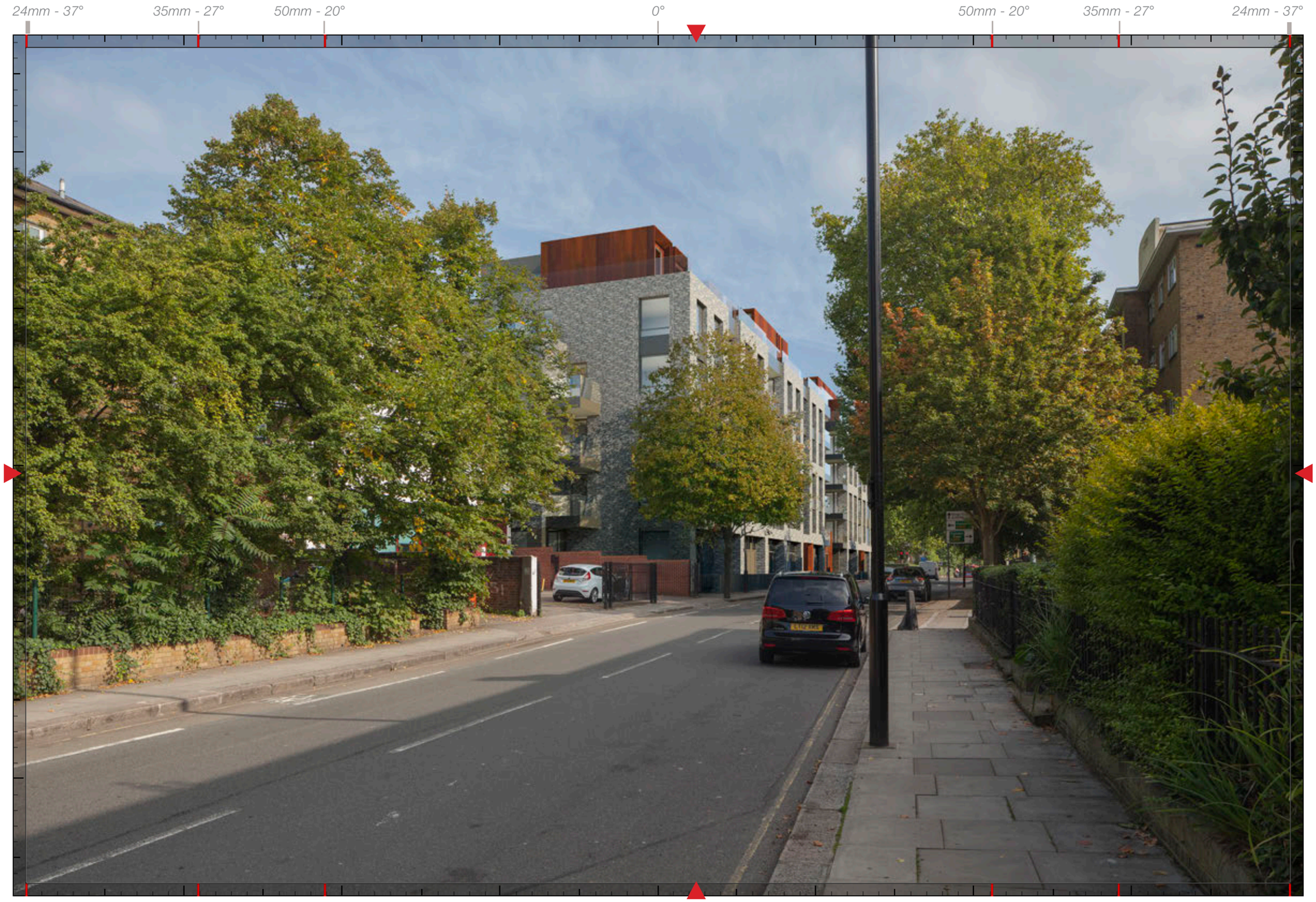
5.18 The brick elevation with inset balconies provides a high level of articulation and a distinctly residential appearance to the St Pancras frontage. The use of brick complements the post-war block opposite, which will become visible when the trees are not in leaf. The plan form provides a gap that helps breakdown this elevation and is apparent towards the right side of the Proposed Development in this view with the building line maintained at street level by the single storey Corten concierge lobby. The Corten surrounds of the two entrances to the flats above are also visible.

5.19 The parapet of the 5 storey block of the Proposed Development acts as the focus in the view along St Pancras Way and the inset upper floors are largely screened in this view.

Existing

View Map

Camera Position



Proposed

View Data

National grid reference
529286.535E, 184271.764N

Height of camera
30.708 AOD

Heading of camera
322.95°

Focal length
24mm

Field of view
74°

Date of photograph
27.09.13

Time of photograph
09:36

04

Rochester Place

Existing view

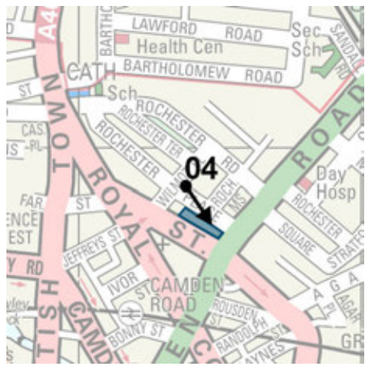
5.20 This viewpoint is on the north-east footway of Rochester Place looking south-east towards the Site. The viewpoint and modern fletton brick wall to the left of the image are within the Rochester Conservation Area.

5.21 Rochester Place has a mews like character. One of the most noticeable features is the cobbled road surface. The right of the image includes the return elevation of the apartments fronting Wilmot Place (the former employment exchange) and the brick rear elevation of 102 St Pancras Way. Beyond this, and running up to Camden Road, is the Site.

View as proposed

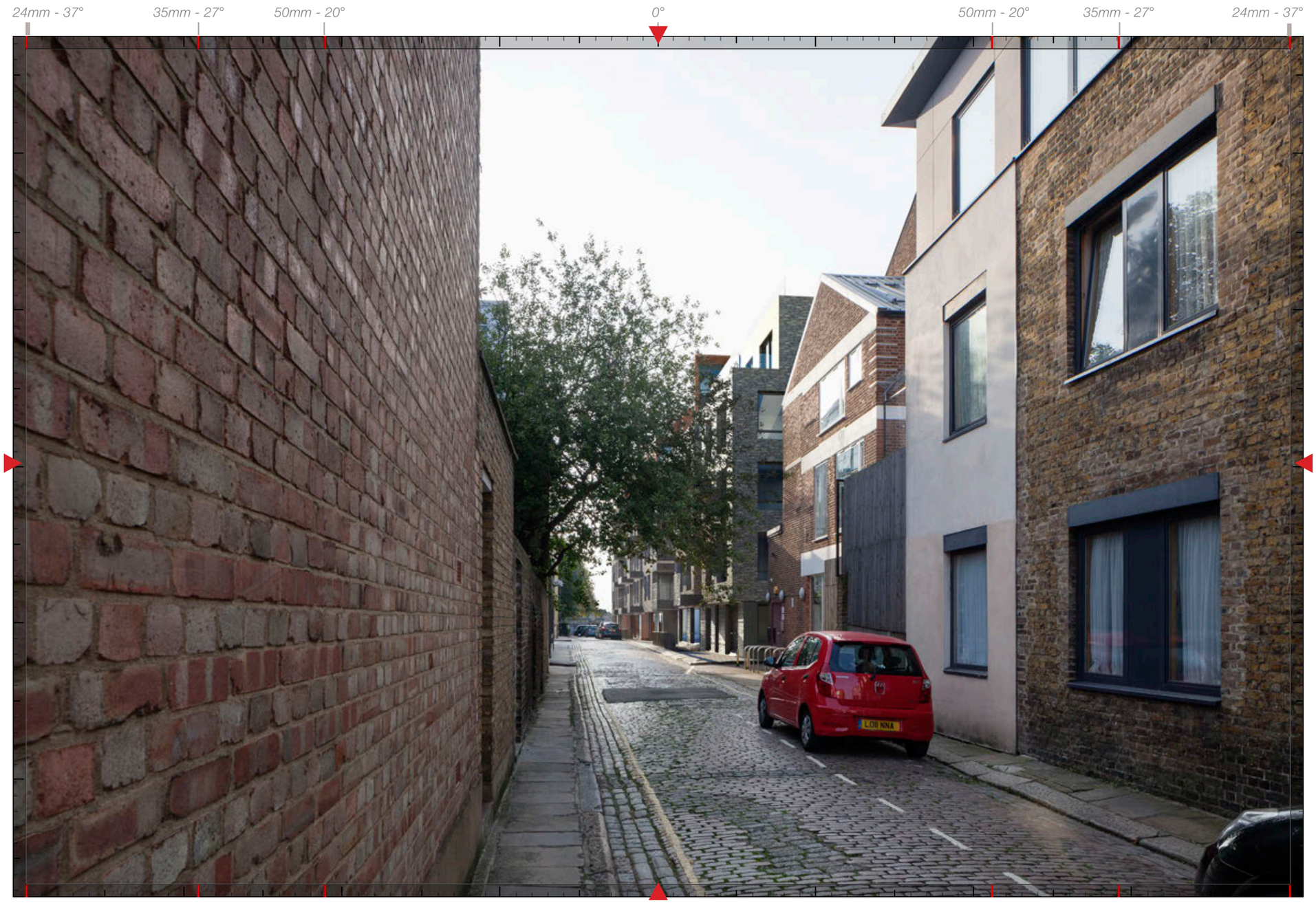
5.22 The Proposed Development will appear of a suitably mews like character in this view, with the large openings to the ground floor frontage and the simple detailing to the brick clad floors above. The new street frontage, with residential windows overlooking the street, will enhance the qualities of the street. The part projecting balconies will provide a high level of articulation and a distinctly residential appearance. The main brick body of the apartment block will appear lower than the foreground buildings in this view, and the inset upper floors will appear as a distinct roof like element and will not be very noticeable, even when not screened by the foreground tree.

Existing



View Map

Camera Position



Proposed

View Data

National grid reference
529188.104E, 184420.916N

Height of camera
32.3 AOD

Heading of camera
130.85°

Focal length
24mm

Field of view
74°

Date of photograph
27.09.13

Time of photograph
08:44

05

Rochester Mews

Existing view

5.23 This view is looking south-west at the Site from the north-east end of Rochester Mews.

5.24 Rochester Mews comprises post-war development and the most notable feature is the cobbled road surface. To the right, beyond the brick garage, is a recent 4 storey high redevelopment which includes two (upper) floors of residential accommodation. To the left is the rear elevation of the ground floor retail units of 85 - 89 Camden Road, with 5 storeys of residential accommodation above (not visible in this image). The utilitarian development on Site terminates the view.

5.25 This is view of little townscape quality apart from the attractive road surface.

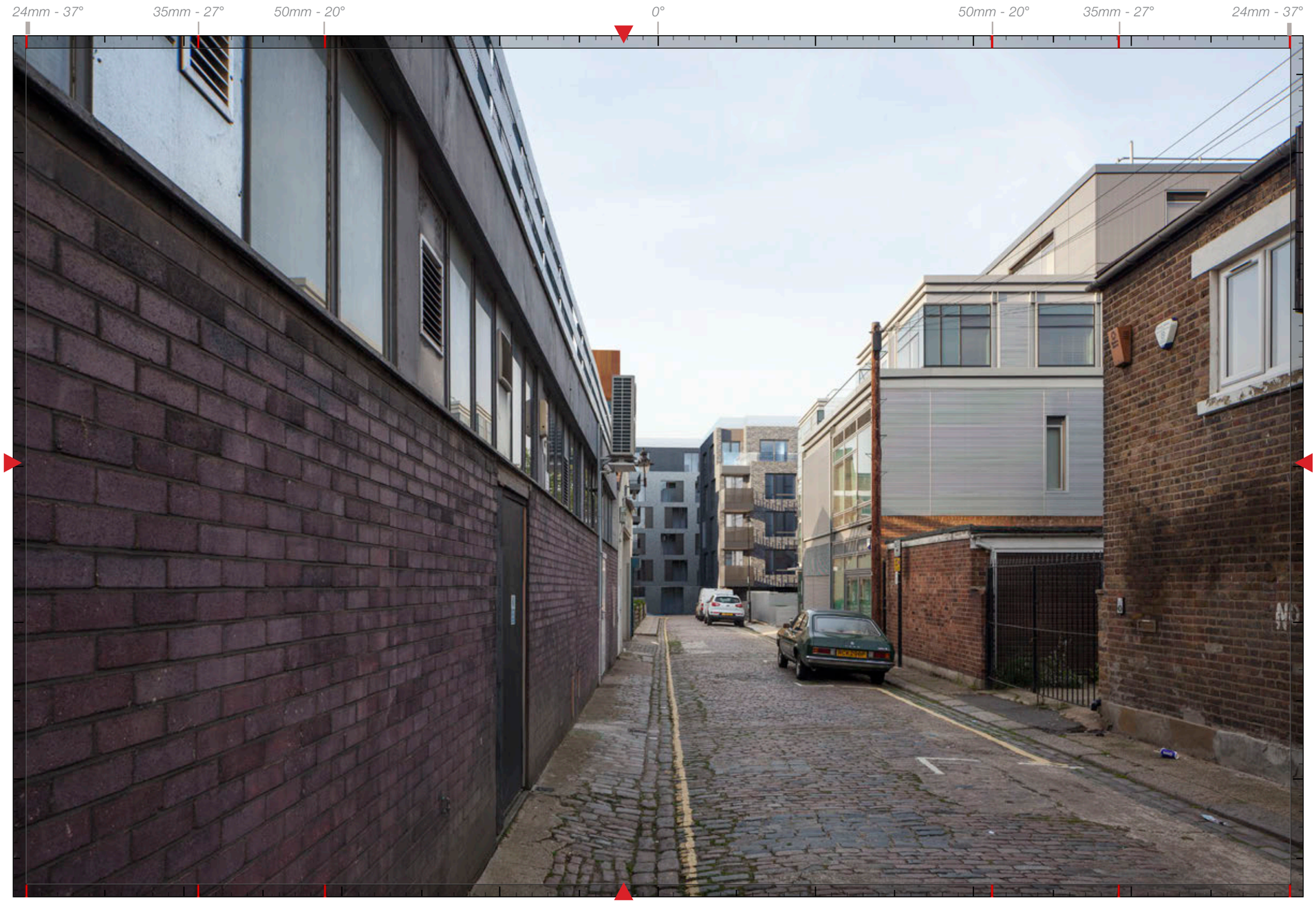
View as proposed

5.26 The Proposed Development will terminate the view along Rochester Mews and have a distinctive mews like character. It will positively address the street providing an active edge of windows overlooking the street. There will be views into the western courtyard of the Proposed Development, though the gap in the frontage to Rochester Place. The different design of the internal courtyard to that of the external street elevations will be evident. The former is of a more informal and contemporary appearance, and adds a further layer of interest to the view.

Existing

View Map

Camera Position



Proposed

View Data

National grid reference
529280.399E, 184433.524N

Height of camera
33.334 AOD

Heading of camera
219.15°

Focal length
24mm

Field of view
74°

Date of photograph
27.09.13

Time of photograph
08:36

06

Camden Road - north

Existing view

5.27 This viewpoint is on the south-east footway of Camden Road, opposite the junction with Rochester Road, looking south-west along Camden Road. The view point and the immediate foreground to the left of the image are within the Camden Square Conservation Area.

5.28 The foreground is dominated by the highway, traffic island and road markings. To the right is the parking forecourt of 85 – 89 Camden Road. The street and front garden trees along both sides of Camden Road are also prominent features.

5.29 The upper floor of the 1960s office wing on Site is just visible right of centre, above the pitched roof of 81 – 83 Camden Road (constructed of pale brick). The former will be more visible when the trees are not in leaf.

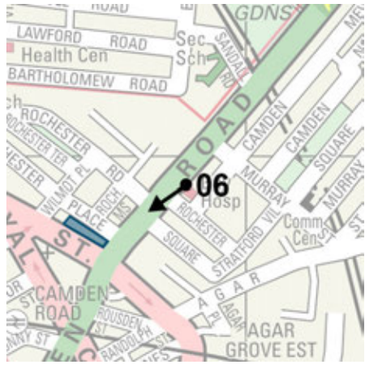
5.30 This is a view of limited townscape quality.

View as proposed

5.31 The Proposed Development is visible between and above the tree canopies along Camden Road. It is a building of an appropriate scale that positively addresses this main route and will clearly mark the crossroads junction with St Pancras Way in views south along Camden Road. The inset balconies will provide a high level of articulation and a distinctly residential appearance. The use of brick will complement the other post-war apartment blocks along Camden Road. The inset upper floors are highly modelled, of a clearly roof like appearance, and with a matt brown and textured finish complementary to the green foil of tree canopies.

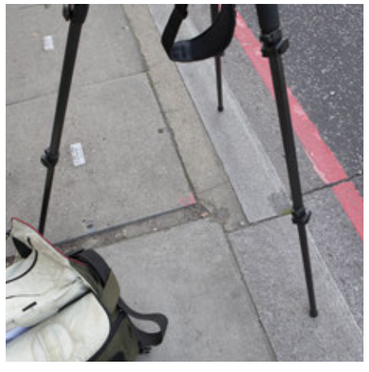
5.32 When the trees are not in leaf the brick elevation below will be more visible and will complement the brick built apartment blocks of various dates along Camden Road.

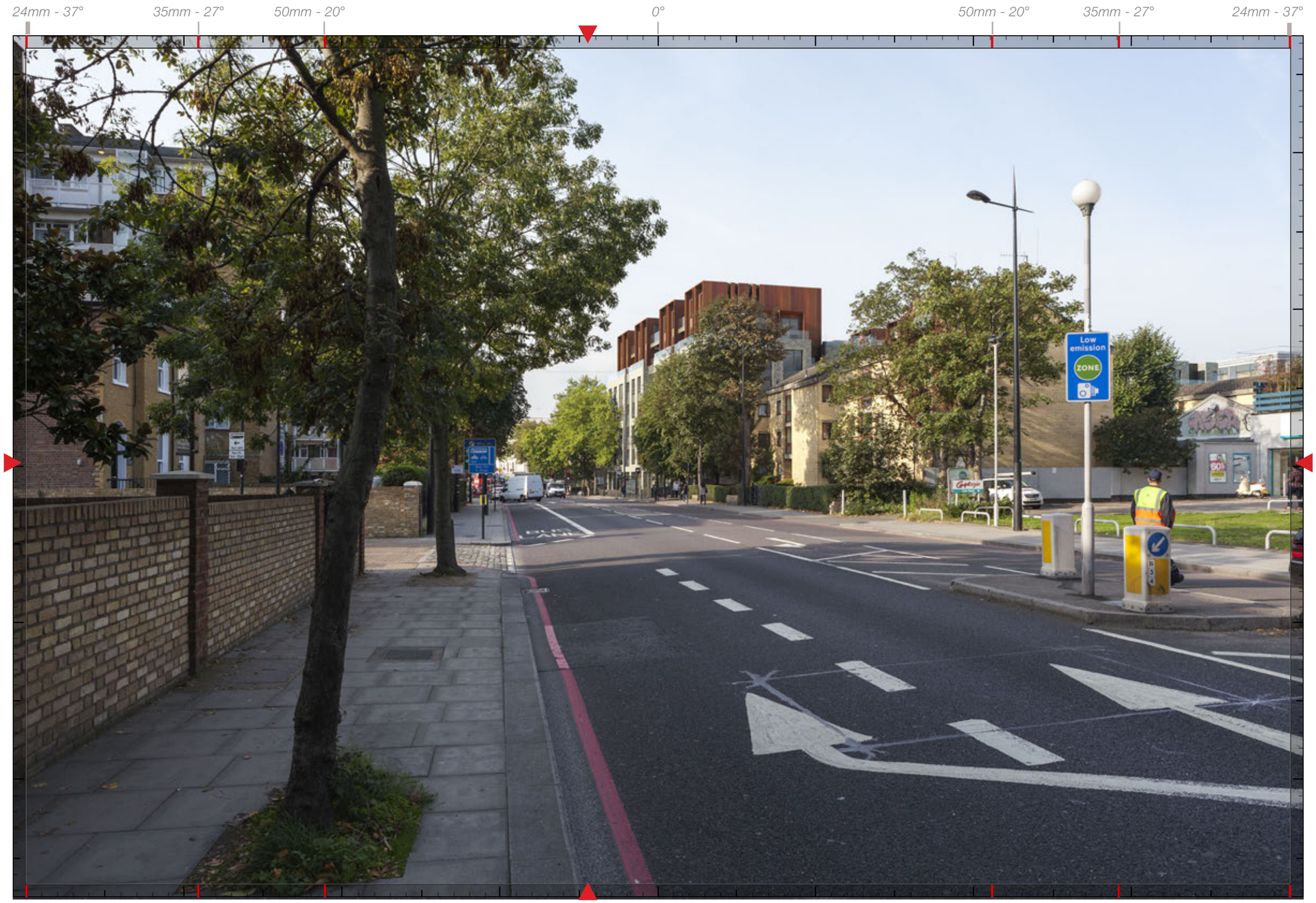
Existing



View Map

Camera Position





Proposed

View Data

National grid reference
529245.077E, 184265.486N

Height of camera
30.914 AOD

Heading of camera
9.92°

Focal length
24mm

Field of view
74°

Date of photograph
27.09.13

Time of photograph
09:53

07

Camden Road / Murray Street

Existing view

5.33 This viewpoint is on the south-east footway of Camden Road, looking south-west along Camden Road towards the Site. The view point and foreground to the left of the image are within the Camden Square Conservation Area.

5.34 The foreground is dominated by the busy highway and associated clutter, and the street and front garden trees which provide a continuous green foil along the street edges.

5.35 The Site is not visible in this image. The buildings on Site will be visible when the trees are not in leaf but it will not be very noticeable.

View as proposed

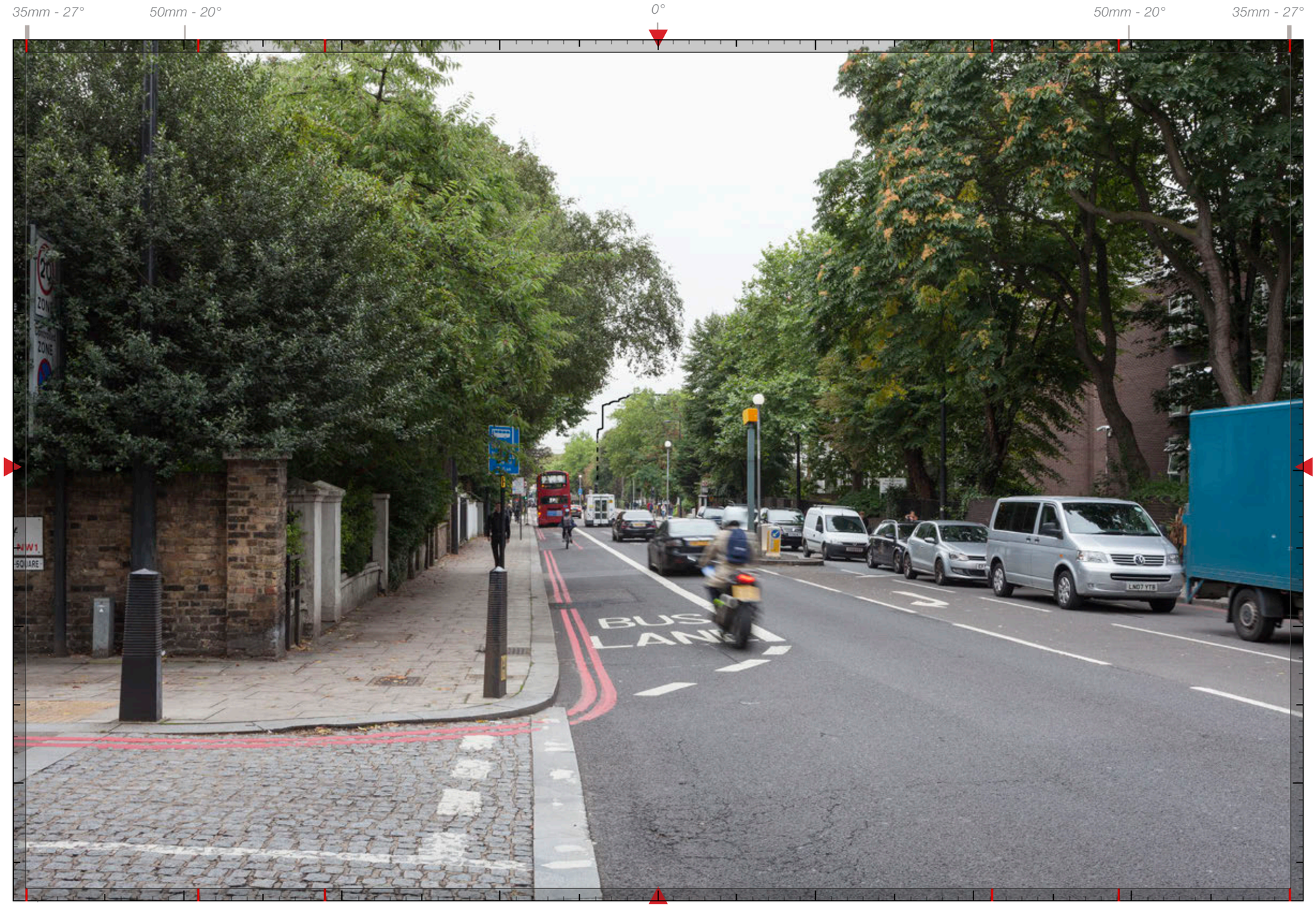
5.36 The Proposed Development will be visible in this view. When the trees are in leaf it will largely be screened by the canopies, with the Corten clad roof form visible above in the distance. It will have a matt brown and textured finish complementary to the green foil of tree canopies.

5.37 The Proposed Development will be more visible when the trees are not in leaf, as will the varied mix of development along Camden Road. The Proposed Development will be seen as a well designed addition to the view, beyond the variety of brick villas and apartment blocks. It will appear in scale with the many post-war apartment blocks along Camden Road and act as a marker of the crossroads with St Pancras Way.

Existing

View Map

Camera Position



Proposed

View Data

National grid reference
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Height of camera
35.444 AOD

Heading of camera
225.74°

Focal length
35mm

Field of view
54°

Date of photograph
20.09.13

Time of photograph
08:28

08

Rochester Road

Existing view

5.38 This viewpoint is on the north footway of Rochester Road, looking across the central gardens in the direction of the Site. The viewpoint, foreground and middle ground are within the Rochester Conservation Area.

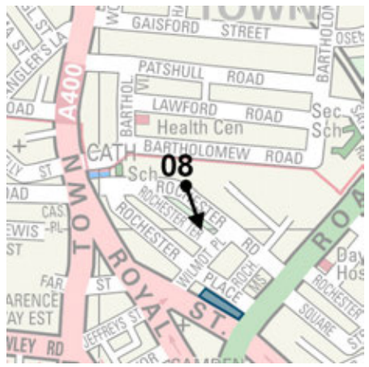
5.39 The main features in the view are the roadway, boundary hedge and modern railings and trees in Rochester Terrace Gardens. Typical examples of the 19th century paired villas that surround much of the central gardens are visible beyond (left of centre of image). The tower on the Agar Grove Estate is visible in the distance to the far left. Behind the viewer, and not visible in this image, is a terrace of post-war houses.

View as proposed

5.40 The Proposed Development will be visible, beyond the tree canopies towards the centre of the view. When the trees are in leaf it will largely be screened by the canopies, and not very noticeable.

5.41 The Proposed Development will be more visible when the trees are not in leaf, as will the 19th century paired villas around the central gardens. That part of the Proposed Development that is visible will be seen in the distance, comprise of well modelled and articulated elements and be of a clearly roof-like appearance. The Proposed Development will remain lower than the chimneys of the foreground buildings.

Existing



View Map

Camera Position

Proposed

View Data

National grid reference
529167.321E, 184562.416N

Height of camera
32.516 AOD

Heading of camera
155.15°

Focal length
35mm

Field of view
54°

Date of photograph
20.09.13

Time of photograph
08:41

09

Royal College Street / Farrier Street

Existing view

5.42 This viewpoint is on the south-west footway of Royal College Street close to where it splits from St Pancras Way, just north of College Gardens. The viewpoint and view are within the Rochester Conservation Area.

5.43 In the foreground to the left of this image is the listed terrace 108 to 132 (even) St Pancras Way. Right of centre is a small triangular green, College Gardens, and at its north-western end the grade II listed K2 telephone box and drinking fountain and a mature tree; the latter the focal point of the view. The Site is just visible in the distance to the left of centre of the image, along the north-east side of St Pancras Way.

5.44 This is a view of good townscape quality.

View as proposed

5.45 The Proposed Development will be visible in this view, beyond the listed terrace, both at street level leading up to the crossroads with Camden Road and above the tree canopies. The new street frontage closer to the back of footway, elevation design and residential use, will all enhance this view. The London plane tree on Site is replaced with a new tree. More of the St Pancras Street frontage will be visible until the tree matures.

5.46 The taller element is set back towards the south-east of the site and will appear as an element in the middleground. Its form will be articulated with the set backs and the large dormers.

5.47 The Proposed Development will not be very noticeable in this view. The listed terrace in the foreground will remain the most prominent built element in this view.

Existing

View Map

Camera Position

Proposed

View Data

National grid reference
529044.029E, 184420.638N

Height of camera
29.76 AOD

Heading of camera
111.60°

Focal length
24mm

Field of view
74°

Date of photograph
20.09.13

Time of photograph
08:54

10

Ivor Street

Existing view

5.48 This viewpoint is at the western end of Ivor Street looking east towards Royal College Street. The viewpoint and foreground (up to the west side of Royal College Street) are within Jeffrey's Street Conservation Area.

5.49 Ivor Street has a pleasant townscape of a residential character. It comprises a variety of 19th century terraces and houses of varied age and materials. The view is terminated by the 4 storey post-war apartment block, Foster House, and surrounding trees (outside the conservation area).

View as proposed

5.50 Parts of the upper floor of the Proposed Development will be visible above the post-war Foster House when the trees are not in leaf (a very small part may be discernible when the trees are in leaf). The Proposed Development, finished in Corten, will appear behind the foil of tree branches and be of a clearly roof like appearance. The apparent height of the Proposed Development will be less than that of the foreground buildings in Ivor Street.

Existing

View Map

Camera Position

Proposed

View Data

National grid reference
529042.969E, 184235.416N

Height of camera
27.222 AOD

Heading of camera
60.00°

Focal length
35mm

Field of view
54°

Date of photograph
20.09.13

Time of photograph
09:16

11

Rochester Place opposite Reed's Place

Existing view

5.51 This viewpoint is on the north-east footway of Rochester Place, opposite the junction with Reed's Place. The view point and development to the left of the image are within the Rochester Conservation Area, the flank of the end of a terrace in Reed's Place to the far right is within the Jeffrey's Street Conservation Area.

5.52 Rochester Place has a mews like character with mostly post-war development visible in this view. The most noticeable feature is the cobbled road surface. The 4 storey wing on Site that runs up to Rochester Place is visible in the distance (in the centre of this image).

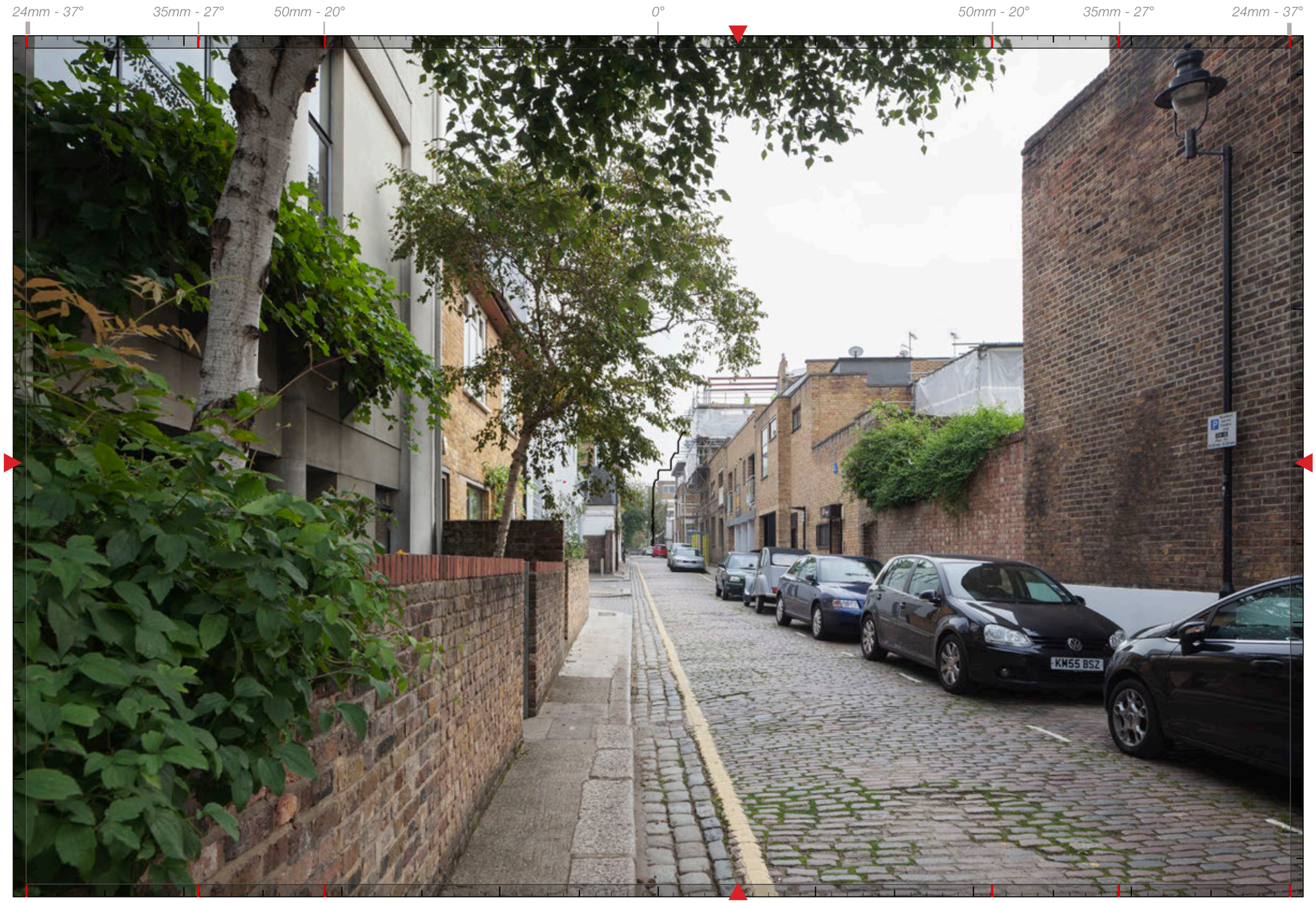
View as proposed

5.53 The Proposed Development will be visible in this view. That part fronting Rochester Place will not appear much taller that the existing wing on Site that is visible in this view. The upper floors will be seen as a roof like element above the modern roof extension to apartment block fronting Wilmot Place. The Proposed Development will appear as a natural addition to the post-war built edge to this route and not be very noticeable in this view.

Existing

View Map

Camera Position



Proposed

View Data

National grid reference
529116.039E, 184470.809N

Height of camera
30.58 AOD

Heading of camera
126.79°

Focal length
24mm

Field of view
74°

Date of photograph
25.09.13

Time of photograph
14:17

06

Assessment and Conclusions

6.1 The DAS sets out in detail how the design has evolved in discussion with LB Camden officers, and is based on a clear appreciation and thorough understanding of the Site and its context.

Architecture, urban design and townscape

6.2 The Proposed Development has taken the opportunity to enhance this Site in terms of architectural quality, urban design and townscape. It will provide an intensified level of development of a mix of size and tenure of residential apartments, appropriate to the character of the area. It is assessed in section 5 of this report.

6.3 The Proposed Development responds to the hierarchy and the character of the primary routes of St Pancras Way and Camden Road; and the secondary nature of Rochester Place and will mark the crossroads junction of the former with a well designed building that positively addresses this prominent corner, and provide strong built edges to all street frontages.

6.4 The Proposed Development contributes to the seven 'objectives of urban design' set out in By Design. It will:

- Establish a distinctive **character** on Site, appropriate to the urban context, recognises the different character of the principal and secondary street frontages and the predominantly residential character of the surrounding area.
- Provide enhanced **continuity** and **enclosure** to existing streets, particularly along the main street frontages to St Pancras and Camden Road.
- Include high **quality public realm** with enhancements to the Site edge along Camden Road and St Pancras Way, which will also benefit from the active residential street edge.
- Ensure **ease of movement** around the Site with the enhanced footways and level access to the ground floor residential duplex apartments (and on site disabled parking).
- Improve **legibility** with a marker that identifies the crossroads as the meeting point of two A roads; a significantly enhanced frontage to Camden Road recognising this as a main route north; as well as an enhanced frontage to St Pancras way.
- Remain **adaptable** to users' requirements, meeting Lifetime home standards.
- Encourage **diversity** with a variety of type of housing units, in term of tenure and bedroom numbers; and in the surrounding streets with a new animated ground floor edge and enhanced passive surveillance to all street frontages.

Views

6.5 11 views have been assessed in section 5 of this report. These demonstrate that the Proposed Development will appear as an appropriate and beneficial element to the townscape; and respond positively to the character of the Site context, the form and scale of neighbouring buildings at this prominent corner site, and nearby heritage assets.

6.6 In local views, where visible, the Proposed Development will enhance these views with an appropriately scaled urban development that provides strong built edges to the Site that positively addresses the street edges. It will provide a clear urban quality at this junction, lessening the impact of the busy highways on local views.

6.7 Views 1, 2 and 5 show how the design of the Proposed Development will provide an enhanced built frontage to the principal street frontages of the Site with the well ordered elevations and inset roof like upper floors. It will mark the crossroads junction, which is currently poorly defined by the set back built form at its four corners. Views 4, 5 and 11 show how the street frontage to Rochester Place will enhance views along this street with an appropriate scale of development, with elevations of a mews like character.

6.8 The Proposed Development will not be very prominent in views 7 and 9 (even when the trees are not in leaf) and even less so in view 11. These are all oblique views along the streets that define the Site boundaries and will be enhanced by a better defined built edge of a high quality design to the Site.

6.9 The scale of the development and nature of the built context is such that there will be a limited effect on other views from the surrounding area. In summer the Proposed Development will not be very noticeable in view 8 and barely noticeable in view 10. When the trees are not in leaf the upper floor will appear as part of the wider roofscape.

6.10 The Proposed Development lies with the viewing corridor of LVMF view 2A.1 from Parliament Hill. It falls below the threshold height of the viewing corridor.

6.11 The Proposed Development will enhance those views in which it is seen.

Townscape setting of designated heritage assets

6.12 The Site does not lie within a conservation area nor does it include any statutory or locally listed buildings (no 98 to 100 St Pancras Way was nominated for local listing but the assessment by Heritage Collective submitted as part of this application concludes it does not warrant such a designation). There are a number of designated heritage assets (nearby and within the wider area, as set out in section 3). The Proposed Development is not very noticeable in the middle distance views (see above). Where visible from nearby designated heritage assets the design of the Proposed Development is such that it will enhance the local views and the townscape setting.

6.13 The Proposed Development is of a high quality of design and materials and will provide a distinctive corner feature at the crossroads junction. It will enhance the townscape quality of the crossroads junction and the views towards the Site, particularly from the Camden Broadway Conservation Area, and also from the Jeffrey's Street Conservation Area and Camden Square Conservation Area.

6.14 The Proposed Development will enhance the townscape setting of 157 and 159 St Pancras Way (the terraced houses diagonally opposite the Site at the crossroads junction). The scale of development proposed and urban nature of the context is such that there will be no significant effect to the townscape setting of other listed buildings including 111 to 112 (odd) St Pancras Way and Camden Road Station.

Conclusions

6.15 The Proposed Development is of a high quality of design and offers a number of urban design and townscape benefits including the intensification of accommodation on Site; the introduction of residential use of a varied size of accommodation and tenure; and a well defined urban block with active street edges. It will significantly enhance the quality of the townscape of the area. In respect of design and built heritage considerations, it is in line with the policies and guidance on design set out in the NPPF and By Design; London Plan policies 7.7, 7.6, 7.7 and 7.8; local polices CS14, DP24 and DP25 and SPDs.

CITYSCAPE VERIFIED VIEWS METHODOLOGY

0.0 INTRODUCTION

0.1 Methodology overview

The methodology applied by Cityscape Digital Limited to produce the verified images or views contained in this document is described below. In the drafting of this methodology and the production and presentation of the images, guidance has been taken from the London View Management Framework SPG March 2012. The disciplines employed are of the highest possible levels of accuracy and photo-realism which are achievable with today's standards of architectural photography and computer-generated models.

0.2 View selection

The viewpoints have been selected through a process of consultation with relevant statutory consultees and having regard to relevant planning policy and guidance.

1.0 PHOTOGRAPHY

1.1 Digital photography

With the latest advances in Digital Photography it is now possible to match the quality of plate photography. Due to the added benefits of time saving and flexibility Cityscape now employ full time in-house digital photographers.

1.2 Lenses

For local views a wide angle lens of 24mm or 35mm was used in order to capture as much of the proposal and its surroundings as possible. Intermediate distance views were photographed with a standard 35mm to 70mm.

As a guide, the following combinations were used:

Distance to subject	View and 5D	Canon Digital SLR, 1DS Mark III and 5D
0 - 800 metres	Local	24mm to 50mm 'L' series
800 to 5000 metres	Intermediate	24mm to 70mm 'L' series zoom

Examples of these views are shown in Figures 4 and 5.

1.3 Digital camera

Cityscape used a Canon 1DS (shown in figure 1), Canon Digital SLR, Canon 1DSMK3 or 5D (all full frame digital SLRs) high resolution digital camera for the digital photography. Also used were Canon's 'L' series professional tilt and shift lenses which produce high quality images that are suitable for the camera-matching process without the need for processing and scanning.

1.4 Position, time and date recording

The photographer was provided with (i) an Ordnance Survey map indicating the position of each viewpoint from which the required photographs were to be taken, and (ii) a digital photograph taken by Cityscape of the desired view. For each shot the camera was positioned at a height of 1.60/1.65 metres (depending on whether image is SPG or RPG3A view) above the ground level which closely approximates the human eye altitude. A point vertically beneath the centre of the lens was marked on the ground as a survey reference point and two digital reference photographs were taken of (i) the camera/tripod location and (ii) the survey reference point (as shown in Figures 2 and 3). The date and time of the photograph were recorded by the camera.

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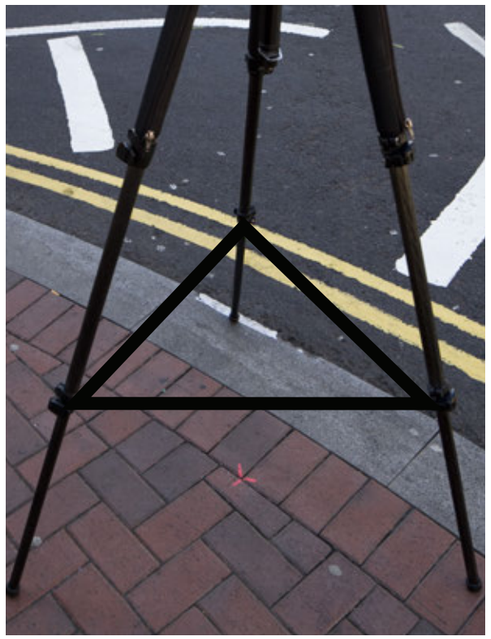

5

1 Canon 1DS Digital Camera
2 Camera Location
3 Survey reference point
4 Local view
5 Intermediate view

2.0 DIGITAL IMAGE CORRECTION

2.1 Raw file conversion

Canon cameras produce a raw file format, which is then processed digitally for both high detail and colour accuracy. The final image is outputed as a tiff[1] file.

2.2 Digital image correction

The digital images were then loaded into Cityscape's computers running Adobe Photoshop®[2] software to prepare the digital image for the next stage of camera matching (see section 6). The image is also 'bank'[3] corrected which means ensuring that the horizon in each digital image is precisely horizontal.

In spite of the selection of the most advanced photographic equipment, lenses are circular which results in a degree of distortion on the perimeter of images. The outer edges of an image are therefore not taken into consideration; this eliminates the risk of inaccuracy. Figure 20 in section 6 illustrates the 'safe' or non-distortive area of an image which is marked by the red circle.

The adjusted or corrected digital image, known as the 'background plate', is then saved to the Cityscape computer system ready for the camera matching process (see section 6). In preparation for the survey (see section 4) Cityscape marks up each background plate selecting a number of points in the view, such as corners of buildings, for survey (see Figures 7 and 8)

6

[1] TIFF is the name given to a specific format of image file stored digitally on a computer.

[2] Adobe Photoshop® is the industry standard image editing software.

[3] By aligning the vanishing points.

7

6 Background plate highlighting critical survey points in purple and secondary survey strings in red

7 Area of interest to be surveyed as shown in Figure 7

3.0 GPS SURVEY

3.1 Survey

Marshall Survey Associates Ltd. (MSA) were contracted to undertake the survey of (i) each viewpoint as marked on the ground beneath the camera at the time the photograph was taken (and recorded by way of digital photograph (see section 1 above)) and (ii) all the required points on the relevant buildings (as marked on the background plate).

The survey was co-ordinated onto the Ordnance Survey National Grid (OSGB36) by using Global Positioning System (GPS) equipment (see, for example, Figure 9) and processing software. The Ordnance Survey National Grid (OSGB36) was chosen as it is the most widely used and because it also allows the captured data to be incorporated into other available digital products (such as Ordnance Survey maps). The height datum used was Ordnance Survey Newlyn Datum and was also derived using the GPS.

MSA uses a baseline consisting of two semi-permanent GPS base stations (see Figure 10). These stations are located approximately 5730 metres apart and positioned so as to optimise the results for the area of operation (see location map, Figure 14). The base stations are tied into the National GPS Network and are constantly receiving and storing data which allows their position to be monitored and evaluated over long periods of operation. By using the same base stations throughout the survey MSA ensure the consistency of the results obtained.

Using the Real Time Kinematic method a real time correction is supplied by each base station to the rover (shown in Figure 11) (over the GSM[4] network) physically undertaking the field survey. This enables the rover to determine the co-ordinates of its location instantaneously (i.e. in 'real time'). The rover receives a 'corrected' fix (co-ordinates) from each base station. If the two independent fixes are each within a certain preset tolerance, the rover then averages the two fixes received. The viewpoints are, with a few exceptions, surveyed using this technique. This method of GPS survey (Real Time Kinematic) produces results to an accuracy in plan and height of between 15mm-50mm as outlined in the "Guidelines for the use of GPS in Land Surveying" produced by the Royal Institute of Chartered Surveyors.

The particular points on each building as marked up on the background plate are surveyed using conventional survey techniques utilising an electronic theodolite and reflectorless laser technology (shown in Figures 12 and 13). There are two methods used to fix the building details, namely polar observations[5] and intersection observations[6]. The position of the theodolite is fixed by the rover as described above. In certain circumstances, a viewpoint may need to be surveyed using conventional survey techniques as opposed to Real Time Kinematic, if, for example, the viewpoint is in a position where GPS information cannot be received.

[4] GSM network: the mobile phone network.

[5] Polar observation is the measurement of a distance and direction to a point from a known baseline in order to obtain co-ordinates for the point. The baseline is a line between two known stations.

[6] Intersection observation is the co-ordination of a point using directions only from two ends of a baseline.

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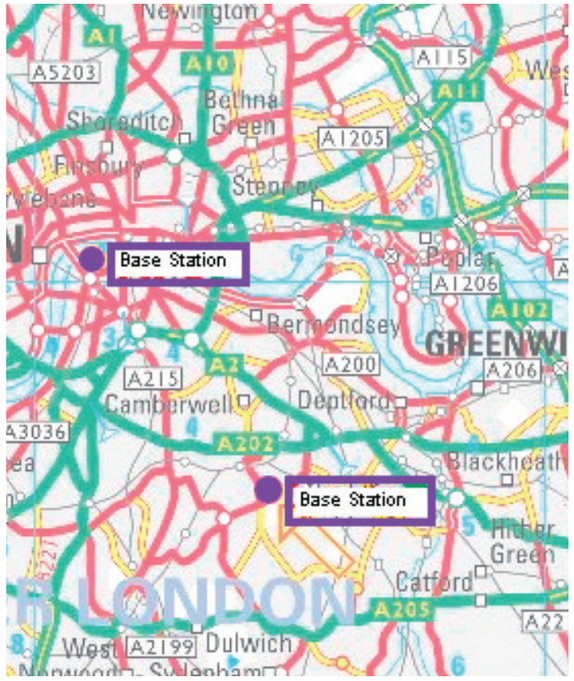
13



8 Marshall Survey semi-permanent GPS base station

9 GPS System

10 Field survey being carried out using a GPS rover

11 Electronic Theodolite

12 Field survey being carried out by St. Paul's Cathedral

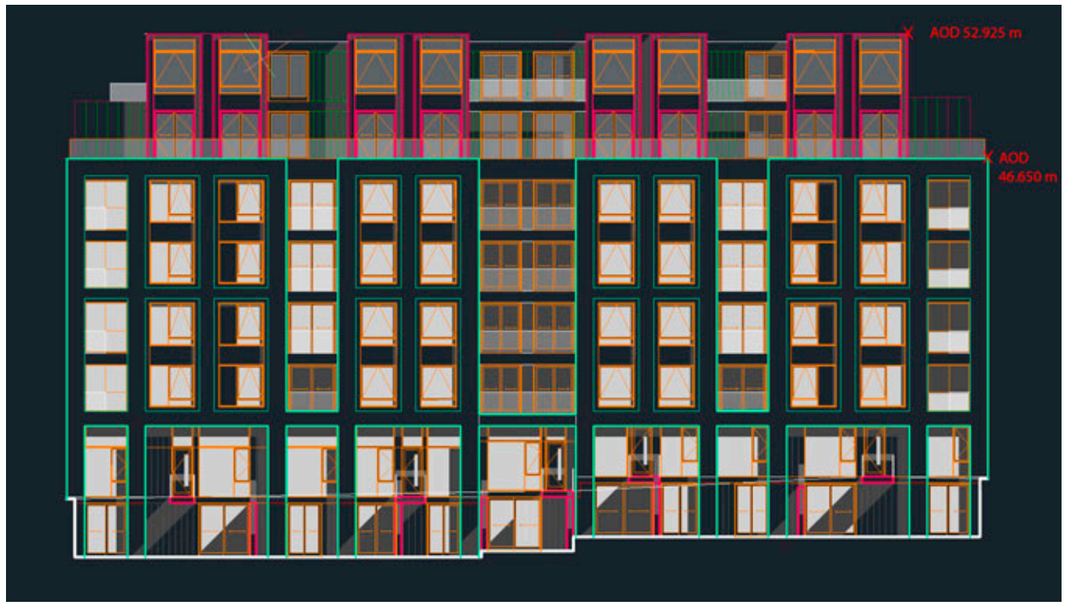
13 Location of Marshall Survey's GPS base stations

4.0 MODEL POSITIONING

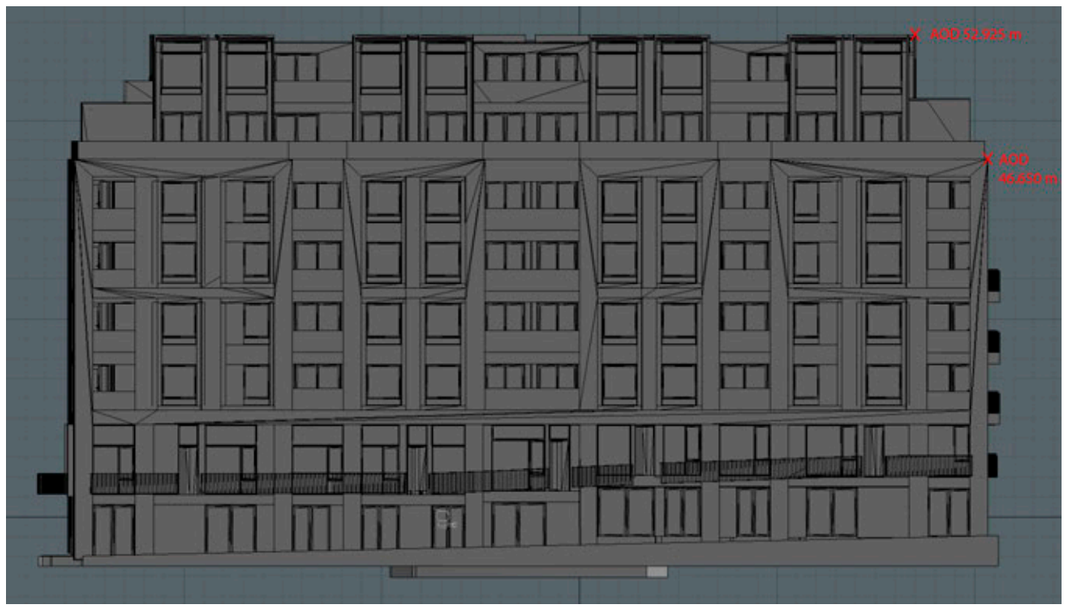
4.1 Height and position check

The model is positioned using a site plan provided by the architect. This is then overlaid onto OS positioned survey from ProMap. Once the building has been positioned in Lightwave confirmation of height and position is requested from the architect. Two clear reference points are agreed and used to confirm the site plan and Ordnance Survey. The height is cross checked against the architects section and given in metres Above Ordnance Survey Datum (AOD).

14a

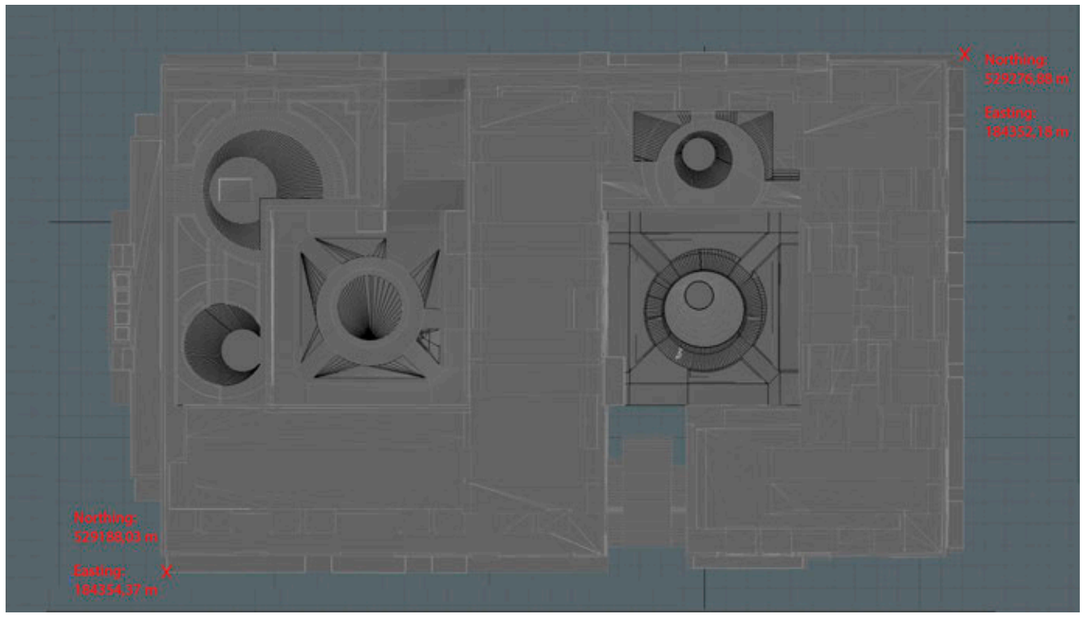


14b



15a

15b



14a The Architect Elevation

14b Cityscape's Elevation

15a The Architect Plan

15b Cityscape's Model Plan

5.0 CAMERA MATCHING

5.1 Cityscape's Database

Cityscape has built up a comprehensive database of survey information on buildings and locations in central London; the database contains both GPS survey information and information regarding the dimensions and elevations of buildings gathered from architects and other sources. Figure 19 shows a selection of GPS located models (yellow) within Cityscape's database which effectively represents a 3D verified computer 'model' of some prominent buildings in central London. The term '3D model' has been adopted with caution in this methodology as it is thought to be slightly misleading because not every building in central London is included in the database although the majority of those buildings which form part of the 'skyline' are included.

5.2 Creation of Scheme Model

The outlines of buildings are created by connecting the surveyed points or from the information obtained from architects' drawings of particular buildings. By way of example of the high level of detail and accuracy, approximately 300 points have been GPS surveyed on the dome of St. Paul's. The database 'view' (as shown in Figure 19) is 'verified' as each building is positioned using coordinates acquired from GPS surveys.

5.3 Camera Matching Process

In many instances, the various co-ordinates of a particular building featured in one of the background plates are already held by Cityscape as part of their database of London. In such cases the survey information of buildings and locations provided by MSA (see section 4 above) is used to cross-check and confirm the accuracy of these buildings. Where such information is not held by Cityscape, it is, where appropriate, used to add detail to Cityscape's database. The survey information provided by MSA is in all cases used in the verification process of camera matching.

A wireframe[7] 3D model of the proposed scheme is created by Cityscape from plans and elevations provided by the architects, Allies and Morrison and from survey information of the ground levels on site and various other points on and around the site, such as the edge of adjacent roads and bollards etc. provided by MSA.

The following information is required for the camera matching process:

- Specific details of the camera and lens used to take the photograph and therefore the field of view 10 (see section 1);
- The adjusted or corrected digital image i.e. the 'background plate" (see section 2);
- The GPS surveyed viewpoint co-ordinates (see section 3);
- The GPS surveyed co-ordinates of particular points on the buildings within the photograph (the background plate) (see section 3);
- Selected models from Cityscape's database (see section 4);
- The GPS surveyed co-ordinates of the site of the proposed scheme (see section 4);
- A 3D model of the proposed scheme (see section 5).

A background plate (the corrected digital image) is opened on computer screen (for example, Figure 20), the information listed above is then used to situate Cityscape's virtual camera such that the 3D model aligns exactly over the background plate (as shown in Figures 21 and 24) (i.e. a 'virtual viewer' within the 3D model would therefore be standing exactly on the same viewpoint from which the original photograph was taken (Figure 23). This is the camera matching process.

5.4 Wireline Image

Cityscape is then able to insert the wireframe 3D model of the proposed scheme into the view in the correct location and scale producing a verified wireline image of the proposal (shown in Figures 22 & 25).

The camera matching process is repeated for each view and a wireline image of the proposal from each viewpoint is then produced. The wireline image enables a quantitative analysis of the impact of the proposed scheme on views.

16

[7] A wireframe is a 3D model, a wireline is a single line representing the outline of the building.

16 Selected GPS located models (yellow) from Cityscape's database, situated on Cityscape's London digital terrain model

17 Background plate & selected 3D models as seen by the computer camera. Red circle highlights the safe or non-distortive area of the image

18 Background plate matched to the 3D GPS located models

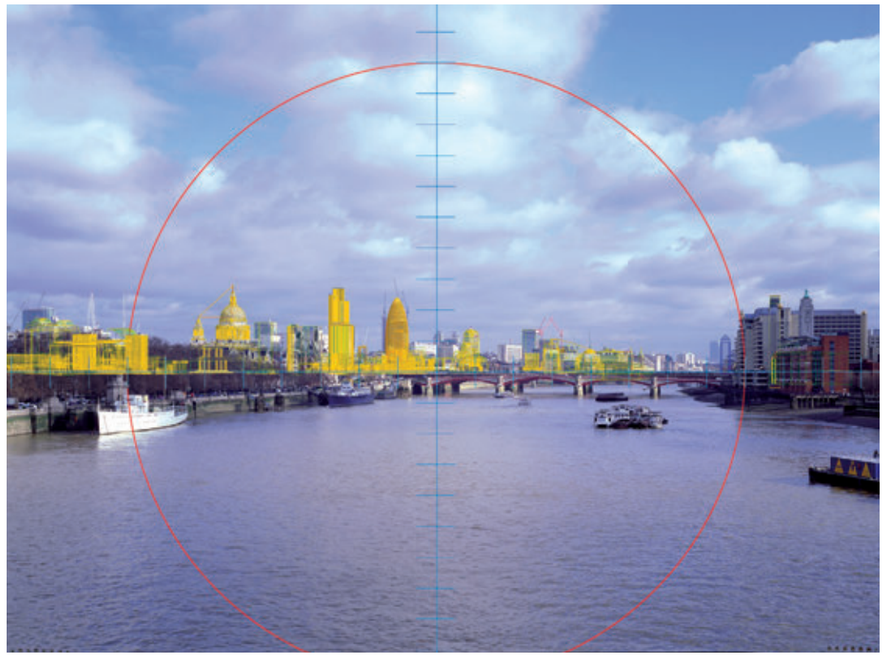
19 The camera matched background plate with an example of a proposed scheme included in red

20 Background plate: digital photograph, size and bank corrected as described in section 3

21 Camera matching: the background plate matched in the 3D GPS located models

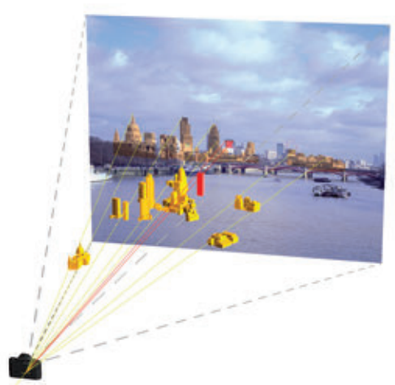
22 The camera matched background plate with the proposed scheme included

17



18

19



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22

6.0 RENDERING

6.1 Rendering

Rendering is a technical term referring to the process of creating a two-dimensional output image from the 3D model.

6.2 Texturing

In order to assist a more qualitative assessment of the proposals, the output image needs to be a photo-realistic reflection of what the proposed scheme would look like once constructed. The process of transforming the wireframe 3D scheme model (see Section 8) into one that can be used to create a photo-realistic image is called texturing[8]

Prior to rendering, Cityscape requires details from the architect regarding the proposed materials (e.g. type of glass, steel, aluminium etc.) to be utilised. Cityscape also use high resolution photographic imagery of real world material samples, supplied by the client or the manufacturer, to create accurate photorealistic textures for use in all our images. This information is used to produce the appearance and qualities in the image that most closely relates to the real materials to be used (as shown in Figures 26 and 27).

6.3 Lighting and sun direction

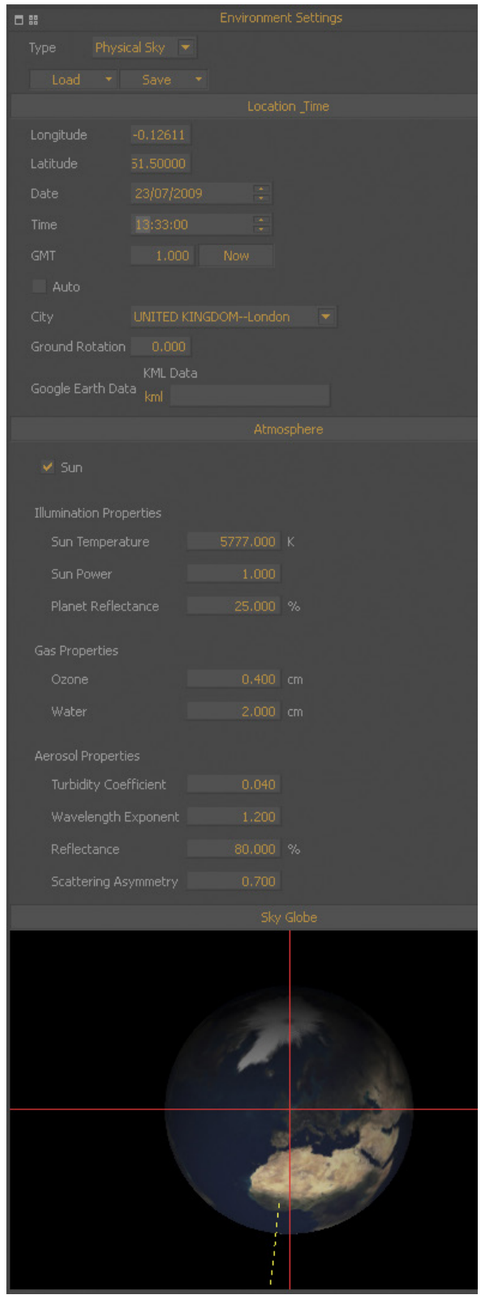
The next stage is to light the model. Cityscape utilises High Dynamic Range (HDR) Imaging[9] for all its environmental lighting. The date (including the year) and time of the photograph and the latitude and longitude of the city are input (see Figure 28) into the unbiased physically accurate render engine. Cityscape selects a 'sky' (e.g. clear blue, grey, overcast, varying cloud density, varying weather conditions) from the hundreds of 'skies' held within the HDR database to resemble as closely as possible the sky in the background plate. The 3D model of the proposed scheme is placed within the selected sky (see Figure 25) and using the material properties also entered, the computer calculates the effects of the sky conditions (including the sun) on the appearance of the proposed scheme.

An image of the proposed scheme is produced showing the effect of light and sun (as shown in Figure 30). The selection of the matching sky is the only subjective input at this stage.

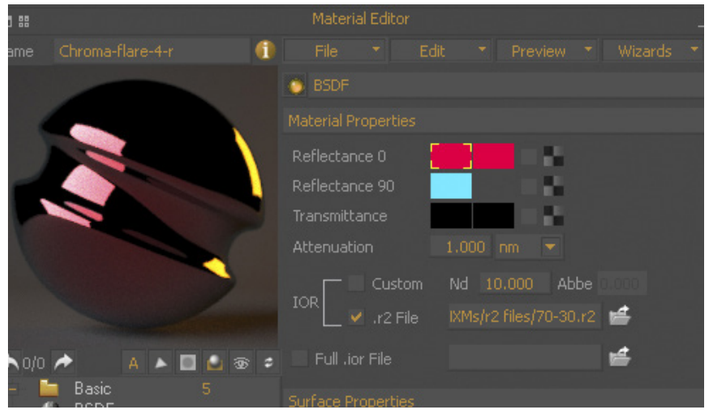
[8] Texturing is often referred to as part of the rendering process, however, in the industry, it is a process that occurs prior to the rendering process.

[9] An industry standard technique for rendering images with a high dynamic range (HDR); e.g. sky images. HDR images capture a greater exposure latitude than standard images. Using HDR, alight probe image can record the colour and brightness of every light source.

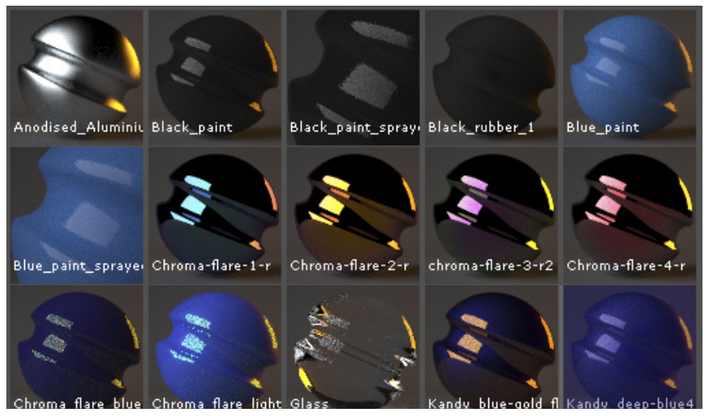
23



24

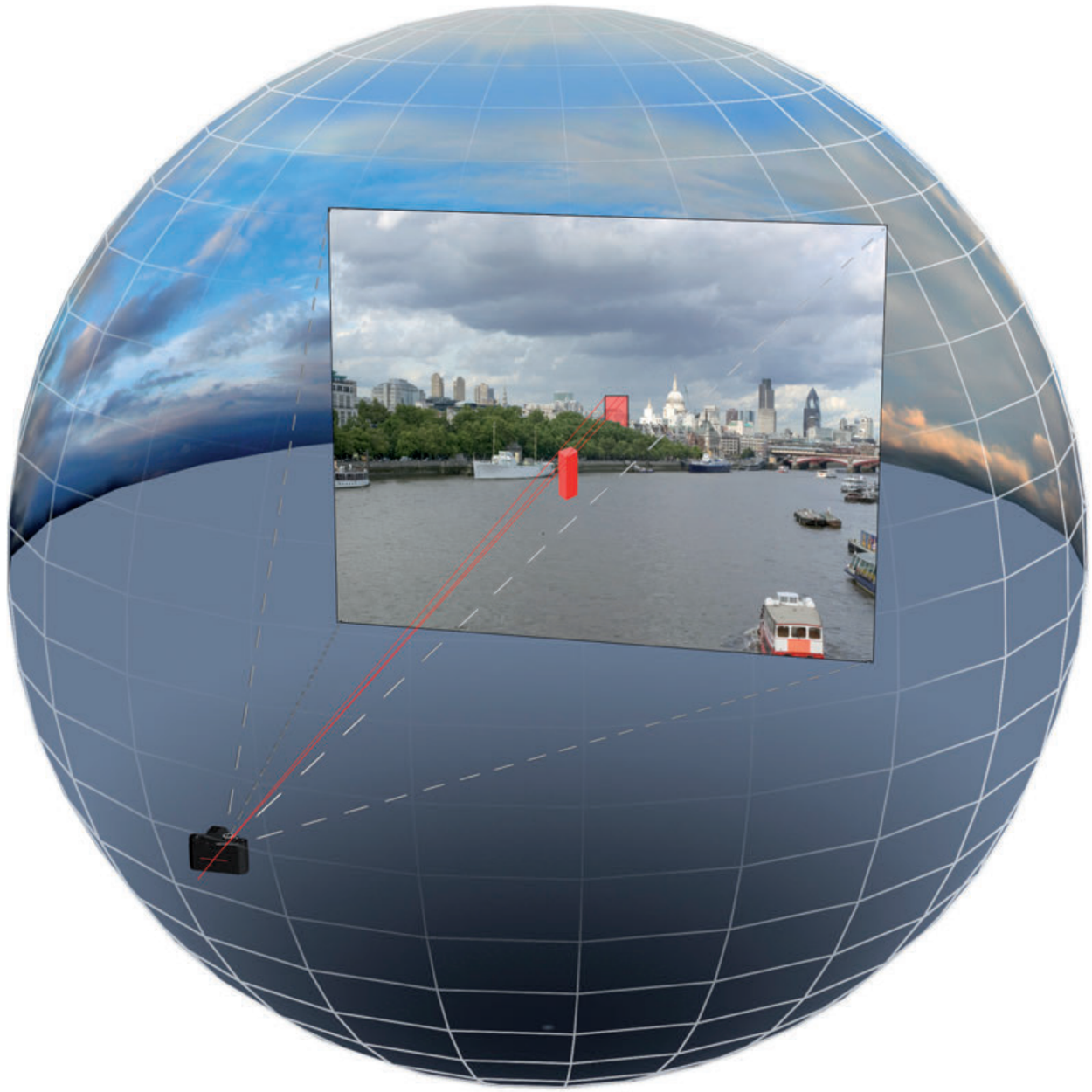


25



26

27



23 Screenshot of environment information (time, date and year) entered to locate the sun correctly (see section 7.3)

24 Screenshot of some materials in the 3D rendering package

25 Screenshot of material and surface properties

26 Example of rendered scheme using High Dynamic Range Imaging

27 Example of a proposed scheme highlighted in red within the selected sky and rendered onto the background plate

7.0 POST PRODUCTION

7.1 Post production

Finally the rendered image of the scheme model is inserted and positioned against the camera matched background plate. Once in position the rendered images are edited using Adobe Photoshop®. Masks are created in Photoshop where the line of sight to the rendered image of the proposed scheme is interrupted by foreground buildings (as shown in Figure 27).

The result is a verified image or view of the proposed scheme (as shown in Figure 28).

28

28 Background plate

29 Background plate with rendered scheme positioned using the camera matching process Red area highlights the Photoshop mask that hides the unseen portion of the render

30 Shows a photo-realistic verified image

29

30

cityscape

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