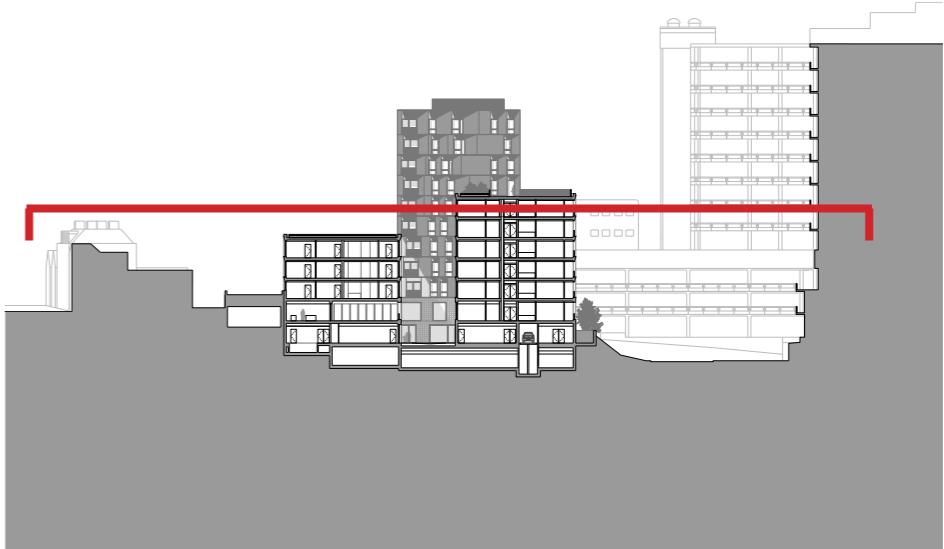
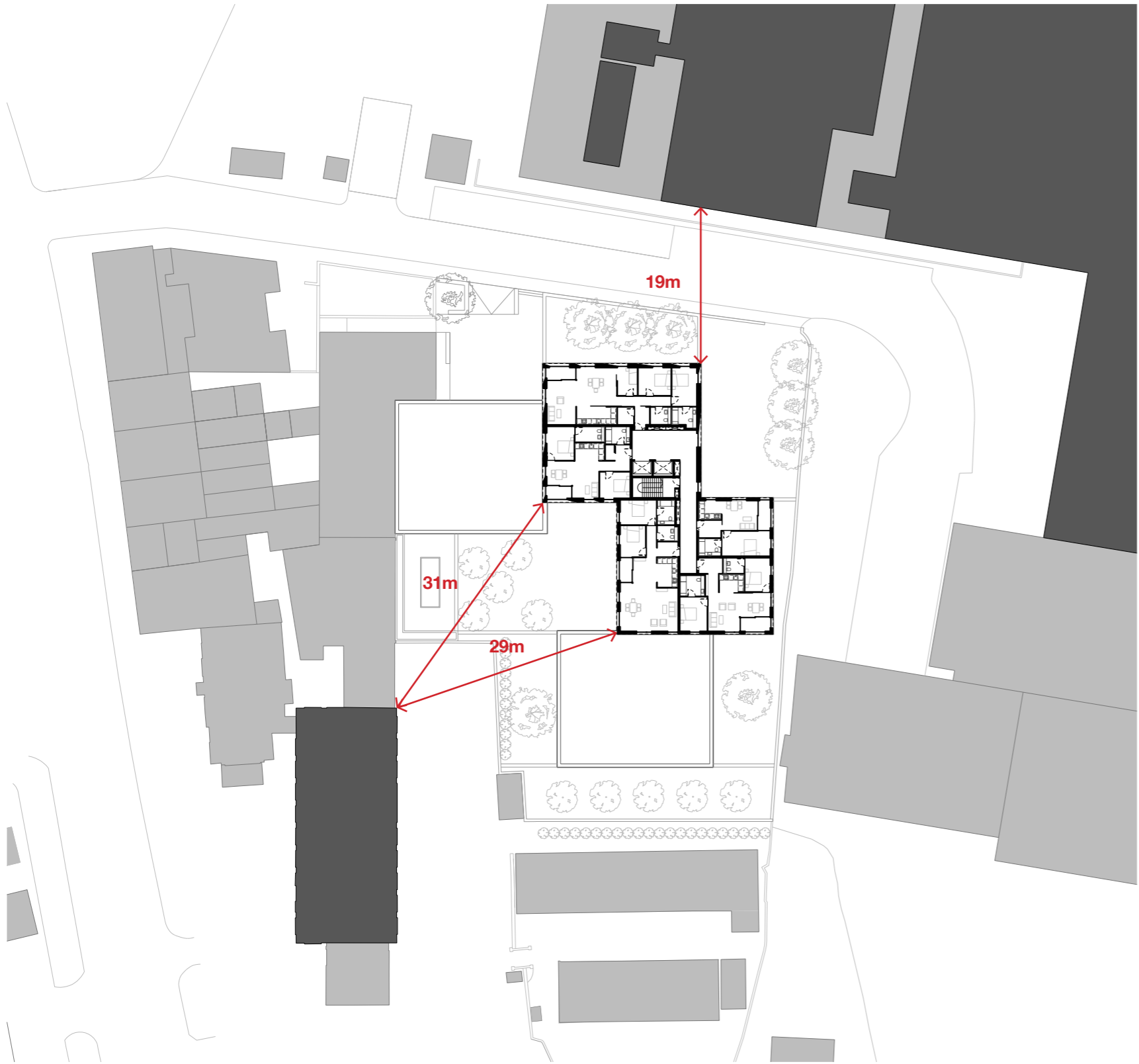


6.3 The Proposal and its Immediate Neighbours

Fifth Floor Adjacencies

6.3.10 At fifth floor the main school building has windows looking out towards our Block C, but our proposal is set back by a minimum of 29 metres from the school.

1.



Clockwise from left

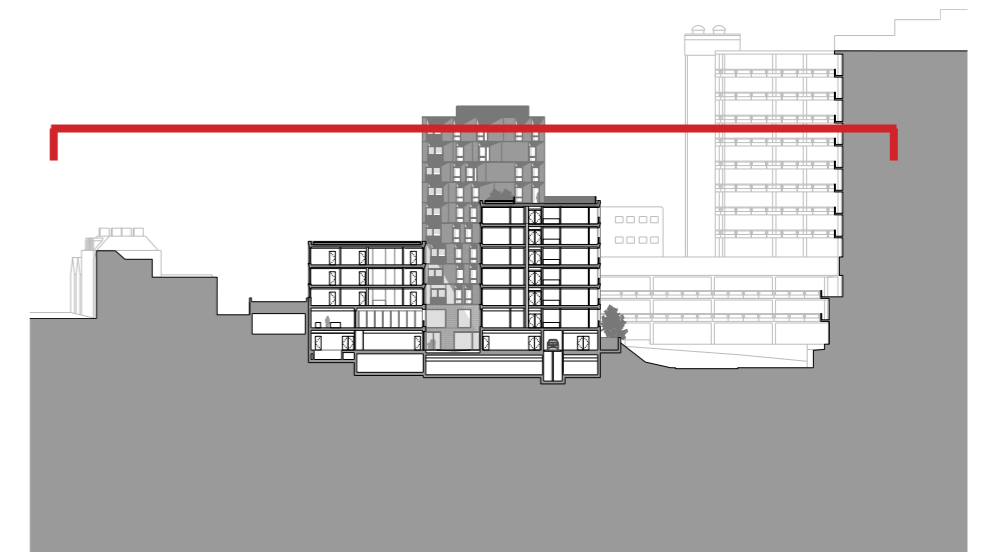
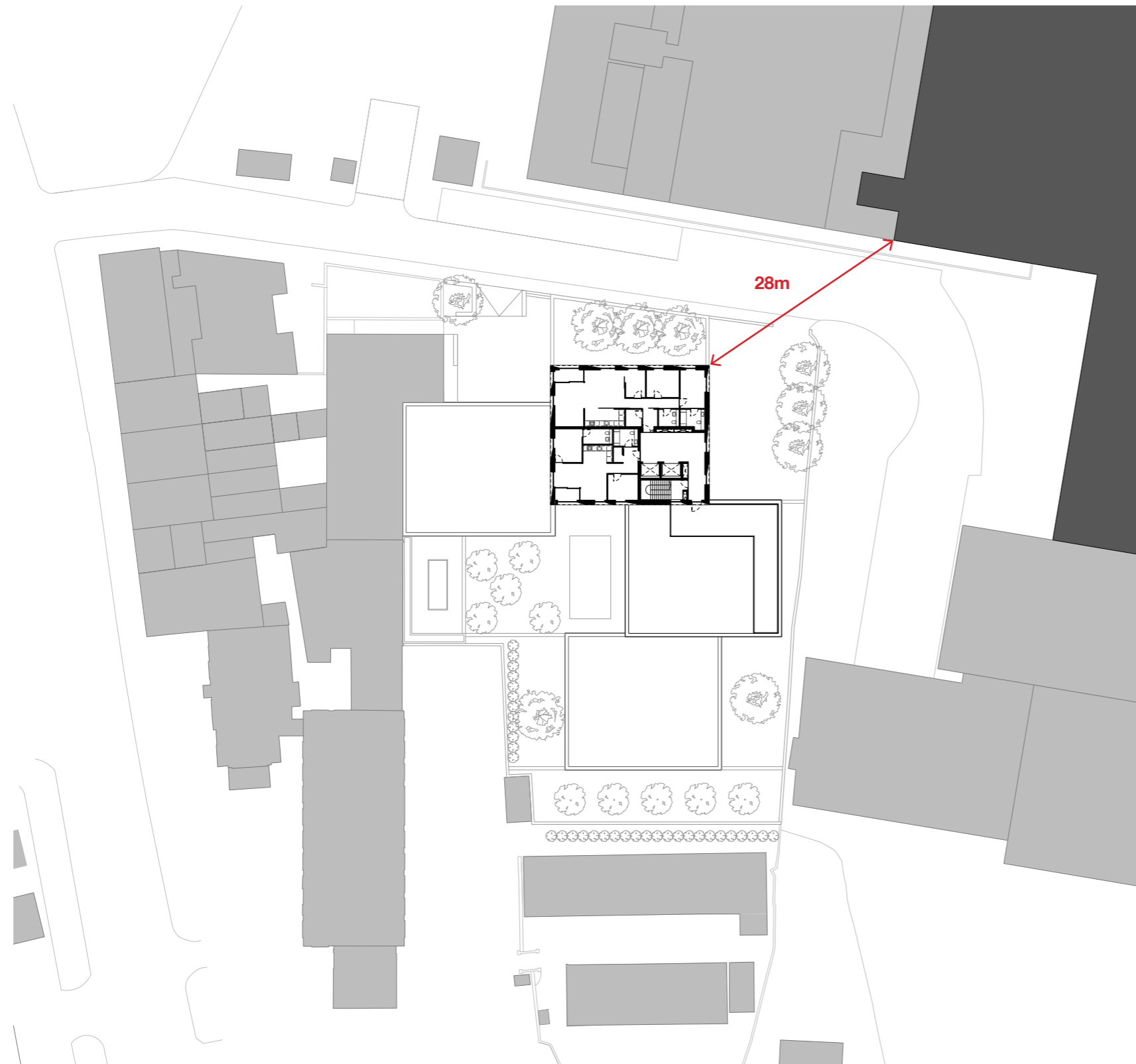
1. Plan
Diagram showing the boundaries sensitivity around the site from 5th floor

6.3 The Proposal and its Immediate Neighbours

Sixth to Ninth Floor Adjacencies

6.3.11 At this point the hospital is the only neighbour with views towards our Block B.

1.



Clockwise from left

1.
Plan

Diagram showing the secondary views from the building from 6th - 9th floor



6.4 Selected Verified Views

6.4.1 Following detailed investigation of the immediate neighbours and minimising any negative impact of the proposal, we then collaborated with Camden Planners to select eight views to be verified views to illustrate the visual impact of the proposal to the wider context.

6.4.2 It should be noted that the London View Management Framework includes a London Panorama from Parliament Hill; however the site does not feature in either of the Protected Vistas from this location.

6.4.3 The assessment of the specific impacts are addressed by the Townscape, Visual Impact and Heritage Statement (SD2).

Above left

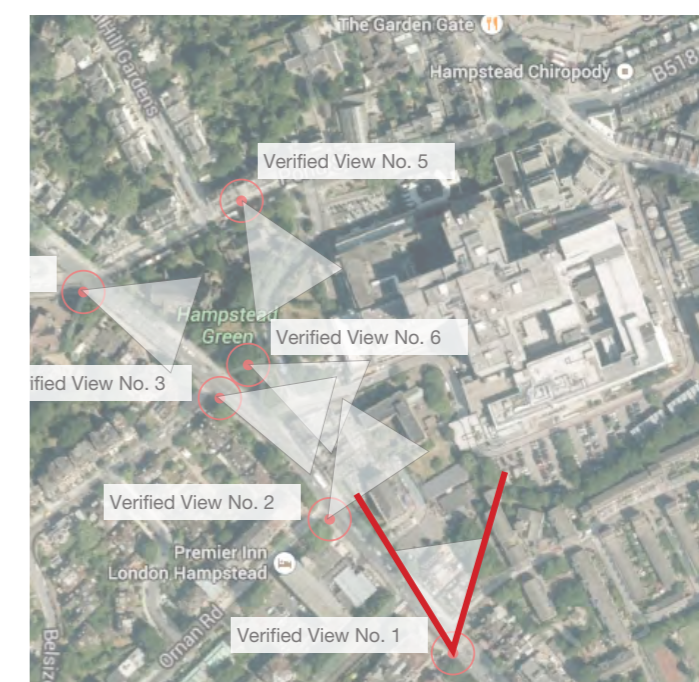
Aerial site photo showing verified view locations



6.4 Selected Verified Views

Verified View No.1

6.4.4 The adjacent photographs illustrate the difference of the view in Winter and then in Summer when the trees are in bloom.



Above left

Verified View No. 1
Summer & Winter



6.4 Selected Verified Views

Verified View No.2

6.4.5 The adjacent photographs illustrate the difference of the view in Winter and then in Summer when the trees are in bloom.



Above left

Verified View No. 2
Summer & Winter



6.4 Selected Verified Views

Verified View No.3

6.4.6 The adjacent photographs illustrate the difference of the view in Winter and then in Summer when the trees are in bloom.



Above

Verified View No. 3
Summer & Winter



6.4 Selected Verified Views

Verified View No.4

6.4.7 The adjacent photographs illustrate the difference of the view in Winter and then in Summer when the trees are in bloom.



Above

Verified View No. 4
Summer & Winter

6.4 Selected Verified Views

Verified View No.5

6.4.8 The adjacent photographs illustrate the difference of the view in Winter and then in Summer when the trees are in bloom.



Above

Verified View No. 5
Summer & Winter

6.5 The Proposed Massing

10 Storey at highest point

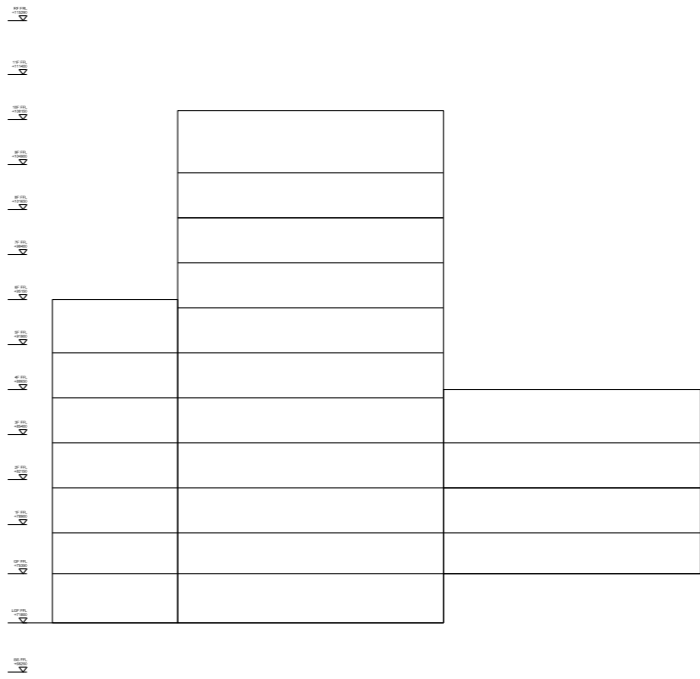
6.5.1 In response to the previous massing testing, we lowered the taller element by two storeys. Consequently related more to the scale of the church steeple and the context and less to the hospital height.

- 6.5.2 Block A - Ground + 4 storeys
- Block B - Ground + 9 storeys
- Block C - Ground + 6 storeys
- Block D - Ground + 3 storeys

1.



2.



Clockwise from left

1. Massing sketch from Ornan Road

2. Elevation key - 60 units

6.5 The Proposed Massing

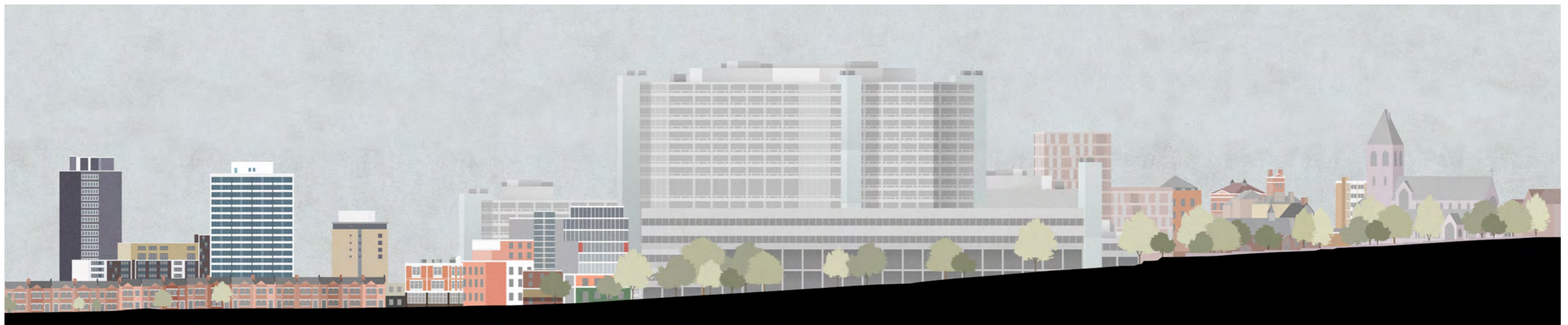
Site Sections Showing the Proposal in Context

6.5.3 The proposal now fits comfortably within its context mediating between the height of the hospital and the context. The scheme reflects the qualities of Hampstead and therefore detracts from the impact of the hospital massing and brutal facade. The proposal sits lower than St. Stephen's Church steeple.

1.



2.



From the top

1.
Section/elevation along Haverstock Hill
looking east

2.
Section/elevation along Pond Street
looking south

6.5 The Proposed Massing

Wireframe illustrations of the building in context

6.5.4 The proposal now sits comfortably within its context. In each view the highest point of the proposal always relates to ridge heights of adjacent buildings in the view: the roof level either aligns with the adjacent context ridge heights, is lower or cannot be seen.



6.5 The Proposed Massing

Wireframe illustrations of the building in context

6.5.5 The proposal now sits comfortably within its context. In each view the highest point of the proposal always relates to ridge heights of adjacent buildings in the view: the roof level either aligns with the adjacent context ridge heights, is lower or cannot be seen.



6.6 The Proposed Verified Views

Verified view No.1 - Haverstock Hill

6.6.1 There is a glimpsed view of the building walking up Haverstock Hill from the Belsize station. The proposal blends in with the school building due to the brick detailing and the punched openings framing the windows are comparable to the school window detail.



Above from left

Verified View No. 1 with proposal

Key location map

6.6 The Proposed Verified Views

Verified view No.2 - Haverstock Hill

6.6.2 The proposal reflects the qualities of Hampstead; the use of red brick compliments the school building and detracts from the bulk and brutality of the hospital building facade in the background.

6.6.3 The taller element is softened by the detail of the chamfered head and cheek of the window frames. The brick facade is 'eroded' as it rises to frame and celebrate the openings. The top storey is predominantly chamfered leading to a thin and delicate ridge line at the apex of the proposal.



Above from left

Verified View No. 2 with proposal

Key location map

6.6 The Proposed Verified Views

Verified view No.3 - Haverstock Hill

6.6.4 There is a glimpsed view of the building looking east from Haverstock Hill. The proposal is predominantly hidden from view by the trees in the foreground. The ground floor will be visible and will invite passers by - it will increase the activity of Rowland Hill Street and increase the value of the currently dead-end street.



Above from left

Verified View No. 3

Key location map

6.6 The Proposed Verified Views

Verified view No.4 - Haverstock Hill looking south

6.6.5 This view is dominated by mature trees and in the summer this obliterates the view of the proposal. In the Winter months the trees will still predominantly obstruct the view of the development; the proposal will therefore not detract from the prominence of St.Stephen's Church.



Above from left

Verified View No. 4

Key location map