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Dear Mr Thuaire

2014/6845/P: Verified Views
The Pears Building, Royal Free London Hospital, Hampstead, NW3 2QG

Please find enclosed 2 hard copies and a CD copy of the verified views for the above scheme. These have been prepared by Hayes Davidson with assistance from Hopkins Architects. The views are accurate visual representations of the proposed scheme taken from 8 viewpoints in the surrounding area as agreed with Officers.

View A

This view is taken from the south on Rosslyn Hill opposite the junction with Rowland Hill Street. It shows the building in the context of the George pub and St Stephen's Church. It is apparent from this view that the Pears Building will form an attractive new feature in the street scene continuing the townscape to Rosslyn Hill. It will provide good enclosure to Hampstead Green and the landscaped terrace effectively extends the green into the site. Hampstead Green Path remains a clear and legible route to the hospital.

The building sits well within the established townscape adjoining the George pub with the Royal Free podium obscured and the tower in the background. The building steps down in height in deference to the Church and a significant space is retained between the two, such that it does not challenge its dominance of the street scene or its role as a local landmark.

View B

This view is taken from Pond Street to the north of the site and shows that the Pears Building will clearly read as a distinct entity rather than an extension of the hospital. The building steps down in height towards St Stephen's which again retains its role as the dominant feature in the townscape. The Church's tower continues to soar above the new building maintaining its landmark status.

View E

This view is taken from Haverstock Hill to the south of the site and shows the view people will experience as they walk north from Belsize Park. It is clear from this view that the Pears Building will be entirely screened by the existing buildings that line the east side of the road.

View F

This view is taken from Haverstock Hill further to the south of the site and shows the views people will experience as they walk north from outside Belsize Town Hall. It is clear from this view that the Pears

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Building will be partly screened by the existing buildings that line the east side of the road. There will be views of the top of the building in the gap the street scene. However, it will read as part of the townscape being indistinguishable from neighbouring buildings.

View G

This view is taken from Rowland Hill Street outside Bartram's Hostel looking north-west. From this view the Pears Building will be very visible filling the majority of the view and blocking St Stephen's Church. However, this is not one of the key views in the local area or key views of the Church, being characterised by hospital infrastructure acting as an access road to the hospital. The mature trees that line the road will also remain visible.

View H

This view is taken from the north of the site on Pilgrims Place / Rosslyn Hill looking south towards St Stephen's Church and the hospital. It is the view people will experience as they travel south from Hampstead. From this view the mass of the building will be visible but will be largely screened by St Stephen's Church. It will read as an integrated part of the streetscene continuing the built form down Haverstock Hill and respecting the gradual decrease in massing. The tower and nave of St Stephen's will be unchallenged in their dominance of the street scene retaining their role as local landmark.

View I

This view is taken from Rosslyn Hill to the north-west of the site. It shows the streetscene along Rosslyn Hill looking across Hampstead Green with St Stephen's Church to the left and the George pub to the right and the Royal Free in the background. The Pears Building will provide good definition and enclosure to Hampstead Green working well as a continuation of the Rosslyn Hill street frontage. It will obscure large parts of the Royal Free Hospital but the tower will remain visible as a local landmark. The replacement of the hospital in the streetscene with the Pears Building will improve the setting of the Church and Green. The dominance of St Stephen's is not challenged with its mass and height clearly towering over the new building.

View K

View K looks eastwards from the junction of Belsize Lane and Rosslyn Hill towards the hospital with St Stephen's Church to the left. In this view the Pears Building will form a new neighbour to Hampstead Green and St Stephen's Church. Significant space separates it from the Church and the building corner steps down in deference to its role as a local landmark. The building acts to screen views of the hospital in the street scene enhancing the setting of St Stephen's and Hampstead Green.

I would be pleased to discuss these views with you at our meeting on the 15th December. In the meantime should you have any queries, please do not hesitate to contact me as above.

Yours sincerely

A handwritten signature in black ink, appearing to read "Savills" in a cursive, stylized script.

Simon Myles
Associate

c.c. E. Fasanya, Hopkins Architects
C. Burghes, Royal Free Charity