

View 2 Parliament Hill (Magnified)

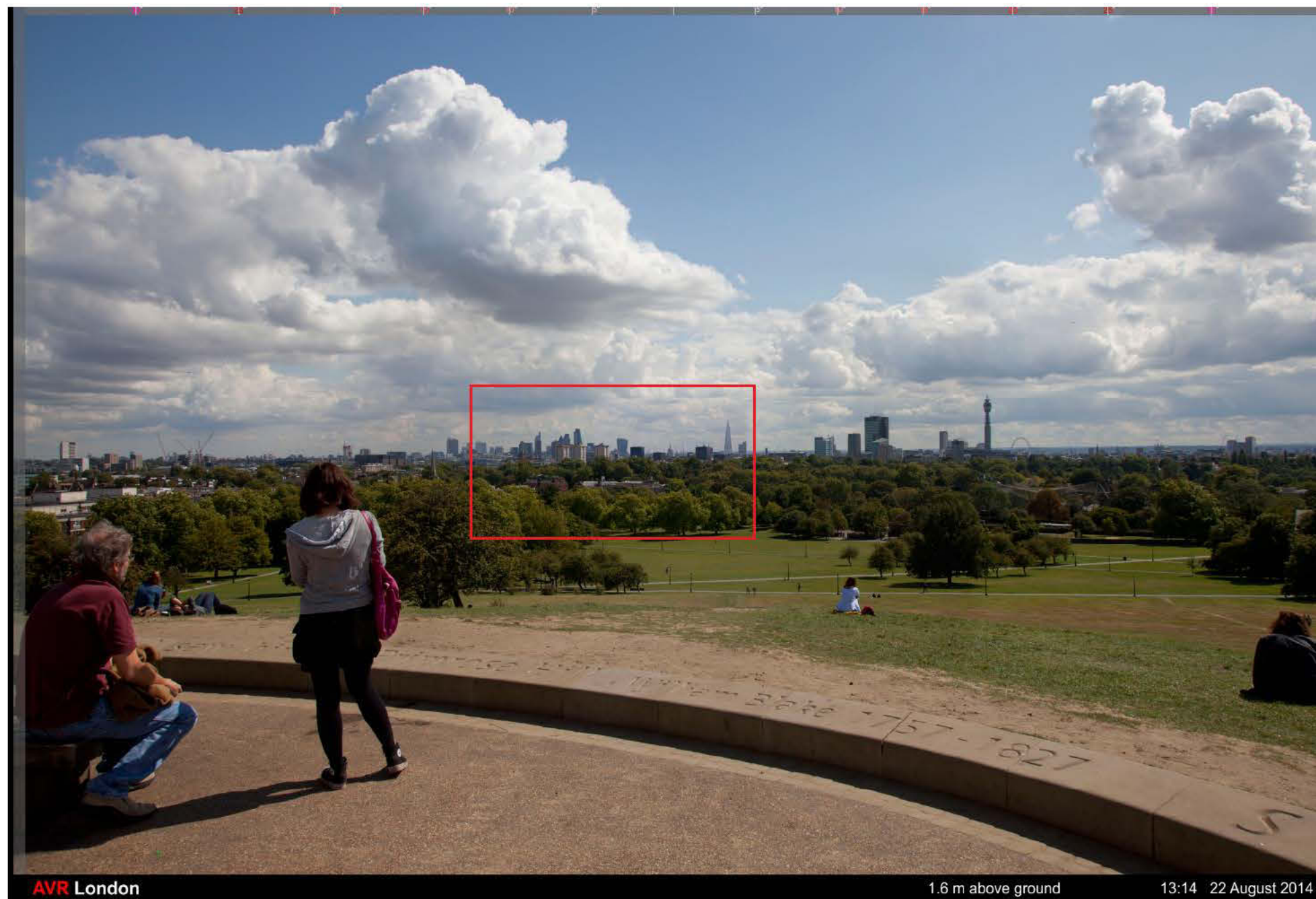


Existing



Proposed

View 3 Primrose Hill



Existing



VIEW 3: PRIMROSE HILL (LVMF LONDON PANORAMA 4A.1)

Existing

The view is one of six London Panoramas designated as part of the LVMF SPG (Ref 1-2). Primrose Hill is a 20 hectare Grade II Registered park to the north of Regent's Park. Views from the summit offer broad panoramas of London and of a number of key buildings in central London. There are two Protected Vistas from this viewing location; this view is the panorama from Assessment Point 4A.1, directed towards St Paul's Cathedral. The foreground and middle ground are dominated by the open space of Primrose Hill and Regent's Park, with London Zoo visible among the trees. The most prominent skyline features are, to the right of St Paul's, the Shard, and to the left of St Paul's, the cluster of tall buildings in the City of London with the closer towers of the Amptill Square Estate south of Mornington Crescent seen in front of it. To the left of the Amptill Square Estate, the west tower of the former Grand Midland Hotel of the Grade I listed St Pancras is seen against the backdrop of towers in the City of London; The clock tower is now largely concealed by the Francis Crick Institute, which is under construction.

Proposed

The proposed development would be visible beyond the west tower of the former Midland Grand Hotel of the Grade I listed St Pancras. It would be seen against the taller backdrop of existing buildings in the City of London including the Grade II listed Barbican, integrated within the existing complex layered skyline and as, a result, barely discernible in this distant view. It would be considerably lower than the west tower of the former Midland Grand Hotel, remaining below the level of the intricate crown of pinnacles that tops the tower; the west tower would remain the most prominent element of St Pancras on the distant skyline in this view. The impact on the skyline and on the recognisability of St Pancras in this view would be negligible.

Significance of potential impact: **negligible**



Proposed

View 3 Primrose Hill (Magnified)

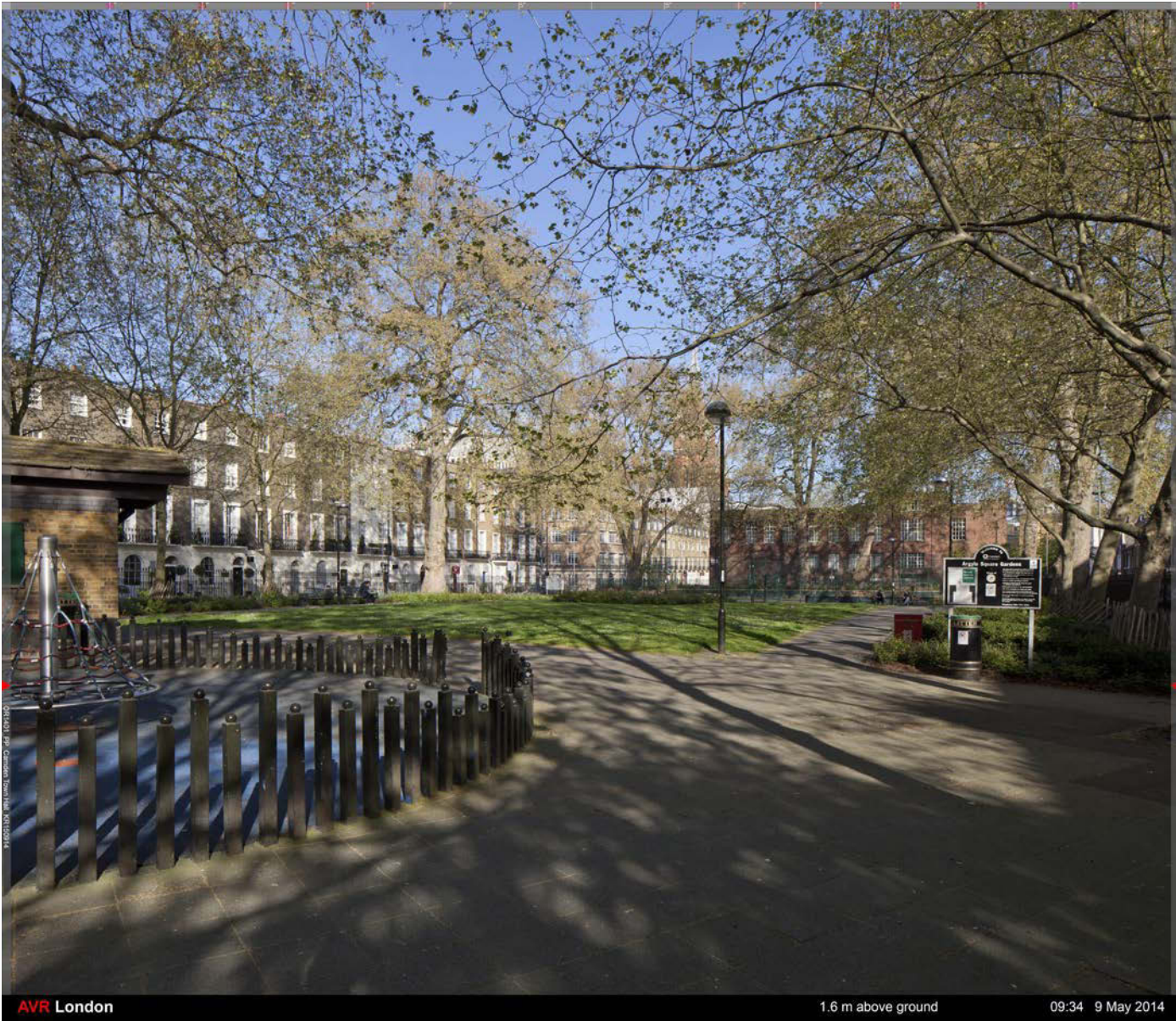


Existing



Proposed

View 4 Argyle Square



Existing



VIEW 4 ARGYLE SQUARE

Existing

The view is taken from the south-east corner of the central garden square. Argyle Square, developed mainly by James Burton, was one of the last land parcels to be developed in the Bloomsbury conservation area. Three Grade II listed terraces which date from 1840-49 form the east, south and west sides of Argyle Square. The east and west sides are almost intact and the listed terraces have strong group value; it is the overall effect of their uniform design, colour, appearance and massing that generates the character of the square. The modern urban setting is clearly discernible in views from the square: six storey post-war slab blocks designed by Hening and Chitty dating from 1949-51, which replaced bomb-damaged buildings in the south-east corner of the square and beyond its eastern edge are visible from within the square; Belgrove House, a large utilitarian red brick early 20th century storage facility of three storeys, forms the northern edge of the square and in the north-west corner the unlisted Art Deco Derbyshire House is five storeys. However the square has a strong inward focus and mature trees to the edges of the publicly accessible central garden square screen views across the square and of taller post-war development beyond even in the winter view; as a result evidence of its distant urban setting has only a minor likely impact on the quality and character of the square. The clock tower of the former Midland Grand Hotel of the Grade I listed St Pancras and the top of the existing Camden Town Hall Annex are visible through the still bare early spring branches but screened by the tree cover and with only a limited impact on the setting of the square. As the summer photograph demonstrates, when the foliage is full, the screening effect of the existing mature trees is even greater and the existing Town Hall Annex is not visible.

Proposed

The proposed development would be visible from Argyle Square in winter, heavily screened by the bare branches of mature trees within the central garden. As the summer reference view demonstrates, foliage on the trees would screen views across the square and of the proposed development beyond for most of the year. The proposed extension would replace the existing utilitarian roof plant with a taller light weight new crowning element that, with the clock tower of St Pancras, would contribute visual interest to secondary urban backdrop to the square. The warm material tones of the proposed extension to the Annex would complement the historic setting of the proposed development. Although the increase in the height of the building would result in an increased presence in the view, the architectural quality of the proposed development, as demonstrated in the rendered views, and further in the DAS, would be high and the distance of the proposed development from the square and the modulated façade treatment of the upper levels would create a recessive appearance in relation to the solid brick elevation and consistent parapet line of the Grade II listed terrace to the western edge of the square. Its visibility would not block the view of the St Pancras clock tower and the clock tower would remain a significantly taller element visible in the setting of the square. The proposed development would not harm the setting of the square in winter and would have no effect in summer and for much of spring and autumn.

Significance of potential impact: **negligible in winter; no effect in summer**

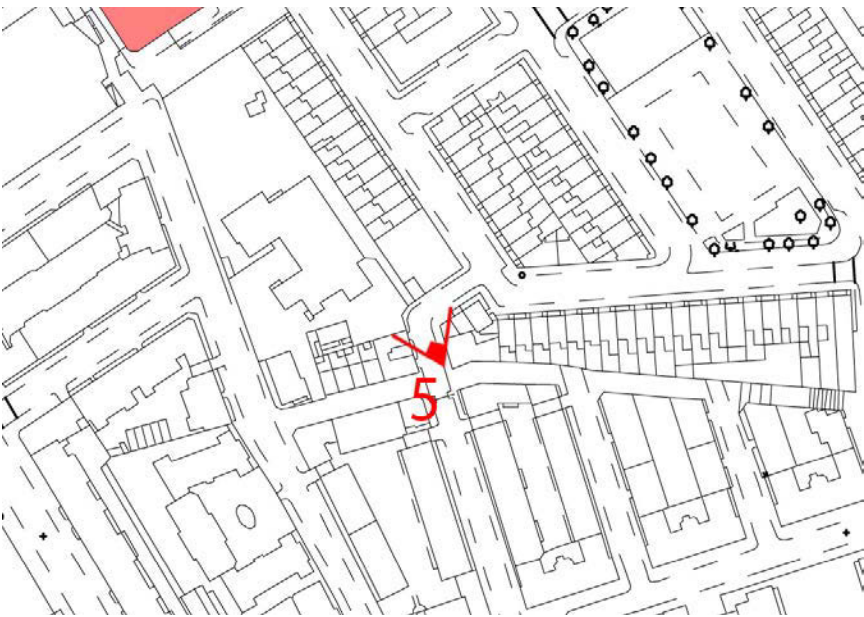


Proposed

View 5 Whidbone Street



Existing



VIEW 5: WHIDBORNE STREET

Existing

The view is taken from within the Bloomsbury Conservation Area. On the right of the view the Grade II listed McGlynn’s Pub (the former Duke of Wellington Public House) at the northern end of Whidborne Street, which dates from c.1839-49. On the left the fragmented 19th century street frontage provides a longer incidental view northwards towards the clock tower of St Pancras and the existing Town Hall Annex, both outside the conservation area. The clock tower is clearly visible against the sky, tightly framed by the unlisted mid-18th century No. 6 Whidborne Street (considered a positive contributor to the conservation area) and the existing Town Hall Annex seen beyond the late 19th century London Board School and No. 10 Whidborne Street. The view has depth and visual interest with its buildings spanning 200 years of local history and urban development. The clock tower of St Pancras forms a distinctive landmark embedded within a richly varied layered urban setting that contributes to local legibility; it is not however a key view of the Grade I listed building.

Proposed

The proposed development would further frame the clock tower of the former Midland Grand Hotel, making a moderate change to the composition of the view. The proposed development would fill part of the open sky to the left of the clock tower but would not obscure the view of the Grade I listed structure. Its scale would appear lower than the foreground buildings and would not dominate the existing street scene. As the rendered images from other locations demonstrate, the proposed new top to the existing building would replace the existing utilitarian composition of blank plant areas visible above its parapet with a lighter weight crowning structure that would provide the visually satisfying termination to the Annex that it currently lacks. The clearly modern character of the building glimpsed in this view out of the Bloomsbury Conservation Area towards the larger scale and more modern development along Euston Road would reinforce the legibility of the scene: the juxtaposition of scale between the adjoining conservation areas characterises the existing views from Whidborne Street and as such the proposed increased presence and design quality of the proposed development is considered to contribute positively to the character of the view.

Significance of potential impact: **moderate, beneficial**



AVR London

1.6 m above ground

09:34 9 May 2014

Proposed

View 6 Argyle Street



VIEW 6: ARGYLE STREET

Existing

The area around Argyle Square was one of the last land parcels of the Bloomsbury Conservation Area to be developed in the 1830s and 1840s having been previously the site of the New Road Nursery and the unsuccessful Panharmonium Pleasure Gardens. Argyle Street was laid out in around 1826 and the three separately listed three-storey listed terraces which line both sides of the northern leg of the street date from 1833-39 and are lower and more modest than those forming Argyle Square. The later No 46 Argyle Street on the left hand edge of the view is also Grade II listed. The listed terraces channel the view northwards towards the clock tower of the Grade I listed St Pancras, seen against open sky and the tallest building in the view. The roofline of the listed terraces is broken on the right by the unlisted early 20th century Derbyshire House at the junction with St Chad’s Street and on the left by the junction with Whidborne Street. Some small street trees screen the left hand side of the view even in winter, partly obscuring the modern larger scale form of the Camden Town Hall Annex, which is within the Kings Cross Conservation Area at the northern end of Argyle Street. As the summer reference photograph demonstrates, in summer the Town Hall Annex is concealed behind the full foliage, as it is for much of the spring and autumn. The clock tower of St Pancras forms a distinctive landmark embedded within a richly varied layered urban setting that contributes to local legibility; although an important framed street view of the clock tower noted in the Kings Cross Conservation Area Statement (Ref 1-14), the view is not identified in that document as one of the key views of the listed station. The view has depth and visual interest with its buildings spanning 200 years of local history and urban development. The change in scale from the three to four storey residential streetscape of the Bloomsbury Conservation Area in the foreground to the larger scale of the public buildings to its north within in the King’s Cross Conservation Area illustrates the significant change in scale and character of the townscape experienced at the interface of the two conservation areas along the Euston Road.

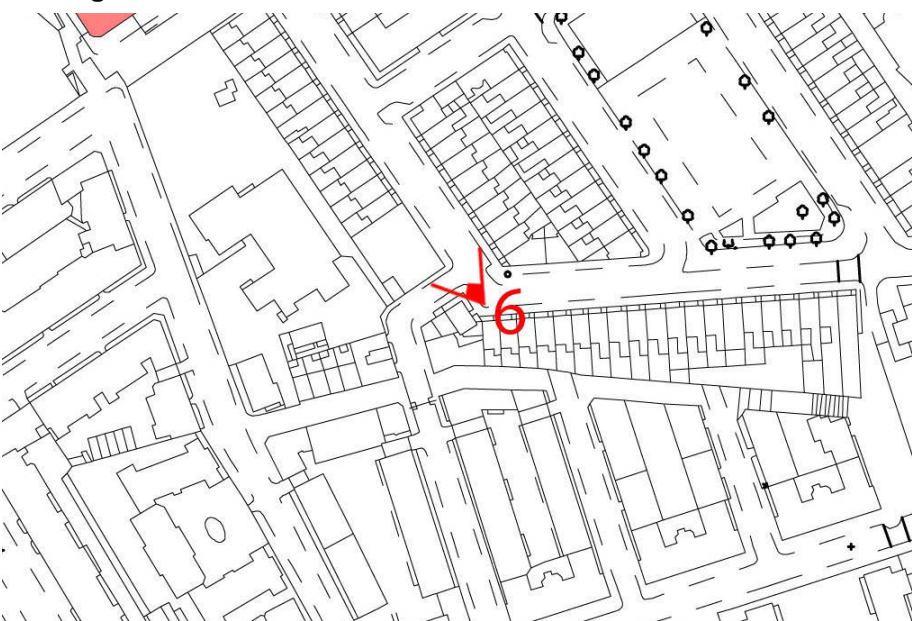
Proposed

In winter, the proposed development would frame the clock tower of the former Midland Grand Hotel of the Grade I listed St Pancras more strongly without obscuring any part of the view of the Grade I listed structure. Re-glazing the existing dark tinted windows with clear glass would enhance the transparency and lighten the appearance of the existing building. The proposed new top to the existing building would replace the existing blank plant areas visible above its parapet with a lighter weight crowning structure. The simple modern form would provide a visual foil to the exuberant design and grandeur of St Pancras and the south-east corner of the proposed extension, stepping up from the scale of the terraces in the foreground would complement the greater scale and verticality of the historic clock tower. The composition of bronze-like metal panels and fins would contribute to varying patterns of cladding and glazing, which would be responsive to the orientation of the proposed extension allowing the extension to appear more solid in views from the south in response to the potential impacts of the building on the Bloomsbury Conservation Area. The warm bronze colour of the proposed extension would contrast with the light fair-faced pre-cast concrete panels facing the existing building and complement the natural tones of the stock brick in the foreground and the red brick of St Pancras.

As the reference photograph demonstrates, in summer the foreground foliage would block the view of the proposed development from this position.

Significance of potential impact: **moderate, beneficial in winter; no effect in summer**

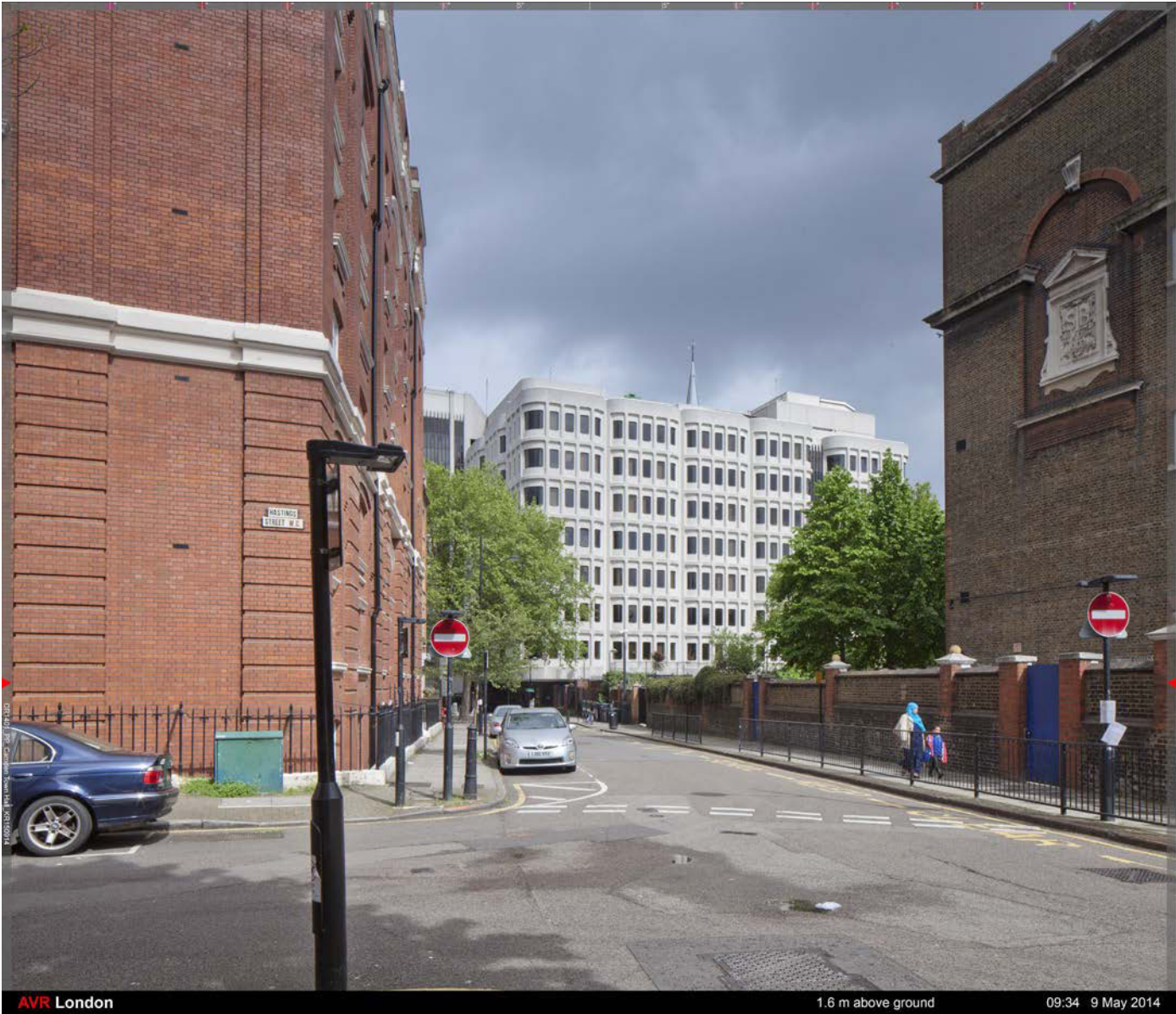
Existing





Proposed

View 7 Tonbridge Street, junction with hastings



Existing



VIEW 7: TONBRIDGE STREET, JUNCTION WITH HASTINGS STREET

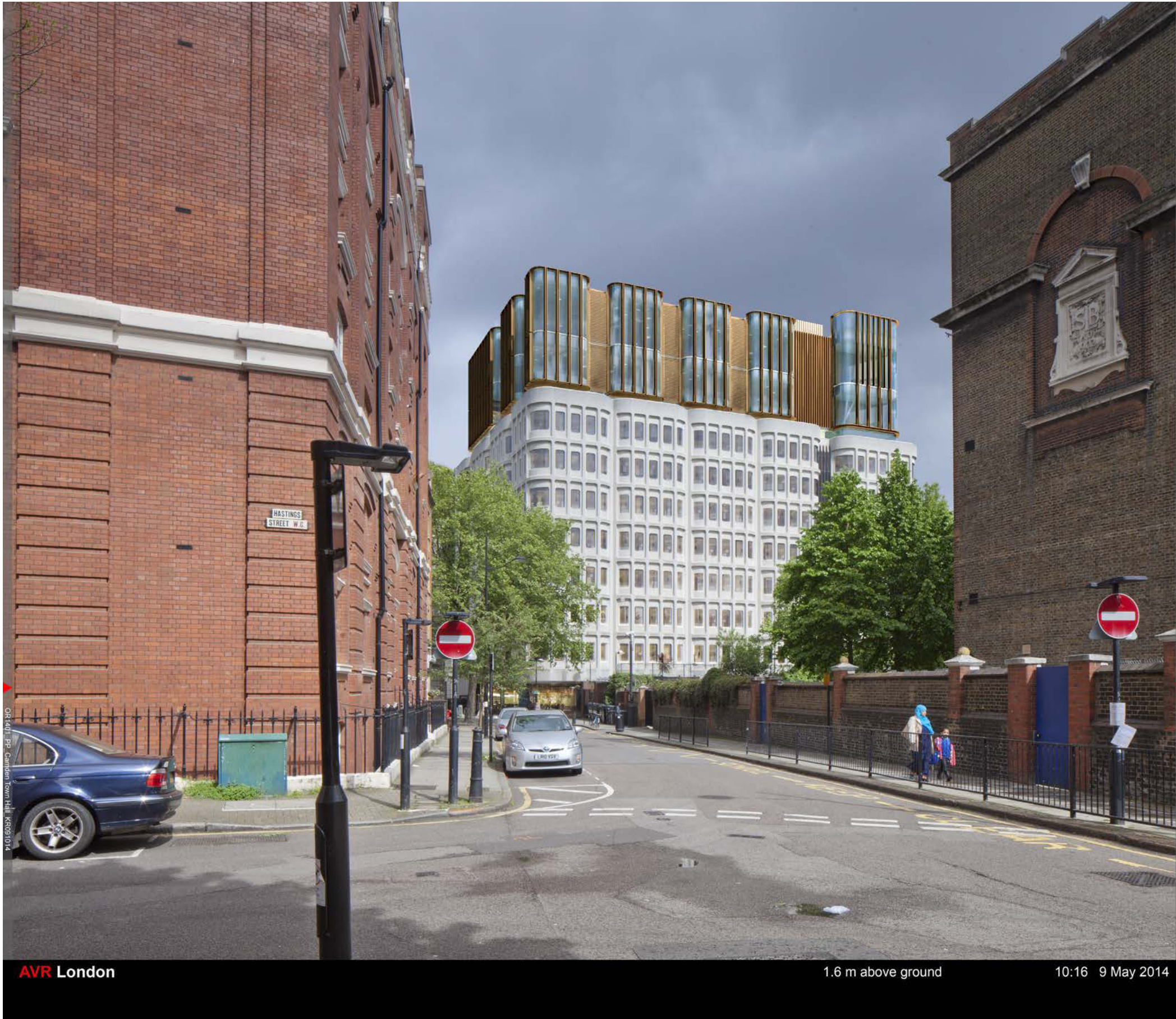
Existing

Much of Tonbridge Street is lined by tenements and mansion blocks from the turn of the 20th century, which were developed to replace run-down terraced houses. The view is taken within the Bloomsbury Conservation Area. On the left of the view is the eight storey Alexandra Mansions on the west side of Tonbridge Street dating from 1912-14. On the right of the view is the Argyle Primary School, a good late Victorian London Board School. The playground to the north of the school building provides an open view of the southern elevation of the Town Hall Annex, within the Kings Cross Conservation Area, which terminates the view. The curved vertical bays of the Town Hall Annex create a subtle rhythm to the elevation that helps to break up the broad mass of the building and create some visual interest in the elevation. The bold post-war architecture and use of reinforced concrete in the Town Hall Annex contrasts with the more decorated Victorian and Edwardian buildings on Tonbridge Street and the warm red and stock bricks used within the Bloomsbury Conservation Area. The parapet of the building creates a strong horizontal roofline with plant visible above; the very top of the slender St Pancras clock tower steeple is visible above the roofline of the Town Hall Annex, but seen without the context of the lower levels of the clock tower or any other part of the former Midland Grand Hotel, it would not be recognisable to the casual observer. To the left of the main Annex is the western stair tower, which closes the view at the northern end of Tonbridge Street where it meets Euston Road.

Proposed

The proposed development would increase the height of the existing Town Hall Annex making a moderate change to the composition of the view. The extended building would remain lower than the foreground buildings and would not dominate the existing street scene but would enhance the quality of its terminating feature. Although the very top of the spire of the St Pancras clock tower would be concealed by the proposed extension in this view, a new view of St Pancras would be opened up by the removal of the western stair core to the left of the main building; this view would become more legible moving forward into the view on the eastern pavement of Tonbridge Street. Re-glazing the existing dark tinted windows with clear glass would enhance the transparency and lighten the appearance of the existing building. The proposed new top to the existing building would replace the existing blank plant areas visible above its parapet with a crowning element that provides a characterful, lighter weight foil to the existing brutalist structure that would enhance the form and appearance of the existing building. The amplification of the bay form below in the proposed extension above would articulate the roofline and soften the form of the building on the skyline. The composition of bronze-like metal panels and fins would contribute to varying patterns of cladding and glazing, which would be responsive to the orientation of the proposed extension: the extension would appear more solid in views from the south in response to the potential impacts of the building on the Bloomsbury Conservation Area. The warm bronze colour of the proposed extension would contrast with the light fair-faced pre-cast concrete panels facing the existing building and complement the natural tones of the surrounding contextual material palette: The clearly modern character of the building terminating this view out of the Bloomsbury Conservation Area would mark the edge of the conservation area and signal the larger scale development and varied architectural style that characterises this adjacent part of the Kings Cross Conservation Area.

Significance of potential impact: **moderate, beneficial**



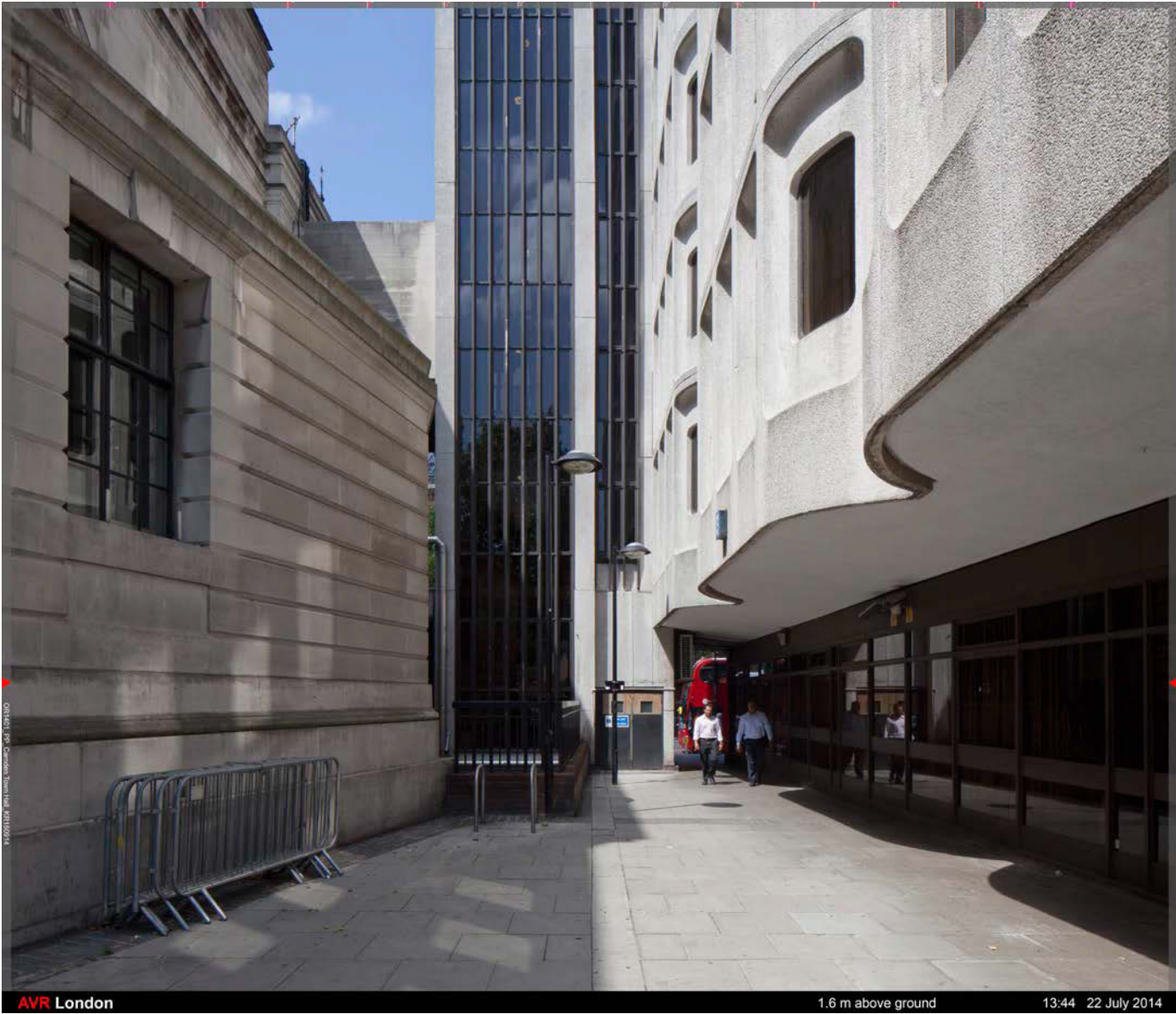
AVR London

1.6 m above ground

10:16 9 May 2014

Proposed

View 8 Tonbridge Street, at the town hall



VIEW 8: TONBRIDGE STREET, AT THE TOWN HALL

Existing

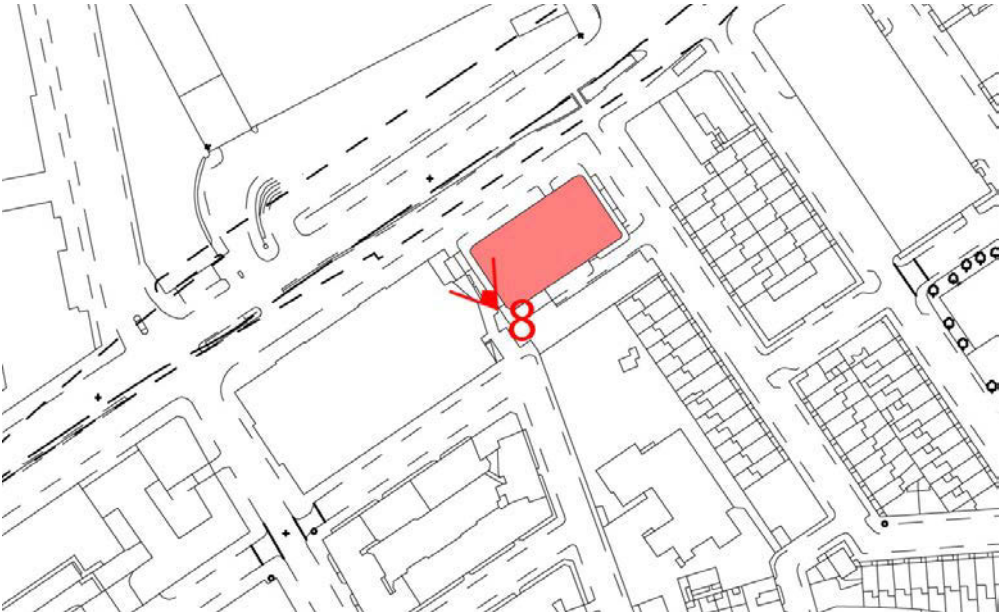
On the left of the view is the Grade II listed Camden Town Hall, clad in Portland stone ashlar, completed in 1935 to the designs of AJ Thomas, in a restrained classical style. The building has three main storeys with a channelled base and plinth, with symmetrically composed elevations to all four sides. The main entrance is from Judd Street. The Town Hall was extended in 1973-7 by the Camden Architect's Department, seen here on the right. The Annex is connected to the listed Town Hall by a corridor link at second floor level, a ground floor single storey extension, now containing the entrance to the Camden Centre, The western stair tower of the Annex, which blocks the route between the Town Hall and the Town Hall Annex from Tonbridge Street, visually, leaving just a narrow pedestrian route between Tonbridge Street and Euston Road under the first floor overhang of the Town Hall Annex, to the right of the stair tower. The former Midland Grand Hotel is not visible in the view.

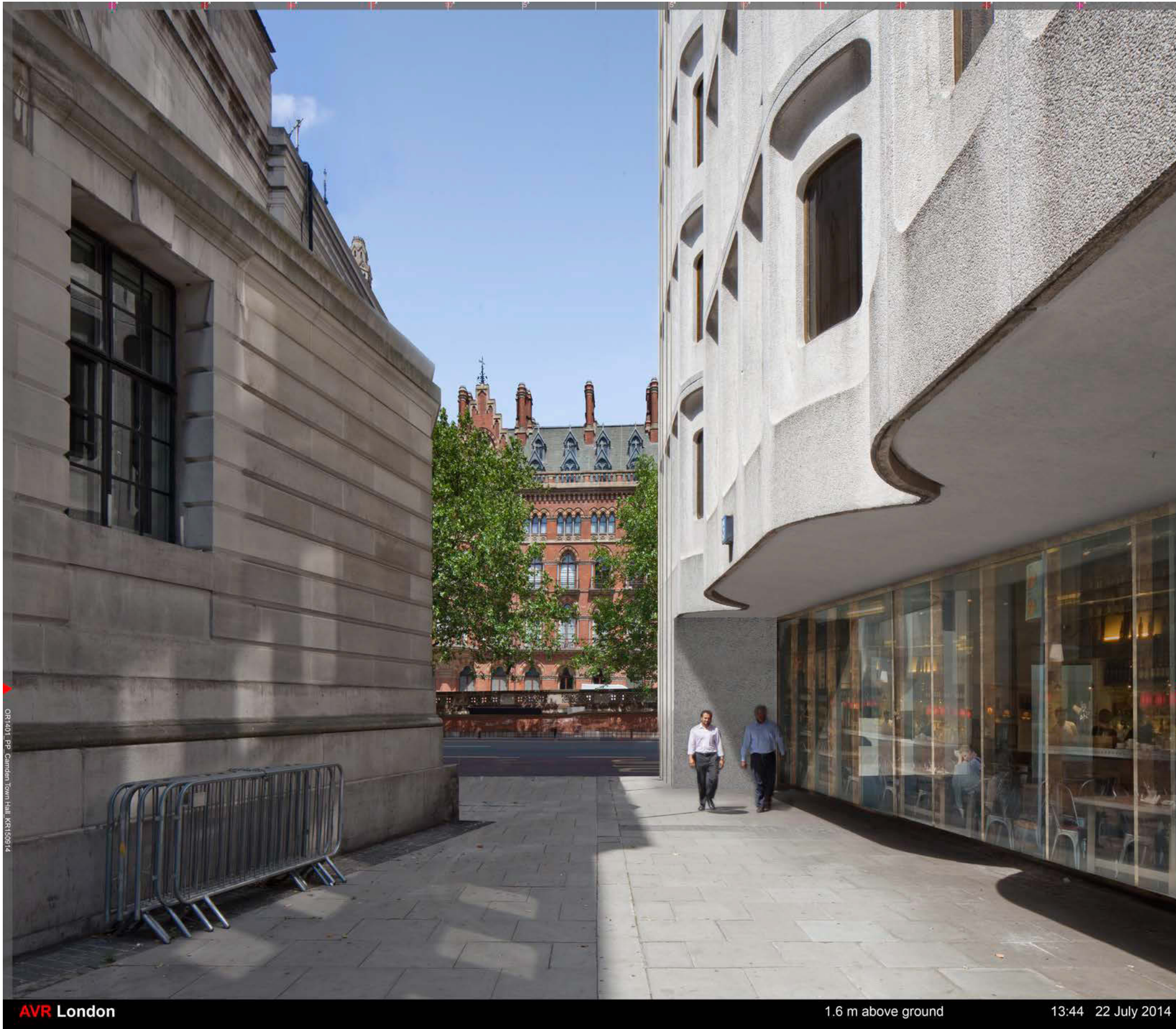
Proposed

Existing Town Hall Annex structures, the west core and the second floor corridor link, which connect the Annex to the Grade II listed Camden Town Hall would be removed, increasing the width of the pedestrian route at the northern end of Tonbridge Street and opening up a new view of the former Midland Grand Hotel of the Grade I listed St Pancras from Tonbridge Street. This would make a major change to the composition of the view that would greatly enhance the character and legibility of the scene and enhance the setting of St Pancras. An active street frontage would be created by the proposed ground floor uses, and replacement of the existing dark tinted glazing with clear glass at ground floor level in the existing Town Hall Annex would enhance the activity, transparency and architectural appearance at the building's base. Paving would be replaced to improve the quality of the expanded public realm.

Significance of potential impact: **major, beneficial**

Existing





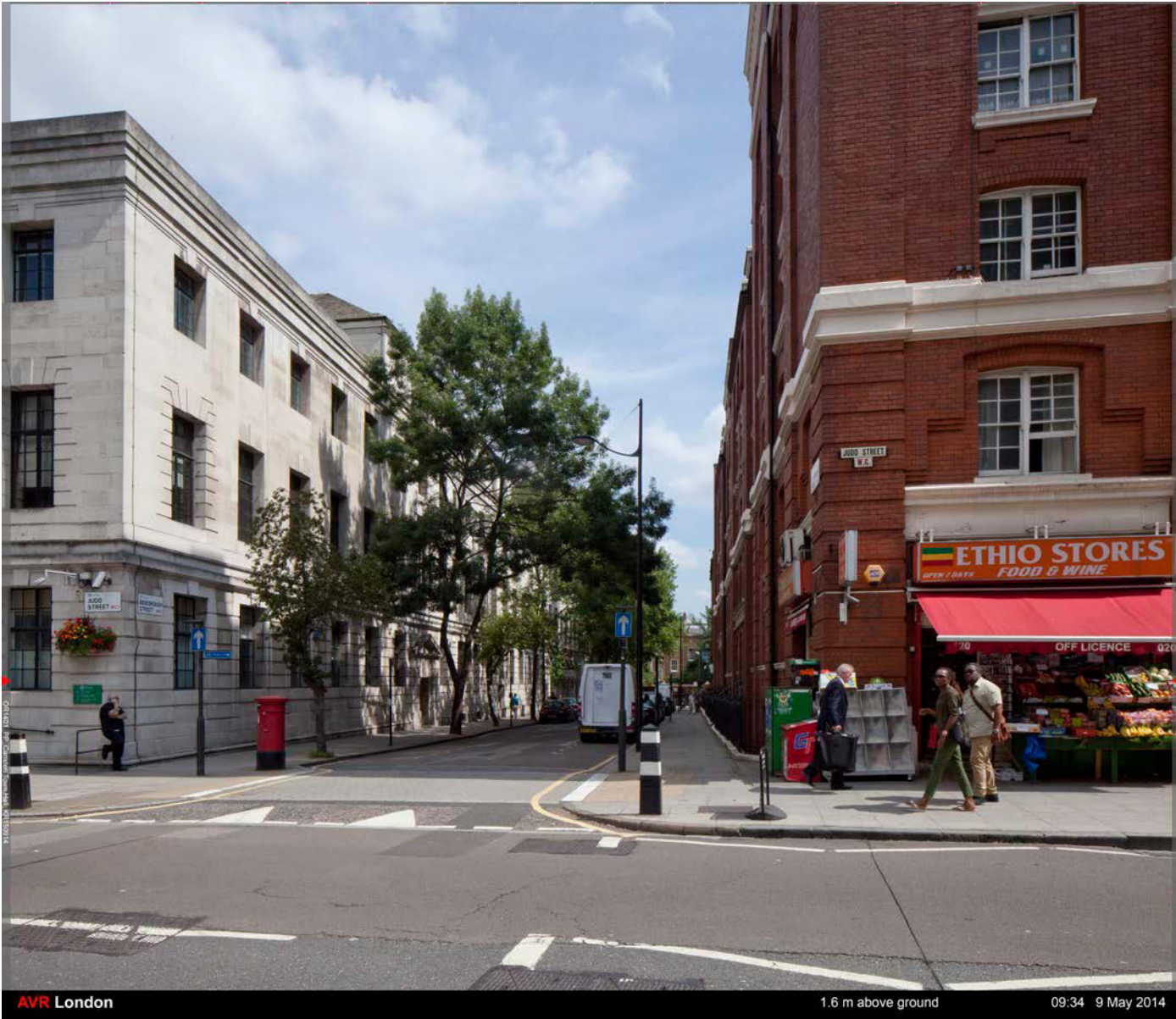
AVR London

1.6 m above ground

13:44 22 July 2014

Proposed

View 9 Judd Street



VIEW 9: JUDD STREET

Existing

Judd Street is a key north south-route through the Bloomsbury Conservation Area from the Foundling Hospital to Euston Road. Its northern end is lined by larger scale mansion blocks and public buildings. The view northwards to the former Midland Grand Hotel and the British library is noted as one of a handful of key views in the Conservation Area Appraisal (Ref 1-14). This view looks east from Judd Street along Bidborough Street; the view to St Pancras is to the left, out of the frame. On the left is Camden Town Hall clad in Portland stone ashlar, completed in 1935 to the designs of AJ Thomas, in a restrained classical style. The building has three main storeys with a channelled base and plinth, with symmetrically composed elevations to all four sides. The main entrance is from Judd Street, but there are secondary entrances on Bidborough Street. On the right of the view is the eight storey Alexandra Mansions dating from 1912-14 in red brick. Small street trees on the northern side of Bidborough Street screen clear views of the southern elevation of the Town Hall and the Town Hall Annex beyond even in this early spring view.

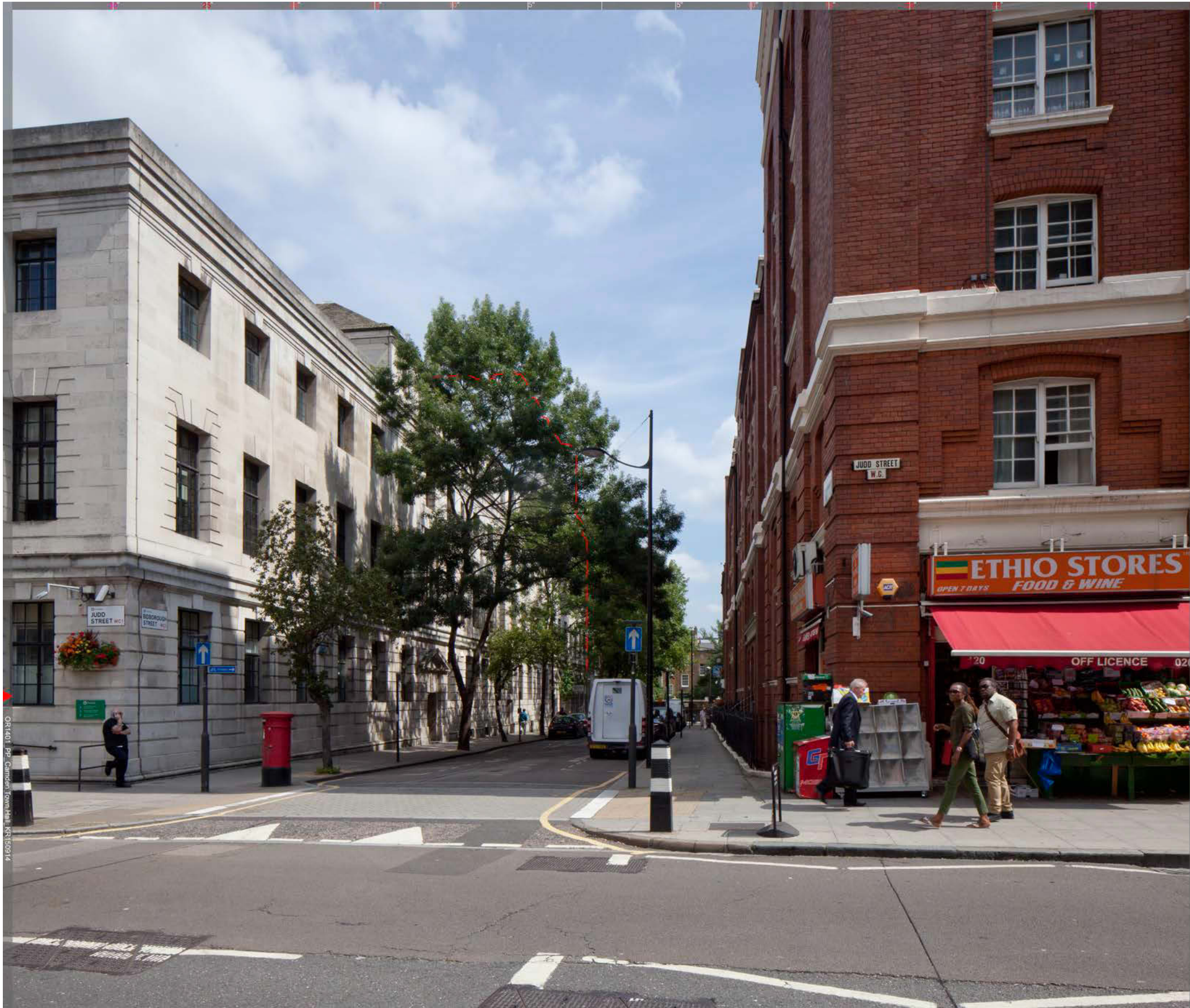
Proposed

The proposed development would be just visible from Judd Street and Bidborough Street above the roof of the existing Grade II listed Town Hall in winter, screened by the existing street trees on Bidborough Street. The mass of the proposed extension would be articulated by the clearly legible bays, softening its roofline. The distance of the proposed development behind the Town Hall seen from this position and the modulated façade treatment of the upper levels would create a recessive appearance in relation to the solid brick elevation and consistent parapet line of the Grade II listed terrace to the western edge of the square. Its visibility would not harm the setting of the conservation area or the listed buildings within the square in winter and would have no effect in summer and for much of spring and autumn.

Significance of potential impact: **negligible in winter, no effect in summer**

Existing





AVR London 1.6 m above ground 12:08 31 July 2014 Proposed