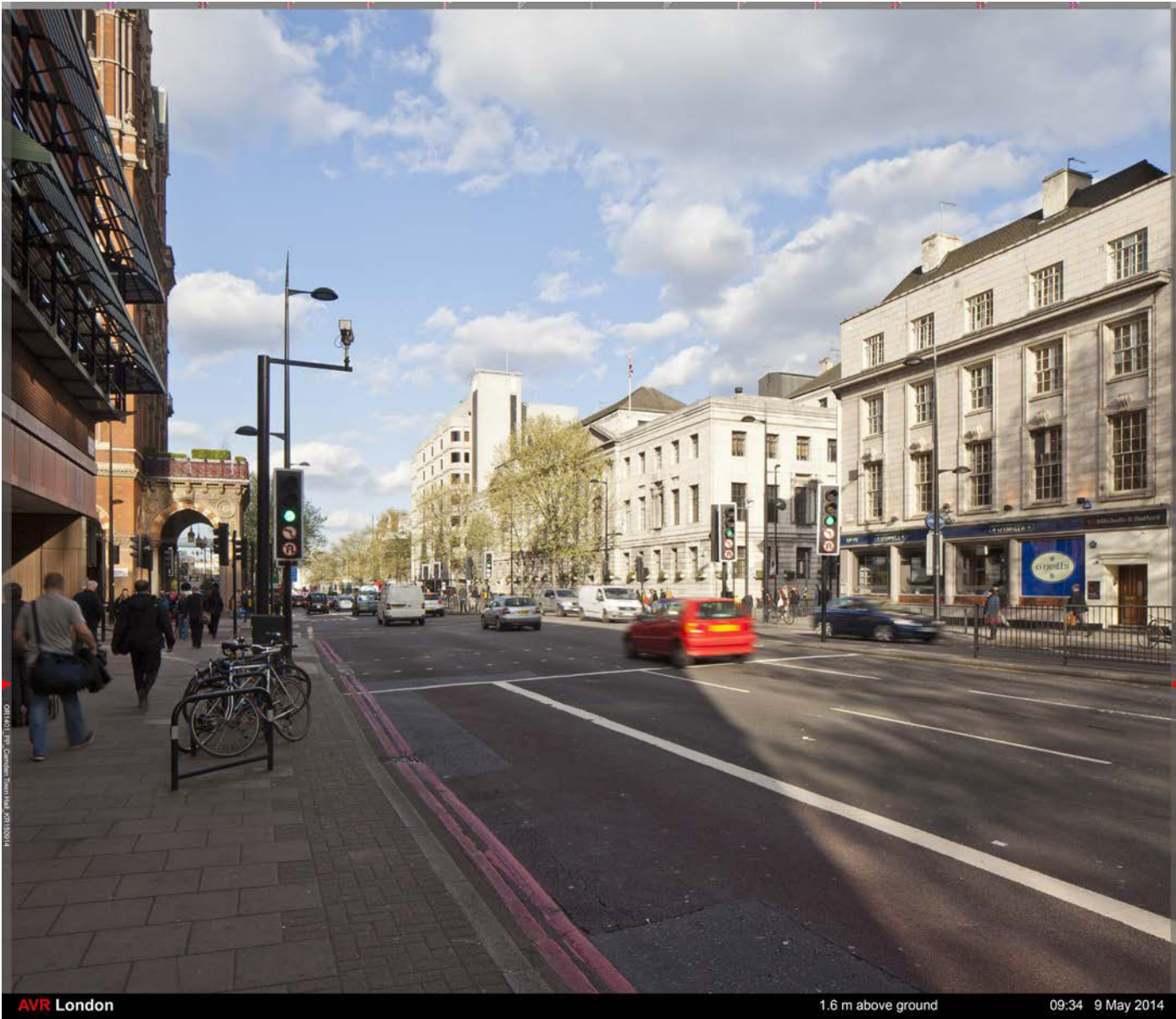
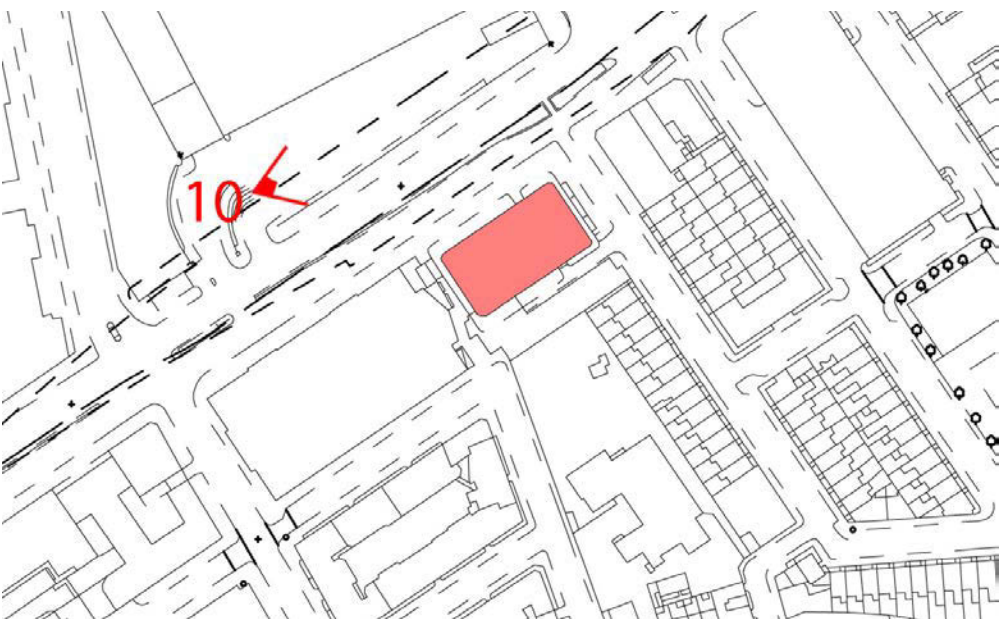


View 10 Euston Road, junction with Midland Road



Existing



VIEW 10: EUSTON ROAD, JUNCTION WITH MIDLAND ROAD

Existing

The New Road (now Euston Road) was built in 1756, to drive livestock to Smithfield. New houses were built fronting the New Road with long gardens fronting onto the road towards the end of the 18th century and until around 1800 it marked the northern edge of the built up area of London. The arrival of the railway termini had a profound effect on this part of Euston Road and the area to its north: following clearance of existing residential areas, Kings Cross and St Pancras stations were constructed on the north side of Euston Road and completed in 1852 and 1866 respectively. The character of Euston Road became more commercial, shops replaced the large front gardens that previously fronted the south side of the road and many of the area’s earlier properties were redeveloped. The area suffered extensive damage during WWII. Under the Greater London Plan by Patrick Abercrombie of 1944 and along parts of Euston Road to the west of the Site larger scale post-war commercial buildings replaced some of the bomb damaged sites.

Buildings along this stretch of Euston Road vary greatly in scale and character but the varied townscape is dominated by the busy six-lane highway. On the left of the view is the British Library, completed in 1997, with the western end of the Grade I listed the former Midland Grand Hotel also in red brick, with its arcaded porte-cochere entrance, seen beyond. On the right of the view, the southern side of Euston Road, the Grade II listed Camden Town Hall clad in Portland stone, is flanked by the early 20th century faience clad pub at No 73 Euston Road on the junction with Judd Street and the Town Hall Annex to the east further from the viewing position, all within the Kings Cross Conservation Area. Out of view behind the viewing position is the taller commercial post war development to the west along Euston Road which rises to 16 storeys.

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 west stair core would be removed, and the proposed new top to the existing building would replace the existing blank plant areas visible above its parapet with a taller lighter weight crowning structure that would contrast with the existing concrete building below and the light Portland stone of the exiting Grade II listed Town Hall in the foreground, which form the datum level of the streetscape above which the new bronze coloured extension would rise. The extended building would be taller than the existing buildings on the south side of Euston Road, as the existing Town Hall Annex is now, but the scale and character of St Pancras, even in oblique views from the northern side of the street, would continue to dominate the street scene. The proposed new top to the existing building would replace the existing blank plant areas visible above its parapet with a crowning element that would provide a characterful, lighter weight foil to the existing brutalist structure and would enhance the form and appearance of the existing building. Re-glazing the existing dark-tinted windows with clear glass would enhance the transparency and lighten the appearance of the existing building. The amplification of the bay form below in the proposed extension would articulate the roofline and soften the form of the extended 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 but in views from the east and west along Euston Road it would present a lighter more highly glazed appearance. The varying scale and architectural style of development characterises this part of the Kings Cross Conservation Area: the increased presence and improved appearance of the Town Hall Annex would enhance the quality and character of this view through the conservation area.

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



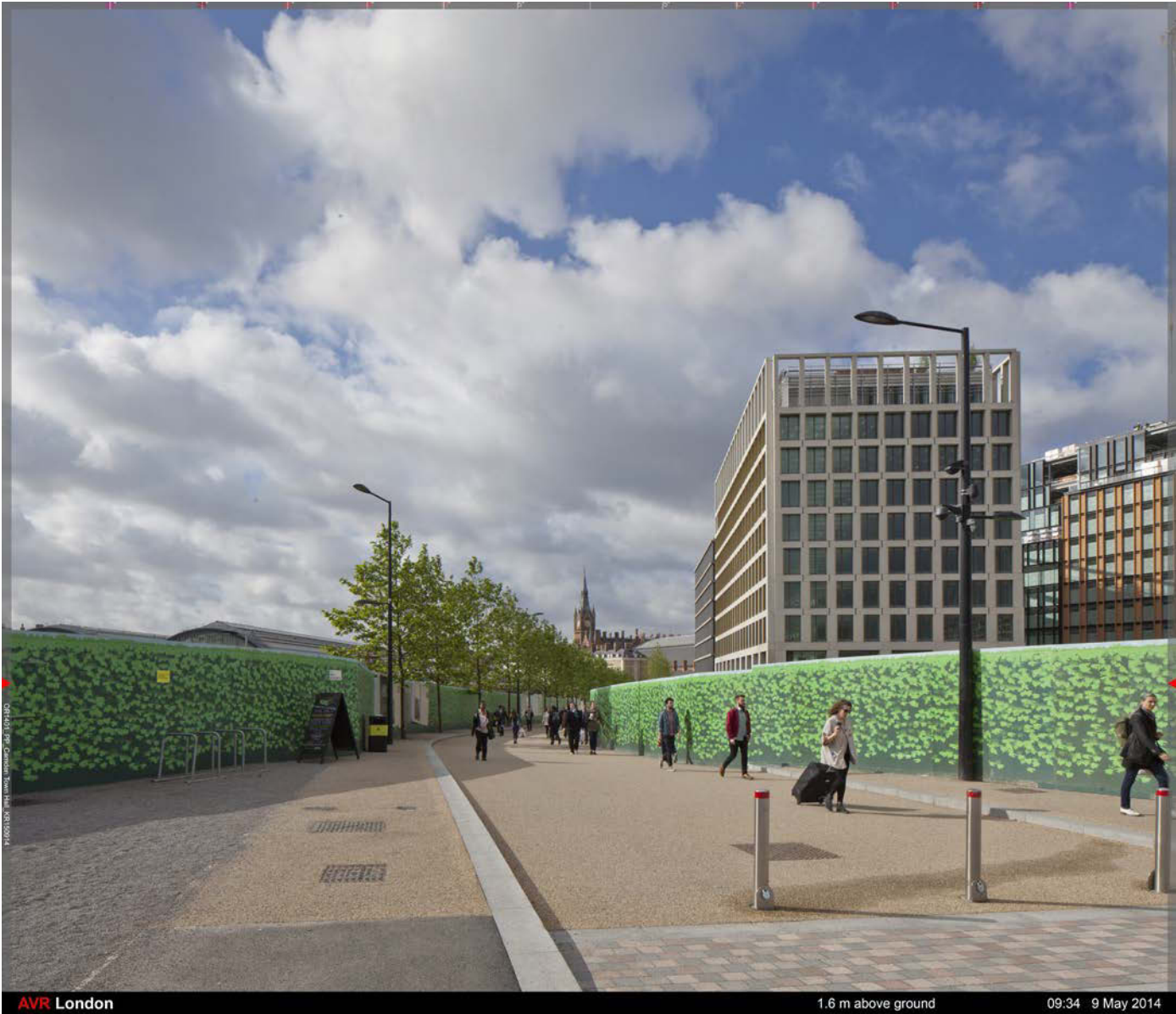
AVR London

1.6 m above ground

17:44 14 April 2014

Proposed

View 11 King’s Boulevard



VIEW 11: KING’S BOULEVARD

Existing

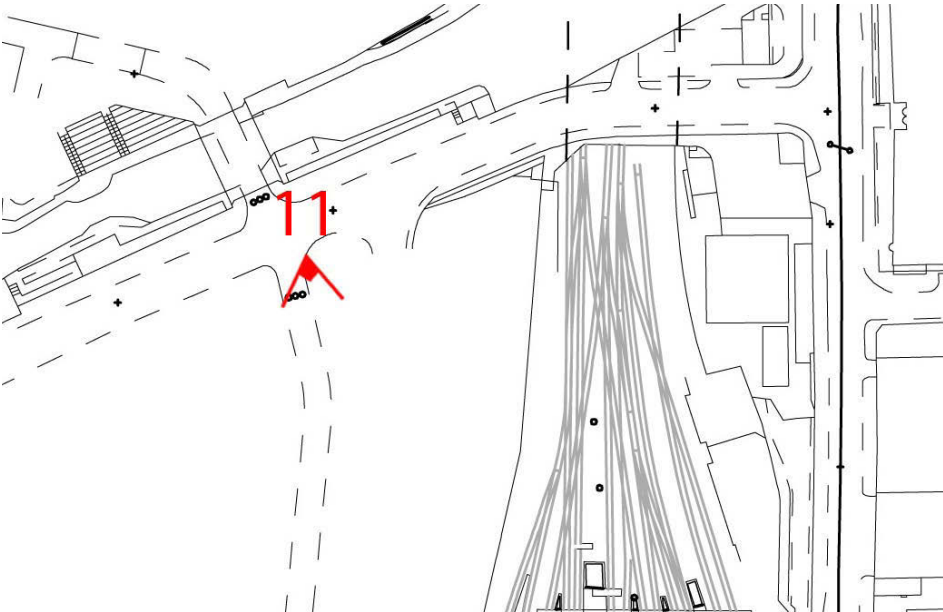
The outline planning consent for the Kings Cross Masterplan, drawn up by Allies & Morrison, from within which this view is taken, was received in 2006. Kings Boulevard is a new route created through the Masterplan site to link Pancras Road with the new Granary Square to the north of Goods Way. On the right of the view is Pancras Square and on the left is the site of the consented Google Headquarters. A number of the buildings around Pancras Square are now complete: on the right of the view is the recently completed Two Pancras Square designed by Allies and Morrison with One Pancras Square designed by David Chipperfield Architects, just visible beyond it. The public realm of Kings Boulevard is defined by hoardings and small street trees in this view. Visible on the skyline beyond is the clock tower of the former Midland Grand Hotel of the Grade I listed St Pancras, which is seen against open sky with the highly articulated lower roofline of the hotel on its right. The upper part of the Grade II listed Great Northern Hotel and the St Pancras train shed are visible in front of the former Midland Grand Hotel. Beyond the hoarding on the left of the view is the top of the train shed of the Grade I listed Kings Cross Station but other parts of the station are screened by the foreground trees.

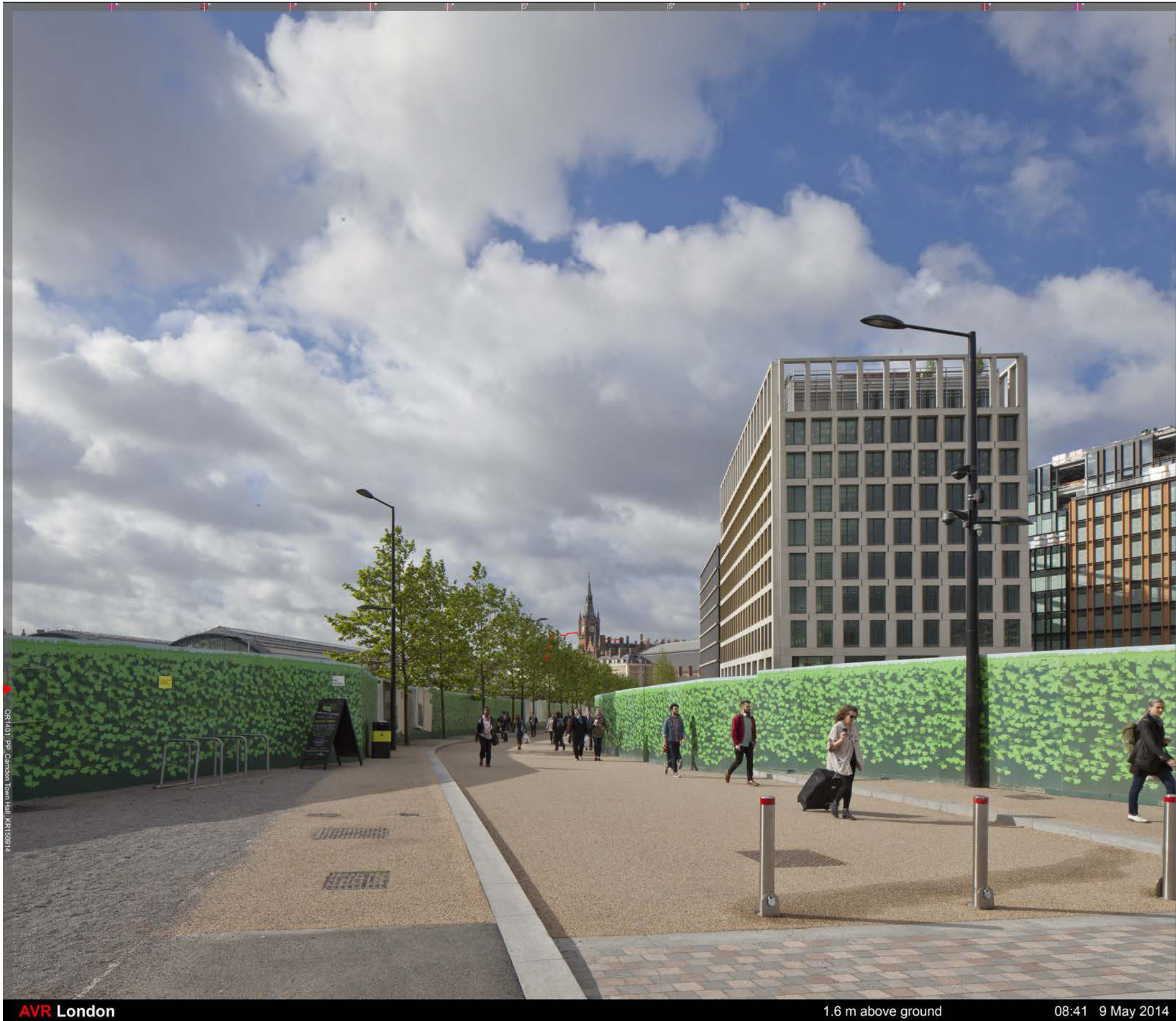
Proposed

The proposed development would be just visible above the treeline to the left of the clock tower. It would not rise higher than the base of the clock and the top of the tower and spire would remain legible against open sky. The more highly glazed treatment of the proposed extension in views from the north would contrast with the red brick of the former Midland Grand Hotel of the Grade I listed St Pancras, and would dematerialise against the grey sky reducing the impact of the proposed development in this view. The scale of the proposed development would be consistent with the hotel roofline to the right of the clock tower, extending the skyline datum of the more distant skyline beyond the new development of the Kings Cross Masterplan. In the future, consented development on both sides of Kings Boulevard, including the Google Headquarters on the currently undeveloped left of the view, would channel the view more strongly towards the clock tower and the proposed development would become a negligible element of the wider scene.

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

Existing





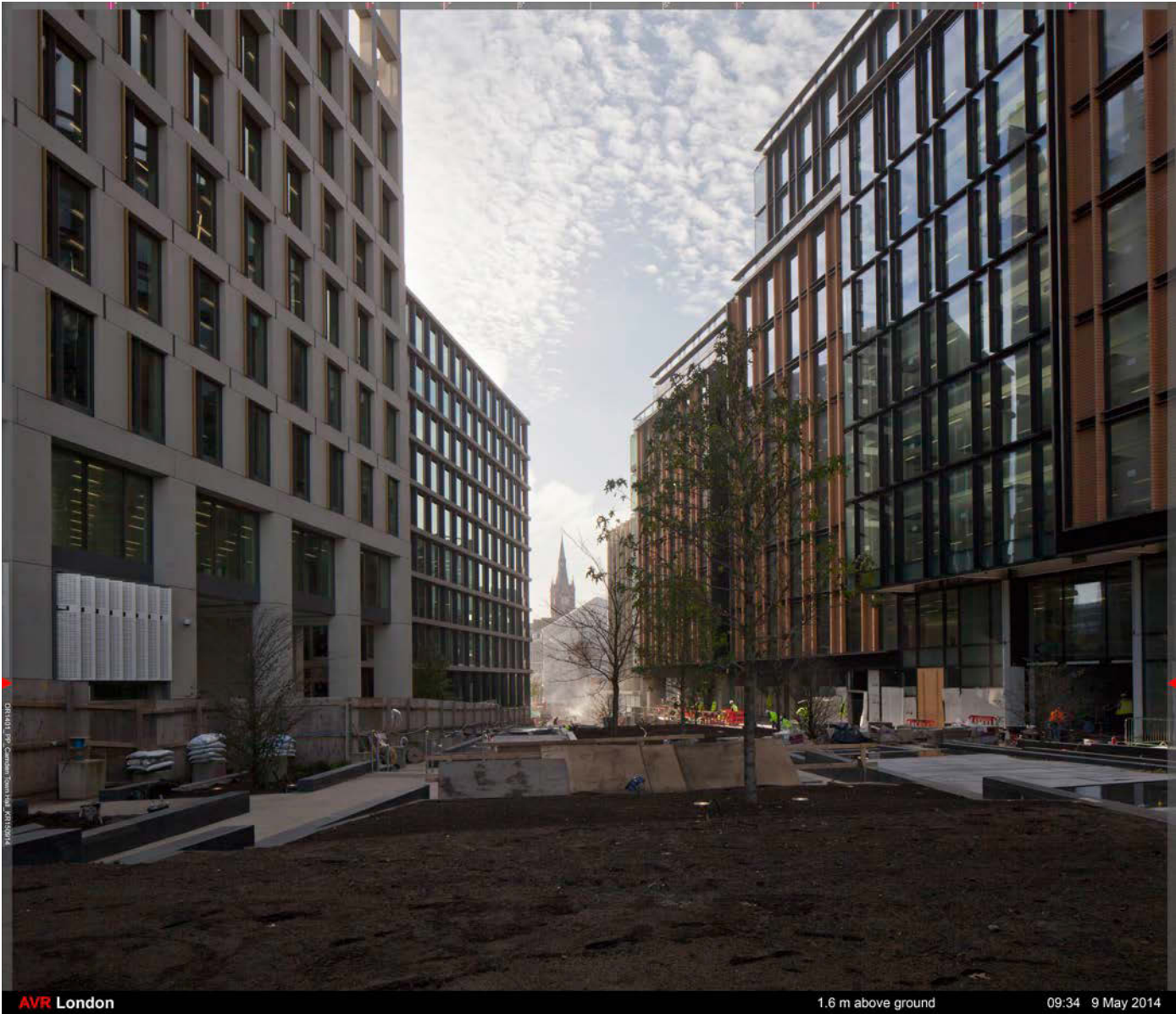
AVR London

1.6 m above ground

08:41 9 May 2014

Proposed

View 12 Pancras Square



VIEW 12: PANCRAS SQUARE

Existing

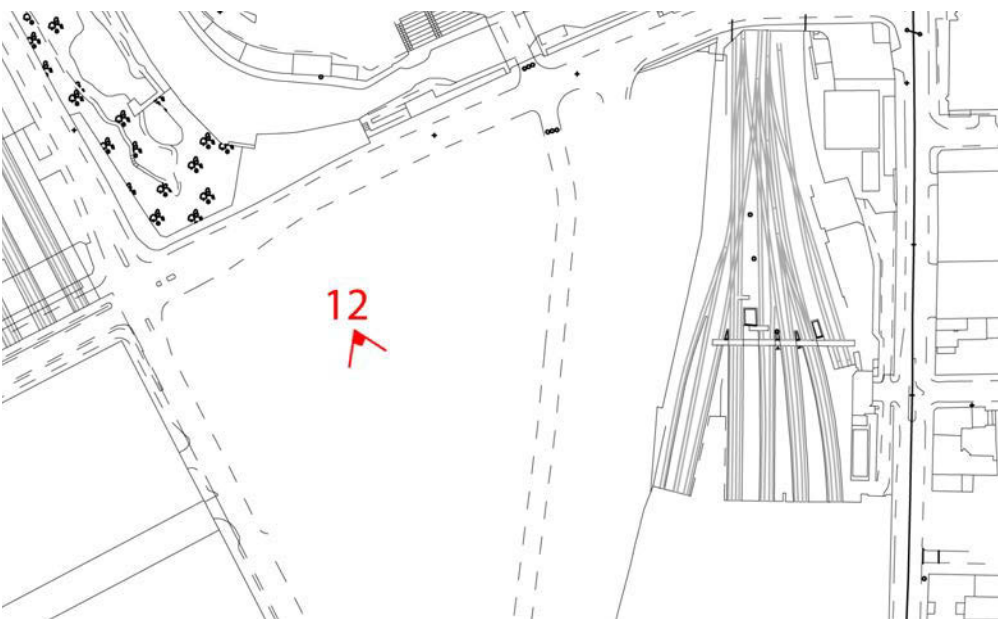
The outline planning consent for the Kings Cross Masterplan, drawn up by Allies & Morrison, from within which this view is taken, was received in 2006. This newly created view is taken from the northern edge of Pancras Square, designed by Townshend Landscape Architects, currently a construction site and not yet publicly accessible. On the left is the recently completed Two Pancras Square designed by Allies and Morrison with the lower One Pancras Square designed by David Chipperfield Architects, visible beyond it. On the right is Four Pancras Square, designed by Eric Parry Architects, which is under construction, with the Grade II listed Stanley Buildings seen beyond. The buildings in Pancras Square channel views from the northern edge of the square towards the clock tower of the former Midland Grand Hotel of the Grade I listed St Pancras, which is seen against open sky. The German Gymnasium, under hoarding, terminates the view and obscures the lower part of St Pancras.

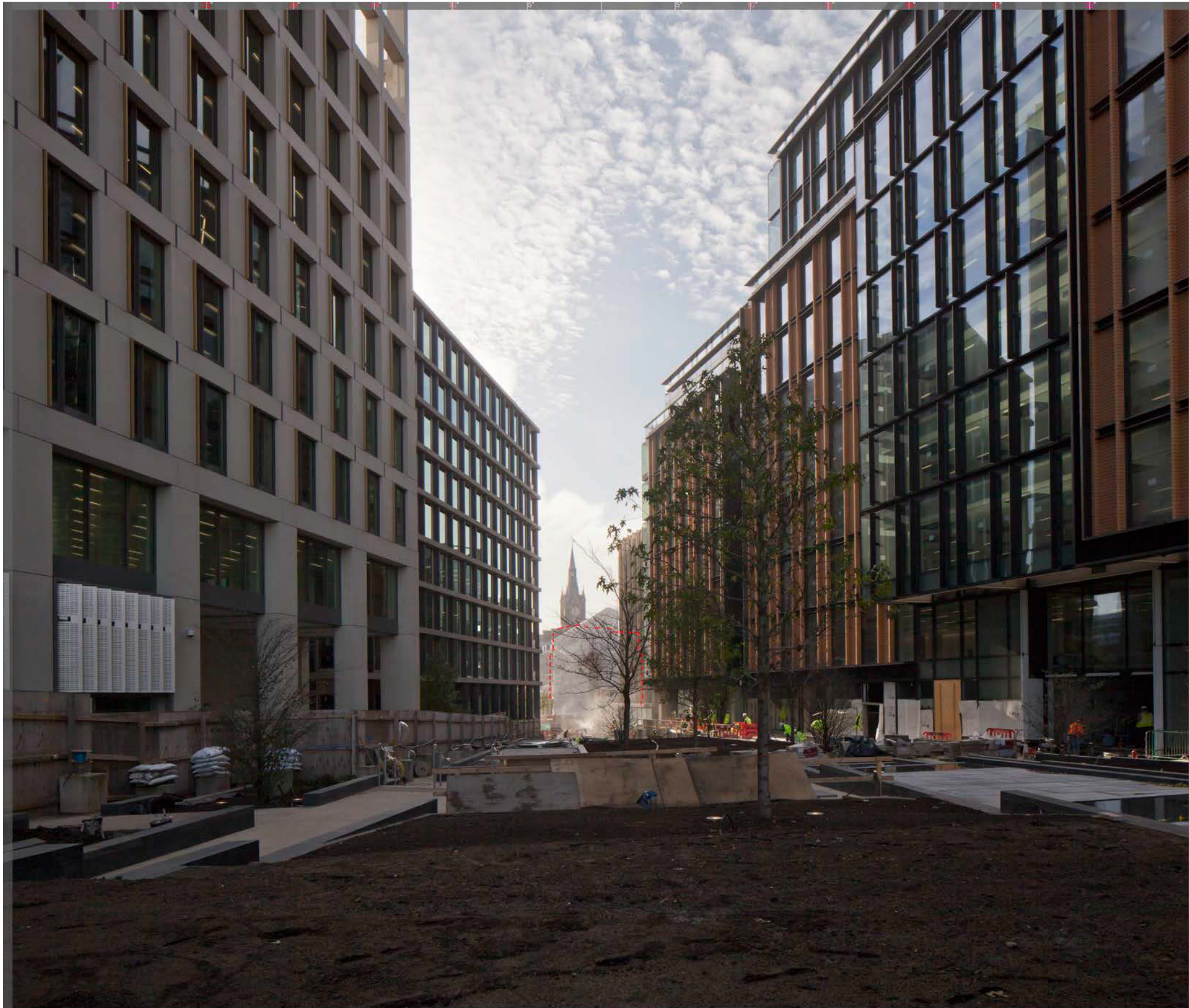
Proposed

The proposed development would be concealed behind the existing former Midland Grand Hotel of St Pancras and the German Gymnasium and would not be visible in the view.

Significance of potential impact: **no impact**

Existing





AVR London

1.6 m above ground

11:00 22 October 2014

Proposed

View 13 Pancras Road



VIEW 13: PANCRAS ROAD

Existing

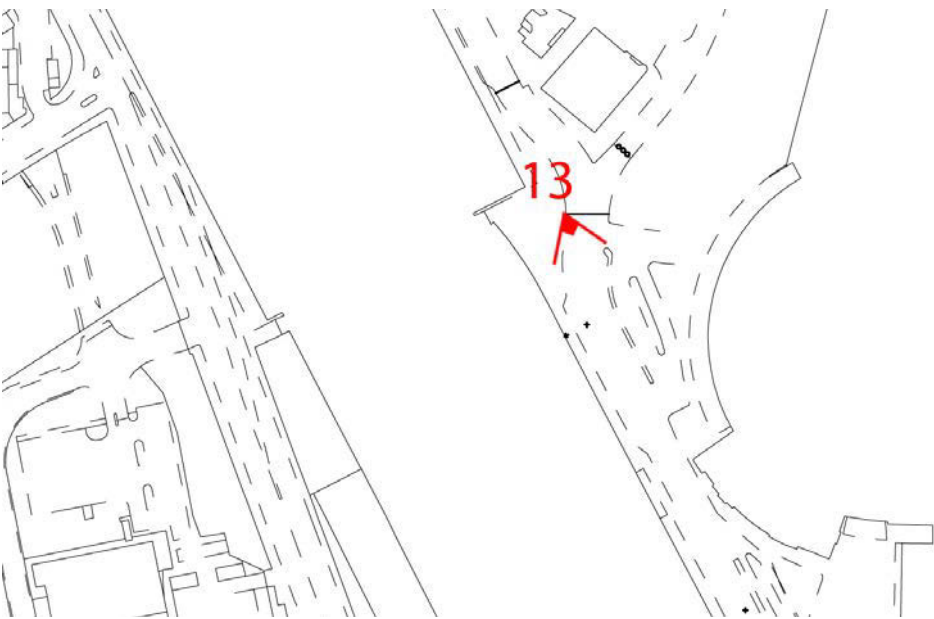
This view clearly demonstrates the significant relationship between St Pancras Station completed in 1869 and the former Midland Grand Hotel completed later in 1876. Opposite to the left of the view is the recently completed glazed western concourse of Kings Cross Station, designed by John McAslan & Partners, with the taller Grade II listed Great Northern Hotel in stock brick to its right. The view is terminated by the clock tower of the former Midland Grand Hotel seen against open sky as a prominent local landmark. At street level the view between the two stations is terminated by more modest buildings on the southern side of Euston Road.

Proposed

The proposed development would be concealed behind the existing former Midland Grand Hotel of St Pancras and the German Gymnasium and would not be visible in the view.

Significance of potential impact: **no impact**

Existing





AVR London

1.6 m above ground

08:30 9 May 2014

Proposed

View 14 Pentonville Road



VIEW 14: PENTONVILLE ROAD

Existing

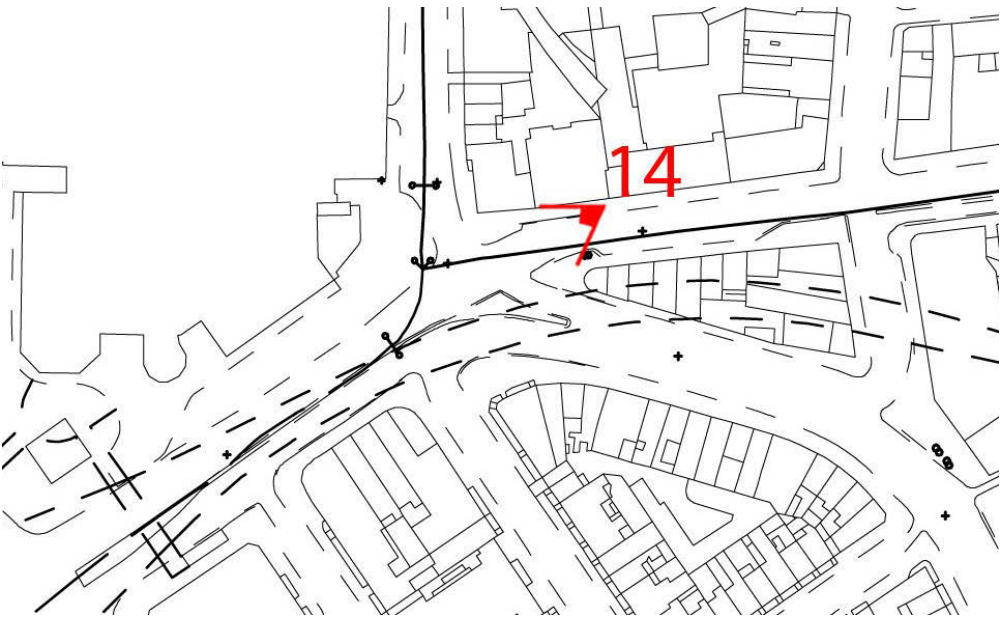
Views of St Pancras from Pentonville Road are described as being among the key views of St Pancras in the Kings Cross Conservation Area Statement (Ref 1-14). This view is taken from the western end of Pentonville Road, with the clock tower of the Grade I listed former Midland Grand Hotel seen against open sky as a prominent local landmark framed by foreground buildings on Pentonville Road and Gray's Inn Road. The curved Euston Road elevation of former Midland Grand Hotel is visible to its left and the Midland Road elevation of St Pancras Station with the train shed roof rising above it to the right. The view clearly demonstrates the significant relationship between St Pancras Station completed in 1869 and the former Midland Grand Hotel completed later in 1876. Views from the southern pavement of Pentonville Road also demonstrate the significant relationship of St Pancras and Kings Cross Stations; the scale and quality of the two Grade I listed Stations defines the character of the views from the western end of Pentonville Road. On the left of the view the lower scale of the townscape to the south and east creates a more modest backdrop setting to the stations. Beyond the small street trees the Town Hall Annex is visible defining the southern end of Euston Road as a minor element of the wider view.

Proposed

The proposed development would increase the height of the existing Town Hall Annex making a moderate change to the composition on the left of the view. The proposed development would remain well below the scale of the closer tree on the left whose foliage would screen the view in summer and winter. 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 that would contrast with the existing heavy concrete building below. As demonstrated in the rendered View 15, 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 glazed to Euston Road and more solid in views from the east in response to the potential impacts of the building on important views of St Pancras from the east – this view and View 15 from Kings Cross Station – by day and night.

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

Existing





View 15 King's Cross Station



VIEW 15: KING'S CROSS STATION

Existing

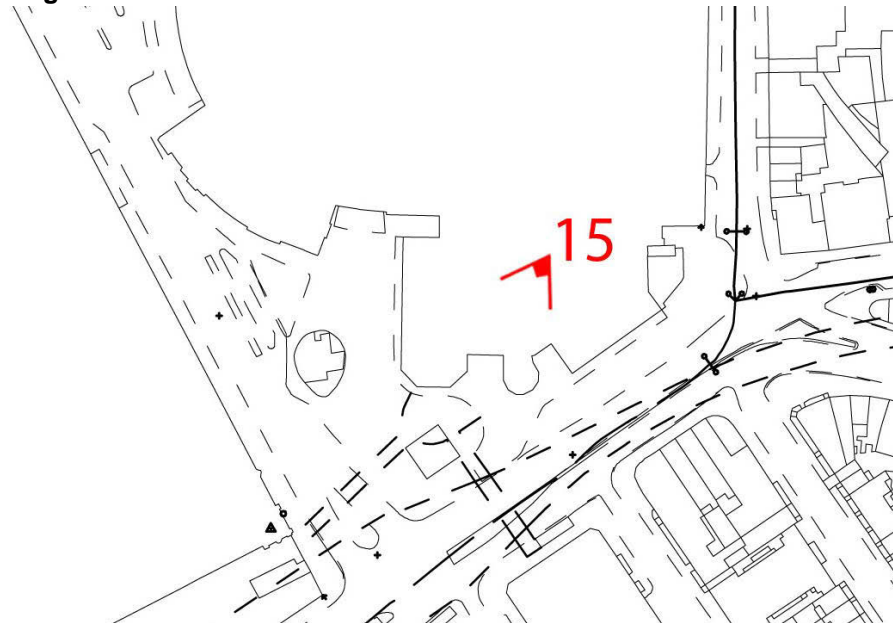
The Grade I listed King's Cross Station was designed by architect Lewis Cubitt with engineers Sir William and Joseph Cubitt. The station was built within two years from 1850 to 1852. In 1972 a single storey extension was added to the front of the station which has recently been demolished, returning the station front to the grandeur of Lewis Cubitt's initial design and opening up this new view of St Pancras Station which clearly demonstrates the significant relationship of St Pancras and Kings Cross Stations and the powerful contrast of its functional simplicity with the elaborate Gothic architecture of the adjacent St Pancras Station and the former Grand Midland Hotel. The clock tower of the former Grand Midland Hotel seen against open sky soars above the surrounding townscape to dominate views west across the new Kings Cross entrance plaza. Lower more modest buildings on the south side of Euston Road form a more modest backdrop setting to St Pancras of varied scale and character.

Proposed

The proposed development would increase the height of the existing Town Hall Annex making a moderate change to the composition on the left of the view, remaining much lower than the clock tower and separated by some distance from the silhouette of St Pancras. The proposed new top to the existing building would replace the existing blank plant areas visible above its parapet with a new carefully composed top. The proposed new top to the existing building would replace the existing blank plant areas visible above its parapet with a crowning element that would provide a characterful, lighter weight foil to the existing brutalist structure and would enhance the form and appearance of the existing building. 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 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. Re-glazing the existing dark tinted windows with clear glass would enhance the transparency and lighten the appearance of the existing building. The clock tower of the Grade I listed St Pancras would remain the clear focal point of the view. The simple modern form of the proposed development, enhanced by its new crown, would provide a counterpoint to the exuberant design and grandeur of St Pancras that would complement the greater scale and verticality of the historic clock tower.

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

Existing





7.0 CONCLUSIONS

- 7.1 Potential impacts on the townscape views, which were taken from positions agreed in advance with LBC officers, would range from no impact to moderate, beneficial. As the visual assessment demonstrates, the proposed development would respect and enhance existing important views: views of St Pancras would not be harmed by the proposed development. A new view of St Pancras from Tonbridge Street would be opened up by the removal of the western stair core of the existing Town Hall Annex. The proposed development is sensitive and respectful in scale and form to the former Midland Grand Hotel: the proposed development would not block views of the Grade I listed building and while two storeys taller than the existing building, St Pancras would remain the dominant focal point in key views towards the listed building, complemented by the materiality and form of the proposed new extension.
- 7.2 The existing Camden Town Hall Annex has been identified as a negative contributor to the Kings Cross Conservation Area; the proposed development would enhance its contribution to the character and appearance of the conservation area and the settings of other designated heritage assets. It would improve the setting of, and relationship with, the adjacent Grade II listed Town Hall, through the removal of the western stair core and the second floor corridor link. The proposed development would separate the Town Hall from the Annex creating a clear gap between the two buildings at the northern end of Tonbridge Street. The Proposed Development would enhance the quality and activity of the street frontages: the entrance, retail and lobby at ground floor would create a more active street frontage and replacement of the existing tinted glazing at ground floor would allow more transparency and therefore a better connection between the building and the public realm at street level; the façade line on Euston Road would be brought further forward to reduce the depth of the overhang. Local permeability and connectivity would be enhanced: the existing garden to the south of the Annex would be opened up to create an east-west shared pedestrian and cycle route parallel with Euston Road contributing to the continuity of an emerging quieter alternative east-west route. The removal of the western stair core would enhance the pedestrian connectivity and clarity at the northern end of Tonbridge Street at the junction with Euston Road.
- 7.3 The proposed development would preserve or enhance the quality of townscape views from the Bloomsbury Conservation Area. As the views demonstrate the proposed development would preserve the views of St Pancras from the conservation area and open a new view at the northern end of Tonbridge Street. Although taller than the existing building, as demonstrated by the views assessment, its scale would not dominate townscape views from the conservation area or reduce the prominence of St Pancras in key views. The juxtaposition of scale between the adjoining conservation areas characterises many of the views from the northern part of the conservation area and, as such, the proposed increased height of the Annex is considered to

contribute positively to the character of the views assessed. Where visible, the proposed new top to the existing building would replace the existing blank plant areas visible above its parapet with a lighter weight characterful crowning structure that would provide a counterpoint to the brutalist building below. 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, day and night. 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.

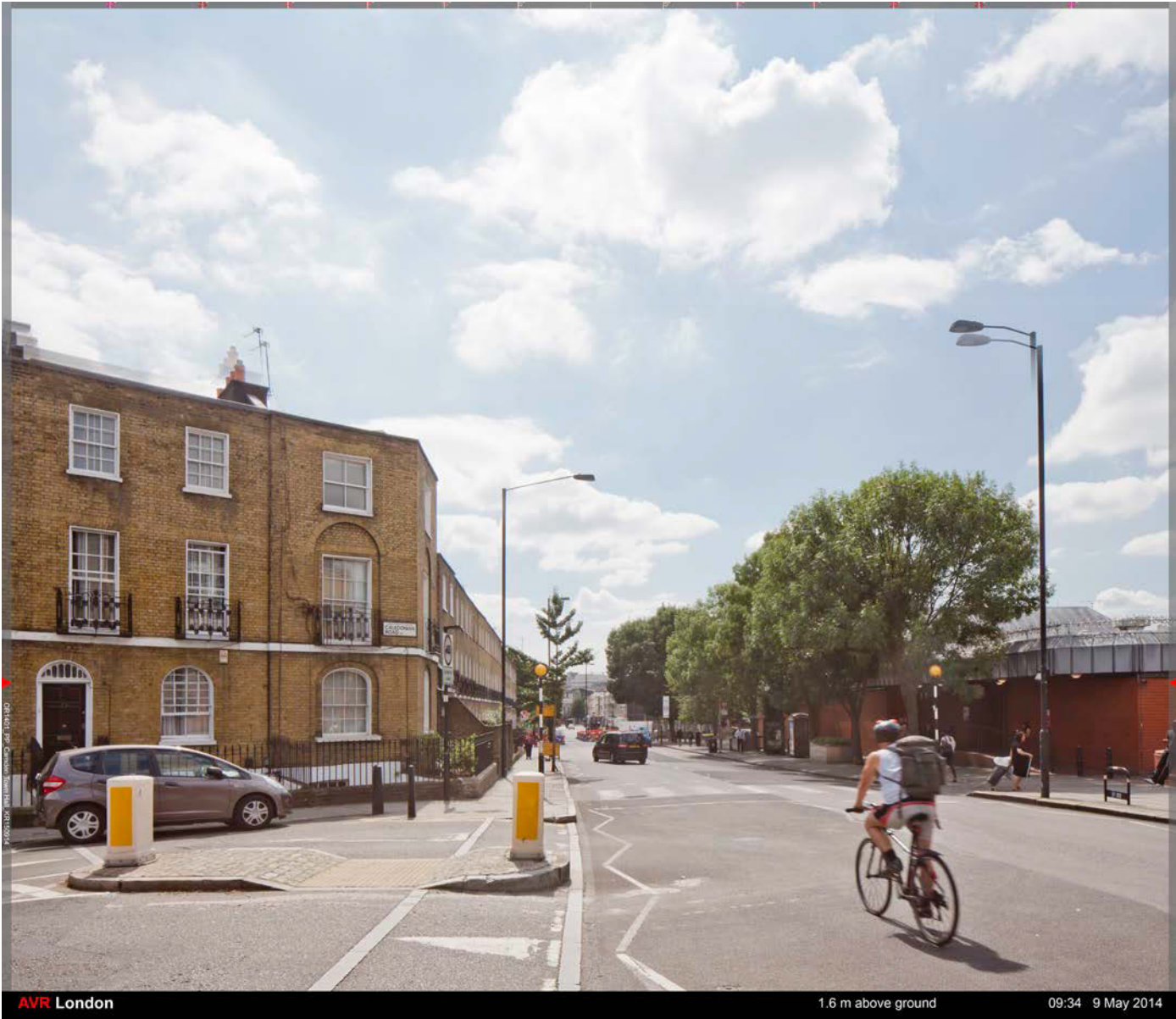
- 7.4 The proposed development would redress some of the shortcomings of the existing building in terms of its visual impact. The appearance of the existing building would be enhanced by the replacement of the existing tinted glass with clear glass to all windows. At street level the transparency and activity of the base would be improved and the depth of the overhang reduced on Euston Road. A new characterful lightweight extension would replace the existing blank roof plant above eighth floor level, which is quite visible in longer views and provides an unsatisfying unfinished feel to the existing building's top. The proposed extension would increase the height of the Annex by two storeys creating a legible top. The tripartite sub-division of the building into a clear base, middle and top would help to reduce the building's perceived bulk; the enhancement of the legibility of the vertical bays and the contrasting character of the proposed extension would draw the eye upwards to the new crown which would provide a satisfying termination to the existing Annex, and improve the squat proportions of the existing building.

References

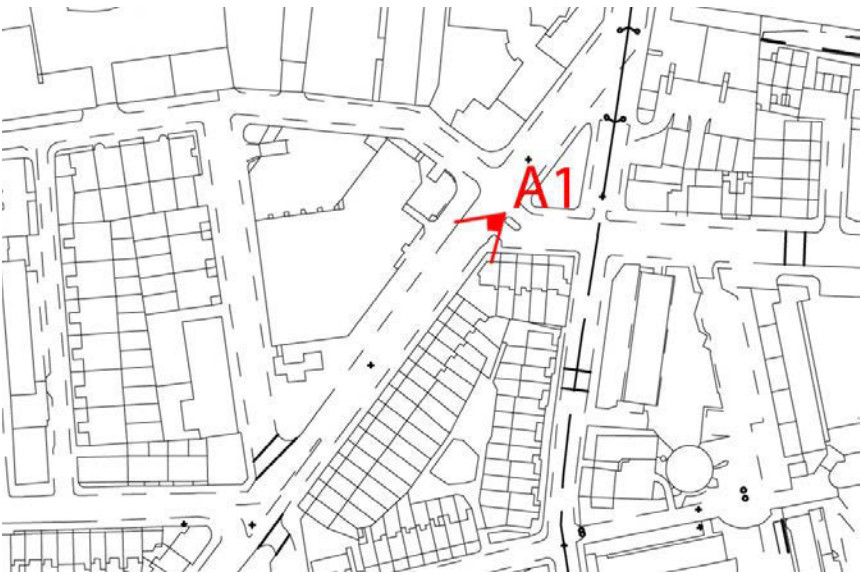
- 1-1 IEMA & The Landscape Institute, *Guidelines for Landscape and Visual Impact Assessment (GLVIA) Third Edition* (April 2013)
- 1-2 GLA, *London View Management Framework Supplementary Planning Guidance (LVMF SPG)* (March 2012)
- 1-3 English Heritage, *Seeing the History in the View* (May 2011)
- 1-4 DCLG, *National Planning Policy Framework (NPPF)* (March 2012)
- 1-5 DCLG, *National Planning Practice Guidance (NPPG)* (March 2014)
- 1-6 GLA, *The London Plan: Spatial Development Strategy for Greater London* (July 2011 – including Revised Early Minor Alterations (REMA) June 2012 and October 2013 and draft Further Alterations to the London Plan (FALP) January 2014)
- 1-7 LBC, *Camden Core Strategy 2010-2025* (2010)
- 1-8 LBC, *Camden Development Policies 2010-2025* (2010)
- 1-9 *Camden Site Allocations Local Development Document (LDD)* (September 2013)
- 1-10 The Planning Inspectorate *Report on the Examination into Camden Site Allocations Local Plan* (June 2013)
- 1-11 Camden Planning Guidance CPG1 – Design (2011)
- 1-12 London Borough of Camden: Planning Statement Camden Town Hall Extension, Argyle Street WC1 (April 2013)
- 1-13 Pevsner and Cherry, *The Buildings of England. London 4: North*, Yale University Press (2002)
- 1-14 LBC, *King's Cross Conservation Area Statement* (June 2004)
- 1-15 LBC, *Bloomsbury Conservation Area Appraisal and Management Strategy* (April 2011)

Appendix A: Supplementary Appendix Views

View A1 Caledonian Road, E pavement at junction with Wynford Road



Existing





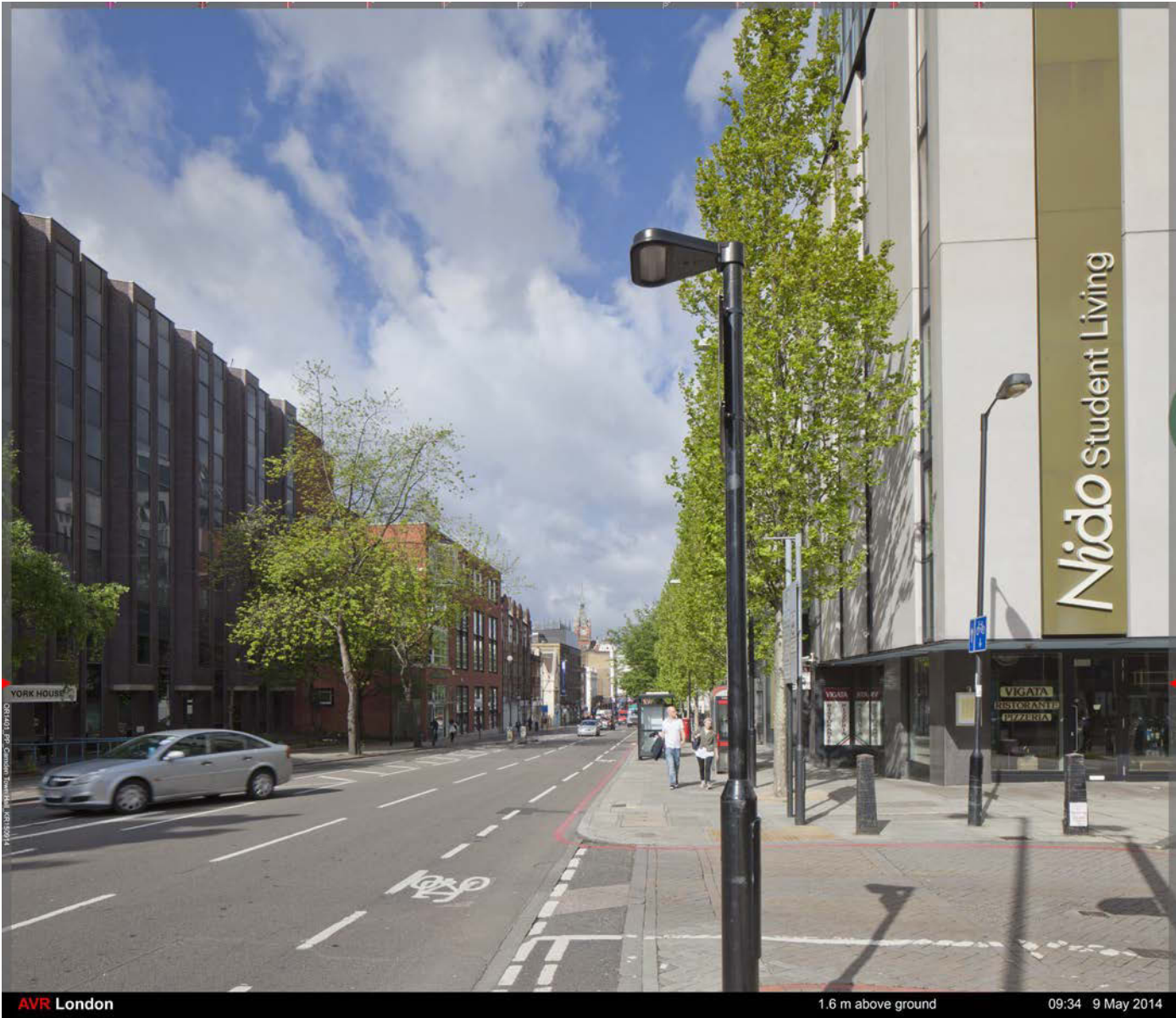
AVR London

1.6 m above ground

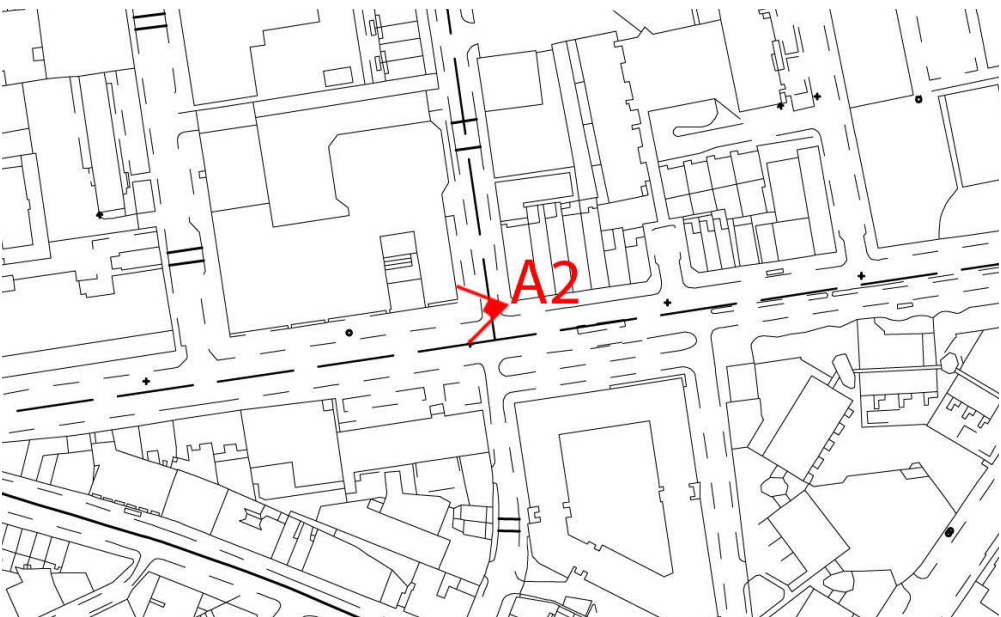
14:20 22 July 2014

Proposed

View A2 Pentonville Road, N pavement junction with Calshot Street



Existing





AVR London

1.6 m above ground

09:13 9 May 2014

Proposed

View A3 Gray's Inn Road, N end, E pavement



Existing





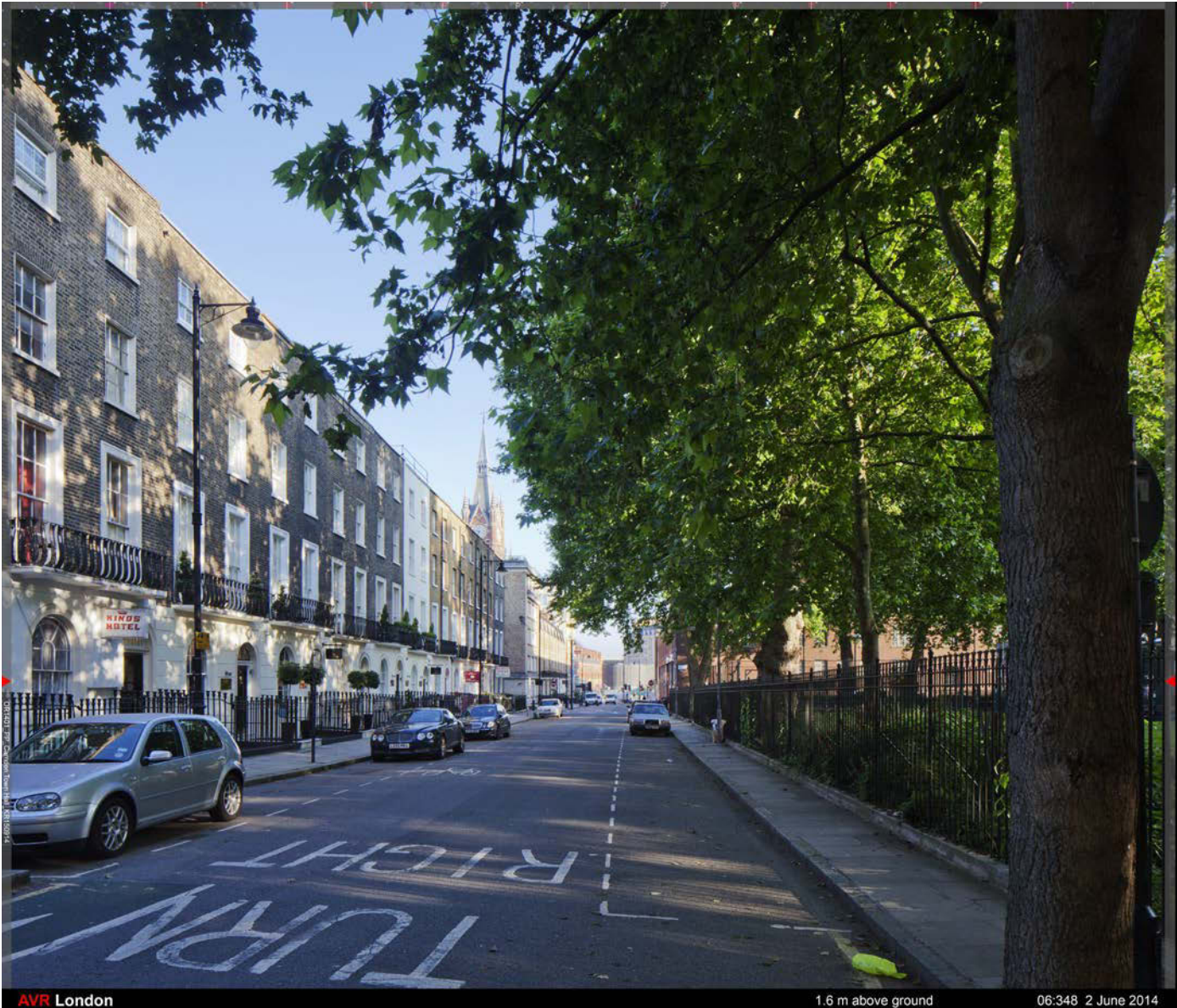
AVR London

1.6 m above ground

12:04 29 May 2014

Proposed

View A4 Eastern edge of Argyle Square



Existing

