



**32 Lawn Road, Camden**  
**Planning Application by**  
**Fairview Estates (Housing) Ltd**  
**Heritage Impact Assessment**  
**October 2014 (Revised January 2015)**

**LAWN RD NW.3.**





Nathaniel Lichfield  
& Partners

Planning. Design. Economics.

**32 Lawn Road, Camden**

**Heritage Impact**

**Assessment**

Fairview Estates (Housing) Ltd.

13 January 2015

13974/SSL/HMa

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## 1.0 Introduction

- 1.1 This Heritage Impact Assessment (HIA) has been prepared by Nathaniel Lichfield & Partners (NLP) on behalf of Fairview Estates (Housing) Ltd. It accompanies an application for full planning permission for a residential development at 32 Lawn Road, Camden, NW3.
- 1.2 The site is located within the Belsize Park/Gospel Oak area of NW3, between Lawn Road to the west and Upper Park Road to the east, south of the junction with Fleet Road.
- 1.3 It is not located within a conservation area. The site, however, is within the setting of the Park Hill/Upper Park Conservation Area, the Mansfield Conservation Area and the Isokon Building (grade I listed). Barn Field (grade II listed) and Dunbyone Road Estate (grade II listed) are also within 200m of the site.
- 1.4 The National Planning Policy Framework (NPPF) requires applications for development to describe the significance of any heritage assets affected by proposals. This report, therefore, establishes the significance of nearby heritage assets and assesses the impact of the proposals on that significance.

2.0

## Statutory and Policy Considerations

### Introduction

2.1

This section sets out the legislation, national and local policy relevant to the assessment of the effects of development on heritage assets. The statutory development plan for the site comprises the London Plan (2011) as amended in 2013, London Borough of Camden Core Strategy 2010-2025 (adopted in 2010) and the Camden Development Policies DPD 2010-2025 (adopted in 2010).

### Relevant Legislation

2.2

The Planning (Listed Buildings and Conservation Areas) Act 1990 provides specific protection for buildings and areas of special architectural or historic interest.

2.3

Section 66(1) of the Act states that in the consideration of proposals for planning permission which affect a listed building or its setting, the local planning authority shall pay special regard to the desirability of preserving i) that setting, or ii) any features of special architectural or historic interest it possesses.

2.4

Section 72 (1) of The Act requires that “*special attention be paid to the desirability of preserving or enhancing the character or appearance*” of development with respect to buildings and land in a conservation area.

### National Planning Policy and Guidance

2.5

The National Planning Policy Framework (NPPF) was published in March 2012. At the heart of the NPPF is the achievement of sustainable development – this includes securing high quality design, ensuring the vitality of town centres, and conserving heritage assets in a manner appropriate to their significance.

2.6

Paragraph 126 of the NPPF outlines that the conservation of heritage assets can bring wider social, cultural, economic and environmental benefits. In accordance with paragraph 128, applicants are required to describe the significance of heritage assets affected by proposals, including any contribution made by their setting. Local planning authorities should take account of “*the desirability of sustaining and enhancing the significance of heritage assets*” (paragraph 131). Paragraph 132, requires “*great weight*” to be given to the asset’s conservation. The more important the asset, the greater the weight should be.

2.7

Paragraph 133 requires local planning authorities to refuse consent for development which leads to “*substantial harm or total loss of significance of a designated heritage asset*” unless substantial public benefits that outweigh that

harm are achieved, or the nature of the asset prevents all reasonable uses of the site; there is no viable medium term use; conservation by grant-funding or charitable/public ownership is not possible and the harm/loss is outweighed by the benefit of bringing the site back into use.

- 2.8 For development proposals that lead to “less than substantial harm” to the significance of a designated heritage asset, the harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

## **Local Planning Policy and Guidance**

- 2.9 The policies of relevance to this Heritage Impact Assessment are:

### **Core Strategy 2010-2025:**

- CS14 Promoting high quality places and conserving our heritage - promotes high quality, attractive, safe and accessible development.

### **Camden Development Policies 2010-2025:**

- DP24 Securing high quality design
- DP25 Conserving Camden’s heritage

### **London Plan (2011), as amended:**

- Policy 7.4 Local Character
- Policy 7.6 Architecture
- Policy 7.8 Heritage Assets and Archaeology

## **Other Material Considerations**

- 2.10 The following Mayor of London Supplementary Planning Guidance documents are relevant to the consideration of this planning application

- 1 Character and Context (June 2014)

## **Camden Planning Guidance**

- 2.11 Conservation area appraisals have been prepared for Parkhill and Upper Park Conservation Area and Mansfield Conservation Area. These are both referred to in Section 3 of this assessment.



3.0

## The Site and Surroundings

### Site

3.1

The site is located within the Belsize Park/Gospel Oak area of NW3, between Lawn Road to the west and Upper Park Road to the east, south of the junction with Fleet Road. The site covers approximately 0.25ha and currently contains two existing buildings. The former Fleet Community Centre is a small, single storey, flat roofed building, finished in brick. Part of the north elevation has a prominent colourful mosaic by a community artist, which will be retained and used on site

3.2

The larger building, a former car park that may have served the adjacent 1960s housing estate, is a concrete framed, three-storey structure, with a ramped entrance off Lawn Road. The open sided undercroft (lower ground) contains a vacant car parking area. The first floor has been converted to create seven employment units, part occupied by a mix of office and light industrial use, with some units lying vacant. The brick sided roof has a concrete surface and is open to the elements.

3.3

The buildings are of no architectural merit and, with the exception of the mosaic, make no contribution to the appearance of the area. They are in a poor state of repair, with the main building now providing accommodation that is of poor and declining quality, and nearing the end of its useful life.

3.4

There are a number of trees along the site boundaries, of varying degrees of maturity and quality.

### Surroundings

3.5

The surrounding area is described in detail in the accompanying Design and Access Statement, and within the Urban Design Appraisal, both of which are submitted with the application and provide context to Fairview's development proposals.

3.6

In summary, the area surrounding the site comprises a mixture of periods, styles and heights of buildings, from the larger council estate buildings rising to the 15 storeys of Palgrave House and Cayford House that flank the site to its east and west, to the five-storey Garnett House to the south and the two-three storey Victorian terraces and interwar dwellings to the south.

3.7

Aside from the employment units on site, the site lies in a predominately residential area.

3.8

To the north of the site is the small area of green open space, beyond which is the junction of Lawn Road and Fleet Road, marked by a prominent three-storey, black-painted public house - The Stag. At this point, Fleet Road contains a number of local shops and services, with Fleet Primary School to

the east. Properties to the north of Fleet Road are predominantly three and four storey terraced.

- 3.9 The eastern boundary of the site is defined by Upper Park Road, a cul-de-sac that terminates at Palgrave House. Opposite the site at its north-eastern end is the 15-storey Palgrave House, which is a residential tower block which lies within 7m of the site boundary.
- 3.10 South of Palgrave House, directly east of the site, is a terrace of three-four storey houses backing onto Upper Park Road, and a block of four storey flats. These dwellings are within 15m of the site boundary.
- 3.11 To the south, the site boundary adjoins the courtyard of Garnett House, a five storey block of flats which is separated from the site by a fence line with trees planted along the edge of the courtyard. These flats are accessed from the courtyard space.
- 3.12 The western boundary of the site is defined by Lawn Road. Immediately to the west is Cayford House, a similar 15 storey tower block to Palgrave House. To the north west of the site, and south of The Stag, is an entrance to the Royal Free Hospital campus. The campus beyond contains a number of large modern hospital buildings, which provide a backdrop to the buildings on Lawn Road and Fleet Road. To the south of the hospital entrance is a distinctive two-storey Victorian building set back from Lawn Road behind railings, a garden and mature trees. Formerly part of the Royal Free Hospital, this is now an Education Centre.
- 3.13 To the south west of the site, and south of Cayford House, is Du Maurier House, which is a five storey block of flats, to the rear of which is Belsize Wood.
- 3.14 The application site is not within a conservation area. It does however lie between two conservation areas; Parkhill and Upper Park Conservation Area and the Mansfield Conservation Area. The Parkhill and Upper Park Conservation Area lies to the south of the site beyond Garnett House and Garnett Road and includes Belsize Wood to the rear of Du Maurier House.
- 3.15 Mansfield Conservation Area lies to the north of the site, principally beyond Fleet Road, but also includes The Stag public house and the Education Centre.
- 3.16 There are no statutory or locally listed buildings within the site. There are three listed buildings within the vicinity of the site, most notably the Grade I Listed Isokon building to the south west - the 'white' concrete finished 1930's modernist block of flats designed by Wells Coates.
- 3.17 Figure 3.1 shows the location of the site in relation to the conservation areas and the Isokon building. Whilst there are two other grade II listed buildings within the vicinity of the site (Barn Field and Dunbyone Road Estates, shown on Figure 3.1) these have not been included within this assessment. There is no intervisibility with Dunbyone House so there will be no impact on its setting. There is a single view along Upper Park Road within the Parkhill and Upper

Park Conservation Area, from Barn Fields towards the site. The impact of the scheme on this view is considered as part of the assessment on the character and appearance of the conservation area. The impact of the development on the settings of these two listed buildings was not raised as an issue in pre-application discussions.

- 3.18 The significance of the conservation areas and the Isokon listed building is set out below.

Figure 3.1 Heritage Assets Surrounding the Site



Source: NLP (based on Urban Design Appraisal, July 2014)

## Significance of Heritage Assets

### Parkhill and Upper Park Conservation Area

- 3.19 The 2011 Parkhill and Upper Park Conservation Area Appraisal and Management Strategy defines the special character as:

*“Parkhill and Upper Park Conservation Area is part of the nineteenth century London suburb of Belsize, running along the east side of Haverstock Hill. The area is defined by the busy, urban nature of Haverstock Hill and the quiet residential streets that branch from it.*

*The quality of the landscape is defined by the hilly topography, the mature trees and the tranche of back gardens behind the houses lining the streets, a typical characteristic of 19th century residential areas.*

*Italianate Victorian semi-detached houses are the characteristic building type, with twentieth-century housing styles ranging from garden suburb to modern movement and contemporary insertions. The Lawn Road Flats, Isokon Building, is a seminal landmark of the 1930s, which is also a symbol of the flowering of British twentieth century art in this area in the 1930s. Resident artists included Henry Moore, Barbara Hepworth and Ben Nicholson, as well as Naum Gabo, Maholy-Nagy and other émigrés from Europe”*

3.20 The key views are defined in the appraisal as:

- “• up and down Haverstock Hill
- along the curved residential streets
- significant gaps between buildings
- views towards the Priory and Almshouses”

3.21 The application site is located at the end of Lawn Road and Upper Park Road, two of the curved residential streets within the conservation area. The impact of the proposals within these views will need to be assessed.

3.22 The significance of this conservation area lies in its architectural, historic and artistic interest relating to the 19<sup>th</sup> century Italianate housing, the early 20<sup>th</sup> century architecture and the British twentieth century artists who were resident in the area.

3.23 Its immediate setting comprises:

- To the south and west: the busy Haverstock Hill.
- To the north-west: Belsize Wood which provides dense screening of development further west - Aspern Grove, a late 20<sup>th</sup> century housing development and the substantial Royal Free Hospital, a 1970s brutalist building reaching to 16 storeys in height.
- To the north: Cayford House and Palgrave House, both 15 storey blocks, Du Maurier House (5 storey block) and other medium rise (c.5 storey) residential blocks to the north of Garnett Road, behind which lies the application site.
- To the north-east: the grade II listed Dunbyone Road Estate. This is public housing dating to 1971-77, to designs of 1966 by Neave Brown of the London Borough of Camden's Architects' Department. It is a low-rise estate (up to four storeys), comprising modernist white-concrete blocks.



- To the east: is a mixture of buildings fronting Southampton Road. These include late 20<sup>th</sup> century medium to high rise blocks of flats; three storey Victorian terraces with shops at ground floor; and the Victorian St. Dominic's Priory complex comprising a priory, church and a three storey school.

- 3.24 The setting of the conservation area is varied with many detracting elements, particularly along its north and north-eastern boundaries and in the vicinity of the application site. Its setting plays a limited role in its significance.
- 3.25 The application site is currently a negative feature within its setting as it comprises poor quality buildings with blank frontages of horizontal massing, set back from the streets creating poor definition and undermining the townscape. In terms of views out from the Conservation Area, the site can be seen when looking northwards along Lawn Road and Upper Park Road

### **Mansfield Conservation Area**

- 3.26 Mansfield Conservation Area is urban in character and is formed of three storey terrace streets with the houses set behind short boundary walls. The 2008 Mansfield Conservation Area Appraisal describes Fleet Road as a busy, one way road, mainly urban in character, which contains commercial premises and retail units mixed with residential properties.
- 3.27 The 2008 Mansfield Conservation Area Appraisal summarises the special interest of the Mansfield Conservation Area as:
- "The Mansfield Conservation Area can be divided into 2 sub areas of distinctly different character. Sub area 1: Fleet Road runs from west to east, it is a busy, one way road, urban in character which contains commercial premises and retail units mixed with residential properties: Sub area 2 is predominantly residential in character and is laid out on a loose grid pattern with long roads running from east to west and shorter roads running from north to south."*
- 3.28 Sub area 1: Fleet Road, predominantly comprises Victorian buildings including the late 19<sup>th</sup> century red brick public house, which is located on the corner of Fleet Road and Constantine Road and a mixture of two and three storey mid to late Victorian terraces, some with shops at ground floor. There are also a small number of modern developments. The Stag Public House, on the corner of Fleet Road and Lawn Road and No. 50 Lawn Road, opposite the application site, are located within the conservation area.
- 3.29 Sub area 2: Late Victorian Core, is dominated by three storey houses, without basements, which are predominantly terraced, although there are some semi-detached properties. The buildings are flat fronted with projecting bay windows over two storeys, recessed paired entrance doors, pitched roofs and prominent chimney stacks. There are two main styles of residential buildings within this sub area, the Classical/Venetian Gothic and Queen Anne Revival.
- 3.30 The significance of the conservation area is primarily architectural and historic, relating to the mid – to late 19<sup>th</sup> century commercial and residential buildings,
-

of which the latter are in either Classical/Venetian Gothic and Queen Anne Revival style.

- 3.31 The application site is not located within any key views identified within the Appraisal.
- 3.32 The conservation area is fairly well contained due to the tight grid pattern and heights of buildings. Although in close proximity to Hampstead Heath, the area has few visual or physical connections with it, due to the established pattern of development, with relatively tall buildings and limited gaps between buildings, and the presence of the railway line to the north resulting in limited access to the heath.
- 3.33 Its setting to the south comprises the large scale, Lismore Circus, late 20<sup>th</sup> century residential blocks fronting Mansfield Road and Victorian terraces further eastwards on Mansfield Road.
- 3.34 To the south-west, the setting of the conservation area comprises the application site, the 15 storey Cayford and Palgrave blocks, medium rise residential development to the north of Garnett Road and the Royal Free Hospital. There are many detracting elements within the setting of the conservation area and its setting does not contribute to its significance.
- 3.35 The application site is currently a negative feature within its setting due to its low rise buildings, of poor architectural quality, and lack of definition to Lawn Road. The site is directly opposite the Education Centre and The Stag, which are both located within the conservation area and there are limited views of the site from the middle section of Fleet Road, around the junction with Lawn Road.

### **Isokon Building (grade I listed)**

- 3.36 This is a block of 36 flats designed in 1929-32 by Wells Coates and built 1933-34. The listing description is attached as Appendix 1. It was designed for Jack & Molly Pritchard and incorporates many of the latter's Venesta plywood manufactures. It is a monolithic structure in reinforced concrete with a cement wash finish applied direct to the concrete.
- 3.37 It is four storeys plus a penthouse level, with a flat roof and metal windows. The main elevation has a continuous solid cantilevered balcony linked by diagonal external stairs to the left. There is a stair tower to the right providing access to the different levels, this has steps and double doors at ground floor beneath a projecting balcony and vertically set windows. There are three-light casement and fixed windows to each floor. The rear elevation has a similar arrangement of grouped windows and projecting balconies.
- 3.38 Internally the flats were designed to be "minimum flats" for single professionals, to offer a cheap but more independent alternative to digs. Most flats retain original fitted kitchens, dressing rooms and bathrooms by Coates. The studio flats retain the semi-open screens or bookcase separating the living and sleeping areas and the Penthouse flat retains plywood floors and skirtings and
-

a full range of fitted bedroom furniture probably designed by, as well as for, Jack Pritchard. The Pritchards and their children lived in the penthouses whilst the remainder of the building attracted architects and writers including refugee architects from Germany and eastern Europe such as Marcel Breuer and Walter Gropius.

- 3.39 The Isokon Flats are of both architectural and historical (social) significance. They were the first major architectural work of Wells Coates, one of the leading activists in the creation of the Modern Movement in Britain in the 1930s, and were the first block of flats to be built in Britain in the fully modern style. It was also the first modern movement building of any kind in an easily accessible location in Britain, and attracted considerable attention. The Lawn Road flats are of great importance as an expression of 1930s' minimal living, at a time when living in flats was fashionable.
- 3.40 Its setting comprises Belsize Wood to its west, Victorian terraces to its south, interwar terraces to its east, Cayford House, Du Maurier House and Garnett House to its north. While the building will have some sensitivity to local changes in setting, its significance is mainly derived from its intrinsic architectural and historic significance.
- 3.41 The buildings within the application site, set back from Lawn Road and largely screened by trees on its boundary, form a negligible part of the setting of the Isokon building.

4.0

## Assessment of Proposed Development

### Introduction

4.1

In accordance with the NPPF this section of the assessment considers the effects of the proposed development on the significance of heritage assets. The significance of the heritage assets that are affected by the scheme is set out in Section 3.

### Proposed Development

4.2

A full description of the proposal is set out in the Design and Access Statement. The key features of the scheme, relevant to the HIA, are set out below:

- 1 The building is a curved L-shape in plan, aligning with the curve of Lawn Road, and set back from it by 3.5m. An internal courtyard is created with Garnett House to its south.
- 2 The building comprises a five storey base, with a part two storey/part single storey set back attic.
- 3 A pale chalky brick is proposed for the lower levels. The attic storeys are finished in a light colour render to break down the scale of the building. Bronze coloured metalwork and window frames are proposed to complement the Isokon building.
- 4 Three principal entrances are provided from Lawn Road
- 5 The Lawn Road elevation is broken up by three entrances at ground floor demarcated by bronze window panels above and a central protruding bronze staircore. The elevation is further broken down by the intended central core of contrasting material that protrudes upwards and projecting balconies.
- 6 The building has a curved northern tip with indented balconies facing Fleet Road, responding to the cantilevered balconies of the Isokon building.
- 7 Its eastern elevation is broken down by the return opposite Garnett House, the change in materials between the main five storey base and the protruding internal core, and projecting balconies.
- 8 A communal garden is provided on the eastern side, addressing Upper Park Road. Trees are provided at the eastern boundary to provide enclosure to Upper Park Road.
- 9 The Lawn Road frontage will be defined with a line of compact trees set in a Hornbeam hedge backed by beds of low foliage plants with flowers and contrasting foliage.
- 10 Private roof terraces are provided above the fifth and sixth stories with containerised plants.



- 4.3 A series of photographs, computer generated images (non verified) and Accurate Visual Representations (AVRs) (verified) are provided in Appendix 2 to assist with the assessment. The method statement for the production of the AVRs is included at Appendix 3.

## **Effect on Significance of Parkhill and Upper Park Conservation Area**

- 4.4 The application site forms a minor part of the setting of this conservation area and does not contribute to its special interest. However, once developed the application proposals will be seen in views from the conservation area, forming a small part of its setting.
- 4.5 There are two key views from within the conservation area towards the site; these are the views northwards along Lawn Road and Upper Park Road. Views along the curved residential streets were identified in the conservation area appraisal. The photographs in Appendix 2 provide a sequence of photographs looking northwards from these two roads, illustrating the change to the view when progressing northwards closer to the site.
- 4.6 Lawn Road gently rises and curves to the south. The view looking northwards from the bend in the road (photo 1) comprises two storey interwar semi-detached houses and four storey Victorian semi-detached houses, plus street trees, creating a well-defined consistent residential street. Garnett House is just visible in the centre of the view set against a backdrop of residential properties rising on the hill behind. Street trees in the vicinity of Garnett House are evident. From this distance Garnett House and the copper beech tree in the foreground screen the majority of the scheme. Just the attic levels and an element of the western elevation may be visible but largely screened. From the eastern side of the street (photo 2) the copper beech and Garnett House screen the majority of the scheme. Moving further northwards (photo 3), Lawn Road dips but the view of the scheme remains similar – that is substantial screening by Garnett House and the copper beech tree. The 15 storey towers become prominent in the streetscene, the closer the viewer is to the site. Visual 1 (verified AVR) (Appendix 2) accurately illustrates the proposed scheme within the view from Lawn Road at the junction with Downside Crescent. The scheme is seen in the context of buildings of various heights and styles - the Victorian dwellings, the interwar dwellings, the 15 storey towers and Garnett House. The Isokon building remains screened by trees.
- 4.7 The proposed building would sit comfortably and unobtrusively in this varied context in terms of height and materials. The small elements that are visible – the flat, stepped roof, pale brick and render and curved façade - echoes and complements the form and materials of the Isokon building. The introduction of this well-designed, contextual scheme would have a minor impact on the setting of the conservation area in the sequence of views northwards along Lawn Road.

- 4.8 Similarly, in views northwards along Upper Park Road the strongly defined Victorian Street pattern is evident, albeit fronted by buildings of various dates and styles including Victorian and inter-war houses and the late 1940s Barn Field residential blocks (grade II listed) (photos 4-6). This street pattern breaks down at the northern end with Garnett House (5 storeys), Park Dwellings (4-5 storeys) and the 15 storey Palgrave House (all outside the conservation area).
- 4.9 From a distance on Upper Park Road (photo 4), existing and proposed vegetation would screen much of the scheme, with the exception of the attic storeys, the introduction of which would be a very minor change to the view.
- 4.10 Moving closer to the site (photos 5 and 6 and Visual 2 (non-verified)), the eastern elevation of the southern return would be evident, sitting in line with the eastern elevation of Garnett House, together with the eastern side of the 'prow' of the building. The planting of the boundary will provide some screening of the lower parts of the building. The new building would be seen flanked by the 15 storey tower and against the five storey Garnett House. The attic storeys are set back, ensuring the predominant height of the scheme remains consistent with the five storey Garnett House. The use of high quality materials, and the projecting balconies would be evident in these views. Greater definition and enclosure will be provided to the route through to Fleet Road. The introduction of a building of high quality design within the existing varied street scene, which is appropriate in height and massing to Garnett House and which will improve the townscape in this location, will have a minor beneficial impact on the views northwards along Upper Park Street.
- 4.11 The proposed building will have a minor effect on the setting of the Parkhill and Upper Park Conservation Area. Where the scheme is just visible, its high quality design and contextual response is considered to be an improvement on the existing situation.
- 4.12 The character and appearance of the conservation area and its setting is preserved and enhanced.

## **Effect on Significance of Mansfield Conservation Area**

- 4.13 The application site currently forms a negative element of the setting of the Mansfield Conservation Area. It is located directly opposite the small section of the conservation area that encompasses the Education Centre and The Stag at the northern end of Lawn Road.
- 4.14 The proposed building will be seen in a small number of views from the conservation area boundary along the central part of Fleet Street and in the vicinity of the Education Centre and The Stag. Photographs of these views are contained in Appendix 2.
- 4.15 From the Education Centre (photo 7) the Lawn Road elevation will introduce a prominent new element within the streetscene. The building will curve away from the viewer, following the alignment of the street. The elevation will be broken down by the bronze panelling, projecting stair core and projecting

balconies. From this position, the recessed attic levels will be less prominent. The building, set back from the pavement by 3.5m and bounded by trees set in a hornbeam hedge, will create definition to the street, repairing the building line in this location.

- 4.16 From the vicinity of The Stag (photo 8 and Visual 3 (verified AVR)) the view looking southwards will encompass the curved 'prow' of the building; a small element of the Lawn Road frontage, curving away from the viewer; and, a small element of the northern elevation of the southern return to the south of the communal gardens. The scheme will replace the existing low rise, horizontal carpark/community building that has a poor relationship to the street and undermines the townscape. The scheme will introduce a significant improvement to the street scene. It will be seen in the context of the two 15 storey towers and Du Maurier House. It will introduce a high quality new building, with good quality facing materials and well-articulated frontages, which follows the alignment of Lawn Road, into the view. The landscape boundary treatment will also provide greater definition to Upper Park Road and will complement the tree planting on Lawn Road. In the views from the conservation area on north-western side of Lawn Road and at the junction with Fleet Road, the setting of the conservation area will be enhanced.
- 4.17 From further west along Fleet Road, a view of the upper elements of the scheme would be available beyond the wall to the hospital car park (Visual 4 (verified AVR0)). The building would be seen flanked by Cayford House and Palgrave House and would be of appropriate scale and massing. The high quality design and materials would be evident beyond the wall, although the change to the setting of the conservation area in this view would be marginal.
- 4.18 There are very limited views from further east along Fleet Road as Palgrave House and 90 Upper Park Road (flats) screen the site from view. Photo 11 indicates that the curved northern tip of the building would just be evident but screened by trees. The introduction of a well-designed building in this location, adjacent to Palgrave House, would make a modest positive contribution to the view.
- 4.19 From Cressy Road (photo 10), the existing poor quality buildings would be replaced by the curved northern tip of the building. A well designed and articulated building of high quality materials and appropriate height in this location would be a significant improvement on the existing situation.
- 4.20 Overall, the replacement of the existing poor quality townscape with a high quality building of appropriate scale, massing and materials would improve the setting of the Mansfield Conservation Area, thereby serving to enhance its character and appearance.

## **Effect on Significance of Isokon Building**

- 4.21 The existing site is largely screened by trees. The scheme would give rise to a minor change to the setting of the Isokon building when looking towards the site from the building. A small part of the western elevation and the recessed
-

attic storeys would be seen beyond Garnett House. The new building would be an appropriate addition to the setting of the Isokon in terms of height and scale. Palgrave House is a prominent part of the setting of the Isokon building in this view. The views of the scheme are limited, however, the flat, stepped roof, pale brick and render and curved façade echoes the Isokon building in a positive manner.

4.22 The setting, and therefore, the significance of the Isokon building is preserved.



5.0

## **Conclusion**

5.1

This assessment has demonstrated that the new building would form a minor part of the settings of the Parkhill and Upper Park Conservation Area, Mansfield Conservation Area and the grade I listed Isokon building. In all instances, where the scheme is seen together with these heritage assets, the building introduces a positive new element within the townscape.

5.2

The character and appearance of the conservation areas would be enhanced, albeit commensurate with the limited role of the proposals in this setting, and the setting and significance of the listed building is preserved.

5.3

The scheme complies with local plan policies, London plan policies and paragraph 131 of the NPPF is met, that is, the significance of heritage assets are sustained and enhanced. Furthermore, Sec 66 (1) and 72 of the Planning (Listed Building and Conservation Areas) Act 1990 is complied with.

## Appendix 1 Listing Description

TQ2785SE LAWN ROAD 798-1/40/1015 (West side) 14/05/74 Nos.1, 1A, 1B, 1C and 1D, and 2-32 (consec) Isokon Flats (Formerly Listed as: LAWN ROAD Isokon Flats)

Grade I

Block of 36 flats. Designed 1929-32, built 1933-34. By Wells Coates, for Jack & Molly Pritchard and incorporating many of the latter's Venesta plywood manufactures. Monolithic structure in reinforced concrete with cement wash finish applied direct to concrete. Flat roof. Metal windows. PLAN: each floor has six one-room 'minimum' flats, two with balconies; one studio with balcony and one one-bedroom flat on each of the main floors, with penthouse for the Pritchards and separate penthouse for their children on the roof. Ground floor originally with kitchens and staff flat at entrance in place of studio, converted in 1937 by Marcel Breuer and F R S Yorke into the Isobar, and in the late 1960s into four small flats not of special interest. EXTERIOR: 4 storeys and penthouse. Main elevation with continuous solid cantilevered access/circulation balconies linked by diagonal external stairs to left. Levels gained to the right by a stair tower with double door entrance approached by steps under a projecting canopy; stairwell lit by vertically set windows, originally one single window, having horizontal lights. Attached garage to right. Left hand return with 3-light casement and fixed windows to each floor. Rear elevation has similar grouped windows and projecting balconies to 3 bays. INTERIORS: the flats were originally conceived as 'minimum flats', designed to offer a cheap but more independent alternative to 'digs'. They originally had space-saving fitted furniture and closets. Most flats retain original fitted kitchens, dressing rooms and bathrooms by Coates. Studio flats retain semi-open screens or bookcases separating the living and sleeping areas. The larger Penthouse flat retains plywood floors and skirtings, and full range of fitted bedroom furniture probably designed by as well as for Jack Pritchard. HISTORICAL NOTE: the Pritchards intended that the flats be a collective of units for single professionals, the "minimum flat", with a few larger flats and studios. The Pritchards originally intended to build a house for themselves on the site, and instead had separate penthouses on the roof for themselves and their children. Their dynamic lifestyle set the tone of the block, which attracted not only young architects and writers but also the refugee architects from Germany and eastern Europe whom Pritchard was instrumental in bringing to Britain from 1933 onwards. The design was conceived as service flats with a main kitchen and staff quarters on the ground floor north end; this was converted 1936-7 by Marcel Breuer and FRS Yorke into a residents' club known as the Isobar; now converted to four extra flats. During the early years it was the home of many avant-garde designers, artists, writers and poets. Marcel Breuer, whose furniture designs were produced by Pritchard's Isokon Laminated Furniture company, lived there when he became a refugee from Germany as did Walter Gropius and his wife and others fleeing Fascist Europe. Isokon Flats are of both architectural and

social significance. They were the first major architectural work of Wells Coates, one of the leading activists in the creation of the Modern Movement in Britain in the 1930s, and were the first block of flats to be built in Britain in the fully modern style. It was also the first modern movement building of any kind in an easily accessible location in Britain, and attracted considerable attention. The Lawn Road flats are of great importance as an expression of 1930s' minimal living, at the only time when living in flats was fashionable. They are not only the first modern movement flats in Britain, but the only ones to retain important interiors. (Cantacuzino S: Wells Coates: London: -1978: 51-63).

## Appendix 2 Photographs/Visuals



1. Views northwards along Lawn Road (in approximate alignment with No. 76).



2. Views northwards along Lawn Road, on east side of road.



3. Views northwards along Lawn Road, just south of junction with Downside Crescent.



4. Views northwards along Upper Park Road (adjacent to Barn Fields).





5. Views northwards along Upper Park Road.



6. Views northwards along Upper Park Road.





7. Looking south-east from the Education Centre.



8. Looking south from Fleet Road.



9. Looking south-east from further westwards on Fleet Road.





10. Looking south from Cressy Road



11. Looking south-west from further Eastwards on Fleet Road.





12. Isokon (Grade I Listed).



13. Looking north-east from Isokon towards site.





Visual 1: Proposed view from Lawn Road (verified AVR).



Visual 2: Proposed view from Upper Park Road (non-verified computer image).



Visual 3: Proposed view from Fleet Road at junction with Lawn Road (verified AVR).



Visual 4: Proposed view from westwards on Fleet Road, looking over the hospital car park wall (verified AVR)

## Appendix 3 AVR Method Statement



**Lawn Road**

**London Borough of Camden**

**Application reference:**

**The Visualiser**

159 Marlborough Road London N19 4NF. Tel : 020 7319 9900. [www.thevisualiser.com](http://www.thevisualiser.com)



# **Proposed development: Lawn Road NW3 London**

Accurate Visual Representation  
Verifiable Photomontage Images  
Methodology

The Visualiser Ltd  
January 2015



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	2.1 Site Photography	
	2.2 Site Survey	
	2.3 3D Model	
	2.4 Camera matching and rendering	
	2.5 Post production	

## 1.0 Overview

This document has been prepared by The Visualiser Ltd to explain the methodology and practices leading to the final verified view images.

The verified images presented in this document were produced to allow visual assessment of the proposed development of Lawn Road NW3 , London.

Best practice standards for producing accurate visual representation were maintained. Recommendations and reference from the following documents: Landscape Institute Advice Note (January 2011) 'Photography and Photomontage in Landscape and Visual Impact Assessment', and where relevant, London Plan 2011 Implementation Framework (March 2012), London View Management Framework Supplementary Planning Guidance: Appendix C: Accurate Visual Representations, were implemented to provide an impartial, objective and as realistic as possible view of the proposed development with acceptable levels of accuracy, replicability, transparency of process and openness to scrutiny.

The photomontaged verified images show a render, derived from a 3D computerized model of the development, superimposed on photographs from selected viewpoints around the site.

The images are meant to serve as a visual tool by accurately representing the scale, form, massing, proportion and relationship to other structures, skyline and points of interest, thus allowing a better evaluation of the proposed development's visual impact.

Note(citation from Landscape Institute advice note 01/11):

Two-dimensional photographic images and photomontages alone cannot capture or reflect the complexity underlying the visual experience, and should therefore be considered an approximation of the three - dimensional visual experiences that an observer would receive in the field.

This document provides a step-by-step description of how, based on current best practice techniques, The Visualiser produced an accurate representation of the proposed scheme in pictorial form in a transparent, structured and replicable production procedure.

Supporting Statements and evidence of the Surveyor team are to be found in the full version document.

This document also sets out additional information in relation to aspects of the production process such as: viewpoints, photography, Cad (computer aided design) 3d modeling, camera matching methodology and some of the verification that have been carried out to

ensure the accuracy of photomontage images.

The responsible parties for the preparation of the verified views set out in the following pages comprise:

### **Photography:**

Nitsan Lehavi

The Visualiser Ltd

Unit 111c, 159 Marlborough Road

London N19 4NF

Tel: 0207 319 9900

### **Lawn Road , Proposed Building 3D Model by**

John Pardey ,

Beck Farm Studio, St. Leonard's Road,

East End, Lymington,

Hampshire, SO41 5SR

T: 01590 626 465

### **Production of verifiable images**

The Visualiser Ltd

Unit 111c, 159 Marlborough Road

London N19 4NF

Tel: 0207 319 9900

### **Survey of existing anchor points and camera locations**

Datum Survey Services Ltd

Brickfield Business Centre

Brickfield House, High Road, Thornwood, Epping

Essex CM16 6TH

Phone: 07977 111935



## 2.0 Methodology

### 2.1 Photography

The photographic method used for the baseline photographs i.e, combination of lens, camera format and final presentation of image deployed were chosen to best represent the relevant landscape which includes both the site where the scheme is proposed and its context so that both the proposal's appearance and its place within its environment can be recognized and understood.

Photographic methodology is compliant with Landscape Institute Advice Note (January 2011) 'Photography and Photomontage in Landscape and Visual Impact Assessment', and where relevant, London Plan 2011 Implementation Framework (March 2012), London View Management Framework Supplementary Planning Guidance: Appendix C: Accurate Visual Representations,

Information on the camera, lens, OS grid coordinates for the viewpoint, angle and direction of view, date, time, weather and lighting conditions is included and the horizontal field of view is indicated in each case.

The base photography covered 8 view points selected for visualisation. Base photography was acquired on several dates between the 28th October 2014 and 3rd December 2014 . Each of the views includes the original time in which the baseline image was taken.

All photography was done using a Canon 5d Mark II digital Camera mounted on a Manfrotto tripod.

#### 2.1.1 Viewpoints

Viewpoint locations and views directions were instructed by

Paresh Mistry  
Fairview New Homes Ltd.  
50 Lancaster Road, Enfield,  
Middlesex, EN2 0BY

T: 020 8366 1271

#### 2.1.2 Perspective

The correct viewing distance, i.e. the distance at which the perspective in the image correctly reconstructs the perspective seen from the point at which the photograph was taken, is calculated for each of the views, thus allowing a close as possible match to the way a human eye will perceive the perspectives.

The viewing distance and the horizontal field of view together determine the overall printed image size. Any print should be accompanied with a recommended viewing distance. However it is accepted that the viewing distance for hand-held photographs and photo-montages should be between 300mm and 500mm (SNH 2006, para 126) as an added measure of accuracy, the exact calculated metric viewing distance for an A3 print (400mm width) for each view in this document according to dimensions of the horizontal field of view is included in Views Table 3.2 of the full document

### 2.2 Site survey

The site survey was produced a team of certified Surveyors. Between 7-15 anchor points were identified on the each photograph and surveyed. The surveyed points are used as anchors for the precise matching of the 3d model rendering and the baseline photograph.

The methodology statement by the surveying team follows

#### Survey Brief

We were commissioned to survey and record co-ordinates (Eastings, Northings and Elevation) of known points of detail located within the vicinity of the Site known as Lawn Road NW3 , Camden . The points of detail were to be identified on 8 photographic views provided by The Visualiser Ltd.

#### Survey Dates

**15th December 2014**

## **Survey Equipment**

The survey works were undertaken using a Leica TCRA 1205 Total Station instrument, which incorporates long range reflector lens electronic distance measuring equipment together with a Leica GPS SmartRover.

## **Accuracy**

Each individual observation set-up achieved an accuracy of + or – 45mm to Ordnance Survey grid / datum.

## **Presentation**

The survey results were presented in table format as a Microsoft Excel Spreadsheet document and numbered photographs in PDF format.

## **2.3 3d Modelling**

The 3d model of the proposed scheme geometry is based on a 3d Sketchup format model constructed by John Pardey Architects. The model was edited by The Visualiser team to reflect design changes. Its geometry and material schedule conformed to the 3d sketchup model from the scheme's architect John Pardey Architects. The 3d model was orientated and positioned according to ordnance survey coordinates and height, survey points were added and crossed checked.

## **2.4 Camera matching photomontage and composition**

Photomontages seek to imitate a photograph of the actual scene as modified by the insertion of the proposed development.

Explanatory text is provided to describe the procedure used to fit the rendered image to the underlying photographic view.

The first step includes insertion of the surveyed points into a three dimensional electronic drawing space in 3Dstudio Max (Autodesk) which contains an ordnance survey drawing of the site, thus establishing the relation between the existing site and the surveyed points. Each of the points is checked against its existing environment description and confirmed.

The survey points are checked for abnormalities and omitted if necessary.

Camera matching is performed by accurately locating the anchor (survey) points on the backdrop of the baseline image corresponding to each view. This process is repeated for each of the selected views. This process is performed with an with close attention to detail and the highest possible accuracy.

The horizon line is calculated and marked on the Baseline photographs. Camera matching process is performed again and the horizon line is checked against the backdrop. The matched camera location, view direction and lens are checked against the real camera that was used for the photography.

Once camera matching has been achieved and additional checks have confirmed the accuracy of the 3d electronic space coordinates, the 3d scheme model is rendered onto the back plate photograph using 3d studio max.

To increase accuracy and minimize distortions, in certain visuals, an additional camera match was performed, as an added measure, using a 50mm lens section of the original baseline photograph.

Lighting conditions are set so as to simulate realistically the conditions in the site when the photography was performed. Sun light position and height settings are set to correspond accurately to the existing photography in terms of time of year, time of day and site location. The scheme model is then rendered against the backdrop of the corresponding baseline photograph for each of the selected viewpoints.

## 2.5 Post production

Final composition and checks of the match is done in Adobe Photoshop software where the rendered image is composed on its corresponding baseline photograph.

A visual treatment process using Adobe Photoshop follows in order to make the rendered elements portray the scheme as the designer architects have envisioned it as well as creating a visually aesthetic blend with the existing photograph's elements.

The scale and position of the featured scheme are already set and do not change at this stage which is more artistic in nature and requires interpretation from the visualiser who consults closely with the scheme's architects regarding the pictorial interpretation of textures and materials depicted in the rendered scheme.

This stage can include:

1. Bringing forward foreground elements (obscuring the proposed scheme) such as lamp posts, trees, buildings.
2. Colour balancing (contrast, saturation etc') according to lighting and general image conditions.
3. Applying depth of field effects

note: on request of the client some minor visual elements (cars, electric wires, signs) have been retouch to improve the visual realism of proposed scheme.

