



ADDENDUM TO TOWNSCAPE, HERITAGE AND VISUAL IMPACT ASSESSMENT

140 - 146 CAMDEN STREET LONDON BOROUGH OF CAMDEN 19TH FEBRUARY 2015

Prepared for Elebro Limited

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I.0 INTRODUCTION

- 1.1 This report is an Addendum to the Townscape, Heritage and Visual Impact Assessment (THVIA) report submitted in December 2014 to support a planning application for development at 140 – 146 Camden Street, NW1 9PF.
- 1.2 The Addendum does not repeat information previously provided in the THVIA, rather it assesses the townscape, heritage and visual effects of the proposed development as amended post submission. The Addendum, therefore, should be read in parallel with the THVIA and the architects' updated drawings. The amendments made were undertaken as a result of public consultation and include:
 - Block A: a reduction in the parapet height and a stepping in of the most easterly bay by 100mm, in addition to recessing the top floor of this bay;
 - Block B: a reduction in the parapet height and additional fenestration at the upper levels of the north elevation. A lighter tone for the brickwork has also been considered;
 - Block C: the removal of the arcaded 'loggia' element, lowering of the parapet and amendments to its design including the introduction of pierced brickwork;
 - Block D: a minor reduction in the parapet height to match the height of the neighbouring building, Regent Canalside.
- 1.3 The likely visual effects of the amendments to the proposed development are assessed in Chapter 2.0 of this Addendum, using 8 Accurate Visual Representations (AVRs) of the proposals provided by the visualisations specialists AVR London. The 8 viewpoints chosen for reassessment are those considered most relevant of the 16 original viewpoints assessed in the original THVIA. The use of 8 viewpoints in this Addendum, with four of the eight to be fully rendered and four to be complex wireline representations, was agreed in advance with the LB Camden Conservation Officer.
- 1.4 Chapter 3.0 sets out the conclusions of the Addendum.



Fig. 1.1: Bird's eye view (looking north) showing the development site shaded in red.



- 2.1 The eight updated views are not the only views which are likely to be affected, but represent a general spread of views, illustrating the most critical urban relationships in this case. The townscape views chosen and assessed in detail in this report represent 'maximum exposure / maximum conjunction' of the proposals in their context. The assessment has been undertaken in accordance with the methodology set out in section 3.0 of the THVIA. It is important to read this Addendum in parallel to the submitted THVIA in order to understand the approach.
- 2.4 The locations of the 8 representative views assessed in this Addendum are shown on the views map at Fig. 2.1. Views shown in green on the map have been re-assessed on the basis of a fully rendered AVR image. Views in blue on the map have been re-assessed on the basis of complex wireline AVR image. Views in red on the map are the remaining 8 views which were assessed in the original THVIA but are not re-considered here, as agreed with LB Camden's Conservation Officer.
 - View 1: Outside No. 11 Bonny Street FULLY RENDERED AVR OF AMENDED SCHEME
 - View 2: At the corner of Camden Gardens FULY RENDERED AVR OF AMENDED SCHEME
 - **View 3:** On Kentish Town Road, outside Quinns pub NOT INCLUDED
 - View 4: On Kentish Town Road, outside waterside house NOT INCLUDED
 - View 5: On Kentish Town Bridge COMPLEX WIRELINE AVR OF AMENDED SCHEME
 - View 6: On Grand Union Tow Path by Hawley Lock COMPLEX WIRELINE AVR OF AMENDED SCHEME
 - View 7: On Hawley Crescent outside the Open University NOT INCLUDED
 - View 8: At the corner of Camden Road and Bayham Street NOT INCLUDED
 - View 9: On Camden Street outside St. Martins Garden opposite St. Michaels CoE Primary Schoool – NOT INCLUDED

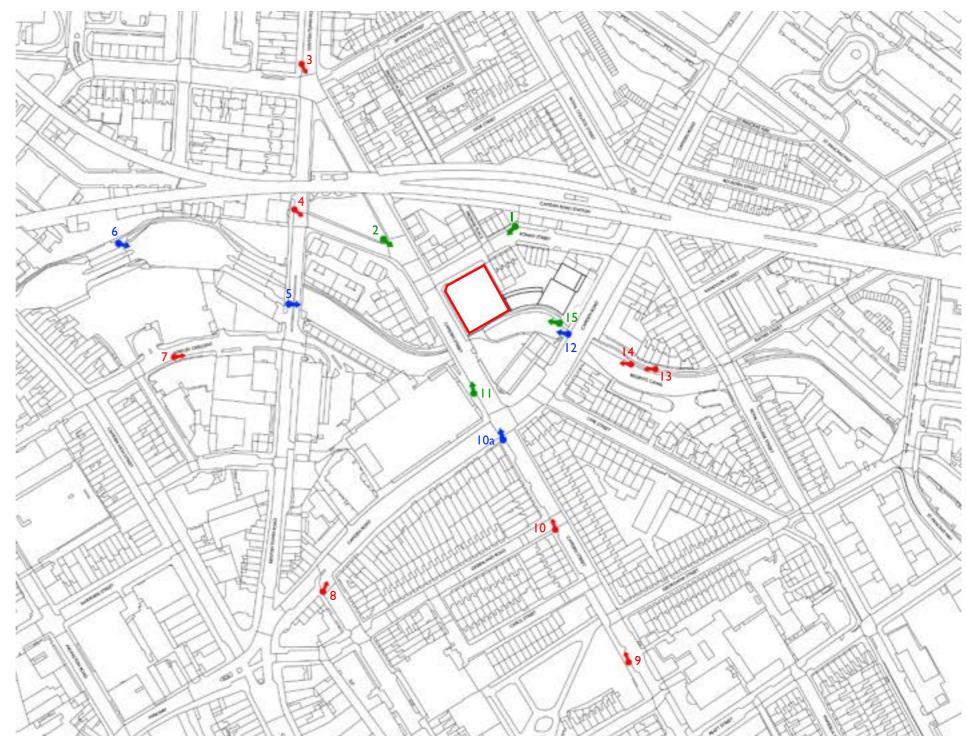


Fig. 2.1: Map illustrating the position of the viewpoints in relation to the site (outlined in red). The fully rendered views are marked in green and the complexed wireline images are in blue. The views not included in this addendum are in red.

- View 10: On the corner of Camden Street and Greenland Road NOT INCLUDED
- View 10a: On the corner of Camden Street and Camden Road COMPLEX WIRELINE AVR OF AMENDED SCHEME
- View 11: On Camden Street, outside Sainsbury's Supermarket FULLY RENDERED AVR OF AMENDED SCHEME
- View 12: On North Road Bridge COMPLEX WIRELINE AVR OF AMENDED SCHEME
- View 13: On Lyme Terrace, between Nos. 6 and 7 - NOT INCLUDED
- View 14: On grand Union Tow Path opposite Lawfords Wharf NOT INCLUDED
- View 15: On Grand Union Tow Path by North Road Bridge FULLY RENDERED AVR OF AMENDED SCHEME
- 2.5 The assessment text from the original THVIA is repeated here in 'greyed out' text for the benefit of the reader. Additional text, referring to the amendments, is shown in 'black' text.



VIEW | - OUTSIDE NO. | | BONNY STREET - FULLY RENDERED





Existing

Travelling west from Camden Road, the viewer enters Bonny Street between much larger 19th Century buildings than the houses seen in the view. This is an intimate and relatively tranquil environment at the interface between the Regent's Canal and Jeffrey's Street Conservation Areas, with front doors opening directly on to the street, domestic railings and small-scale planting. The low height of the existing building on site gives rise to a lack of urban enclosure and a sense that the townscape is not properly resolved.

Sensitivity of the view

The sensitivity of the view as a whole is considered to be medium. It is from within a conservation area and includes Grade II listed buildings in the foreground, although they do not have a particularly sensitive roofline. Those using Bonny Street are likely to be residents or those working in the area, and likely, therefore, to be sensitive to change. The lack of resolution in the view however is an aspect that calls out for a sensitive architectural contribution to be made.

Quantitative Change

Three distinct volumes will be added to the view, blocks A, B and C. Block A steps up from the listed terrace, with Block B stepping up further to address the junction with

Camden Street where the scale of built form is greater than in the more domestic Bonny Street. Block C is designed to relate principally to Camden Street and the Regent's Canal, though it has been reduced in height by one storey from earlier iterations following consultation. It is therefore less visible from Bonny Street, with the northern and eastern elevations of the two upper storeys appearing in the view.

Magnitude of Change

The magnitude of change in the view owing to the proposed development is moderate.

Qualitative Change

Block A reflects the plot widths of the individual houses in the listed terrace in the three bays of its elevation. The soft coloured brick used will also contribute to their setting. The composition of the three blocks rising in steps to the left and culminating in the open colonnade of the top of Block C is appropriate and attractive.

Residual Effect

The combination of a medium sensitivity to change and a medium magnitude of change gives rise to a moderate effect. Though the effect is less significant than under previous iterations of the design (owing to the reduction in height of Block C) it remains a beneficial effect because of the qualities of the architecture, including

(Moderate; Beneficial)

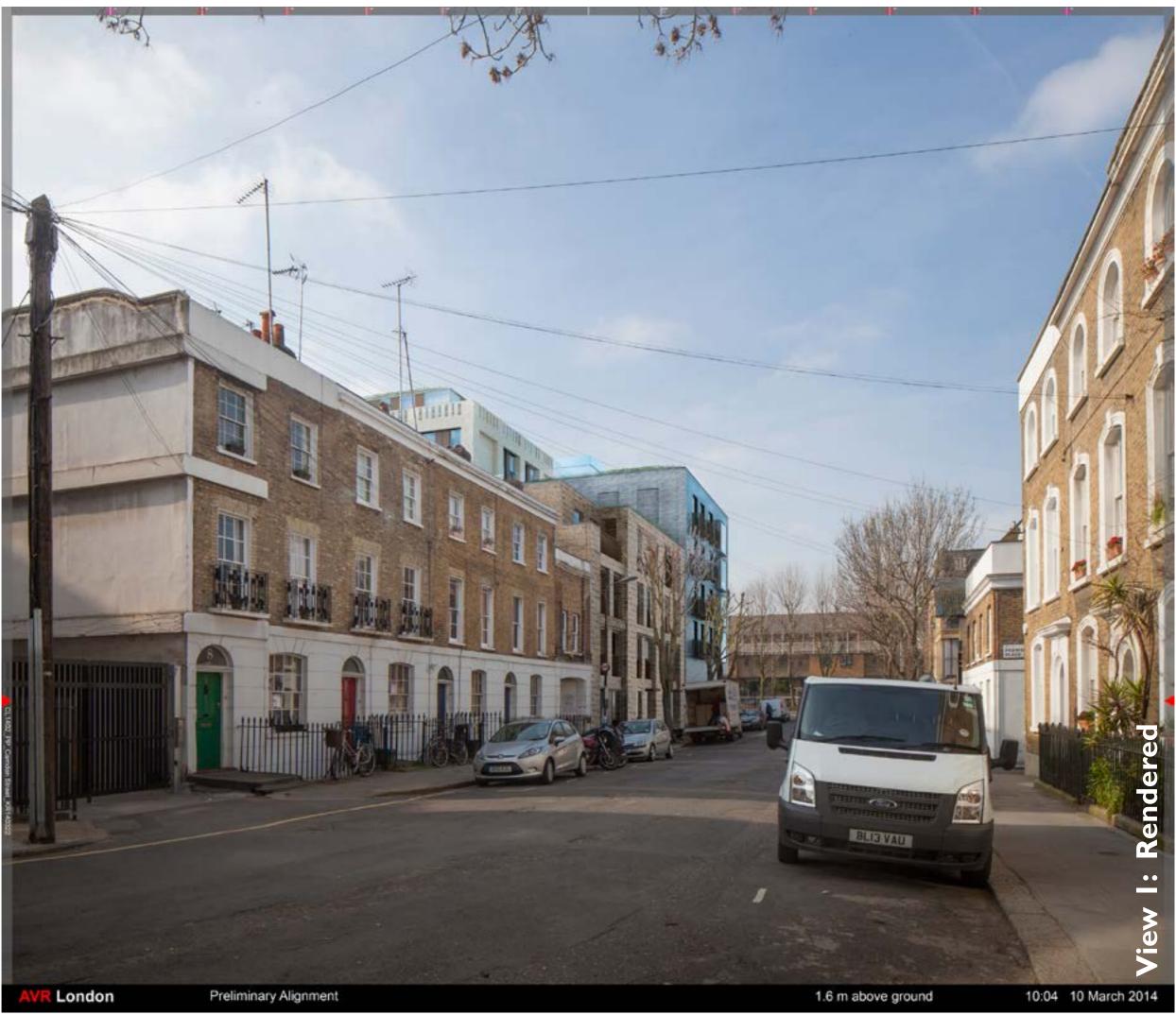
Reassessment following amendment:

The three distinct volumes of the composition are still discernible, though the volume of each has been broken down further. The removal of the arcaded 'loggia' element of Block C reduces the parapet height, with the upper storey of the building, set back. The parapet height of Block B is also reduced, and the amendments to Block A, including the recessing of the top of the bay adjacent to Morgan House (Pulse House) and its slight stepping back, help to provide a more effective transition from the listed terrace, by way of Morgan House, to the taller development beyond. The effect remains both moderate and beneficial overall.



the way it responds, in massing and compositional terms, to the listed terrace in the foreground. It also provides an appropriate resolution to the poor townscape at the junction of Bonny Street owing to the existing building.





VIEW 2 - AT THE CORNER OF CAMDEN GARDENS - FULLY RENDERED





The existing view illustrates how Camden Street is made up of a series of architectural 'moments', including the 19th century houses in the foreground, the Forum building at 74-80 Camden Street in the distance, beneath the tree, and less successfully than both, Shirley House in the middle of the view. In the foreground of Shirley House the existing building fails to mark the junction with Bonny Street, lacking the confident architectural expression which a street as wide as Camden Street deserves. In summer the view is much greener, owing to the trees in Camden Gardens. NOTE: This view was re-shot in the summer months owing to the presence of scaffolding in the foreground of the original view.

Sensitivity of the view

The view as a whole is considered to be of medium sensitivity, recognising that the foreground buildings and the site itself is located within a conservation area.

Quantitative Change

The two principal volumes of the proposed development will be visible in this view. Block B is designed to relate to the scale of the 19th century houses in the foreground as well as marking the entrance to Bonny Street. Block C is designed to be a significant 'moment' on Camden Street in accordance with its existing character, at

the canal bridge. It has been reduced in height by one storey and its open colonnade at ground floor level has been removed as a result of recent consultation.

Magnitude of Change

The magnitude of change is considered to be high.

Qualitative Change

The low height and horizontal expression of the existing buildings is replaced by a development designed to relate to its context. The deep window reveals are a reflection of nearby mid-19th century housing, while the upper colonnade of Block C provides views through to the sky and a sense of visual movement. The canopy to the ground floor of Block C reflects the base seen in ground floors elsewhere in the area, including the foreground building.

Residual Effect

The combination of a medium sensitivity of view and a high magnitude of change gives rise to a major effect. It is also considered to be beneficial, because of the contextual design achieved and the replacement of a building which does not contribute to the character with one that provides a strengthened townscape, in character with other buildings on Camden Street.



(Major; Beneficial)

Reassessment following amendment

of Block B has also been reduced by lowering the brick parapet. These amendments have been sensitively carried out by the architect to respond to consultation comments while maintaining the integrity of the design. The effect of the proposed development in the streetscape remains major and also beneficial.

Note: the accurate visual representation of the proposed development has been projected onto the winter photograph in response to a consultee comment that the whole of Shirley House, behind, should be visible.

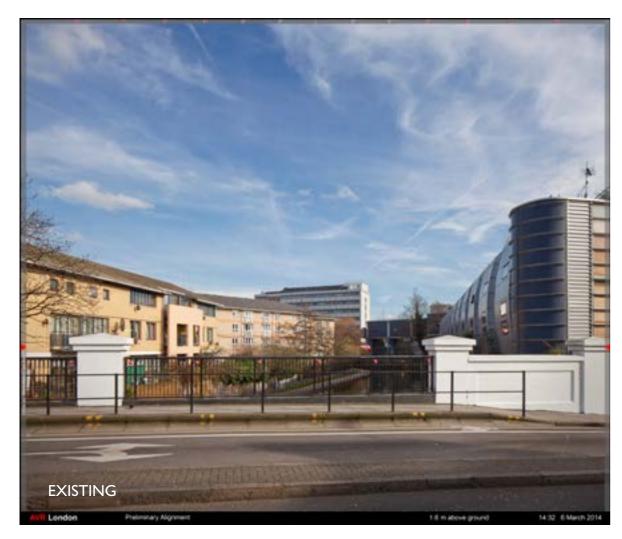


The removal of the upper 'loggia' element from Block C alters the composition of the building, but reduces its height as experienced in this view. The architect has sought to address the compositional issue by providing the building with a redesigned parapet including pierced brickwork. This device lightens the upper level of the brick envelope of the building and provides a cornice line. The perceived height





VIEW 5 - ON KENTISH TOWN BRIDGE - COMPLEX WIRELINE





Existing

The existing view is informal, with a lack of order owing to the townscape relating to the curves in the canal. The foreground is the road, although a good view of the canal - and its hidden character - can be experienced from the opposite side of the bridge. The more modern development on the canal edge reveals that it is regenerated industrial land, with Grimshaw's Grand Union Canal Walk Housing and Sainsbury's Supermarket prominent to the right and at the end of the view. The combination of disparate townscape elements gives rise to a relatively flat skyline with few animating features.

There is high pedestrian use of this bridge as it is close to the towpath that leads to Camden Market, behind the viewer. These pedestrians are likely to be residents and workers, with a high proportion of tourists. They are unlikely to be particularly sensitive to the view at this position.

Sensitivity of the view

The sensitivity of the view is considered to be medium. Its disparate townscape elements militate against it being considered a view of high sensitivity, although the experience of the canal from the bridge is of importance.

Quantitative Change

The upper thee storeys of Block C will be visible above the housing of the Camden Gardens Estate in the middle ground.

Magnitude of Change

Owing to the proposed development rising beyond the height of Shirley House by approximately one storey, the magnitude of change is considered to be medium.

Qualitative Change

The west elevation of Block C is multi-faceted. It includes the expressed frame of the building, with deep reveals providing 3-dimentionality. The fenestration is broken up by screens that can be fully set back within pockets in the façade. The upper colonnade is partially open and can be read against the sky.

Residual Effect

achieves.

(Moderate; Beneficial)

Reassessment following amendment:

This complex wire line view shows a reduction in the width of the proposed development at its upper level, owing to the removal of the 'loggia' element. The upper storey, composed principally in glass with movable pre-weathered patinated panels, will meet the sky more gently. The top of the expressed structural part of the building includes a perforated brick parapet which will allow light to pass through. The effect remains moderate and beneficial.

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The combination of medium sensitivity of view and medium magnitude of change gives rise to a moderate effect. The effect is a beneficial one owing to the greater animation of the skyline in the view as a whole, which the proposed development





VIEW 6 - ON GRAND UNION TOW PATH BY HAWLEY LOCK - COMPLEX WIRELINE





Existing

Looking east across one of the widest sections of the Regent's Canal at Hawley Lock the skyline has more variation than in the previous view. Gables on the left are matched with the partly stepped gables on the right, topped with the well-known egg-cups of the former TV-AM building. The view gives an indication of the range of the development that is located on the canal edge throughout Camden. It also shows how the canal opens up at some points, being much less enclosed here, for example, than the stretch upon which the site is located. The view is surprisingly green in summer, with the trees in Camden Gardens in the middle ground being a prominent skyline element. The Regent Canalside development can just be seen in the view rising above the most southerly of the two visible gables of the Camden Gardens Community Housing. Its restricted height in this view is not a virtue as it offers little variety in the townscape or to the skyline. The poor detailing and grey colour of Shirley House detracts from the view.

The viewing location is one of the busiest on the Regent's Canal with Camden Market immediately behind and to the left of the viewer. Most people viewing from this position are likely to be visitors or tourists and are less likely to be sensitive to changes in the view than long terms residents.

Sensitivity of the view

The sensitivity of the view is considered to be medium.

Quantitative Change

The proposed development rises to below the height of the gable of the listed 'Elephant House' building on the south side of the canal.

Magnitude of Change

The magnitude of change is considered to be medium in the context of the view as a whole.

Qualitative Change

The exposed frame of the building, with deep reveals and moveable burnished brass panels, breaks up the scale of the building, as does the partially open colonnade at the top. It is a worthy addition to the skyline in this view.

Residual Effect

The combination of a view of medium sensitivity and a medium magnitude of change gives rise to a moderate effect. The proposed development will be more visible than Regent Canalside (to its left) and this is a virtue when combined with the high quality detailing of the frame and fenestration.

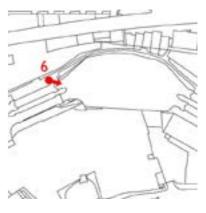
(Moderate; Beneficial)

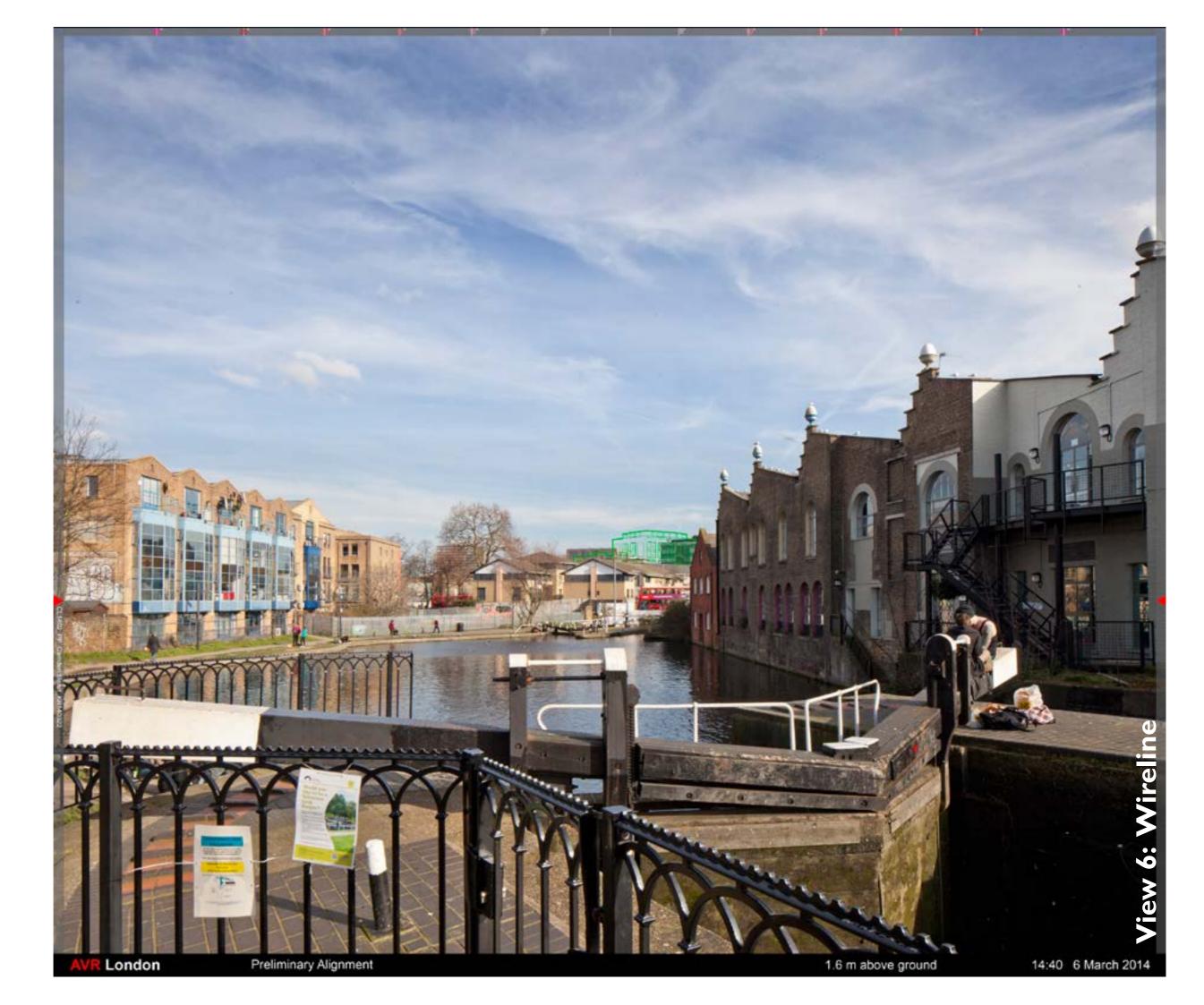
Reassessment following amendment:

The removal of the 'loggia' element reduces the perceived volume of the building. The set-back upper level will form the top of the building beyond the cornice line provided by the pierced brick parapet. The proposed development will appear lower, further beneath the ridge line of the 'Elephant House' building in its immediate foreground on the canal. The effect remains moderate and also beneficial to the view.

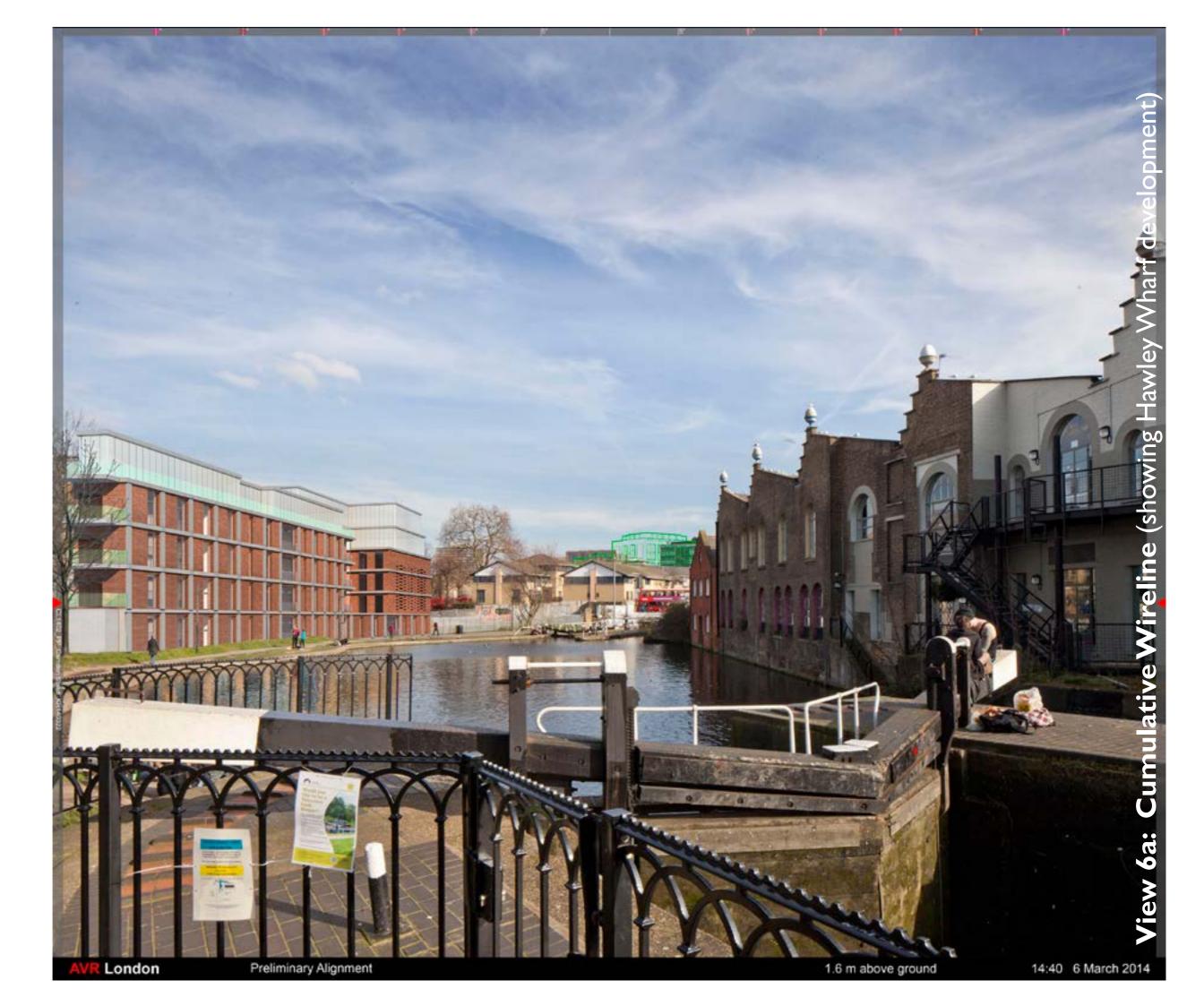
Note: a representation of the committed Hawley Wharf development is shown in the left foreground of this view on the following page to illustrate how the proposed development at Camden Street would appear in its future context.







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VIEW 10a - ON THE CORNER OF CAMDEN STREET AND CAMDEN ROAD - COMPLEX WIRELINE



Existing

This is an uncomfortable place for the viewer to stand, being at a busy junction of two major routes. It is rarely as clear as shown on the photograph. Grimshaw's modernist Sainsbury's is prominent to the left, with its structure so readily expressed, but it is the meanly detailed and lumpen Shirley House that dominates the view. From this position the viewer can fully appreciate how Shirley House fails to responds to its context, including the street line. The existing building on the development site is of a low height that is out of character with this part of Camden. It fails to respond to the width of Camden Street or its position on the canalside.

Sensitivity of the view

The sensitivity of the view is considered to be low.

Quantitative Change

Though partially obscured by Shirley House in the foreground, this is a considerable addition to the view. It fills a large amount of skyspace between the Sainsbury's Supermarket and Shirley House, but remains subordinate, in terms of scale, to both.



Magnitude of Change

The magnitude of change is considered to be high.

Qualitative Change

This is a good position from which to consider the proposed development. The grid pattern of the south elevation, faced in a light coloured brick has an elegant simplicity. Its uniformity is complemented by the balconies in the outer bays, and pattern of fixed screens in the central bays and the upper storey set back behind the open colonnade. These elements break up the regular grid pattern, marking the building as domestic residential rather than office.

The vertical hierarchy of the grid is also perceivable in the angled view of the west elevation, which benefits from deep reveals. The canopy at ground floor level provides a defined base to the building, while the open colonnade provides lightness at the top.

Residual Effect

The combination of low sensitivity and high magnitude of change give rise to a moderate effect. The qualities of the building ensure that the effect is also beneficial in this view.

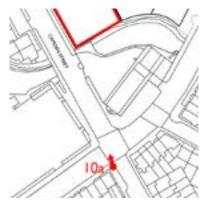
(Moderate; Beneficial)

Reassessment following amendment:

the perceived height in this view. The parapet, while lower, has been strengthened as part of the design response. It is deeper and includes pierced brickwork to provide an effect 'top' to the composition. The set-back upper level of the building would be partially visible behind the parapet. The effect of the proposed development in this view remains moderate and beneficial to the street-scape.

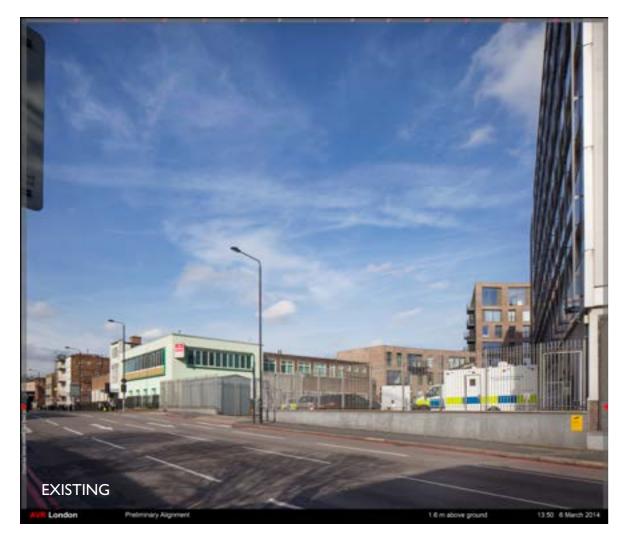
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DESIGNER
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The amendments to the top of Block C reduce





VIEW 11 - ON CAMDEN STREET, OUTSIDE SAINSBURY'S SUPERMARKET - FULLY RENDERED





Existing

This is the last in the series of views running south to north on Camden Street. It is across a very busy four lane stretch of the street, just north of the junction with Camden Road. While it is not a pleasant place for a pedestrian to stop, it is one of the few places where the south-western corner of the existing buildings can be seen in full. Owing to their limited height and scale, the existing buildings fail to address the scale and width of the street on which they are located or their neighbouring buildings, whether the Regent Canalside development, or Shirley House immediately opposite.

Sensitivity of the view

The site itself and its neighbour Regent Canalside are located within a conservation area, as are the buildings further north on Camden Street. Despite this the sensitivity of the view as a whole is low.

Quantitative Change

The most substantial elements of the proposed development is Block C, which will occupy the south-west corner of the site and address the viewer directly. Rising to eight storeys and in close proximity to the viewing position, the quantitative

change would be considerable, though appropriate to this important location in the townscape.

Magnitude of Change

The magnitude of change is, therefore, high.

Qualitative Change

This view, being the closest to Block C, enables full consideration of its qualities. The expressed grid is counterpointed by the varied pattern of fenestration, fixed and moveable burnished brass perforated screens and the ground floor canopy and open colonnade at the top.

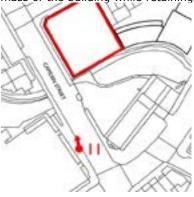
Residual Effect

Although the sensitivity of the view is low, the effect of this substantial change is considered, exceptionally, to be major. It is also considered to be a beneficial addition to the streetscape, a high quality design and an appropriate marker of the canal.

(Major; Beneficial)

Reassessment following amendment:

The removal of the arcaded 'loggia' element at the top of the building has led to a sensitive redesign of the elevations of Block C. This includes the new parapet, set at a lower level, with pierced brickwork. The parapet, as well as the horizontal components of the elevations expressing the structure on Camden Street, have been made deeper to strengthen the composition. The set-back upper level is only just visible beyond the parapet. The amendments made are shown to be successful in this view, by reducing the perceived height and mass of the building while retaining a resolved composition. The effect on the streetscape remains both major and beneficial.





VIEW 12 - ON NORTH ROAD BRIDGE - COMPLEX WIRELINE





Existing

This is a rare section of the canal, being of a short length between bridges and tightly enclosed between buildings. There is a canyon-like quality to the view, although the buildings on the right address the canal much more successfully than does Shirley House, on the left. Shirley House, in fact, makes no concession, in terms of design or building line, to the canal at all. The new steps in the foreground give better access to the towpath and make it look and feel more accessible and less enclosed. This sense is also heightened by a coffee shop chain which now has signage at towpath and street levels. The location on the North Road Bridge does not make a natural viewing point owing to the business of the road behind the viewer, although more people are now stopping for coffee to the right of the viewing point.

NOTE: This view was re-shot in the summer owing to the presence of scaffolding in the foreground and the unfinished nature of the staircase in the original view.

Sensitivity of the view

The sensitivity of the view is medium.

Quantitative Change

There will be an increase in height of the canal-side building (Block D) from three to four storeys, which complements its neighbour, Regent Canalside. Block C, at the corner of the canal and Camden Street, will increase the development in height from the existing two to eight storeys.

Magnitude of Change

The magnitude of change would be high.

Qualitative Change

The addition of Regent Canalside has already improved the urban environment and the quality of the view. The proposed development would be a further worthy addition, replacing the inadequate existing building. Block D is designed to relate both to the lower element of Regent Canalside and the canal edge. Its green glazed tiles are inspired by the hues of the canal itself. The deep reveals of both Blocks D and C give the proposed development an additional 3-dimensionality, as does the open colonnade at top floor level.

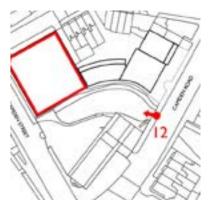
Residual Effect

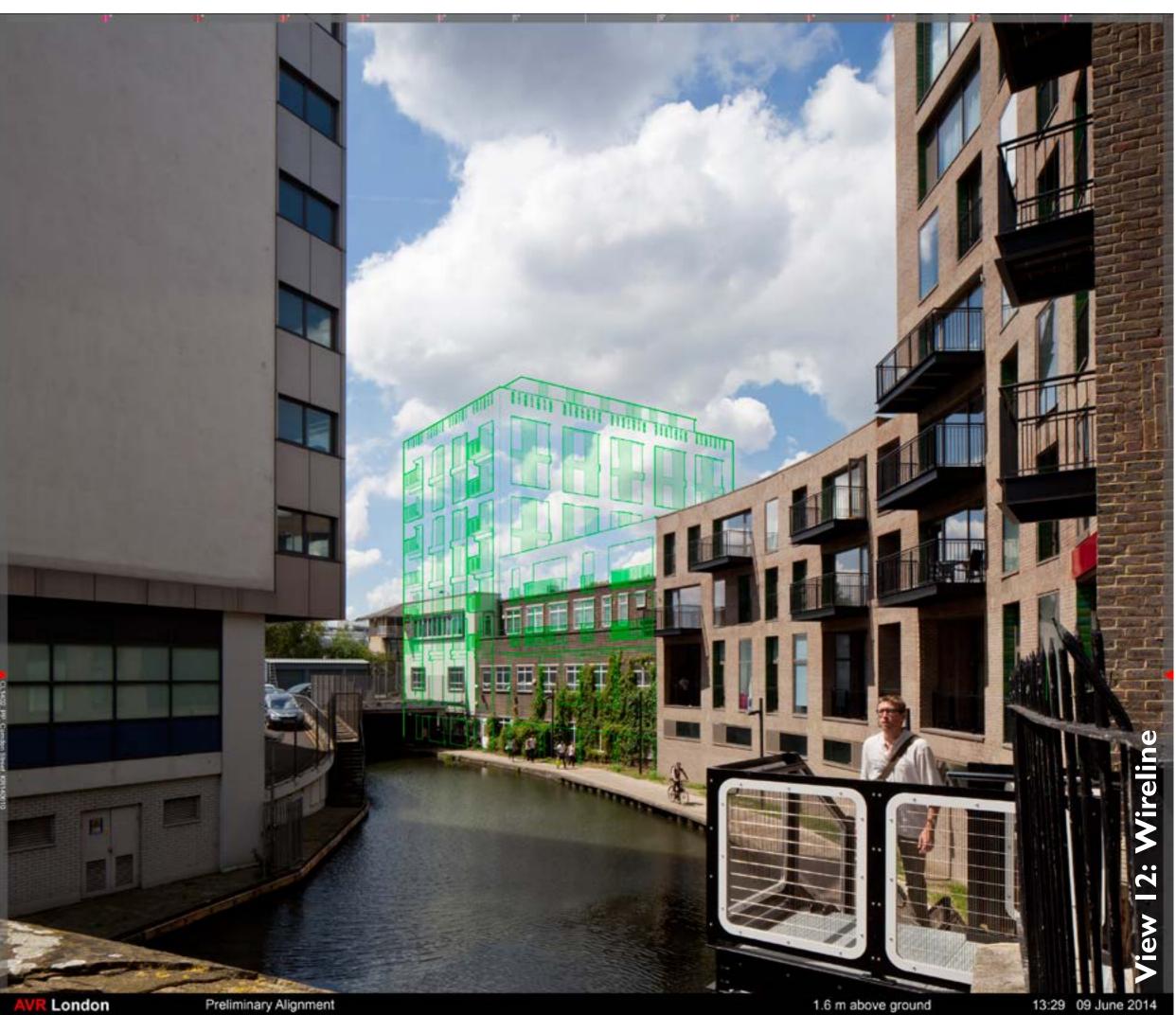
The effect is a major one, but it is beneficial, owing to the beneficial increased enclosure of the canal at this point, which enhances the character of this part of the conservation area. Block C provides an appropriate 'bookend' to the Regent Canalside building.

(Major; Beneficial)

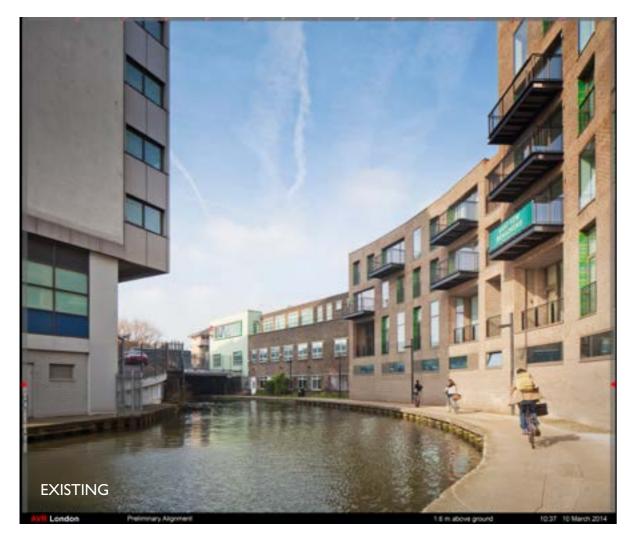
Reassessment following amendment:

The removal of the upper 'loggia' gives rise to a reconsidered parapet level with pierced brickwork. The amendment successfully reduces the perceived height and volume of Block C in this view while providing an equally well resolved top. The parapet level of Block D, in the foreground, has been marginally lowered to match that of Regent Canalside. The overall effect remains major and beneficial.





VIEW 15 - ON GRAND UNION TOWN PATH BY NORTH ROAD BRIDGE - FULLY RENDERED



PROPOSED: RENDERED

Existing

This is an intimate and enclosed part of the canal, with little planting to soften the hard built edges. Shirley House, on the left of the view, provides only high fences, bank walls and a car park on the waterside. The presence of Shirley House, with its failure to relate at all to the space, contributes to a feeling of intimidation. The location of Shirley House to the south of the canal also contributes to its enclosure owing to its failure to relate, in design terms, to the edge of the water. Regent Canalside utilises brick in an attempt to contribute to the character of the canal at this point. The introduction of a coffee chain with signage and entrance in the canal side (just to the right of the image) noticeably changes the 'forgotten' character of the space.

Sensitivity of the view

The sensitivity of the view is considered to be medium.

Quantitative Change

Both elements of the existing building in the view are increased in height. The new Block D will be one storey higher than the existing building on the canal-side, with no set back, achieving a similar enclosure to the canal as the neighbouring element of

Regent Canalside. The new Block C will be significantly taller than the existing corner building on Camden Street.

Magnitude of Change

The magnitude of change is considered to be high.

Qualitative Change

The height of the proposed development provides beneficial enclosure to the canal, which is part of its character between the two bridges and a legitimate townscape marker at Camden Street. The variegated green faience tiles will be progressively lighter from bottom to top as a reflection of the canal. The multifaceted nature of the elevations of Block C can be appreciated from the viewing place, as can the deep reveals of the large first floor windows of Block D. The upper colonnade provides 'lightness' and a sense of visual movement against the sky at the top of the building.

Residual Effect

This major effect will be a beneficial one, contributing to the character of the canal and providing a substantial new building designed to relate to its context.

(Major; Beneficial)

Reassessment following amendment:

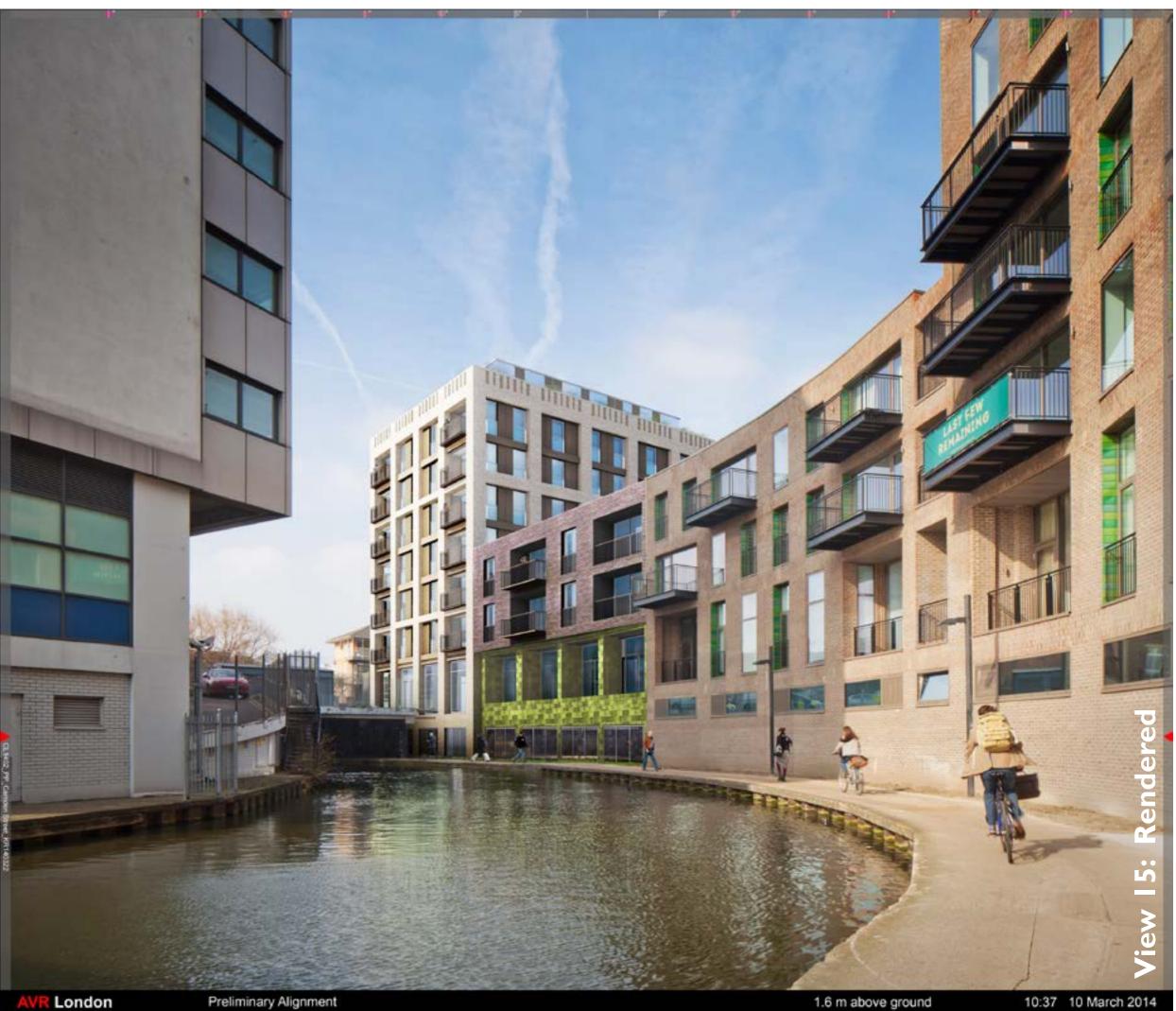
top to the building. The patinated panels of the upper level, behind the parapet, connect it to the composition below. The parapet height of Block D has been lowered marginally so that it exactly matches that of Regent Canalside in the foreground. The overall effect, following the amendments, remains one that is major and beneficial, while the perceived height and volume of the building are reduced.





The design work undertaken to remove the upper arcaded 'loggia' element to Block C, while providing an alternative which works with the composition as a whole, is shown to have been successful. The building appears lower in the view; its volume is reduced. The alternative pierced parapet provides lightness as well as a strong





3.0 CONCLUSIONS

- 3.1 The design of the proposed development has been amended by the architects Chassay + Last in response to public consultation. Its effects on the townscape have been re-assessed by Richard Coleman Citydesigner in this Addendum.
- 3.2 The 8 updated Accurate Visual Representations (AVRs) indicate that the proposed development, as amended, does no harm to the surrounding environment and indeed, owing to its architectural quality and detailing, represents a beneficial introduction into the street scene. The amendments made to Blocks A, B, C and D all contribute to a reduction in the height and volume of the building when perceived from the agreed viewpoints. The amendments to Block A provide a more effective transition between the listed terrace at 2-8 Bonny Street, the intervening building known as Morgan House (or Pulse House) and the proposed development in Bonny Street views.
- 3.3 The outcome of the exhaustive design process is a detailed design that is worthy of its location at the junction of a major Camden thoroughfare and the Regent's Canal. The consultancy considers that the amendments made to the design are appropriate and maintain the high quality of the earlier scheme while addressing concerns raised through consultation. The proposed development is in accordance with the National Planning Policy Framework policies relating to design and heritage, as well as the Council's own adopted policy framework. The consultancy considers, therefore, that the LB Camden should grant planning consent for this proposal.
- Note: As with the other chapters of this Addendum, this conclusion should be read in parallel with the submitted THVIA (dated 10th December 2014) as well as the architects' amended drawings and other updated submission material.