View 3: From Tavistock Place (east), on the corner of Judd Street

Existing

5.31 This viewpoint is located to the east of the application site on the east side of Judd Street, approximately 158m from the application site. This view looks west along Tavistock Place towards the application site.

5.32 The junction of Judd Street with Tavistock Place is a dominant feature in this view, and the viewer is aware of the movement of traffic along Judd Street and Tavistock Place to the junction. The view is framed by the red brick buildings of Albany House and Cambria House which stand at five and six storeys respectively.

5.33 This scale and height of architecture continues at five and six storeys to the west down Tavistock Place, drawing the eye of the viewer along the built form to the background, where the white timber painted sash windows of the building at 15-17 Tavistock Place are seen in the curve of the street.

5.34 The buildings to the rear of the principal elevation of this building are not seen in this view.

View 3: From Tavistock Place (east), on the corner of Judd Street

Proposed

5.35 The proposed Laboratory building on the application site will not be seen in this view. The verified wireline of the proposed scheme shows how the form of the building is entirely obscured by interposing development along Tavistock Place.

View 4: From Burton Place

Existing

5.36 This viewpoint is located directly to the east of the application site on Burton Place approximately 78m from the application site. This view looks east through a townscape gap between the properties on Burton Place towards the application site along Woolf Mews.

5.37 This view is framed by the rear elevation of the Grade II listed Judd Hotel located on the corner at numbers 46-47 Cartwright Gardens and the principal elevation of nos. 1-20 Virginia Court. Residential architecture seen in the foreground to this view is classical in proportion, style and detail.

5.38 The viewer is aware of the quiet, residential character of the street.

5.39 The side elevation of number 6 Woolf Mew can be seen in the background of this view. This housing, whilst constructed in stock brick, is different in character, form and scale than the classically detailed properties seen in the foreground.

5.40 The form of the roof warehouse structures and former depot building can be seen to an extent in the background of this view, to the rear of Woolf Mews. These structures are not of architectural merit and are constructed in low quality, light industrial materials which do not accord with the high quality brick and render seen on the residential accommodation in this view.

View 4: From Burton Place

Proposed

5.41 The upper part of the proposed chimneys will be visible above the roof of the single storey building to the rear of the Grade II listed buildings at 46-47 Cartwright Gardens in this view.

5.42 A glimpsed views of part of the west elevation of the new Laboratory will be seen behind the housing in Woolf Mews, when looking through the townscape gap between Virginia Court and the rear of Cartwright Gardens. As shown in this wireline view, the height of the new building will accord with the existing datum line established by the existing buildings on the site. This view shows also that the new Laboratory would be mostly occluded by the single storey building to the rear of 46-47 Cartwright Gardens.

5.43 Whilst the form of the whole Laboratory building would not be visible in this view, the detail of the west elevation would be seen to some extent. This elevation is to be clad mostly in brass, with glazed openings to relieve the massing. The timber cladding on the south elevation may also be seen to a small extent. The application of these high quality materials in neutral tones are a contextual response to the predominant materials of stock brick on the rear of the listed buildings at Cartwright Gardens.

5.44 The change to the built form seen within this view will not have an effect on the character of the residential townscape or significance of the Bloomsbury Conservation Area. The replacement of the existing, haphazard arrangement of former industrial warehouse sheds with a new will not cause harm to the setting of the listed buildings at Cartwirght Gardens. The view of the site from this location will in fact be improved by the new architecture.

Views Analysis View 5: Cartwright Gardens

Existing

5.45 This viewpoint is located to the north east of Cartwright Gardens, looking southeast at a distance of approximately 170m from the application site.

5.46 The formal crescent of the Grade II listed terrace of Cartwright Gardens is a grand architectural composition which is the focus in this view. The viewer's attention is, however, distracted by the temporary railings which stands in the foreground of this view.

5.47 Whilst the grass and the trees seen within the fore and middle ground to this view lend the space an open feeling, other street furniture such as the bins and security railings detract from the quality of the view and the viewer's appreciation of the architectural composition of Cartwright Gardens.

5.48 The buildings on the application site are not visible in this view.

Views Analysis View 5: Cartwright Gardens

Proposed

5.49 The upper elements of the flues of the new Laboratory would be seen above the roof of the Grade II listed building on Cartwright Gardens in this view.

5.50 The appearance of the flue above the roofline will be transient. Views of the chimney will disappear behind the built form of the Crescent when the viewer moves from this location. The flue will be clad in brass, a neutral colour which will not distract the viewer's attention from the appearance of the listed buildings when the flue is visible.

5.51 The appearance of the flues in this view does not affect the viewer's appreciation of the quality of the architecture of the crescent or detract from the significance of the listed buildings.

5.52 The new laboratory will be seen from the rear windows of the listed buildings at 46-63 Cartwright Gardens. Due to the proximity of the site to the rear of the listed buildings, the laboratory will form an element of the setting of 57-63 Cartwright Gardens.

6.0 CONCLUSIONS

6.1 This Townscape, Heritage and Visual Impact Study has been prepared by Montagu Evans LLP in support of the application for a new medical research laboratory and high education facility to the rear of 15-17 Tavistock Place.

6.2 The site lies within the Bloomsbury Conservation Area and within the setting of a terrace of Grade II listed buildings on Cartwright Gardens.

6.3 This report has undertaken an assessment of the significance of heritage assets pertaining to the application site and within the vicinity of the site, including an assessment of the setting of listed buildings to ascertain how the setting contributes to its significance. The assessment has also considered how the application site contributes to the significance of these assets.

6.4 With this understanding, this report has completed an assessment of the effects of the development, with regard to physical impacts and impacts on the setting of listed buildings.

Context Summary

6.5 The particular townscape qualities of the Bloomsbury Conservation Area are created by the historic grain of street grids squares, interspersed with larger buildings of institutional uses which dominate larger urban blocks. This townscape character is enhanced by the dynamic mix of uses within the Conservation Area. Cultural and academic Institutions, and the buildings associated with them, have made an important contribution to the distinctive character of Bloomsbury since the nineteenth century.

6.6 The School building at 15-17 Tavistock Place contributes to the character and appearance of the Conservation Area. The buildings to the rear of the site are, however, part of a much altered urban context which is not characteristic of the Conservation Area. These former industrial buildings are not of any architectural merit and detract from the character and appearance of the Conservation Area.

6.7 As stated within the Appraisal, Bloomsbury Conservation Area was *'not planned to create distinctive formal vistas to architectural set pieces.'* The prevailing nature of the built form in the location of the application site is shown in the views produced by Hayes Davidson. This is of a tight urban grain with buildings of four storeys in height or more, which restrict long views. Exceptions include, of course, views from within areas of open space such as Cartwright Gardens.

Assessment Summary

6.8 The assessment completed in this section with the aid of the AVRs produced by Hayes Davidson has demonstrated that the proposed new Laboratory building will not be visible from the majority of public viewpoint locations.

6.1 Where the new laboratory building will be visible from public vantage points, such as those identified from Burton Place and from the north of Cartwright Gardens, these views are glimpsed and transient, experienced when moving through the area and do not affect the viewer's experience of the townscape or the character of the Conservation Area. In these views only part of the building will be visible, and even where seen, the new building is mostly occluded by interposing development.

6.2 Whilst the townscape in sub area 13 of the Conservation Area is characterised in the most part by *'formal early 19th century street pattern and layout of open spaces, and the relatively intact surviving terraces of houses'* (Bloomsbury Conservation Area Appraisal), we consider the departure from this established built form as proposed with the new Laboratory is an appropriate departure for this site, which is relatively unconstrained and contains upon it structures of no architectural merit.

6.3 The new building will make a more efficient use of the space on the site which is currently underutilised. The form of the building is a contemporary design which reflects its function as a working Laboratory and research centre, which requires circulation and laboratories to be in specific locations. The flues are also a necessary part of the design which serve its function.

6.4 There will be a perceptible increase in height and mass of built form on the site as a result of the proposals, and the new building will appear in more of the upper windows of the listed buildings at 57-63 Cartwright Gardens. However, the orientation of the building has been designed to step back from the site boundary, to allow for bicycle parking at the ground floor level and immediately to the rear of the listed buildings. This layout will introduce a gap between the built form and the boundary wall of the listed buildings where currently the warehouse structures abut the boundary wall.

6.5 Care has been taken in the choice and application of materials. High quality materials of neutral tones which accord with the colour palate established by the listed buildings and the housing to the north of the site at Woolf Mews. Furthermore, the north elevation of the new building, that which will be most visible from the rear windows of the listed buildings, incorporates green roofs and climbing plants on the elevations so as to soften the appearance of this elevation. This has the added benefit of improving the sustainability credentials of the building.

6.6 Whilst views from public vantage points within the Bloomsbury Conservation Area are limited, the greatest change to the existing townscape as a result of the development will be on the site itself. We consider that the replacement of the existing, low quality, former industrial structures with a new Laboratory building would constitute a benefit to the Conservation Area.

6.7 The rear part of the site currently forms an element of the setting of the listed buildings on Cartwright Gardens and lies within a much altered urban context. The new building will, of course, be a change in the setting of the listed buildings to the north, in particular those buildings at numbers 57-63 which are located directly to the northwest of the application site. Care has been taken in the detailed design of the building to ensure that any harm that could be seen arising from the introduction of the new Laboratory building in the setting of the listed buildings is reduced through its composition, orientation, height and the detailed of the elevations, including the application of materials. The replacement of the existing buildings of no architectural quality with the new laboratory will be a positive change within the setting of these listed buildings. The contribution made by the setting of the listed buildings to their significance will be preserved.

6.8 If the Council were to disagree with the conclusions reached in this report, and harm is identified as a result of the change within the setting of the listed buildings at 57-63 Cartwright Gardens, we consider this harm to be offset by the benefits in the redevelopment of the site in delivering a new Laboratory which will further the study of tropical medicine within the Mayor's MedCity Enterprise Zone.

6.9 Whilst the new building will necessarily result in a change to the character of the site, this change will have no discernible effect on the appearance of the Bloomsbury Conservation Area, contained as the site is by the existing urban grain. The positive contributor building at 15-17 Tavistock Place is to be retained as art of the proposals and maintained in an active use.

6.10 Larger buildings serving educational institutional uses are an important part of the mixed character of the Bloomsbury Conservation Area. The proposals to replace the existing warehouse shed structures on the site with a new Laboratory designed to a high specification will contribute to this mixed character and the continuation of important educational uses which are encouraged within the Conservation Area. The special interest of the Conservation Area will be preserved.

APPENDIX 1

15-17 Tavistock Place, London WC1:

Heritage Assets Plan

Application Site

Listed Buildings

- Grade I
- Grade II*
- Grade II

Bloomsbury Conservation Area

North

Not To Scale

Date June 2015

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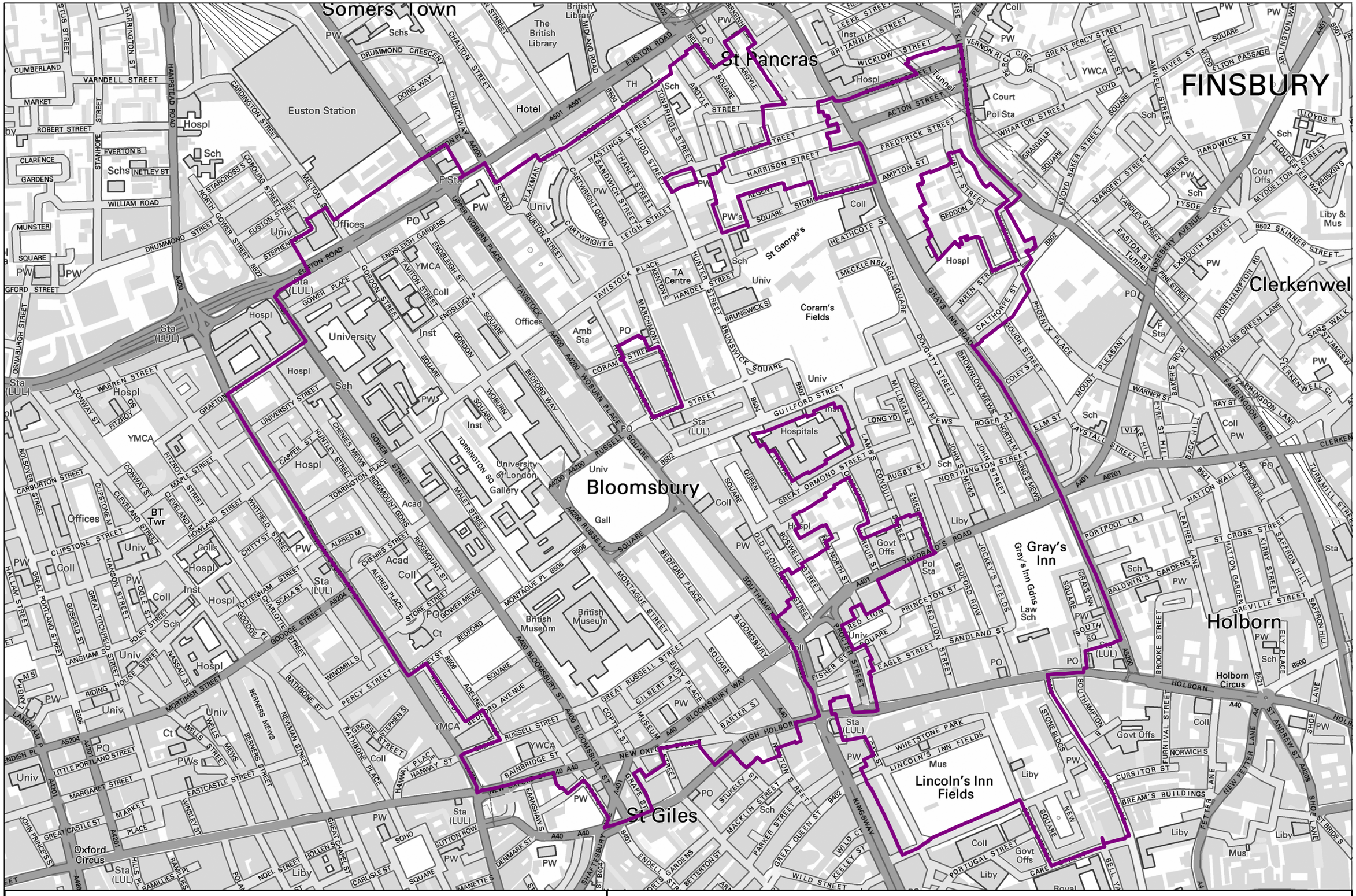
APPENDIX 2



Bloomsbury CA

N W E S

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#Map for Internal Use Only#

Scale 1: Not Usable Scale

Print Date: 10/05/2013

Printed By: L.Small

Map Ref No: c03632

Camden

APPENDIX 3

Bloomsbury Research Institute

Hayes Davidson Methodology

Qualifications

1.0 Hayes Davidson was founded in 1989 to specialise in computer aided architectural illustration. The company has a team which deals exclusively in the creation of three dimensional digital models and the representation of buildings and cities. The team is overseen by Managing Director Alan Davidson and is coordinated on a day to day basis by partners all of whom have architectural, technical and artistic experience. A Technical Director with qualifications and experience of geometry and construction oversees all projects where geometric definition and accuracy is required. Hayes Davidson have been invited to sit on judging panels for a number of architectural illustration awards, and lecture on computer aided illustration techniques, perception and three dimensional representation.

1.1 Alan Davidson, the founder and Managing Director, has a BA and MA (Hons.) in Architecture from the University of Edinburgh and is an ARCUK registered architect. He studied Fine Art and attended Art College in Edinburgh. He has worked as an architect since 1986 and an architectural illustrator since 1979.

1.2 Hayes Davidson is considered to be the most experienced architectural computer imaging company working in the UK having produced over 10,000 'virtual' or 'computer aided' images since 1989. The work of Hayes Davidson has been acknowledged as pioneering; advancing the use of computer technologies in the representation of buildings. The work has been widely published. Hayes Davidson have won the CICA ('Construction Industry Computing Association') award for the best computer rendering of buildings three years consecutively. The computer generated artwork of Hayes Davidson is collected by the Royal Institute of British Architects Drawings Collection.

1.3 The following is a reference for Hayes Davidson from Dr. Neil Bingham, Assistant Curator of the Royal Institute of British Architects Drawings Collection.

"The RIBA Drawings Collection was established at the foundation of the RIBA in 1834, now holds an estimated 3/4 million drawings, and is considered one of the finest architectural collections in the world. Since 1994, the RIBA has been acquiring the work of Hayes Davidson. The Drawings Collection recognise their work as representing some of the highest quality and most important architectural illustration of the late 20th Century."

1.4 Hayes Davidson is the only company to our knowledge to have verified photomontage, videomontage and surround montage accepted at public inquiry level in the UK. Hayes Davidson has produced evidence for the Heron Tower, Doon Street Tower, 1+20 Blackfriars, Newcastle Quayside, High Holborn and the London Bridge Tower Public Inquiries. On many occasions the material produced by Hayes Davidson has been accepted and praised by the Inquiry.

Work Commissioned

2.0 Hayes Davidson were commissioned by the London School of Hygiene and Tropical Medicine.

2.1 All drawn and digital information regarding the proposed development was supplied to Hayes Davidson in digital format by BMJ Architects.

2.2 Hayes Davidson attended a series of meetings on site between March 2015 and June 2015 with a photographer and a surveyor to establish the position of the views required.

Choice of simulation technique and media employed

3.0 It is important to emphasise that no media can currently reproduce the human experience of viewing a scene. There is no method of analysis or representation that will accurately summarise every lighting, material, social, sensory or climatic condition.

3.1 A photomontage is the superimposition of an image onto a photograph for the purpose of creating a realistic representation of proposed or potential changes to a view. Printed photomontage allows the highest resolution and allows the eye to see the greatest detail. In this way it starts to simulate the effect of looking at a view from a single position.

3.2 Setting aside time of day and year and local climatic conditions, the different aspects of a building that contribute to its aesthetic appearance can be summarised as follows: (For the purpose of simplicity we will disregard the speed of walking and social and other sensory influences but these are also relevant).

1. proportion (height, width)
2. distance/depth from viewer
3. outline and definition of building edges
4. the viewers 360° awareness of the surroundings
5. position in view
6. the effect of light on and the nature of the buildings materials
7. night lighting
8. nature of surrounding buildings/structures (shadowing and reflection)

3.3 Not all simulation techniques can be verified and where detailed analysis of materials and their behaviour to light are to be considered, no wholly objective analysis method is possible, and the architect and Hayes Davidson work together to apply subjective judgement.