



Townscape Views

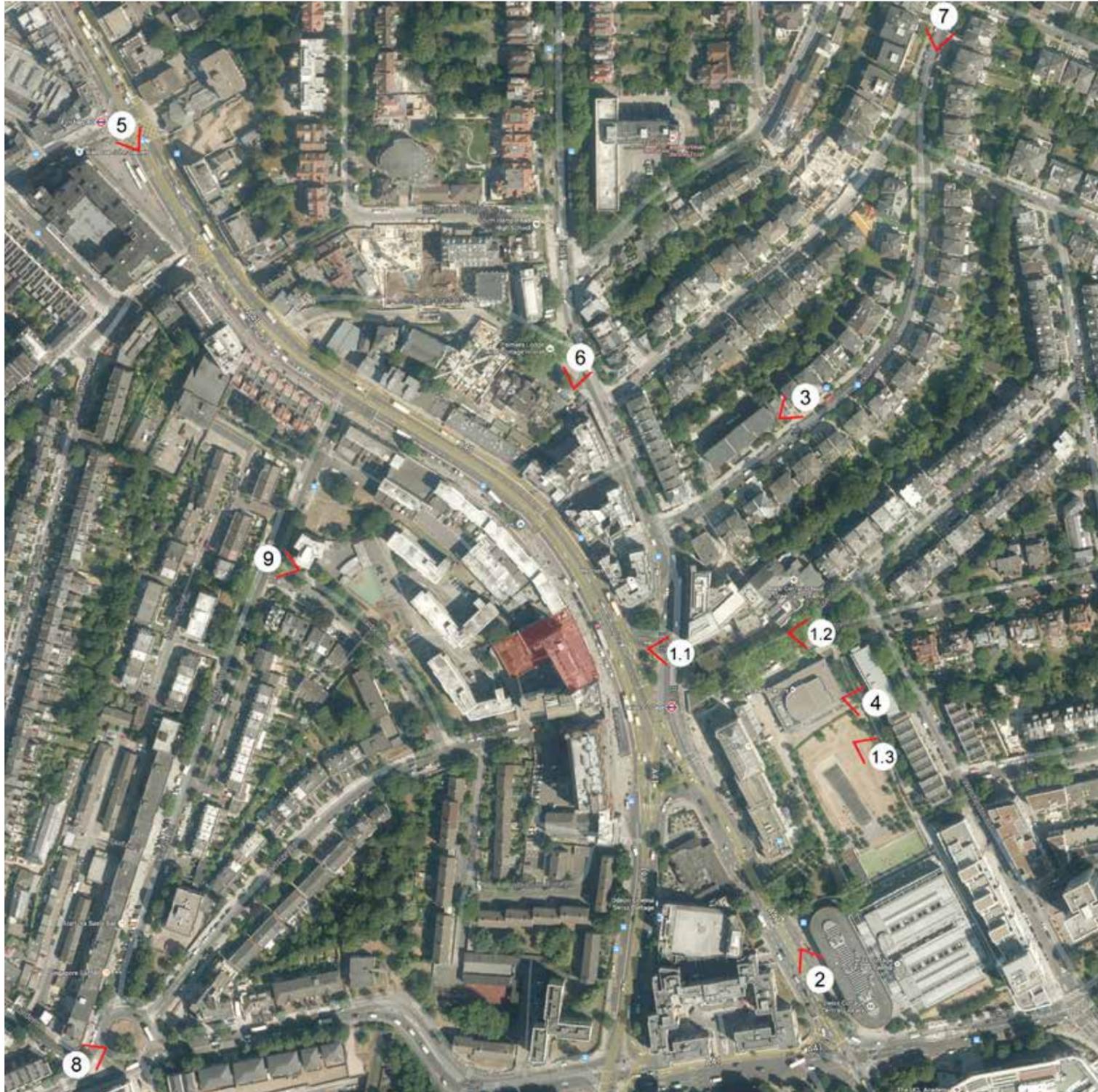
Centre Heights

Swiss Cottage

Levitt Bernstein

October 2015

Townscape Studies



This study includes a number of massing studies that have been requested by Officers to test the increased massing of the roof extension from a number of distant views.

The view locations were agreed with the Council's design officer following the pre-application meetings. The adjacent key plan shows the locations from which these agreed views have been taken.

The views have been amended since they were submitted as part of the Design and Access Statement; the existing roof top structures and plant which were not previously shown due to a drafting error have been added here and the mass and setting out of the proposed lanterns have been amended, as described in the Design and Access Statement Addendum.

Recent site photos have been added to further describe the existing view. As requested by the planners, these townscape views are shown as 'winter' views. The information available to us at the time of modelling varies slightly from the surrounding buildings visible in each view, which the existing photos help to clarify.

Key Plan

View 1.1
From junction of Eton Avenue / College
Crescent



Existing View

Proposed view showing the refurbished building and the upward extension, with a set back at 11th floor to articulate a visual separation between the new extension and the existing building. The proportion of the extension to the circulation core maintains the existing relationship with the main building.



Proposed View

View 1.2
From junction of Winchester Road / Eton
Avenue in winter

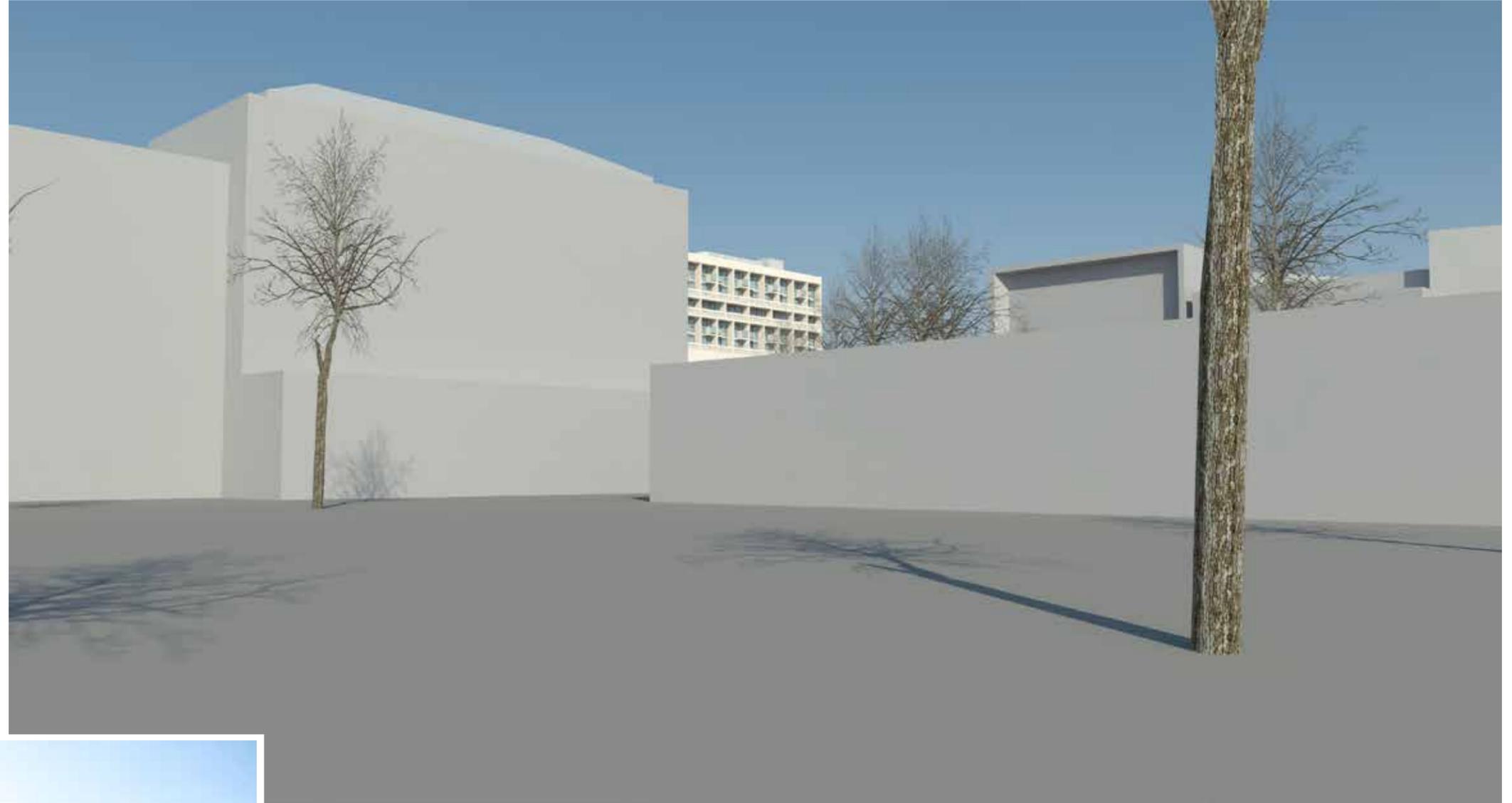


Existing View

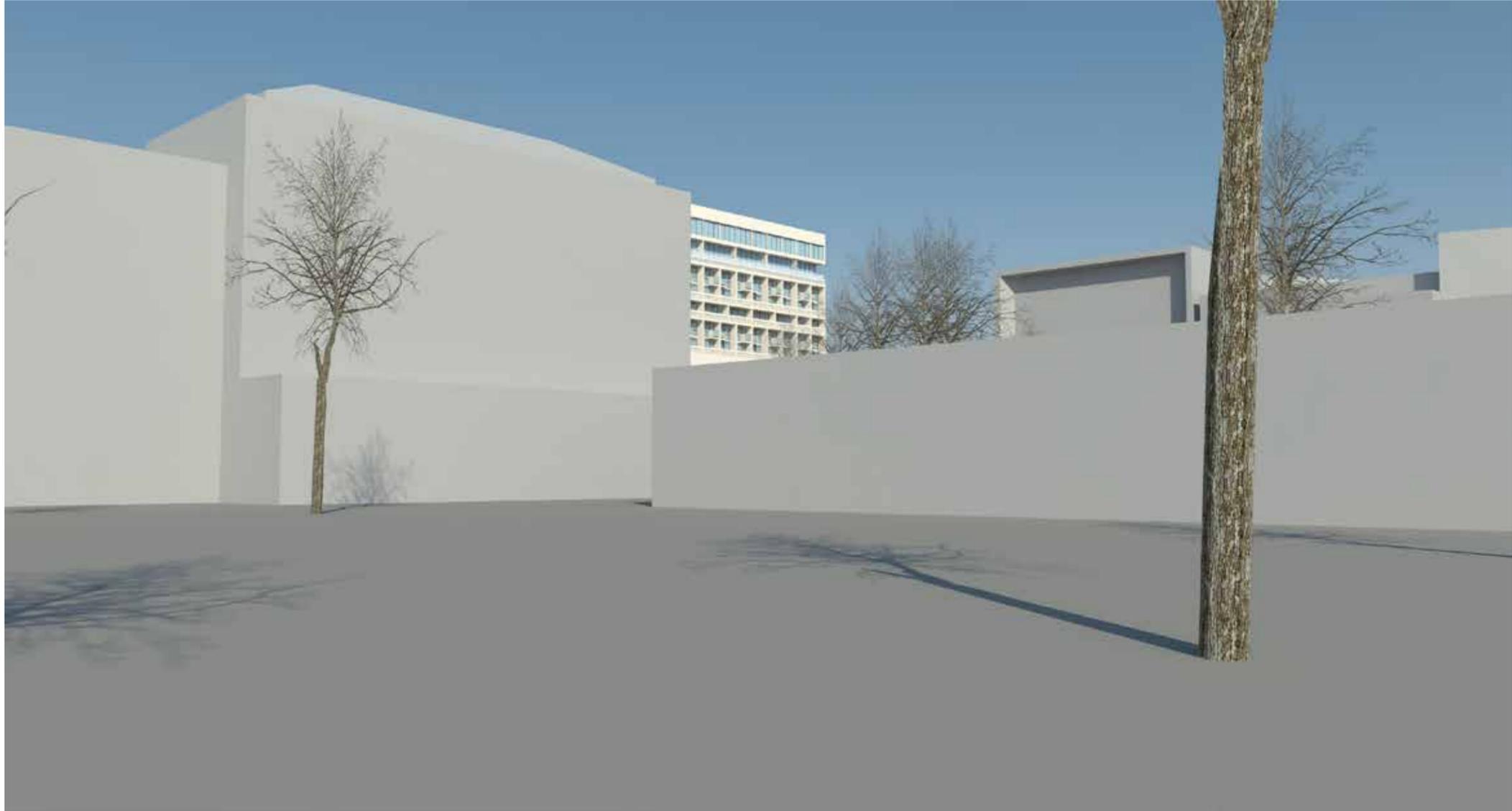


Proposed View

View 1.3
From Swiss Cottage Park, Rose Path to
100 Avenue Road / Hampstead Theatre



Existing View

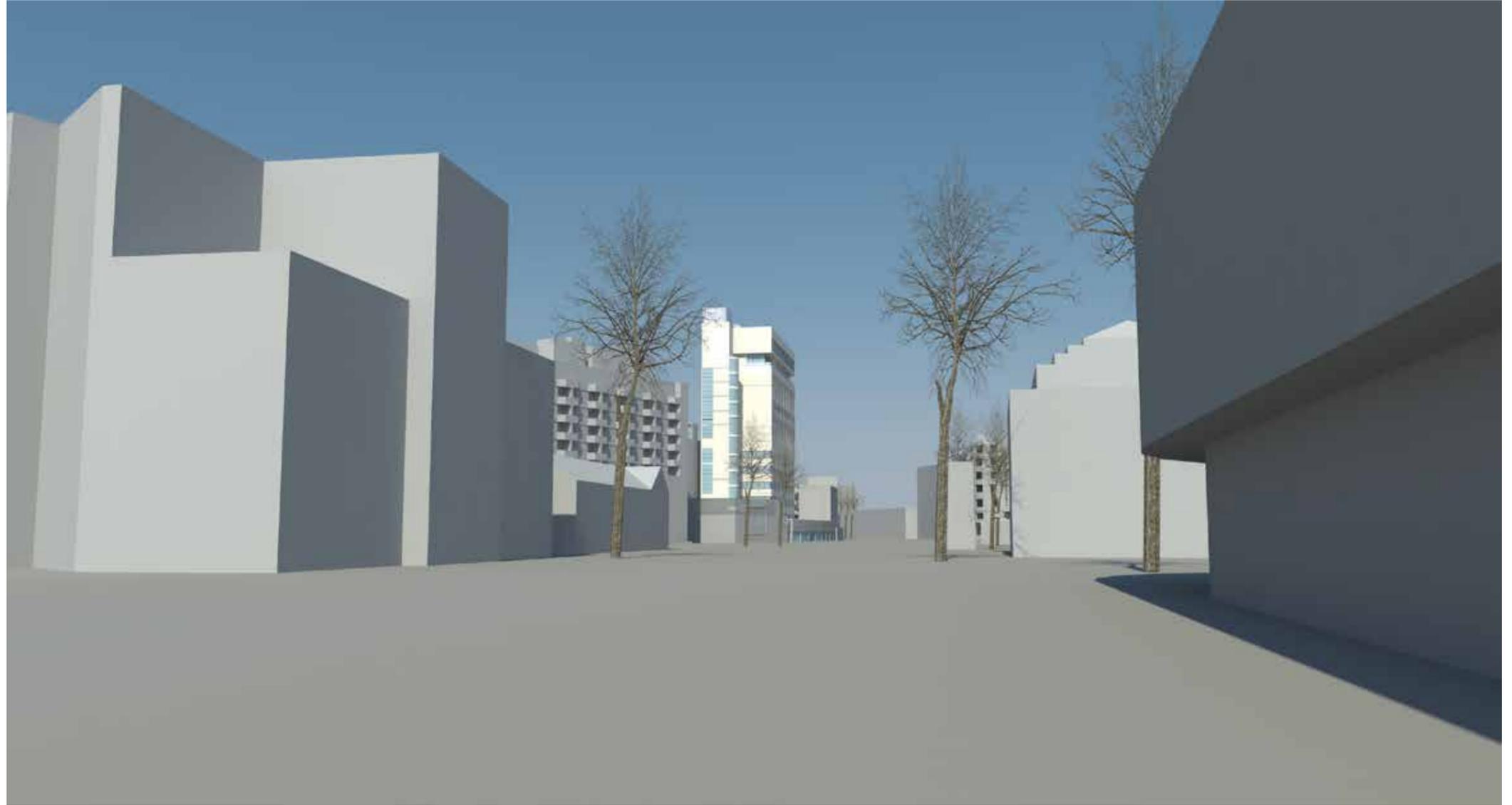


Proposed View

View 2
From Avenue Road from Library entrance



Existing View



Proposed View

View 5
From outside Finchley Road tube station



Existing View



Proposed View

View 7
From junction of Belsize Park / Belsize Square, looking across roof of 69 Belsize Park



Existing View



Proposed View

View 8
From junction of Fairhazel Gardens
and Belsize Road outside 46 Belsize
Road looking towards to the left of the
roundabout



Existing View



Proposed View

View 9
From junction of Fairfax Road and Harben Road



Existing View



Proposed View

