



HERITAGE, TOWNSCAPE & VISUAL IMPACT ASSESSMENT

November 2015

West End Lane

Heritage, Townscape and Visual Impact Assessment

a2Dominion

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1.1 This Heritage, Townscape and Visual Impact Assessment (HTVIA) has been prepared in support of the planning application for the redevelopment of **156 West End Lane** (the 'Site') on behalf of **a2Dominion**. It assesses the potential visual impacts of the Proposed Development on the character of the local area and the wider townscape including heritage assets.

1.2 The report has been prepared by **van Bruggen Urbanism** and is based on the architectural drawings and the Design & Access Statement provided by Child Graddon Lewis, the verified views document prepared by GMJ. It is recommended that this report be viewed alongside the drawings and other documents.

1.3 This report sets out an assessment of the quality of the design proposals ('the Proposed Development') in the context of the surrounding townscape, including the conservation areas and any features of historic importance.

1.4 This HTVIA considers the potential changes to the townscape in the local area, the significance of the changes to the conservation areas adjacent to the Site and the composition of the representative views as a result of the Proposed Development.

1.5 Ten viewpoints have been chosen to illustrate the effect of the Proposed Development and these will enable an assessment of the visual impacts of the Proposed Development on the townscape and views. A map showing the location of the views and the assessment are illustrated in Section 6.0.

1.6 Viewpoints were identified and selected based on visiting the area, maps and aerial photographs, maps of the conservation areas and maps of designated heritage assets. These viewpoints were discussed and agreed with the officers of London Borough of Camden.

1.7 For each of the ten identified views illustrated in Section 6.0, there are images of the view as existing and as proposed. The views as proposed are either fully rendered images or, where more distant, as wirelines. The methodology for the production of the images is included at appendix A.

2.0 Planning policy context

2.1 The section sets out an overview of the relevant planning policy context as it relates to the visual impact and townscape aspects of the Proposed Development. Of greatest relevance are those policies that relate to built heritage, design and townscape.

National planning policy

National Planning Policy Framework, March 2012

2.2 The National Planning Policy Framework (NPPF) was published in March 2012 and sets out the Government's planning policies for England. The national policy framework for decision making requiring good design is set out at Section Seven of the Framework.

2.3 Paragraph 14 of the NPPF states that; 'At the heart of the National Planning Policy Framework is a **presumption in favour of sustainable development**, which should be seen as a golden thread running through both plan-making and decision-taking.'

2.4 Paragraph 17 sets out 12 core land-use planning principles, one of which states that planning should;
always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings.
And;
conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

2.5 Section Seven of the NPPF includes paragraph 56 which states:
The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

2.6 Paragraph 57 continues:
It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.

2.7 The NPPF continues in paragraph 58:
Planning policies and decisions should aim to ensure that developments:

- *will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- *establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;*
- *optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks;*
- *respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;*
- *create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion;*
- *and are visually attractive as a result of good architecture and appropriate landscaping.*

2.8 Paragraph 61 of the NPPF considers that not only is the visual appearance of buildings themselves important, but also of importance is their setting and context. It states:
Although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.

2.9 Furthermore, paragraph 64 requires local authorities to refuse schemes that are of poor design. It states:
Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

2.10 Paragraph 65 of the NPPF instructs local authorities not to refuse schemes;
which promote high levels of sustainability because of concerns about incompatibility with an existing townscape, if those concerns have been mitigated by good design.

2.11 Section 12 of the NPPF, Conserving and Enhancing the Historic Environment, sets out the Government's planning policies to conserve the historic environment and its heritage assets, which are defined in Annex 2 of

the NPPF as:
'A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).

2.12 In paragraph 131 it states that local planning authorities should take account of:
'the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic viability; and the desirability of new development making a positive contribution to local character and distinctiveness.'

2.13 The significance of the heritage assets affected needs to be justified and paragraph 128 of the NPPF states;
The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

2.14 Paragraph 132 explains that the greater the significance the greater weight should be given to its conservation:
'The more important the asset, the greater the weight should be.'
It also explains that significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. Any harm or loss of significance should then require a clear and convincing justification.

2.15 Paragraphs 133–135 explain that where a proposed development will lead to 'less than substantial' harm or loss, to the significance of a designated, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use (para 134).

2.16 The NPPF recognizes that not all elements of a conservation area contribute to its significance. Paragraph 135 states;
The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

Planning Practice Guidance (PPG) 2014. Paragraph 126 of the PPG, which deals with preserving and enhancing the historic environment, states that Local planning authorities should take into account a number of issues including:

- o The wider social, cultural, economic and environmental benefits that

2.0 Planning policy context

conservation of the historic environment can bring;

- o The desirability of new development making a positive contribution to local character and distinctiveness.

Regional planning policy

The London Plan: Spatial Development Strategy for Greater London Consolidated with Alterations since 2011 (March 2015)

2.17 The London Plan: Spatial Development Strategy for Greater London was adopted in July 2011, there have been alterations culminating the March 2015 consolidated Plan; it is the 'overall strategic plan for London'. It contains policies that must be considered in relation to development proposals. Chapter seven 'London's Living Places and Spaces' is most relevant to townscape and visual impact.

2.18 Policy 7.4 (Local Character) provides that 'development should have regard to the context of the area and scale, *mass and orientation of surrounding buildings. Development should build on the positive aspects of an area where character is ill-defined in order to contribute to establishing an enhanced character for the future function of the area.*'

2.19 Policy 7.5 (Public Realm), 'development proposals should seek to make the public realm comprehensible at a human scale, using gateways, focal points and landmarks as appropriate to help people find their way.'

2.20 Policy 7.6 (Architecture) provides that 'buildings should be of the highest architectural quality; be of a proportion, *composition, scale and orientation that enhances, activates and appropriately defines the public realm; comprise details and materials that complement, not necessarily replicate, the local character; not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate.*'

2.21 Policy 7.8 deals with development that effects heritage assets and their setting.

2.22 Policy 7.11 and 7.12 acknowledge the London Views Management Framework (LVMF) SPG. The Proposed Development will not be visible in any of the views designated in the Planning Guidance.

Local policy and guidance

Camden's Core Strategy

2.23 Camden Core Strategy (2010) and Camden Opportunity Site (Site Allocations) set out the Council's proposals for places that are expected to experience significant development including West Hampstead Interchange. A key Core Strategy objective is to support the successful development of the growth areas such as West Hampstead Interchange, and to provide homes to meet Camden's housing needs.

2.24 The site is located within an "Intensification Area" as designated within the London Plan 2015 (Policy 2.13) and within a designated "Growth Area" (West Hampstead Growth Area) as outlined within the Camden Core Strategy (Policy CS1 and CS2) and the Fortune Green and West Hampstead Neighbourhood Plan. Both designations support growth and the efficient use of land with the aspiration of securing a mix of uses, including substantial new housing, appropriate town centre uses, employment uses and open space.

2.25 In doing so Camden expects development in the area to conserve or enhance the special character and appearance of West Hampstead by applying the guidance in the conservation area statement. This is reinforced in CS14 (Promoting High Quality Places and Conserving Our Heritage).

2.26 Section 3 of Camden's Development Policy (2010) documents deal with design and heritage. DP 24 seeks high quality design through the consideration of the context of development, its scale and character. DP25 resists development outside of conservation areas that would cause harm to the character and appearance of the area.

2.27 Further guidance on design is contained in the Camden Planning Guidance 1 Design (2015).

2.28 Objective 2 of the Fortune Green and West Hampstead Neighbourhood Plan (2015) deals with design and character and states that "*Development will be of high-quality design and will need to reflect the existing styles of the Area, large parts of which are covered by Conservation Areas*". Policy 2 expands on Objective 2 stating that all development shall be of a high quality of design, which complements and enhances the distinct local character and identity of Fortune Green and West Hampstead.

2.29 West End Green Conservation Area Appraisal and Management Strategy (2011) and South Hampstead Conservation Area Appraisal and Management Strategy (2011) provide guidance on development that may impact the conservation areas special character. These are covered in detail in the Heritage Statement Section 5.0 of this document.

3.0 The site and its setting

The site

3.1 The Site is in the London Borough of Camden. 156 West End Lane is bounded by West End Lane to the west, West Hampstead Thameslink station is opposite the site with West Hampstead tube and Overground station to the south. The southern boundary of the site is formed by the boundary wall to the Network Rail tracks and the Potteries Path, a public right of way. The northern boundary is formed by the boundary fences of the rear gardens of residential properties along Lymington Road.

3.2 Directly to the east is a multi use games area (MUGA). A public right of way, Potteries Path, along the southern boundary connects West End Lane to Lymington Road. The site is not within any conservation area nor does it contain any designated heritage assets. West End Green Conservation Area (a designated heritage asset) lies immediately to the north and west and South Hampstead Conservation Area is to the south, beyond the railway lines.

3.3 The Site is linear and approximately 170m x 34m, narrowing on the eastern extremity. The site drops from west to east by about 2.5m while West End Lane itself rises from south to north.

3.4 Vehicle and pedestrian access is from West End Lane, with a public path (Potteries Lane) along the southern boundary providing access to the MUGA. The existing access road and area of car park are constructed on a concrete platform supported by columns such that there is a 4-5m high open void beneath the platform where the platform spans across the former railway sidings in the cutting to the south of the site. A retaining wall is present at the site boundary supporting the higher ground level of the site to the ground level within the railway cutting.

3.5 Potteries Path provides public access to the play space at Crown Close. The existing path is partly enclosed between two high walls and is unattractive and does not provide a safe and welcoming route for pedestrians and cyclists.

3.6 The Site includes a five-storey block built in the late 1970's fronting onto West End Lane, with a two-storey block extension to the east. The existing building comprises a red brick exterior with concrete frame. The flat roofs are asphalt.

3.7 The existing buildings cover approximately one sixth of the site area. The remaining area of the Site is of an open hard surface yard, used to store building materials.

- Office space of 2,401sqm (25,842sqft GIA) – previously occupied by Camden Council (vacant B1 office space above ground floor) 1st to fourth floor.

- Builders merchants (retail showroom, trade counter, warehouse and open store) totalling 1,618sqm (Sui Generis Use) (17,412sqft GIA) – occupied by Travis Perkins at ground floor with rear open area for parking / storage.

The site's surroundings

3.8 The surrounding area forms two distinct patterns. The residential grain to the north and south of the various railways and the larger, coarser grain of the sites adjacent and between the railways, which are of modern (20th and 21st C).

3.9 The Site sits in the coarser grained area, but shares a boundary with the finer grain West End Green conservation area to the north. New development adjacent to and between the railways has a distinct pattern of large footprint buildings up against the railway and road edge. This grain is most notable towards Finchley Road and the O2 Centre, but exists around the West Hampstead Stations also.

3.10 The underlying residential street pattern provides for an overall legible network of street spaces, generally reinforced by almost continuous building frontages and buildings arranged along common building lines. These are partly tree lined streets with generally consistent building set backs from the pavement. Front gardens and front doors further emphasise the residential enclave.

3.11 The most significant routes running north are Finchley Road and West End Lane, which are the only two connectors across the railway infrastructure. West End Green is an importance connector of the east / west and north / south routes.

3.12 The character of the emerging townscape both within and outside of the Growth Area (Area of Intensification) is higher in scale, contemporary in style and denser than the existing buildings to the north.

3.13 The 'Growth Area' is criss crossed with railways, leaving pockets of sites fronting onto Network Rail land. 156 West End Lane is to be seen as part of this emerging development area.

3.14 New development adjacent to and between the railways is characterised by larger footprints and is clearly distinct from the more domestic scale in the surrounding area, and relates more to the industrial landscape within which it is set.



3.23 The character of the site and its surroundings suggests that the building is no longer appropriate to its use and its design could be improved to better respond to the character of the area. The area is mixed in character and appearance. West End Lane is a very busy and trafficed route. It retains many of its original features and the buildings that line it to the north of the site are attractive. They positively contribute to the area and as such are included within the West End Green Conservation Area. However, the site also sits adjacent to the railway and to the new developments south. The use of the building is no longer thought appropriate or is not fit for its purpose. It has not been included as part of the conservation area, it is offered no special protection in planning policy and it is expected to be redeveloped.



4.0 The proposed development

4.1 A detailed description of the Proposed Development and how its design evolved is contained in the Design and Access Statement and the detailed architectural drawings accompanying the application.

4.2 The Proposed Development will see the demolition of all buildings on the Site, including the removal of the builders yard and the construction of new buildings ranging from three to seven storeys.

4.3 The description of development is;

Demolition of all existing buildings and redevelopment of the site to provide 164 mixed-tenure homes (Use Class C3), new floorspace for town centre uses (Use Classes A1, A2, A3, D1 or D2), new employment floorspace (including four dedicated units for start-up businesses) (Use Class B1), a community meeting room and new and improved public open spaces, together with associated new landscaping, on-site access, servicing and disabled car parking.

4.4 The site layout proposes a commercial unit fronting onto the retail street of West End Lane. Accessed for all deliveries and servicing as well as residents cars is from the vehicle route at West End Lane.

4.5 Above the commercial lower floors (ground is retail, first is office) are residential flats. The dwellings wrap around the site and a green open space in the centre of the site with views out to the south. Residential units also line the pedestrian route which follows the public right of way of Potteries Path.

4.6 The central open space takes advantage of being enclosed on three sides with residential accommodation and entrances, while being completely open on the south facing aspect. There are further commercial units and a community facility at ground level between the open space and West End Lane.

4.7 The materials have been chosen to respond to the nature of the site and the urban conditions found to the north and south. The buildings will be predominantly made from red brick. The facade is textured with brick detailing and with bands of lighter brickwork. The lower elements of the façade to West End Lane will be glazed shopfronts with brick piers. The facade is intended to read 'as a piece' with the Edwardian Canterbury Mansions to the north and to balance with the new buildings to the south.



5.0 Heritage Statement

5.1 This section has been provided to show the analysis of the historical significance of the Site and its relationship to two relevant conservation areas so as to ensure that the character of the area is preserved and enhanced as part of the proposal. While the Site is not within any designated conservation areas, and is identified as an area for growth and change, the design nevertheless seeks to introduce a new, high quality, building into the area that recognising the conservation issues. This will ensure it responds appropriately to the context, and in particular, to views of the Proposed Development from adjacent areas.

5.2 The site lies immediately adjacent to the West End Green Conservation Area and is north of the South Hampstead Conservation Area, which is some way to the south across the railway lines. The Site itself is not within any designated conservation area and does not contain any listed buildings, either statutory or locally. It is not considered to be archaeologically important although it is adjacent to an archaeology priority zone. The one existing building on the site dates from c. 1970, and lies on the main thoroughfare comprising West End Lane and stretches back in a large low-rise commercial building.

Historical background

5.4 Documented evidence shows that the small hamlet of West End Green existed around the current Green since medieval times, and that no more than eight householders were registered as late as 1841. West End Lane, Fortune Green Road and Mill Lane all follow routes that have met at West End Green since this period.

5.5 Throughout and until the middle of the 19th century the area beyond the hamlet was largely occupied by substantial country houses. These were lost in the wake of the erection of the Midland Line Railway Station on West End Lane in 1871. The land where the South Hampstead Conservation Area is now, consisted of fields crossed by local tracks and paths including West End Lane, and was largely owned by Maryon Wilson Estate and the Estate of Colonel Cotton. The Victoria County History sets out the earlier history of the West End area of which the site is part, and extracts are set out below.

5.6 In the mid 13th-century le Rudyng, a name which indicates a woodland clearing, was by 1534 called West End,¹ because of its position in relation to the central demesne lands. West End was then the name of a freehold estate, later called Thorplands, belonging to Kilburn priory. The following extracts give a flavour of a quiet rural backwater.

There was a house on the estate by 1646 and possibly by 1244 and although none of the copyhold tenements at West End can be traced back to 1312, the fact that several were heriotable suggests their origin in the Middle Ages. The road junction at which West End lies appears to be later than the hamlet but West End Lane and Mill Lane (Shoot Up Hill Lane and Cole Lane), although not named until later, probably existed as access in the Middle Ages since they formed the boundaries of several ancient estates. In 1644 Hillfield abutted on Northwood apparently without Frogna Lane, called West End Lane in the 18th century, separating them but presumably there was always a route from West End hamlet to the parish church. Several houses in West End were mentioned in the early 17th century and by the mid century London merchants were building larger ones.

In 1655 William Hitchcock, merchant tailor, conveyed a new house, described in 1687 as a mansion house on the west side of West End Lane, to William Bennett, another London merchant, and north of it another house was held by three generations of Wachters, London

¹ A History of the County of Middlesex: Volume 9, Hampstead, Paddington Originally published by Victoria County History, London, 1989. (British History Online)

merchants, possibly Jews, from c. 1649 to 1686. Bennett's house was probably the White House, which passed to Norwich Salisbury by 1692 and to Richard Limbrey in 1743. In 1762 Limbrey owned and occupied a brick house and coach house opposite Jacksfield, the most southerly house in West End. The house and stabling north of it, owned by Armine Snoxell in 1762, was probably Wachter's, later Sandwell House. There was a house at Colemead, north of Shoot Up Hill Lane and west of Fortune Green Lane, by 1707. The Black Lion stood on the west side of West End Lane by 1721 and the Cock and Hoop almost opposite, north of the junction with Frogna Lane, by 1723. In 1710 West End had 14 rent-paying tenements and by 1762 there were 19 houses, 18 cottages, and 2 inns, in West End, mostly on the west side of West End Lane and Fortune Green Lane.

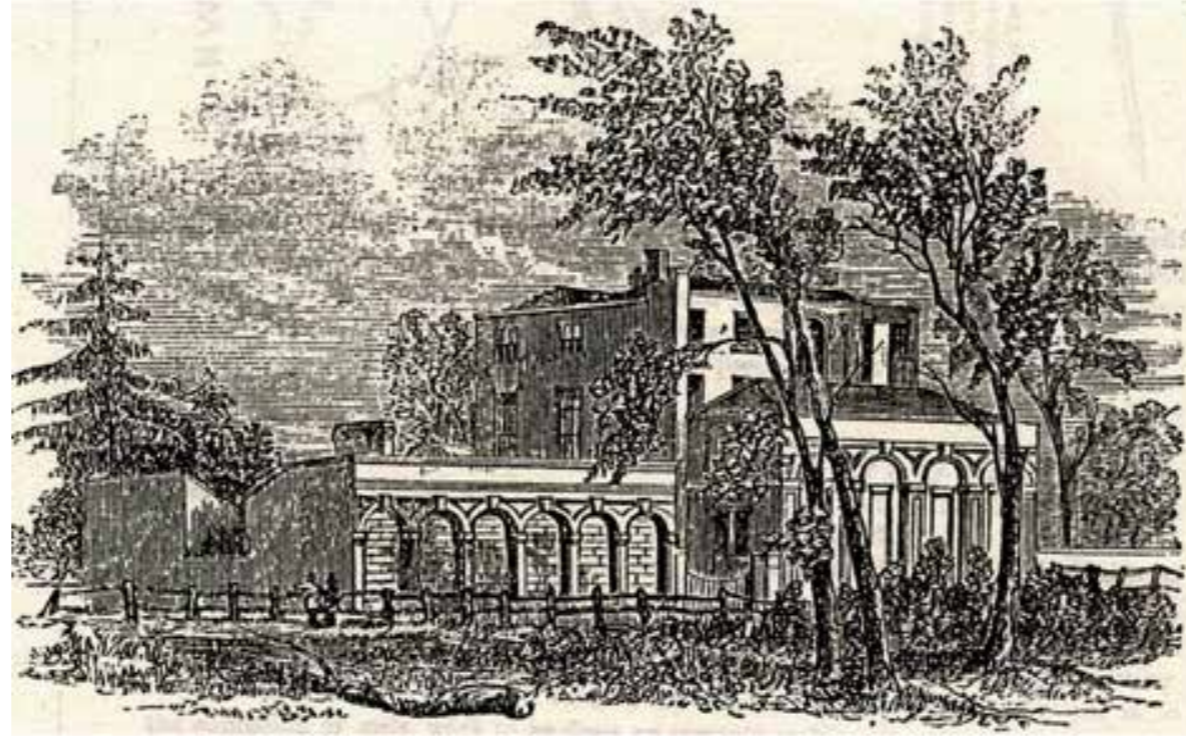
By 1800 West End was a hamlet of cottages and seats set in parkland. The White House had by 1774 been replaced by West End House, which, as a result of the straightening of West End Lane, stood back from the road. The property, with other West End estates, passed in 1796 to Maria Beckford, whose family, which included William Beckford (1709-70), lord mayor of London, had occupied a house nearby since 1762 or earlier.

In 1812 James Leigh Hunt moved to a cottage at West End, attracted by a district so quiet that the inhabitants of West End Hall claimed to have heard the cannon at Waterloo. A proposal to bring Finchley Road to West End Lane in 1824 failed and the new road, east of the hamlet, had little immediate effect. The only building was of a few houses at New West End, on the east side of Finchley Road, in the 1840s. A National school and cottage for the schoolmistress was built on the north side of the village, on part of the grounds of Cholmley Lodge, in 1844. In 1851 West End was a hamlet mainly of agricultural labourers, gardeners, craftsmen, and tradespeople for daily needs, with an innkeeper and two beershop keepers and a schoolmistress; the few gentry included Rear-Admiral Sir George Sartorius (1790-1885) of West End House, a retired ironfounder, a surgeon, some civil servants, and a clergyman. Industry, in the form of Thomas Potter's foundry on the south-west side of West End Green, arrived in the 1860s, followed by Potter's Buildings or West Cottages for its workers.

The transformation of West End came with the building of three railway lines south of the village, crossing West End Lane. Large sections of several estates were sold to the railway companies: in addition to the lines themselves, sidings, yards, and rubbish tips occupied much space and the remaining farm- and parkland was cut into segments, determining the subsequent street pattern. The Hampstead Junction Railway, built by 1857, ran along the southern boundary of West End House. The Revd. William Dunbar, who lived in Scotland, sold the estate

to a speculator, Charles Bischoff, the owner in 1863 when the second railway line, the Midland, was proposed. The Midland line, opened in 1868, passed along the northern boundary of West End House, which in 1857 became a girls' laundry training school and later accommodated railway workers before its demolition in the late 1890s.

The period of greatest development was in the 15 years from 1879, beginning with the opening of the third railway, the Metropolitan & St. John's Wood, with a station in West End Lane (West Hampstead). Stations on the other two lines opened in 1880 and 1888. The first to exploit the railway was Donald Nicoll, M.P. and owner of a gentlemen's outfitter's in Regent Street, who leased Oaklands Hall from Charles Spain from 1861 to 1872 and owned portions of the Little estate to the north and west, together forming a 23-a. estate which he called West End Park. Nicoll was a director of the Metropolitan and St. John's Wood railway from 1864 to 1872 and, in anticipation of its plans, laid out a road (Sherriff, then called Nicoll, Road) on the line later taken by the railway, for which he received substantial compensation. He then sold West End Park to the London Permanent Building Society, which was connected with Alexander Sherriff, a fellow M.P. and railway director, who gave his name to the northernmost road on the estate.



Old West End House, Girls Laundry Training School

Old West End House, when in use as a Girls Laundry Training School.

5.7 The historic mapping shows that in 1862 there was no recorded development on the site. The site was originally fields, then, with the arrival of the railway, it became a depot. The area immediately around it was, and to some extent still is, in mixed industrial use.

5.8 In 1874 the opening of Priory Road provided a gateway to the area and triggered large-scale development. Following the intensification of railway infrastructure during the mid 19th century, West Hampstead grew rapidly from 8,000 people in 1881 to 30,000 in 1901. The three railway lines: the Hampstead Junction (1860), the Midland (1868) and the Metropolitan Line (1879), all later opened stations on West End Lane. Most of the buildings built during this period are now within designated Conservation Areas.

5.9 While much of the conservation area has maintained its 19th and early 20th Century buildings there have been some modern interventions. The area of the Site has changed more rapidly, particularly in the late 20th Century. The building on the Site dates from the 1970s.

5.10 To the east of the site along Lymington Road, Camden built a large estate in the 1980's. These are three and four storey houses in rows perpendicular to the main street. These are also outside of the conservation area.

5.11 The land between the railways however remained largely undeveloped, other than a terrace of housing on Blackburn Road and an array of industrial and storage uses. Railway sidings, a coal depot, and embankments covered much of this land.

5.12 During the last 10 years the land between the tracks to the east has incrementally been developed as a mixture of modern industrial warehouse type premises and the central area developed as a Homebase and car park for the Finchley Road O2 Centre.

5.13 The residential areas are characterised by large pockets of Victorian and Edwardian terraces, semi-detached houses and red brick mansion blocks, most of which fall within the designated Conservation Areas of West End Green and South Hampstead. These are interspersed with a number of more recent housing developments, such as The Sidings, Rowntree Close, Lymington Road and Lithos Road estates. These estates have mainly been developed alongside the railway lines and appear in some cases quite separated from the surrounding area.

5.14 The intensification area as identified by the GLA and Camden has seen much recent of a scale very different to the existing buildings. This is covered in detail in the Design and Access Statement.

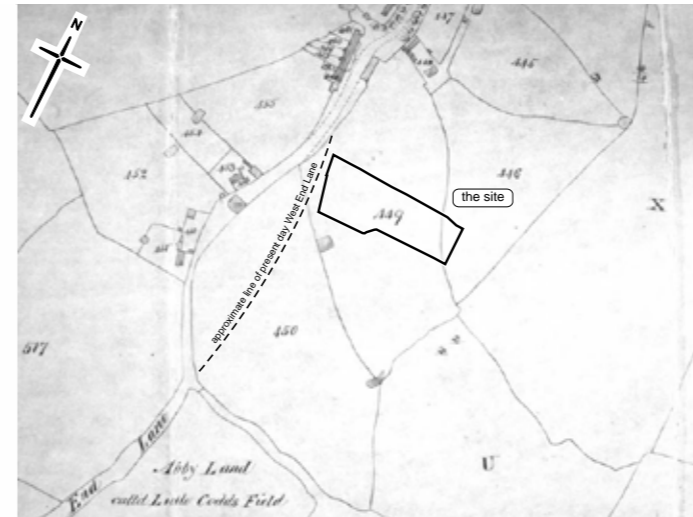


Fig 5 Ellis's manor and parish map of 1762



Fig 7 Daw's map of the parish of St John Hampstead of 1864



Fig 8 Ordnance Survey 1st edition 25":mile map of 1870-71



Fig 10 Ordnance Survey 25":mile map of 1935

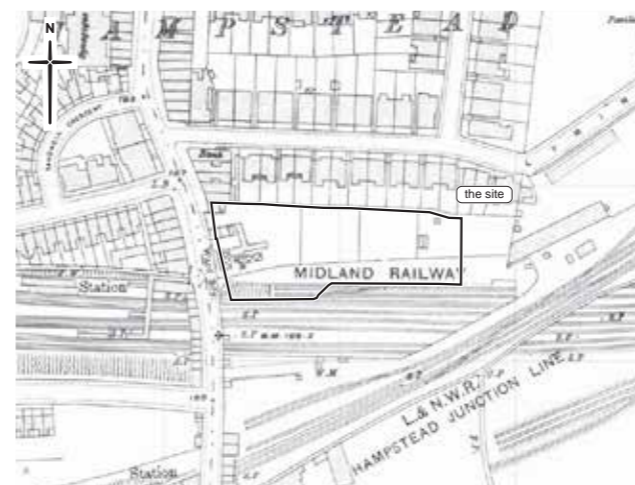


Fig 9 Ordnance Survey 3rd edition 25":mile map of 1915



Fig 11 Ordnance Survey 1:1250 scale map of 1953 (not to scale)

Conservation Areas

5.15 West End Green is a London village running along the spine of the West End Lane. The Lane rises and links Kilburn to Hampstead. The Conservation Area Appraisal (2011) states that the *'village character has been absorbed but not erased by the expansion of central London from the south, and by Hampstead from the north and east during the late nineteenth and early twentieth century'*. The growth from tiny village to metropolitan suburb has resulted in a homogeneous piece of Victorian and Edwardian domestic architecture and planning. The character of the area is still defined by the village with the busy commercial 'spine' street, the Green, the street trees and private gardens, the monumental mansion blocks, their scale contrasting with the semi-detached and detached villa dwellings of the streets away from West End Lane, the variety of substantial houses for professional families and terraced housing. The public buildings support the community and provide landmarks. These include the church, synagogue, library, primary school and fire station. ²

5.16 Many street views within the conservation area are framed by mansion blocks, in particular Cannon Hill, Honeybourne Road and West End Lane itself with mansion blocks on both sides of the street. This is typical in the area between West End Lane and Finchley Road. Finchley Road itself, borders several conservation areas and is typified by large mansion blocks. There are also streets within the Conservation Area where the vista is closed by mansion blocks, including Cannon Hill and Crediton Hill looking north. The orderly and maintained hedges and entrances add greatly to the quality of the streetscape. The view up from the West Hampstead Thameslink and West Hampstead stations into the conservation area has been blighted for a long time by the low grade shops and ad hoc buildings over the tracks and the 1970s office block on the east side. This is also stated in the CA Appraisal.

5.17 To the south is the South Hampstead Conservation Area. It is also characterised by Victorian residential development of terraces, semi-detached and detached dwellings. It is described as a leafy suburb. It lies beyond the railway lines to the south of the Site and Blackburn Road. It is remote from the Site and it is not considered necessary to examine this in detail.

Historical significance of the development site

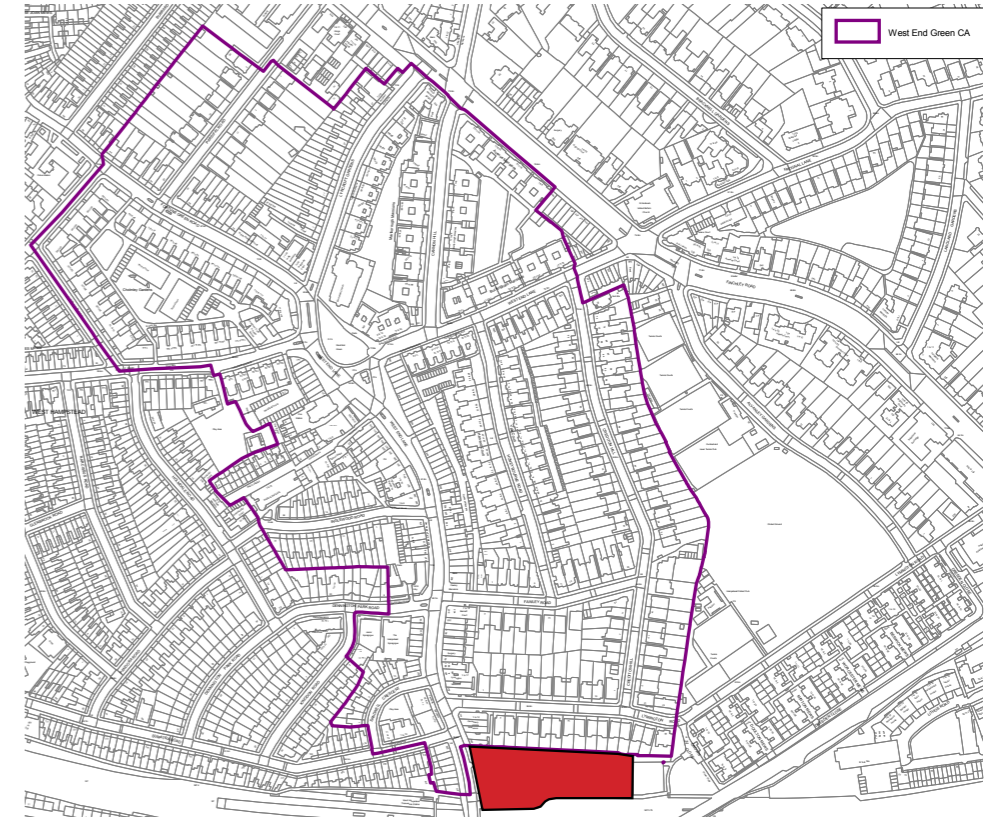
5.18 There is nothing on the Site that can be regarded as of historical value or that would be considered sensitive to development. The existing commercial building dates from the 1970s and is not regarded as of architectural significance. Indeed the Conservation Area Appraisal says that this blights the setting of the conservation area more generally. The proposed development is on former railway land that was subsequently

cleared. The history of the site has assembled a series of interesting and historic facts but they do not constitute historical value. Heritage value can be intangible and the value of a historic place is not only encompassed by architecture. There is however no evidence that this site is a notable representation of a way of life, a significant stage in the development of a community, a site of significant achievement or cultural tradition. It is not associated with a notable architect, has no associations with events which have contributed to patterns of history or in a significant way with the lives of persons of historical importance.

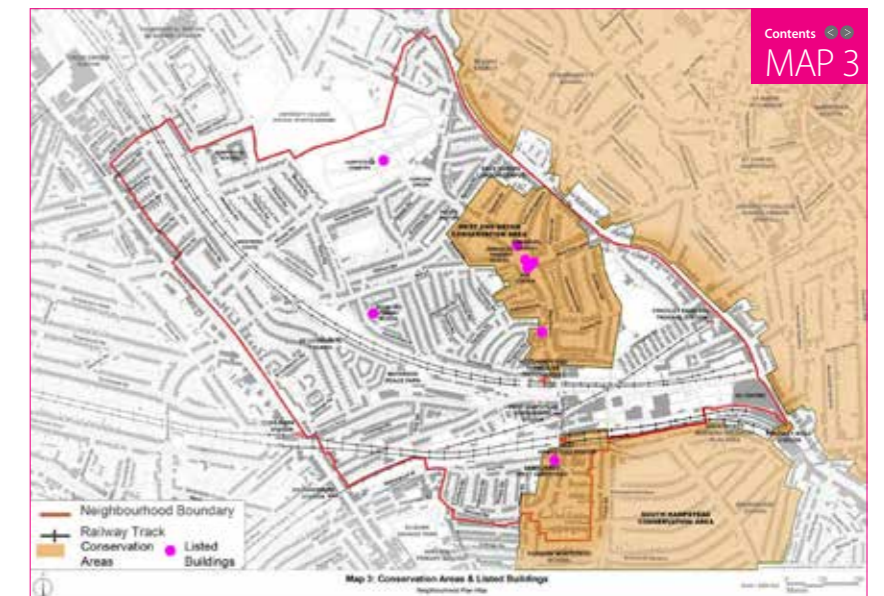
5.19 The heritage value of a place within a modern context: The office block at the front of the site has had a functional use, most recently as council offices and space for a builders' merchant. The land to the rear has functioned as a builders' yard.

5.20 The significance of the adjacent conservation area largely lies in the character of the built environment as experienced from within the area. The buildings within the West End Green conservation area turn their back towards the railway lines to the east and west of West End Lane, reinforcing the sense that the conservation area is a contained and separate identity. With its tree lined streets and brick built villas and mansion blocks there is a level of architectural detail which breaks down the apparent scale of the dwellings within the conservation area, but it is also recognised that the underlying form is of a relatively dense urban scale.

5.21 The conservation area is focussed to the north of the Site towards West End Green and the buildings of West End Lane. The scale of buildings, as is typical of many areas, reduces away from the main arterial route of West End Lane. While this is common in the streets that run to the west and east such as Fawley Road, Lymington Road, Dennington Park or Sumatra Road, or roads such as Crediton Hill this is not consistent. The townscape increases again to the east and north towards Finchley Road. The mansion blocks lining Finchley Road, West End Lane, Cannon Hill and Honeybourne Road are a characteristic of the area also. These mansion blocks are often extensive, occupying entire streets and urban blocks.



Camden Council map outlining West End Green Conservation Area



Conservation Area and Listed Buildings Map (extracted from the West Hampstead and Fortune Green Neighbourhood Plan)

² West End Green Conservation Area Appraisal and Management Strategy, London Borough of Camden, 2011

Impact of the proposal on the character and appearance

5.21 The impact of the proposals on the character of the conservation area as a whole is very limited. It is the nature of the conservation area that it is a self-contained settlement next to railway lines. There is no loss or change to historic features within the area. There is some impact on views out, in that the profile of the new development will be visible in the distance and above existing dwellings. However, many of these views are currently not without other buildings outside the conservation area impacting upon them. There are some modern interventions in the conservation area such as the junction of Crediton Hill and Lymington Road and there are new developments existing and more emerging beyond the Conservation Area. This includes the student development (nine Storeys) at Blackburn Road to the south, West Hampstead Square (up to 13 storeys) and JW3 on Finchley Road at nine Storeys which is seen between villas on Crediton Hill to the east.

5.22 Some views into the conservation area will also be affected. The existing view to the east from the railway bridge is principally of the railway infrastructure and development towards Finchley Road with only the rear of Lymington Road houses, the 19th century developments having turned their backs on the railways, visible. Furthermore, the roofscape and rear of these buildings within the conservation area have been much altered. This view across the southern part of the conservation area does not define the character or appearance of the conservation area and includes only a small part of the conservation area in the view. Development on the site and of the type proposed would alter the view but it would not harm the significance of the conservation area, its character or appearance.

5.23 The existing 1970s building has little character and impacts negatively on the setting and appearance of the conservation area described as *'blighting the view'* in the West End Green Conservation Area Strategy. This is not to do with its height and scale but rather its design as purpose built office with a lower shed development and open yard attached. It offers little to the street or streetscape in use or in architectural interest.

5.24 Views from within the conservation area south along West End Lane similarly make no contribution to the setting of the conservation area. The staircore of the existing office building rises above the roofline of the adjacent Canterbury Mansions, which is on the edge of the conservation area. The staircore does not seek to address this junction, either in height or design. It is also the case that beyond the office building and beyond the railway lines are other modern office developments.

5.25 The design of the proposed buildings has been informed by the understanding of the special character of the conservation area adjacent to the north of the site but also the wider context, which includes new substantial buildings to the south and east.

5.26 The design approach has been to find a language for modern mansion blocks. The Conservation Area Strategy (2011) recognises the positive contribution that these existing buildings make to the special character of the area. It recognises mansion blocks as a character zone in themselves and states;

'Mansion blocks are a characteristic of the area. Examples are embedded throughout the area but the distinctive group is at the northern end and consists of Buckingham, Avenue and Malborough Mansions, known locally as BAM, and Chomley Gardens. BAM belongs to the wave of expansion at the turn of the twentieth century and are tall red brick.'

And;

'The mansion blocks have a uniformity that is a positive contrast to the individuality of the individualistic character of the houses. Details are bold and repetitive, boundaries and hedges are neat, the roofline of the blocks makes simple skylines.'

5.27 The design seeks to make a positive contribution to the conservation area and to preserve and enhance the character and setting of the area. The design reflects the Strategy where; *'the mansion blocks have a scale and boldness of detail that gives them a solid and substantial presence.'*

5.28 This approach is consistent with the character of the conservation area. The bold but simple forms and the predominant use of red brick with repetitive detailing create a series of buildings sitting comfortably alongside the existing buildings.

5.29 The proposed elevation to West End Lane has paid very careful attention to the height and principal features of the existing Canterbury Mansions, Sandwell Mansions and Lymington Mansions frontage. By removing the existing 1970's building it is considered to be an enhancement of the built environment. Replacing it with a purpose built building that takes its clues from the character of the immediate area and the special character of the conservation area it sits next to will enhance the site, the area and the setting of the conservation area.

The views into the development that are integral to the character of the area are those down the main streets such as Lymington Road from its junction with West End Lane and these have been carefully considered. The appearance, setting and character of the conservation area are not affected with development to the east. London continues to grow and there can be very few areas that have not seen their distant views change.

Impact on conservation area of South Hampstead

5.30 The site does not share a boundary with this conservation area and is separated from it by two railway lines and development. The appearance setting and character of the South Hampstead Conservation Area is not affected by the new proposals. Views from some places within the area will be affected, and these are assessed in this document.

Conclusions about the Heritage Significance

5.31 The Site does not contain any buildings, features or archaeology which is of special heritage value. The Site is not within a conservation area or other special historic area. The Proposed Development removes a building that has been described as blighting the setting of the conservation area that it borders. The Proposed Development has been carefully designed to minimise adverse impacts while providing much needed affordable housing, as well as market housing, open space and a much enhanced public realm, community space and employment space in the area. In doing so it proposes a principally residential development in keeping with the historic character of the area.

5.32 The significance of the West End Green conservation area, and in particular the significance of the impacts of the proposed development, have been assessed.

- The proposed new buildings and the works associated with them will improve an area which has long been problematic and considered to be detrimental to the broader character of the area. In this regard the Proposed Development will enhance the setting of the conservation area.
- The current uses on the Site are quite different to the uses that characterised the conservation area close to the Site. Replacing the builders merchant yard with residential uses and open space will make a positive contribution to the area.

The degree of change, while quite extensive, is comparable to other changes to the conservation area experienced over time. It is a degree of change envisaged and encouraged by the local planning authority, the GLA and by national planning policy.

- The character of the West End Green conservation area is not adversely affected by development on its southern boundary. In particular the 19th century development had deliberately turned its back on the railway to create a self-contained high quality enclave. It is entirely appropriate that this Site is outside of the conservation area. The scale of the Proposed Development, while larger than some of the 19th century buildings, is sensitive to the existing scale of the area and makes full use of the topography of the site to minimise its impact on the setting of the

conservation area.

- The Proposed Development does not have any adverse impact on the South Hampstead conservation area. The new development, it is argued, will improve the aspect and do away with dereliction.
- The character of this part of West End Lane is only marginally affected by the new building and in detail it is improved by the provision of a structure much more in keeping with the scale and design of the existing frontages to West End Lane. The West End Lane is a particularly enhancement to the setting of the conservation area.
- The NPPF accepts that economic and social change (i.e. much needed new housing, open space, commercial workshops and community space) should be considered equally with physical change when considering the impact on heritage.
- There is no evidence of harm.

5.33 Overall, the proposals will have negligible impact on the adjacent conservation area. Removing the existing building will enhance the setting of the conservation area. Removing the builders yard and replacing it with a residential building of much greater scale will not adversely impact the setting of the conservation and by continuing the local tradition of residential development can enhance the character of the area. In particular the new development will improve the quality of the public realm on West End Lane and by developing a well-structured and well landscaped public realm will enhance the residential character of the area more generally.

5.34 While some limited views of and within the conservation area will change, the assessment concludes that the overall change is positive and that the Proposed Development will enhance the setting of the conservation area.

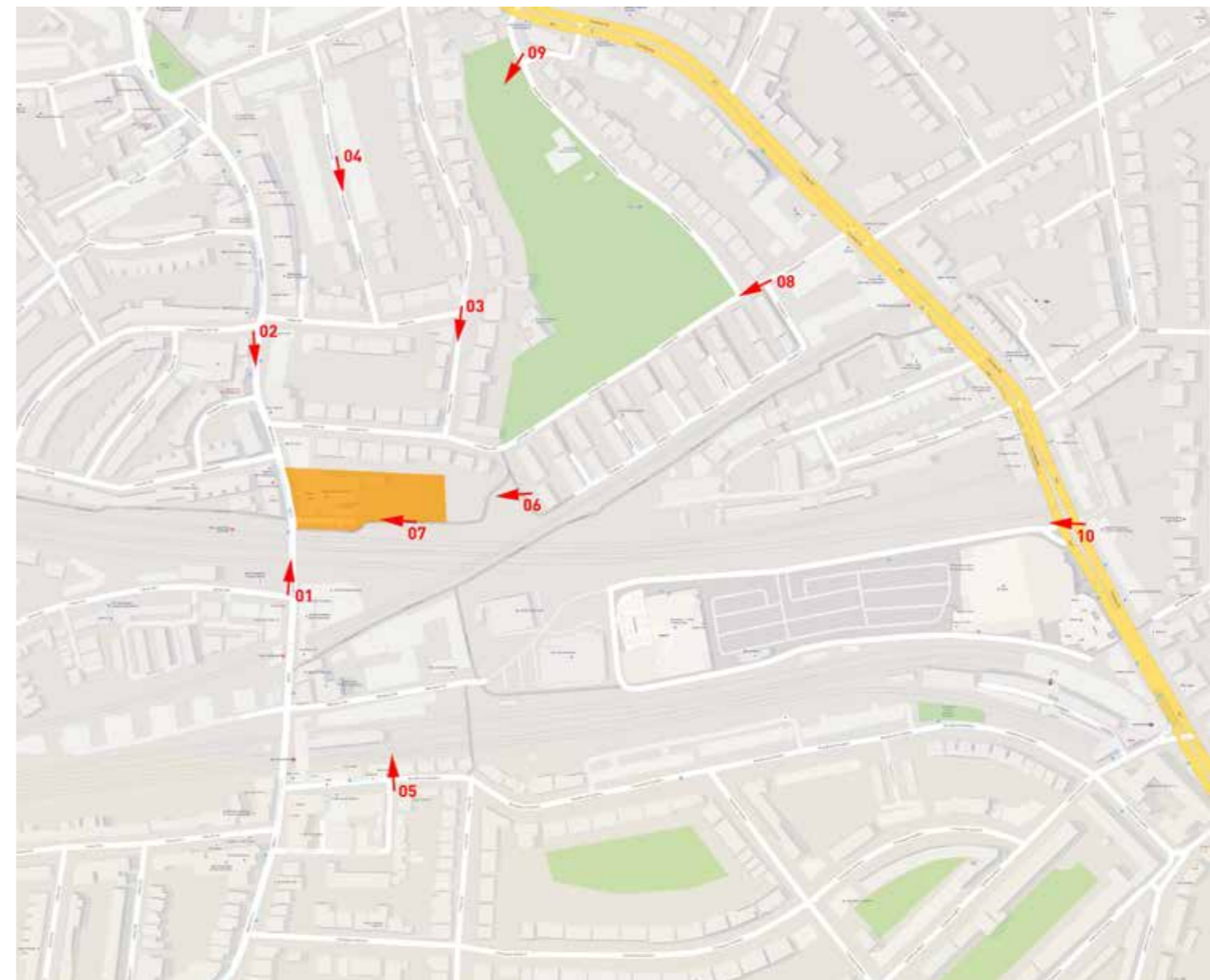
Sources consulted

London Borough of Camden: West End Green Conservation Area Appraisal and Management Strategy, February 2011.
 London Borough of Camden: South Hampstead Conservation Area (Formerly known as Swiss Cottage Conservation Area) Character Appraisal and Management Strategy, February 2011.
 Cherry & Pevsner: Buildings of England London 4: North, 1999
 English Heritage Understanding Place: Historic Area Assessment in a Planning and Development Context, 2011

6.0 Townscape views

6.0 Townscape views

View 1	Iverson Road and West End Lane	Rendered
View 2	West End Lane	Rendered
View 3	Crediton Hill & Frawley Road	Rendered
View 4	Honeybourne Park	Wireline
View 5	Broadhurst Gardens	Wireline
View 6	Crown Close	Wireline
View 7	Potteries Path	Wireline
View 8	Lymington Road	Wireline
View 8i	Lymington Road (zoom)	Wireline
View 9	Alvanley Gardens	Wireline
View 10	Finchley Road at O2	Wireline



6.0 Townscape views

6.1 View 1 Iverson Road and West End Lane

Existing

6.1.1 This view is located at the junction of Iverson Road and West End Lane and is looking northwards. The location is not within the conservation area but looks towards the very south-eastern side of the West End Green Conservation Area.

6.1.2 Not within the conservation area but adjacent to it is the existing 1970's red brick office building on the Site. To the east of West End Lane is the gable and the unusual bay window of the building adjacent to the station entrance and within the conservation area. Further north is Canterbury Mansions, an Edwardian mansion block building with white stucco detailing or stringcourse detailing. It presents a pair of gables to the street at roof level and a series of dormer windows set back behind the parapet. The turret onto Lymington Road is also visible.

6.1.3 The existing building is red brick with glazed strip windows running around the facade. The stair core makes an awkward stepped profile against Canterbury Mansions and the street, disrupting the building line. The roof profile emphasises the greater height between the two parts, with little relief at roof level. The ground floor is recessed behind pillars with no fascia detailing.

6.1.4 To the rear of the office building is the large floor area, two storey warehouse element. This is in the same style as the main office building. It has a low long horizontal emphasise in marked contrast to the buildings beyond. The varied and much altered roof profiles of the rear of the buildings along Lymington Road are also just visible. Although these buildings are within the conservation area they turn their backs to the site and their back gardens form the boundary of the conservation area.

6.1.5 In the foreground the road bridge over the railway is equally as robust as the office building. The single storey retail units add some character but are not attractive. The green tiling to the wall along Iverson Road does lift the appearance of the area.



6.0 Townscape views

View 1

Proposed

6.1.6 The Proposed Development will change this view markedly. The poor 1970s building will be replaced with a new building designed to sit alongside the conservation area buildings but specifically Canterbury Mansions. The new building makes a more comfortable and easy transition particularly at roof level. This change is significant and is an enhancement to the view.

6.1.7 To the east end of the site (right in the image) the view will also change. The two storey warehouse building will be replaced with the proposed scheme. Although some element of openness will be lost, the roofline and rear of properties along Lymington Road will also be obscured. However the area is very open with expansive views over the railway rising towards Hampstead. The sense of openness will remain.

6.1.8 The proposed building will appear above the railway bridge and the single storey retail unit on West End Lane making a marked change to the skyline here. Although expansive the view does not define the character of the conservation area. It defines the character of the railway cut and the development that has grown up along it. The proposal reinforces the line of the Potteries Path, marking the edge of this route and greatly aiding the legibility of the area.

6.1.9 The buildings height and scale replicate the scale of the mansion blocks of Canterbury Mansions adjacent but also those to the north within the conservation area, such as Sandwell, Buckingham and Marlborough Mansions.

6.1.10 The continuity of the height and the detailing of the mansard roof creates a coherence and pleasing collection of building forms reminiscent of the area without resorting to mimicry or replication. The material quality and level of detailing are high, as will be the quality of the accommodation, leading to a highly articulate façade. This will add richness to the building that is absent in the existing building and site.



6.2 View 2

Existing

6.2.1 This location is north west of the site and is looking from within the West End Green Conservation Area south towards the site. At this location, the meander route of West End Lane turns to angle towards the site. The view from here is a long vista, and marks the point of greatest distance before West End Lane turns again and the building disappears from view.

6.2.2 The view is marked by buildings that are both within and outside of the conservation area. The character of the buildings in the conservation area is that of Edwardian and Victoria mansion blocks, occupying long and prominent frontages to West End Lane. This gives a strong horizontal strata or course of building line and storeys picked out with architectural details, but there is a vertical rhythm to the façade also.

6.2.3 This rhythm is abruptly terminated by the stair core of the building on the Site adjacent to Canterbury Mansions. The strong horizontal line then becomes a wide band of office floors, which are equal in proportion and emphasis. The hierarchy of façade that exists in the buildings of the conservation area is lost in the existing building. The roof profile is more varied with the conservation area buildings exhibiting variation in dealing with accommodation at roof level, either through dormers, sometimes large, or through dormers and gables combined.

6.2.4 The view also captures the modern office building (Paramount) beyond the railways to the south. The large fascia to the shopfronts detract from the street scene of the conservation area.



6.0 Townscape views

View 2

Proposed

6.2.5 The new building represents a marked improvement on the existing view from within the conservation area. The horizontal course detailing is carried through from the historic buildings into the proposed building. The proposed façade is a pleasing representation of strong horizontal emphasise, with a vertical rhythm and a sense of hierarchy matching the existing buildings within this part of the conservation area. There is also great interest at the roofline, which is particularly positive as the road drops down from this view point. The consistent height at parapet level creates a strong sense of continuity with the context of the buildings in this area bringing coherence to the view.

6.2.6 The materials are equally appropriate and create a sympathy with the matured existing brick of the conservation area buildings. Bands of different coloured and laid bricks will emphasise the facades hierarchy and how it blends with the existing buildings, interpreting their forms. This view is highly positive and beneficial.



6.3 View 3 Crediton Hill & Fawley Road

Existing

6.3.1 This view is located on Crediton Hill at the junction with Fawley Road on the north side of the road. Crediton Hill is a tree-lined street with many large detached or semi-detached villas. Crediton Hill turns to orientate towards Lymington Road and the Site. There are large mature trees at regular intervals along this attractive street. The junction with Fawley Road represents a point where there are fewer large trees. Even so the view is partially obscured.

6.3.2 The position of the view is elevated above the level of the site so the observer is looking slightly down onto the site. This part of the site has no buildings on it as it is the open builders yard of the existing occupier.

6.3.3 This view is not unencumbered by modern buildings. Also apparent in the view (on axis) beyond the site is the nine storey student accommodation block on Blackburn Road, beyond the railway lines to the south and close to the South Hampstead Conservation Area. The design does not appear to take account of the presence of the conservation area, in terms of materials and detailing.

6.3.4 Also within the view is the five storey flat block of 21 Lymington Road. It is red brick with white string course seen to the left at the foot of Crediton Hill.



6.0 Townscape views

View 3

Proposed

6.3.5 The proposed building will appear in a similar location to the Blackburn Road student block but will partially obscure it. The proposal will be viewed in the context of the regular trees lining Crediton Hill. These will partially obscure the Proposed Development in many of the views. The view from here captures the eastern most part of the Proposed Development where it rises to seven storeys. As well as the view being elevated the site also falls by a storey or more so the apparent height of the building is lessened.

6.3.6 The proposal appears to sit at about the same height as the five storey building at 21 Lymington Road (to the centre left of the image) and the nine storey building of Blackburn Road some distance to the south. This new proposal will be viewed beyond and above the Lymington Road houses and villas. As the observer moves down the Hill the foreground of Lymington Road buildings will become more dominant. Glimpses of the proposal may be seen in the gaps between the paired villas of Lymington Road.

6.3.7 The proposal will be seen as being beyond the immediate context, separated from it by the general townscape that focuses inwards towards the streets of Crediton Hill and Lymington Road creating a clearly defined enclave.

6.3.8 The material palette and detailing of the upper levels will add interest at this level but they more closely match the materials and detailing of some of the buildings in the conservation area. This will create a much more considered backdrop to this part of the conservation area.

6.3.9 Although the building will appear on the skyline it will also be viewed against the Blackburn Road scheme and will partially obscure it. The building will be viewed against that of Blackburn Road.



6.4 View 4 Honeybourne Road

Existing

6.4.1 Honeybourne Road runs almost north south. It climbs from south up towards the north. The view location is taken from approximately half way along the street. As with Crediton Hill to the east the street is lined with many mature trees. It is a pleasant street. There are few long uninterrupted views.

6.4.2 Honeybourne Road also has four and five storey mansion blocks on either side with some detached and paired villas towards the south of the street.



6.0 Townscape views

View 4

Proposed

6.4.3 The proposal will not have a significant impact on views from this street. The eastern end of the proposed new building will be only slightly visible in the gap between the lower scale houses of Fawley Road. The impact will be negligible.



**6.5 View 5 Broadhurst Gardens and
Priory Road**

Existing

6.5.1 The location for this view point is within the South Hampstead Conservation Area. It is some distance from the site but its elevation is lower than the site. The view is looking north directly south of the site.

6.5.2 The low scale and domestic character of this conservation area is evident in the buildings. Beyond the conservation area are the commercial buildings of Blackburn Road.



6.0 Townscape views

View 5

Proposed

6.5.3 The Proposed Development will only just appear in the gap between the residential properties in the view. However, it will be almost invisible from here, hidden by the commercial buildings of Blackburn Road.

6.5.4 The proposal will not impact on the skyline and will sit low down in this view. A small part of the proposed building is just visible sitting to the left of the modern dark brick building and above the grey metal clad commercial building in the centre of the view.



6.6 View 6 Crown Close

Existing

6.6.1 This view is from east of the site just beyond the open space and play area associated with Crown Close. The area has many mature trees and the view of the existing building and builders merchant's yard is obscured.

6.6.2 The existing building is viewed through the trees. To the left of the image is the railway line, which is more or less at the same ground level as the view location. The tracks are not visible from here but the trains are. Also to the left of the image is the four storey Paramount building to the south of the railway tracks and on West End Lane.



6.0 Townscape views

View 6

Proposed

6.6.3 The proposed building will be closer to the observer and taller than the existing. The builder's yard will be replaced with a residential scheme with fenestration.

6.6.4 The wireline demonstrates that the proposed buildings will be more prominent in this view than at present. However, the buildings still remain contained behind the trees and their canopy. In winter the view will be altered as there will be fewer leaves on the trees.

6.6.5 The proposed building will now create a backdrop and sense of enclosure to the space of the MUGA and to the open space. Replacing the builders yard with a new residential building will also assist in the casual surveillance of the open space and footpath.

6.6.6 The design emphasises the southern corner at the start of the Potteries Path. This is a positive aspect of wayfinding and legibility.



6.7 View 7 Potteries Path

Existing

6.7.1 This view is taken from the Potteries Path looking west towards West End Lane. The existing 1970s office building is visible as is the very corner of the building opposite, which is also inside the conservation area boundary.

6.7.2 The view is framed by the unrelenting brick faced walls on either side of the path. Razor wire is visible over the top of the wall to the north. To the south there are no views except of the wall and the sky above.

6.7.3 There is very little of townscape value here.



6.0 Townscape views

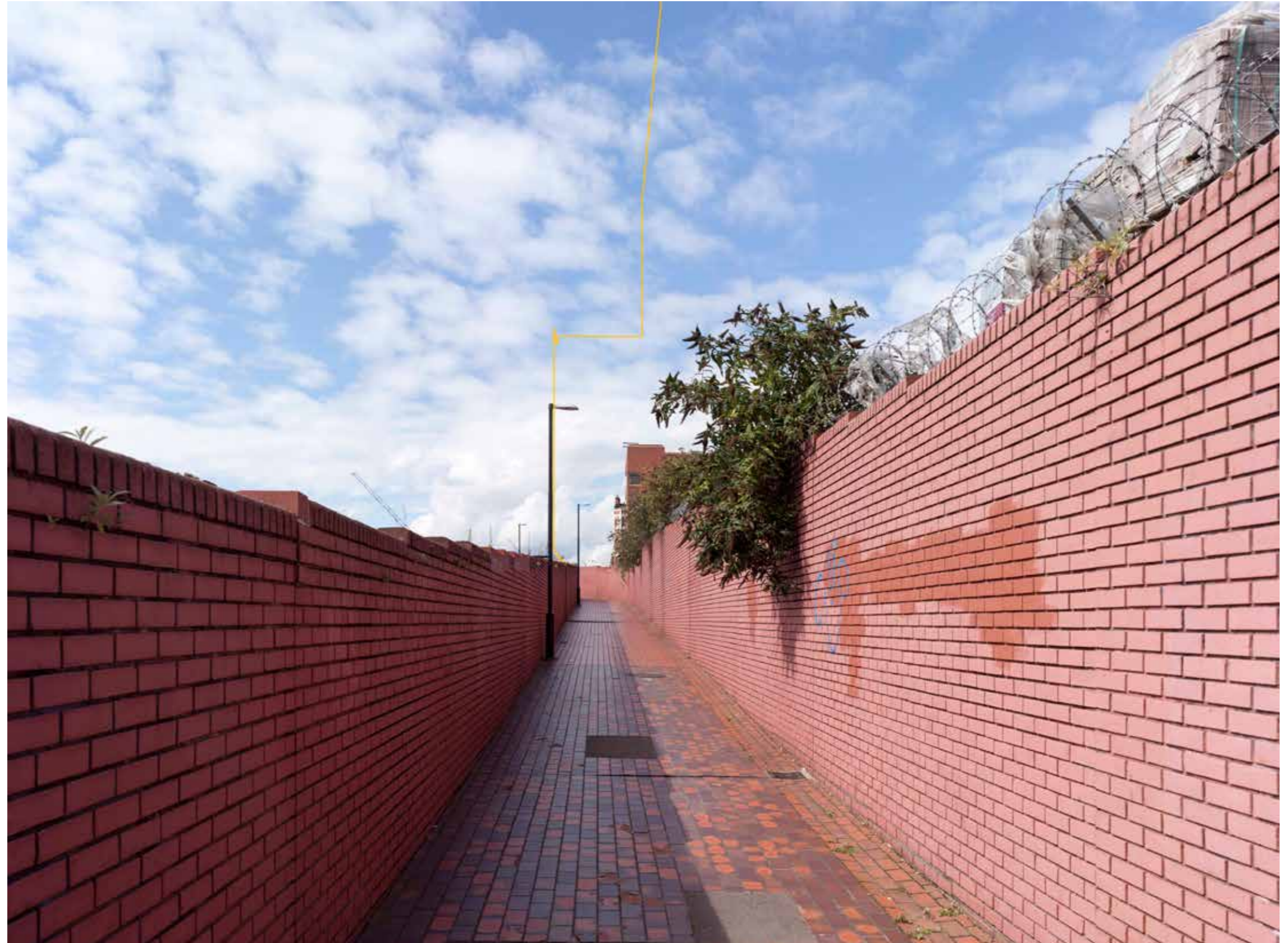
View 7

Proposed

6.7.4 This wireline image shows the position of the new buildings. The view will be dominated by the buildings facades.

6.7.5 The focus of the view will no longer include the very edge of the conservation area, and will instead be the eastern elevation of the block that fronts West End Lane. The community centre and new activity to the ground floor will focus the observers view as they rise up the path.

6.7.6 The brick wall to the north and the razorwire will be replaced with low level planting, front doors and windows of the flats at these lower levels. The streetscape will be further improved with the path being widened and improved on both sides.



6.8 View 8 Lymington Road

Existing

6.8.1 This view is located on Lymington Road at the corner with Wedgewood Walk looking south west. Lymington Road is a busy vehicle and pedestrian route from the Finchley Road to West Hampstead and Kilburn beyond. The image is located at the southern side of the road.

6.8.2 The view looks across the full length of the site which is located at the centre of the view. To the south (left of the view) is the local authority housing stretching along this side of the Lymington Road. To the right is the open space of the cricket and sports pitches of Hampstead Cricket Club. It forms a green edge here but is more open further along Lymington Road. The street trees that line the western end of Lymington Road form an attractive edge to the road.

6.8.3 Lymington Road turns sharply in the centre of the view and this is the edge of the West End Green conservation area. A few of the grand paired villas of Lymington Road, whose gardens back onto the site, are seen at the centre of the view and are in the conservation area. They form a continuous line of buildings from here. The view is elevated from the site. The cranes in the background are located on the West Hampstead Square scheme by Ballymore. That proposal will rise to 13 storeys.



6.0 Townscape views

View 8

Proposed

6.8.4 The rear elevation of the proposed development will be visible through the trees in this view. In winter it is likely to be more prominent however it will still appear filtered through the trees. The rear of the buildings will be seen to rise above the roofscape of Lymington Road. The design of the scheme responds to this by creating a distinctive top storey or roof element in brick or zinc cladding material articulated to respond to the views from north and east with a series of setback upper levels.

6.8.5 The proposal will sit within the general townscape of the area marking the location of the stations and West End Lane. The West Hampstead Square will be 13 storeys and will appear in several views from this area. The proposed building is likely to block views of that development.

6.8.6 The proposal will have little impact on the view from here or on the setting of the conservation area. The only buildings affected are those houses at the edge of the conservation area. They are seen in the context of other buildings that are outside the conservation area. The proposal will appear as part of the more general townscape creating a compact backdrop marking the railway lines and station.



6.9 View 8i Lymington Road (zoom)

Existing

6.9.1 This view is the same location as View 8 above. It is a zoomed in version of View 8.



6.0 Townscape views

View 8i

Proposed

6.9.2 This view is seeks to illustrate in greater detail the relationship of the proposal with the context of the existing Lymington Road buildings that are within the conservation area.

6.9.3 The assessment is not changed and remains as View 8 above.



6.10 View 9 Finchley Road at O2

Existing

6.10.1 The location for this view is opposite the O2 Centre on Finchley Road. It is the eastern side of the road looking west over the railway lines. The conservation area is not visible from here and there are no receptors that are sensitive to change. The expanse of the railway lines is clearly seen.

6.10.2 To the left of the image and south of the railway lines is the Blackburn Road student accommodation block at none storeys. Also visible are the construction cranes of the West Hampstead Square proposal (to the left of the image), which is approaching its full height in this image.

6.10.3 The Site is adjacent to the railway lines beyond the rail bridge, houses and trees. The very top of the existing building can be seen.

6.10.4 The view is dominated by the O2 centre to the left and the general road infrastructure, including signage. The area has a very commercial feel. The Blackburn Road and West Hampstead Square schemes mark the southern end of West End Lane.



6.0 Townscape views

View 9

Proposed

6.10.5 The proposed development will be visible in this view. The eastern and southern façade will be visible adjacent to the railway lines. The view of the proposal will be partially obscured by the trees and housing in its foreground, but an element will be clearly visible.

6.10.6 There are no visual receptors that would be sensitive to change here. Other modern developments dominate. The proposal will provide a limited sense of enclosure to the railway but the expanse of the views west will be dominant. The proposal will have no adverse impact.



6.10 View 10 Alvanley Gardens

Existing

6.11.1 This view location is from Alvanley Gardens to the northern end close to the junction with Finchley Road. The view is looking across the cricket grounds of Hampstead Cricket Club. The view is elevated and there are open views towards the south west. The rear of the houses at the northern or top end of Crediton Hill are visible above and through the trees. The Site is not visible and is behind these houses.



6.0 Townscape views

View 10

Proposed

6.11.2 The proposal will not be visible from here and will have no impact on this view.



7.0 Conclusions

7.1 The effect of the Proposed Development in local views has been assessed in Section 6.0. The Heritage Assessment in Section 5.0 gives a detailed critique of the site, the buildings and the context in terms of the impact on the historic environment.

7.2 The NPPF sets out several criteria within the section 'Requiring Good Design'. It seeks to establish a high quality of design for all new developments. The London Plan similarly requires development to be of a high quality and to meet the strategic aims of London. The local plan and the neighbourhood plan also contain policies on protecting the heritage assets while ensuring development is sustainable and meets the aspirations for providing for the boroughs needs. The Proposed Development will succeed in meeting these aims.

7.3 No part of the Site is within a conservation area and there are no designated heritage assets on the site. The boundary of the West End Green Conservation Area forms the northern and western edge of the Site. This Site is excluded from the conservation area for good reason; it does not contribute anything to the value of the area's heritage. Indeed the conservation area appraisal states that the current building blights the view into the conservation area from the south. The 1970s building on the Site does not contribute positively to the historic character of the area or to the townscape.

7.4 A great benefit of the proposal is the removal of the building and its open builders merchant yard at the rear. The Proposed Development will greatly improve the public realm of both the main thoroughfare of West End Lane but also the Potteries Path.

7.5 Unlisted buildings adjacent to the conservation area will be replaced with new high quality development comparable in scale to the buildings within the conservation area but also to the wider context which includes the difficult interface with the railway lines and area of intensification that the Site sits within. It provides a building that responds to the character of the nearby mansion blocks and other areas in this part of London and does so without resorting to mimicry. The Proposed Development responds well to the courser grain of the area surrounding the railway lines and station and makes a transition between the areas south and north of the Site.

7.6 The significance of the existing buildings on and near the Site in heritage terms is discussed in the Heritage Assessment. It concludes that the mansion blocks prevalent in the area make a positive contribution to the character of the area overall and are a key element in defining the special character of the conservation area. The buildings and open yard on the Site make no positive contribution to the character of the conservation area. Indeed they detract from the setting of the conservation in key views. There can be no planning objection to their loss and replacement with higher quality buildings and design.

7.7 The local authority and the Greater London Authority have long had the desire to improve the area. The Site has been identified as an area not only for redevelopment but also for an intensification of use. The local authority has producing guidance on how this can be achieved. This scheme is seen in this context also. Any potential harm to the setting of the conservation area by new buildings would therefore be outweighed by the benefits of the scheme.

7.8 The Proposed Development has been designed to the highest quality and has been designed to compliment and enhance its specific Site, including but not limited to the adjacent conservation area buildings. The elevations are well composed and the materials seek to respond to the circumstances of the Site. It will add greatly to the overall quality of the area, including the adjacent Conservation Area.

7.9 It will achieve this without harming the heritage assets of the area. In long views the Proposed Development is either not seen or sits comfortably within its setting.

7.10 The affect of the Proposed Development in views south along West End Lane towards the Site has been very carefully considered in the context of buildings adjacent. The Proposed Development will be highly visible in close views north along West End Lane due to its exposed position against the railway lines and the railway bridge. The building reinforces the strong building line and continues the general height or parapet line. This will change the relationship of the buildings and the view but, of itself, is not adverse.

7.11 While the Proposed Development will be more prominent than at present along the south elevation, the existing view is not protected. The special character of the conservation area is not evident in the view from the south to the north, although the buildings within the conservation area of West End Lane do contribute to this. The current view to the east looks across the rear of the buildings on the southern edge of the conservation area. They do not contribute much to the character of the area.

7.12 The Proposed Development will appear as an appropriate addition to the townscape of this part of West Hampstead. Where the upper levels of the buildings are visible in longer views they will provide a distinctive presence and a varied roofscape.

7.13 There are very limited views of the Site from within the West Hampstead Conservation Area but where there are important views the design has sought to respond to them. There are almost no views from South Hampstead Conservation Area and none that would require consideration of other sensitive visual receptors. From the east and beyond the conservation area the Proposed Development acts a local marker

reinforcing the position and line of the Potteries Path public footpath. It responds to the varied massing of buildings around the site by being lower to the north adjacent to the conservation area and stepping up to the railway lines and the south.

7.14 The design of the Proposed Development is successful in its own terms, providing a high quality replacement for buildings of no townscape value. The architectural approach has been carefully considered to offer interest and delight in the townscape, and to contribute very positively to the adjacent conservation area without creating a parody of the 19th Century buildings.

7.15 The Proposed Development will result in an elegant composition that will enhance the townscape locally, will bring new uses and needed accommodation, will make a positive contribution enhancing the setting, character and appearance of the West End Green Conservation Area

Data and Methodology

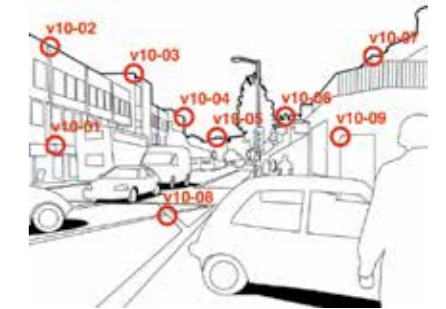
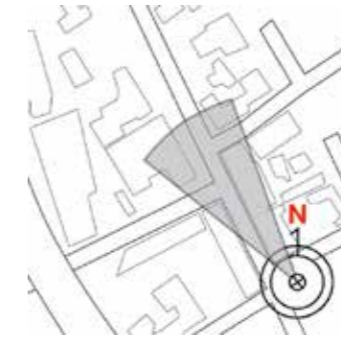
GMJ TVIA Data sheet

1346 West End Lane

No of views	GMJ nos	View Title	Survey			Photography			Back	Lens	Height	Shift	Image type WL / RENDER
			Easting	Northing	Height	Date	Time	Camera					
1	1	Crediton Hill & Frawley Road	525672.727	185043.492	60.399	28.08.15	17.19	Alpa Max	Leaf Aptus	58mm XL Super angulon Schneider Kraunach	1.6	5mm	RENDER
2	2	Alvanley Gardens	525722.263	185268.728	69.002	28.08.15	17.10	Alpa Max	Leaf Aptus	35mm Schneider Apo Digital lens	1.6	2mm	WL
3	3	Lymington Road / Wedgewood Walk	525949.286	185070.225	58.676	28.08.15	10.51	Alpa Max	Leaf Aptus	58mm XL Super angulon Schneider Kraunach	1.6	8mm	WL
4	3 Zoom	Lymington Road / Wedgewood Walk	525949.286	185070.225	58.676	28.08.15	10.51	Alpa Max	Leaf Aptus	58mm XL Super angulon Schneider Kraunach	1.6	8mm	WL
5	4	Finchley Road	526234.039	184862.060	56.239	28.08.15	10.22	Alpa Max	Leaf Aptus	58mm XL Super angulon Schneider Kraunach	1.6	8mm	WL
6	5	Broadhurst Gardens	525691.793	184592.366	49.447	28.08.15	9.58	Alpa Max	Leaf Aptus	35mm Schneider Apo Digital lens	1.6	5mm	WL
7	6C	Iverson Road / West End Lane	525522.734	184786.683	55.819	11.09.15	11.40	Canon 5DS		17mm TS-E Canon	1.6	2mm	RENDER
8	7	West End Lane	525483.228	184966.321	58.805	28.08.15	15.39	Alpa Max	Leaf Aptus	35mm Schneider Apo Digital lens	1.6	9mm	RENDER
9	8	Crown Close	525743.201	184862.710	53.637	28.08.15	11.42	Alpa Max	Leaf Aptus	35mm Schneider Apo Digital lens	1.6	5mm	WL
10	8B	Potteries Path	525660.461	184845.861	51.971	28.08.15	12.15	Alpa Max	Leaf Aptus	35mm Schneider Apo Digital lens	1.6	7mm	WL
11	9	Honeybourne Road	525565.810	185141.026	68.160	28.08.15	16.12	Alpa Max	Leaf Aptus	35mm Schneider Apo Digital lens	1.6	7mm	WL

APPENDIX A

GMJ Views Methodology



There are 5 stages to creating accurate planning photomontages.

- 1.0 Site Photography
- 2.0 Site Survey
- 3.0 Preparing Photography
- 4.0 3D Visual Alignment
- 5.0 Rendering

SITE PHOTOGRAPHY

To obtain the highest possible quality of image GMJ's photographer uses either a 5x4 format film based camera, a 5x4 format with a digital back or a 35mm digital camera. All come equipped with a "rising front" shift lens.

The film based camera creates a negative approximately 4-5 times the size of a traditional 35mm format camera. This is then scanned at 1000 dots per inch to create a high resolution digital file suitable for photomontage, which is a minimum of 5000 pixels wide.

The digital cameras are both capable of creating images of suitable resolution without having to scan a negative.

To be in accordance with the London View Management Framework Draft SPG GMJ uses a 150mm lens. This gives a horizontal view angle of approximately 45-50 degrees minimising perspective distortion and allowing 5-10 degree extra for later framing/cropping. Where this angle is too small to contain the entire view horizontally the camera is panned and extra shots are taken which are later composited together.

Where there is a requirement to fit more into the frame vertically we do not tilt the camera. GMJ's photography is obtained with a level camera in all axes. This means there is no convergence of the verticals and the horizon is level and centred in the image. Occasionally it is necessary to include more in the frame vertically in which case the rising front capability of the camera is employed to introduce a degree of "shift" into the photograph. This has the effect of shifting the horizon up or down allowing more into the frame above or below it without distorting the verticals in the image.

Measurements taken on site by the photographer include the height of the camera above the ground and the amount of shift used. The exact location of the camera is marked on the pavement.

The photographer also records the date and time of day the photograph was

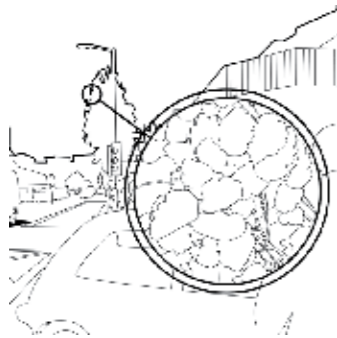
taken.

SITE SURVEY

Surveyors visit the site of each photograph and obtain GPS readings for the marked location of the camera. As well as this they will isolate a minimum of nine points per photograph and take GPS readings of each.

These locations are points of contrast in the image and will be later used to align 3D CAD data with the photography. The points are organised so there are equal numbers in the foreground, the mid-ground and in the distance to represent an even spread of 3D co-ordinates.

All the GPS readings are converted into National Grid co-ordinates and tabulated.

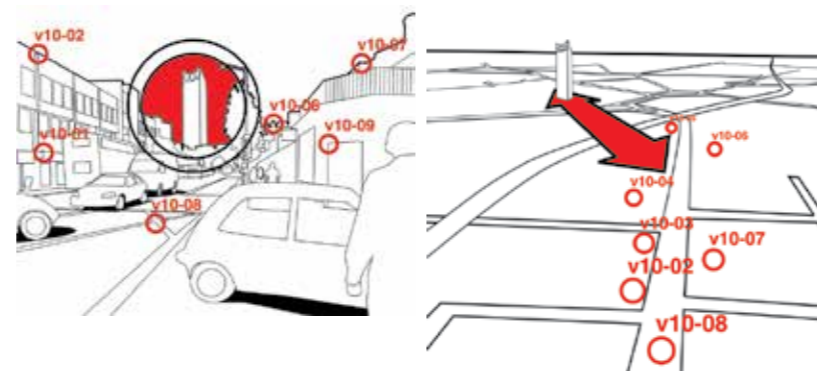


PREPARING PHOTOGRAPHY

If the photograph was taken using an architectural shift lens then the horizon will have been shifted on the image, either up or down. For accurate alignment to be possible the perspective vanishing point – and hence the horizon – has to be centred in the image.

A calculation (based on the degree of shift used in the photography and the resolution of the scanning) is used to obtain the amount of vertical movement required to move the horizon to the centre of the image.

The distance (in pixels) from the top of the frame to the horizon line is measured, and the image adjusted so that the same number of pixels is created below the horizon line as above it, centring it. A blank portion of image is added to the bottom of the image to achieve this.



3D VISUAL ALIGNMENT

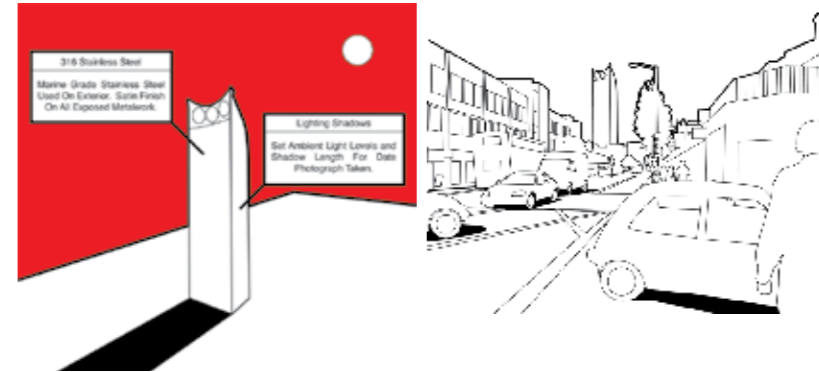
A 3 dimensional CAD model of the development is created (using PC based software “3D studio Max”) from digital plans and elevations supplied to GMJ by the architects, and is positioned with reference to the architects site survey.

A model of the context is also created for the purposes of creating accurate reflections and shadows from the locality at the rendering stage.

Planning data supplied to us by surveyors is combined with the corrected photograph and the newly created 3D CAD model. The data includes 3 dimensional survey points relating to notable points on each photograph as well as the position of the camera. A “virtual” camera is created at the surveyed position and the rest of the data is positioned by GMJ so the relative distances between camera, surveyed points, and the new building correspond with the “real world” distances between them

Cameras in 3D studio simulate actual 35mm cameras, if a 5x4 format camera was used then they are adjusted to more accurately represent 5x4 lenses. We use a formula based on a conversion factor derived from the difference in film sizes between the two formats.

The corrected photography is used as a backdrop to the “scene”. Looking at the 3D data using the virtual cameras superimposes it on to the backdrop. At this stage further adjustments to the view angle and the position of the camera are undertaken to visually align the 3D surveyed points to their corresponding areas on the photography.



RENDERING

The aligned digital model is lit according to the photographed lighting conditions and materials are applied. The computer can then process a photorealistic image to be superimposed into the photographic backdrop, this is called rendering.

The lighting is a simulation of the real world conditions called a daylight system, which can accurately position the sun in the sky at any time of day on any day of the year. The photograph itself also functions as a light source within this configuration to create accurate colourations of the model.

Material samples, supplied by the architects, are simulated and applied to the wireframe of the building. This process is in part an artistic exercise in creating a realistic impression of the building and the architect’s assessment of our interpretations is vital in creating a convincing image.

The completed render is opened in Adobe PhotoShop and further work is undertaken to create a finished image. This stage will include the compositing of several images to create one with a wider field of view. Also foreground elements that should sit in front of the building are isolated and superimposed to set it visually into the scene.

The final image is then marked horizontally and vertically to illustrate the 40 degree view angle (20 degrees either side of the optical axis) and the position of the horizon.

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