
13491 Haverstock Hill
Cambridge Gate Properties

Townscape, Heritage &
Visual Assessment
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EXECUTIVE SUMMARY & CONCLUSION

- 1 The architects Piercy & Company were asked by their client, Cambridge Gate Properties, to design a high quality new apartment building for the development site, which would significantly lift the townscape quality of this particular enclave within the borough. The scheme they have developed has been thoroughly interrogated during the design development and planning process and in its final form by this Consultancy.
- 2 The proposed development would replace a 1930s garage building. It is generally agreed that the existing building does not make a positive contribution to the character or appearance of the area, nor complement the setting of the Grade II listed Chalk Farm Underground Station building.
- 3 The massing of the proposed development has been carefully considered to respond to the varying contexts of the site, including the setting of the listed station building.
- 4 The most prominent element of the proposed development is seen in the view from Chalk Farm Road where it provides a backdrop to the listed station. It is a simple and refined composition, comprising two separate blocks expressed as vertical elements each with a fenestration pattern including deep reveals. Design studies undertaken by the architects and included as part of the planning application documents, show the exterior detail of the proposed development. The high quality achieved in the detailing would contribute to positive townscape and visual effects in short views, while the overall balanced composition would be particularly important in longer views. The individual elements of the proposed development are clad in a landscape format brickwork within a stone grid.
- 5 The four Accurate Visual Representations (AVRs) commissioned by the client have allowed the form and appearance of the proposed development to be tested thoroughly. The architect and design team have responded to LB Camden officers' comments and have lowered the height to seven and six storeys in Haverstock Hill and Adelaide Road respectively. The AVRs included in this document provide evidence that at this height the proposed development would do no harm to the surrounding environment and indeed, owing to its architectural quality and detailing, would represent a beneficial introduction into the street scene and in particular, to the setting of the listed station.
- 6 The outcome of the exhaustive design process is a detailed design that is fully worthy of its location by Chalk Farm Station. The proposed development would take its place and contribute to the distinct character of the area. It would provide a new context of much higher design quality than the existing building, setting a new design standard for to the area.
- 7 The Consultancy considers that the design developed by Piercy & Company architects, with input from the LB of Camden officers, is appropriate, of high quality and in accordance with the National Planning Policy Framework policies relating to design and heritage, as well as the Council's own adopted policy framework. The Consultancy considers, therefore, that the LB Camden should grant planning consent for this promising proposal.

1.0 INTRODUCTION

- 1.1 Richard Coleman Citydesigner was commissioned by Cambridge Gate Properties to assess the townscape, heritage and visual effects of the proposed development on its surrounding context, including nearby designated and non-designated heritage assets and relevant views. The following report considers these issues.
- 1.2 The existing building, known as Eton Garage, is located at 5-17 Haverstock Hill within the London Borough of Camden. The building is not listed and does not lie within a conservation area. The building is adjacent to the grade II listed Chalk Farm Underground Station, which is located at the junction of Adelaide Road and Haverstock Hill.



Fig. 1.1: Aerial view showing site outlined in red (Googlemaps).

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2.0 ASSESSMENT METHODOLOGY

CHAPTER SUBTITLE (CONTD.)

Introduction

2.1 This chapter sets out the methodology developed by the consultancy to assess the likely effects of new development on the townscape, heritage and visual amenity of an existing urban site and its surroundings. It takes account of the statutory requirements in the Planning (Listed Buildings and Conservation Areas) Act 1990, as well as national, regional and local planning policies and guidance, which are set out at paragraph 2.5 below and assessed in more detail in Chapter 6.0 of this THVA.

2.2 Three inter-related impact assessment methodologies have been used in this report, relating to:

- i. Townscape Effects: assessment of the effects of new development on elements of townscape character;
- ii. Effects on Built Heritage: assessment of the effects of new development on designated and non-designated heritage assets; and
- iii. Visual Effects: assessment of the effects of new development on the visual amenity of people experiencing views.

2.3 There are important overlaps between townscape, built heritage and visual effects, particularly in a dense urban environment and it is sensible, therefore, to assess them together in a single document.

Statutory Requirements

2.4 The local planning authority (as decision-maker) is expected to take account of the statutory requirements set out in the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) when considering development relating to a designated heritage assets, namely:

- (a) Section 66, which imposes a "General duty as respects listed buildings in exercise of planning functions" and subsection (1) which states: "In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses"; and
- (b) Section 72, which states that in relation to decisions regarding buildings within a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

Planning Policy and Guidance

2.5 The THVA methodology and the process undertaken takes into account national, regional and local planning policy and guidance, in particular that relating to townscape, urban design and views, World Heritage Sites, listed buildings, conservation areas and supplementary guidance with respect to specific sites. The following policy and guidance is relevant:

Policy:

- National Planning Policy Framework (NPPF), 2012;
- Greater London Authority (GLA), The London Plan, 2015;
- Camden Core Strategy (2010)
- Camden Development Policies (2010)

Guidance:

- Planning Practice Guidance (PPG). On-line Resource, 2014;
- Historic England (HE – formerly English Heritage), Seeing the History in the View, 2011;
- HE, Historic Environment Good Practice Advice in Planning, Note 3: The Setting of Heritage Assets, 2015;
- Camden Planning Guidance

Townscape, Heritage and Visual Assessment

2.6 A townscape, heritage and visual assessment involves the measurement of environmental effects as experienced by people and, therefore, involves a quantitative, qualitative and perceptual measurement. It is not possible to apply the qualitative or perceptual measurements wholly scientifically, but they are worth assessing since judgements are informed by them. They are also assessed from a professional point of view and from a particular standpoint. Since it is the role of the applicant to provide the assessment, the standpoint is that of the author employed by him. Qualitative assessments of the design have been made regularly as it was being developed by the project architects. The THVA therefore, embodies and presents the results, which are a product of the independent professional advice provided throughout the course of the design process. The principal role of a THVA is to demonstrate the effects of the proposal through visual means and to interpret them, as they affect environments and people's perceptions of them through the written word.

Heritage Assets

2.7 Heritage assets are defined in the NPPF (2012) as being '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'. The term 'heritage asset' includes designated heritage assets and non-designated heritage assets identified by the local planning authority (including local listing). Designated heritage assets include 'a World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation'.

Conservation Areas (Chapter 7.0)

2.8 The effect on surrounding conservation areas has been considered by interpolating the view studies and assessing how the development will affect each one. The development site is in the vicinity of five conservation areas in Camden, namely the Eton, Parkhill, West Kentish Town, Regents Canal and Primrose Hill conservation areas. The conservation areas included in the study are limited to those which are affected by the development, namely the Eton and Regents Canal Conservation Areas.

2.9 In Chapter 7.0, the baseline descriptions of the three conservation areas likely to be affected are set out, after which an assessment and judgement is made on the quantitative and qualitative effect the proposed development will have on setting, views from and to the conservation areas, and their character and appearance. Some of these may be considered further within the visual assessment at Chapter 8.0.

Listed Buildings (Chapter 7.0)

2.10 Through the evidence given by site visits and preliminary view studies, it is possible to interpolate the effect of the development on the settings and views of listed buildings, and thereby choose which listed buildings which may potentially be affected and should be studied in detail.

2.11 In Chapter 7.0, the baseline description of the relevant listed buildings is set out (based on a site visit, the listed building description and historical research), after which a quantitative and qualitative assessment comment is made, which considers the effect of the development on the setting of the listed buildings. The effect on these listed buildings will also be considered in the visual assessment at Chapter 8.0 of this report.

Non-designated heritage assets (Chapter 7.0)

2.14 Camden Council has identified non-designated heritage assets, known as Locally Listed Buildings. The grade II listed Chalk Farm Underground Station is adjacent to the development site and there are further listed buildings along Chalk Farm Road and within the Eton Conservation Area.

2.0 ASSESSMENT METHODOLOGY (CONTD.)

The Process

- 2.15 The process by which the townscape, heritage and visual effects of the proposals are assessed in this report is outlined below:
- 2.16 The site building and its townscape surroundings and setting were photographed, studied and researched, as set out in Chapters 3.0 and 4.0 of this report. The purpose was to understand the significance of the building on site and its contribution to local setting and wider setting, in relation to national, regional and local policy and guidance on development in the historic environment.
- 2.17 A number of views were chosen. They represent a general spread of views which illustrate the urban relationships likely to arise between the proposed development, its surroundings, listed buildings, conservation areas, non-designated heritage assets and important townscape vistas. The view positions were consulted upon with Camden planning officers. Each view, assessed in detail in this report, represents 'maximum exposure / maximum conjunction' of the proposed development seen in context. This means that it should not be possible for readers to find potential alternative viewpoints which allow a more open view of the development in the townscape. Accurate Visual Representations (AVRs) of the proposed development were created in outline by incorporating a computer model of it accurately into surveyed photographs of the local area, by visualisation specialists INK.
- 2.18 The rendered images which are not full AVRs, considered together with the architect's drawings and Design & Access Statement, allow assessment of the effects of the proposed development on the surrounding townscape, heritage assets and their settings. The outcome of this assessment is set out in Chapters 5.0, 7.0 and 8.0 of this report. The same material also allowed the consultancy to consider the degree to which the proposed development complies with national policy, as set out in Chapter 6.0.
- 2.19 The AVRs themselves are considered in detail in Chapter 8.0 of this report. It is acknowledged that the viewers of the images may have different responses to the appearance of the building, depending on personal aesthetic preferences. This form of presentation has the aim of addressing this factor by first providing the reader with objective evidence of the physical scale of the development, its visibility and likely appearance from key viewpoints. Professional opinion, which may be considered to be more subjective, provides a second stage of the assessment.
- 2.20 The visual assessment was carried out using:
- (i) the existing view photograph; and
 - (ii) a photorealistic 'rendered' non AVR montage; or
- 2.21 The assessment commentary includes:
- (i) a description of the existing view ('Existing');
 - (ii) a description of how the proposal will change the view ('Proposed');
 - (iii) a description of the effect of the proposal on the view ('Effect').
- 2.23 The assessment commentary is intended to provide *'a clearly expressed and non-technical narrative argument that sets out 'what matters and why' in terms of heritage significance and the setting of assets affected, together with the effects of the development upon them'* in accordance with Historic England's recommendations in *Note 3: The Setting of Heritage Assets (2015)*. The commentary often uses words and phrases to qualify the degree and nature of change or effect on human perception. The intention has been to use these qualifiers consistently and in accordance with general English usage; the reader is encouraged to read and understand them in the context of the wider narrative about each view and the AVR in each case. They should not be translated into scoring systems or statistics.
- 2.24 It is important to note that the written assessments are not assessments of the photographs and photomontages in the document but are of the view as experienced from the actual viewpoint in a 'real-life' sense. The assessor has therefore visited each viewpoint at least twice, once to choose each viewpoint and consider the baseline condition and once to assess the proposed development with the aid of the photomontage. It is recommended that the reader of this document visits each view point to fully understand how the development affects the setting of the view. Photographs are an inadequate means to replicate the sight of the human being. They are, however, our only means to illustrate the effect on paper and should only be used as a tool for assessment. The written assessments are not of the effect as seen on the photograph, but are predictions of the effect on the actual view using the photograph as a tool.
- 2.25 Once the conceptual form of the design had been fully developed by the architects, visualisation specialists INK produced a set of viewpoint images showing its visual effect. A methodology of their work is detailed in Appendix 1 of this document.
- Using an Original Copy of this document**
- 2.26 The photomontage images within this THVA originate from high resolution photographs capable of being enlarged to 20 times the size at which they are shown (A3). When considering the assessments made in this document, therefore, it is important to have an original copy which has been printed using methods specified to maintain a high definition in the photographs. For this reason the 'Contents' page of top-copy versions includes a hologram which guarantees the highest resolution. Copies or downloaded versions may not depict such a high level of definition.

3.0 HISTORY OF SITE AND SURROUNDINGS

A HISTORICAL MAPS AND THE EARLY DEVELOPMENT OF THE AREA

Introduction

3.1 This chapter introduces the history of the site and its surroundings based on the analysis of first hand evidence obtained at national and local archives, including historical maps, photographs, articles, publications and planning records. Additional information from online resources has been cross referenced to ensure its accuracy. The chapter consists of four parts, each focusing on an element of the historical development:

- A. Historical maps and the early development of the area
- B. London and Birmingham Railway and Chalk Farm Underground Station
- C. Eton Garage and the Eton residential blocks on Haverstock Hill
- D. The architects Toms and Partners and their body of work

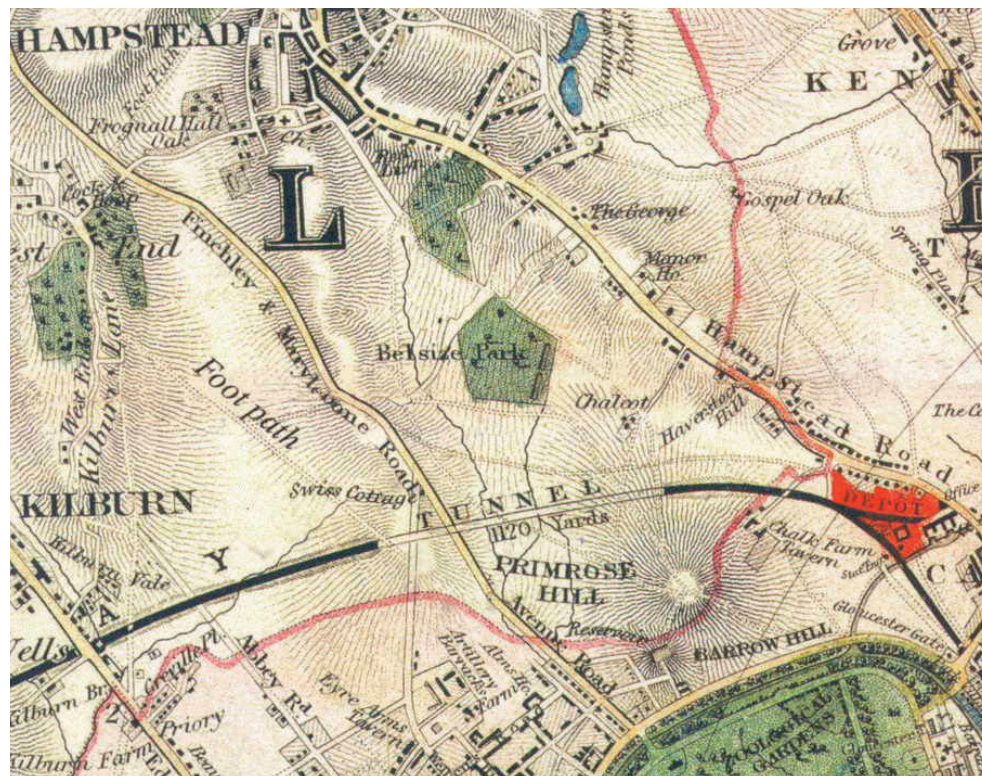


Fig. 3.1: 1840 Davies Map (Camden Railway Heritage).



Fig. 3.2: 1870 Ordnance Survey (Godfrey Edition).

The early development of the area

- 3.2 In the 18th century Haverstock Hill was the principal road leading from north-west London to Hampstead. The area was mostly open farm land associated with Chalcot Farm (see 1840 Davies Map at fig.3.1), owned by the Eton College Estate since 1449, donated by Henry VI.
- 3.3 Development of the 'Chalcots Estate' began from the late 1820s under the supervision of John Shaw (1803-1870) surveyor to the estate of Eton College¹. Large villas with generous front gardens on Haverstock Hill began to be occupied by the 1830s with smaller streets, such as Eton College Road (fig.3.7) laid out behind. Because of a building slump and proposals to run the London to Birmingham railway through the estate, little progress was made in the 1830s. During the 1840s semidetached villas were built at Eaton Villas (fig.3.6) and in Provost Road and Eton Road. Adelaide Road (fig.3.5) was completed by c.1853 and parallel and side roads were gradually added.
- 3.4 As housing was developed, demand for other facilities grew. St Saviour's Church (fig.3.4) was completed in 1856. The Adelaide Tavern opened in 1842 just south of where the site lies today, and further east on Prince of Wales Road a large asylum was opened for the 'Relief of Aged and Infirm Journeymen' (visible in the 1870 Ordnance Survey at fig.3.2). By the late 19th century, terraces of shops developed along Haverstock Hill.



Fig. 3.3: 1842 asylum on Prince of Wales Road.



Fig. 3.4: 1910 view of St Saviour's Church.



Fig. 3.5: 1912 view of St Adelaide Road.



Fig. 3.6: Current view of Eaton Villas.



Fig. 3.7: Current view of Eaton College Road.

3.0 HISTORY OF SITE AND SURROUNDINGS

A HISTORICAL MAPS AND THE EARLY DEVELOPMENT OF THE AREA (CONTD.)



Fig. 3.8: 1894 Ordnance Survey (National Library of Scotland).

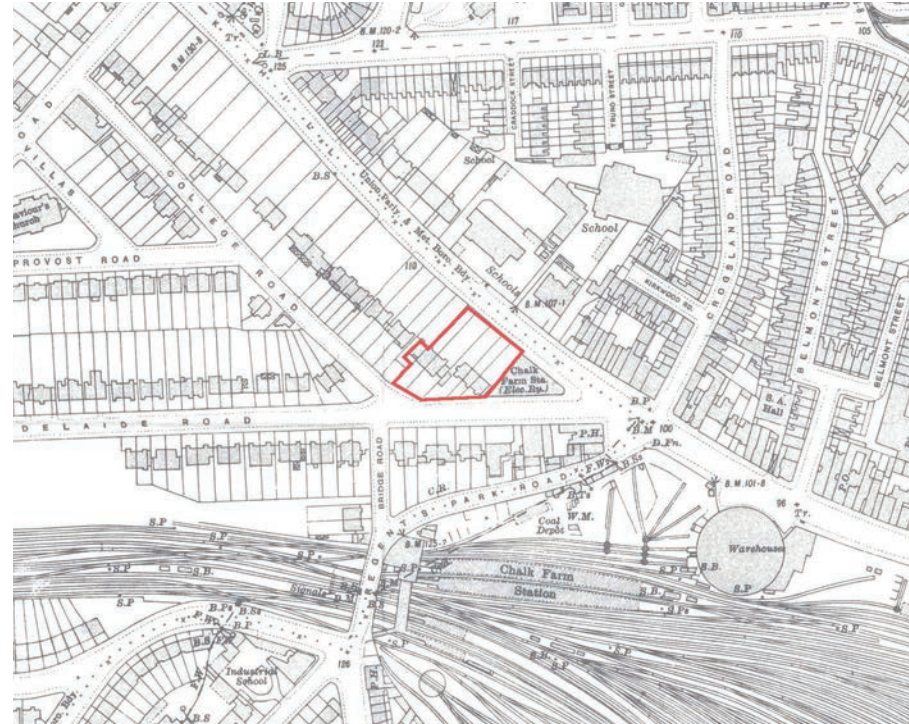


Fig. 3.9: 1913 Ordnance Survey (Godfrey Edition).

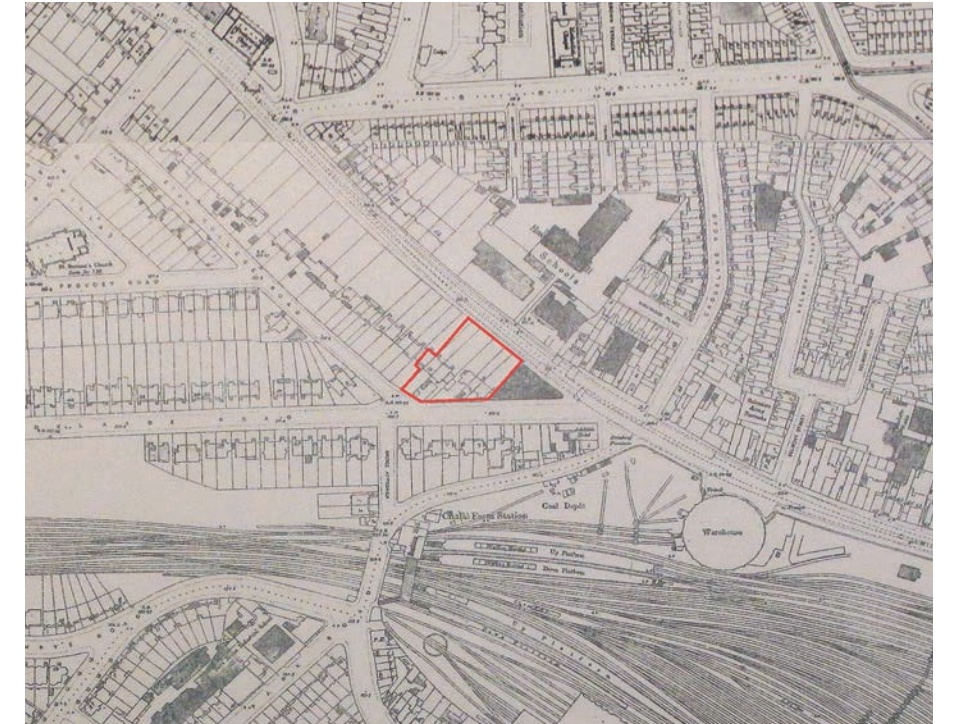


Fig. 3.10: 1935 Ordnance Survey (London County Council Revision).



Fig. 3.11: 1939-45 Bomb Damage Map (London Topographical Society).

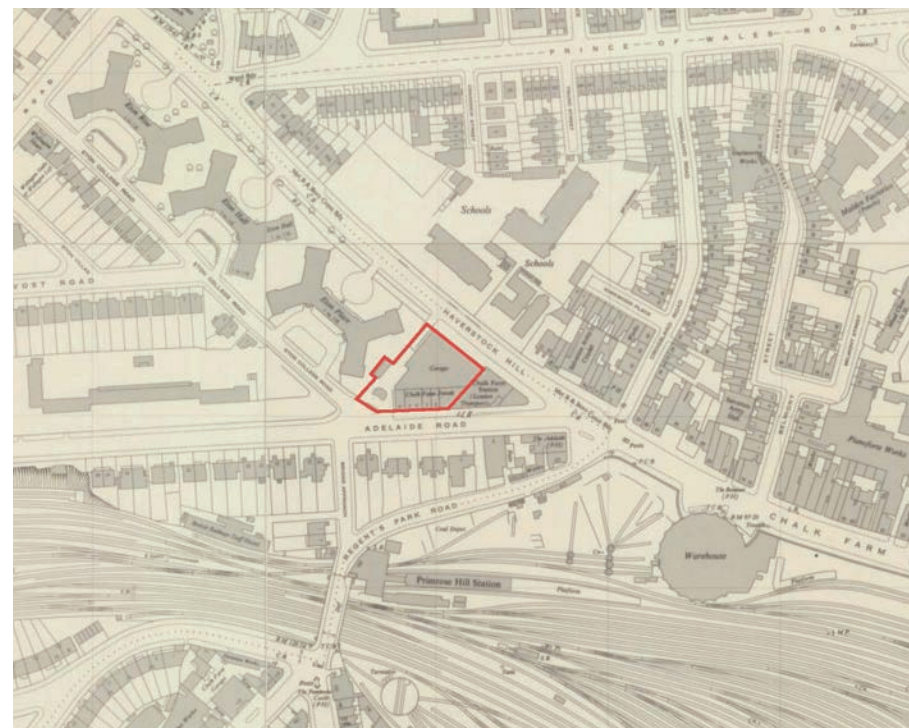


Fig. 3.12: 1952 Ordnance Survey (National Library of Scotland).

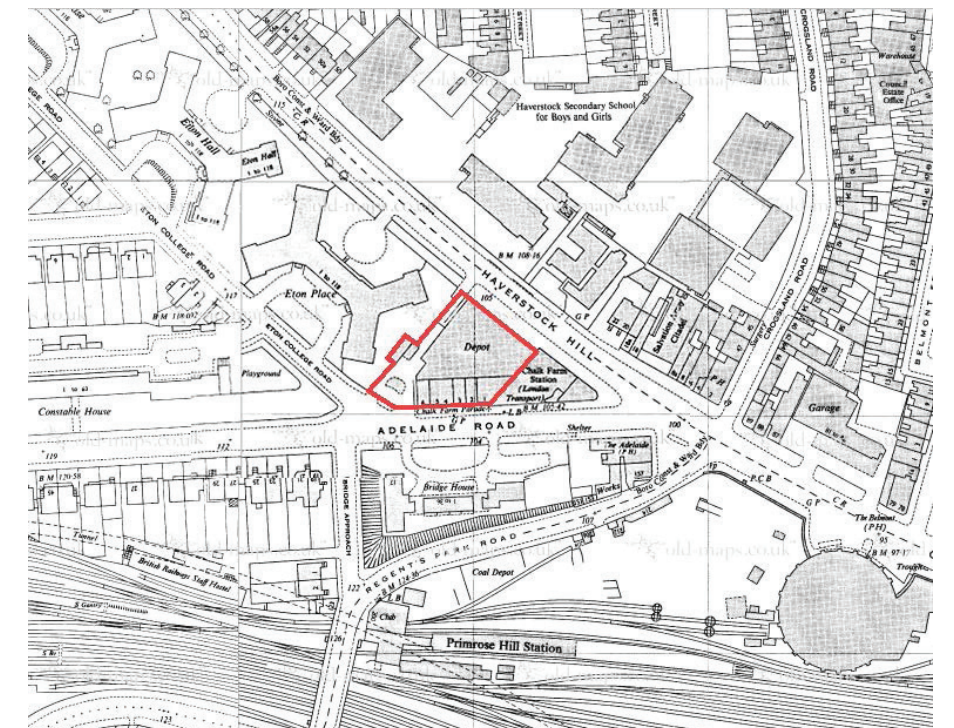


Fig. 3.13: 1964 Ordnance Survey (Old Maps website).

3.0 HISTORY OF SITE AND SURROUNDINGS

B THE LONDON AND BIRMINGHAM RAILWAY AND CHALK FARM UNDERGROUND STATION

The London and Birmingham Railway

- 3.5 The route of the London and Birmingham Railway was first canvassed in 1831, but the line was not opened until 1837. The 112-mile railway was the first intercity line starting at Euston Station. By 1846 it had become part of the London and North Western Railway (L&NWR). The line of the railway was built just south Adelaide Road and its extensive goods depot can be seen in the 1870 Ordnance Survey (fig.3.2). By 1847 a circular goods locomotives shed was built within the depot, with a turntable platform to position the engines in the different bays (fig.3.14). It was only operational for this original purpose for about ten years as the locomotives became too long to fit inside. It was later used as a warehouse and then converted for use as a theatre in the 1960s. It survives today as the Roundhouse Gallery and concert venue (Grade II* listed, fig.3.15).



Fig. 3.14: Early illustration of the interior of the Roundhouse in use by the railway.



Fig. 3.15: 1960s photograph of the Roundhouse.

Chalk Farm Underground Station

- 3.6 By 1906 the corner plot between Haverstock Hill and Adelaide Road, occupied by two semidetached villas Nos.1 and 3 Haverstock Hill, was replaced by Chalk Farm Underground Station. When opened in 1907, the Charing Cross, Euston and Hampstead Railway (CC&HR) served 16 stations between its southern terminus at Charing Cross and its two northern termini at Archway and Golders Green. Leslie Green (1875-1908) was appointed Architect in 1903 and designed 40 stations for the company in a distinctive Edwardian Baroque house style². The station's exterior was decorated with glazed terracotta tiles, known as faïence, of a distinctive ox-blood red, or sang de boeuf, colouring. The tiles were supplied, along with decorative mouldings in the same material, by the Leeds Fireclay Company³. The ground floor was designed as a shop, originally occupied by an Express Dairy (see fig.3.16). Above the entrance, the former exit on the north side, and the shop front at the apex, blue tile signs with white relief lettering reading UNDERGROUND, were added in 1908. In 1910 the CC&HR merged with two other lines, later becoming the Northern Line in 1937.



Fig. 3.16: Circa 1910 photograph of Adelaide Road facade of Chalk Farm Station.



Fig. 3.17: 1937 photograph of Haverstock Hill facade of Chalk Farm Station.

- 3.7 Chalk Farm Station, the name of which refers to the original 'Chalcot Farm', is considered a prime example of Leslie Green's designs for London's Underground network and retains many original internal features as well as the distinctive external tiling. Most of Green's surviving stations, of which Belsize Park, Caledonian Road, Chalk Farm, Covent Garden, Elephant and Castle, Hampstead, Gloucester Road, and Russell Square are notable examples, are instantly recognizable from the outside, and also often from the inside. They illustrate a phase in the development of the capital's transport system, with the pioneering use of a strong and consistent corporate image.