

8.0 VISUAL ASSESSMENT

8.1 In order to fully assess the visual effect of the proposed development, the Consultancy chose a number of viewpoints and, in consultation with LB of Camden officers, four of these were selected and presented below. These represent a general selection of views, which illustrate the urban relationships likely to arise between the proposed development and nearby conservation areas, listed buildings and local urban vistas. The views chosen and assessed in this chapter represent 'maximum exposure/maximum conjunction' of the development in its context.

8.2 Visualisations specialists INK used the four chosen viewpoints to create Accurate Visual Representations (AVRs) outlines of the proposal in its context to provide accurate quantitative representations of the development. This was done by incorporating a computer model of the proposal into a series of surveyed photographs.

8.3 A methodology statement by INK, setting out in detail how AVRs are created, is included in Appendix 1 of this document. Non-verified photorealistic images (renders) were then created based on the profile of the accurate verified wirelines and are presented in the following visual assessment chapter of this report. They give an additional qualitative representation of the scheme. The verified wirelines (in red) are shown in conjunction with the rendered images to confirm the latter's accuracy in height, form and massing. They can be found at Appendix 2 of this report.

8.4 The assessments carried out by the consultancy in this chapter are based on the methodology set out in Chapter 2.0 of this report. It is important to read this in order to understand the approach to each assessment. The Consultancy has considered all the views in real time over several site visits. The observations have been related in writing, in conjunction with the AVRs, to give the reader a real sense of the visual effect of the proposal in its context. The written work includes objective and subjective commentary in accordance with the methodology set out at Chapter 2.0. The assessment is not of the two dimensional images but of the interpretation of the likely effect using the images as a tool. There is, however, no substitute to actually visiting the site, with this document to hand, to fully understand the visual effects that would occur as a result of the proposal. This approach is highly recommended to decision makers.

8.5 Each of the 4 views illustrations contains three images:

- (i) the existing view photographs;
- (ii) the proposed view shown as a rendered image based on the verified wireline (shown in Appendix 2, in red);
- (iii) large version of the proposed view

Appendix 2 of the report presents the 4 views which show the verified wireline superimposed on the rendered proposals.

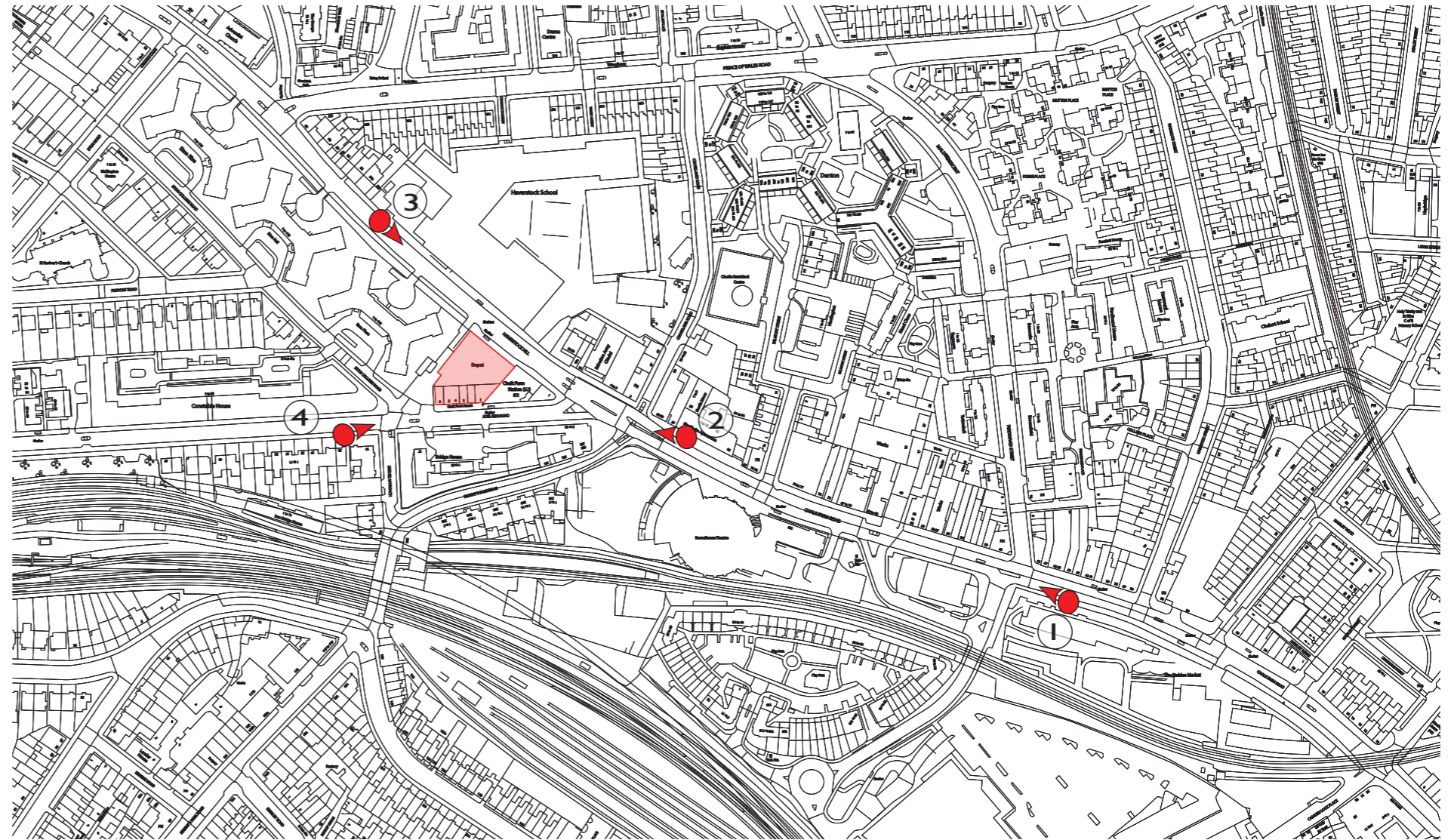


Fig 8.1: Viewpoints Map, showing the 4 views chosen for 5-17 Haverstock Hill (outlined in red).

8.6 The 4 viewpoints are shown on the views map at figure 8.1.and are listed below:

- View 1:** Chalk Farm Road, opposite no. 43, facing north-west
- View 2:** Chalk Farm Road, outside of Evans Cycles, facing north-west
- View 3:** Haverstock Hill, to rear of Haverstock School, facing south-east
- View 4:** Adelaide Road, outside of no.25, facing east

8.0 VISUAL ASSESSMENT (CONTD.)

VIEW 1 - CHALK FARM ROAD, OPPOSITE NO.43 FACING NORTH-WEST



EXISTING



PROPOSED: RENDER

Existing

The view is taken from east of Regent's Park Road on Chalk Farm Road looking north-west towards the development site. The spire of St Saviour's Church is visible in the background of the existing building, which forms the backdrop to the listed station. The townscape is incoherent at this point and the station's diminutive form limits its landmark qualities. The poor architecture of the existing building dulls the townscape still further.

Note: The CCTV pole in the foreground of the existing image has been digitally removed from the 'proposed' image for clarity.

Proposed

The development appears as two structures of differing height, which define a space between, with a more distant lower element beyond. They appear as a reduced bulk but at a greater height than the existing. Their architectural form has a clarity which is very much missing in the existing building. The brick with which they are made is a lighter colour. They relate better to the street-scape. They each have a compositional value where the horizontal elements are in harmony with the vertical elements, the vertical leading in visual strength. The recessed balconies and curved glass corner windows provide a crispness of detail. The repetitive openings have a rhythm which is visually related to the repetitive arched windows of the station.

Effect

In an informal way the separate elements draw together the disparate townscape elements in the view, such that it is enhanced overall and such that the glimpsed view of the listed station is also enhanced.





VIEW 1: RENDER

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VIEW 2 - CHALK FARM ROAD, OUTSIDE OF EVANS CYCLES FACING NORTH-WEST



Existing

This view taken from further west along Chalk Farm Road with the acute corner of Chalk Farm Station as the centre-piece. Behind, the existing car park building on the development site is visible. The existing building is stepped as a result of marginally different street wall heights and the stepped section of the car park structure. The step, however, has no architectural virtue, and no visual benefit to the setting of the station. While the long elevations are composed of continuous Georgian proportioned windows, the most visible south elevation has no compositional value. It provides a poor setting for the listed station.

Proposed

The development expresses two principal elements set in asymmetry. They create an asymmetrical visual dynamic with the already asymmetrical listed station. The 'end' elevations are not in line, as the boundary may suggest and as the existing building is laid out, the smaller block instead being truly perpendicular to Adelaide Road.

Note: The CCTV pole in the foreground of the existing image has been digitally removed from the 'proposed' image for clarity.

Both the asymmetry of the heights and the geometry, therefore, serves to respect and give visual strength to the station with its two elevations of asymmetric length. Rather than a single, poorly defined and poorly designed mass, the proposal consists of clearly defined elegant elements contributing positively to the townscape in which the station is set. The architectural detail is also clearly defined, with both horizontal and vertical components contributing to the overall balance of the composition. The corner balconies defuse the mass, relating asymmetrically to the 'spine' of vertical brickwork. The light stone framing of the brick, combined with the landscape format of each brick and the canted stone reveals, provide a richness of detail which defies the apparent simplicity of the forms.

Effect

The design is of high quality not only in conceptual terms but also in detail. The balance of forms relate well to the townscape as well as the listed station whose setting is greatly enhanced as a result. The development thereby increases the landmark quality of the combined sites, increasing the visual stature of the station. It also leads to an increased view of sky in the heart of the view.





VIEW 2: RENDER