

Townscape Character Area 1: Jamestown Road

3.24 The Jamestown Road TCA relates to an area of Camden that lies between the Regent’s Canal CA, Primrose Hill CA and the Camden Town CA. It includes the majority of the application site and is defined by the rail line, Arlington Road and Jamestown Road. The primary characteristics of the TCA can be summarised as:

- 1. Influenced by the proximity of Camden High Street (east), Regent’s Canal (north) and the rail line (west), the TCA incorporates a variety of land uses including residential, commercial and industrial. This mix of use reflects a historic mix of residential with other uses albeit that the nature of the commercial uses has changed, photo 5 ;
- 2. The street pattern was established on land owned by Lord Southampton pre 1850. The historic pattern of 19th century development comprises terraced townhouses addressing street frontages, with larger scale industrial buildings behind including the former Collar & Collard pianoforte (piano) factory (either side of Oval Road). More recent infill during the 20th century also reflects this pattern. The evolution of the area is evident in the remaining 19th century built fabric, photo 5;
- 3. The topography generally falls from west to east;
- 4. The urban blocks are irregular in shape. There is a varied grain of townhouses and larger scale apartments and industrial buildings. The buildings create well defined perimeter blocks (photo 6). Within the blocks are smaller enclosed courtyard spaces with associated with industrial and commercial uses, including the former piano factory (now Camden Works) (photo 7);
- 5. The built form ranges from three to five storeys in height, with increased height typically denoting corner locations (photo 8). Buildings typically have flat or low pitched roofs with a parapet defining the frontage, providing a horizontal emphasis at roof level.

- 6. Italianate townshouses address both Oval Road and Jamestown Road whilst more modern 20th century housing has been designed to address Arlington Road and Inverness Street. The industrial buildings include brick warehouses with simple detailing and profiled metal cladding within the site (photo 9). Windows in the warehouse buildings vary with some vertically proportioned, some more square and some having a horizontal emphasis. Materials vary including London stock brick, red brick and stucco (photo 6);
- 7. Whilst the level of activity does not match the adjacent high street, the main streets are reasonably busy area with both vehicle and pedestrian movements;
- 8. Landscape features are limited to street trees (primarily on Arlington Road- photo 10) and landscaping accommodated within private property such as front and rear gardens; and
- 9. The TCA is relatively well connected with efficient and legible street blocks providing attractive routes into the wider area.

3.25 The Jamestown Road TCA is a varied urban area with a mix of residential and industrial uses including elements dating from the 19th and 20th centuries. It has a relatively coherent townscape but with some detracting elements. The townscape value is medium. Its susceptibility to change as a result of the proposed development is considered to be low given that the site is a discrete area containing 20th century industrial buildings. Overall, the sensitivity of the Jamestown Road TCA to change is **low**.



Photo 5: Varied building fabric and uses



Photo 6: Defined 19th century terraced townhouses



Photo 7: Courtyard areas



Photo 8: 20th century apartments, taller at the junction



Photo 9: Infill development behind street front



Photo 10: Street trees Arlington Road

Townscape Character Area 2: Gloucester Crescent

3.26 TCA2 aligns with sub-area 4 defined in the Primrose Hill Conservation Area Statement. It is separated from the majority of the CA by the railway line however it was established at the same and shares many similarities. It is bound by the Camden Town CA to the south and east and the Regent's Canal CA to the north. The primary characteristics of the TCA can be summarised as follows:

1. It comprises a small portion of the former Southampton Estate located on the eastern side of the railway. The estate was sold for residential development in the 1840s to accommodate demand for homes as London expanded and followed the construction of the railway in the 1830s. The formal semi-circular arrangement of Gloucester Crescent is evident on the estate sale plan from 1840 and had been built by 1849. The distinctive circular form of the piano factory - Rotunda Building at the junction of Gloucester Crescent and Oval Road can be seen on the 1873 OS;
2. The topography generally falls from the north west to the south east;
3. The land use pattern remains predominately residential with some minor commercial / industrial uses. The distinctive former Piano factory (photo 11) on the corner of Oval Road and Gloucester Crescent is an important landmark within the area. Noticeable due to its circular form, the four storey structure defines an important view west from Gloucester Crescent;
4. The street pattern reflects the historic planned form of the estate with a 'D' shape of primarily residential streets (photo 12). Oval Road is a wide thoroughfare that is adjoined by the access to Regent's Park Terrace (photo 13). Gloucester Crescent to the east creates a distinctive curved street pattern that provides visual interest;
5. The built form predominantly comprises a combination of semi-detached and terraced villas and townhouses of three to four storeys in height (photo 14). Exceptions include several two storey cottages style homes on the north western section of Gloucester Crescent with small gardens that sit behind two metre high

brick walls (photo 15). The area has a fine grain;

6. The villas vary in their design but have similarities in their architectural style and limited palette of materials/ colours. The classically influenced and Italianate detailing reflects the period of development. Common details include raised ground floors above basements detailed in rusticated stucco and London stock brick above. Decorative detailing of the front facades including contrasting stucco window and door surrounds, quoins and banding. Shallow hipped roofs, and vertically proportioned sash windows that decrease in height on successive upper floors are characteristic features (photo 16).
7. There are generous front gardens afforded to each house within Gloucester Crescent with smaller frontages incorporating basement lightwells along Oval Road. The frontages are typically defined by low brick walls.
8. Mature trees and vegetation have a considerable influence on character. Primarily accommodated within the large front and rear gardens of properties, the mature trees filter views of the buildings and endow a leafy quality to the streetscape. A private linear open space associated with Regent's Park Terrace has been designated as an important open space under the London Square Act and has a number of large mature trees within it. (photo 13);
9. There are few detracting elements, however, 1 Oval Road is a relatively modern development that contrasts with the prevailing style and detracts from views from the south;
10. Accessibility levels within the TCA are relatively high based on the efficient and legible network of streets established.

3.27 The Gloucester Crescent TCA comprises a distinctive townscape of primarily mid-19th century residential villas and terraces and the distinctive circular form of the piano factory. The townscape value of the area in terms of its architectural and historic interest is recognised in the conservation area designation. The townscape value is high. Its susceptibility to change is considered to be medium, based on the limited influence of the site to the character of the area as a whole. Overall, the sensitivity of the Gloucester Crescent TCA is **medium**.



Photo 11: Rotunda building



Photo 13: Regent's Park Terrace



Photo 15: Smaller cottages on Gloucester Crescent (north)



Photo 12: Curved form of Gloucester Crescent



Photo 14: Typical built form of dwellings on Gloucester Crescent



Photo 16: Oval Road frontage

TCA 3 – Regent’s Canal: Camden Lock

- 3.28
- The Regent’s Canal: Camden Lock TCA is a hidden infrastructure corridor that winds its way through the relatively regular street pattern of Camden Town, north of the site. It broadly takes the form of two linear sections; the first follows the path of the canal from the rail line in the west to Kentish Town Road in the east. An additional linear area incorporates land on the southern side of the Chalk Farm Road from Regent’s Park Road to Hampstead Road Bridge in the south. The primary characteristics of the TCA can be summarised as:
1.

The canal opened in 1820 (in its entirety), to link Paddington Basin to the West India Docks having overcome a series of issues associated with its construction. A series of cuttings accommodate the canal below the adjoining streets, necessary in order to achieve the level changes as the canal drops towards the valley of the River Fleet. Its use for trade continued during the 19th Century and until the end of WWII when it went into decline. Historic maps from the 1870s show a large building to the north of the site as a potato market with Camden Goods Station on the north side of the canal.
2.

The traditional industrial / commercial land use pattern associated with the canal has evolved since the mid to late 20th century with an increase in residential and leisure use (photo 17). Residential, offices, restaurants and bars are all now common within the TCA;
3.

The canal corridor is generally distinct from the surrounding townscape defined by its position below the streetscape with limited or no interaction with the wider built context. The cut off nature of the corridor creates a sense of isolation and tranquillity in places which contrast to the busy and urban nature of the surrounding streets. An exception to this is the area around Camden Lock where the canal has become a focus for retail and leisure activities.
4.

The grain of the development that adjoins the canal is relatively coarse with large footprint 19th Century warehouse buildings reflecting the industrial nature of uses that historically located in close proximity to the canal and later residential developments to the south of the canal of similar scale and footprint.

5.

Buildings within the canal corridor generally turn their back on the canal and open out onto adjoining streets. Security features are a common characteristic of facades that front onto the canal and this leads to a high proportion of dead frontages (photos 18 and 20).
6.

The built form within the TCA reflects the area’s industrial heritage with large scale, rectangular mass warehouse buildings together with modern apartment buildings with flat roofs. Footbridges and road bridges are distinctive features (photos 19 and 21);
7.

Elevations typically comprise repeated patterns of windows in flat facades and simple detailing. The windows in the warehouse buildings and 20th century apartment buildings vary in scale and proportion, with both flat and arched heads. There is a mix of red and London stock brick in the warehouses and painted render for the apartment buildings.
8.

Linear views are a notable characteristic of the TCA with bridges and intersections important locations where the views can be experienced;
9.

The canal corridor is an important managed water feature within the local area. Originally used for commercial purposes, the infrastructure corridor is now a valued recreation asset. There are relatively few trees and vegetation in this area;
10.

The canal corridor plays an important role in providing pedestrian and cycle movement. Access / egress points to the wider context are provided at each bridging point, which are relatively frequent within the TCA.
- 3.29

The Regent’s Canal Camden Lock - TCA is a valued and coherent area of townscape that is distinct from its surrounding context. Whilst the TCA incorporates some features that detract or are neutral, its value locally is reflected in its designation as a conservation area and the retained industrial heritage that has been successfully regenerated. The value of the TCA is considered to be high. Its susceptibility to change as a result of the proposed development is considered to be low, due to the nature of the adjacent buildings. Overall, the sensitivity of the Regent’s Canal -Camden Lock TCA is **medium**.



Photo 17: New uses revitalising the canal corridor



Photo 19: Footbridges over canal



Photo 21: Traditional industrial buildings



Photo 18: Development backing onto canal



Photo 20: Development backing onto canal



Photo 22: Towpath underneath bridge

TCA 4 – Regent's Park Road South

3.30 The Regent's Park Road South TCA is adjoined by Primrose Hill to the west, Regent's Park to the south and canal and rail corridors to the north and east. The primary characteristics of the TCA can be summarised as:

11. The topography of the area is generally flat with a minor slope rising from the south east to the north west;
1. The TCA is largely residential in nature. Its immediate context however, is influenced by the green open spaces of Primrose Hill and Regent's Park to the south and west;
2. The street pattern was established in the mid-19th century primarily as part of the planned development of the Southampton Estate. The gently curving main streets are broad with wide pavements and there are occasional mews streets beyond.
3. The built form comprises a combination of mid-19th century terraced three and four storey townhouses and large semi-detached three storey villas (photo 23) together with blocks of apartments dating from the mid to late 20th century (photo 24).
4. The 19th century buildings are typically Italianate in style, sharing the following common characteristics:
 - 3-4 storeys in height, with basement below, shallow hipped slate roofs, strong parapet lines, vertically proportioned timber sliding sash windows;
 - decorative details including pediments, porches/porticos and bay windows;
 - Stucco plasterwork is the prevalent building material with some London stock brick;
5. There is a generally consistent building line set back from the pavement by a small front garden and generally generous rear gardens. The villas are well spaced on the frontage to Regent's Park;

6. Cecil Sharp House on the corner of Gloucester Avenue and Regent's Park Road (photo 28) is a landmark within the local area due to its Neo Georgian style and prominent corner location. St Marks Church is also a local landmark. St Marks Crescent by virtue of its relatively enclosed curved geometry is also a notable local feature (photo 26). The 20th century apartment buildings along the east side of Gloucester Avenue are taller elements which are inconsistent with the prevailing townscape character (photos 24 and 27).
7. Regent's Canal bisects the TCA however is largely hidden from view within public areas with the exception of a bridging point on Regent's Park Road adjacent to St Marks Church which provides an aspect to both the north and south;
8. The area has a green and leafy character partly influenced by views of Primrose Hill and Regent's Park but also by mature street trees, trees planted in generous front gardens and glimpses of trees in rear gardens (photo 28); and
9. Structured around several main roads such as Prince Albert Road, Gloucester Avenue and Regent's Park Road, the area is relatively busy with a good degree of accessibility, although permeability to the north east is restricted by the rail line;

3.31 The Regent's Park Road South TCA is a coherent and valued townscape that forms an important interface with Regent's Park to the south and Primrose Hill to the west. The townscape value of the TCA is considered to be high. Its susceptibility to change as a result of the proposed development is considered to be low, based on the limited influence of the site on the character of the TCA. Overall, the sensitivity of the Regent's Park Road South TCA is **medium**.



Photo 23: Typical terrace



Photo 24: Darwin Court, Gloucester Avenue



Photo 25: Cecil Sharpe House



Photo 26: St Mark's Crescent



Photo 27: 41 Gloucester Avenue



Photo 28: Green character of TCA, Gloucester Avenue

TCA 5 - Primrose Hill Central Area

- 3.32
- The Primrose Hill Central Area TCA is a primarily residential area north of Regent’s Park and Primrose Hill, adjoining Regent’s Canal to the south east and the rail line to the north. The primary characteristics of the TCA can be summarised as follows:
1.

The topography of the area generally falls from south-west to north-east;
2.

The area formed part of the Southampton Estate that was sold for the creation of a new residential suburb in the 1840s. Development generally dates from the Victoria era with much of the historic fabric being retained;
3.

The TCA remains primarily residential with associated commercial / retail uses with residential above, located close to the junctions of Fitzroy and Chalcot Road with traditional shopfronts (photo 29). There are five public houses within the TCA including the prominent Princess of Wales (photo 30) and the Engineer;
4.

The street pattern is laid out with straight streets that form regular blocks. There is a generally fine and uniform urban grain resulting from the repeated terraced townhouses.
5.

Three storey townhouses above a basement level are the predominant built form arranged in long terraces define wide streets strengthening the urban character of the area.
6.

The terraces generally exhibit the following common characteristics:

–

Flat elevations with, strong parapets that screen roof structures, vertically proportioned sash windows and railings protecting lightwells or defining front gardens,

–

London stock brick and rusticated stucco ground floors and contrasting stucco detailing (photo 31);

–

The detailing varies but includes projecting cills and hoods (usually to ground and first floors), moulded window surrounds, balustrades and porches/ porticos and occasional ground and first floor bay windows;

7.

There are relatively few street trees within the TCA which further reinforces the urban character of the townscape. The presence of vegetation is primarily experienced in views out of the TCA and limited views into the rear gardens of development;
8.

The TCA includes several examples of infill development; including Primrose Hill Studios (photo 32) designed in the Arts and Crafts style.
9.

Chalcot Square Gardens in the north west of the TCA is a notable open space within the local area. Defined by fine Italianate terraces painted in muted pastel colours, the square has an intimate nature;
10.

Chalcot Road, Gloucester Avenue, Fitzroy Road and Princess Road are the primary streets that provide structure and guide movement within the TCA. The grid pattern of the street network creates practical linkages to the wider area and access to strategic transport connections such as Chalk Farm Station.
- 3.33

The Primrose Hill Central Area TCA is a coherent and valued townscape area. The value of the TCA is considered to be high. Its susceptibility to change is considered to be low, based on the limited influence of the site on the character of the TCA. Overall, the sensitivity of the Primrose Hill Central Area) TCA is **medium**.



Photo 29: Traditional shopfronts with residential above



Photo 30: Princess of Wales Public House



Photo 31: Stock brick and stucco ground floor



Photo 32: Primrose Hill Studios



Photo 33: Princess Road - Primrose Hill Primary School on left



Photo 34: Edis Street

Visual Receptors

- 3.34

Visual receptors are people within the surrounding area whose views or visual amenity could be affected by development proposals. The extent to which people perceive changes to views or visual amenity as being detrimental is largely dependent on their expectation and activity. Visual receptors that are more susceptible to changes to views include:
1.

Users of public open spaces, whose focus is on amenity;
2.

Residents with an outlook in the direction of a site from a main habitable room; and
3.

Users of Public Rights of Way (PROW), whose focus is on amenity. This could include pedestrians and cyclists.
4.

People visiting tourist attractions/ heritage assets the visual amenity of which is a key aspect of the experience
- 3.35

Other receptors who as a result of their context or activity tend to be less susceptible to visual change include:
1.

Motorists, their passengers and people using public transport whose views are transient and generally not focussed on visual amenity (unless using a tourist route); and
2.

People at work or engaged in other activities such as shopping or active recreation.

Views

- 3.36

This analysis has considered a number of publically-accessible views obtained from the surrounding area that are representative of the experience of different types of visual receptor. The views have been chosen to reflect the typical views over a range of distances and some of the main receptors of changes to views and visual amenity.
- 3.37

The location of representative viewpoints are shown on Figure 9 and the photographs from these locations and associated details are provided in the following pages.
- 3.38

The representative view locations are identified in Table 3.1 below:

Table 3.1: Representative viewpoints

#	Name	Distance from Site	Visual Receptors	AVR Type
1	Gloucester Crescent (outside No. 24)	158	Ped / Re	AVR1
2	Gloucester Crescent (footpath outside No. 29)	114	Ped	AVR3
3	Gloucester Crescent (footpath outside No. 35)	80	Ped	AVR3
4	Gloucester Crescent (footpath outside No. 41)	41	Ped	AVR3
5	Jamestown Road	40	Ped / Cyc	AVR1
6	Oval Road (footpath opposite 15 Oval Road)	45	Ped	AVR1
7	Oval Road (footpath opposite 7 Oval Road)	72	Ped	AVR1
8	Oval Road (footpath opposite 1 Oval Road)	134	Ped	AVR1
9	Intersection of Gloucester Crescent and Oval Road	188	Ped	AVR1
10	Regent's Park Road (adjacent to rental bike station)	183	Ped / Cyc	AVR3
11	Gloucester Avenue (footpath outside No. 53)	74	Ped	AVR3
12	St Mark Crescent	91	Ped	AVR3
13	Gloucester Avenue, bridge over Regent's Canal	92	Ped	AVR3
14	Gloucester Avenue (footpath outside No. 67)	169	Ped	AVR3

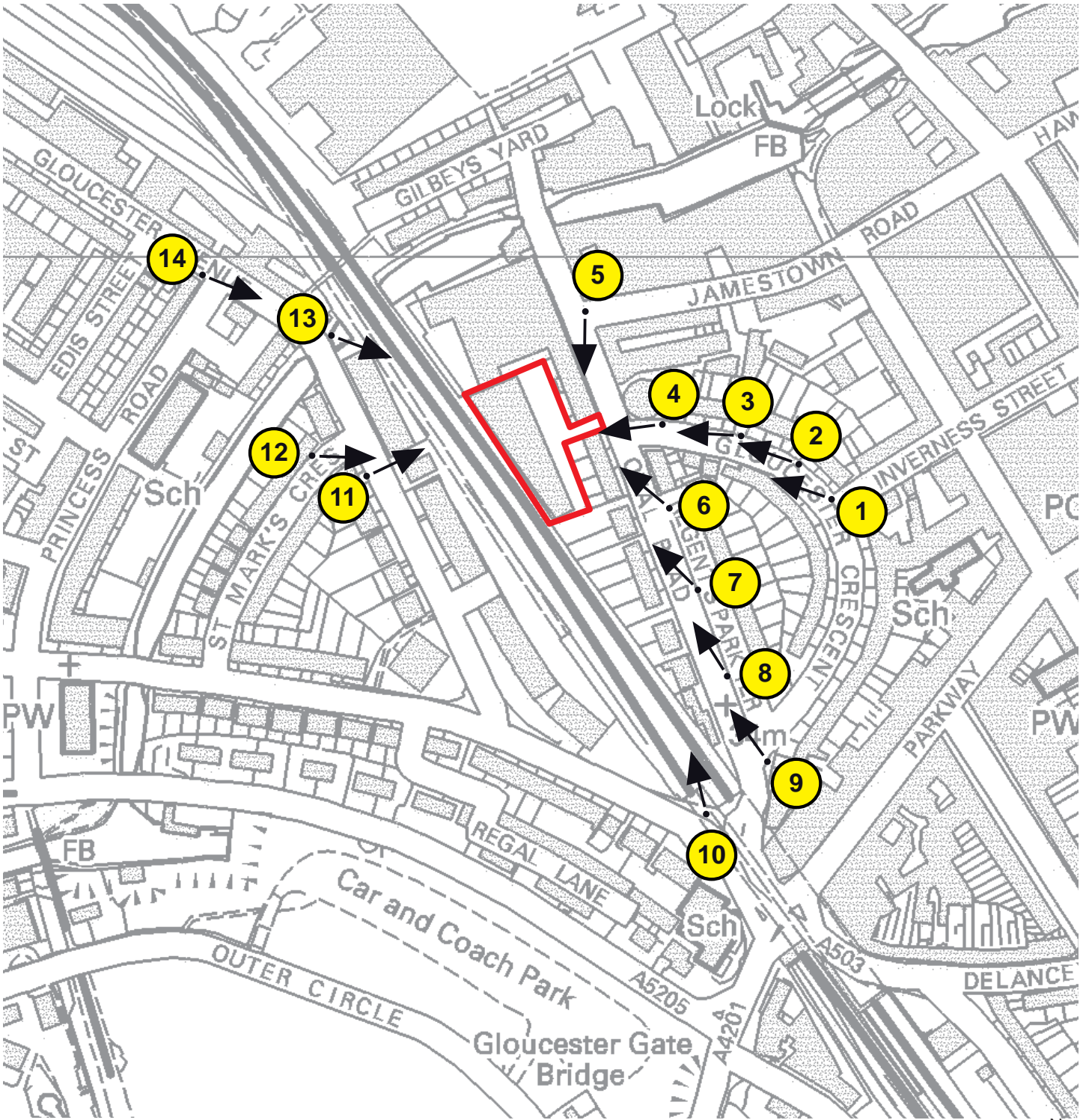


Figure 9: Representative viewpoints

4 The Proposed Development

- 4.1 The proposed development involves the demolition of the existing 20th century industrial buildings on the site and their replacement with a residential-led mixed use development. The proposed development has a stepped, L-shaped footprint that defines an internal courtyard and backs onto the railway line.
- 4.2 The key relevant features of the proposed development are summarised as:
1. Access is via the existing crossover. An internal, predominantly hard surfaced, courtyard and mews will afford internal access and create a setting for the proposed buildings. A limited number of car parking spaces and a service area have been incorporated within the courtyard;
 2. The bottom of the 'L' comprises a single storey element with a basement below and will provide solely commercial floor space. The remaining commercial space is provided at ground floor level opposite the entrance. The remainder of the scheme is residential;
 3. The massing of the building is articulated by series of steps in the building height, steps in plan together with setbacks at roof level which break the structure into a series of smaller 'blocks'. The four 'blocks' on the west side of the site step in height from four to seven storeys with a single storey return adjoining the northern boundary;
 4. The elevations reference the local industrial vernacular, adopting a stock brick laid with stretcher bond the primary treatment, with English bond accentuating the base and top of the building. There are large windows to the commercial units separated by brick piers with flat brick facades above with punched windows and deep reveals to the residential elements. Windows, doors, balconies and roof level projections are proposed to be in a dark grey aluminium / steel;
 5. A mixture of recessed and projecting balconies have been included, providing variety and depth to the composition of the primary elevations with vertical metal balustrades;
 6. The flat roofs proposed will accommodate communal open spaces on roof levels four and six, whereas roof levels one, five and seven will be green roofs including sedum and wildflowers; and
 7. The internal courtyard will be landscaped to a high standard incorporating durable surfaces and planting. A mature tree located in the centre will provide a welcoming focal point to the space Raised planters bicycle parking will be accommodated in the southernmost portion of the site.
- 4.3 Further details on the proposed design are included in the Design and Access Statement and application drawings.



Figure 10: Roof plan, Source: AHMM, 2016



Figure 11: Southern elevation, Source: AHMM, 2016



Figure 12: Northern elevation, Source: AHMM, 2016



Figure 13: Eastern elevation, Source: AHMM, 2016



Figure 15: Entrance, Source: AHMM, 2016



Figure 14: Western elevation, Source: AHMM, 2016



Figure 16: Courtyard visualisation, Source: AHMM, 2016



Figure 17: Courtyard visualisation, Source: AHMM, 2016

5 Townscape and Visual Appraisal

Townscape Appraisal					
5.1	The townscape effects have been considered at both a site-wide and character area level. The appraisal considers the sensitivity of the townscape and the degree of change to the townscape based on the criteria set out in Appendix 2.	5.8	The proposed development will be of a higher density than the existing site optimising the potential of the site consistent with policy objectives.	5.15	The materials palette and architectural expression of the proposal will be a notable improvement compared to the existing buildings and complement the materials of the TCA. The composition of the primary elevations is characteristic of the commercial/industrial aesthetic of buildings within Camden works and at 35 Oval Road frontage as well as more recent residential development. The contemporary interpretation of the local character will reinforce the positive impression of regeneration and investment within the local area.
5.2	The sensitivity of the townscape to change is determined having regard to its value and susceptibility to change arising from the development proposal. A judgement is then made as to whether the proposal will result in a minor, moderate or major effect and whether that effect would be beneficial, neutral or adverse. It considers the changes to the aspects of townscape character which were identified as being important through the character assessment or the policy context.	5.9	The removal of the surface car park and existing buildings and their proposed replacement with high quality purpose-designed buildings comprising residential units and workspaces, set within a new landscaped courtyard will considerably improve the townscape character of the site. Accordingly, the proposal would result in a major beneficial effect on the townscape character of the site.		5.20
Effect on Townscape Character of the site			Effect on the Surrounding Townscape Character Areas		
5.3	The existing site is currently in commercial/industrial use, sitting behind the existing frontage to Oval Road and backing onto the rail line, it is distinct from the surrounding context and has limited influence on the townscape of the surrounding area. The existing buildings whilst being relatively well maintained, have no townscape value, there are no notable landscape features on the site that merit retention.	5.10	The following sections appraise the effects of the proposed development in terms of the local townscape character areas identified through the analysis of the existing conditions.	5.16	Analysis of the views from Gloucester Crescent identified as important views within the Primrose Hill CA Appraisal, are assessed in detail in at to section 5.48. Where seen, the proposal will create a complementary relationship with 35 Oval Road and will partly screen the taller Lockhouse development and mitigate its existing tall and blank southern elevation.
5.4	The proposed combination of offices and residential development is compatible with adjoining uses.		TCA1: Jamestown Road	5.17	The scheme successfully integrates the building heights of the local context. The articulation of the massing and materials and details proposed will enhance existing views. There would be a high degree of change to the TCA and the proposal would result in a moderate beneficial effect.
5.5	The stepped form of the building relates to both the scale of the Lockhouse development to the north, 35 Oval Road and the villas to the south. The buildings are set back from the Oval Road frontage and enclose a new courtyard space.	5.11	This is an area of low sensitivity to change. The site is located within this character area and therefore the proposal will include direct and indirect effects on the townscape of the area. The mix of residential and commercial use (class B1) is entirely consistent with adjoining uses and the wider mix of uses within the character area.		5.22
5.6	The quality of the new development, including articulation of the massing and elevational treatment will ensure the scheme augments the existing townscape character. The proposed material palette, detailing and restrained architectural expression references in a contemporary way the commercial/ industrial vernacular of the local area.	5.12	Consistent with the prevailing character of the area, the proposal maintains a courtyard/ mews arrangement within a larger urban block. The L-shaped footprint which breaks into smaller blocks is compatible with the varied grain of the area.	TCA2: Gloucester Crescent	5.23
5.7	The proposed scheme will considerably enhance the landscape and public realm within the site. The proposal will create an ordered, robust and attractive setting for the proposed new building with improved ground surfaces, planting and a mature focal tree to order and define the space.	5.13	The tallest elements of the scheme are taller than existing buildings within the area but are not inappropriate or prominent due to the discrete location of the site and the set-back upper storey. The adjoining built context also enables taller buildings to be successfully accommodated. As a result the proposed massing will better integrate with the surrounding built context, most notably the Lockhouse development to the north.	5.18	The eastern and southern boundary of the site adjoins the edge of this TCA which has a high townscape value. The site is currently developed with buildings of low quality in uses that are not currently compatible with the largely residential character of the adjoining area. The developed nature of the frontage to Oval Road restricts the visibility of the proposals within the character area. The susceptibility of townscape character to change associated with the proposed development is medium and the sensitivity to change is considered to be medium.
		5.14	The rectilinear massing of the blocks reflects the strong horizontal parapets that are evident in many of the existing buildings. .	5.19	The proposed residential use is more consistent with the predominantly residential character of the TCA. The proposal will not alter the historic structure of the TCA; the streetscape of villas that define the frontage to Oval Road will be unaltered by the proposal. Public views of the scheme will be gained through the gap between numbers 29-31 Oval Road only, where the building will read as a background element and will replace existing unattractive industrial buildings.
					5.24
					TCA3: Regent's Canal Camden Lock
					5.25
					5.26

5.27	The ZTV, illustrates that the potential for views of the proposed development from public locations is very limited. Where seen, the proposal would be viewed in the context of the Lockhouse development in the foreground.	5.34	The western elevation of the proposal incorporates several steps in both height and building line that help to break down the massing. Depth in the elevational treatment is further emphasised by recessed fenestration and set backs at roof level. The brick façades reference the local industrial vernacular. The massing, form and materials are sympathetic to and successfully manage the transition between these differing scales and building types within the wider context and would not appear dominant or incongruous where seen. The proposal will considerably improve on the existing blank rear elevation of the existing buildings and will augment views over the rail corridor.	5.40	The degree of change associated with the proposal is considered to be low due to the limited role of the proposed development in views. The scheme is compatible with the wider urban context in its scale, form, materials and architectural expression. The proposal would result in a minor neutral effect on the Primrose Hill Central Area TCA.
5.28	The potential for views from adjoining ground level spaces within the Lockhouse development are limited by an existing brick wall 2-3m in height. The adjoining single storey building will be largely screened from ground level views, with potential for views of the new taller elements in place of the existing industrial units.				
5.29	The degree of change associated with the proposal on the townscape is considered to be negligible. Where seen the proposal would appear consistent with the prevailing characteristics of the area and would replace existing poor quality buildings. The proposal would result in a negligible beneficial effect on the Regent’s Canal Camden Lock TCA.	5.35	The degree of change to the townscape associated with the proposal is considered to be low, due to the extent of influence being restricted to effects on views of the wider urban context. The proposal would result in a minor beneficial effect on the Regent’s Park Road South TCA.		
	TCA4: Regent’s Park Road South		TCA5: Primrose Hill Central Area		
5.30	The sensitivity of the townscape is considered to be medium. The site is not located within the TCA and therefore the influence of the proposal is limited to indirect effects on views, with the position of the rail corridor accentuating the sense of separation.	5.36	Whilst the value of the townscape is high, its susceptibility to change as a result of the proposed development is low, due to the degree of separation between the site and the TCA, the limited visibility of the proposals due to the intervening buildings and the character of the wider urban context. The sensitivity of the TCA to change is medium.		
5.31	The proposal will not result in any physical changes to the TCA.				
5.32	Views of the proposed development will be limited to a few isolated locations where gaps in the existing built form allow views through gaps in the buildings fronting Gloucester Avenue. The proposal will viewed across the rail corridor and therefore the proposal will appear as a tertiary layer within the wider urban context and will replace the existing blank rear façade of industrial buildings.	5.37	The proposal will not result in any direct physical effects on the character of the TCA. Potential effects are limited to effects on views of the wider urban context seen in views along Gloucester Avenue.		
		5.38	Where seen the building will form a background element in the views and will be seen in the context of other buildings within the context that are of similar rectilinear massing. The proposed development will appear compatible with the scale and form of buildings in the wider context and will not be a prominent or intrusive element.		
5.33	The proposed development will be seen in the context of the existing, taller Lockhouse development and rear elevations of houses on the other side of the railway. ..	5.39	The form, articulation and material of the scheme will complement the urban context, reflecting the industrial heritage of the local area in a contemporary manner.		

Summary of Townscape Effects

- 5.41

The assessment has identified a major beneficial effect within the site itself largely based on the regeneration benefits of replacing an existing industrial site with a combination of new homes and employment uses that are more compatible with the residential character of the area. The scheme has been designed to respond to the historic evolution of the townscape in its courtyard form and architectural expression. A moderate beneficial effect was also identified for the Jamestown Road TCA, as the proposed development would result in an enhancement of the appearance of the western portion of the TCA.
- 5.42

Within the townscape of the surrounding area there would be a range of minor beneficial, negligible and minor neutral effects. Beneficial effects were identified in those locations where the improvements to the townscape character of the site would be appreciated as an appropriate part of the wider context, Neutral effects were identified where the building would be seen but would be compatible with the townscape character of the wider area. No adverse were identified.
- 5.43

The proposal is considered to be consistent with local and national planning as follows:

1.

The design of the scheme draws on a clear understanding of the character and distinctiveness of the area in its reference to the industrial aesthetic of the warehouse buildings that evolved along the canal and railway and the sense of enclosure and spacing within the courtyard areas. Its scale and massing manage the transition between the taller warehouse buildings along the canal and the villas along Oval Road.

2.

The proposal is of a suitably high quality architectural and landscape design that will reinforce the sense of place and enhance the local townscape by developing a new distinctive building and courtyard space, sensitive to its context and distinctive in terms of its scale and detailing; and

3.

The scale and layout of development scheme responds positively and appropriately to the surrounding public realm, creating appropriate natural surveillance and activity within the courtyard space;
4.

The scheme will considerably improve the existing site, helping to reintegrate it into the urban context and optimises the use of the site.
- | Townscape Receptor | Significance of Effect |
|---|------------------------|
| The Site | Major Beneficial |
| TCA1 - Jamestown Road | Moderate Beneficial |
| TCA2 - Gloucester Crescent | Minor Beneficial |
| TCA3 - Regent's Canal | Negligible Beneficial |
| TCA4 - Primrose Hill
Regent's Park
Road South | Minor Beneficial |
| TCA5 - Primrose Hill South | Minor Neutral |
- KEY

Site boundary

Jamestown Road

Gloucester Crescent

Regent's Canal: Camden Lock

Regent's Park Road South

Primrose Hill Central Area

Primrose Hill Conservation Area

Camden Town Conservation Area

Regent's Canal Conservation Area

Regents Park
- A detailed map of the Regent's Park area in London, highlighting various townscape character areas. The map uses color-coding and dashed lines to delineate these areas. Key features include: Primrose Hill Central Area (green), Jamestown Road (yellow), Gloucester Crescent (light green), Regent's Canal Camden Locks (purple), Regent's Park Road South (dark green), Primrose Hill Conservation Area (dark green), Camden Town Conservation Area (blue), Regent's Canal Conservation Area (purple), and Regents Park (light green). The map also shows major roads like Gloucester Avenue, Regent's Park Road, and the A503. A dashed line indicates a 400m (5 minute walk) radius from the site. Other labels include 'Car and Coach Park', 'Gloucester Gate Bridge', and 'Regent's Park'. A north arrow is located in the bottom right corner.
- Figure 18: Townscape Character Areas
- 22
- Centric Close | TVA ID15404-001 v1

Effect on Views and Visual Amenity

- 5.44 The visual analysis has been undertaken with reference to 14 representative views that have been agreed with officers at LBC. Photographs of the existing views from each position are provided together with commentary on the key components of the view (skyline definition, composition, characteristic features, positive and negative attributes). For each location an overview of the receptors (people) affected is given together with an assessment of their sensitivity to changes in visual amenity (in accordance with GLVIA3 Guidelines).
- 5.45 A description of the proposal is given with commentary, where relevant, on the effects on the composition of the view. Consideration is given to the effects on the skyline, any obstruction or distraction from existing important elements and characteristic aspects such as scale, grain, massing, appearance and materials.
- 5.46 The visual effects are then assessed having regard to:

1. the sensitivity of the visual receptors, considering both the value of the view and the capacity of the receptors (or people) to accept changes to views. This is dependent on their activity, perception and the values attributed to that view; and

2. the predicted degree (or scale) of change to the view. Reference has been made to a combination of photographs, accurate visual representations (AVRs) and application drawings to determine the predicted change to the view.
- 5.47 The nature of the change has been assessed as beneficial, neutral or adverse having regard to the visual characteristics of the townscape and the change arising from the application proposals. Consideration has also been given to whether the visual effect would be negligible, minor, moderate or major.

The criteria applied in the assessment of views are included in Appendix 2.

KEY

Site boundary

Representative viewpoints

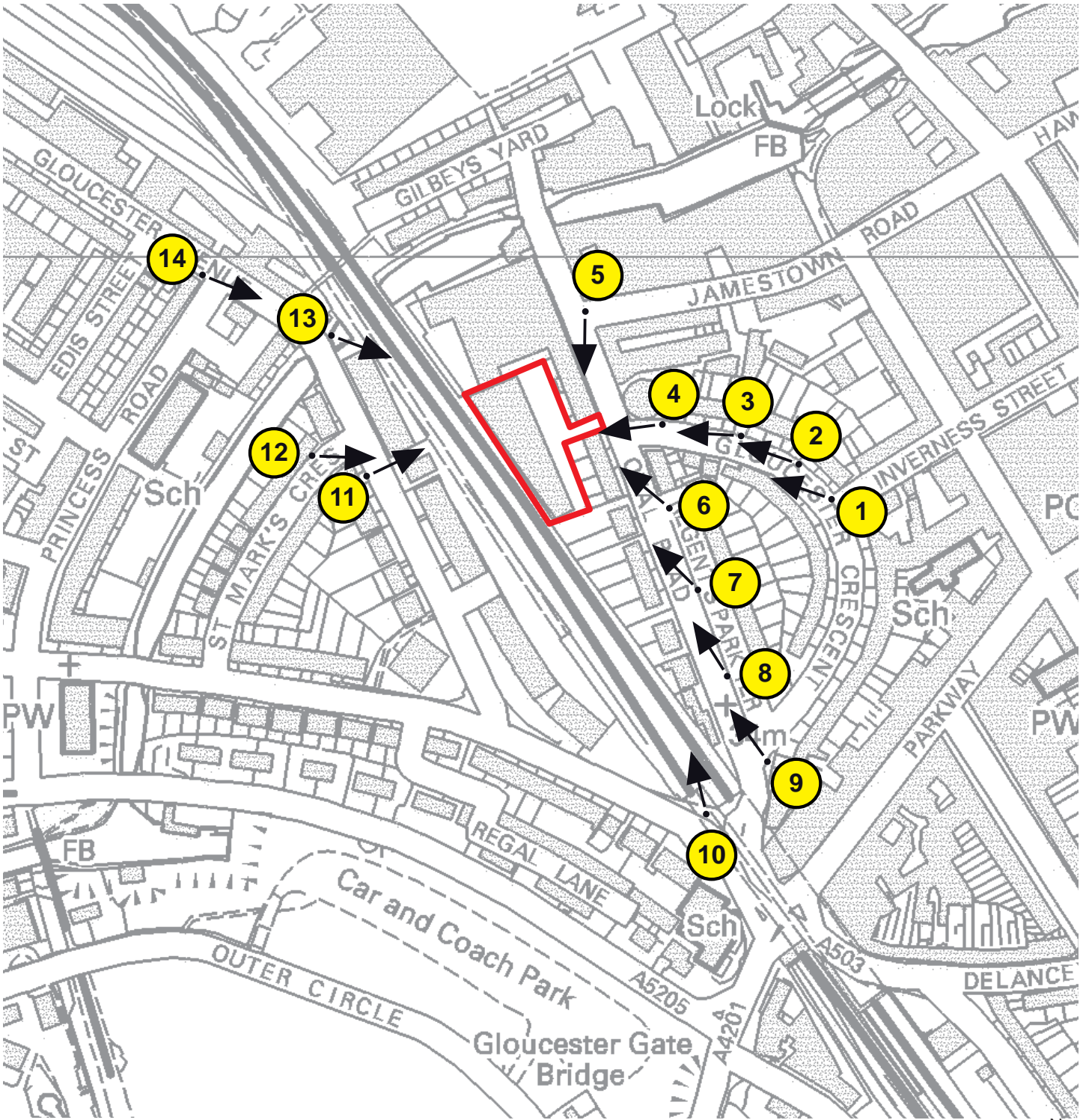
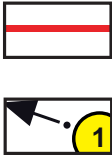


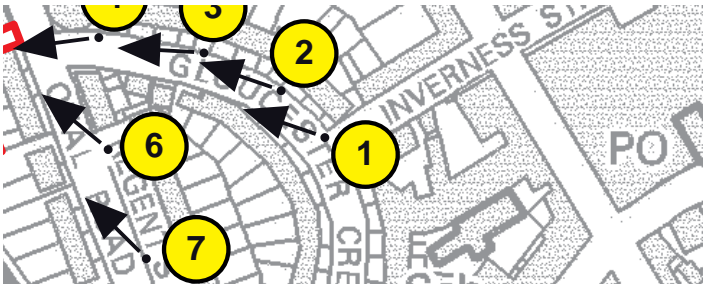
Figure 19: Representative viewpoints

VP1. Gloucester Crescent (outside No. 24)



Role of the existing site in the view

- 5.48 This view is from the junction of Inverness Street and Gloucester Crescent, looking north west towards the site and is within the Primrose Hill CA. The character of the view is urban, with the gentle curve and rising levels associated with Gloucester Crescent creating a distinctive local streetscape. The site itself is not visible.
- 5.49 The main components of the view include:
1. The gently curving geometry of Gloucester Crescent accentuated by the formal facades of the substantial mid-19th century townhouses that address the street and create a notable sense of enclosure defining the vista;
 2. The buildings create a homogenous and attractive streetscape with their repeated materials and Italianate detailing ;
 3. The street has a noticeable green character due to the presence of several mature trees complemented by lower level planting within the front gardens of the dwellings, which are set behind brick walls;
 4. The Rotunda Building (former Piano Factory) provides a focal point albeit filtered by intervening vegetation. The distinctive curved façade complements the geometry of the street and is a local landmark;
 5. The presence of parked cars and refuse bins on the footpath detracts from the overall amenity of the scene.
- 5.50 The value of the view is considered to be high due to the distinctive curved nature of the street, the coherence of features, materials and styles in the built context and its identification within the Primrose Hill CAS.
- 5.51 Visual receptors at this viewpoint are typically pedestrians moving north towards Oval Road. Whilst their primary focus is likely to be on their journey, they will have some secondary awareness of visual amenity. Their susceptibility to visual change will be medium.
- 5.52 The sensitivity of the visual receptors to change is considered to be high overall.



Representative Viewpoint Plan Excerpt

Criteria	Detail
Distance / Direction	158 / NNW
Receptors	Pedestrians / Residents
Time / Date	09:51 / 07-11-2016
Focal Length	24mm



Visual Effects

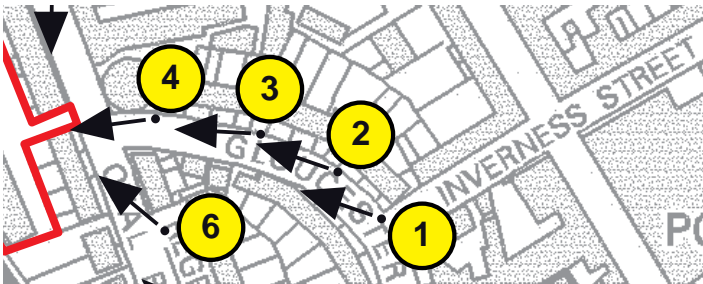
- 5.53 The proposed development would not be visible from this location, as it is screened by existing buildings within Gloucester Crescent.
- 5.54 There would be no visual effect from this location.

VP2. Gloucester Crescent (footpath outside No. 29)



Role of the existing site in the view

- 5.55 Viewpoint 2 is further north-west on Gloucester Crescent. A small part of the existing industrial building on the site can be seen in the background between 29 and 31 Oval Road.
- 5.56 The main components of the view include:
 - 1. The gentle curve and rising alignment of Gloucester Crescent as it meets Oval Road;
 - 2. A generally consistent streetscape of 19th century villas in brick with stucco detailing which define the right side of the street,
 - 3. Some variety in the scale and character of the frontages on the left which enable views to the plain rear facades of the townhouses on the Oval Road frontage. There is a greater sense of openness created by the smaller scale two storey cottages although there is visual consistency in the use of stock brick;
 - 4. Mature street trees are a notable feature, filtering views along the frontage; and
 - 5. The view along the street is terminated by part of the front and flank of No. 31 Oval Road. The Lockhouse development can be seen beyond rising to 10 storeys, with the top two floors clad in a grey coloured panelling. The existing industrial units are seen in the background
- 5.57 The view is of an attractive streetscape within the conservation area with some limited detracting elements. The value of the view is high
- 5.58 The visual receptors at this viewpoint are pedestrians moving north west towards Oval Road. Their primary focus is likely to be on their journey although they will have some secondary awareness of visual amenity. Their susceptibility to visual change will be medium.
- 5.59 The sensitivity of the visual receptors to change is considered to be high.



Representative Viewpoint Plan Excerpt

Criteria	Detail
Distance / Direction	114 / WNW
Receptors	Pedestrians
Time / Date	09:59 / 07-11-2016
Focal Length	24mm



Visual Effects

- 5.60 A small portion of the proposed building would be seen through the gap between 29 and 31 Oval Road. The upper floors of the proposal would be seen beyond the existing roofs in the context of the existing Lockhouse development. The proposal would replace a detracting element within the streetscape. No positive townscape features would be screened.
- 5.61 Due to the position of the proposal at the termination of the view, it will be evident in sequential views moving north west on Gloucester Crescent. The proposal would be perceived as a secondary layer of development seen beyond the frontage properties. The layering of buildings within the townscape approaching the junction is characteristic and whilst taller than the frontage buildings, the proposal would not appear out of scale with the surroundings in the context of the Lockhouse development adjoining to the north, the recessive character of the architecture and the greater prominence of the buildings in the fore and middle ground. Further, the parapet lines of the scheme are consistent with the prevailing building heights including the Rotunda building.
- 5.62 The level of enclosure within the scene would be increased; however this is not uncharacteristic of this location and positively contributes to the urban context.
- 5.63 The massing and articulation of the seven storey element reflects the composition and character of number 31 Oval Road. The stepped height and building line ensures that the building is not perceived as one mass.
- 5.64 The building materials proposed including a buff stock brick and dark grey windows / balconies references the commercial / industrial context of the area, creating a level of contrast with the residential streetscape helping to distinguish the scheme as secondary element.
- 5.65 The degree of visual change is **low**.
- 5.66 The visual effect is **minor beneficial**. Whilst the increase in the scale of development is perceived, an existing unattractive building is replaced. The scale of development is in keeping with the overall character of the context of the view in which there is a layering of buildings. The proposed development reads as a composition with the existing frontage at 31 Oval Road.