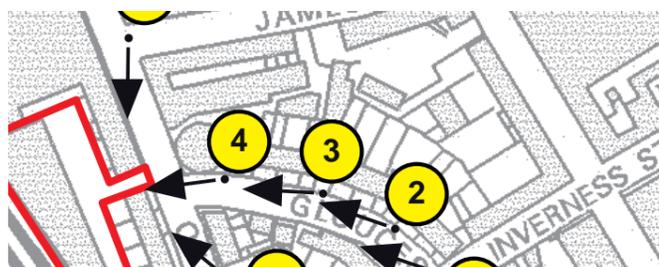


# VP3. Gloucester Crescent (footpath outside No. 35)



## Role of the existing site in the view

- 5.67 Moving further north-west along Gloucester Crescent, the existing buildings on the site can be seen in the background, between numbers 29 and 31 Oval Road.
- 5.68 The primary components of the view include:
  1. The broad carriageway of Gloucester Crescent as it curves towards the junction with Oval Road;
  2. two storey cottages on the frontage to Gloucester Crescent, beyond which are the plain backs of taller townhouses on Oval Road;
  3. Mature street trees that filter views of the villas and rotunda on the north side of Gloucester Crescent; and
  4. The view is terminated by the end of a three storey residential terrace and the flank wall of no.31 Oval Road, with some visibility of the existing industrial building on the site beyond.
- 5.69 The value of the view is considered to be medium. Whilst there is some local amenity value in the streetscape, it is less coherent than in other locations with some limited detracting elements.
- 5.70 Visual receptors at this viewpoint are pedestrians moving west towards Oval Road. Their primary focus is likely to be on their journey with some secondary awareness of visual amenity. Their susceptibility to visual change will be medium.
- 5.71 The sensitivity of the visual receptors to change is considered to be medium overall.



Representative Viewpoint Plan Excerpt

Criteria	Detail
Distance / Direction	80 / W
Receptors	Pedestrians
Time / Date	09:58 / 07-11-2016
Focal Length	24mm



### Visual Effects

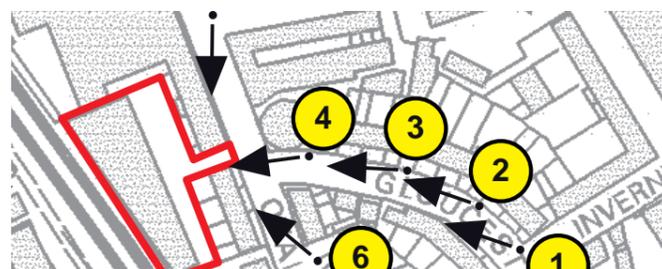
- 5.72 The upper floors of the seven and six storey elements of the scheme will be seen above the existing rooflines of 29 and 31 Oval Road, in addition to a small portion of the scheme visible in the gap d. The scheme will replace the existing industrial buildings on the site, and will not screen any features of townscape value.
- 5.73 The proposal scheme will be a discernible new element seen on the skyline. It will not appear dominant due to it being a relatively distant, secondary layer of development characteristic of the layering of buildings within the scene. Whilst the sense of enclosure will increase, this is in keeping with the existing context. The key characteristics of the streetscape will be largely unaltered.
- 5.74 The massing, stepped height and articulation of elevations helps to break down the massing of the proposal. The materials and architectural expression are appropriate to the site and reference the historic industrial use, evident in the frontage to 31 Oval Road.
- 5.75 The degree of visual change as a result of the proposal is medium.
- 5.76 The visual effect is moderate and beneficial overall, it will replace an existing detracting element of unsympathetic form, materials and appearance, albeit with limited visibility. Whilst the proposed development will increase the level of enclosure and the scale of building on the site, the materials and appearance are in keeping with existing character of the view.

# VP4. Gloucester Crescent (footpath outside No. 41)



## Role of the existing site in the view

- 5.77 Viewpoint four is from the footpath outside the listed Rotunda Building (former Piano Factory), looking directly west towards the site. The site is visible between numbers 29 and 31 Oval Road, with the metal clad roof form of the industrial units evident in the background.
- 5.78 The primary components of the view include:
1. The southern elevation of the Rotunda Building, defined the north side of the road. Built in brick with arched windows, the building sits behind a low brick wall topped by black iron railings. Street trees and the boundary wall can be seen on the south side of the street;
  2. The view across the junction is terminated by the frontage to Oval Road which includes a three storey terrace of mid-19th century stucco fronted townhouses with classically influenced detailing and low pitched hipped roofs sitting behind low brick walls or fencing and No. 31 Oval Road, amid 20th century commercial building built in London brick, with a recessed third storey detailed in grey aluminium and large glazed areas; and
  3. The industrial units on the site which are visible through the gap between 29 and 31 Oval Road. Filtered views to the upper floors of the Lockhouse development are just glimpsed.
- 5.79 The value of the view is considered to be medium, there is some local amenity value associated with the 19<sup>th</sup> century frontages although there are some detracting elements within the scene.
- 5.80 Visual receptors at this viewpoint are pedestrians moving west towards Oval Road. Their primary focus is likely to be on their journey although there will be some secondary awareness of visual amenity. Their susceptibility to visual change will be medium.
- 5.81 The sensitivity of the visual receptors to change is considered to be medium.



Representative Viewpoint Plan Excerpt

Criteria	Detail
Distance / Direction	41 / W
Receptors	Pedestrians
Time / Date	10:03 / 07-11-2016
Focal Length	24mm



#### Visual Effects

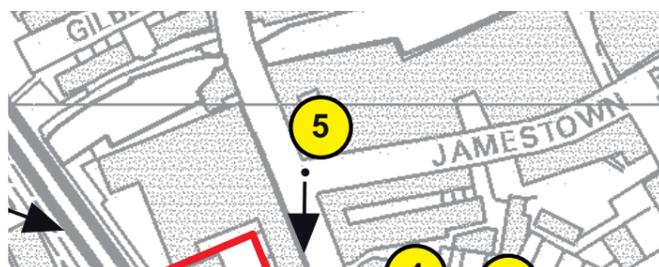
- 5.82 The proposal would primarily be seen between the gap in the street scene between 29 and 31 Oval Road together with a small portion of the scheme above the existing rooflines. The proposal would replace the existing poor quality frontage and inconsistent materials of the Industrial buildings and replace them with a more attractive brick, built mixed use development. The scheme would alter the existing skyline, and increase the sense of enclosure; however the prevailing character of the scene would be largely unaltered with proposal perceived as a secondary layer of development behind the primary frontage of Oval Road.
- 5.83 The stepped heights and recessed top floors reduce the apparent scale and mass whilst reflecting the local characteristics of a strong horizontal line at roof level. The more restrained architectural expression of the elevations echoes the treatment of the converted brick warehouse buildings providing an appropriate contrast in style with the more decorative residential frontage on Oval Road. This helps the proposal to read as a recessive element in the view.
- 5.84 The vertical emphasis of the fenestration on the eastern elevation is sympathetic to the existing context of Oval Road. The recessed and heavily glazed upper floors of the scheme references the glazed curtain walling on the top floor of number 31 Oval Road. The proposed materials palette is compatible with the character of the scene.
- 5.85 The degree of visual change is medium.
- 5.86 The proposed development will replace the existing industrial units on the site and replace them with a contemporary and complementary scheme that successfully integrates with existing Oval Road frontage. Whilst taller it is a recessive element and not overly dominant. There would be a **moderate** effect that would be **beneficial** overall
- 5.87

# VP5. Jamestown Road



## Role of the existing site in the view

- 5.88 From the corner of Jamestown Road and Oval Road looking south west, the main components of the view include:
1. The junction of Oval Road and Jamestown Road in the foreground. The breadth of Oval Road is a notable characteristic;
  2. The part three / five storey form of the Lockhouse development is prominent, defining the street frontage and providing hard urban edge. The building has relatively crude details including an expressed frame in white, offset by yellow painted rendered insets and grey aluminium windows;
  3. Filtered views of the 31 Oval Road and the 19th century stucco villas beyond define the western side of the street
  4. The street frontages draw the eye to the BT tower on the skyline;
  5. Street trees including two London Plane trees outside number 31 Oval Road, soften the character of the urban scene;
- 5.89 The value of the view is considered to be low due to the detracting influence of the Lockhouse development on the visual amenity of the scene.
- 5.90 Visual receptors at this viewpoint are pedestrians, cyclists and motorists moving south. 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.
- 5.91 The sensitivity of the visual receptors to change is considered to be medium.



Representative Viewpoint Plan Excerpt

Criteria	Detail
Distance / Direction	40 / SW
Receptors	Pedestrians / Cyclists / Motorists
Time / Date	10:17 / 07-11-2016
Focal Length	24mm



#### Visual Effects

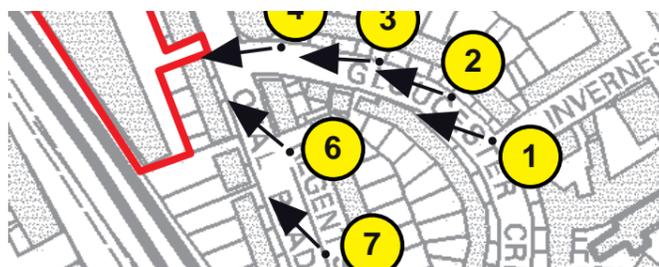
- 5.92 The proposed development would not be visible from this location, as it is entirely screened by the intervening Lockhouse development.
- 5.93 There would be no visual effect from this location.

# VP6. Oval Road (footpath opposite 15 Oval Road)



## Role of the existing site in the view

- 5.94 From the eastern footpath of Oval Road adjacent to the northern entrance to Regent's Park Terrace, looking north west towards the site the primary components of the view include:
1. Oval Road, including parked cars and traffic calming in the foreground;
  2. Three storey stucco faced villas defining the west side of Oval Road, set behind small front gardens defined by either low level brick walls or railings;
  3. 19th century terraced townhouses and the rotunda defining the east side of Oval Road
  4. 31 Oval Road is seen in the middle ground with the Lockhouse development a larger scale background element rises above the lower frontage development;
  5. The view north is terminated by development on Gilbey's Yard; and
  6. There are occasional street trees including two London Plane trees and landscaping within front gardens all of which soften the prevailing urban character of the scene;
- 5.95 Visual receptors at this viewpoint are pedestrians moving north. 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. The value of the view is considered to be medium. Whilst there are relatively coherent 19th century frontages there are a number of elements that detract from the overall quality of the street scene.
- 5.96 The sensitivity of the visual receptors to change is considered to be medium.



Representative Viewpoint Plan Excerpt

Criteria	Detail
Distance / Direction	45 / NW
Receptors	Pedestrians
Time / Date	10:05 / 07-11-2016
Focal Length	24mm



#### Visual Effects

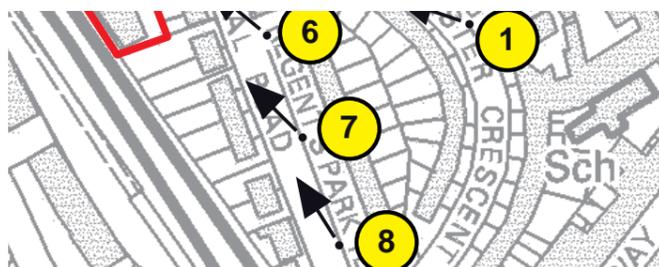
- 5.97 The proposed development would not be visible from this location, as it is entirely screened by the built frontages of 17 to 29 Oval Road.
- 5.98 There would be no visual effect from this location.

# VP7. Oval Road (footpath opposite 7 Oval Road)



## Role of the existing site in the view

- 5.99 From the footpath on the eastern side of Oval Road, looking north west towards the site on the frontage to Regent's Park Terrace the primary components of the view include:
1. The brick boundary wall and large mature trees within the frontage to is Regent's Park Terrace (a listed building);
  2. The western side of Oval Road is defined by 19th century semi-detached villas arranged. Their three storey form is detailed by stucco ground floors with London brick above and bracketed cornices defining a consistent eaves and roofscape of low pitched hipped forms. Each house has a small front garden defined by low level brick walls;
  3. The seven storey Lockhouse development can be seen above the existing roofline of the villas, identifiable by its yellow and white render façade, the development is a notable feature in views north;
  4. The combination of formal street trees, trees within Regent's Park terrace and vegetation within private front gardens contribute to the amenity of the scene; and
  5. The view north is terminated by modern housing development within Gilbey's Yard.
- 5.100 The value of the view is considered to be medium. The frontages create a visually interesting and attractive streetscape which is generally consistent, notwithstanding some minor elements that are inconsistent or detract.
- 5.101 Visual receptors at this viewpoint are pedestrians moving north. 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.
- 5.102 The sensitivity of the visual receptors to change is considered to be medium.



Representative Viewpoint Plan Excerpt

Criteria	Detail
Distance / Direction	72 / NW
Receptors	Pedestrians
Time / Date	10:08 / 07-11-2016
Focal Length	24mm



#### Visual Effects

- 5.103 The proposed development would not be visible from this location, as it is screened by the built frontages of 11-17 Oval Road.
- 5.104 There would be no visual effect from this location.