



## View 5: Eversholt Street

### Proposed

- 5.29 The Proposed Development, its outline indicated by the dashed yellow line right of centre of the image (facing), will not be visible in this view.



## View 6: Harrington Square

### Existing

- 5.30 This viewpoint is on the very northern end of Harrington Square, looking north-east in the direction of the Site. The view is of the Camden Town Conservation Area. Koko, to the right is listed grade II.
- 5.31 The busy highway is prominent in the foreground. To the right (facing) of the images is the stucco faced facade of Koko topped with the copper clad dome. To the left of this are nos. 2 - 6 and 8 - 12 Camden High Street, two post-war commercial buildings identified in the Council's Appraisal as negative buildings.



## View 6: Harrington Square

### Proposed

- 5.32 The Proposed Development, its outline indicated by the dashed yellow line in the centre of the image, will not be visible in this view.



## View 7: Hampstead Road

### Existing

- 5.33 This viewpoint is on the west side of Hampstead Road, looking north-east in the direction of the Site. The view is of the Camden Town Conservation Area. To the far right is Mornington Crescent London Underground Station, and beyond it, towards the centre of the view, Koko, both listed grade II.
- 5.34 The busy highway is prominent in the foreground. The middleground comprises the built edge to the north-east side of Camden High Street including the stucco faced facade of Koko topped with the copper clad dome; nos. 2 to 6 and 8 to 12 Camden High Street, two post-war commercial buildings identified in the Council's Appraisal as negative buildings; and a 4 storeys high 19th century terrace with later retail ground floor frontages.



## View 7: Hampstead Road

### Proposed

- 5.35 The top of part of the Proposed Development will be visible to the right (facing) of the large plant room of nos. 2 to 6 Camden High Street. The detailed design and materials of the Proposed Development mean it will not be very noticeable in this view. The busy highway and boldly coloured elevation of the London Underground Station will remain prominent in this view.
- 5.36 The approved scheme ref:2016/4116/P was not visible in this view.

## 6.0 Assessment of effects of the Proposed Development

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- 6.1 The Proposed Development is assessed in section 4 of this report. This section assesses the effect of the Proposed Development on the host building, the local townscape and views. It goes on to assess the effect of the Proposed Development on the heritage significance of the Camden Town Conservation Area and nearby listed buildings.
- 6.2 Reference should also be made to the DAS, scheme drawings and planning statement submitted with the application.

### Architecture and urban design

- 6.3 The Proposed Development is of a high quality of design and appropriate to the host building, as assessed in section 4 of this report. This is a well considered scheme that relates well both to the Site and to its context. The Council approved an extension of a similar design, but one floor lower, application ref: 2016/4116/P.
- 6.4 The increase in height of the existing building will enhance its presence on Bayham Place, and its visual relationship with neighbouring buildings. This application includes a new fourth floor, designed as a continuation of the existing building; and a roof extension above, comprising a new 4th and 5th floor, of a simple form and mass, and a lightweight appearance.
- 6.5 In architectural terms the new 4th and 5th floors of the Proposed Development are of a distinctive modern character, with crisp detailing. This element is well proportioned in its own right and respects the rhythm and articulation of the elevations below. The cladding panels, with a bespoke treatment and pattern, are of an appropriate appearance for a roof addition and compatible with the surrounding roofscape.
- 6.6 The articulation of the massing and the detailed design of the extension will provide a positive new addition to the local townscape. The Proposed Development will enhance the roofscape of the host building with an extension of merit in its own right, and as an addition to this robust former commercial building.

### Views

- 6.7 Seven views (none of which were previously considered important) have been assessed in section 5 of this report. These views demonstrate that the Proposed Development will have a minimal impact on views from the wider area and on the townscape in general. Most views where there will be a noticeable effect are close to the Site and the greatest effects are along Bayham Place and King's Terrace.
- 6.8 Where visible, the new extension will be of a high quality design and will add a positive and distinctive addition to the townscape.

### Heritage Assets

- 6.9 As set out in the NPPF great weight has been given to the effect of the Proposed Development on heritage assets. The Proposed Development will result in a well considered addition to the host building which will enhance its appearance and make a positive contribution to the townscape. It is of a high quality of design, as set out above, and will enhance the significance of the Camden Town Conservation Area with a new addition appropriate to the character of the local townscape.
- 6.10 The closest listed building to the Site is Koko, the former Camden Palace Theatre. The principal place to appreciate this listed building and its setting is in views of the grand street facade from Camden High Street; views 5 to 7 in section 5 show there will be no effect on these views. This listed building presents a utilitarian 'back of house' elevation to Bayham Place and the Site. The Proposed Development will enhance the townscape along Bayham Place generally and views to the rear of the listed building.
- 6.11 The Proposed Development will obscure a glimpsed view of part of the copper clad dome of the theatre from Bayham Street. This view, however does not contribute to the significance of the listed building (any harm that could be claimed to be caused by the loss of this view is outweighed to a significant degree by enhancements to the immediate setting to the rear of the listed building). There will be no harm to any element of setting that contributes to the significance of this listed building. In addition, there is a current planning application for the

intensification of development on the Koko site, including on the south side of Bayham Place, opposite the Site.

- 6.12 The majority of the listed buildings in the area around the Site form part of continuous street frontages in a densely developed urban area and have limited settings (as does Koko above). They sit in a varied townscape where there have been considerable interventions in the 20th and 21st centuries and as such their setting is not particularly sensitive to well considered change. The relationship and distance of the Site with other listed buildings in the surrounding area, and scale of the development proposed, is such that in no case will there be any effect on the heritage significance of any other statutory listed building.
- 6.13 The requirements of the Planning (Listed Buildings and Conservation Areas) Act (1990) in relation to conservation areas and the setting of listed buildings has been taken into account during the design process and in assessing the effect of the Proposed Development.

## 7.0 Conclusions

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- 7.1 The Proposed Development is based on a clear understanding of the townscape and architectural character of the Site and its context, as well as the heritage significance of the Camden Town Conservation Area and nearby listed buildings. Considerable care and attention have been taken to ensure that the design of the Proposed Development is appropriate to the host building; its townscape context; and the significance of designated heritage assets.
- 7.2 The Proposed Development is of a well-considered, high quality design. Its form, scale and architectural approach are sympathetic and appropriate to the host building. The complementary distinctive modern character of the architecture of the upper two floors will provide an interesting intervention which will add to the rich architectural character of the area, the new 3rd floor will match the design of the host building. It follows the same overall design approach as the approved scheme for the Site by the same architects, ref: 2016/4116/P.
- 7.3 As seen in section 5, views of the Proposed Development from the local area are limited principally to those from nearby to the east, and from King's Terrace to the north. The Proposed Development will not be visible in one view from Camden High Street, but only to a small degree. Where visible, the Proposed Development will become a positive element in those views, and it will enhance the quality of the townscape of the area.
- 7.4 The Proposed Development is in line with the statutory duties set out in the Planning (Listed Buildings and Conservation Areas) Act (1990). It will enhance the significance of the Camden Town Conservation Area and will not harm the setting of any listed building. The Proposed Development will enhance the local setting to the rear of the grade II listed Koko. The Proposed Development will enhance the quality of the townscape of the area. In respect of design and built heritage considerations, the Proposed Development is in line with the policies and guidance on design set out in the NPPF and PPG; London Plan policies; and local policies and SPDs.

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# Appendix A

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## Non-Verified Photomontages methodology

### 1 - Definition of Location.

See introduction.

### 2 – Reconnaissance.

See introduction.

### 3 – The viewpoints.

Once these were determined through the process at 2, a detailed briefing was provided to the photographer clarifying the exact location and scope of each of the requested viewpoints. On returning to take the actual shots, the photographer recorded the location of the camera/tripod in relation to local landmarks such as a building corner or facade, a bus stop, the distance to the kerb etc. The height, angle, time of each view was also recorded. When using physically accurate mathematical models of sunlight, it is also useful to record apertures, shutter speeds and so on as these can be reflected when creating a 'camera' in the computer model that matches this one.

### 4 – The 3D Models.

The computer 3D model of the proposal was built from supplied AutoCAD drawings. The computer 3D model of the proposed extensions/alterations to 3, 5, 7 Bayham Street and 46 Bayham Place was built from supplied AutoCAD drawings. The computer 3D model of the proposed Koko development was produced by converting drawings available on the Camden planning portal from Bitmap to Vector format using Adobe Illustrator. These files were then imported into 3D Studio Max and used to model an accurate 3D Model of the Koko development proposed on a site consisting of several existing buildings; KOKO, The Hope & Anchor Pub, 1 Bayham Street, 65 Bayham Place. The 3D Models mentioned above were then set into a new scene created by eye-kon using the survey plan and 3D Model of the surrounding area provided by Vertex Modelling Ltd. The project model is positioned in its correct location in respect of this 3D Model of the surrounding.

### 5 – Creating the virtual cameras.

The virtual cameras were aligned in the 3D scene by placing them in the 3D Model in the positions determined in 3 and moving them slightly around in the model until the 3D blocks are seen in exactly the same relative position as in the host photograph.