



EXISTING

The view is one of six London Panoramas designated as part of the LVMF SPG (Ref 1-2). Parliament Hill forms part of the prominent ridge that crosses Hampstead Heath. It is an open public area of fields, hedgerows and woodland. From the summit, there are excellent panoramic views towards the City of London, St Paul's Cathedral and the Palace of Westminster, framed by planting in the foreground. This view is the Protected Vista from Assessment Point 2A.2, directed towards the Palace of Westminster. The Palace of Westminster is presently heavily screened by trees in the view. When designated, the view was clear of trees and the top of the Victoria Tower and Central Lobby Lantern were visible. Since then (2012), the Regent's Quart development has been built on Euston Road, fully obscuring the Central Lobby Lantern. The top of the Victoria Tower remains visible, subject to tree management: it is situated between the BT Tower and Euston Tower in this view and not detectable in this current photograph.

Part of the application site is situated within the Viewing Corridor of the Protected Vista from Assessment Point 2A.2 and the Visual Management Guidance states that development in the foreground and middle ground of the view "should preserve or enhance the viewer's ability to recognise and appreciate the Palace of Westminster in this view" (Ref 1-2, para 101, p.46).

This view has very high sensitivity due to its regionally designated status and the exceptional value of the Palace of Westminster WHS in view.



PROPOSED

The proposed development would rise no higher than the Threshold Plane defined in the LVMF SPG and would not affect the appearance of the Victoria Tower in the view. The viewer's ability to recognise and appreciate the Palace of Westminster in the view would not be affected. At present, tree growth occludes much of the proposed development in view.

The magnitude of impact would be **small**. The likely effect would be **negligible**.



Viewpoint Map



Image Zoom



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1.6 m above ground

15:56 20 April 2016

CUMULATIVE

The consented schemes would not be discernible in the view.

The magnitude of impact would be **small**. The likely effect would be **negligible**.



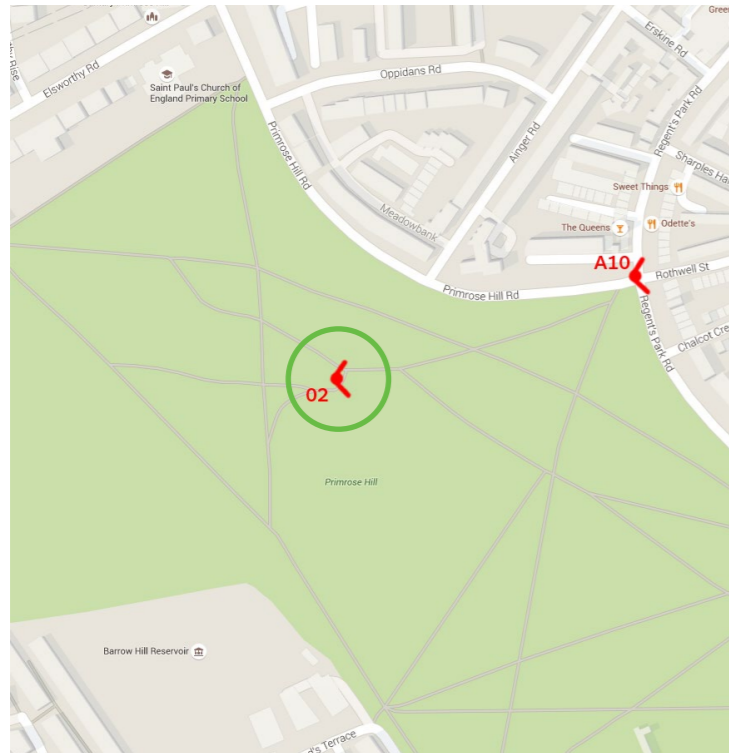
EXISTING

This view is taken from the top of Primrose Hill, at the viewing area, looking east towards the application site. The viewing position is not within a conservation area, but looks towards the Primrose Hill Conservation Area further to the east, and is within the Primrose Hill Grade II Registered Park and Garden. The foreground of the view shows Primrose Hill, sloping away from the viewing position with a number of tree-lined paths visible. The boundary of the park, and the western edge of the Primrose Hill Conservation Area, is marked by the line of trees in the middle ground of the view. There are glimpses of the buildings beyond the immediate periphery of the park, including the spire of St Mark's Church. The focus of the view is the distant skyline, which appears densely layered with a number of taller residential blocks rising above the horizon. On the far right of the frame are the commercial towers at Canary Wharf. At centre, the Urbanest student residential tower marks the north point of the Kings Cross redevelopment, with cranes presently rising above the southern part of that development. Further left, a white tower marks the regenerated Maiden Lane Estate, just north of the rail lines on York Way. The broader tower to its left, is at the Agar Grove Estate, also presently being redeveloped. Left again, the linear 8 storey blocks of the City of London York Way Estate have a long profile just above the horizon and leading beyond the trees on the far left of the frame. The application site is not presently visible from this point. The red brick body and water tower of the neighbouring Interchange building is just discernible against the backdrop of buildings and trees. This view is of high sensitivity due to the registered status of Primrose Hill, the defined viewing area which this panorama is taken from, which is well-frequented by the public, and the high value of the view which incorporates far parts of central London as well as the local Camden area.

PROPOSED

The proposed development would appear on the left of the frame, at the edge of the treeline. Due to its close proximity to the viewpoint - relative to the other substantial redevelopment sites visible further south and east at Agar Grove, Maiden Lane and Kings Cross - it would have greater visibility on the horizon, however the maximum heights proposed would be less than those more distant recent schemes and its taller points would read in relation to those other significant, high quality developments in Camden. Viewed from this direction, the proposed development would have an undulating profile, with taller points marking the entrance points and new public spaces at the north and south ends of the application site, and an overall roofscape which gently drops down from the large foreground trees on the left to the more distant, finer grain London skyline to the right. The red brick Grade II Listed Interchange building close to the application site would be largely hidden by the proposed development, however the new buildings proposed would have a similar robust architectural expression and materials conceived to evoke the rail and industrial heritage of the application site and to have a varied and attractive appearance on the close and distant skyline. They would be a small but noticeable new part of the London panorama. The proposed development would form a new and interesting part of the skyline, would signify the major regeneration of this significant application site in central Camden and would add positively to the wider Camden borough and London skyline in this important view. On balance, the existing character of the view would be maintained and enhanced.

The magnitude of impact would be **small**. The likely effect would be **moderate, beneficial**.



Viewpoint Map



CUMULATIVE

Other consented schemes would add to the layers of development which characterise the centre of the view and would not rise above the skyline, resulting in very little noticeable change to the view.

The magnitude of impact would be **small**. The likely effect would be **moderate, beneficial**.



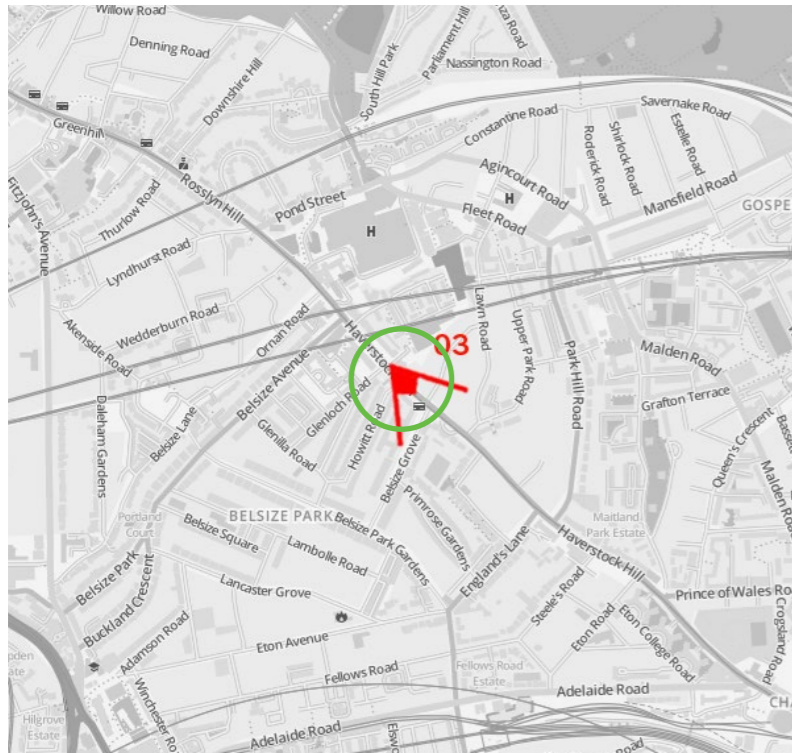
EXISTING

This view is from the traffic island in front of Belsize Tube Station and looks south towards the application site. The viewing position is located between the Parkhill Conservation Area and Belsize Park Conservation Area; the road in the foreground separates the two Areas. The centre of the view is dominated by a wide road. On the left a row of 19th or early 20th century terraces frames the view towards the south, with trees lining the pavement. On the right of the street are taller 20th century residential blocks with shops at ground level. The linear arrangement of the buildings on both sides and the falling topography draw the eye southwards towards the application site. The zoomed image shows the top of St Paul's Cathedral, presently glimpsed in the far distance through the winter trees. This view is of a very high sensitivity due to the exceptional value of St Paul's Cathedral and its location within two conservation areas. The view is of local importance.

PROPOSED

The proposed development would not be noticeable even through the winter trees. Should the trees in the foreground be managed, there would be a clearer view of the top of the St Paul's Cathedral. The roofscape of the proposed development is set below the Cathedral's dome and would not affect its skyline profile in the view. Where visible, the varied skyline profile and high quality design of the proposed development would add positively to the view and would signify the significant redevelopment of the application site on the local skyline.

The magnitude of impact would be **small**. The likely effect would be **negligible**.



Viewpoint Map



CUMULATIVE

No change.

The magnitude of impact would be **small**. The likely effect would be **negligible**.



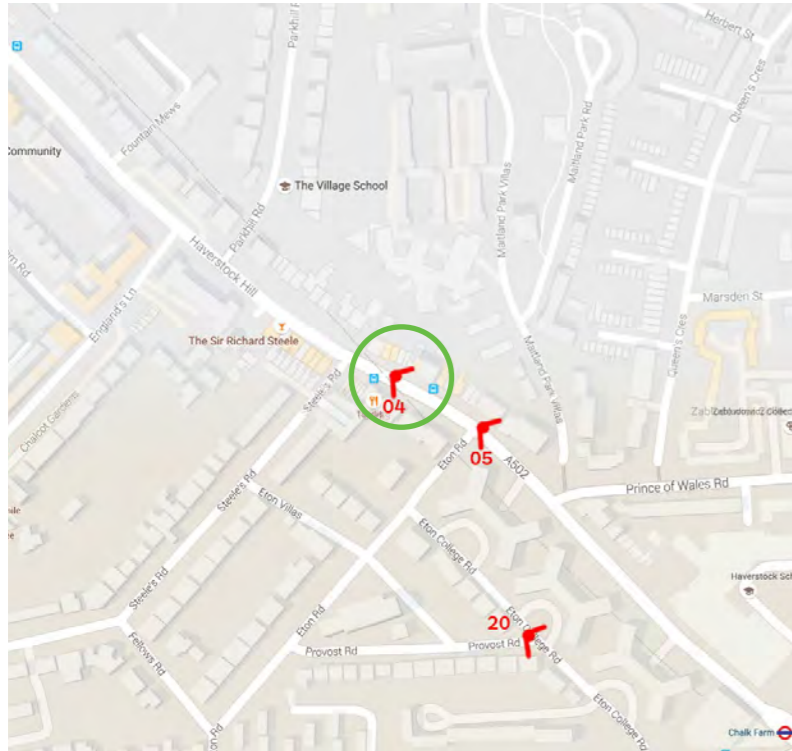
EXISTING

This view is from the east pavement of Haverstock Hill, by the parade of shops where the road bends slightly just north of the junction with the Prince of Wales Road. It is within the Parkhill Conservation Area. Views along Haverstock Hill to the City of London, in particular the Swiss Re buildings, are identified in the Parkhill and Upper Park Conservation Area Appraisal (2011). Moving south down Haverstock Hill from the previous View 3 close to Belsize Park Station, the view towards central Camden and beyond opens up at this point. The upper part of the dome of St Paul's Cathedral is in view on the far right of the distant horizon. To its left is the tip of the St Pancras Station west tower just discernible above the tall metal chimneys of the Francis Crick institute, and left again the red brick water tower of the Interchange building appears close to the more distant spire of the St Pancras Station Clocktower. The broad top of 20 Fenchurch Street, in the City, appears just above the middle ground roofscape and on the far left of the distant component of the view. These distant central Camden and London landmarks have an attractive, picturesque quality on the skyline of this channelled view which is otherwise dominated by the much smaller and domestic scale of the shops and houses in the fore and middle ground. The view is incidental in character and is largely experienced kinetically, with the distant landmark elements moving in relationship to each other and disappearing from the horizon as the viewer moves southwest down the hill. Whilst this view is not designated in policy, it has a very high sensitivity to change due to the exceptional value of some of the landmark buildings on the horizon.

PROPOSED

The foreground of the view and its channelled character would not change. The distant skyline is a small part of this view and it would be altered: St Paul's Cathedral, the Interchange water tower, St Pancras Station towers and 20 Fenchurch Street would all be hidden by the proposed development. The new buildings would have a layered character on the horizon and would be of a high quality, with the tops of Block A stepping up from the body of the PFS Block, and its light glazed corner element rising just beyond. There would be an adverse impact on this view due to the loss of distant landmarks which have exceptional townscape value and are of importance to the Camden and wider London skyline. However that adverse impact is considered to be slight due to the high quality design and layered composition of the new building forms on the horizon and due to the fleeting nature of the view and its lack of designated status: there are other, more significant, views towards these important Camden and London landmark buildings.

The magnitude of impact would be **small**. The likely effect would be **minor, adverse**.



Viewpoint Map



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1.6 m above ground

15:37 07 March 2017

CUMULATIVE

The consented schemes adjacent to the Round House and at 5-17 Haverstock Hill would appear in front of Blocks A and the PFS Block, adding to the layered composition of the distant building forms.

The magnitude of impact would be **small**. The likely effect would be **minor, adverse**.