

Townscape Character Assessment

6.22 The following assessment of likely effects on Townscape Character Areas (TCAs) is based on the policy, methodology and baseline assessment of the character areas sets out in Sections 2, 4 and 5, and on the views assessment above.

Townscape Character Area 1: Regent's Canal and Rail Interchange

6.23 This TCA includes the application site, Juniper Crescent and the Round House to the north, the rail lines to the west, Chalk Farm Road and stables buildings to the east, the canal and north end of Oval Road to the south and the canal and the structures alongside it leading eastwards. The key characteristics of this TCA are described at paragraphs 5.16-5.17.

6.24 The proposed development has been conceived in scale, expression and materials to draw on the industrial and rail heritage of the application site and this particular TCA. As the views assessment shows, the parts of the proposed development visible from the north end of Oval Road (views 36 and 37), along the Regent's Canal to the south and east of the application site (views 8 and 14) and along Chalk Farm Road (views 21, 22, 27-31N) would have a similar scale and robust character to the historic buildings which positively characterise those areas. In the area around the Camden Lock and Market, the new buildings would have very little visibility, maintaining the dominance of the warehouse buildings adjacent to the Lock and the sense of enclosure there.

6.25 Whilst the new buildings would be of a high design quality and form part of a masterplan which would improve the character of built form and open space on the application site substantially, the character of the area would be reinforced and not altered. The predominantly residential use of the new buildings and the apartment block typologies would extend the changing character of the area evident in the late 20th century new apartment blocks on Gilbeys Yard and Juniper Crescent and the 21st century development of the converted warehouse on the north of the canal - The Henson – as well as the more historic adaptation of the stables and Round House buildings to uses which serve the local community. The architectural expression and materials proposed have been informed by the industrial and commercial historic buildings in the area and would be of a higher quality than other modern developments in the area.

6.26 The change brought to the TCA would be an increase in activity on the application site and on the key routes which lead to it, and through the TCA generally, as a result of the establishment of a substantial new neighbourhood within the TCA. As a result, there would be a small magnitude of change to the character of the TCA through a reinforcement of existing positive characteristics and change to the isolation and existing limited permeability of the area.

6.27 On balance, the likely effect on the Regent's Canal and Rail Interchange TCA would be **minor, beneficial**.

6.28 The Camden Lock scheme by Piercy and Company architects, the Hawley Wharf scheme (now under construction), the submitted round House Theatre scheme and consented 100 Chalk Farm Road scheme are all situated within the TCA and have all been conceived in relation to the scale and character of this TCA and their particular positions within it. The likely cumulative effects on the TCA would be **minor, beneficial**.

Townscape Character Area 2: Camden High Street

6.29 The proposed development would not be visible along the High Street or in the close surrounding area (views A6, A7 and A8).

6.30 Likely effects on the Camden High Street TCA would be **none**.

6.31 No consented scheme is known to be visible from the High Street area and the cumulative effects are therefore also likely to be **none**.

Townscape Character Area 3: Castlehaven

6.32 There would be clear views of the taller elements of the proposed development above the rail viaduct from the north end of Castlehaven Open Space (view 26). Views in the TCA to the north and east of here would be limited to streets orientated towards the application site (view 7) and the private green spaces between apartment blocks in the area. They would be glimpsed and partial views. The TCA contains buildings of varied scales, including a number of apartment blocks arranged within the surviving historic streetscape. At present, there is no visual evidence of the Camden Lock and Market area in this TCA, and the proposed development would act as a local marker for that area on the skyline. However, the predominantly brick, residential character of the proposed building tops would complement the typology and character of the south part of the TCA, where it would be most visible, and the urban character of the Open Space is already evident in the rail viaduct which dissects it. Views of other tall developments in the distance exist from other parts of the TCA. The character within the TCA and the landscaped Open Space would be little affected. Views of the proposed buildings from this TCA would be balanced by their limited visibility and high design quality.

6.33 There would be a small magnitude of impact on the TCA. The likely effect on the Castlehaven TCA would be **negligible**.

6.34 The Hawley Wharf scheme is situated at the south edge of the area, largely on the other – south –

side of the rail viaduct. It has been conceived in relation to its particular context close to the Canal and is unlikely to alter the character of the townscape in the area. The likely cumulative effect on the Castlehaven TCA would be **negligible**.

Townscape Character Area 4: North of Chalk Farm Road

6.35 Like Castlehaven, this TCA is predominantly residential with streets characterised by a range of building scales and types. The proposed development would be clearly visible from this area as three main streets within it are orientated towards the application site (Ferdinand Street, Harwood Street and Hartland Road; views 23, 24 and 25). The streets fronted with 2-3 storey 19th century terraced houses - Harwood Street in particular - are sensitive to change. However there are also former factory buildings and tower blocks in this residential TCA. The views assessment shows that the proposed development would only be seen partially from within this TCA and it would read as a separate part of a close urban setting which has historically been different in use and character to the generally lower scale of terraced houses which formerly dominated the TCA. As noted, the TCA already includes tall residential buildings, mainly in brick. As in the Castlehaven TCA, views of the proposed buildings from this TCA would be balanced by their limited visibility and high design quality.

6.36 There would be a small magnitude of impact on the TCA. The likely effect on the North of Chalk Farm Road TCA would be **negligible**.

6.37 The consented schemes are unlikely to be seen from within this area. The likely cumulative effect on the North of Chalk Farm Road TCA would be **negligible**.

Townscape Character Area 5: Southwest Kentish Town

6.38 There would be very little visibility of the proposed development in the area except from Talacre Gardens, where the tip of Block A would be seen from some parts of the park (view 6). Tall buildings are already visible from the park and the character of its setting and the terraced houses and 20th century estates around it would not be affected by the proposed development.

6.39 There would be a small magnitude of impact on the TCA. The likely effect on the Southwest Kentish Town TCA would be **none**.

6.40 The consented scheme at 5-17 Haverstock Hill would be seen from the northwest tip of this area, where the character and scale of existing development is varied. The 7 storey scheme is unlikely to effect the character if the TCA overall. The likely cumulative effect on the Southwest Kentish Town TCA would be **negligible**.

Townscape Character Area 6: Maitland Park

6.41 There would be very little visibility of the proposed development from this TCA. Small parts would be glimpsed in the distance at limited points, where roads are orientated towards the application site, but it is unlikely to be noticed (views A2 and A3).

6.42 There would be a small magnitude of impact on the TCA. The likely effect on the Maitland Park TCA would be **none**.

6.43 The consented schemes are unlikely to be seen from within this area. The likely cumulative effect on the Maitland Park TCA would be **none**.

Townscape Character Area 7: Belsize Park

6.44 The tallest parts of the proposed development may be glimpsed from Eton College Road (view 20), however it is unlikely to be noticed from within much of the TCA, except in views along Haverstock Hill, where the higher elevation of this route and its length and orientation towards the application site would make parts of the proposed development clearly visible in the distance. The views assessment shows that there would be effects on the setting of important landmark buildings presently visible in views along Haverstock Hill, and these effects are considered in the views assessment (views 3, 4, and 5) and the separate Heritage Assessment (ES Volume 2B). However, these long views are not considered to be a key part of the Belsize Park TCA. The TCA is characterised by a high quality historic streetscape of 18th and 19th century villas and terraced houses, with little seen beyond the dense trees and well-reserved houses within it. The proposed development is unlikely to be visible from within the area due to its distance and location.

6.45 There would be a small magnitude of impact on the TCA. The likely effect on the Belsize TCA would be **none**.

6.46 The 7 storey consented scheme at 5-17 Haverstock Hill is situated at south end of this area, where the character and scale of the context is varied. The extent of the visibility of the scheme is unknown, however the streets within the TCA have an enclosed and tree lined character which restricts outwards views. The likely cumulative effect on the Belsize TCA would be **negligible**.

Townscape Character Area 8: Primrose Hill

6.47 The views assessment shows that there would be clear views of part of the proposed development from two streets within this TCA which are orientated towards the site, Princess Road and Edis Street (views 17 and 18), where presently there is no development visible beyond the rail line. There would be very limited and no visibility from other parts of the TCA (Regent's Park Road,

Chalcot Square and Fitzroy Road (views A10, A11 and A12). Other parts of the TCA's modern urban setting, including other tall buildings, are already visible along other streets in the TCA. The residential area, characterised mainly by stucco and brick 19th century terraces arranged on a gridded street pattern, has a highly cohesive and consistent character which would not be affected by views of part of the proposed development which would be clearly situated outside of the TCA.

- 6.48 The top of the proposed development would be clearly visible from the summit of Primrose Hill itself (view 2), which is an important part of the setting of the residential area, however a panoramic view of Camden and further afield is already enjoyed there. From the summit of Primrose Hill, the proposed development would be seen in the context of other significant regeneration sites in Camden and in the wider London skyline.
- 6.49 There would be a small magnitude of impact on the TCA. The likely effect on the Primrose Hill TCA would be **negligible**.
- 6.50 The consented scheme at 44-44a Gloucester Road would be visible in the views along Princess Road and Edis Street (views 17 and 18) in front of the parts of the proposed development which would be visible. The consented scheme is low in height and would protrude little above the existing 3 storey brick building which would be retained on the site. The consented schemes are generally 7-9 storeys at most in height and would have little impact on the skyline seen from Primrose Hill. The likely cumulative effect on the Primrose Hill TCA would be **negligible**.

Townscape Character Area 9: Regent's Park

- 6.51 The tops of Block A would be visible through the trees from the northeast part of Regent's Park (views 10, 11). The taller parts of the proposed development would also be seen within views along the canal at the northeast corner of the park (views 12 and 13). It would not be seen from within the Inner Circle (view A1) or from most other parts of the Park, due to the trees. In certain views in the northeast area of the Park, the tips of Block A would be the only buildings slightly protruding into the tree line (view 10), however in other views in this area, the proposed building tops would be set below the tree line and would appear lower than the spire of the local Church of St Mark. Due to its limited visibility and high quality design, the proposed development would have very little effect on the character of Regent's Park.
- 6.52 There would be a small magnitude of impact on the TCA. The likely effect on the Regent's Park TCA would be **negligible**.
- 6.53 It is unlikely that any of the consented schemes would be visible from Regent's Park. The likely cumulative effect on the Regent's Park TCA would be **negligible**.

Townscape Character Area 10: Mornington Crescent and Gloucester Crescent

- 6.54 There would be very limited visibility from within this TCA. The tops of the taller elements proposed at the south end of the application site would be partially visible in views from the south part of Oval Road (view 35). There would be very slight visibility of the proposed development along Albert Street (view 9) in winter. There would be no visibility from the south part of Arlington Road (view A5). The proposed development would not be seen from within most of the area and would be a distant and partial form wherever visible. The generally uniform scale, dense and small grain of the TCA, comprising a high percentage 19th century terraces, would continue to dominate the character and experience of the area.
- 6.55 There would be a small magnitude of impact on the TCA. The likely effect on the Mornington Crescent and Gloucester Crescent TCA would be **negligible**.
- 6.56 It is unlikely that any of the consented schemes would be visible from this TCA. The likely cumulative effect on the Mornington Crescent and Gloucester Crescent TCA would be **negligible**.

7.0 MITIGATION AND RESIDUAL EFFECTS

Demolition and Construction

- 7.1 Relevant mitigation measures such as hoarding would be agreed as part of the Construction Management Plan. The measures would restrict adverse effects on views and townscape character during the demolition and construction process. Accordingly, no additional mitigation measures would be required. The residual effects would remain as reported in the Potential Impacts and Likely Effects Section.
- 7.2 All demolition and construction effects would be temporary and would last until the proposed development has been completed. There would be no residual effects.

Completed Development

Residual effects on views

- 7.3 Mitigation measures relating to the appearance of the proposed development in views have been implemented during the design development. All adverse effects have been designed out as far as is possible. Accordingly no additional mitigation measures are required. The residual effects of the completed development in the views are set out in the views assessment in section 6.
- Residual effects on townscape character
- 7.4 Mitigation measures relating to the character and appearance of the proposed development within the townscape have been implemented during the design development. All adverse effects have been designed out as far as is possible. The residual effects of the completed development on townscape character are set out in relation to the assessment of the views and TCAs in section 6.

Potential Effects Identified	Proposed Mitigation / Enhancement Measures
Demolition and Construction	
Intrusion of cranes, machinery, partly constructed buildings and other construction infrastructure in views (views 1-37).	No additional mitigation required.
Visibility of cranes, machinery, partly constructed buildings and other construction infrastructure	No additional mitigation required.

from the Townscape Character Areas (TCAs 1-10).	
Completed Development	
Change of Views of the application site following the completion of the proposed development	No further mitigation is required.
Change in character of Townscape Character Areas following the completion of the proposed development	No further mitigation is required.

- 7.5 Table 7-2 sets out a Summary of the Residual Effects of the completed development.

Table 7-2

Receptor	Description of Residual Effect	Nature of Residual Effect*					
		Significance**	+ - N	D I	P T	R IR	St Mt Lt
Demolition and Construction							
Views	The views would be disrupted to different degrees by the visibility of cranes, machinery and partly constructed buildings during the demolition and construction process. No effects would remain beyond the completion of the development.	None to major	-	I	T	IR	St-Mt
Townscape Character Area (TCAs)	Views of cranes, machinery and partly constructed buildings from within the TCAs would be to different degrees during the demolition and construction process. No effects would remain beyond the completion of the development.	None to major	-	I	T	IR	St-Mt
Completed Development							
VEWS							

1/ Parliament Hill LVMF 2A.2	The proposed development would not rise above the Threshold Plane defined in the LVMF SPG.	Negligible	N/A	D	P	IR	Lt
2/ Primrose Hill top viewing area	The tops of the Proposed Development would be visible on the left of the skyline.	Moderate	+	D	P	IR	Lt
3/ Belsize Park tube traffic island	The dome of St Paul's Cathedral would remain visible through the trees. The proposed development would be largely concealed by trees.	Negligible	N/A	D	P	IR	Lt
4/ Haverstock Hill, north of View 22	The distant landmark buildings would be concealed by the proposed development, primarily Blocks A and the PFS parcel, which would have a beneficial composition and introduce high design quality in the view.	Minor	-	D	P	IR	Lt
5/ Haverstock Hill, at Eton Road	Block A, B and E1 on the MS parcel would appear beyond the Round House at the end of the view.	Moderate	N	D	P	IR	Lt
6/ Talacre Gardens, north entrance	The top of Block A on the MS parcel would be visible from parts of the park.	Minor	N	D	P	IR	Lt
7/ Grafton Crescent	A small part of the proposed development would be glimpsed between foreground buildings.	Negligible	N/A	D	P	IR	Lt
8/ Regent's Canal Towpath	The tops of Block C and E1 on the MS parcel would be visible beyond the rail viaduct.	Minor	+	D	P	IR	Lt
9/ Albert Street, at Delancey Street	The taller elements of the proposed development may be glimpsed through street trees in winter.	Negligible	N/A	D	P	IR	Lt
10/Regent's Park, just east of The Broad Walk	The tops of Block A on the MS parcel would be visible above the tree line from this part of the northeast area of Regent's Park.	Minor	N	D	P	IR	Lt
11/Regent's Park, on path leading	The tops of Block A on the MS parcel would be glimpsed below the tree line and through	Minor	N	D	P	IR	Lt

east off The Broad Walk	winter trees in this part of the northeast area of Regent's Park.						
12/Regent's Park Road, on Grafton Bridge	The tops of Block A on the MS parcel would be seen beyond the Grade II Listed School and through winter trees.	Minor	N	D	P	IR	Lt
13/St Mark's Square/ Regent's Park Road, on Grafton Bridge	The proposed development would appear beyond the far end of the Grade II Listed School.	Moderate	N	D	P	IR	Lt
14/North towpath	The taller elements of the proposed development would be visible but heavily screened by trees even in winter.	Negligible	N/A	D	P	IR	Lt
15/Gloucester Avenue, at Regent's Park Road	The tops of Block A on the MS parcel would be seen at the end of the street, heavily screened by trees.	Minor	N	D	P	IR	Lt
16/Gloucester Avenue, at Canal Bridge	The tops of Block E1 and C would be visible across the rail lines and beyond the trees in the centre of this view.	Moderate	N	D	P	IR	Lt
17/Princess Road	The tops of Block E1 and south end of Block F would appear at the end of the street, above existing buildings on Gloucester Avenue.	Minor	N	D	P	IR	Lt
18/Edis Street	The tops of Block A and northwest corner of Block F would appear at the end of the street, above existing buildings on Gloucester Avenue.	Moderate	N	D	P	IR	Lt
19/King Henry's Road, at Regent's Park Road	Parts of the proposed development would be visible across the rail lines and beyond the pub garden in the centre of the view. Block A would appear at the centre, with the other blocks stepping down to the left and right.	Moderate	+	D	P	IR	Lt

20/Eton College Road	The tip of Block A on the MS parcel would be visible in the central distance but is unlikely to be noticed.	Negligible	N/A	D	P	IR	Lt
21/Haverstock Hill, opposite Chalk Farm Station	The tips of Block A on the MS parcel would appear beyond the Round House and the PFS parcel would appear beside Chalk Farm Road in the central distance.	Moderate	N	D	P	IR	Lt
22/Chalk Farm Road, at Belmont Street	The PFS Block would strongly define the route of Chalk Farm Road and would have a glazed corner element which would mark the junction to Juniper Crescent.	Major	+	D	P	IR	Lt
23/Ferdinand Street	The taller part of Block C and Block E1 on the MS parcel would appear at the end of the street vista, with the PFS Block appearing partly between buildings on the right.	Moderate	N	D	P	IR	Lt
24/Harmood Street	The top of Block C and a small part of Block B on the MS parcel would be visible at the end of the street vista, partly screened by trees.	Moderate	N	D	P	IR	Lt
25/Hartland Road	The top of Block C and a small part of Block B on the MS parcel would be visible at the end of the street vista	Moderate	N	D	P	IR	Lt
26/Castlehaven Open Space, northeast end	The tops of the taller elements on the MS parcel would be seen through trees and above the rail viaduct which dissects the park.	Moderate	N	D	P	IR	Lt
27/Chalk Farm Road, beneath rail viaduct	A small part of Block C on the MS parcel would be glimpsed between the rail viaduct and glazed Gilgamesh building.	Minor	N	D	P	IR	Lt
28/Chalk Farm Road	The special corner element of the PFS Block would be seen marking the junction with Juniper Crescent just beyond the Grade II* Listed Horse Hospital.	Minor	N	D	P	IR	Lt
29/Chalk Farm Road, at Hartland	The tips of the taller elements on the MS parcel would be visible above the market	Moderate	+	D	P	IR	Lt

Road, looking north – day and dusk	buildings on the left. The special corner element of the PFS parcel would be seen marking the junction with Juniper crescent just beyond the Grade II* Listed Horse Hospital.						
30/Chalk Farm Road, at Hartland Road, looking south	A sliver of Block C would appear above the market buildings on the left.	Negligible	N	D	P	IR	Lt
31/Chalk Farm Road, at Harmood Street – day and dusk	The special corner element of the PFS Block would be seen marking the junction with Juniper Crescent just beyond the Grade II* Listed Horse Hospital.	Major	N	D	P	IR	Lt
32/Camden High Street, just south of bridgehead	The tips of Block E1 and Block C on the MS parcel would appear beyond the roofline of the Grade II Listed Interchange and T E Dingwall building.	Minor	N	D	P	IR	Lt
33/South side of canal (west)	A small part of Block C on the MS parcel would be glimpsed beyond the north end of the Grade II Listed Interchange building.	Minor	N	D	P	IR	Lt
34/Camden Lock Market, West Yard (southeast)	A small part of Block C on the MS parcel would be glimpsed beyond the north end of the Grade II Listed Interchange building.	Minor	N	D	P	IR	Lt
35/Oval Road, at south end of Gloucester Crescent	The tip of Block E1 on the MS parcel would be glimpsed through the trees and above buildings at the north end of Oval Road at the end of the street vista.	Minor	N	D	P	IR	Lt
36/Oval Road, at north end of Gloucester Crescent	Block E1 and the tops of Blocks B and D on the MS parcel would appear at the end of the street vista, marking the south entrance to the proposed development and of a scale and character which would respond to the foreground context in view.	Moderate	+	D	P	IR	Lt

37/Oval Road, west pavement close to the canal	The tops of Block E1 and Block C on the MS parcel would appear at the end of the street vista, marking the south entrance to the proposed development and framing the new public space there. The proposed buildings would be of a scale, character and materials which would respond to the foreground context in view.	Moderate	+	D	P	IR	Lt
TOWNSCAPE CHARACTER AREAS							
Regent's Canal and Rail Interchange	The scale and design character of the proposed development have been informed by the character of the TCA and would not alter its overall character. However, there would be some beneficial change arising from the substantial improvement of the application site and improved access and permeability through that part of the TCA.	Minor	+	D	P	IR	Lt
Camden High Street	The proposed development would not be seen from here.	None	N/A	ID	P	IR	Lt
Castlehaven	Glimpsed parts of the proposed development would have very little effect on the overall character of the TCA.	Negligible	N/A	ID	P	IR	Lt
North of Chalk Farm Road	Parts of the proposed development would be visible along certain streets with the TCA (mainly Ferdinand Street, Harmood Street and Hartland Road). The overall character of the TCA would be very little affected.	Negligible	N/A	ID	P	IR	Lt
Southwest Kentish Town	There would be very little visibility of the proposed development from within this TCA. Its character would be unaffected.	None	N/A	ID	P	IR	Lt

Maitland Park	There would be very little visibility of the proposed development from within this TCA. Its character would be unaffected.	None	N/A	ID	P	IR	Lt
Belsize Park	The tallest parts proposed would be seen from the edge of the TCA, however it is unlikely to be seen from within most of the TCA. Its character would be unaffected.	None	N/A	ID	P	IR	Lt
Primrose Hill	There would be clear views to the proposed development along two streets (Edis Street and Princess Road) in this area, otherwise it will be little seen. It will also be seen from the summit of Primrose Hill, however panoramic views across Camden are already enjoyed there. The character of the TCA would be very little affected.	Negligible	N/A	ID	P	IR	Lt
Regent's Park	The tops of Block A would be glimpsed above and below the tree line from parts of the northeast corner of the Park. The character of the TCA overall would be very little affected.	Negligible	N/A	ID	P	IR	Lt
Mornington Crescent and Gloucester Crescent	There would be very little visibility of the proposed development from within the TCA and there would be very little effect on its character as a result.	Negligible	N/A	ID	P	IR	Lt

Notes:
* - = Adverse/ + = Beneficial/ N= Neutral; D = Direct/ I = Indirect; P = Permanent/ T = Temporary; R=Reversible/ IR= Irreversible; St- Short term/ Mt -Medium term/ Lt -Long term.
**Negligible/Minor/Moderate/Major

Significant Effects

7.6 Demolition and construction effects are not considered to be significant due to their temporary nature and because there would be no residual effects from those processes.

- 7.7 The effects of the completed development which are considered to be significant are those which are moderate and major in scale. They are identified in Table 7-1 above and summarised in Section 8.
- 7.8 All effects judged to be of a moderate and major scale have been judged to be of a neutral or beneficial nature.

8.0 SUMMARY

Demolition and Construction

- 8.1 The effects of all demolition and construction works in the local area would be adverse and, depending on the proximity of the receptor, would be temporary none to major and adverse. In more distant views and townscape areas, where cranes and part-construction of the taller buildings on the application site are likely to be visible, the scale of the effect is likely to range from none to moderate and would also be adverse.
- 8.2 Due to the temporary nature of demolition and construction works, the effects are not considered to be significant.

Completed Development

Views

- 8.3 Views of the proposed development on the MS parcel would be clearest:
- When adjacent and close to the main entrances to the application site at the south, on Oval Road, and at the north, on Juniper Crescent;
 - Along local streets orientated towards the application site - Oval Road, Princess Road, Edis Street, Ferdinand Street, Harwood Street, Hartland Road;
 - Along the more the distant road of Haverstock Hill which is orientated towards the application site and is on steeply rising ground;
 - From local bridges over rail lines and the Regent's Canal; and
 - From the summit of Primrose Hill.
- 8.4 Due to the particular nature of the MS parcel, which has restricted routes to it, the proposed development on that part of the application site is partly concealed by existing parts of the townscape in all views assessed and the likely magnitude of impact is therefore judged to be medium at most and the likely effects would be none to moderate. Views from points very close to the MS parcel, immediately adjacent to it and within it, in which the visibility of the proposed development would be greater, are included in the Design and Access Statement.
- 8.5 The PFS parcel is situated on Chalk Farm Road and in views close to the PFS on that road, the magnitude of impact and scale of effect would be major. The scale of effect would reduce as the viewer moves away from the PFS parcel in either direction on Chalk Farm Road. The PFS block would have a small impact on some other views assessed in Section 6 which would have a likely minor effect.
- 8.6 As considered in relation to each view, the massing, architectural expression and materials of each

proposed block has been conceived in relation to these views and to appear positively within them. In one view, an adverse effect has been judged (view 4). In this view, the proposed development would have a positive appearance within the view; the adverse effect arises from the removal of Camden and London landmark buildings of exceptional value from the view. On balance the effect on the view is considered to be minor, adverse.

- 8.7 There would also be partial views of the tallest proposed buildings from local parks – Regent’s Park, Castlehaven Open Space and Talacre Gardens – and glimpsed views of parts of the proposed development along more distant streets directed towards the application site and along Chalk Farm Road, running parallel to the application site. In these views, the scale of effect would range from negligible to minor and the quality of the effect would be neutral or beneficial.
- 8.8 Block A is the tallest part of the proposed development, comprising two blocks of 11 and 14 storeys, and would generally have the most visibility in views from the north and east. In views from the east, Block C is more prominent and Block A largely occluded, and in views from the south, along Oval Road, Block E1 is the most prominent element. The tall elements would landmark the entrances and key public spaces on the application site and each building mass proposed would have a different height and form, adding interest to the skyline profile of the proposed development overall.
- 8.9 Twelve viewing areas in the local area were identified and tested during the preapplication phase and are included in an Appendix to the assessment. The proposed development would have no or negligible effect on all of these views.

Townscape character

- 8.10 The townscape of the surrounding area has been broadly characterised in ten separate areas (TCAs), whilst noting that there is overlap and differences between and within these areas. They show the variety of townscape character in the application site’s surroundings. Whilst there are clear views of parts of the proposed development from within some of the TCAs, these views are limited to certain streets (included in the views assessment) and the proposed development would appear as a separate and distant element of the setting of each TCA.
- 8.11 The TCA which would be most affected is TCA 1: Regent’s Canal and Rail Interchange. The application site is located in this TCA. The scale and design of the proposed development has been carefully conceived to be informed by the existing buildings and heritage which characterise the TCA. The scale of effect on the TCA overall is likely to be minor. The improvements brought to the application site, which comprises a large part of the TCA, mean that the nature of the effect is likely to be beneficial.
- 8.12 There would be no or negligible effects on the TCAs in the wider area from which there would be no views or views of small parts of the proposed development in limited places.

Cumulative effects

- 8.13 Consented schemes in the area have been represented wherever they would be visible in the views and have been taken into account in the views and townscape character assessment. When seen in conjunction with the proposed development, the visual and townscape effects would be neutral or positive in all cases. In view 4, where there is a minor, adverse effect, the adverse quality of the effect arises from the removal of exceptional value landmarks in view; the appearance of the proposed development in conjunction with consented schemes would be positive within the view. In

Final conclusion

- 8.14 Of the thirty seven views assessed, twelve views tested and ten character areas assessed, almost effects on local views and townscape character are considered to be neutral or positive due to the high quality design of the proposed development which has been conceived in relation to the particular site, the proposed uses and character of the new neighbourhood and in relation to the range of townscape character and viewing areas around the application site. All effects of a moderate or major scale and judged to be significant would be neutral or positive in nature.

References

- 1-1 DCLG, *National Planning Policy Framework (NPPF)* (March 2012)
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- 1-3 GLA, *The London Plan: Spatial Development Strategy for Greater London: Consolidated with Alterations since 2011* (March 2016)
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