

CAMDEN GOODS YARD



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ENVIRONMENTAL STATEMENT

Volume 2a

Townscape and Visual Impact Assessment

30 June 2017

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TOWNSCAPE AND VISUAL IMPACT ASSESSMENT FOR MORRISONS CAMDEN

Professor Robert Tavernor Consultancy

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1.0 INTRODUCTION

- 1.1 This Volume 2A of the ES presents an assessment of the potential impacts and associated likely townscape and visual effects of the proposed development arising from the demolition and construction works and on completion of the proposed development.
- 1.2 This Volume describes the relevant policy context in relation to townscape and visual aspects, and explains the assessment methodology. It then describes the current and predicted future baseline conditions at the application site and its surrounding study area; identifies potential impacts and likely effects, taking into consideration embedded mitigation; discusses the need for additional mitigation; and finally, assesses the significance of residual effects. Consideration is given to direct, indirect and cumulative impacts and effects during the demolition and construction works, and once the development has been completed.
- 1.3 In particular, this Volume presents the results of the assessment of the likely effects related to local and strategic views and on the character of the townscape in the study area.
- 1.4 The assessment has been undertaken by the Professor Robert Tavernor Consultancy Limited ('Tavernor Consultancy') and is based on architectural drawings by Allies and Morrison, which are being submitted as part of the planning application, and verified images by AVR London, which are included within this report.
- 1.5 This document should be read in conjunction with the Design and Access Statement (DAS) produced by Allies and Morrison, the Heritage Statement and the Built Heritage Assessment (Volume 2B of the ES) prepared by Turley and the full planning application documentation.

2.0 LEGISLATION AND POLICY CONTEXT

National Planning Policy and Guidance

National Planning Policy Framework (NPPF) (2012) (Ref 1-1)

- 2.1 The National Planning Policy Framework aims to streamline national planning policy into a consolidated set of priorities and replaces previous planning policy statements (PPS) including PPS1 - Delivering Sustainable Development (2005) and PPS5 - Planning and the Historic Environment (2010).
- 2.2 In Section 7 Requiring Good Design the Framework considers that *“Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people”* (Ref 1-1, para 56). Paragraph 58 states that Local Planning Authorities (LPAs) should ensure that developments:
- *“will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
 - *establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;*
 - *optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks;*
 - *respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;*
 - *create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and*
 - *are visually attractive as a result of good architecture and appropriate landscaping”* (Ref 1-1, para 58)
- 2.3 Section 12 Conserving and Enhancing the Historic Environment sets out the Government's overarching planning policies put in place to conserve the historic environment and its heritage assets so that they may be enjoyed by future generations. It outlines a balanced approach to the conservation of the historic environment. In paragraph 131 it states that local planning authorities should take account of:
- *“the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*

- *the positive contribution that conservation of heritage assets can make to sustainable communities including their economic viability; and*
- *the desirability of new development making a positive contribution to local character and distinctiveness.”* (Ref 1-1, para 131)

- 2.4 In determining applications, LPAs should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. *“The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance”* (Ref 1-1, para 129). Paragraph 132 states that *“when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be.”* Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. Any harm or loss of significance should require clear and convincing justification. Substantial harm to or loss of a Grade II listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, Grade I and II* listed buildings, Grade I and II* registered parks and gardens, and World Heritage Sites (WHS's), should be wholly exceptional.
- 2.5 Paragraph 134 states that where a proposed development will lead to harm or loss, to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal. Paragraph 135 states that, in considering applications that affect non-designated heritage assets, a balanced judgment will be required having regard to the scale of any harm or loss and the significance of the heritage asset.
- 2.6 Not all elements of a conservation area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the conservation area should be treated either as substantial harm or less than substantial harm taking into account the relative significance of the element affected and its contribution to the significance of the conservation area as a whole. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably (Ref 1-1, para 137).

Planning Practice Guidance (PPG) (First published March 2014; thereafter continuously updated) (Ref 1-2)

2.7 The PPG is an online resource providing guidance on implementing the policies of the NPPF (Ref 1-1). The web resource replaces various guidance documents, including By Design (2000). There are two sections of the PPG that are of particular relevance to this assessment:

- Design; and
- Conserving and enhancing the historic environment.

2.8 The PPG on Design, which supports Section 7 of the NPPF, states that Local Planning Authorities are required to take design into consideration and should give great weight to outstanding or innovative designs which help to raise the standard of design more generally in the area: *“Planning permission should not be refused for buildings and infrastructure that promote high levels of sustainability because of concerns about incompatibility with an existing townscape, if those concerns have been mitigated by good design (unless the concern relates to a designated heritage asset and the impact would cause material harm to the asset or its setting which is not outweighed by the proposal’s economic, social and environmental benefits)”* (Ref 1-2, para 004 Reference ID: 26-004-20140306).

2.9 The PPG states (Ref 1-2, para 015) that new or changing places should have the following qualities commonly exhibited by successful, well-designed places:

- *be functional;*
- *support mixed uses and tenures;*
- *include successful public spaces;*
- *be adaptable and resilient;*
- *have a distinctive character;*
- *be attractive; and*
- *encourage ease of movement.*

2.10 The PPG on Conserving and Enhancing the Historic Environment supports Section 12 of the NPPF. Considering potential harm in relation to conservation areas, Paragraph 018 (Reference ID: 18a-018-20140306) of the PPG (Ref 1-2) states: *“An unlisted building that makes a positive contribution to a conservation area is individually of lesser importance than a listed building (paragraph 132 of the National Planning Policy Framework). If the building is important or integral to the character or appearance of the conservation area then its demolition is more likely to amount to substantial harm to the conservation area, engaging the tests in paragraph 133 of the National Planning Policy Framework. However, the justification for its demolition will still be proportionate to the relative*

significance of the building and its contribution to the significance of the conservation area as a whole.”

2.11 In accordance with the PPG, the proposals are based on *“a clear understanding of the significance of a heritage asset and its setting”* which *“is necessary to develop proposals which avoid or minimise harm”* (Ref 1-2, Para 019 Reference ID: 18a-019-20140306).

2.12 In accordance with the NPPF, any harm which may be incurred will be weighed in relation to the public benefits of the wider proposals. The PPG defines the term ‘public benefits’ as follows:

“Public benefits may follow from many developments and could be anything that delivers economic, social or environmental progress as described in the National Planning Policy Framework (Paragraph 7). Public benefits should flow from the proposed development. They should be of a nature or scale to be of benefit to the public at large and should not just be a private benefit. However, benefits do not always have to be visible or accessible to the public in order to be genuine public benefits.

Public benefits may include heritage benefits, such as:

- *sustaining or enhancing the significance of a heritage asset and the contribution of its setting*
- *reducing or removing risks to a heritage asset*
- *securing the optimum viable use of a heritage asset in support of its long-term conservation.”* (Ref 1-2, para 20).

Regional Planning Policy

The London Plan: Spatial Development Strategy for Greater London: Consolidated with Alterations since 2011 (March 2016) (Ref 1-3)

2.13 The London Plan: Spatial Development Strategy for Greater London was adopted by the Greater London Authority (GLA) in July 2011. Minor amendments were made to the Plan in October 2013 and further alterations were published in March 2015 and March 2016. The London Plan is the overall strategic plan for London, which sets out the economic, environmental, transport and social framework for development over the next 25 years. The Plan continues the GLA’s support of high quality design which relates successfully to its context. The London Plan contains policies that must be considered in relation to the proposed development, these are outlined below.

2.14 Chapter 7 focuses on policies relating to the built environment, both the historic built environment and new development. Of particular relevance to the proposed development are Policy 7.1 on Lifetime neighbourhoods, Policy 7, which promotes the highest standards of accessible and inclusive design, Policies 7.4 and 7.5, which protect local character and public realm, Policy 7.6, which makes provision for the highest architectural quality (7.6Ba) and requires that architecture should make a positive contribution to the city (7.6A) and Policies 7.8 to 7.10 relating to the historic environment.

2.15 Policy 7.7, on the location and design of tall and large buildings, emphasises that tall and large buildings should not have an unacceptably harmful effect on their surroundings and should not adversely affect local or strategic views. Urban design analysis should demonstrate that the proposal is part of a strategy that will meet the criteria below:

- a. Generally be limited to sites in the Central Activity Zone, opportunity areas, areas of intensification or town centres that have good access to public transport;
- b. Only be considered in areas whose character would not be affected adversely by the scale, mass or bulk of a tall or large building;
- c. Relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm (including landscape features), particularly at street level;
- d. Individually, or as a group, improve the legibility of an area by emphasising a point of civic or visual significance, where appropriate, and enhance the skyline and image of London;
- e. Incorporate the highest standards of architecture and materials, including sustainable design and construction practices;
- f. Have ground floor activities that provide a positive relationship to the surrounding streets;
- g. Contribute to improving the permeability of the site and wider area, where possible;
- h. Incorporate publicly accessible areas on the upper floors, where appropriate; and
- i. Make a significant contribution to local regeneration.

2.16 Policy 7.8C states that *“Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail”* (Ref 1-3, p. 219). Paragraph 7.30 expands on this Policy 7.8, stating that:

“Heritage assets such as conservation areas make a significant contribution to local character and should be protected from inappropriate development that is not sympathetic in terms of scale, materials, details and form. Development that affects the setting of heritage assets should be of the highest quality of architecture and design, and respond positively to local context and character.”

2.17 Policy 7.11 and 7.12 acknowledge the London View Management Framework Supplementary Planning Guidance (LVMF SPG) (Ref 1-4) and the requirement that any development must be considered against the list of designated strategic views to assess the level of effect the development would have on these views. The LVMF SPG is outlined in greater detail below.

London View Management Framework Supplementary Planning Guidance (LVMF SPG) (2012) (Ref 1-4)

2.18 The London View Management Framework SPG (LVMF SPG) (Ref 1-4) was created to provide additional clarity and detail to the sections of The London Plan that deal with management of important London views. The LVMF SPG includes 27 designated views identified in the LVMF SPG under the categories ‘London Panoramas’, ‘River Prospects’, ‘Townscape Views’ and ‘Linear Views’. The LVMF SPG requires that each view designated within the LVMF SPG that could be affected by development proposals should be accompanied by analysis that explains, evaluates and justifies any visual effect on that view and demonstrates that the proposal is consistent with the relevant London Plan policies in accordance with Section 3 of the SPG.

2.19 Part of the application site lies within the Protected Vista for Viewing Location 2A.2 - Parliament Hill: the summit. The view is modelled and assessed in Section 6. The LVMF SPG states that:

“Development in the foreground, middle ground or background of a London Panorama should provide an appropriate setting for Strategically Important Landmarks by not crowding in too close to them and by not contributing to a canyon effect either side of the Protected Vista.” (Ref 1-4, para 61).

Character and Context Supplementary Planning Guidance (June 2014) (Ref 1-5)

2.20 This SPG was published in 2014 to inform studies of context and character in relation to planning applications in London. It sets out the process for identifying a study area and the key elements of character which inform the overall townscape character, include aspects which are: physical – such as architectural and urban form and natural habitats; cultural, social and economic – including historic development, function and community activity; and perception and experience – including permeability, legibility, associations and visual relationships.

2.21 The SPG identifies means of surveying the site and recording and organising the relevant material. It also defines the terms and process of analysis of this material, including classification of character type and description of places. It notes that *“A good description of the character of a place should draw on the information gained in the survey and highlight valued elements irrespective of*

designation. The aim should be to describe the overall character of the place, with reference to factors such as:

- Landform
- Land use
- Demographics
- Activity and image
- Architectural style and vernacular
- Scale, mass and density
- Public realm
- Access and permeability
- Connections and circulation
- Views and visual interest” (para 7.23, p.57).

- 2.22 It states that “ *Descriptions should draw out the way these factors interact and are perceived. The level and type of description should be proportional to the scope and purpose of the study. It often needs to strike a balance between factual statements about the components of the place, and more evocative statements about its character. This balance may vary according to the purpose of the work. For example, an appreciation of a place or site which sets out to demonstrate what is special about it should be more evocative, seeking to capture qualities, making more reference to aesthetic qualities, views and perception. In contrast, if an assessment is to inform planning policy or development management decisions, a more factual description may be required.*” (para 7.24, p.57).

Local Planning Policy

London Borough of Camden Core Strategy 2010-2025 (2010) (Ref 1-6)

- 2.23 The LBC formally adopted the Core Strategy on 8 November 2010. The Core Strategy sets out the key elements of the Council's planning vision and strategy and will be the central part of the Local Development Framework (LDF). The Core Strategy replaces the Unitary Development Plan from 2006. The Core Strategy will help shape the future of the borough and sets out the strategy, objectives and policies for planning and shaping the borough until 2025. It includes strategic policies and those for deciding development proposals.
- 2.24 The document sets out the overall strategy and vision for the LBC through a series of Strategic Objectives, three of which are of relevance to the proposed development:

- “to sustainably manage growth so that it [...] properly takes into account Camden’s character as a highly developed, inner London borough with many valued and high quality places.”
- “to promote high quality, sustainable design and physical works to improve our places and streets and preserve and enhance the unique character of Camden and the distinctiveness of our many conservation areas and our other historic and valued buildings, spaces and places.”
- “to support the success of Camden Town, Finchley Road / Swiss Cottage, Kentish Town, Kilburn, Hampstead and West Hampstead town centres, the retail areas in Central London and our neighbourhood centres while adapting to changes in the economy and shopping habits.” (Ref 1-6, pp. 23-27)

- 2.25 Sections 1-4 set out specific policies to guide development divided into 4 themes with corresponding Core Strategies and the objectives to achieve them. Of particular reference is CS14 “Promoting high quality places and conserving our heritage”, which includes details on design, heritage, views and tall buildings. The Development Policies are in a separate document and further elaborate on these topics.

- 2.26 Policy CS14 is “to sustainably manage growth in Camden so it meets needs for homes, jobs and services in a way that conserves and enhances the features that make the borough such an attractive place to live, work and visit, by:
1. requiring development of the highest standard of design that respects local context and character
 2. preserving and enhancing Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens;
 3. promoting high quality landscaping and works to streets and public spaces;
 4. seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;
 5. protecting important views of St Paul’s Cathedral and the Palace of Westminster from sites inside and outside the borough and protecting important local views.” (Ref 1-6, p.105)

- 2.27 Policy CS14 – Promoting high quality places and conserving our heritage, requires development of “the highest standard of design that respects local context and character”. It also aims to preserve and enhance Camden’s heritage assets and their settings, promote high quality streets and public spaces, and protect important views of St Paul’s Cathedral and the Palace of Westminster and important local views. “Where tall buildings offer the opportunity for intensive use, their siting and design should be carefully considered in order to not detract from the nature of surrounding places...” Paragraph 14.8 states that applications for tall buildings will be assessed against policy

CS14 and Camden Development Policies DP24 and DP25. The effect on views and the provision of amenity space will also be important considerations.

- 2.28 The council also seeks to protect locally important views that contribute to the interest and character of the borough, ensuring that *“development is compatible with such views in terms of setting, scale and massing and will resist proposals that we consider would cause harm to them. Development will not generally be acceptable if it obstructs important views or skylines, appears too close or too high in relation to a landmark or impairs outlines that form part of the view”* (Ref 1-6, para 14.25).

These views may include:

- *“Views of and from large public parks and open spaces, such as Hampstead Heath, Kenwood Estate, Primrose Hill and Regent’s Park, including panoramic views, as well as views of London Squares and historic parks and gardens;*
- *Views relating to Regent’s Canal;*
- *Views into and from conservation areas; and*
- *Views of listed and landmark buildings and monuments and statutes (for example, Centrepont, St Stephen’s, Rosslyn Hill and St George’s, Bloomsbury).”* (Ref 1-6, p. 125)

Camden Development Policies 2010-2025 (2010) (Ref 1-7)

- 2.29 The Development Policies set out Camden’s detailed approach to the design of new developments and the detailed planning criteria that Camden will use to determine applications for planning permission in the borough.
- 2.30 Policy DP24 – Securing high quality design, sets out that new development is expected to consider points including the character, setting, context and form and scale of neighbouring buildings, the quality of materials to be used, the provision of visually interesting frontages at street level and the provision of appropriate hard and soft landscaping and amenity space.
- 2.31 Policy DP25 – Conserving Camden’s heritage, states that Camden will not permit development that causes harm to the character and appearance of a conservation area or to the setting of a listed building and will seek to protect other heritage assets including Parks and Gardens of Special Historic Interest and London Squares.

Camden Local Plan, Submission Draft (CLPSD) (2016) (Ref 1-8)

- 2.32 The Camden Local Plan sets out the Council’s planning policies and the detailed planning criteria that Camden will use to determine applications for planning permission in the borough. It replaces the Core Strategy and Development Policies planning documents adopted in 2010. The Local Plan covers the period from 2016 to 2031. The Local Plan has an essential role in the delivery of the

Camden Plan, the Council’s vision for the borough which outlines its objectives for economic growth, reducing inequality and securing sustainable neighbourhoods.

- 2.33 Policy D1 - Design, outlines how the council will seek high-quality design by requiring that new development:

- “a. respects local context and character;*
- b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 - Heritage; [...]*
- d. is of sustainable and durable construction and adaptable to different activities and land uses;*
- e. comprises details and materials that are of high quality and complement the local character;*
- f. integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage; [...]*
- j. responds to natural features and preserves gardens and other open space;*
- k. incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping,*
- l. incorporates outdoor amenity space; m. preserves significant and protected views;*
- n. for housing, provides a high standard of accommodation; and*
- o. carefully integrates building services equipment.”*

- 2.34 The design of tall buildings within the borough will be assessed against the above criteria. Particular attention will be given to:

- “p. how the building relates to its surroundings, both in terms of how the base of the building fits in with the streetscape and how the top of a tall building affects the skyline;*
- q. the historic context of the building’s surroundings;*
- r. the relationship between the building and hills and views;*
- s. the degree to which the building overshadows public spaces, especially open spaces and watercourses; and*
- t. the contribution a building makes to pedestrian permeability and improved public accessibility.”*

- 2.35 Paragraph 2.10 states that: *“Tall buildings are one form of high density development that can be appropriate for some uses and in some locations, subject to excellent design, protection of strategic views, good public transport accessibility and consideration of the impact on the surrounding area”*.

2.36 Policy D2 – Heritage, outlines the Council’s obligation to preserve listed buildings and preserve or enhance the character and appearance of conservation areas. The Council “*will not permit the loss of or substantial harm to a designated heritage asset [...] unless it can be demonstrated that substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss*”. In decision making, the Council will take into consideration the scale of the harm and the significance of the asset. The Council will also seek to preserve non-designated heritage assets including London Squares and those on and off the local list.

2.37 The Council also seeks to protect locally important views that contribute to the interest and character of the borough, and will resist proposals that would harm them. The Council will consider the impact of a scheme in terms of the townscape, landscape and skyline within the whole extent of the view, not just the viewing corridor. Development should be compatible with views in terms of setting, scale and massing. Development will not generally be acceptable if “*it obstructs important views or skylines, appears too close or too high in relation to a landmark or impairs outlines that form part of the view.*”

2.38 The Council will seek to protect locally important views that contribute to the interest and character of the borough. These include:

- “*views of and from large public parks and open spaces, such as Hampstead Heath, Kenwood Estate, Primrose Hill and Regent’s Park, including panoramic views, as well as views of London Squares and historic parks and gardens;*
- *views relating to Regent’s Canal;*
- *views into and from conservation areas; and*
- *views of listed and landmark buildings, monuments and statues (for example, Centrepont, St Stephen’s, Rosslyn Hill and St George’s, Bloomsbury). ”*

Camden Site Allocations Local Development Document (LDD) (September 2013) (Ref 1-9)

2.39 Camden’s site allocations document forms part of the Local Development Framework and sets out some key objectives and guidance for future development on significant sites which have been or are likely to be subject to development proposals.

2.40 It refers to Camden Town as an area known for its unique markets and entertainment venues, such as the Roundhouse, north of the application site. It discusses the general built character of Camden Town, where new developments have to retain “*the special built character of Camden Town by promoting high quality design of buildings, shopfronts, signage etc that reflects the context, scale and character of Camden Town centre. The Council has produced Conservation Area Appraisals*

and Management Strategies for the Camden Town conservation area and the Regent’s Canal conservation area, which includes part of Chalk Farm Road. We will seek to retain the distinctive and varied character of the conservation areas and will expect new development to contribute positively to them.”(p.135)

Camden Planning Guidance CPG1 – Design (2011) (Ref 1-10)

2.41 This SPD considers building design in more detail. It reiterates that good design should enhance the character of existing buildings on the site, the setting of the existing context of the site and strategic and local views; this is particularly important in conservation areas. Good design should provide visual interest from all aspects and distances. Materials should form an integral part of the design process and should relate to the character and appearance of an area, particularly in conservation areas and within the settings of listed buildings.

Draft Camden Goods Yard Planning Framework (Ref 1-17)

2.42 The Draft Camden Goods Yard Planning Framework relates to a wide area including the application site, Gilbey’s Yard to the south and Juniper Crescent to the north.

2.43 The Draft Framework notes that “*The complex of railway and canal structures in the vicinity of Camden Lock represents one of the best preserved examples of 19th Century transport infrastructure in England*” (page 10).

2.44 In relation to character, it states that “*the character of the site and surrounding areas is covered by the various conservation area management appraisals*” (page 13). There are a number of conservation areas in the area and likely effects on these are considered in the Built Heritage Assessment (ES Volume 2A).

2.45 It identifies the key challenges and potential areas for improvement in the site analysis on page 15: “*the existing area faces a number of issues and constraints. A combination of factors results in the area being an isolated island site which is disassociated from its surrounding communities and the town centre. Re-development provides the opportunity to address these issues.*”

2.46 The vision for the area is described on page 19:

“It is an area of historic significance with a legacy of industrial, railway and canal heritage. It is home to the iconic Roundhouse, a landmark to the area’s industrial past and cultural evolution. It boasts

traditional streets, immersive historic districts and listed buildings interspersed with quality modern development and successful housing estates.

Any new development should come forward as part of a positive vision for community and place. It should be responsive and add to the rich culture, vitality and character of its setting in terms of its design, connectivity and activity. It should respect the areas rich history and create a place orientated to the future."

2.47 A "new dynamic and animated mixed-use neighbourhood" is envisaged for the area (page 20). It should be of exemplary urban design which will *"break down the isolation and unwelcoming 'island site' feel of the area. In terms of building layout, street pattern and design, new development should knit into the surrounding urban grain, providing comfortable transitions from existing neighbourhoods into new and creating a continuation of place."* (page 23).

2.48 In relation to building heights, it states that *"The topography of the site and its low-medium rise context mean that any increases in height are likely to be visible and prominent in the local street scene and in long views. These issues and the exiting context mean that parts of the area will be sensitive to increased height.*

The Council wants to maximise the capacity of the area and for development to achieve a density that is appropriate to the Town Centre location, maximising the delivery of new homes and jobs. With this in mind, building heights at the upper end and in some cases higher than the existing context may be acceptable, subject to development:

- *Preserving or enhancing the setting of the Roundhouse, the Interchange building and other heritage assets.*
- *Preserving or enhancing the setting of surrounding conservation areas.*
- *Respecting the surrounding character, context and townscape, particularly at site edges. This should include consideration of site topography and perceived height in relation to the context.*
- *Creating a positive environment at street level, including an appropriate level of openness, maximising the opportunity for sunlight to reach streets and spaces and including measures to provide a comfortable micro-climate year round.*
- *Demonstrating exemplary design quality and finish. Set-backs of the taller elements should be considered. This can be an effective way of reducing bulk and mass and minimising the impact of height on the street level environment.*
- *Preserving or enhancing important townscape and skyline views"* (page 22).

2.49 The following important views are identified on pages 25 and 26:

- View south down Haverstock Hill including the Roundhouse;
- View from Primrose Hill;
- View from Chalk Farm Road and side streets to the north
- Views along the canal
- View north along Oval Road
- Townscape views of the Interchange building; and
- Views from Primrose Hill Conservation Area.

2.50 All of the views identified in the Draft Framework have been considered in this Volume.

3.0 CONSULTATION FEEDBACK

- 3.1
- As discussed in Chapter 2: EIA Process and Methodology of ES Volume 1, consideration has been given in this assessment to the formal EIA Scoping Opinion comments provided by the LBC and consultees in respect of the proposed development. Table 3.1 summarises these comments and how they have been addressed.
- 3.2
- Three meetings were held with LBC Officers to agree the view selection and render/wireline split during the pre-application phase.

Table 3-1: EIA Scoping Consultation Feedback		
Consultee	Comment	Where in the Chapter this comment is addressed
Public consultation	The view from the middle of the traffic island by Belsize Park Tube Station should be assessed.	This view is assessed in Section 6
Primrose Hill Conservation Area Advisory Committee	Significant views of and from adjacent conservation areas should be addressed.	Views from conservation areas are considered in section 6.
LBC	The assessment should include a view shed showing the visibility of the development from locations within a radius of 500 and 750m from the centre of the site.	A viewshed relating to the final scheme is included in section 6.
LBC	The assessment should be informed by the GLA SPG <i>Character and context Supplementary Planning Guidance (2014)</i> .	This SPG is included in the methodology and has informed the assessment.
LBC	The assessment should address the townscape character on site and immediate context.	The existing character of the site and context is described in section 5/ Baseline Conditions.
LBC	The methodology should be set out for assessing the character of the development and impacts on the surrounding townscape.	The methodology is set out in section 4.
Natural England	The assessment should be informed by relevant guidelines and the cumulative assessment should include schemes at the scoping stage.	Relevant guidelines inform the method in section 4 and the schemes considered as part of

		the cumulative assessment have been agreed with LBC.
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4.0 ASSESSMENT METHODOLOGY

Introduction

- 4.1
- This assessment has taken into account the existing physical fabric of the area, the character of the townscape and views in the local area of the application site, along with any within the wider area where it is judged that through their location or setting they may be sensitive to effects from the proposed development. The assessment has also taken into account the appropriateness of the application site for the proposed development and the character of the proposed design. Accordingly the study area for the townscape character assessment covered an area of 750m from the application boundary; and the study area for the visual assessment covered an area of 750m from the application site boundary.
- 4.2
- This assessment considers likely significant effects on the related subjects of townscape character and views, including built heritage where it forms part of the townscape or view:
 - Assessment of likely townscape effects describes how the proposed development would affect the elements that make up the townscape, the aesthetic and perceptual aspects of the townscape and its distinctive character.
 - Assessment of likely visual effects describes how protected and unprotected views in the local and wider area would be affected by the proposed development.
- 4.3
- For all aspects of this assessment, structured, informed and reasoned professional judgement has been used to take account of quantitative and qualitative factors, in accordance with the Guidelines for Landscape and Visual Impact Assessment (GLVIA) (Ref 1-11, paras. 2.23-2.26). That judgement is based on a proportionate level of research and analysis of the baseline conditions and the proposals. It is recognised that the character of London is one of contrasts, of historic and modern buildings, and that modern buildings of high design quality do not necessarily harm the settings of historic assets.
- 4.4
- The available key guidance for assessing the impacts on townscape character and views is as follows:

- *Guidelines for Landscape and Visual Impact Assessment (GLVIA) Third Edition* (2013) (Ref 1-11) produced jointly by the Landscape Institute and the Institute of Environmental Management and Assessment;
- *London View Management Framework Supplementary Planning Guidance (LVMF SPG)* (2012) (Ref 1-4);
- *Seeing the History in the View* (2011) (Ref 1-12), produced by English Heritage (EH) (now Historic England);
- *The Setting of Heritage Assets: Historic Environment Good Practice Advice in Planning Note 3* (March 2015) (Ref 1-13), also produced by Historic England; and
- *Character and Context Supplementary Planning Guidance*, produced by the GLA (June 2014).

4.5 The GLVIA (Ref 1-11) provides advice on good practice and is equally applicable to all forms of 'landscape', including urban townscape. The GLVIA states that an assessment should in most cases clearly address both how the proposal would affect the elements that make up the aesthetic and perceptual aspects of the landscape and its distinctive character, and how observers may be affected by changes in the content and character of views. The methodology employed for this assessment is based on approaches recommended in the GLVIA. However, the guidance states that its methodology is not prescriptive in that it does not provide a detailed universal methodology that can be followed in every situation (Ref 1-11 para 1.20); the assessment should be tailored to the particular circumstances in each case with an approach that is in proportion to the scale of the project that is being assessed and the scale and nature of its likely effects. The guidance recognises that much of the assessment must rely on professional judgement (Ref 1-11, paras 2.23-2.26).

4.6 The LVMF SPG (Ref 1-4) identifies and protects a number of strategic views within London and provides guidance on the qualitative visual assessment of the designated views, which is also applicable to assessing the likely effects on undesignated views within London more generally.

4.7 *Seeing the History in the View* (Ref 1-12) provides a methodology for identifying heritage significance within views and assessing how development may affect heritage significance in views. It considers the views and the heritage assets themselves, rather than the human observers of the views, the 'receptors', and in this respect, differs from the GLVIA.

4.8 Planning Note 3: The Setting of Heritage Assets (Ref 1-13) advises on the management of change within the surroundings of heritage assets.

4.9 Elements of the advice contained in these documents have been used to supplement the GLVIA-based methodology used for this assessment where appropriate.

Baseline Characterisation: Townscape Character and Built Heritage

4.10 Townscape Character Areas (TCAs) have been identified within a study area of 500-750m around the application site, based on tests of potential visibility of the proposed development. In accordance with the GLVIA (Ref 1-11) and the methodology of this ES, the study area has been defined in relation to the sensitivity of receptors, the magnitude of impacts and likely scale of effects, based on the scale and massing of the proposed development and the scale and layout of the existing townscape context.

4.11 The extent of each relevant TCA is identified on Figure 7 and its character described in section 5. It should be noted that townscape character invariably forms part of a continuum and that the character area boundaries are not necessarily distinct. The setting of a TCA may be described (if relevant) in the assessment. However, a TCA does not have the same status as a Conservation Area in planning policy and TCAs are usually a means of describing different areas of townscape character which border or overlap each other, often with indistinct boundaries and usually adjacent to different TCAs, so setting is not usually a relevant consideration.

4.12 The TCAs identified in this assessment are distinguished and described through consideration of a number of factors, including urban or historic grain, building typologies, scale and materials, arrangement of built form, types of spaces and landscape elements, types of streets or roads, trees or planting, street furniture and signage, the quality and condition of the built environment, the number, range and type of heritage assets and their possible relationships, other relationships of built form through use, arrangement, scale or architecture. The key relevant characteristics of each TCA are described in Section 5 of this assessment.

4.13 Prediction of the extent and severity of effects on TCAs depends on the sensitivity of the area to change. Townscape sensitivity is assessed based on a variety of factors, including those aspects of the townscape which are valued (see GLVIA Ref 1-11, Box 5.1) and those aspects which might be more vulnerable to change. The value of the townscape will, to some extent, reflect existing designations: areas of townscape judged to be intact and in good condition, where scenic quality and sense of place is high and with many features worthy of conservation are likely to be designated Conservation Areas. However, that is not always the case and, as the GLVIA states, a highly valued or designated townscape area does not necessarily have a high sensitivity to change (Ref 1-11, para 5.46). For example, an area with a range of building types might be more able to accommodate new forms and a building with large-scale buildings may be less sensitive to large-scale change. Areas with a high degree of enclosure or uniform character are generally less likely to be able to

accommodate change whatever their value. Furthermore, if the enclosure and uniformity of a townscape character was deemed to be a negative factor, change may be considered to be a positive factor.

4.14 As noted, factors of townscape sensitivity are complicated and not strictly quantifiable, however classification of the level of townscape sensitivity is generally accepted to be a useful tool for making the assessment process more transparent. It should also be acknowledged that value is usually the dominant factor in the discernment of townscape sensitivity. Consequently, this assessment includes consideration of townscape sensitivity according to the five categories listed in Table 4-1. This word scale has been developed by the Tavernor Consultancy based on the various guidance documents available. It is used as a guide to inform consideration of the value and sensitivity of TCAs in the baseline assessment which follows in Section 5.

Table 4-1: Table of townscape value and sensitivity

Value	Criteria	Sensitivity to change
Exceptional	Exceptionally strong townscape or landscape structure, distinctive features and buildings worthy of conservation, exhibiting unity, richness and harmony, no detracting features, and a strong sense of place. Likely to be internationally or nationally recognised, e.g. a WHS, a group of Grade I Listed Buildings or a Grade I registered historic park or garden.	Very high
High	Strong townscape structure, distinctive features and buildings worthy of conservation, strong sense of place, only occasional detracting features. The townscape is likely to be of importance at the county, borough or district level and contain features of national importance, e.g. a Grade II* or Grade II Registered historic park or garden, a Conservation Area containing a high proportion of Listed Buildings.	High
Good	Recognisable townscape structure, some features and buildings worthy of conservation, some detracting features, recognisable sense of place. May be a locally valued townscape, Conservation Area or contain groups of Grade II listed or locally Listed Buildings.	Medium

Ordinary	Distinguishable townscape structure, some features and buildings worthy of conservation, prominent detracting features.	Low
Poor	Weak or disjointed townscape structure, frequent discordant and detracting features.	Very low

Source: Developed by the Tavernor Consultancy based on GLVIA (Ref 1-11)

- 4.15 The application site is partly located within the Regent’s Canal Conservation Area, although there is no building with heritage value on the application site. Impacts on heritage are assessed in the Heritage Statement (ES Volume 2B) and the Built Heritage Assessment (Volume 2B of the ES). This assessment considers impacts on heritage insofar as it contributes to the townscape character and views. The significance of relevant heritage assets is set out in the Heritage Statement which forms a technical appendix to ES Volume 2B.
- 4.16 This Volume includes Townscape Character Areas (TCAs) and views of up to 750m away from the application site. Designated heritage assets within these TCAs and in the views are referenced in the assessment text where relevant.
- 4.17 The significance of designated heritage assets has been considered with reference to guidance on listed building selection and conservation area designation (primarily, *Principles of Selection for Listed Buildings* (Ref 1-14), and *Conservation Area Designation, Appraisal and Management: Historic England Advice Note 1* (Ref 1-15). It is also made with reference to the four heritage values (evidential value, historic value, communal value and aesthetic value) and sub-values defined in the HE Guidance, *Conservation Principles: Policies and Guidance* (Ref 1-16), which sets out an approach to assessing heritage value and significance and managing change within the historic environment. This assessment is also based on HE Advice Note 3 (Ref 1-13) which describes how setting can partly inform or detract from the significance of a heritage asset.
- 4.18 The sensitivity of a heritage asset to change is closely related to its value. Designated heritage assets all hold some degree of sensitivity and the higher the grade, the more likely it will be more sensitive to change. In this methodology, all listed buildings and conservation areas are considered to be of high or very high sensitivity due to their designated status. Aspects of value and sensitivity of heritage assets are considered where relevant in relation to each TCA and view in the baseline assessment in section 5 and assessment of effects in section 6.

Method of Assessment: Townscape Character

4.19 Following consideration of the character and sensitivity of each TCA within the baseline assessment in Section 5, the magnitude of change caused to each TCA is determined according to the degree of effect and, in particular, the proximity, scale and character of the development. All these factors are considered together: a large-scale development close to a TCA which is in keeping with the character of the TCA may not necessarily have a major effect. In accordance with the GLVIA (Ref 1-11, para 5.49), judgements of magnitude of townscape change take account of the following:

- the extent of change caused to existing townscape elements and the extent and manner of contribution made by those elements to the existing townscape character;
- the degree to which the aesthetic or perceptual aspects of the townscape would be altered by the removal of existing townscape elements or the addition of new ones; and
- Whether key characteristics of the townscape which are critical to its distinctive character are altered.

In addition to the scale of change, a judgment on magnitude takes into account the geographical extent of the impacts and their duration and reversibility. A word scale relating to the Magnitude of Impact is set out in Table 4-2 below.

4.20 Judgement on the quality and significance of the likely overall effect on each TCA and view is based on consideration of both the sensitivity of the TCA and the magnitude of change, as described above. This consideration is set out in the assessment relating to each TCA and view. A matrix of the order “x sensitivity = x magnitude = x effect” is not supplied due to the range and nuances of factors under consideration and in order to recognise the fact that the judgment is generalised and subjective and cannot be objectively calculated. This professional judgement is carefully made in relation to the unique constraints of the application site and its context and the nature of the proposed development. Consideration of a combination of these factors of sensitivity of receptor and magnitude of impact has led to a judgement on the Scale of Likely Effect set out in Table 4-3 below.

4.21 Where the Scale of Likely Effects is ‘no’ or ‘negligible’, the proposed development has been deemed to cause little or no change to the townscape quality or view. These effects are considered to be insignificant. For effects judged to be minor, moderate or major, the quality of that effect has been further categorised as beneficial, adverse or neutral. This is set out in Table 4-4 relating to the Nature of Effect. Adverse effects are those that detract from the value of the townscape or

view. This may be through a reduction in, or disruption of, valuable characterising components or patterns. Beneficial effects are those that contribute to the value of the townscape or view. This may be through the introduction of new, positive attributes; for example, through improved legibility or setting. Where the effect is minor, moderate or substantial, good design may reduce or remove potential harm or provide enhancement, and design quality may be the main consideration in determining the balance of harm and benefit. Neutral effects are where the proposed development would have either have no effect, maintaining existing positive and negative qualities of the townscape area, or where there would be an effect but where negative and positive effects were balanced and found to be in equal measure. Effects which are moderate or major are considered to be significant.

4.22 Consideration of the likely significant effects of the proposed development on above ground designated heritage assets which form part of the townscape character and views is informed by national policy set out in the NPPF (Ref 1-1) and related PPG (Ref 1-2), as described in Section 2. The NPPF requires an assessment of effects on heritage assets that is in proportion to the likely level of effects and that distinguishes between levels of likely harm (substantial harm or less than substantial harm). That assessment against the terms of the NPPF is set out in the Built Heritage Assessment (Volume 2B of the ES) and does not form part of this townscape character and visual impact assessment.

Baseline Characterisation: Visual Assessment

4.23 The views assessed in this Volume were selected in consultation with LBC. During the course of the design development, approximately 70 views were tested in order to understand the extent of the visibility of the proposed development and the way it would appear from different locations. Maps showing Zones of Visual Influence were plotted to accurately predict the areas from which the proposed development would be seen and modelled kinetic views were studied to understand the emerging character and nature of the massing in relevant view sequences. Based on the final scheme, a set of 37 views was selected for assessment in this Volume. In addition, 12 views have been included in an appendix because the proposed development would be very slightly visible or not visible in them; they have been included to show that they have been tested. Two representative views (view 29 and 31) have been prepared at dusk to enable consideration of the likely visual effects of the proposed development at night. These views were selected as one example area (Chalk Farm Road) where parts of both the MS parcel and PFS parcel would be visible.

4.24 The final set of views forms a selection of representative views from publicly accessible locations around the application site and in the study area. Public views are generally attributed greater value than views from private property because they are experienced by a greater number of people and can be more accurately assessed through the use of surveyed viewing points. All views have

therefore been taken from publicly accessible land. The likely visual effects on views from inside buildings that are not publicly accessible or from private gardens have not been considered in this assessment, as is standard practice. The views selected allow a methodical 360 degree view analysis of near, middle and distant views of the proposed development.

4.25 The application site lies within the viewing corridor of one protected vista designated in the LVMF SPG; it is included in the assessment in Section 6.

4.26 The baseline characteristics of each view, including the attributes described in the GLVIA (Ref 1-11, para 6.24) and the LVMF SPG (Ref 1-4, p.8), and the contributions of the townscape character and heritage assets to the view (as considered above) are described in the text relating to each Existing View in Section 6. The detailed attributes listed in para 6.24 of the GLVIA (Ref 1-11) are drawn on and referred to where relevant within the assessment of each view.

4.27 The sensitivity to change and the level of value attached to each view are noted in relation to each Existing View in section 6 where appropriate. Sensitivity to change within a view stems from its composition, the value and character of the townscape and heritage assets in view (see paragraphs above) and the value of the view itself (whether of historical or social importance or protected through planning policy). The sensitivity of each view has been considered based on the value and sensitivity of the townscape in view set out in Table 4-1 and on the following criteria (based on GLVIA, para 6.24 (Ref 1-11), LVMF SPG p.8 (Ref 1-4) and *Seeing the History in the View* (Ref 1-12, p.12):

- The relative numbers of people likely to be affected;
- The composition and characteristics of the view, including the nature and extent of the skyline, distinctiveness or characteristic qualities, elements of aesthetic or cultural importance including the contribution made by any key features or designated heritage assets visible;
- Elements that contribute to or detract from the character and quality of the view;
- Elements which interrupt, filter or otherwise influence the view;
- Conditions relevant to the assessment of the view including the effect of atmospheric conditions, distance, weather, seasonal change, temporary building works and night time appearance; and
- The contributions heritage assets make to a view including:
 - Their designation or importance in a local context;
 - The degree to which their heritage significance can be appreciated from the viewing position selected;

- Whether this may be the best (or only) place to view the historic significance of the heritage asset; and
- Whether their significance is enhanced or diminished as a result of being seen in combination with other heritage assets in the view.

Method of Assessment: Visual Assessment

4.28 In order to assess the full range of likely significant visual effects of the proposed development, three separate verified images have been prepared from each viewing location selected:

1. Existing – the view as it exists currently;
2. Proposed – with the proposed development inserted in render or wireline form; and
3. Cumulative – with the proposed development inserted in render or wireline form together with other consented schemes inserted (as wirelines).

4.29 Views have generally been assessed using photos taken during the winter. The assessment describes how likely significant effects would vary with seasonal change and changes in atmospheric conditions where applicable. Views are often kinetic, therefore where appropriate, consideration and explanation of how a view may change as the observer moves around the viewing position is included in the assessment of views in section 6.

4.30 The proposed development has been shown with a wireline or detailed render and, where the proposed development would not be visible, its position relative to the existing view is indicated with a dotted outline. The methodology employed by the visualisation firm AVR London to create the verified views is provided in Appendix A. The Visual Assessment in section 6 of this Volume is based on the images prepared by AVR London which are, in turn, based on the computer-generated models of the proposed development prepared by the architects, who have confirmed the accuracy of the AVR London visualisations in relation to the proposed development before the Tavernor Consultancy has assessed them.

4.31 In accordance with the GLVIA (Ref 1-11, para 6.39), judgements on the magnitude of impact on the views take account of the following:

- “*The scale of the change in the view with respect to the loss or addition of features in the view and changes in its composition, including the proportion of the view occupied by the proposed development;*”

- *The degree of contrast or integration of any new features or changes in the landscape with the existing or remaining landscape elements and characteristics in terms of form, scale and mass, line, height, colour and texture;*
- *The nature of the view of the proposed development, in terms of the relative amount of time over which it will be experienced and whether views will be full, partial or glimpses”.*

In addition to the scale of change, a judgment on magnitude takes into account the geographical extent of the change and its duration and reversibility.

4.32 The magnitude of change is described in the assessment relating to each Proposed View and categorised according to Table 4-2, as described for TCAs above. A judgement on the scale of effect is then made, based on the magnitude of impact and the sensitivity of the receptor. For example, whilst the magnitude of impact may be minor, due to the sensitivity of the receptor, the scale of effect may be moderate or major. The Scale of Effects is set out in Table 4-3. Lastly a judgment is made on the quality of the effect which is categorised according to the terms of neutral, beneficial and adverse defined in Table 4-4. All moderate and major effects are considered to be significant.

Assessment Criteria

- 4.33 The methodology of this assessment of effects on townscape character and views draws on relevant aspects of the guidance identified in the preceding paragraphs and is also based on a broad methodology set out for the entire ES in ES Volume 1, Chapter 2 (EIA Methodology). The EIA methodology applies a core assessment process to a range of subject areas. In accordance with the EIA methodology, the likely significant effects of the proposed development have been assessed taking into account the sensitivity of the resource affected, the magnitude of the impact or change, the scale of effects and whether the nature of the effect is considered to be neutral, positive (beneficial) or negative (adverse).
- 4.34 The rationale for the judgements relating to the magnitude of impact, scale of effects and nature of effects is explained in the narrative descriptions relating to each Townscape Character Area (TCA) and view and is summarised in a series of broad categories set out in Tables 4-2, 4-3 and 4-4. Major and moderate effects are considered to be ‘significant’. The following terms and definitions are based on those employed in the rest of the ES and on the guidance set out above.

Table 4-2: Magnitude of Impact

None	No change.
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Small	Minor change.
Medium	Clear and moderate change.
Large	Major change.

Table 4-3: Scale of Effects

None	No effect.
Negligible	Imperceptible effect.
Minor	Slight effect.
Moderate	Clear effect.
Major	Major effect.

Table 4-4: Quality of effect

Adverse	The quality of the environment is diminished or harmed.
Neutral	The quality of the environment is preserved or sustained or there is an equal balance of benefit and harm.
Beneficial	The quality of the environment is enhanced.

Cumulative Assessment

- 4.35 The assessment of likely significant effects on the townscape and views all place the proposed development in its emerging urban context and in relation to other consented schemes.
- 4.36 The cumulative assessment includes consented schemes in the local and wider area that are likely to have a perceptible effect on the townscape and views in conjunction with the proposed development. These cumulative developments are modelled and located on the Cumulative Development Map on page 31.

Assumptions and Limitations

- 4.37 The cumulative assessment is an assessment of the likely effect of the cumulative schemes in combination with the proposed development. It assumes that all the cumulative schemes are of high quality as they have all been through the planning process and have gained consent.

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- 4.38 The assessment of townscape and visual impacts is informed by relevant policy and guidance and also professional judgement. Judgements on the nature and degree of impacts on visual and townscape character are always subjective to an extent. The assessment in this Volume has been set out as clearly as possible and to be open about that subjective aspect of the assessment and about the factors which have informed the assessment.

Demolition and Construction Assessment

- 4.39 The assessment of demolition and construction impacts and effects takes into account the works and processes set out in Chapter 5 of Volume 1 of the ES, the full details of which would be agreed with LBC following the application. The assessment takes into account the same receptors as for the assessment of the completed development, including all of the views and TCAs identified in the baseline assessment. However, due to the difficulty in representing the construction process visually and the numerous different visual impacts and effects during the process, and due to the temporary status of all works and the insignificant nature of their effects, receptors are assessed in broad categories of 'views' and 'TCAs' and the effects are also grouped together as 'visual effects' and 'townscape effects'.

5.0 BASELINE CONDITIONS

Introduction

- 5.1 The urban development of London has resulted from a combination of careful foresight and planning, and a pragmatic, sometimes expedient response to opportunities and events. It is not the result of a comprehensive unified vision. Consequently, it is a city of many distinctive parts. These have combined to create a rich urban environment. Through complex interactions London's fabric has become highly stratified and is represented by a great variety of architectural styles and building types. These have been built over many centuries in response to changing opportunities, and to the expectations and demands of London's citizens.
- 5.2 Successive eras – Georgian, Victorian, Edwardian and Modern – have all added to the City's building stock within the existing framework of streets. Therefore, the City has not been defined physically by any single overriding architectural idea or stylistic era: its buildings and places are multi-layered palimpsest, having been constructed across the ages. This is key to appreciating the qualities of the City's urban character, and herein lies its potential for developmental flexibility and continued economic success into the future.

History of the Application Site and the surrounding area

- 5.3 A detailed account of the history of the application site and surroundings is provided in the Heritage Statement prepared by Turley. The following paragraphs include a summary description to provide a context for the townscape and visual analysis to follow. Historic maps are provided at Figures 1-4 of this report. Additional historic maps and illustrations are provided in the Heritage Statement.
- 5.4 Camden Town as we know it today was originally part of the land belonging to the prebendal manor of Cantlowes, or Kentish Town. The fork of Chalk Farm Road/Camden High Street and Kentish Town Road was first recorded in 1690 and at the time followed the ancient road from London to Hampstead. Except for the few streets and small buildings, the area remained rural at this time. Real urban development did not reach Camden Town until the late 18th century, when Charles Pratt, Earl Camden and, Charles Fitzroy, Baron Southampton began by laying out a grid of streets. Residential development followed shortly after and by 1801-04 the first terraces had been built – in Gloucester Place – and houses began to appear on the High Street.
- 5.5 Regent's Canal was built between 1812-20 and linked the Grand Junction Canal's Arm at Paddington Basin to the London Docks at Wapping. The stretch of Regent's Canal connecting Paddington and Camden was built in 1812-16, which resulted in traders also building docks on either side of the canal at Hampstead Road/Camden Lock. The canal quickly became an essential

part of goods transportation through and into London and by 1830 it was carrying 0.5 tons of goods. The canal is just south of the application site and surrounding it further development in the area is visible, for example more terraces had been built north of the application site on Pancras Vale.

- 5.6 The first mainline of London, The London and Birmingham Railway, short L&BR, was granted a terminus at Camden Station by Act of Parliament in 1833. The first section of railway was opened in 1837 and travelled from New Road in Euston to Hemel Hempstead. To haul the trains up the incline between Euston and Camden an Incline Winding Engine Machine had to be built. This was not the only effect the arrival of the railway had on Camden, because with it came shopkeepers and artisans to serve the new working class. Primrose Hill's Southampton Estate was developed in the 1840 towards the west of the application site, providing a place to live.
- 5.7 Originally L&BR had purchased land on the north side of the Regent's Canal to build their terminus station Camden Goods Station. In total, they had bought 33 acres of land from Lord Southampton, which mostly remained unchanged for the subsequent 100 years. The first recorded Camden Goods buildings had basements underneath the locomotive engine house and the stationary winding engine house to include an engine room; a sheave room; rope tightening vaults; and, coal store vaults. Following the first goods shed, another one was built in 1841. The shed also provided stabling for around 150 horses alongside the 4 stables, which were built in 1844-46 on Chalk Farm Road.
- 5.8 By 1846 much had changed, L&BR had amalgamated with other companies and the London and North Western Railway, short LNWR, was founded. This, as well as the increase in passengers on the railway resulted in the separation of goods and passengers and ultimately in a reconstruction of the goods station in 1846-47. What is now known as the Roundhouse was the goods engine house, whereas the passenger engine house was a simple rectangular building south of it. Further development of the railway lines happened with arrival of the North London Railway, short NLR, in 1851. Further rebuilds of the goods yard were undertaken and the roundhouse subsequently closed in 1855 to avoid conflicts of movements with the adjoining NLR. As part of the remodelling in the 1840s some of the stables were demolished and re-erected and the Western Horse Tunnel was built to connected the goods yard to the stables – among some other additions in the form of vaults and walls to create a coal yard. This structure was then superseded by the LNWR goods shed in 1864 – the largest of its time in the country, which can be seen in the OS Map of 1870 (Figure 2).
- 5.9 The new goods yard roughly occupied the same location as the application site today, which again can be seen in the 1870 OS Map (Figure 2). The map also shows that by this point the area had been fully developed, mostly by terraces but also some semi-detached buildings towards the north-west. The Round House is present to the north-west of the application site as well and the rectangular passenger engine house is also visible on the west. Just north-east of the application



Fig 1 - William Hyett Map 1807

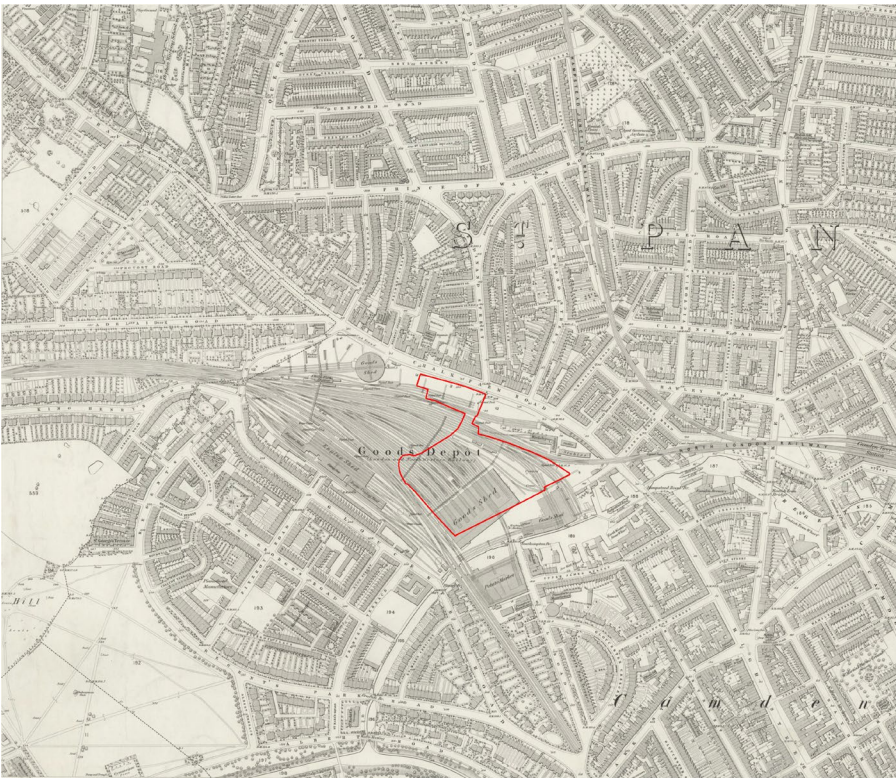


Fig 2 - 1870 OS Map

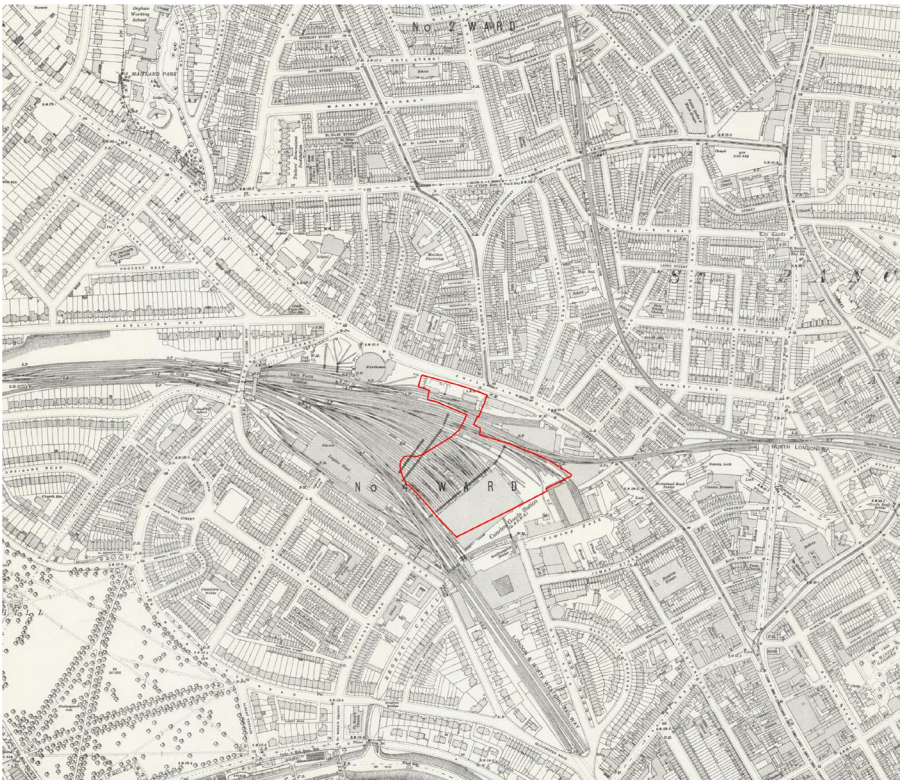


Fig 3 - 1913 OS Map

site are the four stables. At this point, most of the area was leased to W. & A. Gilbey Ltd. Gilbey's proceeded to influence many of the changes happening to the area in the late 19th century. One of these developments was another addition to the stables in 1882-83, which became known as the 'Horse Hospital'.

- 5.10 The next enlargement was in 1931, by which horse shunting had been replaced with hydraulic or electric capstans. Horses were increasingly phased out of use with the increasing popularity of motor vehicles. Horse-drawn traffic had almost disappeared by the late 1960s. The Roundhouse became a well-known rock venue and theatre and it remains as an entertainment venue in Camden. The goods yard closed in the 1980s and the goods shed was demolished. The application site was redeveloped with social housing and Safeway's, now Morrisons. The vaults and the Stables have been redeveloped and now form the internationally renowned visitor attraction of the Stables Market.

Description of the Application Site

- 5.11 Today, the main part of the application site is occupied by a Morrisons supermarket with a large car park attached to it (the MS parcel). The supermarket building was constructed in the late 20th century. It is a large single storey, double height windowless 'box' structure with varied coloured brick walls, no windows and glazed canopies at the entrance and over the cycle parking. The building has no architectural merit. It is situated adjacent to a large open area of car parking. The main vehicular and pedestrian access is from Juniper Crescent to the north. The road is lined with a high brick wall which passes beneath the rail lines. There is also a pedestrian passage through Gilbey's yard to the south. The application site is positioned at a higher level than its surroundings to the south and east. This elevated topography was man-made in order to facilitate the arrival of trains into Euston station. Rail lines enclose the application site to the west and the east.
- 5.12 The Petrol Filling Station (PFS) parcel is situated within the Regents Canal Conservation Area, the significance of which is described in detail in the Heritage Statement. The PFS was built at the same time as the supermarket. It is also a functional structure with no architectural interest. A simple flat canopy covers the petrol filling area. Along the edge of the main road is low brick wall and metal railing, leading to a high brick wall at the entrance to Juniper Crescent. The shop building is a simple brick, single storey structure at the south end of the petrol filling area. The PFS is an island site, completely surrounded by road. To the west and north it is edge by low shrubs beside a low timber guard rail. The PFS creates a gap in an otherwise closely fronted thoroughfare on Chalk Farm Road.

Townscape Character in the Close Context

- 5.13 There is no street frontage to the west of the PFS parcel. The late 20th century housing blocks on Juniper Crescent are set beyond a high brick wall. This means that the primary close townscape and visual context for the PFS parcel is Chalk Farm Road. Chalk Farm Road is a significant historic thoroughfare, with a smaller grain of building surviving along parts of its east side. On the east frontage, small shops tightly line the back of pavement edge with a more irregular form above: they are mainly two or three storeys and brick or render, but also several single storey structures, some set back from the shops below, some narrow and some broad. The roofline and grain is generally small scale although very varied. On the opposite west side, the historic high brick wall and stable buildings dominate the road south of Juniper Crescent, and to the north of the PFS and adjacent road entrance is a green gap site and then the large horizontal mass of the blue and glazed banded office building at 100 Chalk Farm Road, also set back behind a high wall, just south of the huge and opaque exterior of the Roundhouse. The two sides of Chalk Farm Road have a very different character which reflects the historic association with the rail infrastructure on the west of Chalk Farm Road and the smaller scale retail frontage which has historically characterised the east side of the road.
- 5.14 The MS parcel, is separated from its close context by adjacent rail lines and is accessed through two, presently uninviting routes of Juniper Crescent, bordered by high walls, and a narrow passage off Gilbey's Yard. The low character of the existing supermarket building and open expanse of car park mean that the MS parcel has no visual presence within its close context until the viewer actually enters the site. Consequently the existing supermarket on the application site makes very little contribution to local townscape character. The close context of the MS parcel consists of apartment blocks on Juniper Crescent and Gilbey's Yard, to the north and south. Also to the south, the historic Grade II listed Interchange building has a significant visual presence within Camden Lock and Market to the south east. The existing character of these parts of the townscape and likely effects on them have been considered through representative views in Section 6.

Townscape Character in the Wide Context

- 5.15 The views assessed in Section 6 of this report have been selected in order to assess likely effects on the character of the townscape in the close and wider area and on the settings of potentially affected heritage assets (impacts on the settings of heritage assets are set out in the Heritage Assessment (ES Volume 2B); this assessment considers those impacts insofar as they relate to the views and townscape character). The existing townscape character is described in relation to each view in Section 6. In addition, the surroundings of the application site have been divided into a number of Townscape Character Areas (TCA) in order to understand the different characteristics of the built form and spaces in the surrounding area, and to understand likely effects on those TCAs

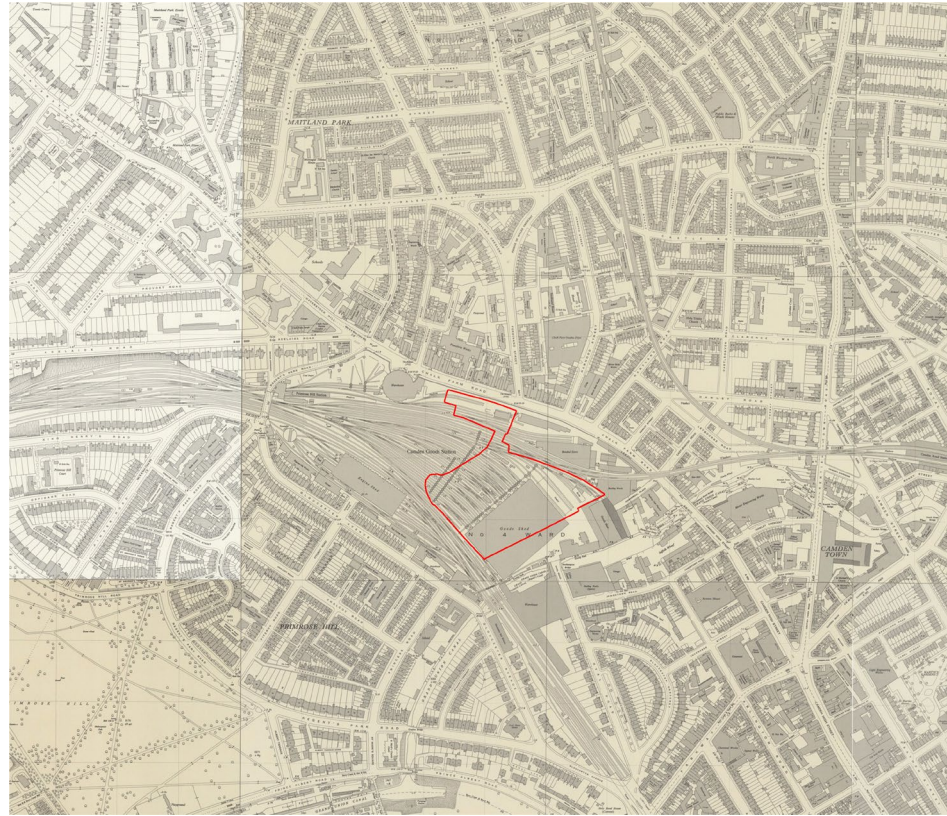


Fig 4 - 1952 OS Map

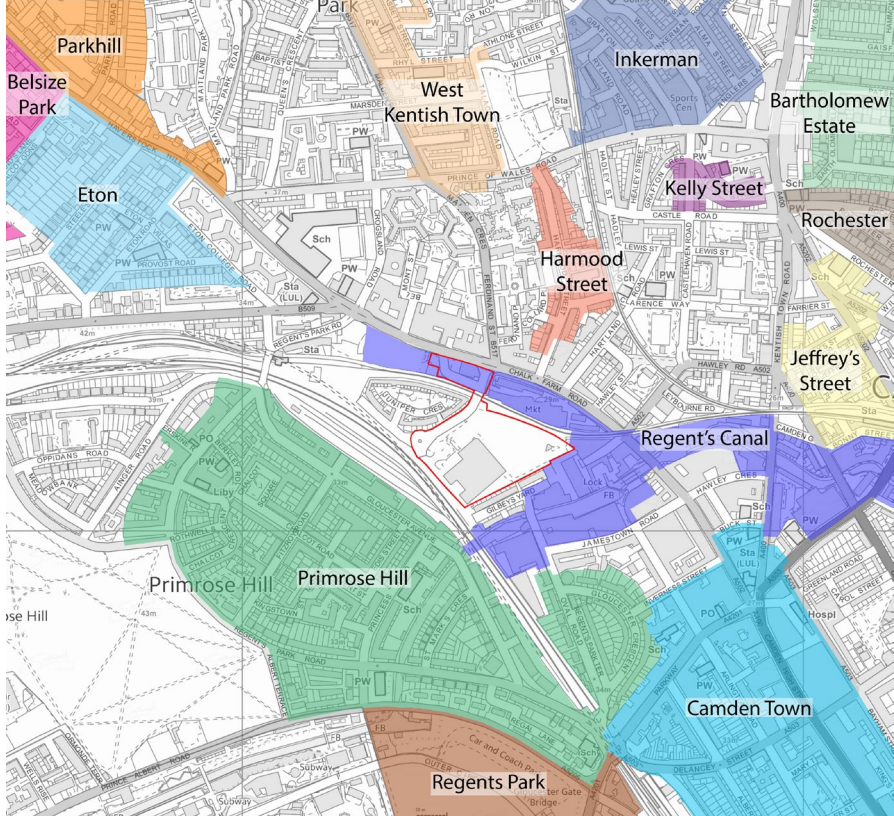


Fig 5 - Conservation Area Map

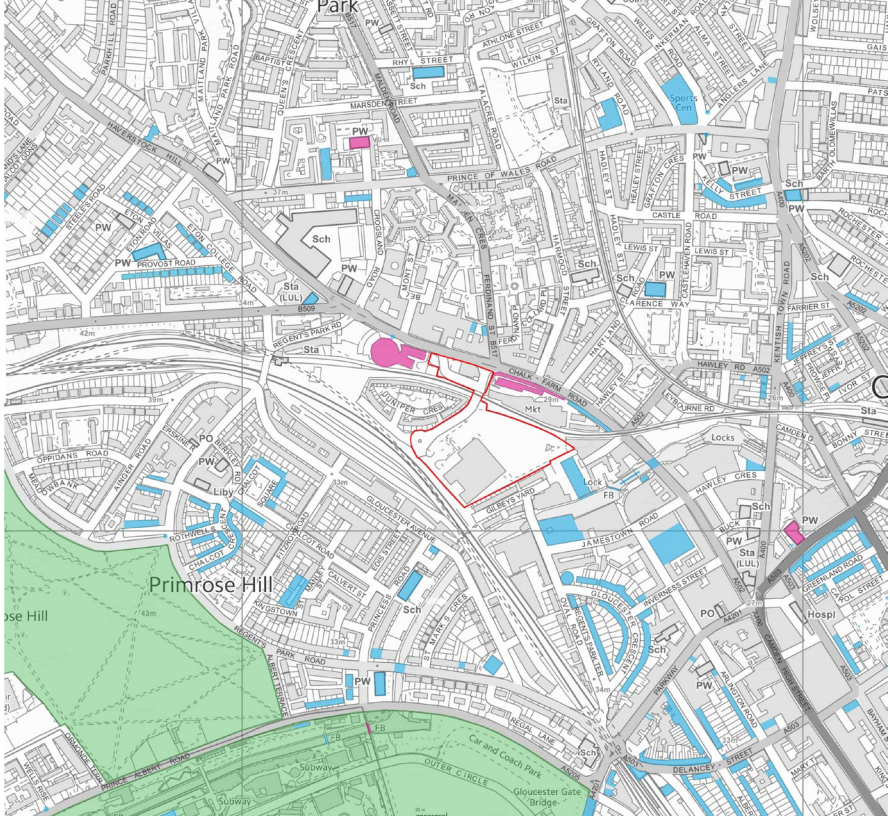


Fig 6 - Listed Building Map

as a result of the proposed development. It is recognised that townscape character forms part of a continuum across boundaries and that these defined areas also contain sub-areas. In the following paragraphs, Townscape Character Areas (TCAs) are identified, up to a distance of about 500-750m from the application site: a distance selected in relation to the likely extent of the visibility of parts of the proposed development. Key aspects of each TCA are described below along with its value and sensitivity to change according to the criteria set out in Table 4-1. Where relevant, listed buildings and conservation areas are mentioned in relation to the Townscape Character Areas. Those which may be significantly affected are identified and described in detail in the Heritage Assessment and Heritage Statement of the ES.

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

- 5.16 This TCA includes the MS parcel, which presently comprises the Morrisons supermarket building and car park, and the PFS parcel, comprising a petrol filling station and forecourt. It includes the late 20th century apartment blocks on Juniper Crescent and Gilbey's Yard as well as the Camden Market complex, former warehouse buildings close to the Canal and Horse Hospital and Roundhouse buildings formerly associated with the rail lines. Whilst the area is very mixed in building character and uses, the structures and spaces within it have largely evolved as a result of their association with the industry formerly concentrated close to the Canal and between the rail lines and along the west side of Chalk Farm Road. The area is defined by a number of large robust, brick industrial structures which have an important visual presence locally and many of which are Grade II and II* Listed – the Roundhouse, Interchange, Horse hospital and the Piano factory. The area north of the Canal is set at higher ground, as a result of historic works related to the rail uses, and is further isolated from the surroundings by a high boundary wall, and the rail lines and canal itself. The late 20th century residences in the area and the supermarket on the application site have no heritage or aesthetic value and are also isolated from the close context. The market buildings are an international tourist attraction whilst the rest of the area has very restricted permeability and very few visitors, apart from shoppers at the supermarket.
- 5.17 The mixed character of the present area and the robust qualities of the historic buildings in the area mean that the area is not highly sensitive to change. However the Grade II* rating of the Roundhouse and Horse Hospital reflect their important heritage value and the sensitivity of their settings. The application site itself occupies a large part of the area and has poor townscape value. On balance, the quality of the townscape in the TCA is judged to be good, with both high quality and detracting elements, and with a medium sensitivity to change.

Townscape Character Area 2: Camden High Street

- 5.18 This area is centred on the main drag leading to the Canal and includes the Camden Town Station.

The buildings which line the route are generally late 19th or early 20th century, three storeys and brick. Many are overpainted and most have shops at ground level. They are generally terraced, modest buildings with flat fronts and parapets and a functional character. Either side of the main historic route, on the urban blocks which extend west to Arlington Road and east to Kentish Town Road, buildings are generally of a much larger scale and with a greater range of uses, including offices, residences and churches, in this northerly part closest to the canal. The Grade II Listed Arlington House, a former men's workhouse, is an early 20th century red brick and terracotta building rising up to eight storeys in the gables, and is close to Jamestown Road. The scale and grain reduces further south, although with several exceptions. There is a long brick Bingo house further south and a cinema on Parkway, generally with a finer grain and terraced 19th century houses further south. This area is dominated by the busy commercial thoroughfares of Camden High Street and Kentish Town Road.

- 5.19 The central route of Camden High Street has terraced parts which are of a generally uniform character, although not of high heritage value, and some sensitivity to change. The adjacent streets are more mixed in building character with some buildings of heritage value, including the Grade II Listed former workhouse. On balance, the quality of the townscape is considered to be good with a medium sensitivity to change.

Townscape Character Area 3: Castlehaven

- 5.20 The Castlehaven Open Space is the only area of soft landscaped space in central Camden. It spans both sides of the rail line and was created in the mid 20th century following severe bombing in the area during WWII. The area was formerly characterised by a tight, albeit fluidly formed, grid of urban blocks lined with terraced houses and pairs of semi detached villas, all with gardens to the rear. This gridded arrangement extended north to the Prince of Wales Road, east to Kentish Town Road and south to Chalk Farm Road. Two V-1 bombs devastated the southern part of the area and it was cleared to form a park and housing estates comprising of linear blocks of up to 8 storeys set within landscaped urban blocks. Whilst the 19th century houses have been replaced, the historic gridded streetscape largely survives, with some additional routes cutting through the blocks, such as Castle Place. The Grade II Listed Holy Trinity Church survives on Clarence Way and now addresses the park. The blocks between Castle Road and Prince of Wales Road have a less linear arrangement and incurred much less damage. Two and three storey brick and stucco terraces survive on some roads here – such as Grafton Street and Kelly Street - and serve as a reminder of the streetscape which would have characterised the wider area prior to the war. The colourful two storey terraces on Kelly Street are Grade II Listed and situated within the small Kelly Street Conservation Area.

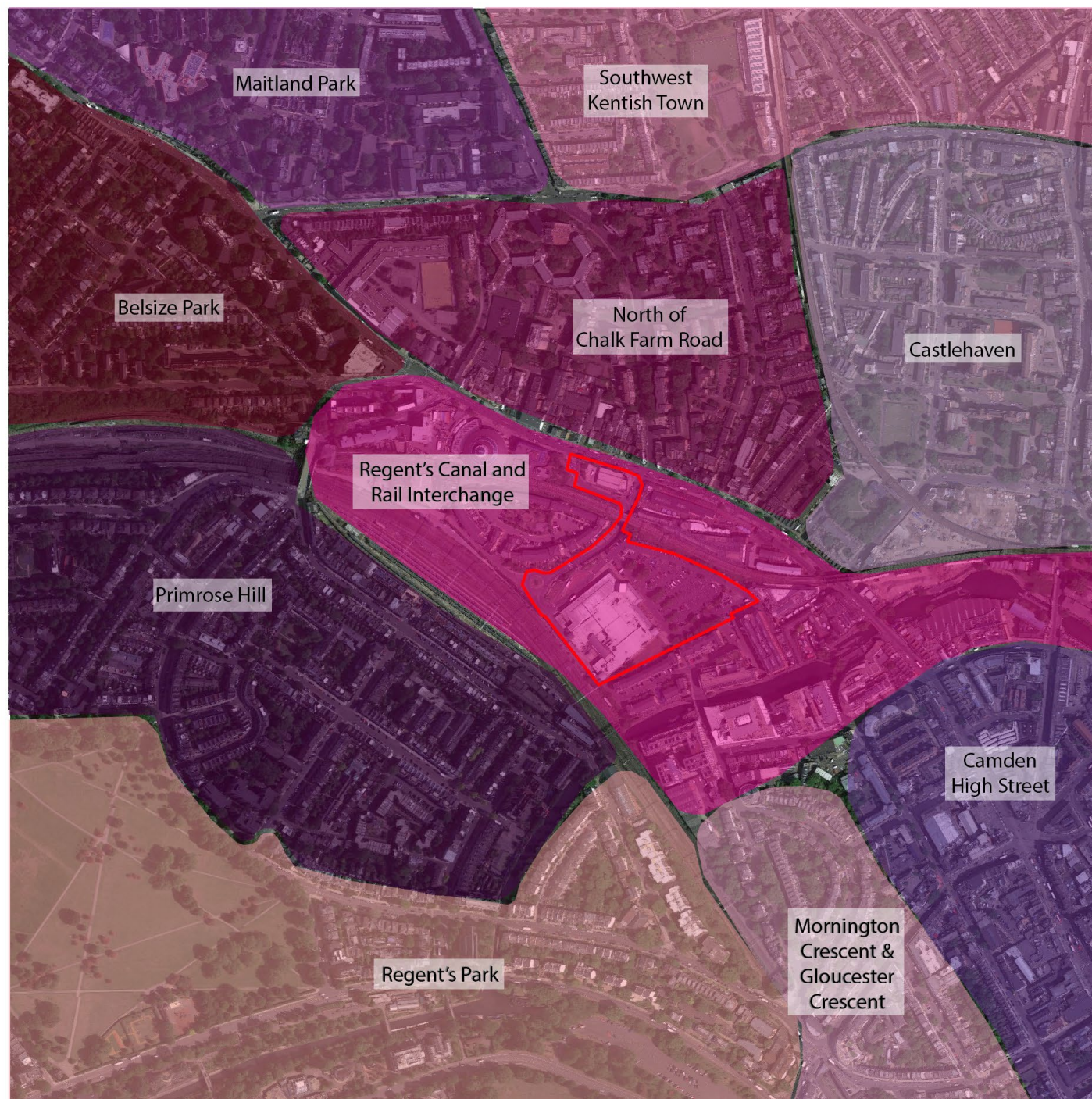


Fig 7 - Townscape Areas Map

of historic interest remain, although the historic streetscape largely survives. The housing blocks have little or no architectural interest but are visually prominent and situated within landscaped spaces, which also contribute positively to the appearance of the locality. The Castlehaven Open Space is an important public green space locally and spans the rail line. On balance, the quality of the townscape is judged to be good with a medium sensitivity to change.

Townscape Character Area 4: North of Chalk Farm Road

- 5.22 The area just north of Chalk Farm Road is characterised by a range of building styles, including modern and historic two storey terraces – on Harmood Street and Hartland Road – and larger, seven storey apartment blocks on Ferdinand Street. The 20th century buildings follow WWII bombing and redevelopment of commercial sites. The present-day character of these roads is almost entirely residential, including at ground level, and all three roads open onto Chalk Farm Road at the south end. On Belmont Street the large brick Piano factory, now offices, survives and has been extended to eight storeys, but the neighbouring terraced houses and Malden Factory buildings to the north have been replaced with a variety of housing scales and types, including undistinguished two storey terraced housing and a series of four storey, white render apartment blocks arranged hexagonally and with a c.20 storey red brick tower at the north end, towards the Prince of Wales Road junction. The streetscape in this north part has altered with the 20th century redevelopment.
- 5.23 The area has few listed buildings but does include part of the Harmood Street Conservation Area which is important for the survival of stock brick terraced houses from the first phase of residential development in the area in the early 19th century. The area is almost entirely residential and has some small scale terraced houses, resulting in some sensitivity to change. However the 20th century redevelopment of parts of the area with substantial apartment blocks and the arrangement of the streets, leading to Chalk Farm Road, mean that the highly urban and varied setting of this residential enclave has a close presence. On balance, the quality of the townscape is judged to be good with a medium sensitivity to change.

Townscape Character Area 5: Southwest Kentish Town

- 5.24 Kentish Town is a large area centring on the main route of Kentish Town Road. To the east of Kentish Town Road, a large area of gridded streets with 19th century terraced houses survives. To its west, street blocks are less formally arranged and surviving terraces are interspersed with areas of 20th century residential redevelopment and large areas of commercial and industrial structures and complexes. Open parking areas flank the rail lines which cut through the area.
- 5.25 The southwest part of Kentish Town, closest to the application site, includes some 19th century

terraced housing and a large area of terraced housing adjacent to the rail line at Kentish Town West which was cleared following WWII to form Talacre Gardens and the sports centre at its east side. North of the Gardens, WWII destruction also resulted in wide clearance of several blocks of 19th century terraced housing to accommodate a housing estate centred on Weedington Road. South of Queen's Crescent it comprises a staggered series of four storey blocks with a 17 storey tower block set within landscaped grounds. North of Queen's Crescent, four storey apartment blocks have a linear arrangement. Terraced brick and stucco houses of the 19th century, with some modern infills, remain on the west edge of Talacre Gardens, Marsden Street, St Leonard's Square, the north side of Prince of Wales Road and along the east frontage of Malden Road.

- 5.26 The surviving 19th century terraces to the east of Talacre Gardens – within the West Kentish Town Conservation Area - and west of the rail line - comprising the Inkerman Conservation Area - have high heritage value and a uniform character. Whilst not historic, Talacre Gardens is an important green space locally and is set within the historic street pattern. The interwar, five storey brick housing blocks immediately north of the Gardens have some aesthetic value whilst the post-war estate further north has no evident architectural interest and a poor relationship with the street. Overall, the area is considered to have good townscape value and medium sensitivity to change.

Townscape Character Area 6: Maitland Park

- 5.27 By the late 19th century, Malden Road was lined with the terraced houses which now exist only on its east side and north part. Formerly, terraced houses also lined the blocks west from here. Today, the terraced stucco houses remain on Queen's Crescent and on the cul de sacs which radiate from this crescent, but 20th century residential blocks of varied types replaced the terraces west of Malden Road and the terraces and villas close to the former Maitland Park were replaced with brick residential blocks set within landscaped grounds. On Maitland Park Villas the blocks are of uniform height, around six storeys, and the mature trees of the landscape form an attractive streetscape. The residential blocks on Maitland Road are four storeys and, with deteriorating cladding, are of lesser quality than the mid 20th century brick apartment blocks with projecting balconies to the east. Queen's Road has a lopsided character, with four storey stucco terraces on the west and sunken three storey, dark brick late 20th century blocks on the east. These dark brick blocks appear taller and jumbled in form on Malden Road and Marsden Street.
- 5.28 Overall, the area is characterised by large residential blocks, set within landscaped grounds or in linear series to address the streets. The mature trees and green spaces contribute positively to the character of the area, whilst the architectural interest of the buildings is low to medium. The historic streetscape largely survives despite extensive redevelopment of the terraces and villas formerly lining these streets. Overall, the area is considered to have ordinary to good townscape value and medium sensitivity to change.

Townscape Character Area 7: Belsize Park

- 5.29 The historic Belsize Park area is just south of Haverstock Hill and centred around Belsize Park Gardens. This area includes the Belsize Park Conservation Area and, adjacent to its south, the Eton Conservation Area. These names reflect the important historic land ownerships in the area which was largely agricultural in the 18th century. Eton College were given an estate here in the 15th century but did not begin development until the 19th century. Belsize House and grounds was established here by the 18th century and was also not redeveloped until the start of the 19th century. Development began with stucco villas in the 1830s and 1840s and then more individual detached properties towards the end of the 19th century. The villas at the south end of Haverstock Hill were redeveloped with three six storey, brick residential blocks in the early 20th century which have a monumental presence on Haverstock Hill and Eton College road due to their breadth and uniform character. Early-mid 19th century semi-detached villas remain, opposite on Eton Road, and handsome four storey late 19th century terracing lines the roads – England's Lane and Primrose Gardens – further north. A significant number of these historic houses are listed. The significant number of street trees and the hilly topography also contribute positively to the street scene.
- 5.30 The area has a high townscape value and high sensitivity to change.

Townscape Character Area 8: Primrose Hill

- 5.31 Primrose Hill is a residential area predominantly consisting of gridded streets with stucco terraced houses. Much of the area is included in the Primrose Hill Conservation Area which is significant for the Classical brick and white stucco terraces of a largely uniform scale and materiality which line the streets here. A number of buildings are listed in the area, including a Grade II Listed late 19th century red brick London Board School on Princess Road. There are some anomalies, including the six storey Oldfield Estate blocks at the end of Fitzroy Road and converted and redeveloped piano factory buildings. There are also large six storey brick interwar blocks, arranged around central landscape spaces, off Oppidans Road, which replaced 19th century semi-detached villas destroyed during WWII. Primrose Hill is a key element of the area's setting to the southeast and rail lines create an impermeable border along its northeast side.
- 5.32 The area has a high townscape value and high sensitivity to change.

Townscape Character Area 9: Regent's Park

- 5.33 Regent's Park is a Royal Park and Grade I Registered and includes Primrose Hill. Primrose Hill has a separate character from the rest of the park because of its steep open grassy slopes and views across London. Within the Outer Circle, the Park is on level ground and views beyond its

perimeter are restricted by trees. Just beyond the Outer Circle, the stucco, mid 19th century semi-detached villas and terraces on Regent's Park Road and Prince Albert Road form an important part of the immediate setting of the Park. A number of these buildings are listed. St Mark's Church, on Prince Albert Road, is Grade II listed and the villas within its close setting are mainly listed. The villas beside the rail track on Gloucester Avenue were redeveloped in the 20th century with six storey residential blocks and the area retains a quiet and secluded character despite the immediate proximity of the main rail lines. The London Zoo is located in the north part of the Park and contains a number of listed structures. The Regent's Canal runs parallel to the northern edge of the Park and the footbridges which cross it are predominantly Listed.

- 5.34 The area has a high townscape value and high sensitivity to change.

Townscape Character Area 10: Morning Crescent and Gloucester Crescent

- 5.35 The Mornington Crescent area includes a wide area of streets fronted with mid 19th century terraces, including Mornington Crescent, Mornington Terrace, Albert Street and Delancey Street, with some 20th century infills which are of a similar scale. The 19th century buildings are generally 3-4 storeys with stucco ground levels, railings enclosing lightwells and brick upper levels with thickly framed windows. They are predominantly Grade II Listed. Closer to the application site, on the south part of Oval Road, Regent's Park Terrace is also mid 19th century and with uniform houses all with rusticated stucco at ground. Leading off from here, Gloucester Crescent is lined with semi-detached and terraced mid 19th century houses, also with stucco ground level. Parkway bisects the area and is fronted with 19th century brick buildings of a much simpler character and shops at ground level, some of which are early 19th century and Grade II Listed. Parkway and the streets to the south are in the Camden Town Conservation Area.
- 5.36 The area has a generally uniform scale, dense and small grain and a high percentage of 19th century buildings, providing a high townscape value and high sensitivity to change.

6.0 POTENTIAL IMPACTS AND LIKELY EFFECTS

Demolition and Construction

- 6.1 The demolition and construction works proposed are set out in detail in Chapter 5 of Volume 1 of the ES. The sequencing of activities on-site would be as follows:
- PFS parcel Enabling, Demolition, Construction of the PFS Block and Fit Out for temporary supermarket use at ground floor and offices above; MS parcel fully operational;
 - PFS parcel operational as temporary supermarket and office use (on-site receptors); MS parcel Enabling, Demolition and Construction of Blocks A,B,C; and
 - PFS parcel conversion of the PFS Block from temporary supermarket to PFS; MS parcel supermarket operational, Blocks B and C near complete with Blocks A, D, E1, E2 and F under construction.
- 6.2 The likely magnitude of impacts on the Townscape Character Areas (TCAs) and views would vary according to the nature of the demolition and construction works over time, with certain operations having more perceptible effects than others. The likely scale and nature of effects identified as part of this assessment represent a precautionary worst-case when demolition and construction activities are at their peak. The construction of the proposed development has the potential to affect the townscape character and views of the application site and its surrounds as a result of the following processes:
- Demolition of the existing buildings on the application site;
 - Ground work excavations, including construction of foundations, and cut and fill activities;
 - Movement of heavy plant and material both within, to and from the application site;
 - Erection of construction infrastructure e.g. scaffolding, application site lighting and siting of workers welfare facilities; and
 - Part construction of the building.
- 6.3 In accordance with standard practice, mitigation measures relevant to effects on townscape character and views would be employed, including hoarding and other measures set out in a Construction Management Plan which would be agreed with LB Camden. A framework of these measures, which have been embedded within the development proposals, are presented in ES Chapter 5: Demolition and Construction, ES Volume 1.

- 6.4 Due to the transient nature of construction activities, all construction related effects are considered to be temporary and short-term, lasting for the duration of the construction programme only.
- 6.5 The magnitude of the impacts of demolition and construction works and the views and townscape areas affected would vary from none to major according to the stage in the process, times of day and week, which parts of the application site are being worked on and what activities are taking place. The scale of effects would vary from none to major according to the magnitude of impact and the sensitivity of the affected view or townscape and would depend on the proximity of the receptor. The nature of all effects in the local area would be 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 effect is likely to range from negligible to moderate and would be adverse.
- 6.6 Due to the temporary nature of demolition and construction works, the effects on townscape character within the study area are not considered to be significant. Due to the temporary nature of demolition and construction works, the effects on views within the study area are not considered to be significant.

Completed Development

- 6.7 The first part of this section includes a description of key relevant aspects of the design of the completed development.
- 6.8 The description of the proposed development is followed by an assessment of verified views which have been selected and assessed in accordance with the methodology and planning policy set out in Sections 2 and 4.
- 6.9 The final part of Section 6 includes an assessment of likely effects on the existing townscape character areas set out in Section 5, based on the selected verified views considered from within these areas. The assessment has been made in accordance with the methodology and planning policy set out in Sections 2 and 4.

Description of the Proposed Development

- 6.10 This summary description relates to key aspects of the proposals relevant to this assessment. The full description of the detailed design is set out in the Design and Access Statement.
- 6.11 The main MS parcel consists of seven main blocks arranged within a network of streets and spaces conceived together as a new neighbourhood. In addition the PFS parcel is located on Chalk Farm Road.

- 6.12 The buildings proposed would be of a range of heights and mass, organised to create a legible, attractive and safe streetscape, and to have variety and interest on the skyline. The mass and detailed expression of each block has been carefully conceived to respond to its particular existing context and its place within the masterplan. The typologies of buildings proposed include perimeter blocks, terraced apartments, apartment blocks and towers. The proposed building heights were conceived taking into account the raised level of the MS parcel, the appearance of taller elements in varied contexts and views in the wider locality, and the intention to mark entrance points and public spaces within the application site and outside of it.
- 6.13 Along the southern end of the MS parcel, terraced townhouses and maisonettes of 3-5 storeys would be of a similar scale to the Gilbey's Yard apartment blocks just of the MS parcel, whilst a taller apartment block, Block E1, would mark the south entrance to the application site, where the north end of Oval Road leads into the pedestrian passage at Gilbey's Yard. The 11 storey Block E1 would also mark the new public landscaped space, Southampton Square, situated within the south part of the application site. It would be of light coloured brickwork, responding to the light render characteristic of buildings within its close context at the north end of Oval Road and differentiating it from Block A, which it would be linked through a similar design and which would landmark the other main entrance to the application site and public space there, at its northern end.
- 6.14 Southampton Square would also be fronted by the end of Block D, a 5 storey linear block, and Block C, which would enclose the eastern side of the Square with a concave elevation and would comprise two elements of 7 and 10 storeys. Addressing the north side of Southampton Square, Block B is one of two courtyard blocks which are situated at the centre of the application site. Block B includes the new Morrisons supermarket at ground level which would lead onto the main civic space situated at the north end of the application site, the Goods Yard. Block B would be predominantly residential at upper levels and would have a uniform height and consistent expression of materials and windows with balconies externally. An urban farm is proposed for the rooftop of Block B and would appear as a series of pitched roofed greenhouses lightly capping the brick levels below.
- 6.15 Block F would appear to comprise a number of separate joined blocks, differentiated by varied heights, roof forms and window and balcony patterning externally. The distinction of these different masses would provide Block F with greater vertical emphasis and would help to link the taller elements of Block A and Block E1 with the lower parts of the application site. In contrast, Block B would have a more singular character and would act as the anchor building of the application site addressing its main northern entrance. The lower levels of Block B would be characterised by arched openings, responding to the forms and materials of the historic vaults in the adjacent Stables site.

- 6.16 Block A consists of a podium and two taller elements. The tallest would be 14 storeys and would mark the north entrance to the application site and the new landscaped space there, the Goods Yard. It would have a singular architectural character appropriate to its wider visibility and landmark role for the wider application site. It would be in dark grey brick with decorated metal panels...
- 6.17 The architectural expression and materials employed for the proposed development have been informed by the rail and industry heritage of the application site and through extensive studies of its context. The proposed buildings would have a robust character conveyed with brick, masonry, precast stone and metalwork and deep set window reveals. The primary material would be brick. The core courtyard Blocks B and F would be predominantly in London buff brickwork. The marker block at the south end of the application site, E1, would have a similar character to Block A but would be clad in light coloured brickwork. Block C would be in red and purple tones. The varied use of brick colours, bonds and mortar would bring rich variety to the new streetscape. Glazed bricks and painted timber would bring further variation. Treatment of windows and balconies would also vary between blocks and different parts of each block, with a variety of balustrade and frame materials and arrangements.
- 6.18 The PFS parcel would be redeveloped with a new petrol station and retail units at ground floor and offices above. The PFS Block would occupy a prominent corner site at the junction of Juniper Crescent and Chalk Farm Road. The south end of the PFS block would have a glazed element which would rise taller than the main body of the building and which would contain café and restaurant space and a winter garden at the top level. It would mark the road junction and the route towards the north entrance to the MS parcel. At ground, retail units would be positioned along Chalk Farm Road, to provide an active and legible street frontage. The window openings of the shops would be set within a brick frame, visually extending the historic Camden Wall northwards. There would be a pocket park between the PFS Block and the existing building to the north at 100 Chalk Farm Road. Above ground floor, the PFS Block would have five office floors, including a set-back roof level. It would have a timber frame with glass elevations and would have a warm-toned appearance in street views.
- 6.19 Five public spaces are proposed and the character of each would be distinct:
- The Good's Yard is the main civic space of the proposal, located at the northern entrance to the application site and addressed by the large scale forms of Blocks B and A;
 - Camden Hub is situated to the east of Block B and would be set at the lower ground level and would be fronted with commercial uses;
 - At the south end of the application site, Southampton Square is a public space aimed at the new local residents, including play and seating space for different age groups;

- A linear park along the east side of the application site would provide a green edge to the rail line and would connect into Interchange Square at the south end; and
- Interchange Square is a hard landscaped space beside the Grade II Listed Interchange buildings and at the eastern tip of the application site, close to Camden Market.

Views Assessment

- 6.20 Table 6-1 sets out 37 views selected following extensive views testing during the design development phase. They were selected and agreed following consultation with LBC Officers. Accurate wireline (outline) and rendered (detailed) representations of the proposed development have been inserted into the existing views to enable an assessment of the likely effects. Wirelines of relevant consented schemes have also been inserted in the views to enable assessment of likely cumulative impacts.
- 6.21 Table 6-2 sets out 12 views selected and tested during the design development phase. They have not been included in the main assessment due to the invisibility or negligible visibility of the proposed development in the views. Their exclusion from the main body of the assessment follows consultation with LBC Officers. These 12 views are included as an appendix to the assessment to show that they have been tested and to aid understanding of the extent of the visibility of the proposed development. Where the proposed development is only just invisible and/or in a sensitive view, the view has been fully verified for accuracy. Where there is less likelihood of visibility or sensitivity, the views are 'draft aligned', which means they are not fully verified, although the possibility of error is very small.

Table 6-1 Table of Assessed Views

New view No	Old View No	View location
1	35	Parliament Hill LVMF 2A.2
2	42	Primrose Hill top viewing area
3	62	Belsize Park tube traffic island
4	63	Haverstock Hill
5	22	Haverstock Hill, at Eton Road
6	44A	Talacre Gardens, north entrance
7	45	Grafton Crescent

8	47	Regent's Canal Towpath
9	50	Albert Street, at Delancey Street
10	37	Regent's Park, just east of The Broad Walk
11	38	Regent's Park, on path leading east off The Broad Walk
12	29	Regent's Park Road, on Grafton Bridge
13	40	St Mark's Square/ Regent's Park Road, on Grafton Bridge
14	55	North towpath
15	54	Gloucester Avenue, at Regent's Park Road
16	14B	Gloucester Avenue, at Canal Bridge
17	15	Princess Road
18	16	Edis Street
19	23	King Henry's Road, at Regent's Park Road
20	20	Eton College Road
21	21	Haverstock Hill, opposite Chalk Farm Station
22	24	Chalk Farm Road, at Belmont Street
23	1	Ferdinand Street
24	2	Harmood Street
25	3	Hartland Road
26	4	Castlehaven Open Space, northeast end
27	6	Chalk Farm Road, beneath rail viaduct
28	49E	Chalk Farm Road
29	31B	Chalk Farm Road, at Hartland Road, looking north
29N	31A	Chalk Farm Road, at Hartland Road, looking north (dusk)
30		Chalk Farm Road, at Hartland Road, looking south
31	25	Chalk Farm Road, at Harmood Street, looking south
31N		Chalk Farm Road, at Harmood Street, looking south (dusk)
32	7	Camden High Street, just south of bridgehead
33	8	South side of canal (west)
34	33	Camden Lock Market, West Yard (southeast)
35	12	Oval Road, at south end of Gloucester Crescent
36	13	Oval Road, at north end of Gloucester Crescent
37	52	Oval Road, west pavement close to the canal

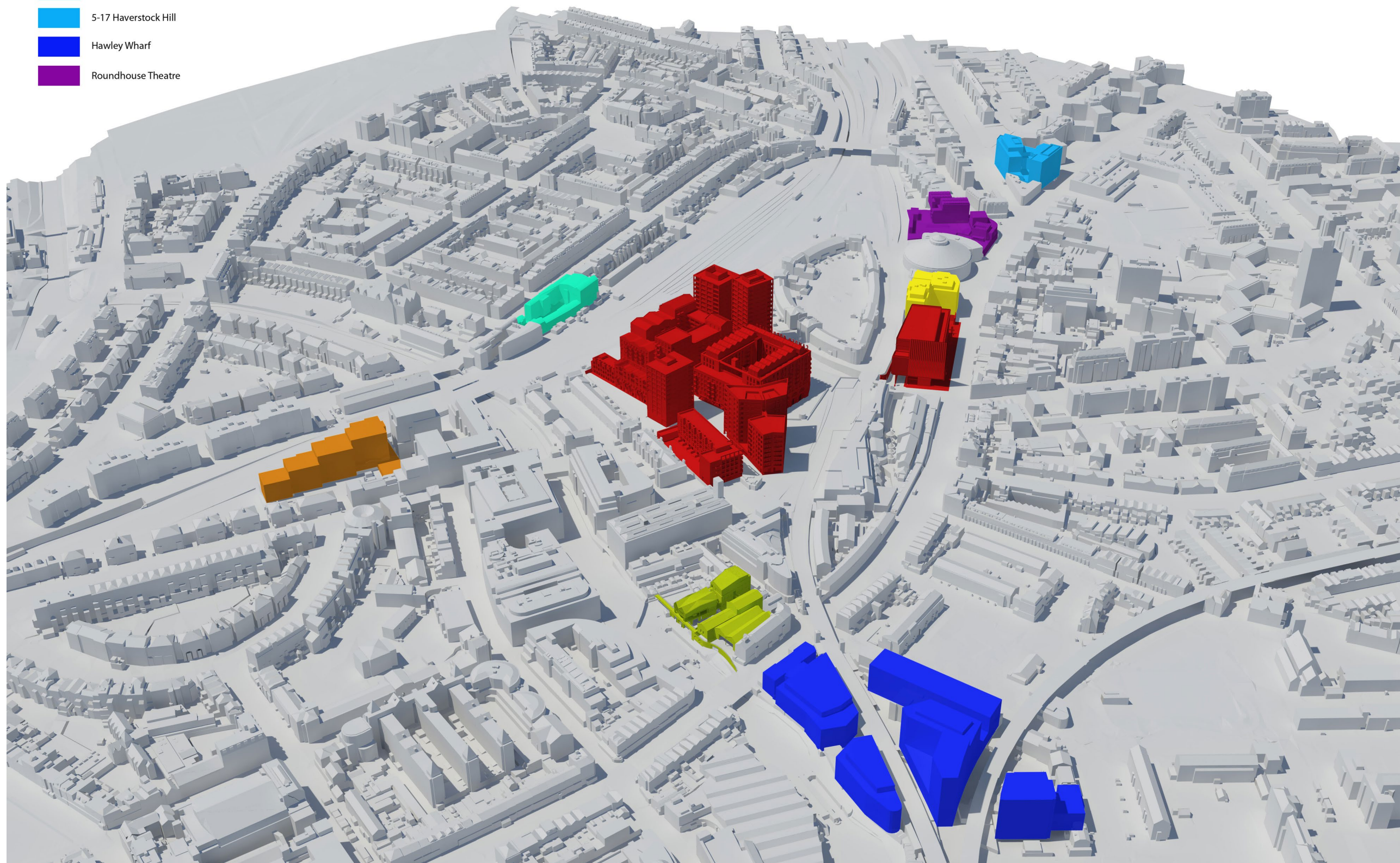
Table 6-2 Table of Tested and Appended Views

New view No	Old View No	View Location	Draft alignment / verified wireline
A1	36	Regent's Park Inner circle, looking along path towards the Triton Fountain	Fully verified
A2	57	St Silas Place	Draft alignment
A3	43B	Malden Road at Prince of Wales Road	Draft alignment
A4	5	Jeffrey's Street	Draft alignment
A5	61	Arlington Road	Draft alignment
A6	11	Camden High Street, at Camden Town Underground Station	Draft alignment
A7	10	Camden High Street, at Buck Street	Draft alignment
A8	9	Camden High Street, at Hawley Crescent	Draft alignment
A9	28	Roving Bridge over Grand Union Canal	Fully verified
A10	18	Regent's Park Road	Draft alignment
A11	17B	Chalcot Square	Fully verified
A12	41	Fitzroy Road	Draft alignment



Zone of Visual Influence Study

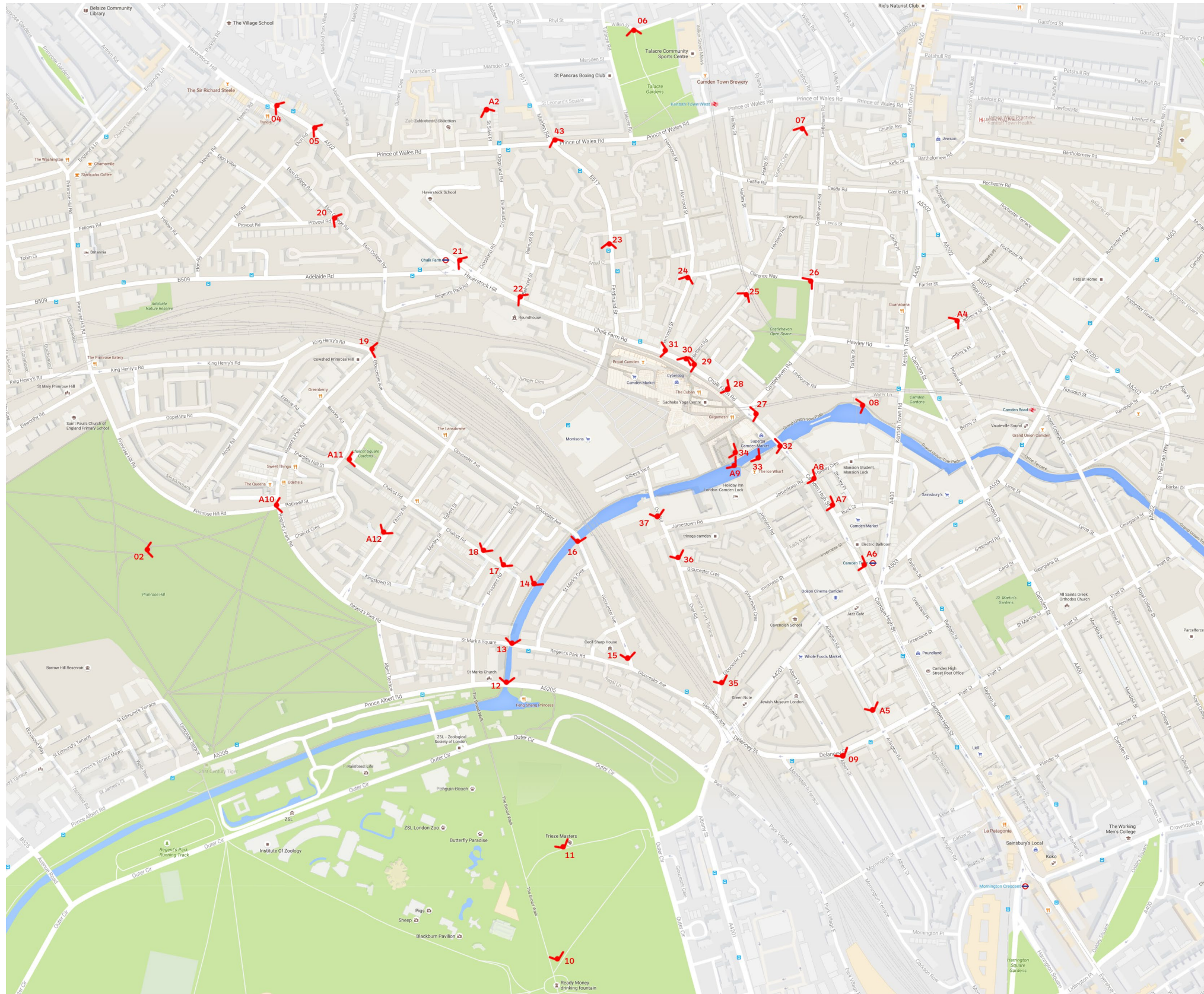
- Camden Lock Piercy
- 1 Centric Close
- 100 Chalk Farm Road
- 44-44a Gloucester Road
- 5-17 Haverstock Hill
- Hawley Wharf
- Roundhouse Theatre



Cumulative Development map



Viewpoint Map (Distant Images)



Viewpoint Map