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13:44 20 April 2016



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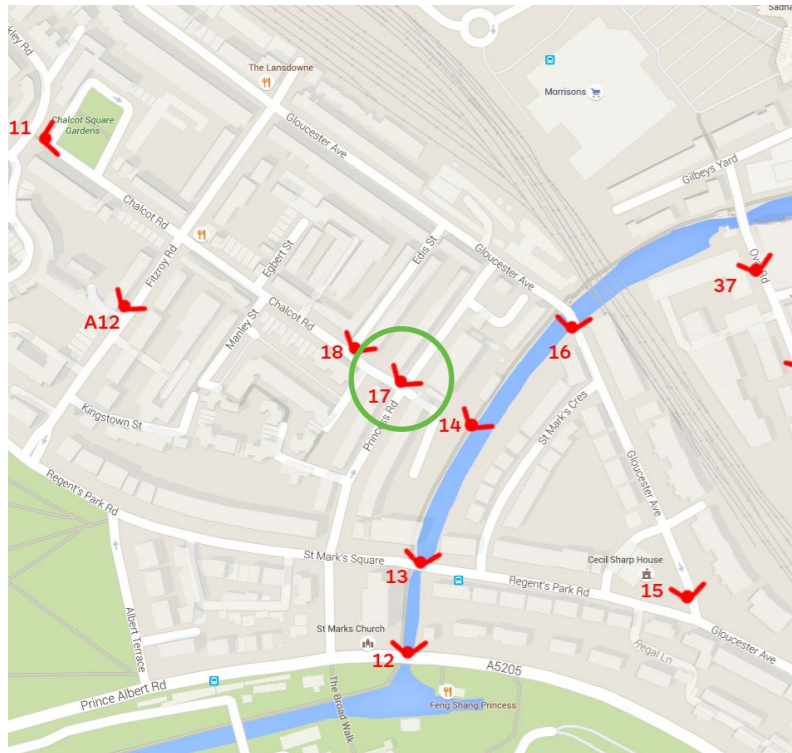
EXISTING

This view is taken from Princess Road, looking northeast towards the application site. The viewing position is within the Primrose Hill Conservation Area and is dominated by the uniform 19th century stucco and brick terraces on the left and the Grade II Listed Infants School on the right. Buildings of a mixture of materials, heights and typologies form a small group terminating the vista. There is presently no sign of the rail line immediately beyond or the application site beyond the rail line. The terrace on the left channels the view towards the application site and is typical of the building type and gridded street pattern of the Primrose Hill area. The view has high sensitivity to change due to the high value of buildings in the foreground.

PROPOSED

The view is aligned with the south end of the application site and consequently, the taller parts of the south part of the proposed development would be visible beyond the existing buildings which terminate the view. The top of Block E1 would be positioned centrally to the view and would be of a light materiality which would complement the stucco dressings of the foreground terrace. It would mark the southern entrance to the application site and the new public space, Southampton Square, there. The south end of Block F would be visible to its left and would comprise taller flat-roofed and lower pitched roof elements. The proposed buildings would add depth and variety to the existing varied and dense group which terminates the view and they would landmark the substantial redevelopment of the application site situated just beyond the rail lines. The character of the foreground streetscape and the strong linearity of the terrace on the left and highly articulated roofline and dominant presence of the red brick Listed school on the right, would be unaffected by the proposed development. The overall positive character and qualities of the view would be preserved.

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



Viewpoint Map



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CUMULATIVE

A sliver of the consented scheme at 44-44a Gloucester Avenue would be seen within the group of buildings terminating the vista. It is unlikely to be noticed.

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



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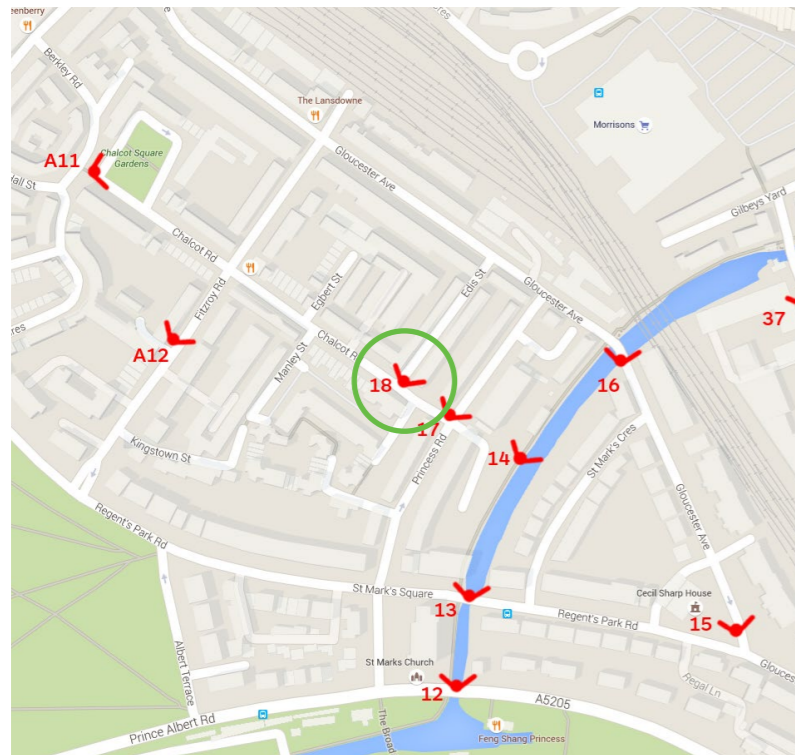
EXISTING

This view is taken from Edis Street, at the junction with Chalcot Road, looking north east towards the application site. The viewing position is within the Primrose Hill Conservation Area. The view shows 19th century stucco and brick terraces lining Edis Street. The linearity of their composition is reinforced by their general uniformity on each side and consistent, strong cornice line. Small trees line the pavement edge on both sides. The street is representative of the wider character of the conservation area which consists of broadly contemporary 19th century terraced housing, occupying a regular grid of roads. This view along Edis Street is closed by a 19th century warehouse complex, showing the historically mixed character of buildings in the area resulting from the proximity of the rail lines immediately beyond. Presently, there is no other visible sign of the rail lines and the street has an enclosed and secluded character. The view has very high sensitivity to change due to the high value of buildings in the foreground and the uniformity of the streetscape which dominates and channels the view.

PROPOSED

The tops of Block A and the northwest corner of Block F would appear above the brick warehouse building at the end of the view. Like in the existing previous view along Princess Road (view 17), a varied and dense grouping of new and historic buildings would be formed at the end of the view. The linearity, consistency and high quality of the foreground streetscape would be unaffected and would remain the dominant element of the view. The new buildings would have an attractively layered and well-composed grouped appearance in the view, with a variety of building and roof types, and the tallest element (Block A) landmarking the north entrance and main civic space proposed and signifying the substantial redevelopment of the application site just northeast of the Primrose Hill area. The new buildings would be predominantly in brick, complementing the foreground domestic and warehouse buildings, and would be of an appropriately high design quality. The existing secluded character of the view would be slightly eroded by the visibility of new development on the horizon. However the clear visibility, consistent character, high quality and dominance of the foreground streetscape would not be affected, and neither would the sense of enclosure and channelled experience of the view created by the closely set terraces and uninterrupted cornice lines. The high design quality and careful composition of the new buildings would add depth and interest to the view's termination and would make the close urban setting of this area visible in a manner which does not diminish the viewer's appreciation of the foreground terraced streetscape. On balance, the high design quality of the proposed development, which has been conceived through extensive consideration of views along Edis Street, is considered to balance the appearance of a new component within this highly sensitive view.

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



Viewpoint Map



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CUMULATIVE

A sliver of the consented scheme at 44-44a Gloucester Avenue would appear above the brick warehouse terminating the view and at the base of the proposed development. It would add positively to the dense layers of the new grouping terminating the view and would not diminish the high value or distinct character of the 19th century streetscape which dominates the foreground of the view.

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



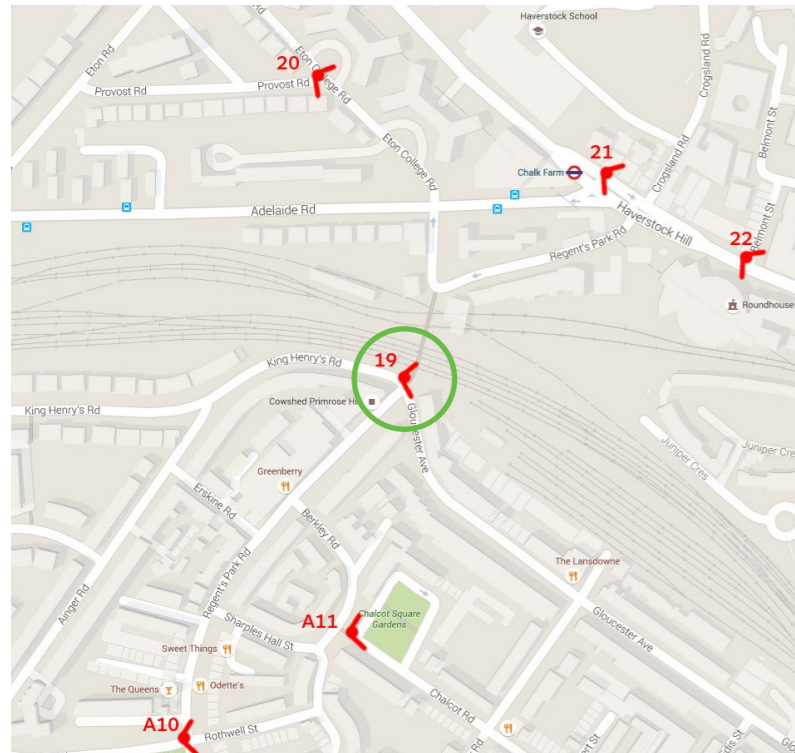
EXISTING

This view is from King Henry's Road, at the junction of Regent's Park Road, looking east towards the application site. The viewing position is on the northern edge of the Primrose Hill Conservation Area, but the area in view is largely outside the conservation area. In the foreground of the view is a cycle lane which crosses the railway line immediately to the north. The iron bridge on the left which crosses the rail line and the brick walls at the centre of the view, around the pub garden, obscure views ahead. The pub on the right of the view is within the conservation area and forms part of the coherent, early-19th century townscape to the east of Primrose Hill. The view has been selected to understand the extent and nature of the visibility of the proposed development at this point where the open space of the rail lines and elevated position of the rail bridge opens up potential views of the proposed development. The view has high value aspects but is generally of medium value due to its lack of focus and incidental nature; the view would largely be experienced kinetically by those crossing the rail bridge to the left.

PROPOSED

The proposed development would have a tight cluster form on the horizon from this northerly viewing angle, and the most prominent part would be the two taller elements which comprise Block A. Together they would mark the north entrance to the application site and the new civic space created there, and they would signify the substantial redevelopment of this important site at the heart of Camden. The architectural expression and materials would be discernible at this distance and the high design quality of the buildings and their densely layered composition would add a positive new element to the view. The pub on the right of the frame would continue to dominate in scale and structures within the pub garden would screen views of the proposed development. As the viewer moves across the bridge, the high iron edges of the bridge itself would heavily obscure views across to the proposed development.

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



Viewpoint Map



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10:09 27 April 2016

CUMULATIVE

No change.

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



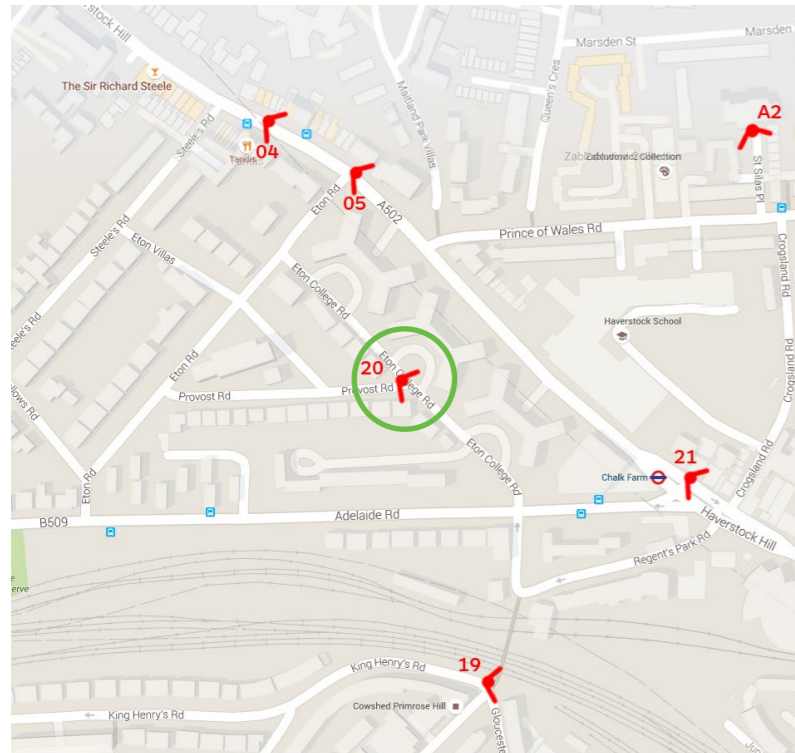
EXISTING

This view is taken Eton College Road, at the junction with Provost Road, looking south east towards the application site. The viewing position is on the eastern edge of the Eton Conservation Area. The view shows the transition in character at the border of the conservation area. The right of the view, which is within the conservation area, is occupied by a group of mid-19th century villas, set behind narrow front gardens. The villas form part of an extensive area of broadly contemporary housing to the north and west, which includes villas and terraces. To the east of the conservation area, on the left of the view, the scale and urban grain of the existing development increases substantially, with large housing blocks replacing the historic street pattern. In this view, taken in spring, the mature trees lining the east side of Eton College Road partially screen views of Eton Hall and Eton Palace. The view along Eton College Road is closed by Bridge House, a seven-storey residential block on the south side of Adelaide Road. The view is of medium sensitivity with good townscape value.

PROPOSED

A tip of the lower part of Block A might be seen above the roofline of Bridge House, directly ahead in the view. However, due to its distance, the small amount visible and the robust character of the foreground building, it is unlikely to be noticed.

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



Viewpoint Map



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1.6 m above ground

14:42 20 April 2016

CUMULATIVE

No change.

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