



**VIEW 1 - Existing, Photograph**

The views south down Camden High Street frame the site between the terraces. The market stands on the site of a small terrace that was destroyed in the Second World War, the current arrangement of the buildings is an irregular shape and forms an uncharacteristic break in the otherwise uninterrupted building lines. The architecture (scale, form and materiality) is predominantly 19th Century, however more modern additions are visible above the line of the terraces to the south.



**VIEW 1 - Proposed, Render**

This render model shows that the proposed changes to Buck Street Market. Height and elevational changes to the application site would have a minimal effect on the character and aesthetic qualities of this view. The view is of low heritage and townscape sensitivity and sits beyond the conservation area boundary. The overall effect of the change is negligible to the townscape and visual attributes and qualities of the view.





**VIEW 2 - Existing, Photograph**

The view north along Camden High Street. Camden High Street offers a near continuous building line extending down the street, this view illustrates the building line that is disrupted by the current site. The buildings along the length of the street north from here are flat fronted, 19th century in character and loosely follow the same fenestrative pattern.



**VIEW 2 - Proposed, Render**

In this view the increase in height would not rise higher than or challenge key contextual elements of the street. Firstly, the height would not be taller than the terraces opposite or abutting the site on Camden High Street. The effect of the proposed development on this view is negligible so that any perceived change is slight and not harmful. The character of the view would not alter. The effect of the proposed development is a more harmonious pattern to the streetscape.





### VIEW 3 - Existing, Photograph

The view of the site from the corner of Inverness Street and Camden High Street facing west. Inverness Street is noted for its fruit and vegetable market. Evidence of the break in the otherwise continuous building line is clearly visible in this view, the buildings are 2 storey, flat fronted 19th century terraces, with the ground floors in commercial use. The end of Inverness Street that meets Camden High Street is heavily pedestrian and commercial activity is seen within the wide open shop fronts with goods being sold from the street.



### VIEW 3 - Proposed, Render

The proposed upward elevation of the building will be below the current roof line of the neighbouring terraces. The proposed frontage to Camden High Street makes reference to the historic roof line, the line is not continuous but successfully repairs a break in the street that has existed since the area was levelled during the Second World War. No harm is evidenced in views of heritage assets from the corner of Inverness Street and the development will add a vibrant addition to the townscape of the area, in keeping with the existing coloured commercial frontages of the area.





**VIEW 4 - Existing, Photograph**

Facing west towards the application site on Kentish Town Road includes views of the Edwardian Gothic Trinity United Reformed Church. The spires and upper storeys of Arlington House are visible over the muralled wall that divides the application site from the properties on Kentish Town Road.

The proposed development will be visible above the height of the wall in this view but will only be seen when passing the small car park to the left of the church in a glimpsed view of no particular significance.



**VIEW 5 - Existing, Photograph**

West Facing on Buck Street towards the application site. Views from this location looking down Buck Street are flanked by the side elevation of Trinity United Reformed Church and Hawley Infant School. Also visible is the access to the deep shelter that has now incorporated some stalls with frontage to Buck Street.

Proposals in this location will sit behind the deep shelter access, this already obscures views to the High Street. The proposed containers will be visible with a material impact on the view. The impact is considered to be enhancing to the streetscape, offering an improvement on the disjointed streetscape along Buck Street.



**VIEW 4 - Proposed Render**



**VIEW 5 - Proposed Render**





#### VIEW 6 - Existing, Photograph

Long distance views from the border of the Regents Canal Conservation Area, looking south on Camden High Street, Buck Street Market is somewhat hidden by the curve of the road. The green and yellow sign is still visible within this view point, but itself and the wider market are screened by the tree planting that begins approx. 100 Metres South.

The increased height and bulk of buildings on the application site will be barely perceptible during summer months and more visible as part of the colourful backdrop to the view in winter months. The effect will be negligible.



#### VIEW 7 - Existing, Photograph

In north facing long distance views towards the site from Britannia Junction, Buck Street Market is barely perceivable in its existing form, the distinctive green and yellow sign can be seen but views from this direction and the proposed building will be visible forming part of the busy streetscape of the area. The increase in height of the buildings on the site will not result in a material impact on the view.





**VIEW 8 - Outward Facing Views Looking North / North West**

The view extending up Camden High Street from the corner of Buck Street illustrates the varied shop front design of Camden High Street in the vicinity of the site.



**VIEW 9 - Outward Facing Views Looking South**

Outward views looking south down Camden High Street demonstrate a near continuous line of buildings and the largely pedestrian natures of the road. The corner of Inverness Market is visible which is marked by the large overhead illuminated sign.



CONCLUSIONS

115. As required by paragraph 128 of the National Planning Policy Framework, this report fully appraises the historic built environment to which Buck Street Market forms a part. It includes an assessment of the significance of all designated heritage assets potentially affected by the proposed development, either directly or indirectly.
116. The assessment has considered the effects of the proposal upon the setting of nearby listed buildings, locally listed buildings, the Camden Town Conservation Area and Regents Canal Conservation Area. In doing so this report supports the London Borough of Camden in determining the application.
117. In addition to the above matters of heritage assessment and understanding, this report disseminates the findings of a townscape and visual impact assessment. Rendered view studies have been carried out in the immediate vicinity of the site, while a assessment of the wider area potentially effected has also been demonstrated. The TVIA presents the findings of an assessment of the immediate views and how the view would change upon execution of the proposed development.
118. Buck Street Market is a collection of stalls primarily selling clothing and jewellery. The varied collection of stalls add to the eclectic nature of this part of Camden, and this is a feature which the new proposal seek to retain. The site has existed as a market since 1979 when the low quality residential housing was demolished, it is current form it has no architectural dialogue with the surrounding buildings and has been identified in the Camden Town Conservation Area Appraisal as having a negative impact on the character of the conservation area.
119. This reports concludes that the proposals would preserve the significance of Camden Town Conservation Area and the adjacent conservation area of Regents Canal. The proposal will bring benefits to the townscape by adding an attraction to Camden High Street that offers a considerable improvement on the current site. Development on this site will create a positive juxtaposition against the terraces and contribute to the transition from the tight knit streets and independent shops leading from the canal into the larger high street character of Camden that exists towards Mornington Crescent.
120. It is concluded that the proposal would, overall, have negligible effect on the historic townscape and would not detract from the setting of any nearby listed or locally listed buildings. The significance of each listed and locally listed building and the value of them as a group or the contribution made by their setting to their significance, have been assessed. In each case the special architectural and historic interests are preserved.

121. The above conclusions demonstrate that any no harm is perceived in terms of the NPPF and that the proposals are in line with sections 66 and 72 of the 1990 Act.