

5.0 METHODOLOGY

5.1 ASSESSMENT OF LANDSCAPE, TOWNSCAPE AND VISUAL CHARACTERISTICS

The Landscape, Townscape and Visual Appraisal has been prepared in accordance with the current best practice guidelines, as set out in the Landscape Institute and Institute of Environmental Management and Assessment’s ‘Guidelines for Landscape and Visual Impact Assessment’ Third Edition, 2013.

The purpose of LTVIAs is to identify the potential for, and assess the likely effects of change resulting from development. Landscape/townscape and visual assessments are a separate, although linked, processes. A distinction is made between:

- Landscape/townscape – landscape/townscape character and the elements and features that contribute to it (landscape/townscape receptors); and
- visual - people who experience views within the landscape (visual receptors).

Landscape encompasses the whole of the external environment, whether within villages, towns or in the countryside. It is not only the visual perception of a combination of landform, vegetation cover and buildings, but also embodies the history, land use, human culture, wildlife and seasonal changes of an area. The landscape can be considered as a resource in its own right (providing food, cultural heritage, clean air etc.) and as a visual amenity (views, walks or recreational pursuits). As a result, landscape/townscape and visual impacts are assessed separately in this document.

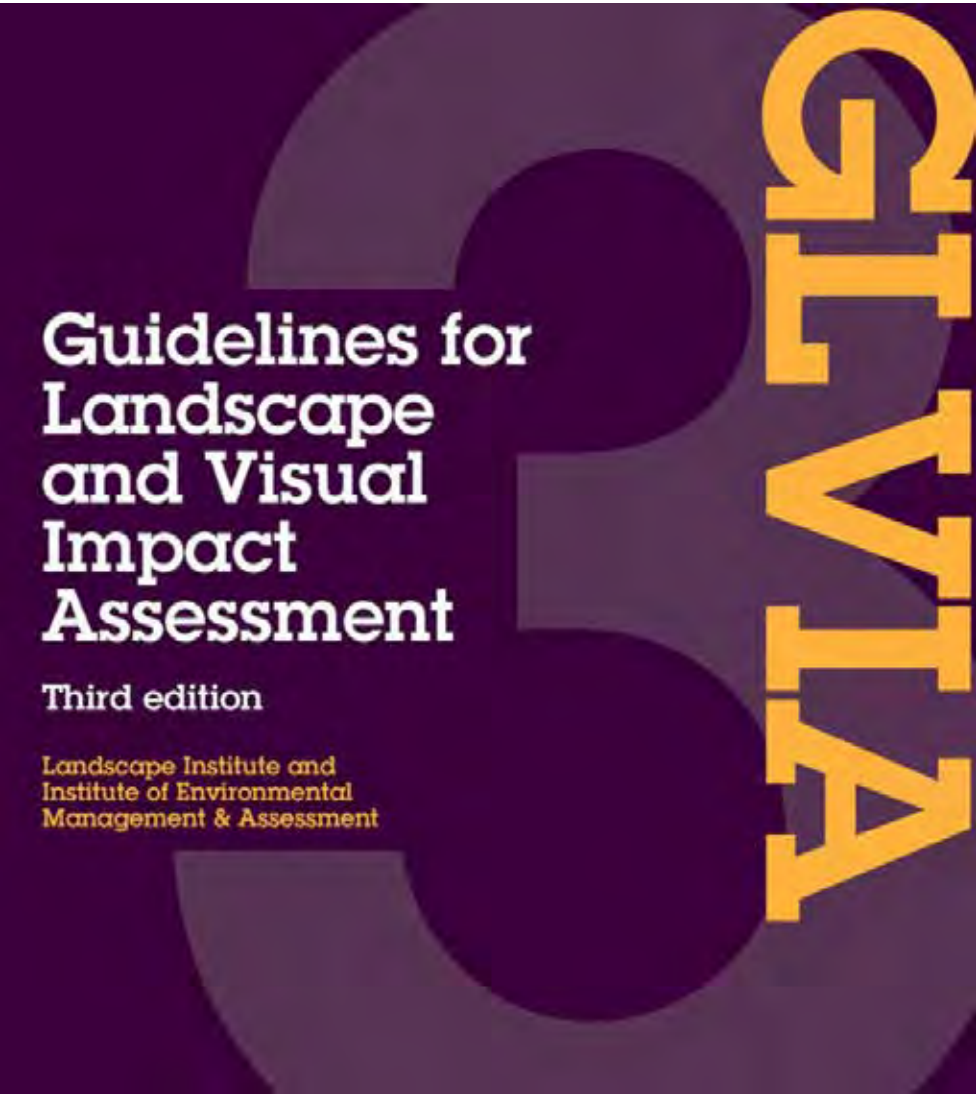
A baseline study is undertaken to record the existing landscape/townscape features, characteristics, the way the landscape/townscape is experienced and existing views of visual receptors likely to be affected by the proposed development. This is done through the examination of Ordnance Survey Maps, aerial photography and various scales of landscape/townscape character assessment. The desk and field surveys (undertaken from within the Site and publicly accessible locations) enable a study area to be derived in order to focus the assessment on likely significant effects. The study area is determined through consideration of landform, vegetation and likely extent of visibility, beyond which the proposed development would be unlikely to give rise to any significant effects. Where visual receptors have been identified, rather than identify all visual receptors within the study area, the LTVIA focuses on those that are most likely to experience the highest levels of change in order to focus the assessment upon the likely significant effects.

LANDSCAPE/TOWNSCAPE ASSESSMENT

The capacity of a landscape/townscape relates to the ability to accept change of the type and scale proposed and will be influenced by the likely ability of the landscape to accommodate the introduction of new features while retaining the essential characteristics that define it.

The sensitivity of a landscape/townscape receptor is a combination of the value of the landscape/townscape resource and the susceptibility of the landscape/townscape receptor to the type of change proposed; that is the capacity for the landscape/townscape receptor to accommodate the proposed development.

The assessment of value is based on a combination of the importance of landscape/townscape-related planning designations and, as appropriate, such attributes as scenic quality, perceptual aspects, rarity, representativeness, recreation and association. The overall value for each landscape/townscape receptor is categorised as High, Medium, Low or Very Low (full definitions are set out in Appendix 1: LTVIA Methodology).



Landscape susceptibility is categorised as High, Medium or Low (full definitions are set out in Appendix 1: LTVIA Methodology). The following criteria are taken into consideration in the assessment of landscape/townscape susceptibility: landform, pattern/complexity, composition, land-cover and relationship to existing settlements or developments. However, not all criteria are equally applicable or important within a given landscape/type of development proposed.

Based on the combination of value and susceptibility, an assessment of landscape/townscape sensitivity with regards to accommodating development is reached, and categorised as High, Medium or Low (full definitions are set out in Appendix 1: LTVIA Methodology).

The magnitude of effect (change) affecting landscape/townscape receptors depends upon the nature, scale and duration of the particular change within the landscape/townscape and any loss of, or change to, important features or characteristics. The magnitude of change for each landscape/townscape receptor is categorised as Large, Medium, Small, Very Small and None (full definitions are set out in Appendix 1: LTVIA Methodology).

VISUAL ASSESSMENT

The sensitivity of a visual receptor is a consideration of the value of the view and the susceptibility of the visual receptor to the type of change proposed.

The assessment of value is based upon the importance of the location of the view, its designations, cultural associations and the amount to which the view forms part of the experience in the location. The overall value for each visual receptor is categorised as High, Medium, Low or Very Low (full definitions are set out in Appendix 1: LTVIA Methodology).

Visual susceptibility to the type of change proposed is based upon the activity or expectation of the viewer. It is categorised as high, medium or low (full definitions are set out in Appendix 1: LTVIA Methodology). Where people are in their homes or engaged in outdoor recreation focussed on the landscape/townscape it may have a high susceptibility, whilst it may be low for those engaged in work or travelling on major roads.

Based on the combination of value and susceptibility, an assessment of visual sensitivity with regards to accommodating development is reached, and categorised as High, Medium or Low (full definitions are set out in Appendix 1: LTVIA Methodology).

The magnitude of effect (change) affecting visual receptors depends on the location of the view and the overall effect on a particular view. The angle of the view, duration of view, distance from the development and character of the existing view all influence the magnitude of change (full definitions are set out in Appendix 1: LTVIA Methodology).

SIGNIFICANCE OF EFFECT

In order to arrive at a measure of the significance of the overall effect, which can be beneficial or adverse, the sensitivity is combined with the magnitude of change for each landscape/townscape receptor and are rated on a scale of Neutral to Major with effects of Moderate or Major significance deemed ‘significant’ (full definitions are set out in Appendix 1: LTVIA Methodology).

6.0 DEVELOPMENT PROPOSALS

6.1 DESIGN CONSIDERATIONS

The design of the proposed development aims to provide a response to the identified opportunities of the Site by addressing issues in terms of promoting access and movement, greening the street and improving the public realm. By creating a strong street frontage, the development would help to integrate the Site into the wider area, addressing an issue set out within the Camden Character Study.

The design of the development aims to focus the primary axis of movement at street level along Ingestre Road in an east west direction past the Site. The development would create active street frontages on the east and west of the building that would compliment the primary street and provide simplified access routes to the Community Centre along the route of the existing pedestrian routes. The building is set back from Ingestre Road to create a more generous street with a reduced level of enclosure that enables pedestrian movement.

The simple building design of the development aims to respond positively to the more complex arrangement of existing buildings in the vicinity and setting back the top storey of the development would help to reduce the mass of the development in views.

The development would be focused around a communal private courtyard, adding to the level of greenery in the vicinity of Ingestre Road Estate and increasing the perception of green spaces. This private communal courtyard would combine with the improved hard and soft landscaping along Ingestre Road to increase the level and quality of vegetation in the area.

- Site boundary
- Existing building
- Opportunity for improved public realm
- Raised ramp structure
- Key connecting route (Little Green Street) Cobble street
- Adjacent amenity & recreational spaces
- Existing trees
- Pedestrian key movement route
- Connection for residents
- Retaining wall
- Site gateway
- Community centre

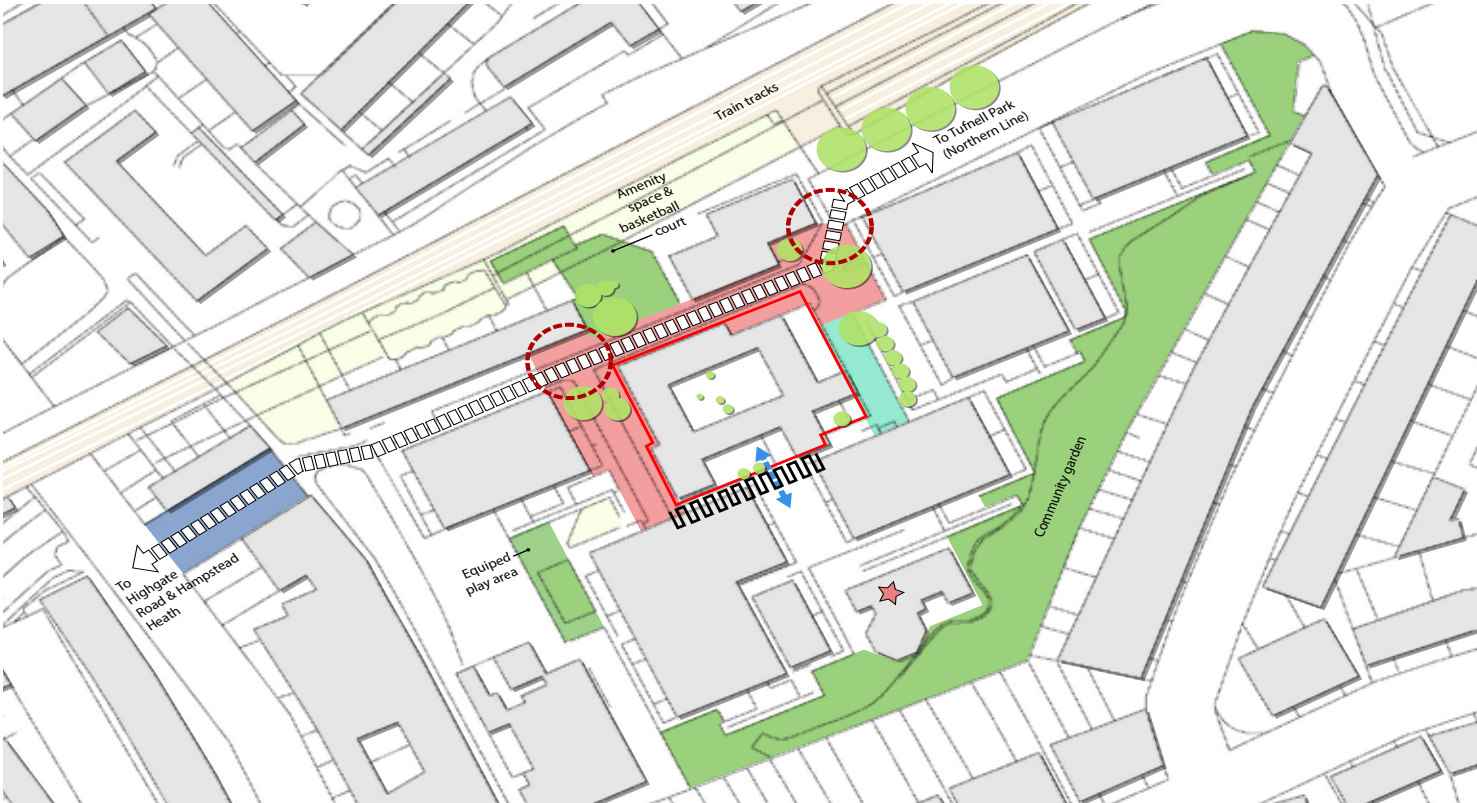


Figure 6.1: Opportunities Plan



Figure 6.2: Landscape Masterplan

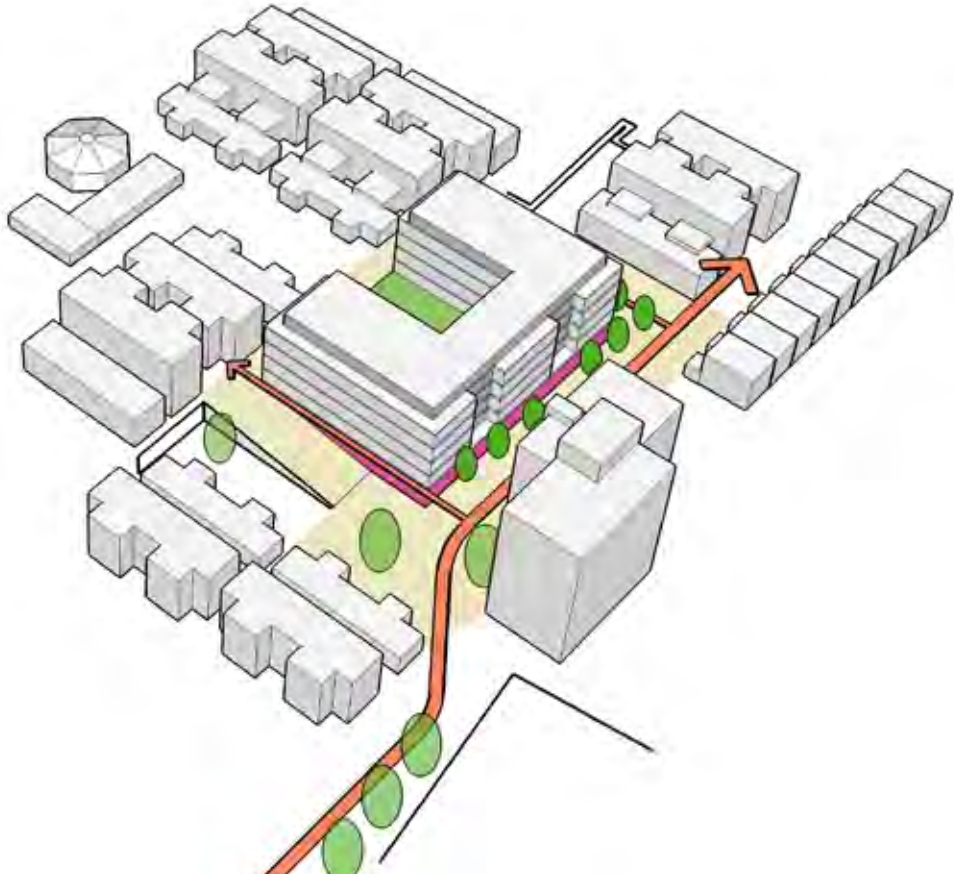


Figure 6.3: Design Response

- 1 - Ingestre Road as primary organising axis - the creation of street
- 2 - Simple building form in response to context
- 3 - Active frontages to north, east and west street frontages
- 4 - Top storey set back for articulation and to reduce visual impact
- 5 - Articulation of architectural form around communal courtyard
- 6 - Improved hard landscaping and formation Ingestre road as a tree lined street

6.2 RESPONSE TO SETTING



Figure 6.4: Proposed Development North and East Elevations

The material palette selected for the development takes reference from the adjacent buildings that make up the Ingestre Road Estate as well as the wider area. The materials of these buildings that provide the setting for the Site has informed the use of a red brick for most of the elevations in order to reflect the local character of KT4: Ingestre Road Estate. A red/grey brick used to create features on the building and add articulation to the facades would also be in keeping with the character with the local vernacular.

The windows opposite Grangemill are designed as obscure glazed with clear glazing to side returns to ensure that privacy to Grangemill is maintained. This responds to Policy A1: Managing the Impact of Development, of the Camden Local Plan.

The top storey of the development would be set back from the building line in order to reduce its visibility at ground level and reducing the perceived mass of the development, minimising the impact on views in the area, whilst creating a clearly defined top storey with enhanced terraces for residents. This responds to Policy D1: Design, and Policy D2: Heritage, of Camden Local Plan.

The integration of vegetation into the active street frontage with an increased width as part of the design responds to Core Objective 5: Green and Open Spaces, of Kentish Town Neighbourhood Plan which aims to enhance environmental sustainability by **“Improving and greening the local street environment and promoting biodiversity.”** Additionally, it responds to Policy A3: Biodiversity, aims to secure improvements to green corridors, by incorporating additional street trees and vegetation that combine with the existing vegetation at Gospel Oak Railsides Local Nature Reserve, and within Ingestre Woods. The proposed development also responds to Policy D1: Design, of the Camden Local Plan which aims to ensure high quality design that **“respects local context and character; comprises details and materials that are of high quality and complement the local character; 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; is inclusive and accessible for all; 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, and preserves strategic and local views”.**

7.0 LIKELY LANDSCAPE AND TOWNSCAPE EFFECTS

7.1 NATIONAL LANDSCAPE CHARACTER

The Inner London NCA is considered to have a Medium value as although the NCA contains National and International level designations such as World Heritage Sites, there are a high number of common components that are replicated across other urban areas. The large NCA is considered to have a Low susceptibility due to the high number of landscape detracting features such as remnant industrial sites, the high level of disturbance with limited opportunity to experience tranquillity and few natural features that remain unchanged. Taking this into consideration, the Inner London NCA is considered to have a Low sensitivity to change.

The proposed development would not introduce any elements to the large NCA that are uncharacteristic to an area that is defined by the matrix of built form with patches and corridors of green space. The high level of existing development in the vicinity of the Site would occupy an area of previous development and would not extend beyond the existing built form of either the Site or its wider context of residential development and although improvements to the street would not extend beyond the immediate vicinity, it would improve access through the area. The proposed development would cause a Very Small magnitude of effect upon the large scale NCA that would result in a Negligible beneficial effect.

7.2 LONDON’S NATURAL SIGNATURES

The Hampstead Ridge is considered to have a Medium value as although the Natural Landscape Area (NLA) contains Regents Park, Golders Green Crematorium, Kensal Green (All Souls) Cemetery and Highgate Cemetery Grade I Registered Park and Gardens as well as a number of Grade II and II* Registered Park and Gardens, it contains a high number of elements that are replicated across other NLA’s. Hampstead Ridge is considered to have a Low susceptibility due to high number of landscape detractors such as industrial development. The NLA is considered to have a Medium sensitivity to change.

The proposed development would occupy an area of previous development in an area that is where existing development separates the principal open spaces with elevated summits. The proposed development would not extend into any of these open spaces and would not extend into any areas that are characterised by the predominantly Victorian terracing that surrounds historic centres. The improvements to the public realm as part of the proposed development would increase the potential for access through the Ingestre Road Estate and would cause a Very Small Magnitude of effect upon the Hampstead Ridge. This would result in a Negligible beneficial effect.

7.3 CAMDEN TOWNSCAPE CHARACTER

Camden Character Area KTV4: Ingestre Road Estate, is considered to have a Low value as although the Ingestre Road Estate comprises of common components that have a recognised architectural origin, the Character Area is undesignated and has no recognition of value beyond that of the local community, with particulalry important community assests of a community woodland and community centre. Camden Character Area KTV4, is considered to have a Low susceptibility to the type of change proposed due to the fact that characteristic elements of the Estate have been degraded through a lack of repair. The high level of clutter, discordant surface materials and poor quality vegetation means that despite the fact that the Estate has a distinctive design, the lack of street frontage means that it is poorly integrated into the wider area. The Camden Character Area is considered to have a Low sensitivity to the type of change proposed.

The proposed development would refine the coherence of elements along Ingestre Road, whilst also retaining the simplicity of building forms of the post-war housing whilst improving upon the fact that existing development does not respond to the surrounding context due to its inactive street frontages. The proposed development would introduce a built form that reflects the scale and vernacular of KTV4, while providing improvements to the public realm, quality of built form and vegetation along Ingestre Road.

The proposed development would represent a slight intesification of the built form in Character Area KTV4, while maintaining many of the characteristics of the area. The proposed development would facilitate an increased use of the east to west route along Ingestre Road while complimenting and provide improvements to the Character Area, causing a Small magnitude of effect. This would result in a Minor beneficial effect as it would constitute a limited improvement to the wider Character Area KTV4: Ingestre Road Estate.

7.4 SITE SPECIFIC CHARACTERISTICS

The Site itself is considered to have a Very Low value as it is occupied by a building that is disused and in a poor state of repair. The existing building on the Site is not designated and is not of any recognised architectural merit. The building is not valued at even a local level as it is currently disused and only contributes to clutter the street scene of the immediate vicinity due to its poor state of repair. Due to the lack of gardens and connectivity to adjacent green spaces, the Site provides very little in terms of urban greening and the previously developed land is considered to have a Low susceptibility to the type of change proposed. The existing building represents a declining character for the Site and is poorly integrated into the Ingestre Road Estate and the wider area, giving it a Low sensitivity to the type of change proposed.

The proposed development is designed to reflect the scale, massing (see sections AA-DD) and materials of the adjacent existing developments while providing improvements to the public realm within the context of a developed Site. The proposed development would cause a Medium magnitude of effect upon the previously developed Site that is set within the context of existing development of a declining character. This would result in a Moderate beneficial effect as the proposed development would partially improve the existing townscape while reflecting the character of the surrounding townscape.



Figure 7.1: Proposed Development North and West Elevations

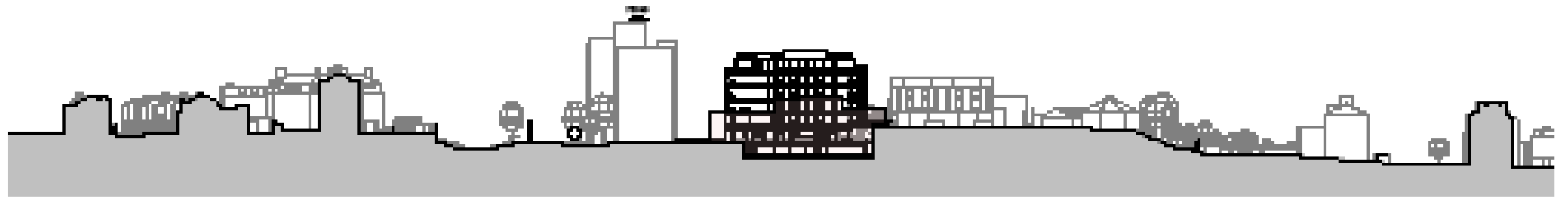


Figure 7.2A

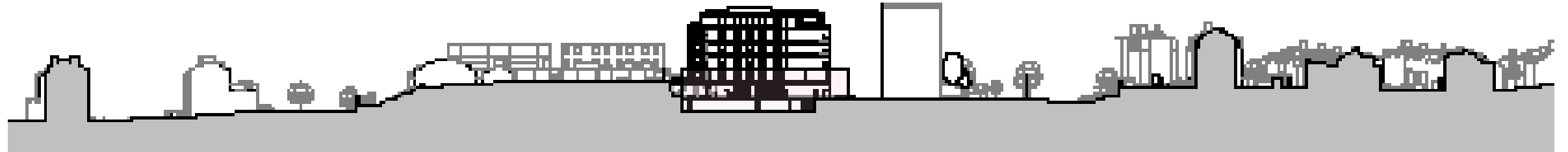


Figure 7.2B



Figure 7.2C

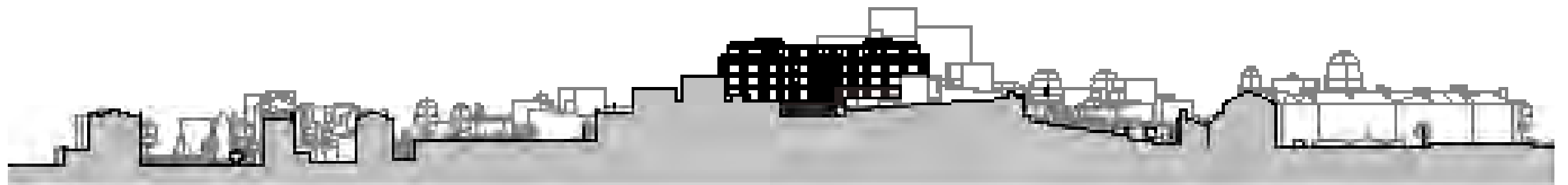


Figure 7.2D

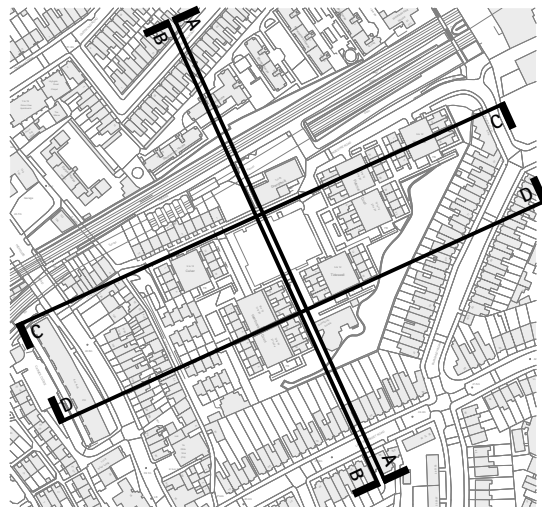


Figure 7.2: Sections of the Proposed Development and Adjacent Townscape

8.0 LIKELY VISUAL EFFECTS

8.1 VISUAL AMENITY

The proposed development would not form a widely visible element in views from publicly accessible locations due to the high level of development in the vicinity of the Site. Where the proposed development is visible for visual receptors in the area, it would generally be limited to close range views. Although some longer views of the proposed development may be available, the development would be seen within the context of existing residential development that is in close proximity to the Site and would not appear out of place in views.

The proposed development would reflect the exterior materials of buildings in the immediate vicinity and so where it is visible to receptors, it would be typical of the type of building visible in the area.

VISUAL RECEPTORS IN RESIDENTIAL PROPERTIES

Ingestre Road Estate - The views that visual receptors witness at residential properties on Ingestre Road Estate in the immediate vicinity of the Site are considered to have a Medium value as although the properties are not within a designated area, views witnessed from them are likely to be long term as they are places of residence. Visual receptors within the residential properties at Ingestre Road Estate are considered to have a High susceptibility to the type of change proposed due to them being at their place of residence where their attention is likely to be focused on the view. This means that visual receptors at properties on the Ingestre Road estate are considered to have a High sensitivity to change. Buildings within the estate are labelled on Figure 1.2.

The development proposed for the Site would be visible in close range but mainly oblique views where improvements to the street scene and increased quality of vegetation being noticeable for a number of visual receptors at the two storey terraced residential properties on Ingestre Road to the north-west of the Site. The increased height of the building on the Site would not interrupt any views for visual receptors in these properties where it would be seen within the context of existing red brick buildings and would improve the quality of built elements visible, reducing the amount of clutter visible. The proposed development would cause a Very Small magnitude of effect that would result in a Minor beneficial effect upon visual receptors with views of the street level improvements and the increase in size and quality of built form.

The proposed development on the Site would be visible in close range views for visual receptors at the residential properties in Calver. The increased height of the building would not alter the composition of views to the east where red brick buildings are characteristic. Improvements to the urban realm and vegetation would combine with the improvements to the building to provide a more aesthetic built form. The proposed development would cause a Small magnitude of effect that would result in a Minor beneficial effect upon visual receptors with direct views of both the improvements at street level and the increase in size and quality of buildings on the Site.

The proposed development would be almost entirely screened from view for visual receptors at residential properties on Wiblin Mews with east facing windows due to the existing development at Calver. Where it is visible, the proposed development would be seen within the context of existing red brick buildings including the taller building of Grangemill where it would cause a Very Small magnitude of effect upon views. This would result in a Negligible adverse effect.

The proposed development on the Site would be partially visible in some oblique views to the north-east for visual receptors that occupy residential properties at Hambrook Court. Where it is visible, the proposed development would constitute an improved built form with views of the enclosed green space. The new building on the Site would not interrupt any key views to the north-east, where although it would foreshorten oblique views, it would be seen in the context of existing red brick buildings, including the taller building of Grangemill. The proposed development would cause a Small magnitude of change upon visual receptors in these properties, resulting in a Minor adverse effect.

The proposed development would occupy parts of some views that currently exist from a small number of properties at Tideswell that extend over the Site towards Hampstead with the new building on the Site obscuring some views of buildings at Denyer House and the spire of Christ Church Hampstead. Views into the enclosed green space in the middle of the building would extend the visibility of open space for visual receptors. The proposed development would be seen in the context of existing red brick buildings, including the taller building of Grangemill. The proposed development would cause a Small magnitude of change to views gained by visual receptors as although it would limit some longer views available, it would be seen within the setting of existing built form in a developed area. This would result in a Minor adverse effect.

The proposed development would be visible in the foreground of views to the west for visual receptors at residential properties with west facing windows at Fletcher Court. The increased height of the new building on the Site would not alter the composition of views where red brick buildings are characteristic. Improvements to the urban realm and vegetation at ground level would combine with the improvements to the building produce a more pleasing aesthetic of built elements visible. The proposed development would cause a Small magnitude of effect that would result in a Minor beneficial effect upon visual receptors with direct views of both the improvements at street level and the increase in size and quality of buildings on the Site.

Views from the residential units that occupy the lower floors of Grangemill with south facing windows would witness changes to the public realm and built form in the immediate foreground due to the proposed development. Improvements to the urban realm and vegetation would combine with the improvements to the building to improve the aesthetic of built elements visible. The proposed development would be seen within the context of existing red brick buildings without altering the composition of views and would cause a Small magnitude of effect that would result in a Minor beneficial effect upon visual receptors with direct views of both the improvements at street level and the increase in size and quality of buildings on the Site.

Views for visual receptors that occupy the middle floors of Grangemill with south facing windows would be foreshortened by the proposed development where views of Hambrook Court and Tideswell immediately adjacent to the Site would be occupied by the proposed development. Longer views to Central London filtered through the vegetation and development in the foreground would be occupied by the proposed development, which would cause a Medium magnitude of effect upon views south for visual receptors in these residential properties as it would be seen within the context of existing red brick buildings and would be seen as an element typical of views available within an urban area. Improvements to street level built form would also be visible. The proposed development would result in a Minor adverse effect upon these visual receptors.

Longer views gained by visual receptors that occupy the top floors of Grangemill with south facing windows would also be foreshortened by the proposed development which would partially limit some of the existing longer views towards Central London that are available amongst or over the existing development and vegetation in the foreground of views. The proposed development would be seen within the context of existing development and would be seen as an element that is typically visible within an urban area and would cause a Medium magnitude of effect upon visual receptors in these properties. This would result in a Moderate adverse effect.

Burghley Road - The views that visual receptors witness at residential properties on Burghley Road are considered to have a Medium value as although the properties are not within a designated area, views witnessed from them are likely to be long term as they are places of residence. Visual receptors at the properties are considered to have a High susceptibility to the type of change proposed due to them being at their place of residence where their attention is likely to be focused on the view. This means that visual receptors at these properties are considered to have a High sensitivity to change.

The proposed development would be almost entirely screened from view for the visual receptors at the residential properties on Burghley Road due to the existing residential development and vegetation within Ingestre Woods on the intervening land. Although the very top of the taller building of Grangemill is visible in oblique views for some visual receptors in some of the properties on Burgley Road, the lower building of the proposal would be almost entirely screened from view. Where it is visible for receptors on the upper floors of properties, the proposed development would be seen within the context of existing red brick buildings and would cause a Very Small magnitude of effect. This would result in a Negligible adverse effect.

Lady Somerset Road - The views that visual receptors witness at residential properties on Burghley Road are considered to have a Medium value as although the properties are not within a designated area, views witnessed from them are likely to be long term as they are places of residence. Visual receptors at the properties are considered to have a High susceptibility to the type of change proposed due to them being at their place of residence where their attention is likely to be focused on the view. This means that visual receptors at these properties are considered to have a High sensitivity to change.

The proposed development would be almost entirely screened from view for the visual receptors at the residential properties on Lady Somerset Road due to existing development on the Ingestre Road Estate and vegetation within Ingestre Woods. Where filtered views of the proposed development through the vegetation are available from north facing windows, it would not alter the composition of views and would be seen within the context of existing red brick development. The proposed development would cause a Very Small magnitude of effect that would result in a Negligible adverse effect.

College Lane - The views that visual receptors witness at residential properties on Burghley Road are considered to have a Medium value as although the properties are not within a designated area, views witnessed from them are likely to be long term as they are places of residence. Visual receptors at the properties are considered to have a High susceptibility to the type of change proposed due to them being at their place of residence where their attention is likely to be focused on the view. This means that visual receptors at these properties are considered to have a High sensitivity to change.

The proposed development would be almost entirely screened from view for visual receptors at residential properties on College Lane with east facing windows due to the existing development at Wiblin Mews and Calver. Where it is visible, the proposed development would be seen within the context of existing red brick buildings including the taller building of Grangemill where it would cause a Very Small magnitude of effect upon views. This would result in a Negligible adverse effect.

Denyer House - The views that visual receptors witness at residential properties on Burghley Road are considered to have a Medium value as although the properties are not within a designated area, views witnessed from them are likely to be long term as they are places of residence. Visual receptors at the properties are considered to have a High susceptibility to the type of change proposed due to them being at their place of residence where their attention is likely to be focused on the view. This means that visual receptors at these properties are considered to have a High sensitivity to change.

Where the proposed development is visible in oblique views for visual receptors from south facing windows of residential properties at Denyer House, it would not appear out of context with the existing components of that part of views. The proposed development would be afforded an element of visual screening that would limit some views of it for visual receptors at Denyer House by vegetation that forms part of Gospel Oak Railsides LNR. The proposed development would cause a Very Small magnitude of effect as where it is visible, it would be seen amongst the existing red brick buildings adjacent to the Site and would not alter the composition of views. This would

result in a Very Small magnitude of effect that results in a Negligible adverse effect.

York Rise Estate - The views that visual receptors witness at residential properties on Burghley Road are considered to have a Medium value as although the properties are not within a designated area, views witnessed from them are likely to be long term as they are places of residence. Visual receptors at the properties are considered to have a High susceptibility to the type of change proposed due to them being at their place of residence where their attention is likely to be focused on the view. This means that visual receptors at these properties are considered to have a High sensitivity to change.

Visual receptors at the properties within the York Rise Estate with south facing windows would have the majority of views of the proposed development screened by the intervening vegetation that forms Gospel Oak Railsides LNR and the tall building of Grangemill. Where the proposed development is visible in partial filtered views to the south, it would not alter the context of views available where it would be seen amongst the existing red brick buildings. The proposed development would cause a Very Small magnitude of effect that would result in a Negligible adverse effect.

Winifrede Paul House - The views that visual receptors witness at residential properties on Burghley Road are considered to have a Medium value as although the properties are not within a designated area, views witnessed from them are likely to be long term as they are places of residence. Visual receptors at the properties are considered to have a High susceptibility to the type of change proposed due to them being at their place of residence where their attention is likely to be focused on the view. This means that visual receptors at these properties are considered to have a High sensitivity to change.

The proposed development would be almost entirely screened for visual receptors in residential properties of Winifrede Paul House with oblique views from south or west facing windows due to the vegetation that forms the Gospel Oak Railsides LNR and existing development at Ingestre Road Estate including the taller building of Grangemill. The proposed development would cause a Very Small magnitude of effect upon visual receptors in Winifrede Paul House and where it is visible in partial filtered oblique views, it would not alter the composition of the view and would be seen within the context of existing red brick buildings.

VISUAL RECEPTORS IN RECREATIONAL AREAS

Waterlow Park - The views that visual receptors witness at he recreational area of Waterlow Park are considered to have a Medium value as although the ark is are not within a designated area, it is locally important. Visual receptors at the park are considered to have a High susceptibility to the type of change proposed as their attention is likely to be focused on the landscape and the view. This means that visual receptors at the park are considered to have a High sensitivity to change.

The proposed development would be entirely screened from view for visual receptors at Waterlow Park by the vegetation within the park. Although longer views towards central London are available, the proposed development would not form a visible element and would not have any effects upon views gained from the park or the visual amenity of visual receptors using it.

Kenwood House - The views that visual receptors witness at the recreational area of Kenwood House are considered to have a Medium value as although the ark is are not within a designated area, it is locally important. Visual receptors at Kenwood House are considered to have a High susceptibility to the type of change proposed as their attention is likely to be focused on the landscape and the view. This means that visual receptors at Kenwood House are considered to have a High sensitivity to change.

The vegetation that occupies the foreground of views available from Kenwood House and the Gazebo would screen any views of the proposed development, despite the long views to Central London over it. The proposed development would not form a visible element for visual receptors at the elevated vantage point and would therefore not have any effects upon views gained from the Kenwood House area or the visual receptors visiting it.

Hampstead Heath - The views that visual receptors witness at the recreational area of Hampstead Heath are considered to have a Medium value as although the Heath is are not within a designated area, it is locally important. Visual receptors at Hampstead Heath are considered to have a High susceptibility to the type of change proposed as their attention is likely to be focused on the landscape and the view. This means that visual receptors at Hampstead Heath are considered to have a High sensitivity to change.

Views that are gained by visual receptors using the large area of public green space at Hampstead Heath vary as they move through the space with some views being constrained by foreground elements and some longer views towards the recognisable buildings in Central London being available for visual receptors on the more elevated ground of Parliament Hill. The proposed development would be almost entirely screened from view from all locations within the park, including the more elevated slopes of Parliament Hill by the existing built form and mature vegetation in the vicinity of the Site. Where the proposed development is visible amongst the adjacent built form and vegetation, it would not alter the composition of views available and would not be seen in the same section of the view as any of the recognisable buildings in Central London, as well as falling outside the area protected by the LVMF. Where visible, the proposed development would not form an obvious component in views as it would be almost entirely screened from view and seen alongside the top of other red brick buildings such as Grangemill, and against the backdrop of built form beyond. The proposed development would cause a Very Small magnitude of effect upon visual receptors on Parliament Hill in Hampstead Heath, as where visible, it would not form a noticeable component in views. This would result in a Negligible adverse effect.

Ingestre Road Green Space - The views that visual receptors witness at the recreational area north of Ingestre Road are considered to have a Medium value as although it is are not within a designated area, it is locally important. Visual receptors at green space are considered to have a High susceptibility to the type of change proposed as their attention is likely to be focused on the landscape and the view. This means that visual receptors Ingestre Road green space are considered to have a High sensitivity to change.

The proposed development would be clearly visible at close range for visual receptors using the green space to the north of Ingestre Road, within the Ingestre Road Estate. The new building on the Site would not alter the composition of elements visible in views to the south and will reflect the existing red brick buildings in the immediate vicinity of the Site. The ground level improvements to the public realm and the reduction in clutter would provide a more attractive view to the south from the green space. The proposed development would cause a Small magnitude of effect as it would improve the aesthetics of the area both at the ground level and by creating a more attractive building, even though it is larger. This would result in a Minor beneficial effect.

Ingestre Road Open Space - The views that visual receptors witness at the open space in the Ingestre Road Estate between Hambrook Court and Tideswell are considered to have a Medium value as although it is are not within a designated area, it is locally important. Visual receptors at the open space are considered to have a High susceptibility to the type of change proposed as their attention is likely to be focused on the landscape. This means that visual receptors Ingestre Road open space are considered to have a High sensitivity to change.

Visual receptors using the open space in the Ingestre Road Estate between Hambrook Court and Tideswell would have some partial views of the proposed development in views to the north.

The proposed development would be seen within the context of the existing red brick buildings that characterise the short distance views to the north. Some views into the central enclosed green space within the Site would be available. The proposed development would cause a Small magnitude of change for visual receptors using the open space and would not alter the composition the existing views. This would result in a minor adverse effect.

VISUAL RECEPTORS ON STREETS

The proposed development would be mainly visible from a small number of streets in the vicinity of the Site due to the high level of enclosure that most of the residential streets are afforded. Visual receptors on Ingestre Road and Little Green Street would witness improvements to the public realm and street scene as well as improvements to the built form of the Site at close range. The proposed development would cause a Small magnitude of change to visual receptors on Ingestre Road and Little Green Street as they would benefit from improvements to the public realm and street scene that form part of the proposed development. This would result in a Minor beneficial effect.

Visual receptors on Burghley Road would have views of the proposed development almost entirely screened by the existing residential development and vegetation within Ingestre Woods on the intervening land. Although the very top of the taller building of Grangemill is visible in some views, the proposed developmenton the Site would be almost entirely screened from view. Where it is visible for receptors on Burghley Road, the proposed development would be seen within the context of existing red brick buildings and would cause a Very Small magnitude of effect. This would result in a Negligible adverse effect.

9.0 SUMMARY AND CONCLUSION

9.1 SUMMARY

The proposed development responds to the opportunities of the Site from a landscape, townscape and visual perspective while offering improvements to the public realm and built form in the immediate vicinity of the Ingestre Road Estate.

The design of the proposed development takes into account issues set out within Policy A1: Managing the impact of Development and Policy D2: Heritage, in Camden Local Plan through the selection of exterior materials to reflect the local vernacular, the type of windows incorporated into the building and the stepping back of the top storey in order to reduce its visual presence.

The design also takes Core Objective 5: Green and Open Spaces, contained within Kentish Town Neighbourhood Plan and Policy A3: Biodiversity, of the Camden Local Plan into account by integrating additional street trees and vegetation into the active street frontage as well as providing a more generous street width. The additional street trees would combine with the existing vegetation at Gospel Oak Railsides Local Nature Reserve, and within Ingestre Woods to form a network of green spaces.

The Site offers the opportunity to comfortably accommodate the type of development proposed due to the declining characteristics of the Ingestre Road Estate, as set out within the Camden Character Study, which identified the Ingestre Road Estate as having a Medium opportunity for improvements with the potential for infill development. The design of the proposed development reflects the simplicity of built forms in the Ingestre Road Estate and responds to the surrounding context through its use of appropriate materials and the improvements that it offers to the public realm and built form of the Estate.

The proposed development would be easily assimilated into the character of the Ingestre Road Estate and would not form an obvious component of views witnessed in the local area.

APPENDIX

A.1 LTVIA METHODOLOGY

INTRODUCTION

The Landscape Institute and the Institute of Environmental Management & Assessment’s “Guidelines for Landscape and Visual Impact Assessment” Third Edition (GLVIA 3), 2013, notes in Chapter 1 that landscape and visual impact assessment relates to:

“the effects of change resulting from development on both the landscape as an environmental resource in its own right and on people’s views and visual amenity”

The methodology employed in carrying out the Landscape, Townscape and Visual Impact Assessment (LTVIA) of the Proposed Development has been drawn from guidelines set out in GLVIA 3 and Natural England landscape character guidance “An Approach to Landscape Character Assessment”, 2014. The guidelines are not intended as a prescriptive set of rules, and the approach has been adapted to be project specific.

LTVIAs are undertaken by professionals who are also typically involved in the design of the landscape and the preparation of subsequent management proposals. This can allow the assessment to proceed as an integral part of the overall scheme design. Judgements are based on training and experience, and supported by clear evidence and reasoned argument.

The purpose of LTVIAs is to identify the potential for, and assess the likely effects of change resulting from development. Landscape and visual assessments are separate, although linked, procedures. A distinction is made between:

- Landscape/townscape – landscape or townscape character and the elements and features that contribute to it (landscape/townscape receptors); and
- visual - people who experience views within the landscape (visual receptors).

BASELINE STUDIES

The purpose of baseline study is to record the existing landscape or townscape features, characteristics, the way the landscape or townscape is experienced and potential visual receptors. The following stages establish the baseline environment:

- Identification of the extents of an appropriate study area in order to focus the assessment on the likely significant landscape, townscape and visual effects that arise as a result of the proposed development;
- Desktop study of patterns and scale of landform, land use and built development, vegetation, relevant current planning policy (including landscape or townscape designations) and the various scales of landscape/townscape character publications;
- Identification of the defining characteristics of the landscape/townscape;
- Identification of the visual receptors that are likely to be affected by the proposed development with the type of view that they witness;
- Identification of publicly accessible representative viewpoints within the study area; and
- Identification of the value, susceptibility to the type of development proposed and evaluate the sensitivity of the various landscape and visual resources.

Viewpoint Photography

Photographs of representative viewpoints are taken at eye level, using a digital SLR camera, and presented in accordance with the Landscape Institute Advice Note 01/11 ‘Photography and photomontage in landscape and visual impact assessment’.

DESIGN AND MITIGATION

The design and assessment stages of the project have been iterative, with stages overlapping in part.

Mitigation measures are embedded within the design of the Proposed Development informed by the desk based assessment and field work. Measures, such as the building layout, massing, heights, arrangement and new mitigation planting, are termed ‘Primary Mitigation’. Effective Primary Mitigation strategies avoid or reduce adverse effects by ensuring the key principles of the design of the development, as noted above, are sympathetic with the existing baseline.

The contribution made by areas of planting introduced as part of the Proposed Development is also considered in terms of the effects at year 1, with consideration given to the growth of both the introduced planting and the existing vegetation over time.

ASSESSMENT OF LANDSCAPE/TOWNSCAPE EFFECTS

GLVIA 3 Paragraph 5.1 states that:

“An assessment of landscape effects deals with the effects of change and development on landscape as a resource.”

The significance of landscape or townscape effects is derived from a combination of assessments of the sensitivity of the landscape receptor and the magnitude of effect (change) experienced as a result of the Proposed Development.

Sensitivity of Landscape/Townscape Receptors

The sensitivity of a landscape or townscape receptor is a combination of the value of the receptor and the susceptibility (in other words ‘vulnerability’) of the landscape or townscape receptor to the type of change proposed, using professional judgement.

Landscape/Townscape Value

The assessment of value is based on a combination of the importance of landscape-related planning designations and the following attributes:

- Landscape/townscape quality (condition): the measure of the physical state of the landscape or townscape. It may include the extent to which typical landscape or townscape character is represented in individual areas, the intactness of the landscape or townscape and the condition of individual elements.
- Scenic quality: the extent that the landscape or townscape receptor appeals to the visual senses;
- Perceptual aspects: the extent that the landscape or townscape receptor is recognised for its perceptual qualities (e.g. remoteness or tranquillity);
- Rarity: the presence of unusual elements or features;
- Representativeness: the presence of particularly characteristic features;

- Recreation: the extent that recreational activities contribute to the landscape or townscape receptor; and
- Association: the extent that cultural or historical associations contribute to the landscape or townscape receptor.

Landscapes, including their character and features, may be designated for their landscape/ townscape and visual qualities at a range of levels (national, county and local level).

The overall value for each landscape/townscape receptor is categorised as either High, Medium, Low or Very Low.

High - Landscape or townscape area of distinctive components and characteristics which may also be nationally designated for scenic beauty. A landscape or townscape feature which makes a strong positive contribution to landscape or townscape character e.g. a mature tree or woodland.

Medium - Landscape or townscape area of common components and characteristics which may be designated at county or borough level for its landscape or townscape and visual qualities. A landscape or townscape feature which makes some positive contribution to landscape or townscape character.

Low - Landscape or townscape area/feature of inconsequential components and characteristics, undesignated and with little or no wider recognition of value, although potentially of importance to the local community.

Very Low - Landscape or townscape area or feature that is undesignated and providing no positive contribution to the landscape or townscape and experience little or no use by the community.

Landscape/Townscape Susceptibility

The susceptibility of the landscape or townscape is a measure of its vulnerability to the type of development proposed, without undue consequences for the maintenance of the baseline situation. Landscape or townscape character/features of low susceptibility would have a high capacity to accommodate change, and landscape or townscape character/features of high susceptibility would have a low capacity to accommodate change. The following criteria are taken into consideration in the assessment of the susceptibility of landscape or townscape character, although not all criteria are equally applicable or important within a given landscape or townscape/ type of development proposed:

- Landform;
- Pattern/Complexity;
- Composition;
- Landcover;
- Relationship of a given landscape area to existing settlements or developments; and
- Potential for appropriate mitigation within the context of existing character and guidelines.

With regard to landscape or townscape features, susceptibility relates to the potential for loss/ retention of the relevant features in relation to the type of development proposed (for example trees within a Site are potentially highly susceptible to construction of an industrial shed, where they might not be to construction of residential units, as the latter provides more scope to mitigate

by design); and the facility with which such elements may be replaced, where appropriate.

Susceptibility of landscape or townscape character/ features is categorised as High, Medium or Low, as set out below:

High - The distinctive character of the receptor is in good condition which makes it likely to have little scope to accommodate the type of development proposed without undue consequences upon its overall integrity.

Medium - The relatively in-tact character of the receptor has few detractors and is likely to have some scope to accommodate the type of development proposed without undue consequences upon its overall integrity.

Low - The character of the receptor is degraded by the presence of detractors and likely to be able to accommodate the type of development proposed with little or no consequences upon its overall integrity.

Based on the combination of value and susceptibility, an assessment of landscape or townscape sensitivity is reached, defined as High, Medium or Low. Typically a high value and high susceptibility would result in a high sensitivity; and a low value and low susceptibility would result in low sensitivity.

Landscape/Townscape Magnitude of Effect (Change)

The landscape or townscape magnitude of effect (change) is informed by judgements about the precise nature of the change brought about by the Proposed Development both in terms of the existing landscape or townscape character, elements and features; and the addition of new landscape elements along with the duration and reversibility of the change. The magnitude also considers the nature and scope of effects such as:

- Direct (primary) effects on the landscape or townscape character; and/or
- Indirect (secondary) effects on the surrounding landscape or townscape character that can be perceived.

Effects upon the landscape or townscape character during night time hours are also considered. The criteria for the magnitude of landscape or townscape effects are set out below:

Large - Pronounced change to the existing landscape or townscape receptor that may affect an extensive area. The change may be long-term or may be irreversible.

Medium - Partial change to the existing landscape or townscape receptor that may affect a relatively extensive area. The change may be medium-term or may be irreversible.

Small - Limited change to the existing landscape or townscape receptor that may affect a relatively limited area. The change may be short-term or reversible.

Very Small - Very slight change to the existing landscape or townscape receptor that may affect a limited area. The alteration may be short-term or reversible.

None - No change to the existing landscape or townscape receptor.

ASSESSMENT OF VISUAL EFFECTS

GLVIA 3 Paragraph 6.1 states that:

“An assessment of visual effects deals with the effects of change and development on the views available to people and their visual amenity.”

The significance of visual effects is derived from a combination of assessments of the sensitivity of the visual receptor and the magnitude of effect (change) experienced as a result of the Proposed Development.

Sensitivity of Visual Receptors

The sensitivity of a visual receptor is a consideration of the value of the view and the susceptibility of the visual receptor, the latter being primarily based on consideration of the extent to which a visual receptor is focused on appreciation of the landscape. Professional judgement is used to determine these factors, based on considerations set out below:

High - View of/from a location that is likely to be of national importance, either designated or with national cultural associations or views are likely to be experienced for extended durations.

Medium - View of/from a location that is likely to be of local importance, either designated or with local cultural associations or where views are likely to be available for a duration.

Low - View of/from a location that is not designated, with minimal or no cultural associations or where views are temporary.

Very Low - View of/from a location that is not designated, with minimal or no cultural associations and few receptors are likely to experience it or the duration of views is likely to be very short.

High - People at their place of residence; People engaged in outdoor recreation, including users of Public Rights of Way (PRoW), whose attention is likely to be focused on the landscape; and People travelling along recognised scenic routes or where their appreciation of the view contributes to the amenity experience of their journey.

Medium - People engaged in outdoor sport and recreation, where their appreciation of their surroundings is incidental to their enjoyment; and People travelling on secondary roads or country lanes, rail or other transport routes.

Low - People travelling on major roads. People at their place of work.

The sensitivity of a visual receptor results from the combination of value and susceptibility and is rated as high, medium or low. Typically a high value and high susceptibility would result in a high sensitivity; and a low value and low susceptibility would result in low sensitivity.

Visual Magnitude of Effect (Change)

In the evaluation of the effects on views and the visual amenity of the identified receptors, the magnitude of visual effect (change) is typically described with reference to:

- The scale of change in the view with respect to the loss or addition of features in the view and changes in its composition. Factors contributing to this include:
 - The angle of view in relation to the main activity of the receptor;
 - The distance of the viewer from the Proposed Development; and
 - The extent of the area over which the changes would be visible.

- Whether or not the view is experienced in fixed or transient views and, in the latter, whether it is intermittent/glimpsed or continuous; and
- The duration of the change, whether temporary or permanent.

The effects of the proposed development upon night time views is also considered. The criteria for magnitude of visual effect (change) are set out below:

Large - The proposals will cause a pronounced change to the existing view, resulting in the loss or addition of features that will substantially alter the composition of the view. The change may be long-term or may be irreversible.

Medium - The proposals will cause a noticeable change in the view, resulting from the loss or addition of features in the view and will noticeably alter the composition of the view. The change may be medium-term or may be irreversible.

Small - The proposals will cause a limited change in the view, which would not materially alter the composition of the view. The change may be short-term or reversible.

Very Small - The proposals will cause a barely perceptible change in the view. The change may be short-term or reversible.

None - No change discernible in the view.

SIGNIFICANCE OF EFFECTS

In order to draw conclusions about the significance of landscape/townscape or visual effects, the combination of the sensitivity of the receptors and the magnitude of effect (change) are considered for the Proposed Development at Year 1 of operation.

Significance of effects are rated on a scale of Neutral to Major.

Assessment of significance of effects is subject to professional judgement but in broad terms, where a receptor of high sensitivity experiences a large magnitude of effect (change) as a result of the Proposed Development, the significance of effect is likely to be major. Conversely, where a receptor of low sensitivity experiences a very small magnitude of effect (change) as a result of the Proposed Development, the significance of effect is likely to be negligible.

Where it is considered that there is potential for both beneficial and adverse changes, these magnitudes of effect (change) are noted and the balance of these considerations used to inform conclusions on significance of effect.

As per the Environmental Impact Assessment Directive (2011/92/EU), an indication of whether or not the effect is considered ‘significant’ is given. Effects of Major or Moderate (adverse/beneficial) significance are deemed ‘significant’.

Significance of Landscape/Townscape Effects – Criteria

Major Beneficial - Alterations that result in a pronounced improvement of the existing landscape or townscape resource. Valued characteristic features would be restored or reintroduced as part of the Proposed Development.

Moderate Beneficial - Alterations that result in a partial improvement of the existing landscape or townscape resource. Valued characteristic features would be partially restored or reintroduced.

Minor Beneficial - Alterations that result in a limited improvement of the existing landscape or townscape resource. Characteristic features would be restored to a limited degree.

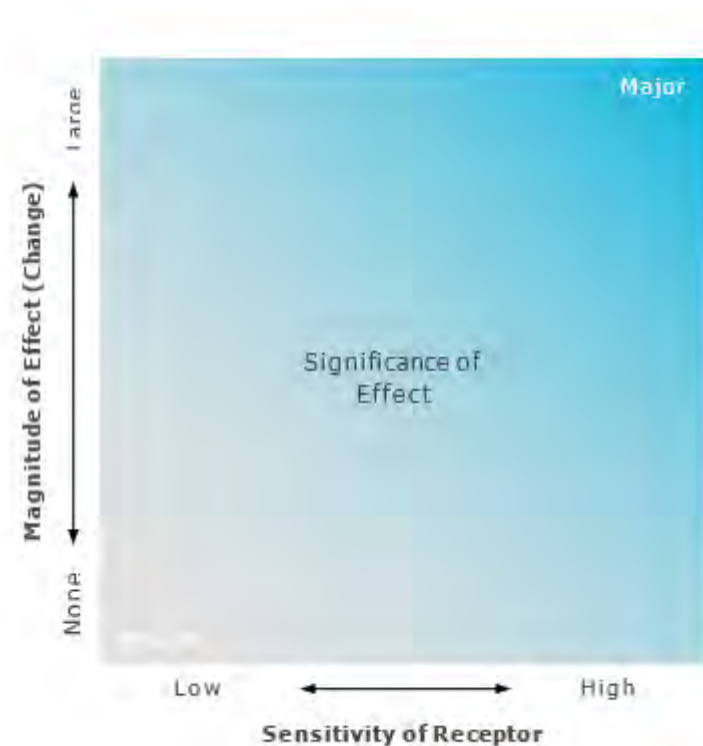


Figure A.1: Significance of Effect

Negligible Beneficial - Alterations that result in a very slight improvement to the existing landscape or townscape resource, not uncharacteristic within the receiving landscape.

Neutral - Neither beneficial nor adverse effects on the existing landscape or townscape resource.

Negligible Adverse - Alterations that result in a very slight deterioration to the existing landscape or townscape resource, not uncharacteristic within the receiving landscape or townscape.

Minor Adverse - Alterations that result in a limited deterioration of the existing landscape or townscape resource. Characteristic features would be lost to a limited degree.

Moderate Adverse - Alterations that result in a partial deterioration of the existing landscape or townscape resource. Valued characteristic features would be partially lost.

Major Adverse - Alterations that result in a pronounced deterioration of the existing landscape or townscape resource. Valued characteristic features would be wholly lost.

Significance of Visual Effect Criteria

Major Beneficial - Alterations that typically result in a pronounced improvement in the existing view.

Moderate Beneficial - Alterations that typically result in a noticeable improvement in the existing view.

Minor Beneficial - Alterations that typically result in a limited improvement in the existing view.

Negligible Beneficial - Alterations that typically result in a barely perceptible improvement in the

existing view.

Neutral - Neither beneficial nor adverse effects on the existing view.

Negligible Adverse - Alterations that typically result in a barely perceptible deterioration in the existing view.

Minor Adverse - Alterations that typically result in a limited deterioration in the existing view.

Moderate Adverse - Alterations that typically result in a noticeable deterioration in the existing view.

Major Adverse - Alterations that typically result in a pronounced deterioration in the existing view.

