

VIEW 03. Britannia Junction: panorama NE and NW

EXISTING



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Description of the view:

The viewpoint is located within the Camden Town Conservation Area. Britannia Junction is the focus of Camden Town and acts as a hub and an important interchange, with busy, noisy, dynamic and diverse characteristics. Several buildings contribute to the overall character of a space.

No 176, the HSBC Bank, a good example of post-war architecture dating from c.1950. Despite being only of two storeys, it is a strong focal building of the tapering urban block, visible in long views from the south; it has a curved stone facade, incorporating high quality friezes depicting scientific and medical themes. It stands on the site of a former dairy. Immediately to the north are the distinctive ox-blood faience-clad dual-entrances to Camden Town Underground Station, facing the High Street and Kentish Town Road. Also, on the east side (of Camden High Street) is 178-182, a bulky and blank brick building, housing electricity transformers, the scale of which is out-of-keeping with its lower three-storey neighbours.

Immediately to the north-east of Camden Town Underground Station, nos. 1-23 Kentish Town Road embrace later 19th century terraces of three storeys with shops at ground floor level (not directly visible in the view).

Camden Road, running north-east from Britannia Junction, is flanked by a progression of terraces, commencing on the north side with the landmark public house, the Devonshire Arms, which was built on the corner of Kentish Town Road in the 1920s in a mock-Tudor half-timber style. It is abutted by a short row of three-storey later Victorian buildings.

Overall, the height, massing and scale of the buildings along the key arteries extending from the junction (Camden High Street, Kentish Town Road and Camden Road) is broadly similar with no tall buildings piercing the skyline beyond these 3-4 storey buildings.



VIEW 03. Britannia Junction: panorama NE and NW

PROPOSED



Image © Cityscape 2018



**Description of the view:**

The proposed development will be visible in the centre of the image and will appear above no. 12 Kentish Town Road in the middleground. The commercial building (comprising ground floor with 4 storeys above; the top floor will be set back) with its Kentish Town Road elevation will be visible almost in its entirety. The lower, residential element (comprising ground floor with 3 storeys above) of the proposed development will be hardly discernible from this location due to its lower scale and height.

**Effect on the view:**

The proposed development will not be a new element, rather an addition, in the view as the existing Grand Union House is readily perceivable from this location as well. The detailed materiality, comprising green anodized aluminium above the mezzanine floor and the pre-cast panels will be discernible and recessive due to its dark tone. This will add to the variety of built form visible from the Junction.

The proposed development will be located c. 100m north and the primacy of the building fronting directly onto the Junction will not be challenged by the proposed development.

However, the proposed development will add visual interest to the northern section of Kentish Town Road, though its architectural expression and materiality creating a distinct marker visible from one of the key spaces in Camden.

The proposed development will mark the site's location and employment use in an appropriate way, including its location as part of the route from Camden High Street through to Camden Street and will be a positive addition to the existing townscape.



VIEW 03. Britannia Junction: panorama NE and NW

CUMULATIVE



Image © Cityscape 2018



**Description of the view:**  
The cumulative scheme identified in **Table 2** will not be visible from this location

**Effects on the view:** No effect



VIEW 04. Kentish Town Road: View NW

EXISTING



Image © Cityscape 2018



Description of the view:

The architectural character near the Junction is a mix of the late C19 and early C20, subverted in places by the Camden style of painting buildings in unusual colours like the Camden Eye PH. Moving further north along the Road, the scale and massing of the built form of the buildings along the street front changes. The building line is not as continuous any more and more gaps appear between buildings. The section of the Road directly south of the Kentish Town Bridge is modern in character with Grimshaw's office (Grand Union House, i.e. the Application Site) occupying the street frontage, set back on the eastern side of the Road. A modern 5 storey residential building is opposite, hidden in this photograph by the traffic light. The long elevation of Grand Union House (part of the Sainsbury's development) is clearly visible.

The immediate townscape around the Site is generally three to four storeys. That section of Kentish Town Road between the Britannia Junction and the Kentish Town Bridge has traditional C19 terraced houses which are three to four storeys high, while the northern section of the Road has a modern five storey residential apartment building opposite Grand Union House. An extra floor is currently being added to 8-12 Kentish Town Road, the buildings hidden by scaffolding which is immediately adjacent to the Site.



VP 04. Kentish Town Road: View NW

PROPOSED



Image © Cityscape 2018



**Description of the proposal:**

The proposed development will be visible in the centre of the image and will appear above the extended nos. 8-12 Kentish Town Road in the middleground. The proposed Kentish Town Road elevation of the commercial building (comprising ground floor with 4 storeys above with the top floor set back) will be visible almost in its entirety. The lower, residential element (comprising ground floor with 3 storeys above) of the proposed development will be less discernible from this location due to its lower scale and height.

**Effects on the view:**

The proposed development will not be a new element in the view as the existing Grand Union House is readily perceivable from this location. Its distinct roof form will be discernible from this viewpoint. The new vertical emphasis in the proposed façade will create a quick rhythm, much more traditional in character than the unbroken horizontality of the existing GUH. The detailed materiality, comprising green faience and anodized aluminium will be somewhat discernible. The details of facade elevations, including the individualisation of the retail bays and openings will not be perceivable at this distance and from this angle, but its retail character will be.

The proposed development will be located c.100m north and the primacy of the buildings fronting directly onto the junction will not be challenged by the proposed development.



VIEW 04. Kentish Town Road: View NW

CUMULATIVE



**Description of the view:**  
The cumulative scheme identified in **Table 2** will not be visible from this location

**Effects on the view:** No effect

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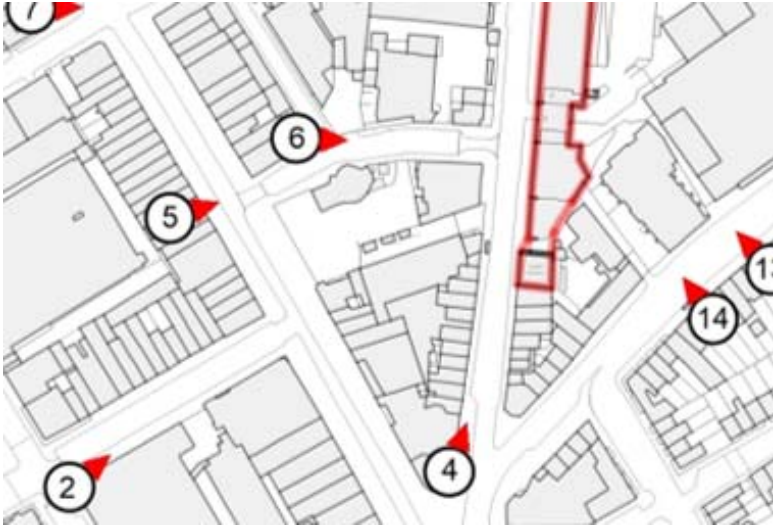


VIEW 05. Camden High Street: Junction with Buck Street

EXISTING



Image © Cityscape 2018



Description of the view:

View from the busy Camden High Street over the Camden market (right) east along Buck Street. Both the pub on the LHS and Camden Market on the RHS of the image are the key focal points. The Market which specialises mainly in clothes and fashion accessories is held on a cleared site skirting Buck Street and the High Street. The market stands on the site of properties destroyed in World War II, creating an irregularly shaped, wide and uncharacteristic break in the otherwise continuous building lines.

Buck Street is the northern boundary of the Camden Town CA extension and a key cross route between Camden High Street and Kentish Town Road. The block between the High Street and Stucley Place contains two three- storey buildings. On the south-east corner to Kentish Town Road is the red brick United Reform Church (not visible). The low concrete bunker on the right is the access shaft to the WWII deep level air-raid shelter constructed underneath Camden Underground station.

The view eastward down Buck Street reveals the upper floors of the Grand Union House. However, the curving nature of the street does not allow for direct views of it and the Site only becomes more visible halfway down Buck Street.



VIEW 05. Camden High Street: Junction with Buck Street

PROPOSED



Image © Cityscape 2018



**Description of the proposal:**  
The proposed development will be visible in the centre of the image and will appear above single storey buildings on either side of Buck Street (not in a Conservation Area) in the middleground. The proposed development will not visible in its entirety with only the southern gable elevation visible and the northern half obscured by existing built form in the foreground (i.e. by the corner of Buck's Head pub on the LHS). The lower, residential element (comprising ground floor with 3 storeys above) of the proposed development will remain obscured by existing townscape in the foreground.

**Effects on the view:**  
The proposed development will become a new element in the view. Its distinctive roof from will be readily discernible from this viewpoint. The detailed materiality, comprising green faience and anodized aluminium cladding will be somewhat discernible from this viewpoint with the green tonality of the building contrasting against the clear sky beyond. The proposed development will be higher than the existing buildings in the middleground (i.e. the low concrete bunker access building on the right just behind Camden Market, Hawley Infant School building on the left and the back of the 3-storey terrace on Kentish Town Road).

None of the buildings on Buck Street are statutorily listed. The proposed development will contrast with the existing built form by virtue of scale, massing and height. Furthermore, the architectural expression of the proposed development will also contrast with the more traditional materiality of the existing buildings. However, due to this section of the townscape (i.e. triangular area between Camden High Street and Kentish Town Road) having a mixed and eclectic character in terms of the style of the buildings, the proposed development is considered to build on this characteristic and is assessed as adding a layer of visual interest to the view. The proposed development will mark the site's location as a major office building in an appropriate way, including its location as part of the route from Camden High Street through to Camden Road and will be a positive addition to the existing townscape.

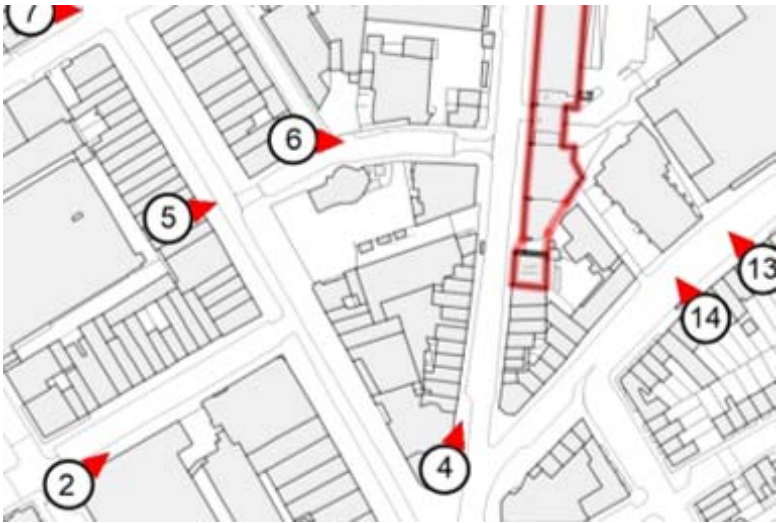


VIEW 05. Camden High Street: Junction with Buck Street

CUMULATIVE



Image © Cityscape 2018



**Description of the view:**  
The cumulative scheme identified in **Table 2** will not be visible from this location.

A planning application was submitted in August 2018 for the replacement of the current open stall market at 192-200 Camden High Street (RHS) with a container-based set of structures that will house market stalls, an element of food and beverage, seating areas and customer toilets. The application is for a 5-year temporary permission as the site is in the area of influence of the Camden Town Underground development to the North of Buck Street (LPA ref. 2018/3553/P). This scheme has not been included as a cumulative scheme in this TVIA, but it should be noted that the scale, massing of the Market will increase including its height which will rise to 3 storeys at both Camden High Street and on Buck Street side. This is assessed to have a beneficial effect in townscape terms as it will help to further mark the route from Camden High Street to Camden Road.

**Effects on the view:** No effect

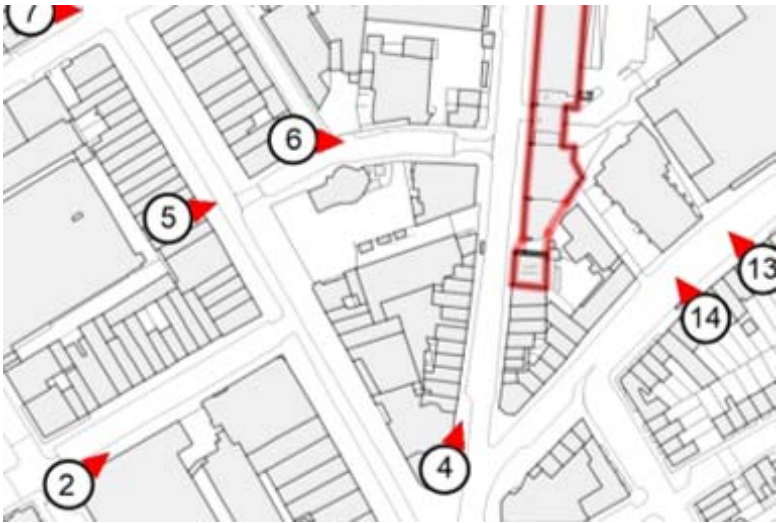


VIEW 06. Buck Street: junction with Stucley Place

EXISTING



Image © Cityscape 2018



Description of the view:

Viewpoint is located on the corner of Buck Street and Stucley Place. The southern side of Buck Street (RHS) remains within the Camden Town Conservation Area.

Buck Street is a secondary street perpendicular to the busy Camden High Street and Kentish Town Road and forms a connection between the two. It contains a mix of modest-scaled, predominantly three-storey buildings. Hawley Infant School - Late C19 school in the London Board School style. The existing building is the remaining part of a formerly larger complex of buildings stretching between Buck Street and Hawley Crescent and fronting on to Kentish Town Road. The Infant School will be demolished for the new Camden Town tube station second entrance concourse.

The view down Buck Street reveals Grand Union House as the focal point in the view. The bays visible are the same as all of the others in the whole long terrace. The curving line of Buck Street does not allow for long distance views east from the junction with Camden High Street and Kentish Town Road, and Grand Union House only becomes visible here halfway down the street.

A section of Grand Union House together with the access to Sainsbury's car park and grocery store further east is visible in the middleground. The roof of the nave of St. Michael's Church is visible beyond. The United Reform Church is the tallest element in the view. The inactive street frontage of the GUH along Kentish Town Road is visible from this distance. This detracts from the overall vibrant character of the Camden Town Conservation Area immediately to the SW as well as from the Regent's Canal Conservation Area within which the site is located.

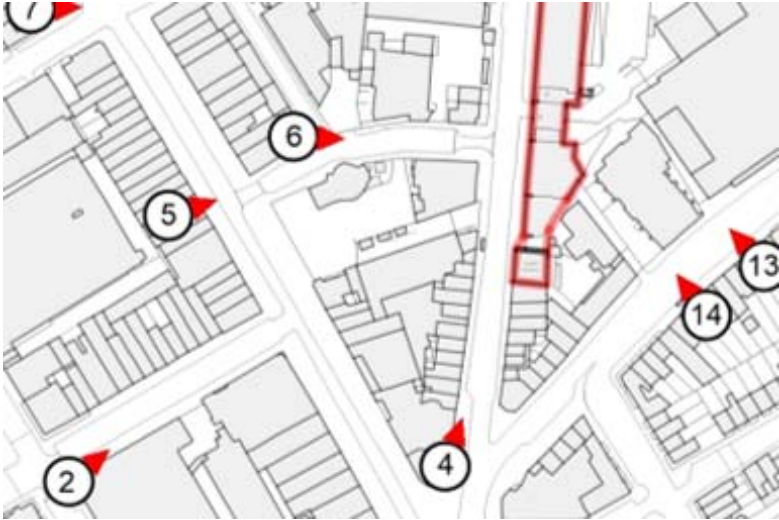


VIEW 06. Buck Street: junction with Stucley Place

PROPOSED



Image © Cityscape 2018



**Description of the view:**  
The proposed development will be visible in the centre of the image and will appear slightly higher than the United Reform Church on the right (not statutorily listed) and the 3- storey terrace on the left, at the junction with Kentish Town Road. Due to the vicinity of the viewpoint location to the site, only a limited section of the commercial element (4 storeys above ground floor) of the proposal will be visible. The lower, residential element (comprising ground floor with 3 storeys above) of the proposed development will be hardly discernible from this location due to its lower scale and height.

**Effects on the view:**  
The proposed development will not be a new element in the view, albeit it will have a larger scale and height from the existing Grand Union House.

The increased height of the proposed development will obscure the limited section of the nave roof of the Church of St Michael. Whilst this has a limited degree of harm in appreciating the Church from within the wider townscape, the character of the church has always been urban and its location tightly locked into the surrounding urban grain. The new saw tooth roof from will provide a new layer of visual interest from views east along Buck Street.

Furthermore, the enhanced route through the underpass of the proposed development is readily visible from this location improving the navigation through to Camden Street to the east.

The detailed materiality, comprising glazed green ceramic tile will be clearly discernible from this viewpoint with the green tonality of the building will contrasting against the clear sky beyond.

The proposed development will mark the site's location in an appropriate way, including its location as part of the route from Camden High Street through to Camden Street and will be a positive addition to the existing townscape.

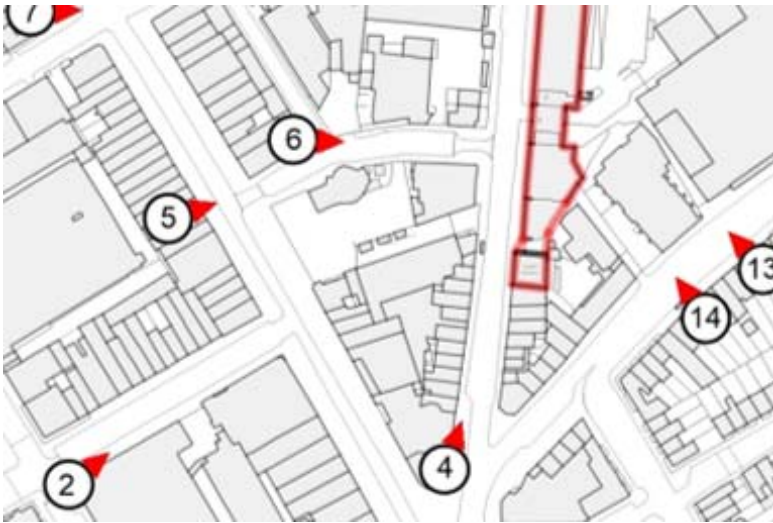


VIEW 06. Buck Street: junction with Stucley Place

CUMULATIVE



Image © Cityscape 2018



**Description of the view:**  
The cumulative scheme identified in **Table 2** will not be visible from this location

**Effects on the view:** No effect



VIEW 07. Camden High Street: Junction with Hawley Crescent

EXISTING



Image © Cityscape 2018



**Description of the view:**

The viewpoint is located on the western pavement of Camden High Street looking east along Hawley Crescent and is not located in a conservation area neither are there any listed buildings in the view.

The foreground of the view comprises modest late C19 properties. However, Hawley Crescent extending eastwards has an entirely modern character. The buildings along the crescent have a different scale and massing from modest 2-3 storey Victorian terrace on Camden High Street.

The street is dominated by the bright colours and modern detailing of the TVAM studios (a conversion of the factory on Hawley Crescent in the 1980s). The curvature of Hawley Crescent and to a lesser extent Buck Street prevents direct views between Camden High Street and Kentish Town Road. The green wall on the edge of TVAM is a prominent positive feature.



VIEW 07. Camden High Street: Junction with Hawley Crescent

PROPOSED



Image © Cityscape 2018



**Description of the proposal:**

The proposed development will be entirely obscured by built form in the foreground

**Effects on the view:** No effects



VIEW 07. Camden High Street: Junction with Hawley Crescent

CUMULATIVE



**Description of the view:**  
The cumulative scheme identified in **Table 2** will not be visible from this location

**Effects on the view:** No effect

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