

9.1 Landscape Concept

The aspiration for the landscape and public realm design is to:

- Improve the sense of place.
- Provide a good setting to the new buildings.
- Merge the new development comfortably in the Camden context.
- Start the process of re-energising and improving the quality of routes and spaces through the site.

Improvements within the current development’s demise could be expanded across the site, to transform this neglected piece of Camden and ensure a coherent public realm.

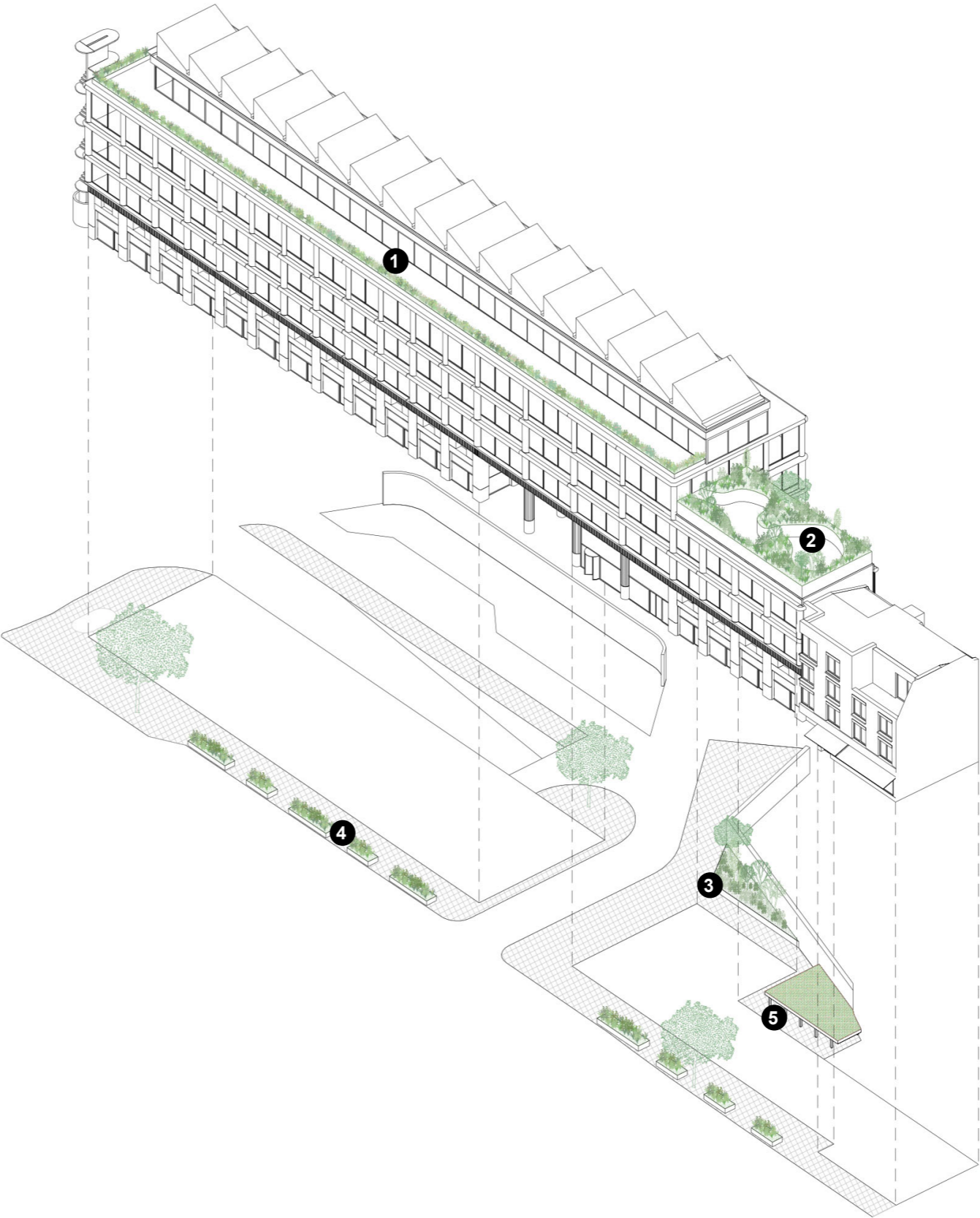


Diagram mapping the landscape interventions around the site.

- | | |
|----------------------------|------------------------|
| 1 Rooftop terrace planting | 4 Street side planting |
| 2 Terrace garden | 5 Meadow |
| 3 Shade garden | |

Hard Landscaping

The hard landscaping material strategy responds to the existing character of Camden. A unified street frontage will extend the York stone finishes from Camden Underground Station along Kentish Town Road. This material extends under the building, provides a high quality threshold to the entrance lobby and could extend in the future to Sainsbury’s and Camden Road. Granite setts (temple setts) are proposed in vehicular areas. This responds to Camden’s historic High Street and Camden Lock. Setts will provide a clear definition of vehicular routes below Grand Union House. Seating and raised planters along the street will provide amenity and a degree of protection to the footway. Cycle stands are located at the north end further south, parallel to the kerb.



1



2



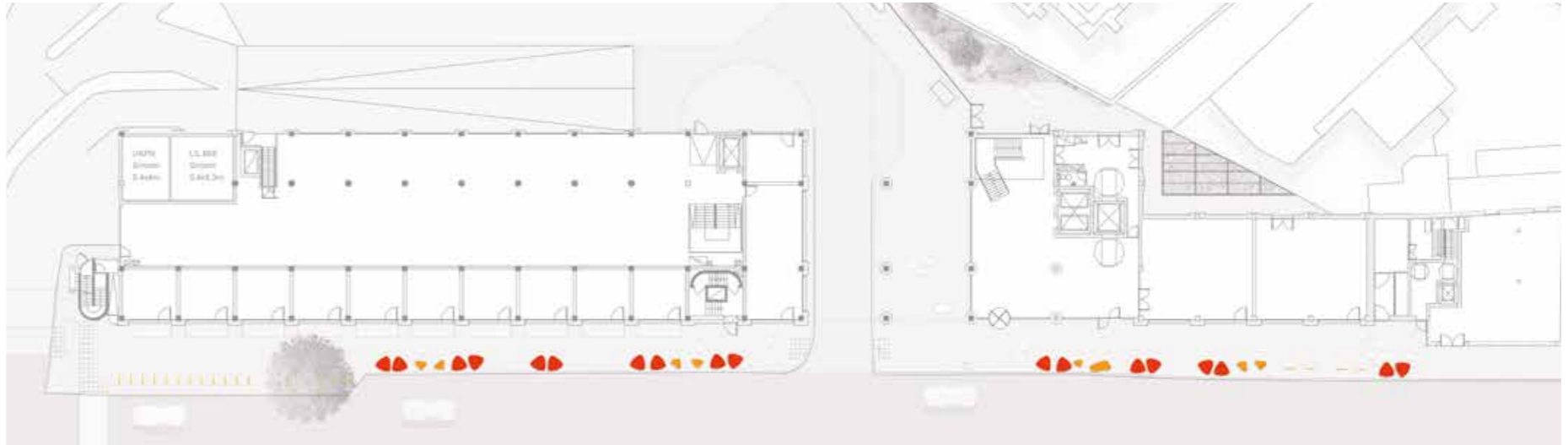
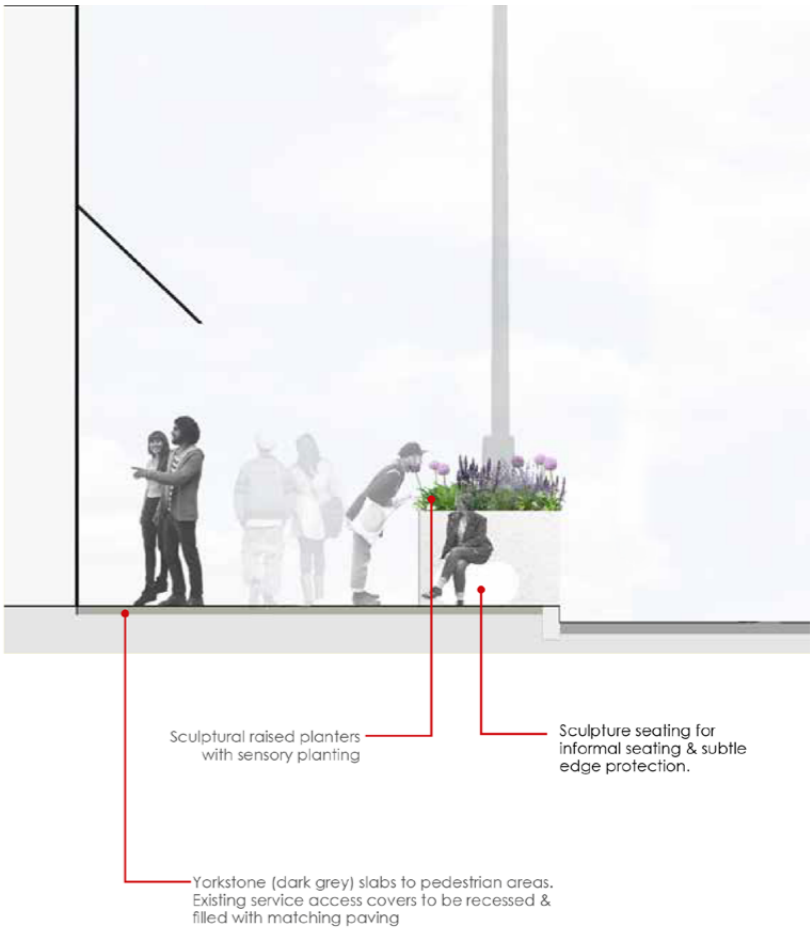
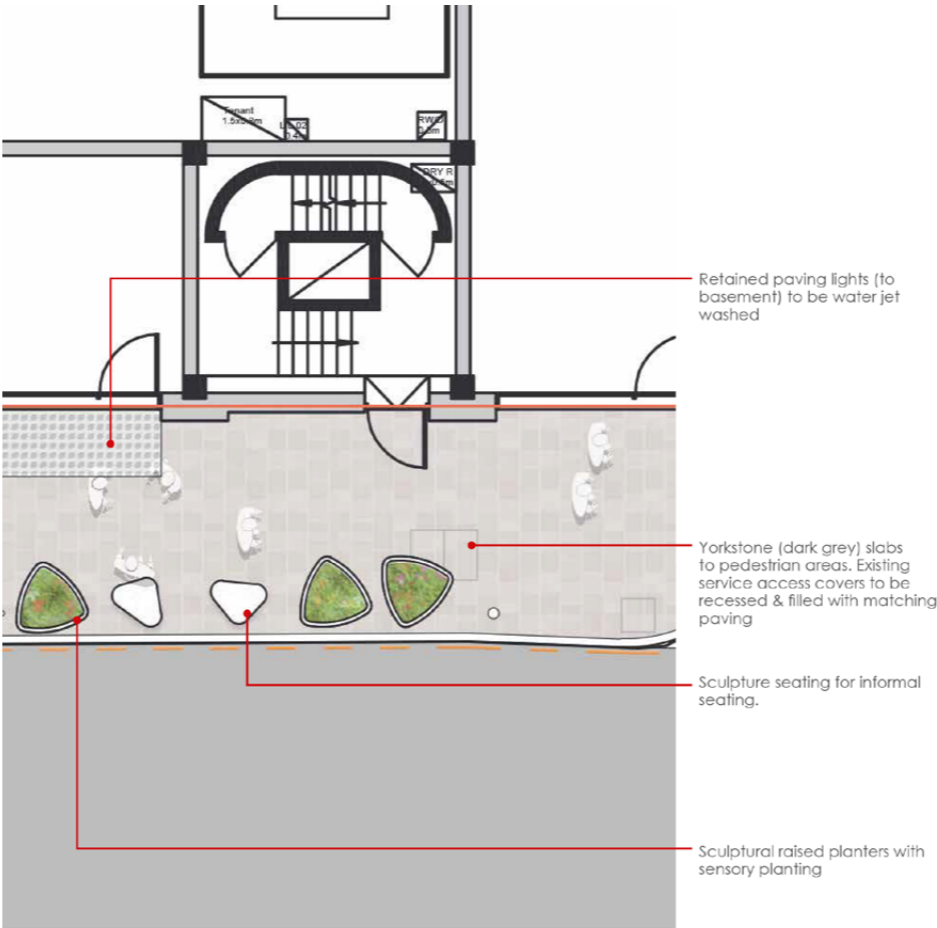
4



3

Above: Materials proposed for hard landscaping

- 1 York stone.
- 2 The Stables Market cobbles.
- 3 Street planters.
- 4 Pre-cast concrete street furniture



right: Street-scape concept by Turkington Martin depicting usable street furniture and pavement planter boxes.

A Green Thread

Quality of life, health and well-being is enhanced through visual and physical connection with natural vegetation. Consequently the landscaping proposals establish a Green Thread through the project to enliven the five senses and encourage a connection with the natural environment. It consists of the following components:

Street-side Planting

Planters are proposed along the edge of the Kentish Town Road footway to establish interest, foliage and a degree of visual and physical protection. These will be planted with aromatic and edible plants to enliven the senses.

Terrace Garden

A lush, immersive garden will be planted on the third floor rooftop to provide an unexpected and enveloping world. The planting design will emphasise foliage, form and texture.

Rooftop Terrace

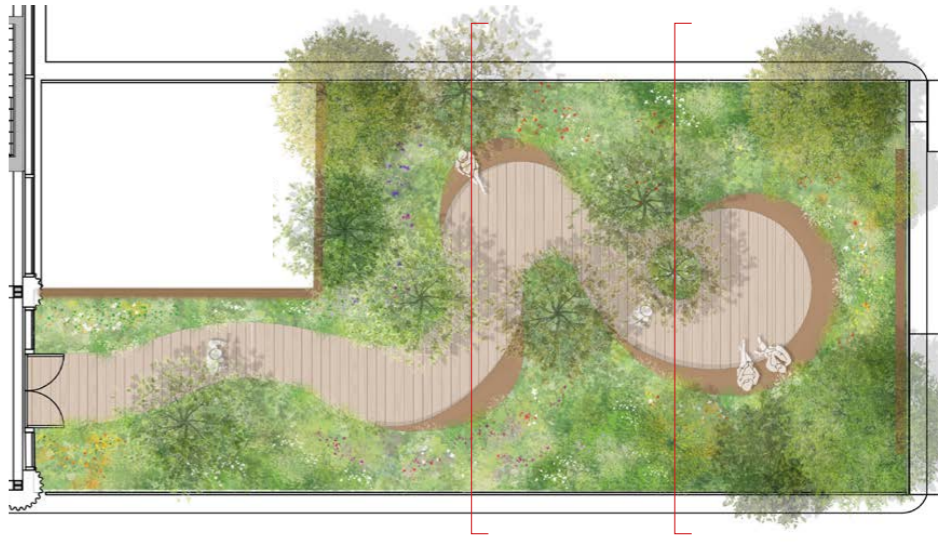
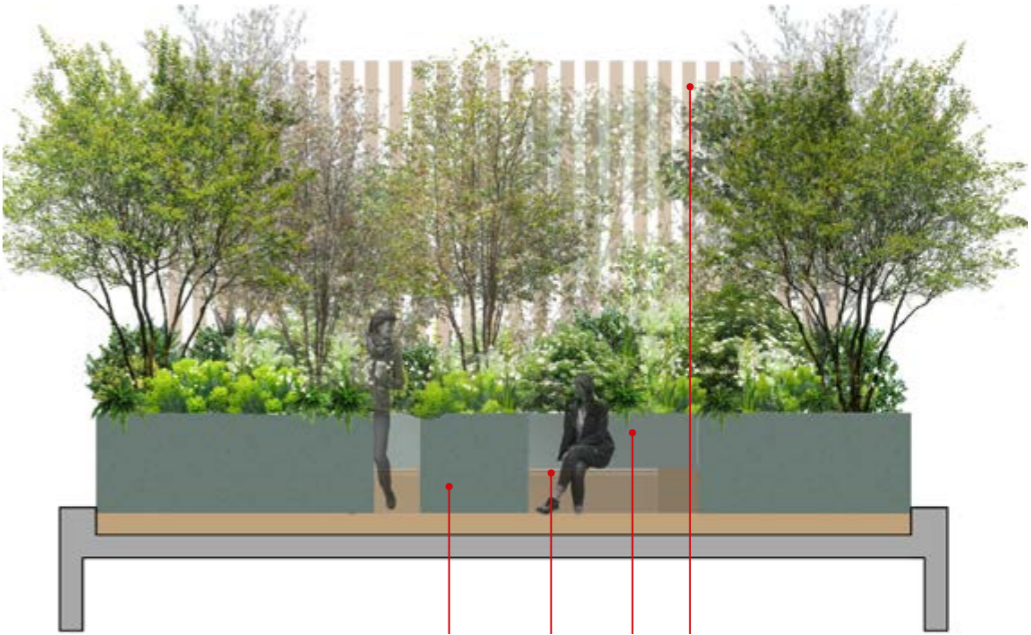
The upper terrace will be wrapped with a continuous planter sown with colourful pollinating species. It will enhance local ecology and bio-diversity. Bee hives will also live here.

Meadow

The roof of the refuse store will become a new wild flower meadow as an ecological and visual amenity.

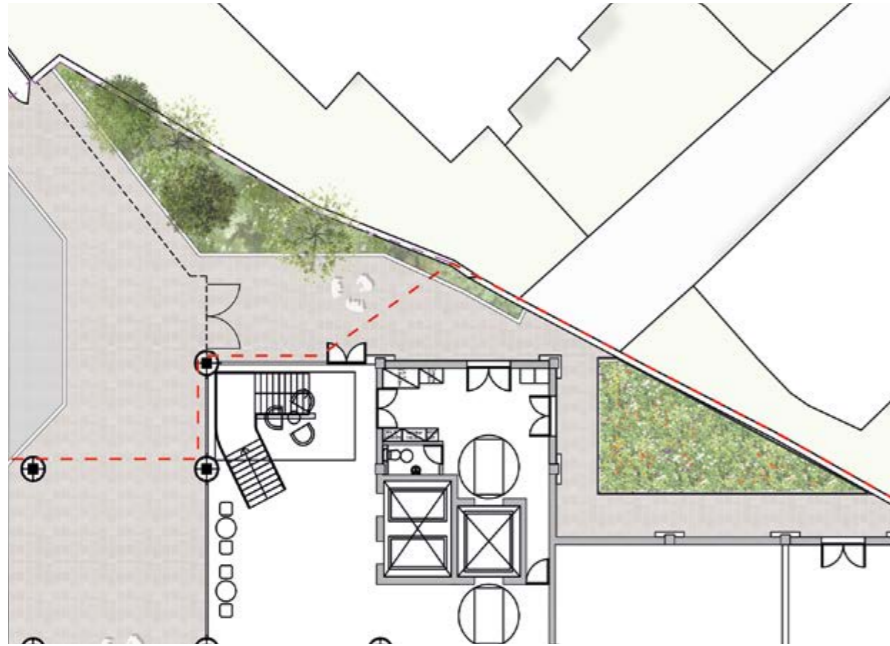
Shade Garden

This planting along the pedestrian route is set behind railings adjacent to St Michael’s Church. It takes its theme from planted churchyard gardens.

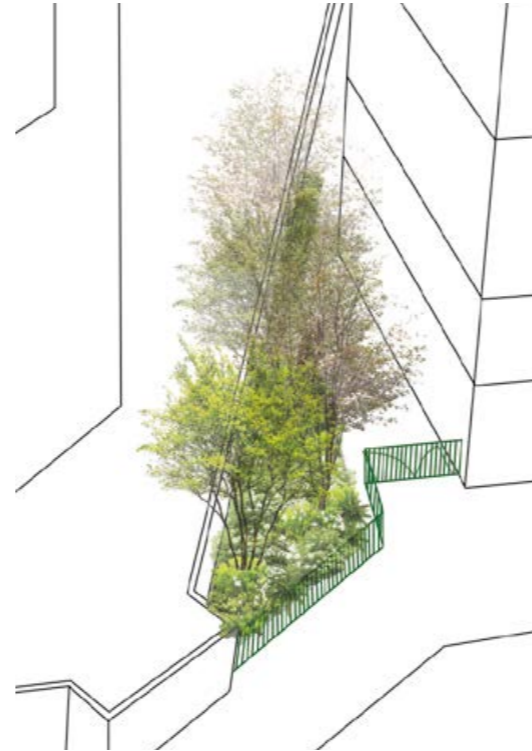


Right: View of the rooftop terrace from Kentish Town Road.

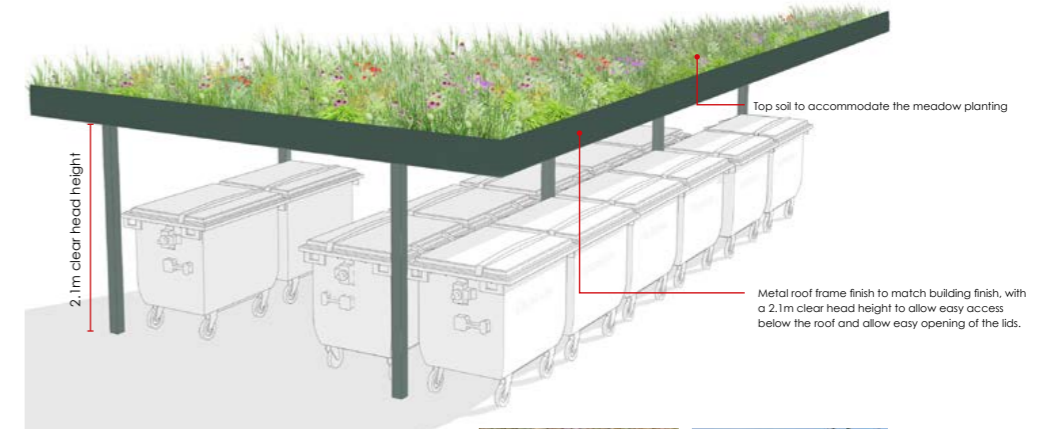
Far Right: Concept of the rooftop terrace by Terkington Martin



1



2



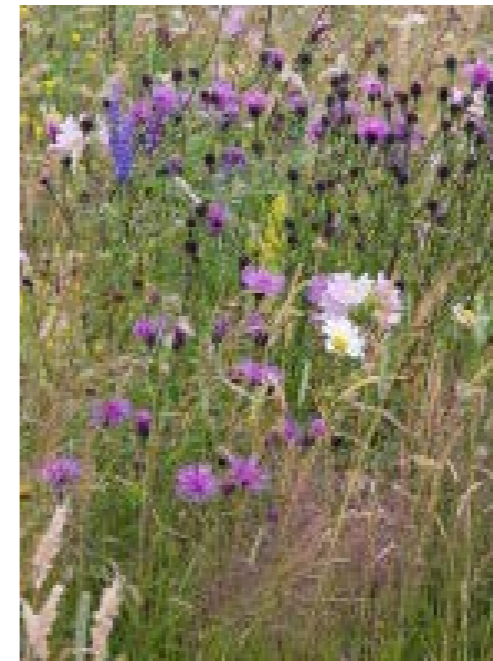
3



6



5



4

Landscape Concept by Turkington Martin

- 1 Plan view of the Shade Garden and Meadow.
- 2 Shade Garden.
- 3 Meadow pavilion above bin store.

- 4 Planting ideas for the Meadow.
- 5 Planting ideas for the Shade Garden.
- 6 Section depicting roof terrace perimeter planter.

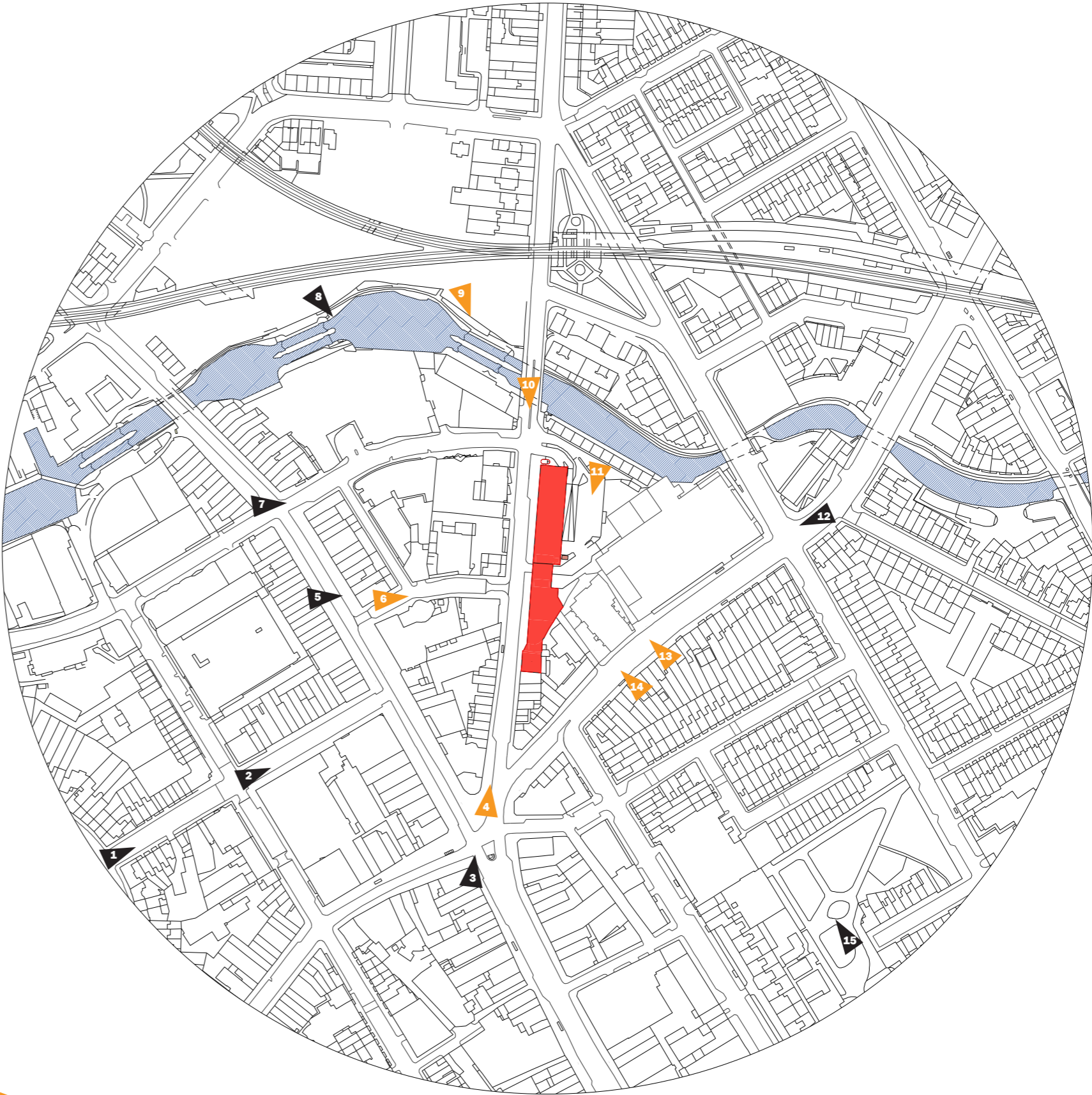
Verified View Methodology

The methodology applied by Cityscape Digital Limited to produce the verified images and views contained in this document is described in the Townscape and Visual Assessment document. The drafting of this methodology, the production and presentation of the images guidance has been taken from the London View Management Framework SPG March 2012.

The disciplines employed are of the highest possible levels of accuracy and photo-realism which are achievable with today’s standards of architectural photography and computer-generated models.

The viewpoints have been selected through a process of consultation with relevant statutory consultees, having regard to relevant planning policy and guidance. These consist of rendered close range views and wireline distant range views.

Each viewpoint has been analysed by Ettwein Bridges Architects, forming a townscape assessment of the proposal. A summarised extract of this has been included with each view.



- Close range views (rendered)
- Distant range views (wireline)

10 Townscape views

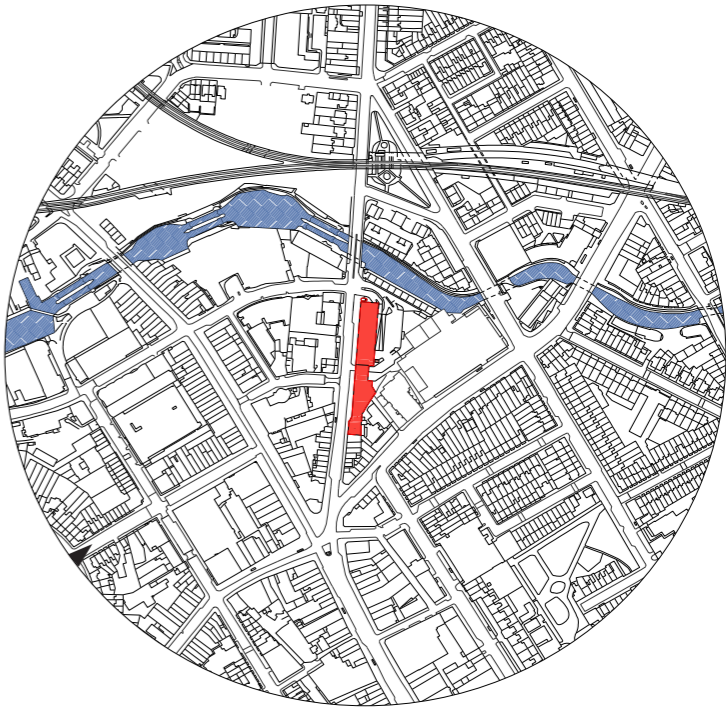
Distant Range View 1 - Ettwein Bridges summary comments

This view is from the residential area of Gloucester Gardens, located within Primrose Hill Conservation Area. The terrace properties are set back from the road with substantial front gardens and mature trees.

Inverness Street, visible in the main foreground and middleground of the view. The Street is characterised by predominantly three-storey buildings that contain a mix of uses, commercial in character to the south and residential on the north. The view is terminated by 190 Camden High Street (within the Camden Town Conservation Area) with the top floor of Shirley House and 37-39 Camden Road on the skyline above visible beyond.

The proposed development will become a new element in the view. Its distinct roof from will be readily discernible from this viewpoint. The saw-tooth profile will be discernible in the view. It will add a quick rhythm and interest to the skyline. The proposed development will appear significantly lower in the sky from the built form in the foreground (i.e. the Grade II listed terraces fronting Inverness Street) and will not affect the significance of these assets.

The proposed development will mark the site’s important town centre location in an appropriate way, including its position on the route from Camden High Street through to Camden Road and will be a positive addition to the existing townscape.



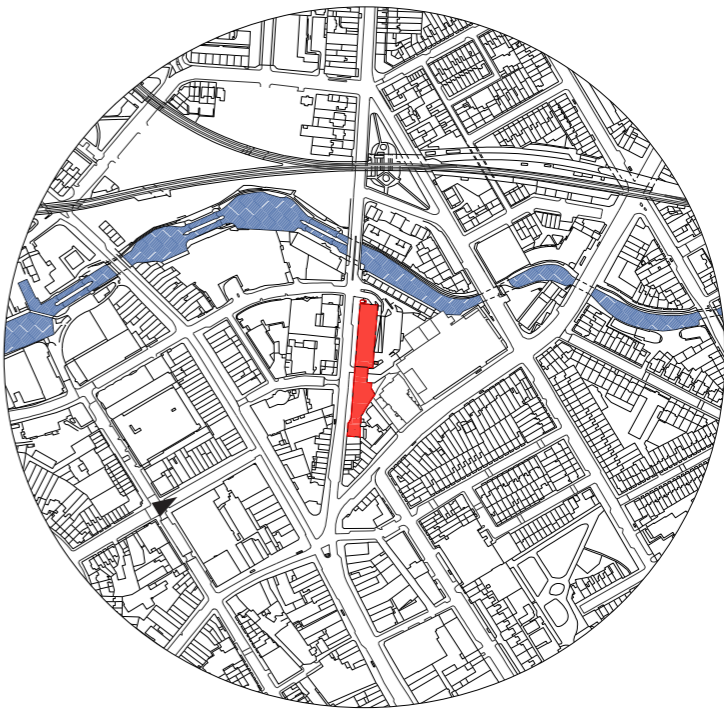
Left: Existing view from Gloucester Gardens.
Right: Proposed view from Gloucester Gardens (AVR1)

Distant Range View 2 - Ettwein Bridges summary comments

This viewpoint is located on the southern pavement of Inverness Street looking north east of which the southern side is included in the Camden Town Conservation Area. None of the buildings on either side of Inverness Street are statutorily listed. The view is terminated by a three-storey terrace 186-190 Camden High Street.

The proposed development will become a new element in the view. Its distinctive saw-tooth roof from will be readily discernible from this viewpoint. The proposed development will not rise higher from the line of the terrace on the norther side of Inverness Street (LHS). The proposed developments scale and height will adhere to the established built form in the foreground and add a layer of visual interest to the view.

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



Left: Existing view from Inverness Street.
Right: Proposed view from Inverness Street (AVR1).

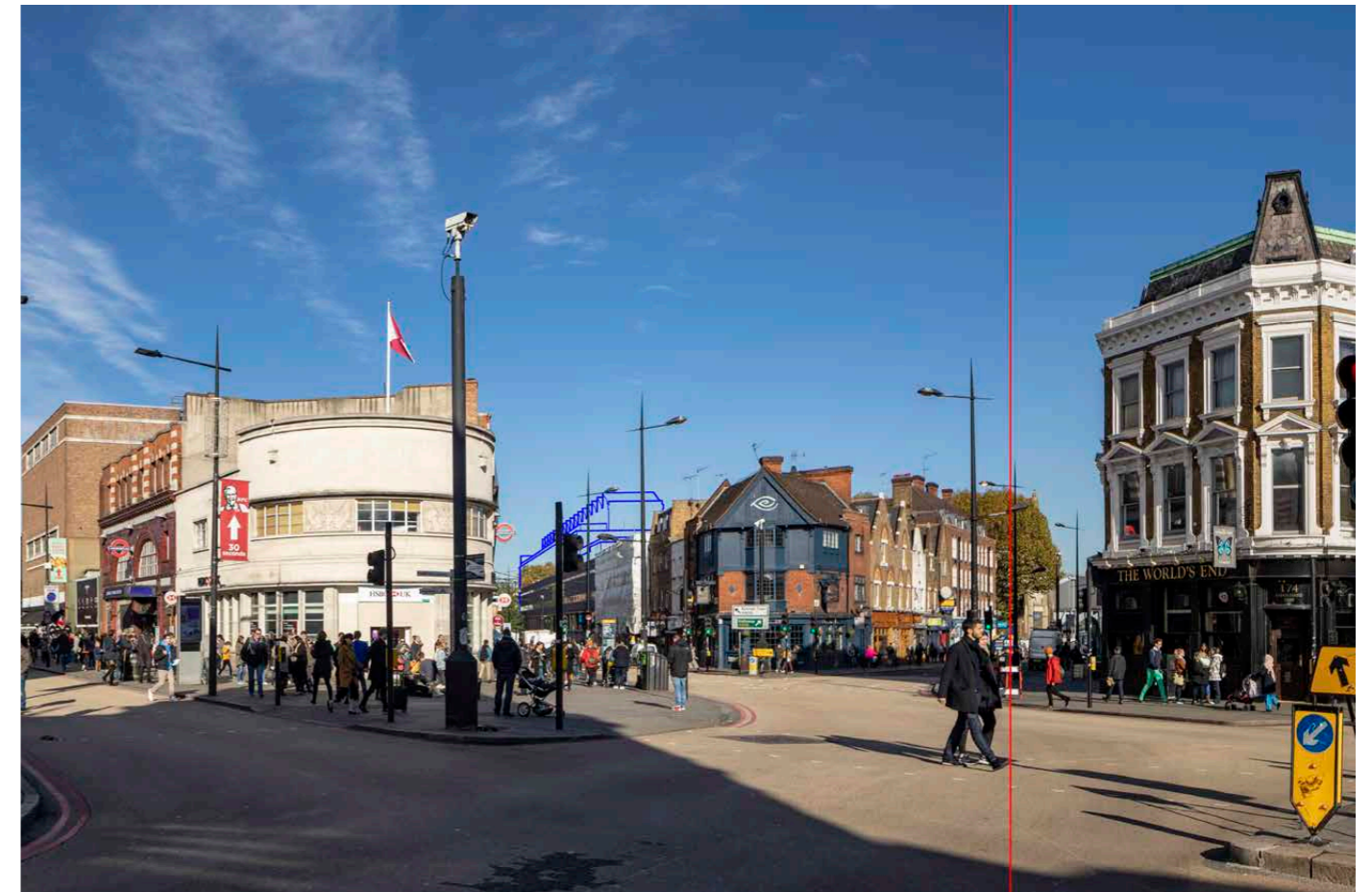
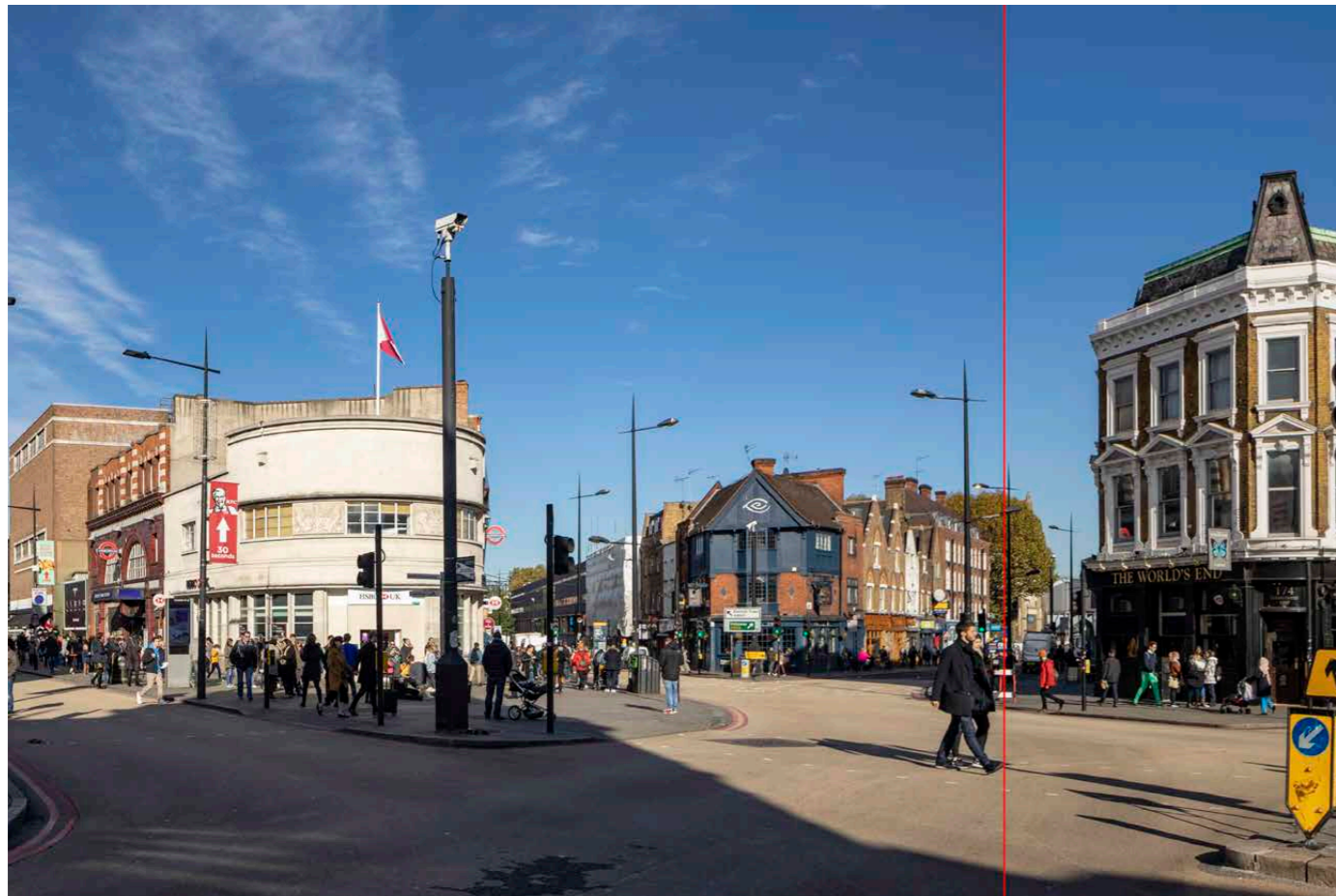
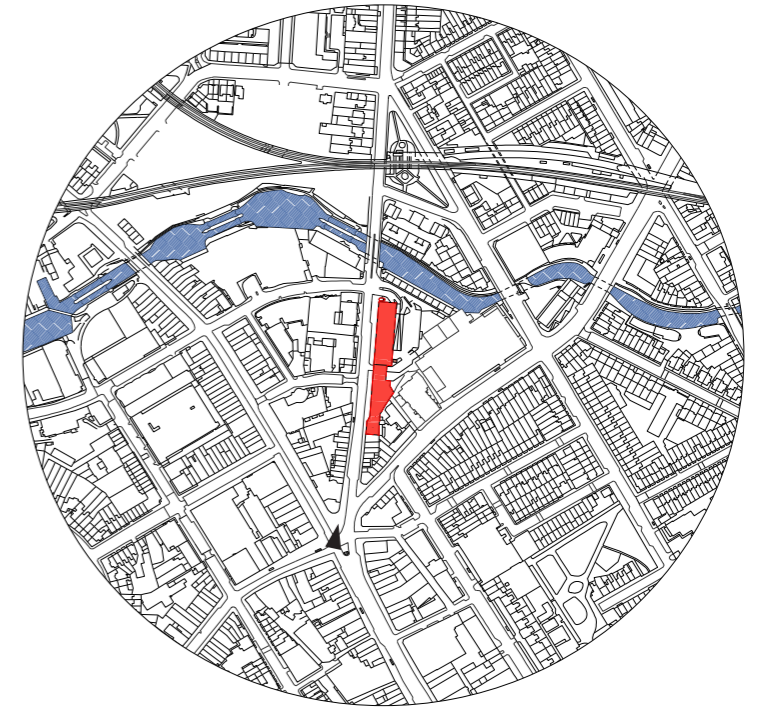
10 Townscape views

Distant Range View 3 - Ettwein Bridges summary comments

This 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.

The urban character of this part of Camden reflects a diverse range of architectural styles and scales from the last two hundred years. No 176, the HSBC Bank, a good example of post-war architecture dating from c.1950. Immediately to the north are the distinctive ox-blood faience-clad entrances to Camden Town Underground Station. 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.

The proposed development will not be a new element in the view as the existing Grand Union House is readily perceivable from this location. . 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.



Left: Existing view from Britannia Junction.

Right: Proposed view from Britannia Junction (AVR1)