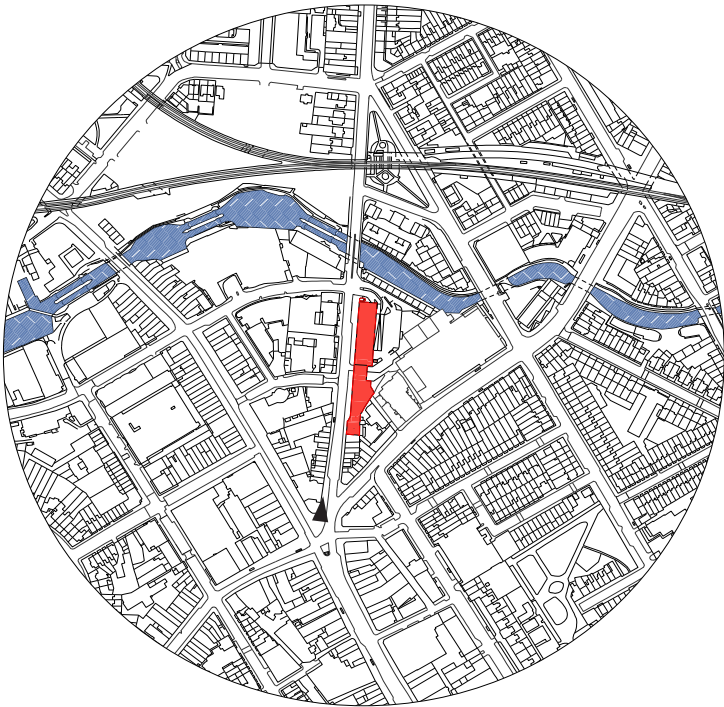


Close Range View 4 - Ettwein Bridges summary comments

The architectural character near the Junction is a mix of the late C19 and early C20. Moving further north along the Road, the scale and massing of the built form of the buildings along the street front changes. 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. application site) occupying the street frontage. 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 which has traditional C19 terraced houses are three to four storeys high, while the northern section of the Road has a modern five storey residential apartment building opposite the 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.

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



Left: Existing view from Kentish Town Road.  
Right: Proposed view from Kentish Town Road (AVR3)

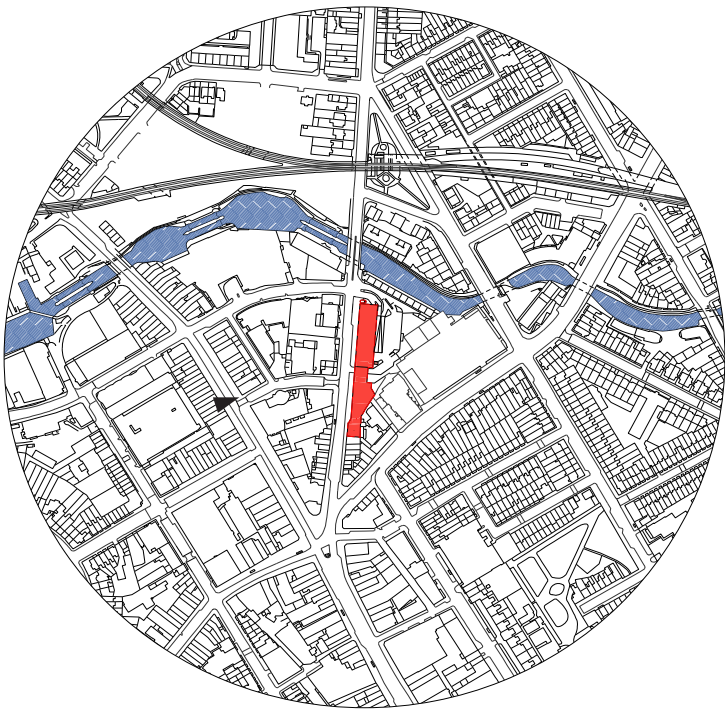


Distant Range View 5 - Ettwein Bridges summary comments

This view from the busy Camden High Street over 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 stands on the site of properties destroyed in World War II, creating an irregularly shaped, 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. On the south-east corner to Kentish Town Road is the red brick United Reform Church (not visible). 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. The proposed development will become a new element in the view. Its distinctive roof from will be readily discernible from this viewpoint. 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. 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



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



10 Townscape views

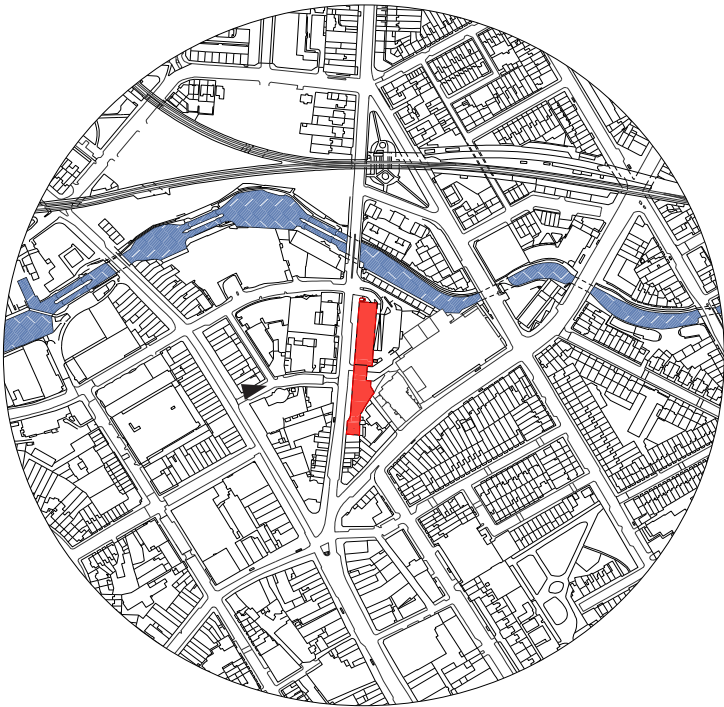
Close Range View 6 - Ettwein Bridges summary comments

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 contains predominantly three-storey buildings. Hawley Infant School - Late C19 school in the London Board School style will be demolished for the potential Camden Town tube station second entrance concourse.

The view down Buck Street reveals Grand Union House as the focal point. 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 halfway down the street. The inactive street frontage of the GUH along Kentish Town Road is visible from this distance. This detracts from the overall vibrant character of Camden Town Conservation Area immediately to the SW as well as from the Regent’s Canal Conservation Area within which the site is located.

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



Left: Existing view from Buck Street.  
Right: Proposed view from Buck Street (AVR3)



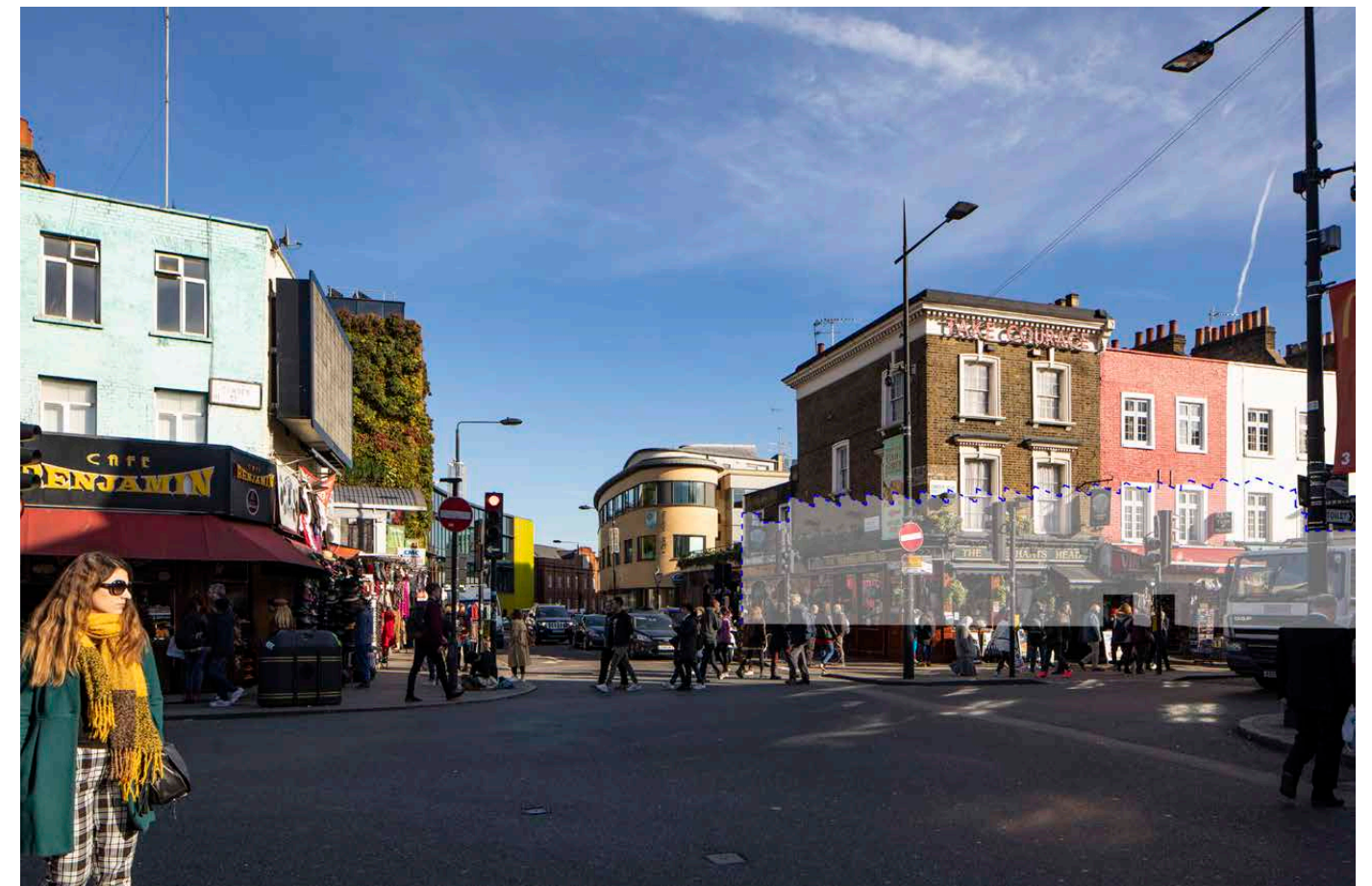
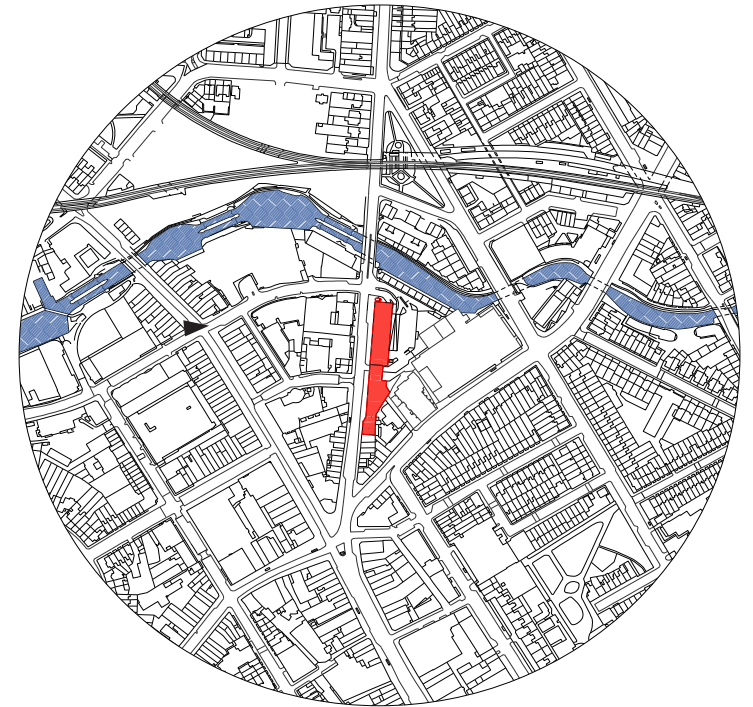
## 10 Townscape views

### Distant Range View 7 - Ettwein Bridges summary comments

This 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.

Hawley Crescent extending eastward however 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 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 proposed development will be entirely obscured by built form in the foreground of this view



Left: Existing view from Camden High Street.  
Right: Proposed view from Camden High Street (AVR2).



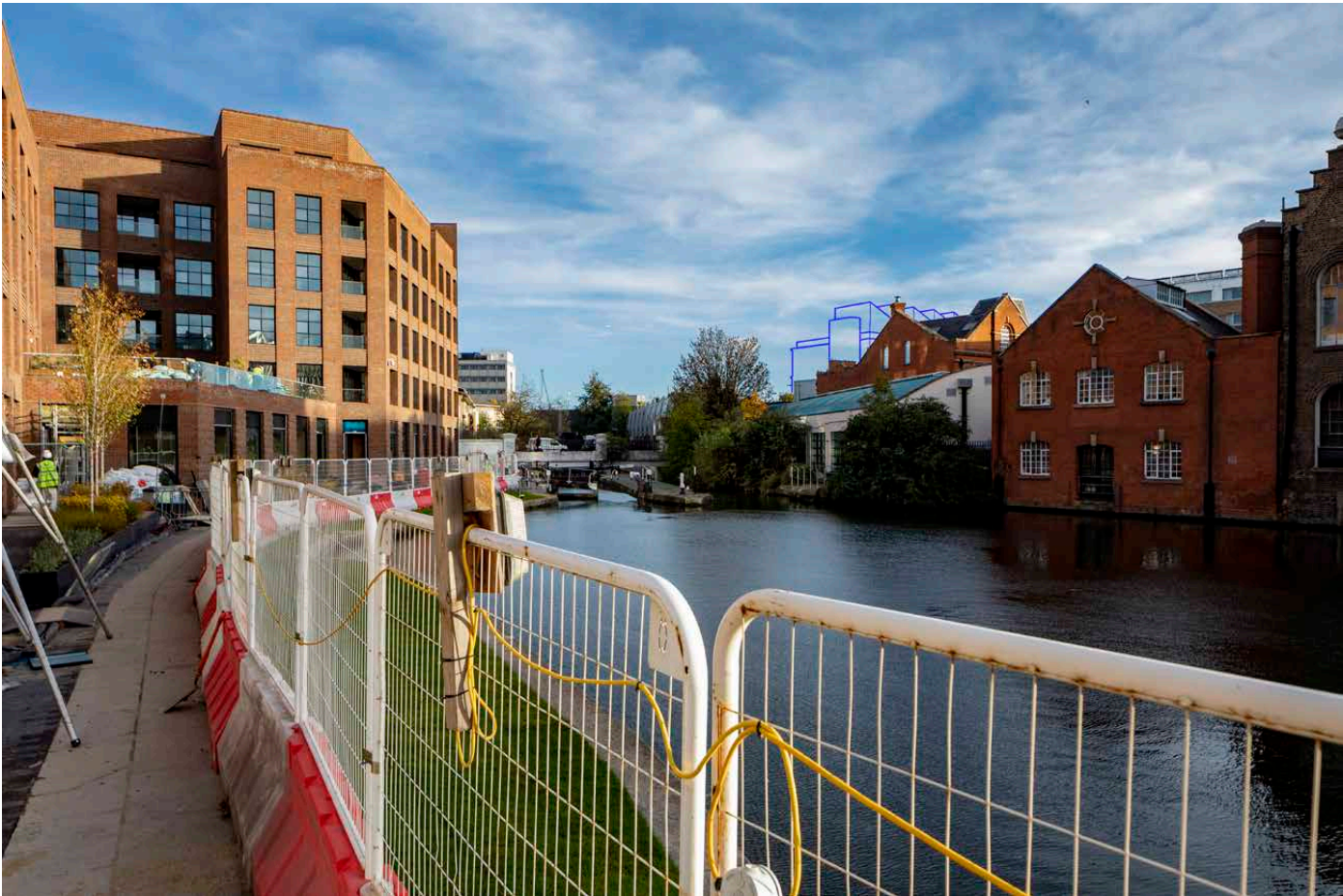
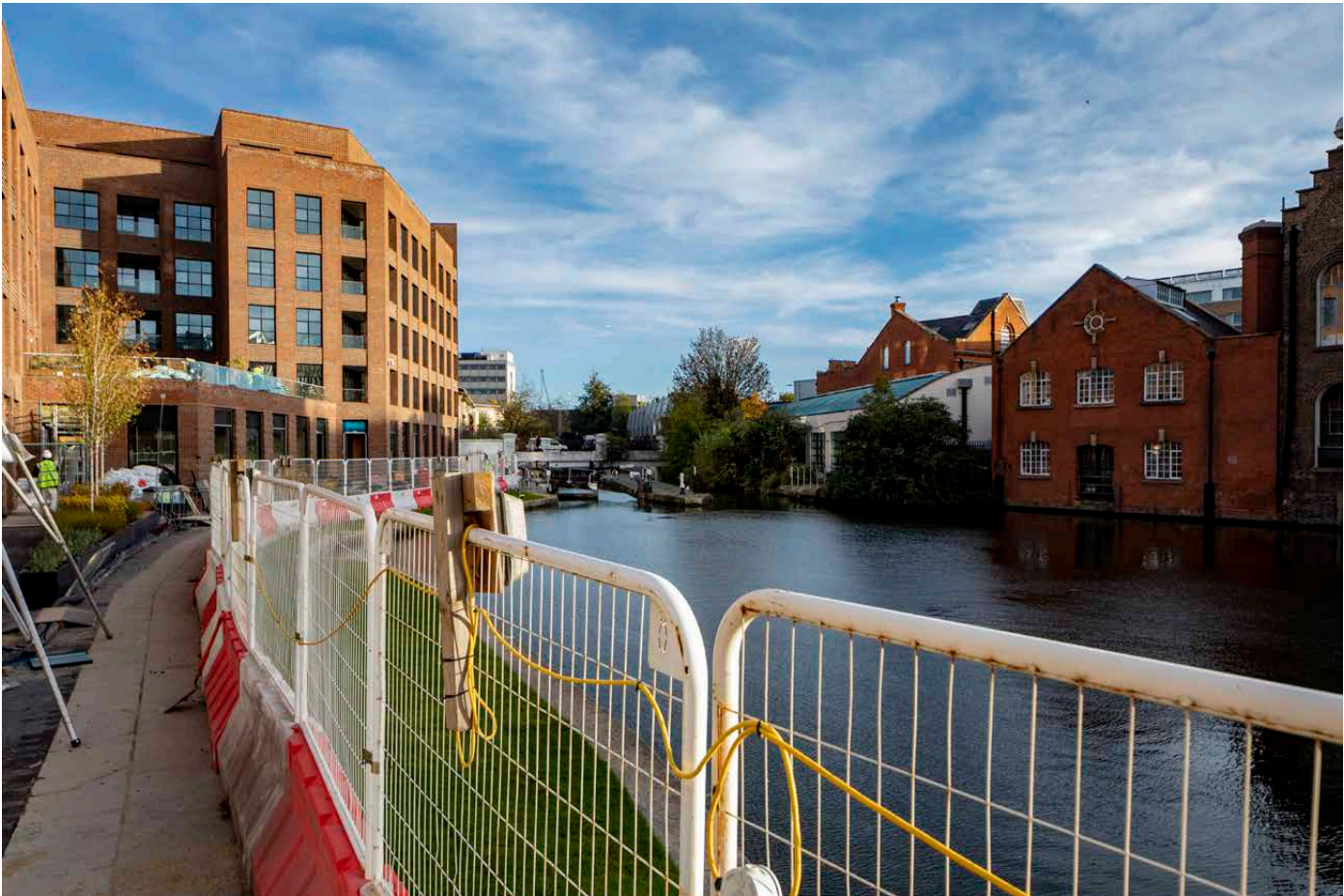
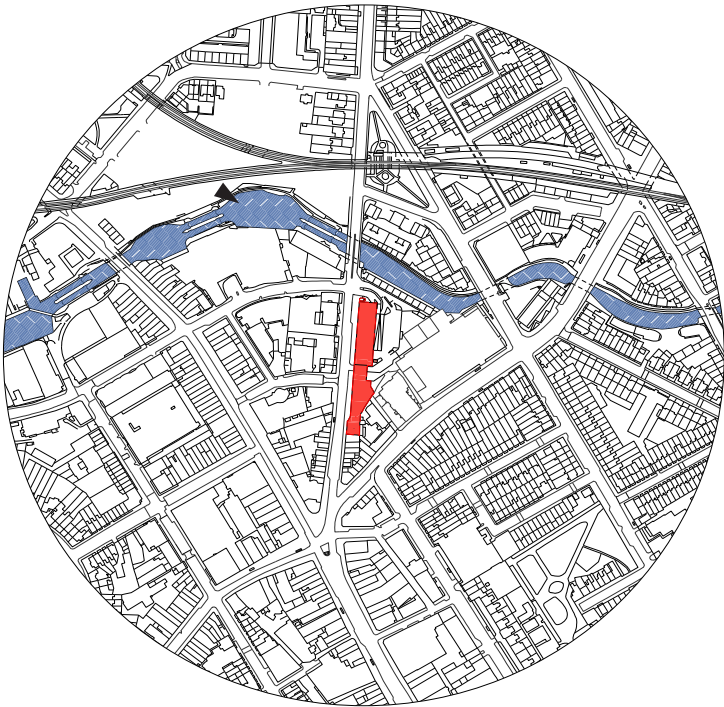
Distant Range View 8 - Ettwein Bridges summary comments

The viewpoint is located on the towpath on the northern side of the canal and remains within the Regent’s Canal Conservation Area.

The only listed building in the view is the Elephant House on the RHS of the image (Grade II) comprising the bottle store fronting onto Kentish Town Road and Hawley’s Crescent and the Cooper’s Building facing onto the Canalside. The development on the LHS has recently been completed and comprises a mixed-use development between 3 and 9 storeys in height.

In the distance, the 8-storey British Transport Police building at 25 Camden Road is visible just right of the new Hawley Wharf development. Kentish Town Road bridge and Canal Lock are also visible in the middleground as is the north elevation of Grand Unions Housing. The proposed development will be a new element in the view. Its distinct roof form will also be fully discernible from this location. The building form of the listed Elephant House will remain legible in the view and the prominence of the Canalside elevation of the Cooper’s Building will not be diminished.

Instead, 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. Furthermore, it will respond well with the nearly completed development of Hawley Wharf, specifically the corner building on Kentish Town Road through creating a corresponding visual marker at the southern end of Kentish Town Road bridge.



Left: Existing view from The Towpath, Regents Canal.  
Right: Proposed view from The Towpath, Regents Canal (AVR1)



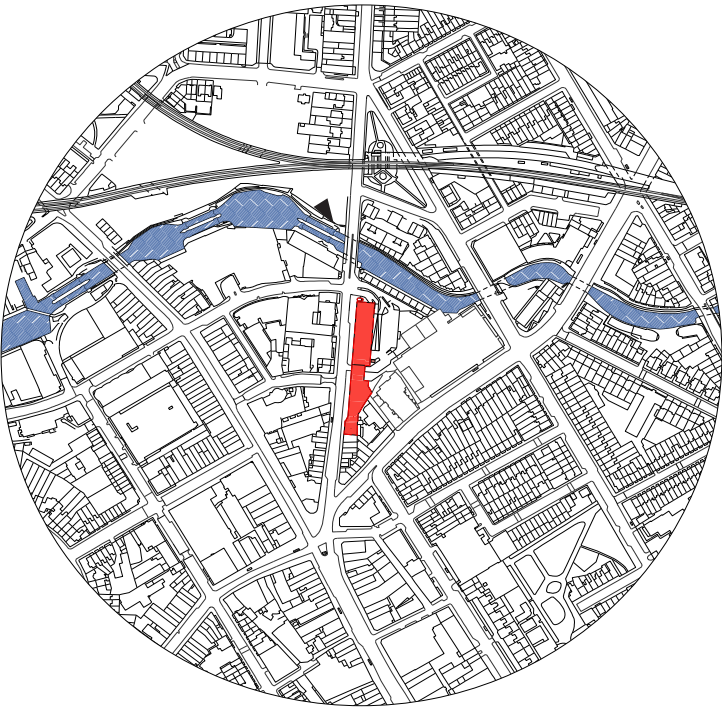
Close Range View 9 - Ettwein Bridges summary comments

The viewpoint is located on the towpath north of the lock before Kentish Town Road bridge and remains within the Regent’s Canal Conservation Area. The townscape character derives from the mixed typology of buildings’ dating from various periods.

The north elevation of Grimshaw’s Grand Union Walk terraced houses is visible above the bridge and form a continuous frontage along the southern bank of the canal. Sainbury’s grocery store and GUH are barely visible through the tree foliage. The development on the left has recently been completed and comprises a mixed-use development of 3 and 9 storeys in height. Once completed, it will have an active frontage along this section of the canal. This will help to extend activity further from the crowded centre of Camden Town.

The proposed development will be a new element in the view, with its distinct roof form fully discernible from this location. It will mark the site’s location and densification of uses 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. Furthermore, it will respond well to the nearly completed development of Hawley Wharf, specifically the corner building on Kentish Town Road, by creating a visual marker at the southern end of Kentish Town Road bridge.

The setting of the Regent’s Park Conservation Area will be retained and enhanced through building on the mixed canalside character.



Left: Existing view from Hawley Wharf.  
Right: Proposed view from Hawley Wharf (AVR3).





10 Townscape views

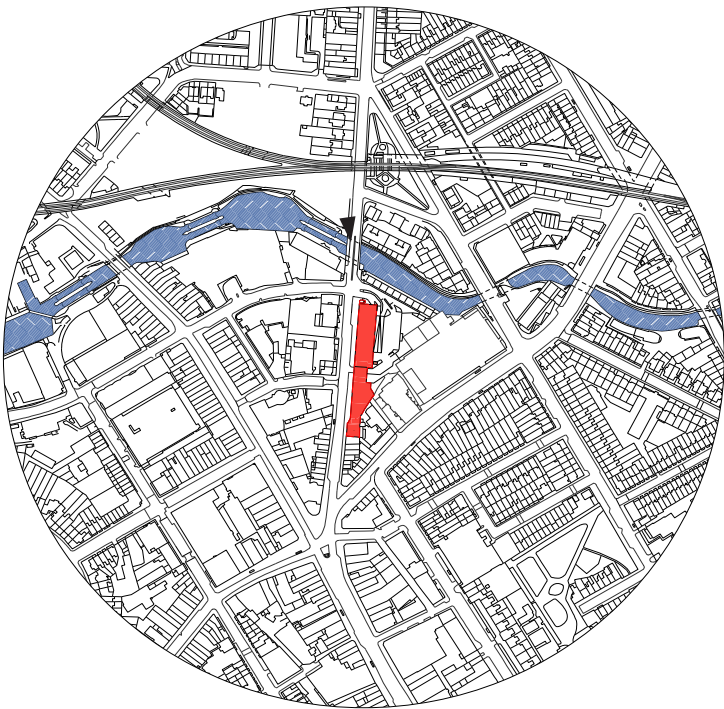
Close Range View 10 - Ettwein Bridges summary comments.

This is a view from the western side of Kentish Town Road bridge looking SE along Kentish Town Road.

Moving north from Britania Junction, there is a distinct change in the scale, massing and type of built forms along Kentish Town Road. Breaks in the building line begin to appear, and there is less continuity along the street frontage. The architecture around Kentish Town Bridge is modern in character with Grand Union House occupying the street frontage on the eastern side of the Road. A modern 5 storey residential building remains opposite. The canal-side has always historically been of mixed character and the Grimshaw’s High-Tech Canal Walk sits well in the existing setting and character of the canalside.

The proposed development will not be a new building in the view. The increased scale and height of the proposed development will be appropriate to this location as it addresses the mixed character of this end of Kentish Town Road. The canal-side has always historically been industrial in character and the saw-tooth roof will add to that character. The long elevation will be broken up by the quick rhythm of vertical bays, each accommodating a small retail and/or restaurant unit fronting onto the pedestrian pavement. The active uses at ground floor will further help to add variety to the elevation.

Overall, 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 Road and will be a positive addition to the existing townscape and the Regent’s Canal CA.



Left: Existing view from Kentish Town Road Bridge  
Right: Proposed view from Kentish Town Road Bridge (AVR3)



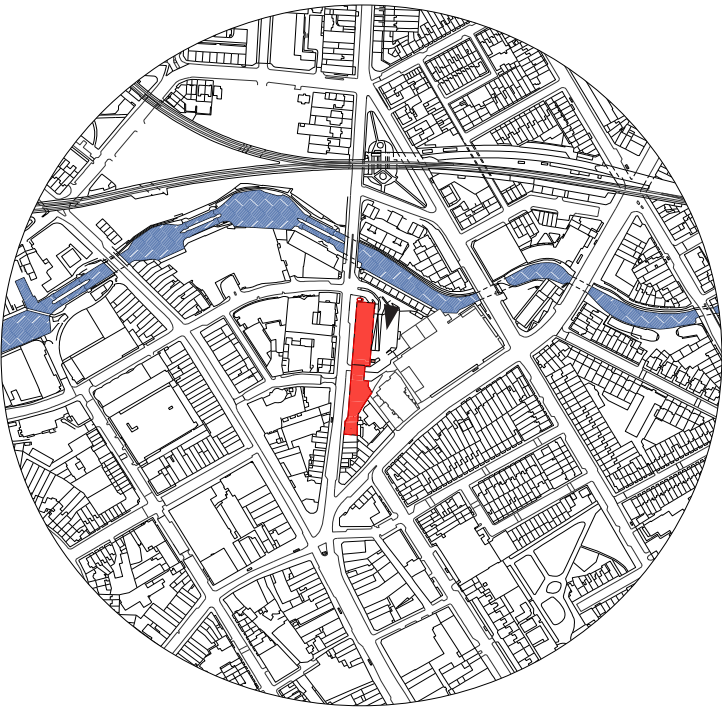
Close Range View 11 - Ettwein Bridges summary comments

This viewpoint location is on the pedestrian pavement backing onto the private residential properties of Grand Union Walk looking south across the Sainsbury’s car park at the Church of St. Michael.

There is no visual relationship between the existing GUH and the Church as the former turns its back to the Church with the top floors clad in blank metal sheeting. The lower levels comprise an open, impermeable space for car parking. This poor quality public realm comprises a service yard surrounded by hostile mechanisms to combat antisocial behavior. Pedestrian access through the site is limited and priority is given to vehicles and service functions for the supermarket. There remains no active frontage and access routes through the site to Camden Road do not engage to solve the urbanistic concerns of the area.

The architectural expression of the east elevation varies from that fronting onto Kentish Town Road. The lower half of the elevation will be clad in perforated metal mesh panels, allowing a visible link between the cycle store and parking. The proposed development remediates the existing blank east elevation through visual links with the public realm and the listed Church. Its clear elevational typology, where the horizontality has been broken up by vertical aluminium pilasters, reference the rhythm of the flying buttresses of the Church. This will be significant improvement from the current blank facade facing the Church.

The scale and height of the proposal has also taken into consideration the presence of the Church immediately to the East of the Site. The pitched roof of the Church will remain a prominent element in both mid-distance and close views of the Church. Overall, the setting of the church will be significantly improved by the proposed development.



Left: Existing view from Sainsbury’s service yard.  
Right: Proposed view from Sainsbury’s service yard (AVR3)



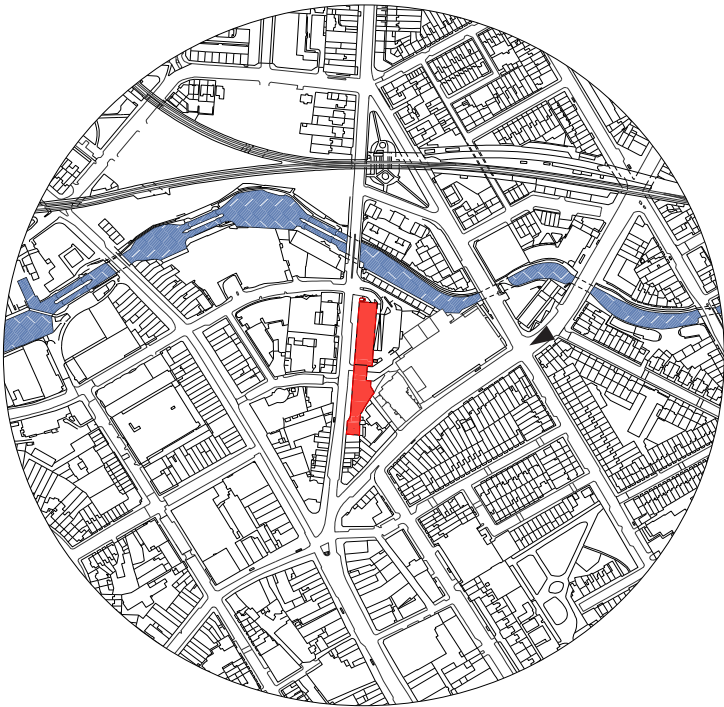
Distant Range View 12 - Ettwein Bridges summary comments

View location is at the southern pavement of Lyme Street looking SW and west along Camden Road. In the foreground, a corner of the British Transport Police Building is visible on the right.

The eastern side of Camden Road largely comprises a single three storey late-Georgian terrace with commercial uses on its ground floor. The opposite side of the Road is dominated by the High-Tech Sainsbury's building by Grimshaw. Sainsbury's on Camden Road is a single-aspect building and the aesthetic merits of its external envelope and High-Tech imagery are largely confined only to the Camden Road side. Although St. Michael's Church is significantly taller than Sainsbury's, its massing is largely obscured by the taller element of the food store.

The proposed development will become a new element in the view. Its distinct sawtooth roof form will be readily noticeable at this viewpoint. The proposed development will remain lower than the built form in the foreground hereby becoming part of the backdrop of the view.

It will close slightly more of the open sky space between the taller and lower elements of Sainsbury's. This is assessed to be appropriate as the proposed development will mark the site's 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 Lyme Street.  
Right: Proposed view from Lyme Street (AVR1)



## 10 Townscape views

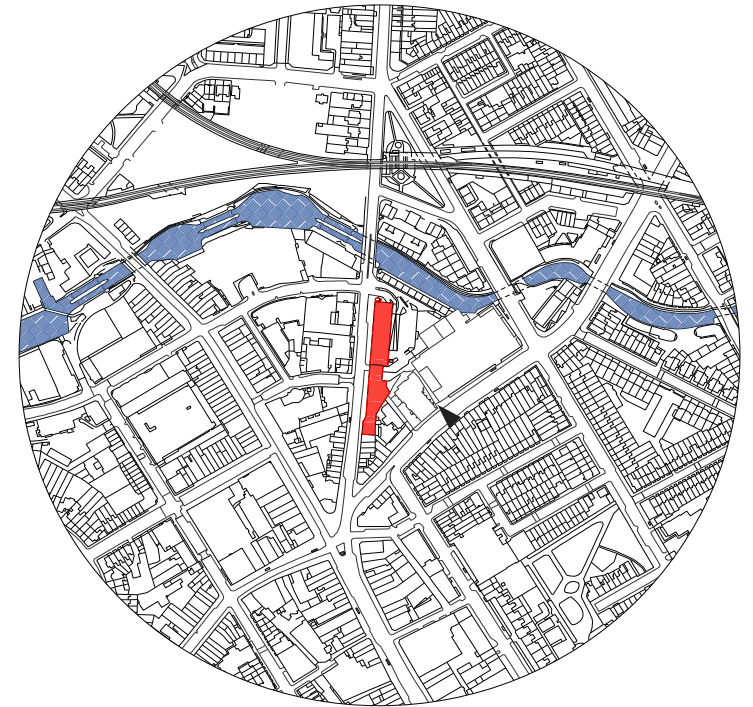
### Range View 13 - Ettwein Bridges summary comments

The viewing position is located on the eastern side of Camden Road looking north west through the narrow pedestrian access to Sainsbury's .

The supermarket is designed as a single-storey space with an arched roof, resembling a traditional market hall. While the double height canopy and the single storey elements at either end do not form part of the main body of the supermarket, these elements contributes to the overall High-Tech aesthetic of the building.

The architectural expression of the proposed east elevation varies greatly from that of the existing building. The new quicker structural rhythm will echo the flying buttresses on the north elevation of the Church. This creates a visual link between the two buildings. This will be significant improvement from the current blank rear elevation of GUH facing the Church and will have a positive affect on the central courtyard.

The scale and height of the proposal has also taken into consideration the presence of the Church . The Church will remain the primary focal point in the view. The roof form will add visual interest and reference the aesthetic of the High-Tech Sainsbury's facing Camden Road. Overall, the setting of the church will be significantly improved by the proposed development.



Left: Existing view from Camden Road.  
Right: Proposed view from Camden Road (AVR3).