



# Townscape & Visual Appraisal

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1 Fisher Street & 8-10  
Southampton Row  
London Borough of  
Camden

May 2019 | Project Ref 0085b



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# Introduction and Methodology

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## Introduction

**1.1** This Townscape and Visual Appraisal (TVA) (non ES Townscape and Visual Impact Assessment) has been prepared on behalf of Ide Real Estates Limited by a chartered member of the Landscape Institute at Landscape Collective in respect of the development at 1 Fisher Street 8-10 Southampton Row, Camden as shown on Figure 1 - Site Location Plan.

**1.2** The proposals comprise retention of 8-10 Southampton Row, which is a listed building also known as Carlisle House and development of the site to provide a new hotel (85 rooms) and nine residential units, incorporating the listed building and a new building to the rear.

**1.3** Heritage matters are covered separately to this appraisal, this TVA has been written in conjunction with the submitted Heritage statement, by Liz Vinson of Heritage Collective (2019).

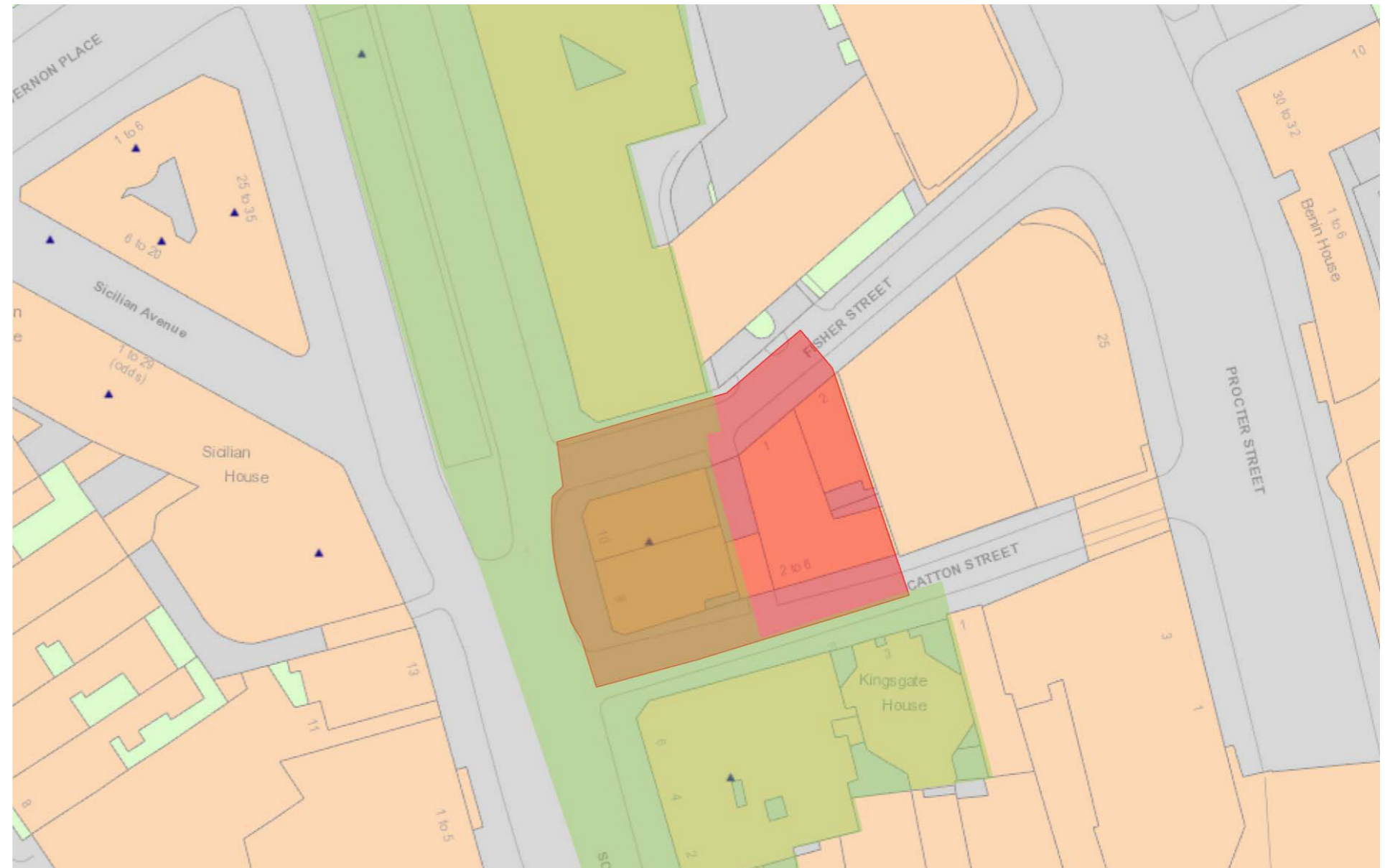
**1.4** The TVA considers the potential effects of the proposed development on:

- Townscape and landscape elements
- Townscape character and,
- Visual amenity

**1.5** The appraisal was undertaken in spring of 2019. The red line boundary (hereafter referred to as 'the site') is shown on the site Figure 2 - townscape features plan. The plan shows the context of the site in relation to the surrounding townscape.

**1.6** The primary objectives of the TVA are as follows:

- To identify, describe and evaluate the current townscape character of the site and its surrounding area.
- To identify, describe and evaluate any notable individual landscape elements and/or features within the site.
- To determine the sensitivity of the townscape to the type of development proposed.
- To identify potential visual receptors (i.e. people who would be able to view the proposed development) and to evaluate their sensitivity to the type of changes proposed.



**Figure 1 - Site Location Plan Scale Not to scale**

- To identify and describe any effects of the proposed development in so far as they affect the townscape and/or views of it, and to evaluate the magnitude of change owing to those effects.

## Methodology

**1.7** This TVA has been undertaken with regard to the following best practice guidance:

- Guidelines for Landscape and Visual Impact Assessment (3rd Edition) – Landscape Institute/Institute of Environmental Management and Assessment (IEMA) (2013);
- An Approach to Landscape Character Assessment - Natural England (2014)
- Photography and photomontage in landscape and visual assessment (2011) – Landscape Institute Advice Note 01/11/13.

**1.8** As recommended within the published guidance, townscape (elements and character) and visual effects are assessed separately. A detailed methodology is provided at Appendix 2.

**1.9** For the purposes of this assessment, unless otherwise stated, changes to townscape character, elements and features, and visual amenity as a result of the proposed development are considered to be permanent and non-reversible.

**1.10** The nature of any effect can be adverse i.e. negative, beneficial i.e. positive or neutral i.e. neither wholly negative or positive. Unless expressly stated, all effects are taken to be adverse in nature.

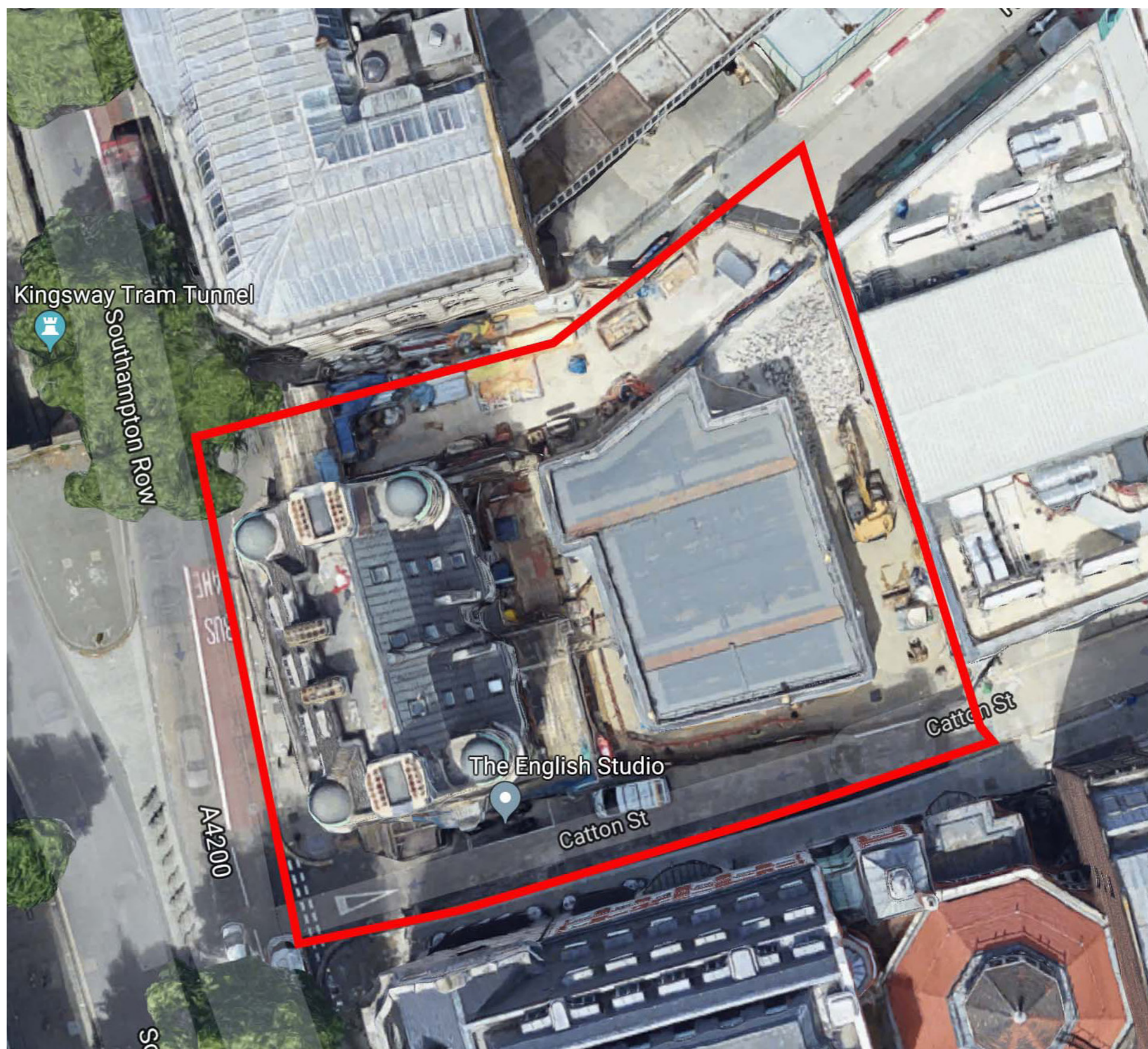


Figure 2 - Townscape Features Plan Scale Not to scale



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## Description of site and surrounding area

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## Description of the site

- 2.1** The site is broadly rectangular, orientated west-east along its longest axis, though slightly wider at its eastern end. The western part of the site is occupied by Carlisle House which faces onto Southampton Row and is a Grade II listed building constructed in 1905-6 as the Tollard Royal Hotel 8 Southampton Row. The building is six stories in height plus an attic floor in the steeply pitched roof. The building's main entrance is onto Southampton Row.
- 2.2** The eastern part of the site is occupied by the head house building for a TfL access shaft that gives access into the Cross-Rail tunnel network for maintenance and incidents. There is no vegetation on the site. The site is contained by Southampton Row to the west, Fisher Street to the north, Catton Street to the south and by a three-storey high electricity sub-station (UKPN Energy Centre) to the east.
- 2.3** Carlisle House is located within the Kingsway Conservation Area, the remainder of the site has no protective designation. The site is private with no public access.
- 2.4** Topographically the site is level at or about 23 metres Above Ordnance Datum (AOD).

### Consented Scheme - Base line

- 2.5** In 2013 consent was given for the construction of an apartment building on Fisher Street (Camden Council reference 2013/1477/P. The development description included:
- "...a part 8/part 9 storey building to provide 22 residential units (Class C3) namely 5 x 1 bedroom, 14 x 2-bedroom, 2 x 3 bedroom and 1 x 4-bedroom self-contained flats with associated entrances, refuse and cycle storage and substation; alterations to ground floor façade and screening of Crossrail head house building..."*
- 2.6** The consented scheme was for a contemporary building whose bold form, with several acute angled planes to its façades, was a response to the requirement to provide a right of light to Carlisle House. The consented scheme did not incorporate Carlisle House but used the space between the new build and the retained listed building as a storage area. The consented

scheme forms the baseline to this assessment.

### Description of the Surrounding Area

- 2.7** The site is contained by built form along Fisher Street to the north, and to the east by UKPN Energy Centre and the six storey high Lions Court which faces east onto Procter Street. Built form also contains the site along Catton Street to the south.
- 2.8** To the west of the site, Southampton Row is a wider street of approximately 24 metres as it passes the site. Opposite the site, the Kingsway Conservation Area boundary passes down the middle of the street and adjoins the boundary of the Bloomsbury Conservation Area to the west. The street is a busy arterial route into and out of the centre of the city. It benefits from comparative wide footways and from having several mature London Plane trees along its length that provide a boulevard style environment. Built form of a similar height to Carlisle House contains Southampton Row along its western side.
- 2.9** The townscape surrounding the site is strongly urban in feel. Other than Bloomsbury Square Gardens to the north-east, Queen Square to the north and Red Lion Square, the closest, to the east, the area is largely devoid of publicly accessible green space.
- 2.10** Many buildings surrounding the site are imposing in scale. Building heights vary but many are between six and eight storeys in height. There are more infrequent examples of taller buildings within an approximately 1km radius of the site.
- 2.11** Topographically the land rises gently to the north of the site before becoming steeper to ultimate reach the high ground of Hampstead Heath. To the south, the land falls steadily to reach the channel of the River Thames.



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## Description of the Proposals

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## The Proposals

- 3.1** The proposals involve two distinct elements. The proposals include for the retention of Carlisle House as an integral component of the overall proposals. The proposed development will include for the listed building's repair and restoration.
- 3.2** The proposals also include for the erection of a new building on the western part of the site. The new building and the retained existing one will be physically connected to one another.
- 3.3** The design of the proposals has evolved through several iterations and refinements. The iterative process has helped to ensure that the proposed development adheres to the policy aspirations of the Camden Local Plan for high quality design. The design of the proposals responds to and ideally enhances the character of its host townscape.
- 3.4** The new element of the proposals refers to Carlisle House in that the latter has helped determine the height of the new building and the emphasis given to the façade, which picks up on the listed building's distinctive cornices. The fenestration of the new build is strongly vertical which reflects the vertical, tower, elements on the corners of Carlisle House.
- 3.5** Both the existing and new elements of the proposed development are of similar heights and consistent with other existing built form in the surrounding townscape. The roof of the new build will be a mansard style like that of the listed building but will facilitate a roof terrace as private amenity space.
- 3.6** The connecting structure between the new construction and the listed building will be narrow and will create a recess to ensure that the shape and form of the listed building can be readily perceived from the surrounding streetscape.
- 3.7** The listed building will contain a ground floor bar at the junction of Fisher Street and Southampton Row. The activity within the building at this point will, by being visible to passers-by, give some animation to the street. Entrances into the new build from Catton Street will also provide some movement and animation.



Figures 3 North elevation of the proposed development.

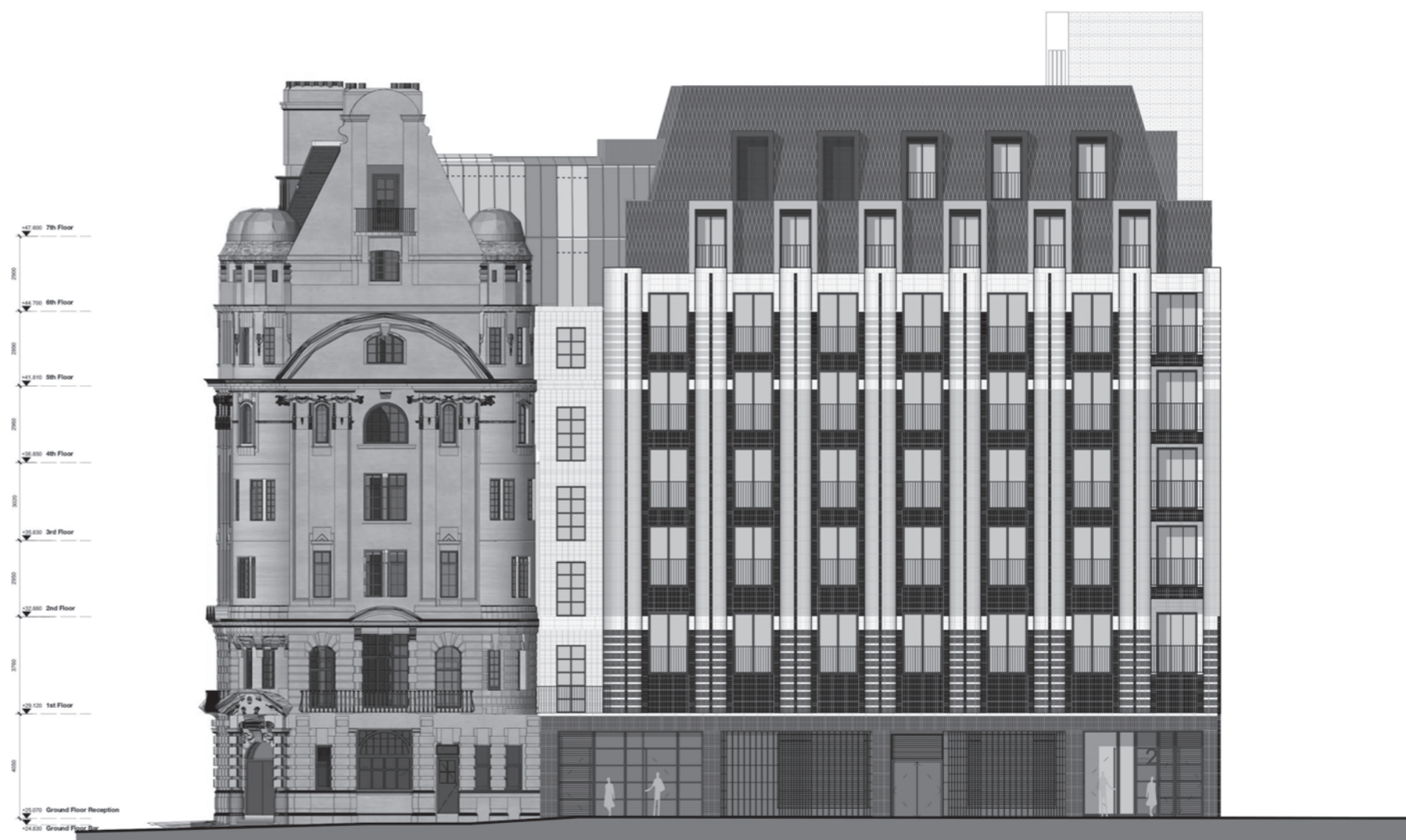


Figure 4 - Illustration showing the proposed development at night

**3.8** The new build element of the proposed development will be primarily clad in brick. As a material brick, which is a ubiquitous construction material in the townscape, will allow the proposals to benefit from a limited palette of toning, and where necessary contrasting, colours and textures. The brick will complement and give further emphasis to the stone cladding and detailing found on Carlisle House.



**Figure 5 - Proposed materials palette - roof top view**



**Figure 6 - Proposed south elevation**

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## Planning Policy Context

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# Planning Policy Context

## National Planning Policy Framework

**4.1** A revised NPPF was published in February 2019 and superseded the previous version. The new NPPF has a presumption in favour of sustainable development (paragraph 10). Specifically, paragraph 11 of the NPPF states that:

*“Plans and decisions should apply a presumption in favour of sustainable development.*

*For plan-making this means that:*

*a) plans should positively seek opportunities to meet the development needs of their area, and be sufficiently flexible to adapt to rapid change;*

*b) strategic policies should, as a minimum, provide for objectively assessed needs for housing and other uses, as well as any needs that cannot be met within neighbouring areas<sup>5</sup>, unless:*

*i. the application of policies in this Framework that protect areas or assets of particular importance provides a strong reason for restricting the overall scale, type or distribution of development in the plan area<sup>6</sup>; or*

*ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.*

*For decision-taking this means:*

*c) approving development proposals that accord with an up-to-date development plan without delay; or*

*d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:*

*i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or*

*ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.”*

**4.2** Paragraph 8 of the NPPF defines the three dimensions to sustainable development. These dimensions are economic,

social and environmental. In detail the environmental dimension is explained in the following terms:

*“...an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”*

**4.3** Section 12 of the NPPF is entitled ‘Achieving well-designed places’. The opening line of paragraph 125 states:

*“Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable...”*

**4.4** Paragraph 127 states:

*“Planning policies and decisions should ensure that developments:*

*a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*

*b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*

*c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*

*d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*

*e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and*

*f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users<sup>46</sup>; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.”*

**4.5** Section 16 of the NPPF deals with conserving and enhancing the historic environment with an emphasis on “significance”, defined in Annex 2 as:

*“The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archae-*

*ological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site’s Statement of Outstanding Universal Value forms part of its significance.”*

**4.6** Annex 2 of the NPPF defines the setting of a heritage asset as:

*“The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.”*

**4.7** Paragraph 184 points out that heritage assets are an irreplaceable resource.

**4.8** Paragraph 189 of the NPPF places a duty on the Local Planning Authority (LPA) to require an applicant to describe the significance of any heritage assets affected by a proposal, providing a proportionate level of detail. The effects of any development on a heritage asset therefore need to be assessed against the four components of its heritage significance: its archaeological, architectural, artistic and historic interests. Please note that the submitted Heritage Statement undertakes this assessment. Heritage assets are referred to in this TVA only by way of their contribution to the character of the townscape surrounding the site.

## Regional Policy

### The London Plan – The Spatial Development Strategy for London Consolidated with Alterations since 2011 (last updated DECEMBER 2017)

**4.9** The Mayor of London has produced The London Plan. The London Plan – The Spatial Development Strategy for London Consolidated with Alterations since 2011 (and last updated in 2017) is the:

*“...the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20–25 years...”*

**4.10** Policy 7.4 refers specifically to local [townscape] character and states:

*“POLICY 7.4 LOCAL CHARACTER*

### Strategic

*A Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings. It should improve an area's visual or physical connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area.*

### Planning decisions

*B Buildings, streets and open spaces should provide a high quality design response that:*

*a has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass*

*b contributes to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area*

*c is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings*

*d allows existing buildings and structures that make a positive contribution to the character of a place to influence the future character of the area*

*e is informed by the surrounding historic environment.*

### LDF preparation

*C Boroughs should consider the different characters of their areas to identify landscapes, buildings and places, including on the Blue Ribbon Network, where that character should be sustained, protected and enhanced through managed change. Characterisation studies can help in this process."*

#### 4.11 Policy 7.6 refers to the nature and quality of architecture and states:

##### "POLICY 7.6 ARCHITECTURE

### Strategic

*A Architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and design appropriate to its context.*

### Planning decisions

### B Buildings and structures should:

*a be of the highest architectural quality*

*b be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm*

*c comprise details and materials that complement, not necessarily replicate, the local architectural character*

*d not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings.*

*e incorporate best practice in resource management and climate change mitigation and adaptation*

*f provide high quality indoor and outdoor spaces and integrate well with the surrounding streets and open spaces*

*g be adaptable to different activities and land uses, particularly at ground level*

*h meet the principles of inclusive design*

*i optimise the potential of sites."*

#### 4.12 Policy 7.7 deals specifically with tall buildings and states:

##### "POLICY 7.7 LOCATION AND DESIGN OF TALL AND LARGE BUILDINGS

### Strategic

*A Tall and large buildings should be part of a planned approach to changing or developing an area by the identification of appropriate, sensitive and inappropriate locations. Tall and large buildings should not have an unacceptably harmful impact on their surroundings.*

### Planning decisions

*B Applications for tall or large buildings should include an urban design analysis that demonstrates the proposal is part of a strategy that will meet the criteria below. This is particularly important if the site is not identified as a location for tall or large buildings in the borough's LDF.*

### C Tall and large buildings should:

*a generally be limited to sites in the Central Activity Zone, opportunity areas, areas of intensification or town centres that have good access to public transport*

*b only be considered in areas whose character would not be affected adversely by the scale, mass or bulk of a tall or large building*

*c relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm (including landscape features), particularly at street level;*

*d individually or as a group, improve the legibility of an area, by emphasising a point of civic or visual significance where appropriate, and enhance the skyline and image of London*

*e incorporate the highest standards of architecture and materials, including sustainable design and construction practices*

*f have ground floor activities that provide a positive relationship to the surrounding streets*

*g contribute to improving the permeability of the site and wider area, where possible*

*h incorporate publicly accessible areas on the upper floors, where appropriate*

*i make a significant contribution to local regeneration.*

### D Tall buildings:

*a should not affect their surroundings adversely in terms of microclimate, wind turbulence, overshadowing, noise, reflected glare, aviation, navigation and telecommunication interference*

*b should not impact on local or strategic views adversely*

*E The impact of tall buildings proposed in sensitive locations should be given particular consideration. Such areas might include conservation areas, listed buildings and their settings, registered historic parks and gardens, scheduled monuments, battlefields, the edge of the Green Belt or Metropolitan Open Land, World Heritage Sites or other areas designated by boroughs as being sensitive or inappropriate for tall buildings.*

### LDF preparation

*E Boroughs should work with the Mayor to consider which areas are appropriate, sensitive or inappropriate for tall and large buildings and identify them in their Local Development Frameworks. These areas should be consistent with the criteria above and the place shaping and heritage policies of this Plan."*

### Draft London Plan

#### 4.13 A draft new London Plan was published by the Mayor for consultation in December 2017. The consultation period ended on Friday 2 March 2018. On 13 August 2018 the Mayor published a version of the draft Plan that includes his minor

suggested changes. These suggested changes have been prepared following a review of consultation responses, and consist of clarifications, corrections and factual updates to the draft Plan. Within the draft plan, Chapter 3 deals with design.

**4.14** Draft Policy – ‘D1 London’s form and characteristics’ outlines that Development Plans, area-based strategies and development proposals should ensure the design of places addresses a number of requirements. One requirement is ‘Quality and character’ and

*“...respond to the existing character of a place by identifying the special and valued features that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that make up contribute to the local character...”*

**4.15** Draft Policy D8 deals specifically with Tall Buildings. The draft policy is an extensive one but of relevance to townscape and visual matters is the statement that,

*“...Based on local context, Development Plans should define what is considered a tall building for specific localities, the height of which will vary between and within different parts of London...”*

**4.16** Also of particular relevance to townscape and visual matters is the section of the draft policy that deals with Visual Impacts. This section states:

*“...1) Visual impacts*

*a) the views of buildings from different distances: need to be considered, including*

*i long-range views – these require attention to be paid to the design of the top of the building. It should make a positive contribution to the existing and emerging skyline and not adversely affect local or strategic views*

*ii mid-range views from the surrounding neighbourhood – particular attention should be paid to the form and proportions of the building. It should make a positive contribution to the local townscape in terms of legibility, proportions and materiality*

*iii immediate views from the surrounding streets – attention should be paid to the base of the building. It should have a direct relationship with the street, maintaining the pedestrian scale, character and vitality of the street. Where the edges of the site are adjacent to buildings of significantly lower height or parks and other open spaces there should be*

*an appropriate transition in scale between the tall building and its surrounding context to protect amenity or privacy.*

*b) whether part of a group or stand-alone, tall buildings should reinforce the spatial hierarchy of the local and wider context and aid legibility and wayfinding*

*c) architectural quality and materials should be of an exemplary standard to ensure the appearance and architectural integrity of the building is maintained through its lifespan*

*d) proposals should take account of, and avoid harm to, the significance of London’s heritage assets and their settings. Proposals resulting in harm will require clear and convincing justification, demonstrating that alternatives have been explored and there are clear public benefits that outweigh that harm. The buildings should positively contribute to the character of the area buildings in the setting of a World Heritage Site must preserve, and not harm, the Outstanding Universal Value of the World Heritage Site, and the ability to appreciate it*

*f) buildings near the River Thames, particularly in the Thames Policy Area, should protect and enhance the open quality of the river and the riverside public realm, including views, and not contribute to a canyon effect along the river*

*g) buildings should not cause adverse reflected glare...”*

### Local Planning Policy

**4.17** The Camden Local Plan was adopted on 3rd July 2017. The relevant policy, excluding heritage related matters, related to townscape and visual issues is Policy D1 Design.

**4.18** Policy D1 is comprehensive and states:  
Policy D1 Design

The Council will seek to secure high quality design in development. The Council will require that development:

- a. respects local context and character;
- b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;
- c. is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;
- d. is of sustainable and durable construction and adaptable to different activities and land uses;

e. comprises details and materials that are of high quality and complement the local character;

f. 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;

g. is inclusive and accessible for all;

h. promotes health;

i. is secure and designed to minimise crime and antisocial behaviour;

j. responds to natural features and preserves gardens and other open space;

k. 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,

l. incorporates outdoor amenity space;

m. preserves strategic and local views;

n. for housing, provides a high standard of accommodation; and

o. carefully integrates building services equipment. The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

Tall buildings

All of Camden is considered sensitive to the development of tall buildings. Tall buildings in Camden will be assessed against the design criteria set out above and we will also give particular attention to:

p. how the building relates to its surroundings, both in terms of how the base of the building fits in with the streetscape and how the top of a tall building affects the skyline;

q. the historic context of the building’s surroundings;

r. the relationship between the building and hills and views;

s. the degree to which the building overshadows public spaces, especially open spaces and watercourses; and

t. the contribution a building makes to pedestrian permeability and improved public accessibility. In addition



to these design considerations tall buildings will be assessed against a range of other relevant policies concerning amenity, mixed use and sustainability.

#### Public art

The Council will only permit development for artworks, statues or memorials where they protect and enhance the local character and historic environment and contribute to a harmonious and balanced landscape design. Excellence in design The Council expects excellence in architecture and design. We will seek to ensure that the significant growth planned for under Policy G1 Delivery and location of growth will be provided through high quality contextual design.

### Response to Policy

- 4.19** It is considered that the proposals will not offend the requirements of the NPPF in respect of the heritage element of townscape. At the regional/London level and at local policy level, the proposed development represents an architect designed, high quality scheme.
- 4.20** The proposals ensure that the existing urban grain and pattern of the host townscape will be substantially unaltered with the proposals in place. The design has evolved to ensure that there will be no unacceptable harm to the amenity of those using, living in or visiting surrounding areas of land or buildings.
- 4.21** The design of the proposed development has been subject to an iterative process that has refined the layout and design. The design solution of the proposed development seeks to ensure that the proposals make a positive contribution to the surrounding streetscape and wider townscape.



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Effects on Townscape  
features and elements

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## Effects on Townscape Features and Elements

**5.1** It is anticipated that the works associated with the proposed development would be contained within the site boundary. Therefore this section assesses the effect of the proposals on those townscape elements and features that currently characterise the site.

### Topography

**5.2** The topography of the site is uncomplicated. The site is essentially level at or around 23 metres AOD. The proposed development will not alter the level nature of the site. The site topography is assessed as having a low susceptibility to the type of development being proposed and to be of medium value. Overall the sensitivity of the site's topography is assessed as low.

**5.3** The built form within the proposed development has been designed to respond to the site topography. The magnitude of change to the site topography brought about by the proposed development is assessed as negligible.

**5.4** With a low sensitivity and a negligible magnitude of change, the effect on the site topography with the proposals in place is assessed as negligible.

### Trees and shrub vegetation

**5.5** There is no vegetation on the site. The proposals do not include for the provision of any vegetation. In character terms the site will retain its status quo with respect of tree and shrub vegetation.

### Land use

**5.6** In character, rather than pure planning, terms, the predominant land use on the site are urban uses. The introduction of a hotel and residential uses will not affect the urban nature of the site. The susceptibility of the current land use is assessed as medium, the value of the land use is assessed as medium. Overall the sensitivity of the land use to the type of development being proposed is medium.

**5.7** The proposed development when in place will bring about a

negligible magnitude of change to the existing land use on site. With a medium sensitivity and a negligible magnitude of change, the effect on the existing land use with the proposed development in place is assessed as negligible.

### Summary of effects on townscape elements and features

**5.8** No physical works are anticipated beyond the site boundary as part of the proposed development. The physical fabric of the townscape surrounding the site would remain unaffected with the proposals in place.

**5.9** The site has no vegetation and none is proposed. The site's key characteristics other than built form are topography and its urban land uses. Both of these will be substantially unaltered with the proposed development in place.



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Effects on Townscape  
Character

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## Effects on townscape character

### National/Regional townscape character

**6.1** National Landscape Character Areas (NCAs) are managed by Natural England. NCAs divide England into 159 distinct natural areas. Each NCA is defined by a unique combination of landscape, biodiversity, geo-diversity, history, and cultural and economic activity. The boundaries of the NCAs follow natural lines in the landscape rather than administrative boundaries. The site is located in NCA 112 Inner London. The key characteristics of NCA 112 Inner London are given as:

- *"Varied geology and topography that have defined the growth of London. Inner London sits within a wide flood plain dominated by London Clay soils and gravel terraces; low hills to the north and shallow river valleys are almost entirely obscured by dense urban development. Hills to the north provide highly valued views across London's gentle terraces.*
- *The River Thames is the most immediately visible natural feature in the Inner London landscape. The Thames with its tributaries is an internationally important river system, the principal draining network for the Thames Basin, a major source of drinking water for London, and an important historic trade route. It provides wildlife habitat, iconic views and cultural inspiration in Inner London. The Port of London provides deepwater facilities for international marine traffic.*
- *An extensive network of parks and open spaces, providing outdoor recreation close to people's homes and places of work. This network, which is also a resource for wildlife, features large public parks such as Hyde Park in the west and Queen Elizabeth Olympic Park in the east; heaths and commons to the north and south; garden squares, churchyards, allotments and public open spaces; and the Thames Path National Trail.*
- *An extensive urban forest of small woodlands and trees in streets, parks, gardens and open spaces which bring nature into the heart of the city, provide shade and cooling, clean the air, communicate the seasons, support wildlife and provide a link to London's previous wooded landscape.*

- *A network of rivers, streams, canals, lakes, reservoirs and smaller waterbodies which, together with similar features in outer London, form a strategically important network which provides transport corridors, drainage and flood management, freshwater, diverse wildlife habitats, heritage value, recreational opportunities and important views.*
- *A unique mix of modern architecture and built heritage features. Many important historic buildings, features and designed landscapes provide evidence of a rich heritage. Roman remains, medieval churches, historic Royal palaces, former Royal hunting grounds and World Heritage Sites at Westminster Palace, the Tower of London and Maritime Greenwich sit alongside and among modern urban development and contemporary iconic features such as the Shard, the Gherkin and the London Eye, providing views across Inner London and to neighbouring NCAs. Architectural materials are very varied and reflect a wide range of sources, from locally made bricks to further afield within the UK, such as Portland Stone from Dorset.*
- *Remnant sites of former industry feature throughout Inner London, some of which are managed to support wildlife and/or provide recreational activities. These include former filter beds, brownfield sites awaiting development, railway sidings, canals, docks and quays."*

**6.2** It is considered that the NCA profile for NCA 112 Inner London is inevitably a high level document but one that is nevertheless important in setting a context for the proposed development on the site at a national/regional level. At this national/regional scale it is considered that the proposed development when in place on the site will have a negligible effect on the key characteristics of the NCA.

### Borough Townscape Character

#### Camden Characterisation Study

**6.3** Camden Council have prepared a townscape character assessment for the borough – the Camden Character Study – Final (June 2015). The detail assessment expressly excludes those parts of the borough within conservation areas. It is noted those parts of the study area for this assessment not within a conservation area specifically the area of townscape centred on Theobald's Road, Drake Street/Proctor Street are

also excluded from the study.

**6.4** Certain high level aspects of the Camden Character Study cover all areas of the borough. These include amongst others, topography, distribution of open/green space, population, urban morphology etc. The application site is shown to be in an area of the borough where building heights vary between 6 and 12 storeys.

### Kingsway Conservation Area

**6.5** The effects on the Kingsway Conservation Area by the proposed development are assessed with the separate Heritage Assessment document submitted as part of the planning application. The Kingsway Conservation Area is mentioned here as piece of townscape rather than in heritage asset terms.

**6.6** The eastern part of the site is located within the Kingsway Conservation Area. The conservation area was designated on 16th June 1981. The Kingsway Conservation Area Statement produced by Camden Council in 2001 describes the character of the area. On page 7 of the statement the introduction states:

*"The majority of buildings in Kingsway were constructed in a relatively short period between 1900 and 1922. The London County Council attempted to introduce order and coherence by introducing a new scale and character to the streets replacing the intensely congested streets and courts. The redevelopment was guided by general constraints on height and materials. The sites lining this new thoroughfare were developed as a series of prestigious commercial buildings in a neo-classical style, generally uniform in materials, scale and massing and following a consistent building line. As such, it provides a complete example of large scale Edwardian architecture..."*

*...Together with Regent Street, Kingsway and the Aldwych are outstanding examples of early 20th century commercial architecture on a comprehensive scale, whose character contrasts strongly with the gardens and legal precinct of Lincoln's Inn Fields to the east and the smaller buildings of Covent Garden to the west. Individually the buildings provide a range of architectural detail and there is some difference in quality. The whole however is cohesive; a distinct boulevard character was created a century ago and remains largely intact..."*

**6.7** The part of the site within the conservation area 8-10 Southampton Row, is located in the High Holborn to Vernon

Place sub area. 8-10 Southampton Row is not specifically mentioned within the description of the character of the area. Extracts from the sub area description include:

*"Southampton Row is narrower than the rest of Kingsway... The narrower roadway produces a less expansive character than the southern part of the Conservation Area... Walking along Kingsway narrow roads lead off it providing breaks in the scale of the street.."*

- 6.8** The statement identifies plane trees as being a key characteristic of Kingsway. The statement also identifies a number of views that are said to "reinforce Kingsway particular character and provide interest and relief." One such view is that from Southampton Row along Fisher Street towards Red Lion Square.
- 6.9** The value of the townscape within the Kingsway Conservation Area is assessed as high. The susceptibility of the townscape to the type of development being proposed is assessed as medium. Overall the sensitivity of the townscape within the Kingsway Conservation Area is assessed as high.

#### **Bloomsbury Conservation Area**

- 6.10** The Bloomsbury Conservation Area is located approximately 12 metres from the site boundary at its closest point. The conservation area designation covers much of the study area outside the townscape covered by the Kingsway Conservation Area designation. The Bloomsbury Conservation Area was designated on 1st March 1984. A Conservation Area Statement was prepared in April 2011.
- 6.11** On page 6 of the Bloomsbury Conservation Area Statement the 'Spatial character and plan form' of the area is described in the following extracts as:
- "Bloomsbury is noted for its formally planned arrangement of streets and the contrasting leafy squares. The urban morphology comprises a grid pattern of streets generally aligned running north-west to south-east and south-west to north-east, with subtle variations in the orientation of the grid pattern. The quintessential character of the Conservation Area derives from the grid of streets enclosed by mainly three and four storey development which has a distinctly urban character of broad streets interspersed by formal squares which provide landscape dominated focal points...*
- ...The townhouses arranged in terraces is the predominant form across the area, reflecting the speculative, (mainly) residential development of the Stuart, Georgian, Regency*

*and early Victorian periods. This gives a distinctive, repeated grain to large parts of the area. Around the Inns of Court, courtyard plan forms are the common type relating to this specialist use and a remnant of their former uses as medieval manor houses or mansions that also had a courtyard plan. Overlain on this pattern is the significant influence of a series of much larger footprint buildings associated with a number of large institutional uses (hospitals and universities) which have shaped the development pattern over time. These include the site of the former Foundling Hospital, The British Museum, the University of London, University College, and Great Ormond Street Hospital..."*

- 6.12** The conservation area statement identifies the main building type within the townscape of the conservation area as being three to four storey town houses. Shops and offices feature along the main arterial routes through the area. On page 20 it is stated that,
- "The buildings of the later 20th century have detailing more influenced by the Modern Movement, although some developments have adopted a more imitative, historicist approach."*
- 6.13** Under the section 'Character Analysis' the conservation area statement notes that the conservation area is so extensive that a number of sub areas can be identified. On page 20 the statement says the following:
- "The townscape and character of Bloomsbury results from an inter-play of factors that have affected its evolution over time. Consequently, there are exceptions and examples of buildings and spaces that differ from the overriding character of the area and locations where the change in character from one area to the next may not always be distinct. There are instances, for example where buildings of a similar style, scale and period are located within different sub areas but the overriding character alters as a result of the streets and spaces they define. Where buildings adjoin different sub areas and there are longer views, the contribution to both areas is important."*
- 6.14** The site is in closest proximity to the Sub Area 8: New Oxford Street/High Holborn/Southampton Row. The description of the character of this sub area is extensive. The summary introduction states:
- "This sub area is characterised by areas of large-scale, late 19th and early 20th century blocks fronting busy thoroughfares. Development followed the construction of new routes combined with the widening of earlier streets, thereby cutting through the earlier 17th and 18th century street pattern. The narrow back streets in the sub area reflect the earlier layout. The predominant use is commercial, with a range of shops, banks, offices, hotels and theatres.*

*Residential accommodation generally takes the form of mansion blocks."*

- 6.15** Under the heading 'West end of High Holborn and south end of Southampton Row' the statement states:
- "To the south and east, the prevailing building heights in High Holborn and Southampton Row are five or six principal storeys rising to eight storeys at the junction of High Holborn with New Oxford Street. In High Holborn there is a greater variety of materials; the earlier buildings are characterised by red brick and stone, together with yellow stock brick and stucco, whereas the 1960s insertion tend to be clad in concrete panels. In Southampton Row there is a predominance of red brick buildings with contrasting white stone terracotta details."*
- 6.16** The Queen Square/Red Lion Square sub area 11 covers much of the townscape to the north and north-east of the site. On page 80 the statement notes:
- "This sub-area is split into two physically separate areas as a result of the large scale 20th century interventions along Theobald's Road, which fall outside the Conservation Area. Both areas are characterised by a focal square (Queen Square in the north and Red Lion Square in the south) which is surrounded by a network of streets and minor routes. These secondary thoroughfares are characterised by a mix of commercial or residential uses, since these areas were originally developed speculatively in the late 17th and early 18th centuries for a combination of residential and other uses. The formally planned squares comprise landscaped gardens enclosed by cast-iron railings and are now surrounded by a variety of building types, styles and ages, the earlier townhouses having been largely redeveloped during the 19th and 20th centuries."*
- 6.17** On page 81 the statement notes:
- "Although the sub area is architecturally diverse, there are a number of unifying elements. The historic building form consists of terraces of townhouses opening out into squares. These create a fine urban grain with predominantly small footprints, and narrow frontages. The townhouses create greater architectural variety than their more modern neighbours. Where later 19th and 20th century buildings have larger footprints, they generally provide continuous frontages and respect the historic streetscape..."*
- 6.18** The above quote provides a useful context for the proposed development by indicating that the townscape within the Bloomsbury Conservation Area is already accommodating of architectural diversity and that more modern buildings are generally larger than buildings those built before the late 19th century.

**6.19** Under the title 'Southampton Row' the conservation area statement notes:

"...Southampton Row is well known for its hotel buildings, an important function in Bloomsbury. It also has associated retail uses and is home to several office buildings. The buildings lining the east side of the street are a mixture of Victorian, Edwardian and later 20th century examples, many of which make a positive contribution to the Conservation Area. The predominant building height is seven-storeys, although there are some variations..."

**6.20** The value of the townscape within the Bloomsbury Conservation Area is assessed as high. The susceptibility of the townscape to the type of development being proposed is assessed as low, reflecting its greater diversity of character than other parts of the study area. Overall the sensitivity of the townscape within the Bloomsbury Conservation Area is assessed as medium.

### **Bloomsbury Square Gardens**

**6.21** Bloomsbury Square Gardens were laid out at the end of the 17th century as the centre piece of development on the Bloomsbury estate. It was originally formed of town houses along the east and west sides with only Southampton House forming the northern side (the eastern side now having been replaced by Victoria House). It had a simple layout of four pathways originally before being remodelled by Humphry Repton. It now incorporates an underground car park at its southern end.

**6.22** The garden has historical value as part of the wider town planning of the Bloomsbury Estate and offers a welcome green lung in the centre of the city. It has traditional cast iron railings surrounding it and some of its 19th century design has been retained. The garden holds artistic value as a place likely to have formed part of many images depicting London and town squares as well as potential archaeological value as largely undeveloped land. Its railings have architectural value.

**6.23** The setting of the garden is defined on its east side by Victoria House, which sits at an entirely different scale to the town houses now occupying its other sides, they enclose views within the square but there is some visibility between the square and the application site when looking south-east along Sicilian Avenue. The contribution of the application site to the setting of the square is positive but limited.

**6.24** The value of the heritage asset is assessed as high. The susceptibility of the setting of the area to the type of development being proposed is assessed as high. Overall the sensitivity of the asset is assessed as high.

### **Townscape Character Outside the Conservation Areas**

**6.25** Adjoining the site to the west is an area of townscape not covered by any formal designation. This area is irregular in shape and radiates out from the thoroughfares of Boswell Street, Procter Street and Theobalds Road. An appraisal of this area shows it to be mainly a mixture of large scale residential, commercial and educational/institutional buildings. Buildings are typically late 20th or early 21st century and range in height but with the majority of buildings being between six and nine storeys. The architectural style is typically modernist and building materials vary considerably but include brick, concrete and metal cladding with large areas of glazing. Street trees are common in the public realm but apart from a number of eateries and shops there is little active frontage evident along most building façades. Noise and movement of vehicles is a detractor across most of the area.

**6.26** The value of this area outside the Conservation Areas is assessed as medium. The area is assessed as having a low susceptibility to the type of development being proposed. The overall sensitivity of the area is assessed as low

### **Local Townscape Character**

**6.27** As part of this TVA a townscape character assessment was undertaken. The overall conclusion is that the character of the townscape surrounding the site within 1km is a fairly heterogeneous one with a variety of built form, architectural style and age range. Differences in the character of the townscape are evident especially in closer proximity to the site.

**6.28** Taking the component elements of the local townscape surrounding the site together, including those areas within and without the Conservation Areas, it is assessed that the local townscape has an overall high value, and low susceptibility to the type of development being proposed. The overall sensitivity of the local townscape surrounding the site is assessed as medium.

### **Effect on Local Townscape Character**

#### **Construction Phase Activity**

**6.29** During the construction phase, construction activity will be evident throughout the site boundary. Construction activity evident on the site will include (the list is not necessarily exhaustive):

- Vehicle and plant movement on and off site
- Construction lighting
- Excavations for underground services and utilities
- Demolition works
- Construction of buildings including the temporary erection of tower cranes
- Construction of foundations, footings, footways and roads
- Temporary material, plant and machinery storage
- Temporary protective fencing and hoardings
- Reinstatement of areas following completion of the construction phase

**6.30** The construction phase activity on the site would be temporary in nature and the resulting effects from such activity would similarly be temporary in nature.

#### **Mitigation during the Construction Phase**

**6.31** Typical measures to be included to help mitigate the effects of the proposed development on townscape character and visual amenity during the construction period will include but will not be restricted to:

- The programming and sequencing of activities to try and ensure that visually detracting operations such as demolition work etc. will be done as quickly and efficiently as possible.
- The considered routing, programming and timing of vehicle movements onto and off site to avoid conspicuous amounts of work traffic passing through the surrounding townscape.
- Endeavour to position material storage areas and temporary accommodation so as to reduce the visual effect on receptors (people) living near to or passing by the application site.

- Reviewing the siting and movement of large scale plant, such as tower cranes, to try and ensure that its visual effects are minimised if possible.
- Townscape and heritage features that have been identified as being retained will be appropriately protected throughout the construction phase to ensure their long term viability.
- The use of site hoarding in key locations to reduce or remove sight of the works from nearby receptors.
- The minimal use of use of external and internal artificial lighting to maintain safety standards.

### Effect on Local Townscape Character during the Construction Phase

**6.32** During the construction phase of the proposed development there would be some limited effect on the character of the Kingsway Conservation Area. However, construction works on the site will not represent an intensive change within the Kingsway Conservation Area. Construction work will be apparent from the streetscape of Kingsway for the duration of the construction phase but much of the activity will be screened and filtered from view by hoardings and the retained exterior of 8-10 Southampton Row. For much of the construction phase, work will be taking place outside the conservation area designation, with only the taller plant, including cranes and gantries being visible above the hoardings. Physically the elements and features outside the site boundary that characterise the townscape of the wider conservation area would be unaltered.

**6.33** Except for the movement of delivery and haulage vehicles, activity on the site during the construction phase would be outside the designated area of the Bloomsbury Conservation Area. The movement of vehicles onto and off the site would be confined to certain times of the day and would not be continuous. The conservation area will be marginally and indirectly affected by construction on the site due to inter-visibility across Kingsway and along Procter Street from Red Lion Square. Other aspects of the character of the townscape within the Bloomsbury Conservation Area will be materially unaffected during the construction period.

**6.34** The eastern part of the site and the area of townscape outside the Conservation Area boundaries will be affected

by construction activity to some extent. This area is a less sensitive part of the wider townscape as it is not within a conservation area and is less tranquil owing to the busy thoroughfares of Theobald's Road and Drake Street/Procter Street. The construction work will only take place in a small proportion of the area as a whole. The movement of delivery and haulage vehicles into and out of the site will be apparent at certain times of the day but vehicle movement and noise are already characteristic of the townscape. There will be a limited amount of intervisibility with the site and the streets surrounding it to the north, south and east but in general owing to the presence of the Lion Court building and the UKPN substation only the taller plant, including cranes and gantries would be evident during much of the construction period. Further change would inevitably occur as a during the proposed development's construction period the change.

**6.35** With the suggested mitigation measures in place, the magnitude of change brought about by the proposed development to the local townscape character during the construction phase is assessed as low. With an overall medium sensitivity, and a low magnitude of change, the effect on the local townscape during the construction phase is assessed as minor adverse.

### Effect on Local Townscape Character during the Operational Phase

**6.36** At year 1 of the operational phase the construction activity will have been removed and the external appearance of 8-10 Southampton Row when perceived from within the townscape of the Kingsway Conservation Area will be substantially unaltered over that of the baseline consented scheme under application 2013/1477/P. The new element of the proposed development will be outside the Kingsway Conservation Area boundary so that the physical elements and features which help inform the character of the townscape of the Kingsway Conservation Area would be physically unaffected with the proposed development in place. There will be some intervisibility between the new element of the proposals and a limited section of the conservation area but the townscape of the conservation area is already accommodating in appearance terms of the permitted building granted through application 2013/1477/P. The visual relationship between the townscape of the conservation area and the site would be largely unaltered so that in character terms the appearance

of the townscape of the area would be materially unchanged.

**6.37** In respect of the Bloomsbury Conservation Area, at year 1 of the operational phase the construction activity will have been removed. The new element of the proposed development will be outside the conservation area boundary so that the physical elements and features that help inform the character of the townscape within the conservation area will be physically unaffected with the proposed development in place. There would be some intervisibility between the new element of the proposals and a limited section of the conservation area but as with the Kingsway Conservation Area, the townscape of the Bloomsbury Conservation Area is similarly already accommodating in appearance terms of the permitted building granted through application 2013/1477/P. Only discrete elements of the proposals will be visible and these will be seen in the context of other, existing, modern buildings so that in character terms the appearance of the townscape of the area will be materially unchanged.

**6.38** At year 1 of the operational phase the proposals will not be visible from Bloomsbury Square Gardens nor will there be any physical association between the gardens and the proposals. As such there will be no operational effects on the Bloomsbury Square Gardens with the proposals in place.

**6.39** Overall it is considered that the proposed development will not introduce an unusual or alien element or feature into the townscape of the study area. The local townscape is already composed of numerous modern and contemporary buildings of a similar height and massing to the new building being proposed. Such existing built form comprises a variety of modern and more traditional building materials. The relationship of the area to 8-10 Southampton Row is that the latter is typically glimpsed, in part only, as an element of the skyline. This relationship will not alter with the proposals in place. The proposed new building will be visible only as discrete parts so that the appearance of the townscape in the vicinity of the site will be substantially unchanged. The magnitude of change on the local townscape character during year 1 of the operational phase is assessed as low. With a medium sensitivity and a low magnitude of change, the effect of the proposed development on the local townscape character is assessed as minor and neutral in nature



## Summary

- 6.40** The character of the local townscape surrounding the site is relatively heterogeneous with a diverse range of uses and built form of differing ages, architectural styles, height, massing, and uses. The value of the local townscape character is reflected in the designation of areas around the site as Conservation Areas. The Kingsway Conservation Area represents a commercial core while the Bloomsbury Conservation Area was created as a primarily residential area but has subsequently over time incorporated many other activities and uses. The area to the east of the site has a greater number of more modern and taller buildings.
- 6.41** Similarly the character of the site varies between its western and eastern parts. 8-10 Southampton Row is an elegant Grade II listed building, former hotel. The east of the site is utilitarian. However, the baseline is the consented building under application 2013/1477/P. The latter represents a contemporary built form that retains and integrates with the existing listed building.
- 6.42** Much of the townscape surrounding the site will be substantially unaltered over the base line of the consented scheme. The proposed scheme has a similarly contemporary design element to the new building on the eastern part of the site but with a classic design style that reflects but does not mimic the retained listed building. The local townscape is already composed of numerous modern and contemporary buildings of a similar height and massing to the new building being proposed. Such existing built form comprises a variety of modern and more traditional building materials. In this context it is considered that the proposed development will not introduce an unusual or alien element or feature into the townscape of the study area.
- 6.43** It is considered that owing to design of the proposals both visually and functionally that the effect on the local townscape character will be minor and neutral in nature.

# 7.0

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## Effects on Visual Amenity

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## Effects on Visual Amenity

### Baseline Visual Receptors

**7.1** In a 1km study area, and following site investigations, it is apparent that the greatest potential effect on visual amenity is within close proximity of the application site. Beyond 1km, the site, and therefore the proposed development, becomes less discernible – forming one element of a greater view of a townscape composed of numerous other elements.

### Visual Context – General Views from the Application Site

**7.2** The primary views from the site are westward into Southampton Row. Views along Southampton Row are oblique ones. Views north, east and southwards from the site are restricted by intervening built form. Views along both Fisher Street and Catton Street are oblique.

### Visual Context – General Views toward the Application Site

**7.3** There is some direct intervisibility with the application site from those buildings in closest proximity to the application site boundary. The adjacent buildings to the north, east and west currently have limited amounts of fenestration on those elevations facing the site.

**7.4** Views from the north towards the site are greatly restricted through intervening built form and infrastructure between the site boundary and the potential visual receptor i.e. the person or people observing the view. 8-10 Southampton Row is visible in oblique views from a limited section of Southampton Row to the north of the site and from a number of side streets.

**7.5** Views from the east towards the site are greatly restricted through intervening built form and infrastructure between the site boundary and the potential visual receptor. In particular, the presence of the Lion Court building on Procter Street acts to filter and screen most views of the site from the east. Views from the east towards the site are mainly close distance oblique ones.

**7.6** Views from the south towards the site are greatly restricted through intervening built form and infrastructure between the site boundary and the potential visual receptor. 8-10

Southampton Row is visible in oblique views from a limited section of Southampton Row south of the application site boundary.

**7.7** 8-10 Southampton Row is directly visible from the western side of Southampton Row opposite the site boundary. Other views towards the site from the west are greatly restricted through intervening built form and infrastructure between the site boundary and the potential visual receptor.

**7.8** Generally, distant views are greatly restricted through a combination of relatively level topography and intervening built form and infrastructure in the townscape between the site boundary and the potential visual receptor. Where visible the site is seen only in part and not in its entirety and as part of a 360-degree view that already contains other built form within the surrounding townscape.

### Representative Viewpoints

**7.9** A total of seven representative viewpoints have been agreed with Camden Council upon which to base an assessment of the effects of the proposed development on visual amenity. The detailed assessment of each viewpoint is given in Appendix 1.

**7.10** The following table (Table 1) summarises the effect of the proposed development on the representative viewpoints during the construction phase.

**7.11** The nature of the effects during the construction phase would be temporary. No effects have been identified as being major.

**7.12** The following table (Table 2) summaries the effect of the proposed development on the representative viewpoints during year 1 of the operational phase.

**7.13** The nature of the effects during year 1 operational phase would be permanent but no effects have been identified as being major. Long term, it is considered that the proposed development will become an accepted piece of the host townscape and that any residual effects will be negligible and neutral in nature. The assessment demonstrates that the proposed development can be accommodated successfully into the existing fabric of the townscape surrounding the application site

### Summary

**7.14** The visual assessment outlined above demonstrates that the visual effects of the proposed development are generally within the range of negligible to moderate. The visual effects are summarised in Tables 1 and 2. Where evident, the proposed development would typically be seen as discrete elements rather than in its entirety. Typically, where visible, the proposals would not be seen in isolation but would be viewed in the context of existing built form of a similar height and scale and other relatively tall and/or larger scale buildings within the vicinity of the site.

Viewpoint		Visual Effect			
		Negligible	Minor	Moderate	Major
<i>Viewpoint 1</i>	<i>Users of highway and occupiers of commercial properties</i>		√		
<i>Viewpoint 2</i>	<i>Users of highway and occupiers of commercial properties</i>			√	
<i>Viewpoint 3</i>	<i>Users of highway and occupiers of commercial properties</i>			√	
<i>Viewpoint 4</i>	<i>Users of highway and occupiers of commercial properties</i>			√	
<i>Viewpoint 5</i>	<i>Users of highway and occupiers of commercial properties</i>		√		
<i>Viewpoint 6</i>	<i>Users of highway and occupiers of commercial properties</i>			√	
<i>Viewpoint 7</i>	<i>Users of highway and occupiers of commercial properties</i>		√		

**Table 1 – Summary of Visual Effects (Construction Phase)**

Viewpoint		Visual Effect			
		Negligible	Minor	Moderate	Major
<i>Viewpoint 1</i>	<i>Users of highway and occupiers of commercial properties</i>			√	
<i>Viewpoint 2</i>	<i>Users of highway and occupiers of commercial properties</i>			√	
<i>Viewpoint 3</i>	<i>Users of highway and occupiers of commercial properties</i>			√	
<i>Viewpoint 4</i>	<i>Users of highway and occupiers of commercial properties</i>		√		
<i>Viewpoint 5</i>	<i>Users of highway and occupiers of commercial properties</i>		√		
<i>Viewpoint 6</i>	<i>Users of highway and occupiers of commercial properties</i>			√	
<i>Viewpoint 7</i>	<i>Users of highway and occupiers of commercial properties</i>			√	

**Table 1 – Summary of Visual Effect (Operational Phase)**

8.0

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## Summary and Conclusions

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## Summary and Conclusions

- 8.1** This Townscape and Visual Appraisal (TVA) (non ES Townscape and Visual Impact Assessment) has been prepared on behalf of Ide Real Estates Limited in respect of the development at 1 Fisher Street 8-10 Southampton Row, Camden.
- 8.2** The proposals comprise retention of 8-10 Southampton Row, which is a listed building also known as Carlisle House, and development of the site to provide a new hotel (85 rooms) and nine residential units, incorporating the listed building and a new building to the rear.
- 8.3** No physical works are anticipated beyond the site boundary as part of the proposed development. The physical fabric of the townscape surrounding the site would remain unaffected with the proposals in place.
- 8.4** The site has no vegetation and none is proposed. The site's key characteristics other than built form are topography and its urban land uses. Both of these will be substantially unaltered with the proposed development in place.
- 8.5** The character of the local townscape surrounding the site is relatively heterogeneous with a diverse range of uses and built form of differing ages, architectural styles, height, massing, and uses. The value of the local townscape character is reflected in the designation of areas around the site as Conservation Areas. The Kingsway Conservation Area represents a commercial core while the Bloomsbury Conservation Area was created as a primarily residential area but has subsequently over time incorporated many other activities and uses. The area to the east of the site has a greater number of more modern and taller buildings.
- 8.6** The character of the site varies between its western and eastern parts. 8-10 Southampton Row is an elegant Grade II listed building, former hotel. The east of the site is utilitarian. However, the baseline is the consented building under application 2013/1477/P. The latter represents a contemporary built form that retains and integrates with the existing listed building.
- 8.7** Much of the townscape surrounding the site will be substantially unaltered over the base line of the consented

scheme. The proposed scheme has a similarly contemporary design element to the new building on the eastern part of the site but with a classic design style that reflects but does not mimic the retained listed building. The local townscape is already composed of numerous modern and contemporary buildings of a similar height and massing to the new building being proposed. Such existing built form comprises a variety of modern and more traditional building materials. In this context it is considered that the proposed development will not introduce an unusual or alien element or feature into the townscape of the study area.

- 8.8** It is considered that owing to design of the proposals both visually and functionally that the effect on the local townscape character will be minor and neutral in nature.
- 8.9** A visual assessment demonstrates that the visual effects of the proposed development are generally within the range of negligible to moderate. There will be no major effects. Where evident, the proposed development would typically be seen as discrete elements rather than in its entirety. Typically, where visible, the proposals would not be seen in isolation but would be viewed in the context of existing built form of a similar height and scale and other relatively tall and/or larger scale buildings within the vicinity of the site.
- 8.10** The assessment demonstrates that the proposed development can be accommodated successfully into the existing fabric of the townscape surrounding the application site.



# Appendix 1

Detailed Visual Assessment  
- Accurate Visual  
Representation Document

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5

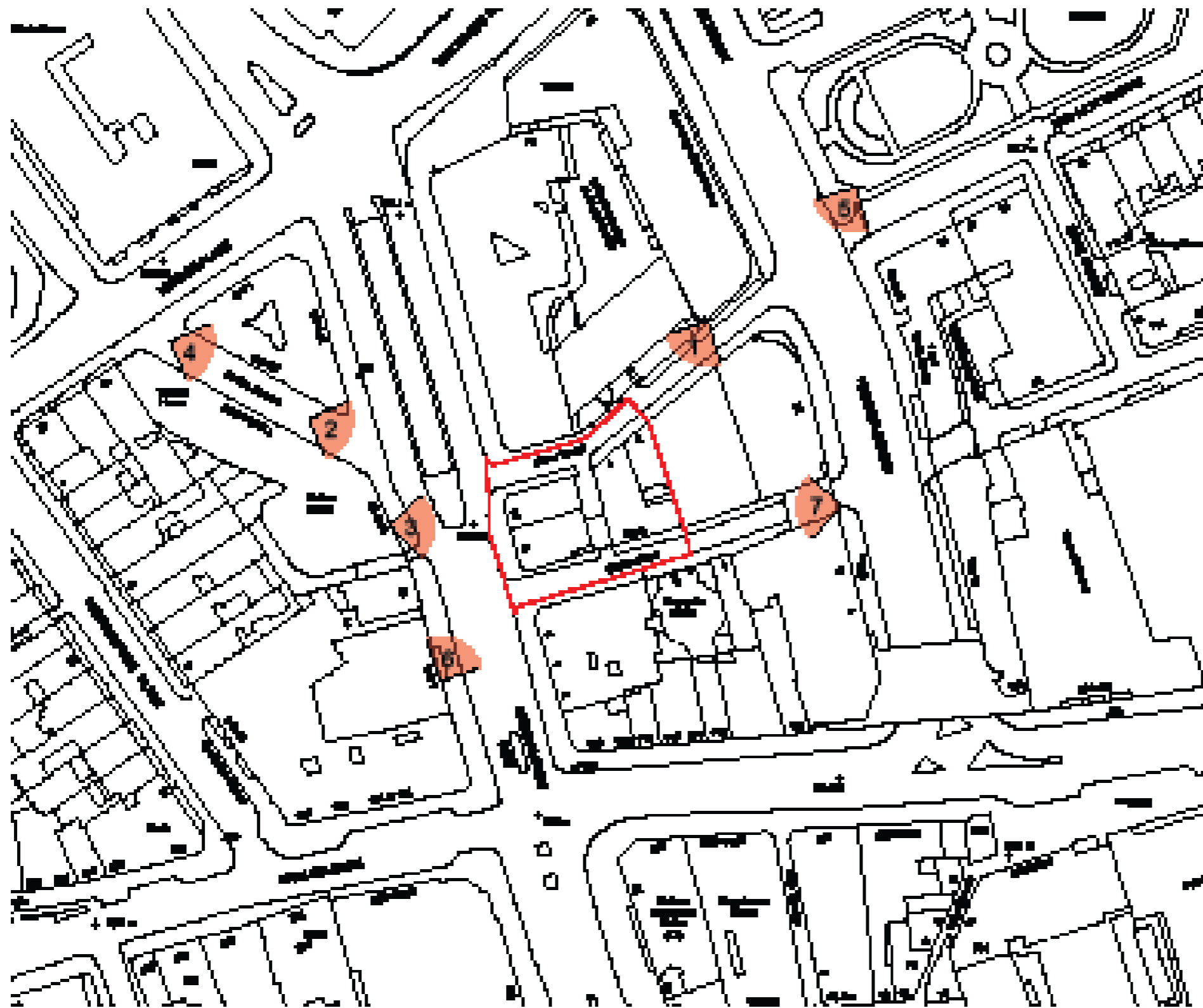


## APPENDIX 1 - DETAILED VISUAL ASSESSMENT

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Figure 1 - Photoview Location Plan

Locations shown in red.



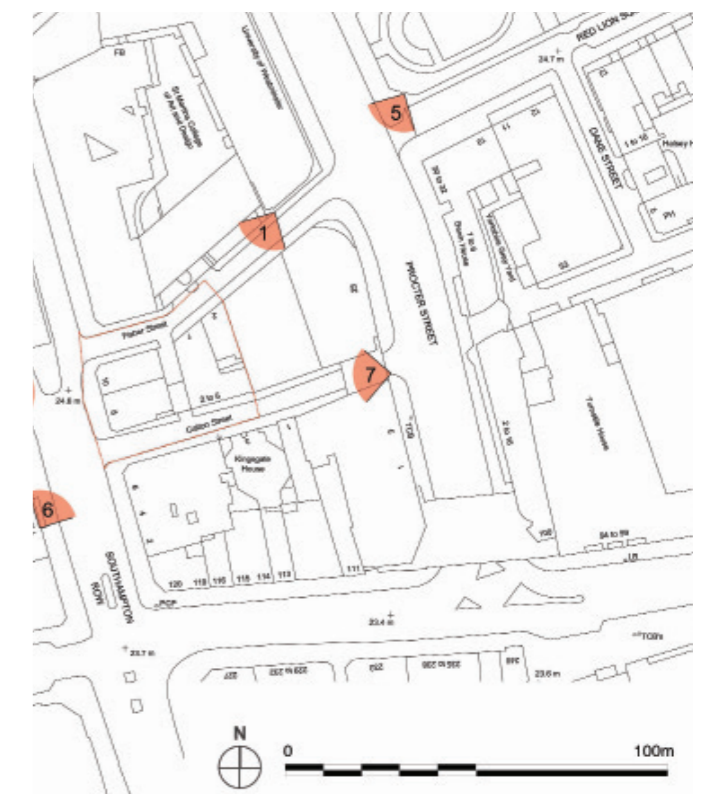


Viewpoint 1 – View along Fisher Street looking towards Southampton Row (consented)

### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from within Fisher Street looking westwards towards Southampton Row. The consented new building and the re-configured rear elevation to 8-10 Southampton Row are seen in the middle distance on the left hand side of the street. The UKPN substation building forms an austere facade onto the street in the foreground.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as medium. Overall the sensitivity of the visual receptor is assessed as medium.





Viewpoint 1 – View along Fisher Street looking towards Southampton Row (proposed)

### Predicted View during Construction Phase and at Year 1 Operational Phase

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as medium.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. The proposed development would have no greater prominence in the view than the consented scheme. However, 8-10 Southampton Row would be less evident with its rear elevation integrated into the proposed new building. The magnitude of change is assessed as medium.

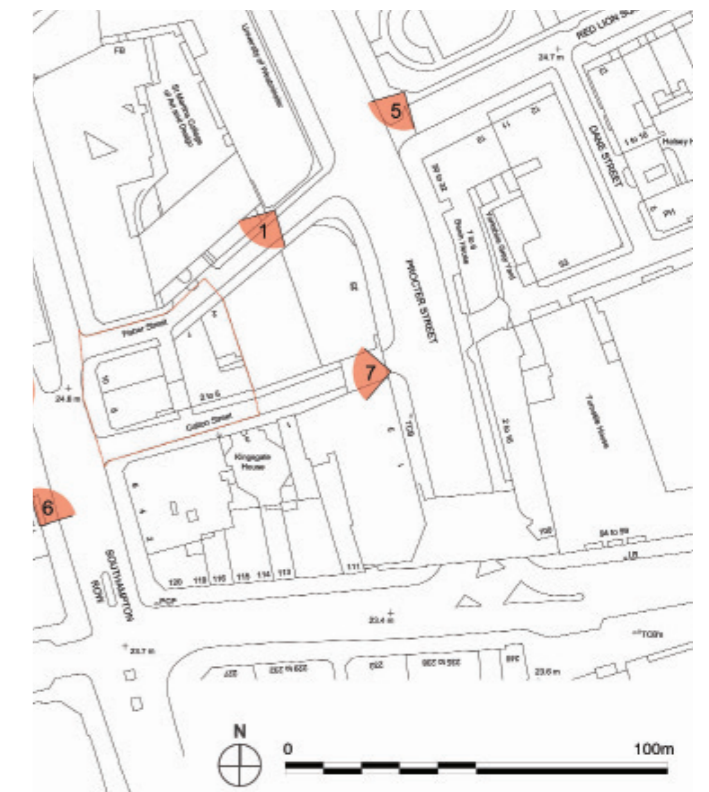
### Scale of Visual Effect

#### Construction Phase

With a medium sensitivity and a low magnitude of change, the scale of effect is assessed as minor.

#### Year 1 Operational Phase

With a medium sensitivity and a medium magnitude of change, the scale of effect is assessed as moderate.





**Description of Baseline View and Sensitivity of Visual Receptor**

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from within the arcade of Sicilian Avenue looking through the framed archway onto Southampton Row. 8-10 Southampton Row is central in the view and the consented residential scheme is seen in part along Fisher Street.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as high. Overall the sensitivity of the visual receptor is assessed as high.



Viewpoint 2 – View from Sicilian Avenue Looking Towards Fisher Street (consented)



### Predicted View during Construction Phase and at Year 1 Operational Phase

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. The existing buildings including 8-10 Southampton Row would retain their dominance and prominence in the street-scene. The architectural form, shape, height and massing of the proposed new building would be less evident than that of the consented scheme. The rhythm of the proposed fenestration reflects that of 8-10 Southampton Row. The magnitude of change is assessed as low.

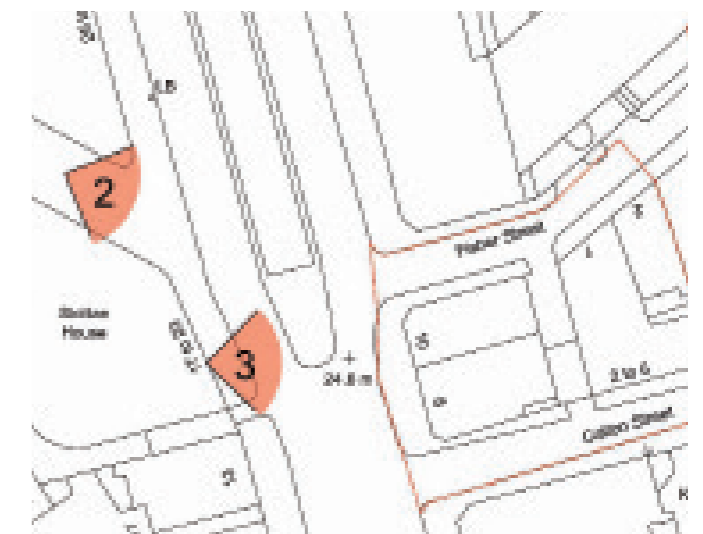
### Scale of Visual Effect

#### Construction Phase

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.

#### Year 1 Operational Phase

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.



Viewpoint 2 – View from Sicilian Avenue Looking Towards Fisher Street (proposed)



M&R London

1.0 m above ground

12/18 09 February 2019

Viewpoint 3 – View from Southampton looking east across the street towards Fisher Street (consented)

### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from the west side of Southampton Row looking east directly into Fisher Street. 8-10 Southampton Row is prominent in the view and the consented residential scheme is seen in part along Fisher Street.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as high. Overall the sensitivity of the visual receptor is assessed as high.







Viewpoint 3 – View from Southampton looking east across the street towards Fisher Street (proposed)

### Predicted View during Construction Phase and at Year 1 Operational Phase

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. The existing buildings including 8-10 Southampton Row would retain their dominance and prominence in the street-scene. The architectural form, shape, height and massing of the proposed new building would be less evident than that of the consented scheme. The rhythm of the proposed fenestration with its vertical emphasis reflects that of 8-10 Southampton Row and helps reduce the perceived massing of the proposed new building. The magnitude of change is assessed as low.

### Scale of Visual Effect

#### Construction Phase

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.

#### Year 1 Operational Phase

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.





**Description of Baseline View and Sensitivity of Visual Receptor**

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from northern end of Sicilian Avenue looking towards 8-10 Southampton Row in the far distance. The consented scheme is barely perceptible and is only evident as a small discrete element heavily filtered by intervening vegetation and built form.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as high. Overall the sensitivity of the visual receptor is assessed as high.



Viewpoint 4 – View from Sicilian Avenue (consented)



Viewpoint 4 – View from Sicilian Avenue (proposed)

**Predicted View during Construction Phase and at Year 1 Operational Phase**

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. 8-10 Southampton Row would retain its presence in the street-scene as the termination to the view. The proposed new building would be no more evident than the existing consented scheme. The magnitude of effect above that of the consented scheme is assessed as negligible.

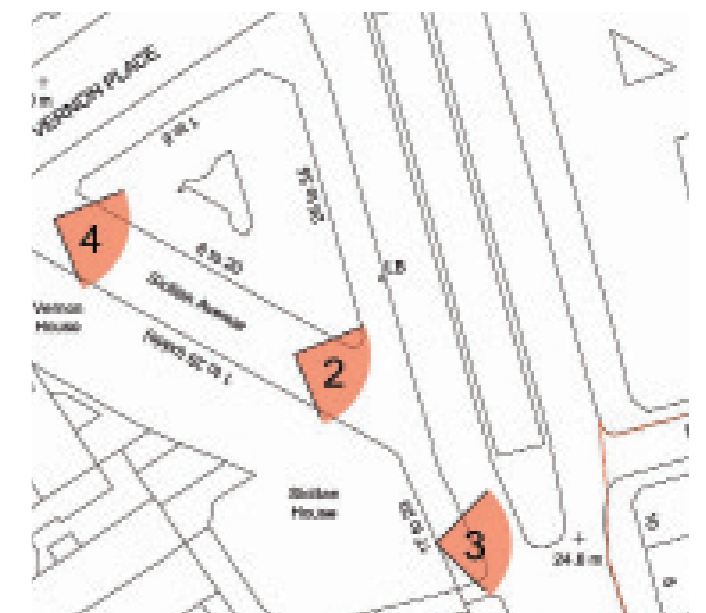
**Scale of Visual Effect**

**Construction Phase**

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.

**Year 1 Operational Phase**

With a high sensitivity and a negligible magnitude of change, the scale of effect is assessed as minor.

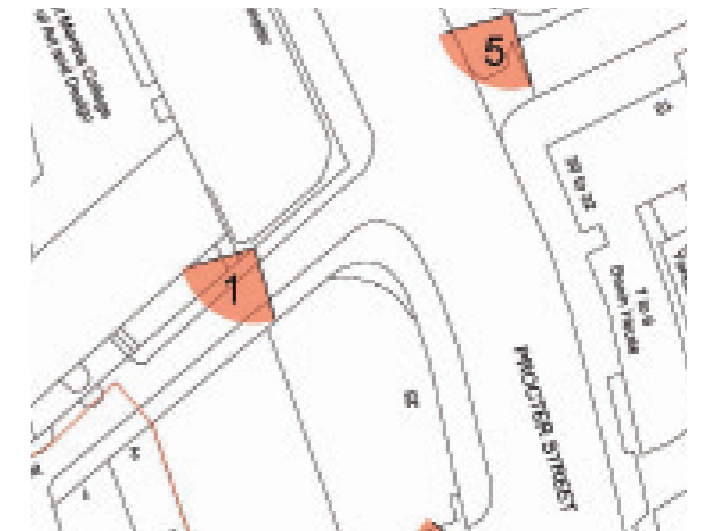




**Description of Baseline View and Sensitivity of Visual Receptor**

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from the east side of Drake Street at the south-west corner of Red Lion Square looking towards Fisher Street. The consented residential scheme is seen in part along Fisher Street. The modern Lion Court building is prominent in the view at the junction of Fisher Street and Procter Street in the middle distance.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as medium. Overall the sensitivity of the visual receptor is assessed as medium.



Viewpoint 5 – View from Red Lion Square looking towards Fisher Street (consented)



**Predicted View during Construction Phase and at Year 1 Operational Phase**

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. The existing buildings including the Lion Court building would retain their prominence in the view. The perceived height, scale and massing of the proposed new building would be consistent with the Lion Court building and with 8-10 Southampton Row (Carlisle House). Carlisle House will remain the focal landmark building at the end of the vista along Fisher Street when seen from Red Lion Square. The magnitude of change is assessed as low.

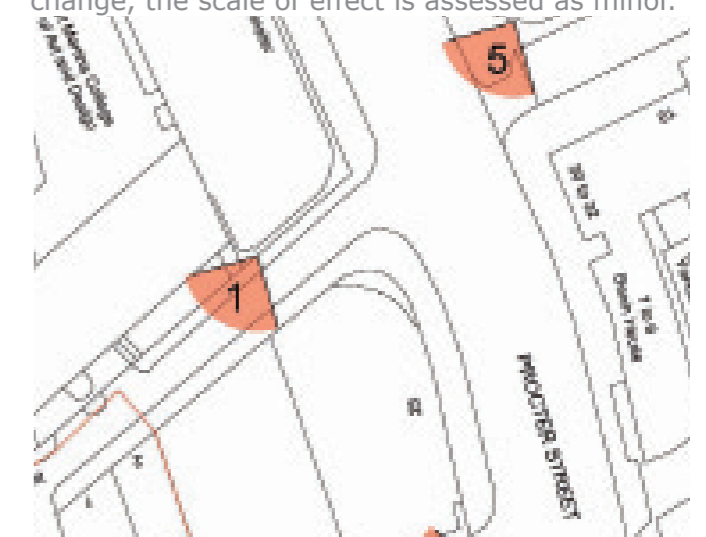
**Scale of Visual Effect**

**Construction Phase**

With a medium sensitivity and a low magnitude of change, the scale of effect is assessed as minor.

**Year 1 Operational Phase**

With a medium sensitivity and a low magnitude of change, the scale of effect is assessed as minor.



Viewpoint 5 – View from Red Lion Square looking towards Fisher Street (proposed)



### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from the west side of Southampton Row looking towards Catton Street. 8-10 Southampton Row is central to the view. The consented scheme is visible in part along Catton Street.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not unpleasant and the consented scheme forms a feature in the middle distance. The value of the view is assessed as high. Overall the sensitivity of the visual receptor is assessed as high.



Viewpoint 6 – View from Southampton Row looking towards Catton Street (consented)



**Predicted View during Construction Phase and at Year 1 Operational Phase**

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged. 8-10 would retain its pre-eminence in the view and would appear substantially unchanged. The scale and massing of the proposed new building would be similar to that of the consented scheme but the colour of the proposed materials will make it less conspicuous. The magnitude of change is assessed as low.

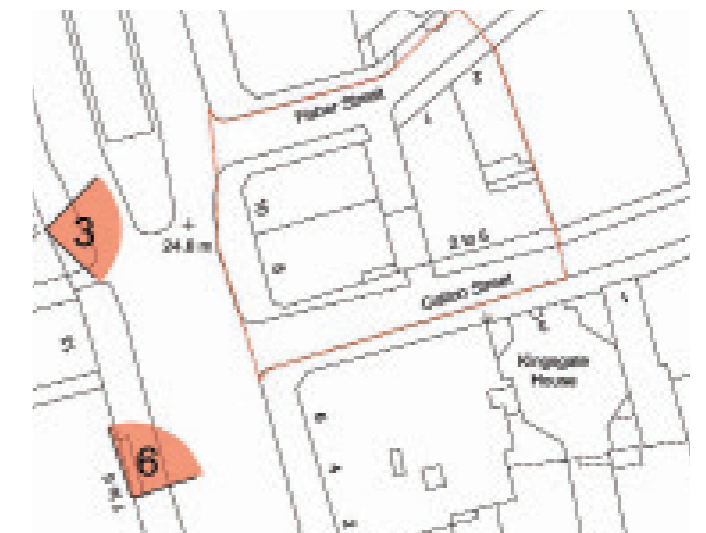
**Scale of Visual Effect**

**Construction Phase**

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.

**Year 1 Operational Phase**

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.



Viewpoint 6 – View from Southampton Row looking towards Catton Street (proposed)



### Description of Baseline View and Sensitivity of Visual Receptor

This view is representative of users of the public highway and occupiers of commercial properties. The view is taken from the south side of Catton Street at its junction with Procter Street. The view is an additional one not included in the consented scheme submission and shows the situation as existing in April 2017. The entrance into Catton Street from Procter Street is bridged by a building so that the archway both frames and restricts the resultant view. Part of the rear and south elevations of 8-10 Southampton Row are evident in the far distance to the right of the view.

As users of the public highway, the visual receptor is assessed as having a medium susceptibility to the type of development being proposed. The view is not intrinsically attractive. The value of the view is assessed as medium. Overall the sensitivity of the visual receptor is assessed as medium.



Viewpoint 7 – View from Procter Street looking south-west along Catton Street (existing)





### Predicted View during Construction Phase and at Year 1 Operational Phase

During the construction phase it is anticipated that hoardings and some large scale plant such as a tower crane would be evident. The magnitude of change is assessed as low.

At year 1 of the operational phase the foreground and middle distance elements and features of the view would be unchanged but 8-10 would not be evident in the view. The scale and massing of the proposed new building would however be similar to that of the consented scheme. The magnitude of change is assessed as medium.

### Scale of Visual Effect

#### Construction Phase

With a high sensitivity and a low magnitude of change, the scale of effect is assessed as moderate.

#### Year 1 Operational Phase

With a medium sensitivity and a medium magnitude of change, the scale of effect is assessed as moderate.



Viewpoint 7 – View from Procter Street looking south-west along Catton Street (proposed)

# Appendix 2

## Detailed Methodology

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## Introduction

**1.1** This assessment has been undertaken with reference to best practice, as outlined in the following published guidance:

- Guidelines for Landscape and Visual Impact Assessment (3rd edition) - Landscape Institute/ Institute of Environmental Management and Assessment (2013)
- Photography and Photomontage in Landscape and Visual Impact Assessment (2011) – Landscape Institute Advice Note 01/11

**1.2** The proposed scheme was assessed for the purposes of the townscape and visual analysis.

**1.3** The study area for the TVIA was taken to be a 1 kilometres radius from the site. As it is considered that beyond this distance, even with good visibility, the proposed development would not be readily perceptible in the composite townscape.

## Townscape Elements and Character Assessment Methodology

**1.4** A baseline townscape assessment was carried out to determine the current elements and character of the townscape within and surrounding the site. This involved an initial desktop study of:

- Ordnance survey maps at 1:50,000, 1:25,000 scales
- Aerial photographs of the site and surrounding area
- Datasets for rural designations from the MAGIC website (Multi Agency Geographic Information for the Countryside)
- Relevant planning policy
- National and local scale townscape character assessments

## Visual Assessment Methodology

**1.5** The assessment of visual effects was undertaken on the basis of viewpoint analysis as recommended in best practice guidelines. The viewpoints which are in different directions from the site and are at varying distances and locations were selected to represent a range of views and visual receptor types.

**1.6** The viewpoints are representational and not exhaustive. They are taken from publicly accessible land and not from any third party, private, land.

**1.7** The viewpoints were used as the basis for determining the effects of visual receptors within the entire study area. The viewpoints

were photographed at 1.6 metres above ground level.

## Assessment Criteria

**1.8** The scale of importance of effects is ascertained by cross referencing the sensitivity of the baseline landscape or visual receptor and the magnitude of change as a result of the development.

## Sensitivity of Townscape Features

**1.9** Sensitivity attributed to a townscape element is determined by a combination of the value that is attached to a townscape feature or element and the susceptibility of the landscape feature/element to changes that would arise as a result of the Proposed Development – see Pages 88-90 of GLVIA3. Both value and susceptibility are assessed as high, medium or low.

Table 1 Sensitivity of Townscape Elements and Features

		VALUE		
		HIGH	MEDIUM	LOW
SUSCEPTIBILITY	HIGH	High	High	Medium
	MEDIUM	High	Medium	Low
	LOW	Medium	Low	Low

## Magnitude of Change on Townscape Features

**1.10** Professional judgment has been used to determine the magnitude of direct physical impacts on individual existing townscape features as follows:

Table 2 Criteria of Magnitude of Change for Townscape Features

Negligible	No loss or very minor alteration to part of an existing townscape feature
Low	Minor loss or alteration to part of an existing townscape feature
Medium	Some loss or alteration to part of an existing townscape feature
High	Total or major loss of an existing townscape feature

## Sensitivity of Townscape Character

**1.11** Sensitivity is determined by a combination of the value that is

attached to a landscape and the susceptibility of the townscape to changes that would arise as a result of the Proposed Development – see Pages 88-90 of GLVIA3. Both value and susceptibility are assessed as high, medium or low.

Table 3: Sensitivity of Townscape Character

		VALUE		
		HIGH	MEDIUM	LOW
SUSCEPTIBILITY	HIGH	High	High	Medium
	MEDIUM	High	Medium	Low
	LOW	Medium	Low	Low

## Magnitude of Change on Townscape Character

**1.12** Professional judgment has been used to determine the magnitude change on townscape character as follows:

Table 4: Criteria for magnitude of change for townscape character

Negligible	No notable introduction of new elements into the townscape or change to the scale, landform, land cover or pattern of townscape
Low	Introduction of minor new elements into the townscape or some minor change to the scale, landform, land cover or pattern of townscape
Medium	Introduction of some notable elements into the townscape or some notable change to the scale, landform, land cover or pattern of townscape
High	Introduction of major elements into the townscape or some major change to the scale, landform, land cover or pattern of townscape

## Sensitivity of Visual Receptors

**1.13** Sensitivity is determined by a combination of the value that is attached to a view and the susceptibility of the receptor to changes in that view that would arise as a result of the Proposed Development – see Pages 113-114 of GLVIA3. Both value and susceptibility are assessed as high, medium or low.

**Table 5 Sensitivity of visual receptors**

		VALUE		
		HIGH	MEDIUM	LOW
SUSCEPTIBILITY	HIGH	High	High	Medium
	MEDIUM	High	Medium	Low
	LOW	Medium	Low	Low

Magnitude of Change on Visual Amenity

**1.14** Professional judgment has been used to determine the magnitude change on townscape character as follows:

**Table 6 Criteria for magnitude of change for visual receptors**

Negligible	No notable change in the view
Low	Some change in the view that is not prominent / few visual receptors affected
Medium	Some change in the view that is clearly visible and forms an important but not defining element in the view
High	Major change in the view that has a defining influence on the overall view / many visual receptors affected

Scale of Effects

**1.15** The scale of the townscape and visual effects is determined by cross referencing the sensitivity of the townscape feature, landscape character or view with the magnitude of change. The scale of effects is described as major, moderate, minor or negligible.

**Table 7 Scale of importance for landscape character, landscape features and visual receptors**

		MAGNITUDE OF CHANGE			
		HIGH	MEDIUM	LOW	NEGLIGIBLE
SENSITIVITY	HIGH	Major	Major	Moderate	Minor
	MEDIUM	Major	Moderate	Minor	Negligible
	LOW	Moderate	Minor	Negligible	Negligible

**1.16** The nature of the townscape and visual effects will be adverse i.e. negative, beneficial i.e. positive or neutral i.e. where the effect is neither overwhelmingly adverse nor overwhelmingly beneficial. Examples of the nature of an effect would be to say 'major beneficial' or 'minor adverse'. Unless expressly said, all effects are taken to be adverse in nature.



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