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1 Introduction

- 1.1 This Townscape, Visual Impact and Heritage Assessment has been prepared in support of a planning application for a site at the St Pancras Commercial Centre, 63 Pratt Street, London NW1 0BY ('the Site') in the London Borough of Camden. This report has been prepared by Peter Stewart Consultancy, a practice which provides independent expert advice on architecture, urban design, townscape and heritage.
- 1.2 The proposal is for a mixed-use development, providing light industrial, office, residential and retail space, as well as new public realm. The application proposals (the 'Development') comprise:
- 'Demolition of the existing buildings (Class B1c/B8) and erection of 3 buildings ranging in height from five to seven storeys above ground and a single basement level comprising a mixed use development of light industrial floorspace (Class B1c/B8), office floorspace (Class B1), 32 residential units (Class C3), flexible retail floorspace (Class A1/A3) together with associated access and servicing, public realm, landscaping, vehicular and cycle parking, bin storage and other ancillary and associated works'.*
- 1.3 The assessment considers the visual impact of the Development on the townscape of the area around the Site, analysing the character of the surrounding townscape. It assesses the effect of the Development on views from locations around the Site (see below regarding the selection of viewpoints). It also assesses the effect of Development on the setting of identified heritage assets around the Site.
- 1.4 The report sets out the following:
- Relevant statutory duties and townscape and historic environment policy and guidance;
 - A description of the Site and its context, including statements of significance of relevant heritage assets;
 - An assessment of the architectural and urban design quality of the Development;
 - Consideration of the effect of the Development in accurate visual representations (AVRs) from fourteen viewpoints in the area around the Site;
 - An assessment of the effect of the Development on the local townscape, views, and the setting of identified heritage assets. The assessments of the effect of the Development on heritage significance are undertaken in line with the statutory duties of the Planning (Listed Buildings and Conservation Area) Act 1990 and in the context of national and local policy and guidance.
- 1.5 The report should be read in conjunction with the scheme design drawings and Design and Access Statement ('DAS') by Caruso St John Architects and other supporting information with the planning application.

Selection of viewpoints

- 1.6 Fourteen viewpoints have been chosen to illustrate the effect of the Development on townscape and views, using 'before and after' views, and these are illustrated in section 5. Candidate viewpoint locations were identified based on an examination of maps and aerial photography, maps of conservation areas, maps and lists of listed buildings, and prior knowledge of the area.
- 1.7 A final selection of fourteen viewpoints was made following a site visit and with the aim of providing a representative range of viewpoints and within the following three types of viewing location in particular:
- Views, if any, that have been identified as significant, by the planning authority or others, e.g. in planning policy and guidance documents and conservation area appraisals;
 - Other locations or views of particular sensitivity, including those views in which the Development is seen in the context of local heritage assets, and
 - Representative townscape locations from which the Development may be visible.
- 1.8 The viewpoints have been agreed with Camden Council.
- 1.9 For the fourteen identified views illustrated in section 5, there are images of the view as existing and as proposed provided as 'Accurate Visual Representations' ('AVRs'). AVRs are provided either as rendered (photorealistic) images or as 'wirelines' (diagrammatic representations showing the outline of the redevelopment proposal as a blue line). Rendered and wireline images illustrate accurately the degree to which the Development will be visible, and its form in outline. Rendered images also show the detailed form and the proposed use of materials.
- 1.10 In addition to the above, consented development at the Ugly Brown Building, Former Sorting Office, no.2 St Pancras Way is shown in wireline form in those views where it would appear ('Cumulative' views). It can be identified by the black wireline.
- 1.11 AVRs are produced by accurately combining images of the Development (typically created from a three-dimensional computer model) with a photograph of its context as existing. The AVRs were created by Cityscape, a firm who specialise in the production of these images, and their methodology is included at Appendix A.

2 Legislation, Planning policy and guidance

- 2.1 This section contains a brief overview of aspects of the statutory duties, national, London-wide and local planning policies and guidance that are particularly relevant to the appearance and visual impact of the Development and an assessment of the impact on townscape, views and built heritage.

Statutory duties

The Planning (Listed Buildings and Conservation Areas) Act 1990

Conservation areas

- 2.2 Section 72 of the Act requires that when considering applications for planning permission for buildings or land in a conservation area, *‘special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area’*.

Listed buildings

- 2.3 Section 66 (1) of the Act states, *‘in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.’*

National planning policy and guidance

The National Planning Policy Framework (2019)

- 2.4 The Government issued the National Planning Policy Framework (NPPF) in March 2012. It was revised in July 2018 and February 2019. The NPPF sets out planning policies for England and how these are expected to be applied.
- 2.5 The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development, which has three dimensions; economic, social and environmental. The NPPF states, at paragraph 10, that *‘at the heart of the National Planning Policy Framework is a presumption in favour of sustainable development.’*
- NPPF Section 12: Achieving well-designed places*
- 2.6 Section 12 of the NPPF deals with design. At paragraph 124, the NPPF states that *‘Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.’*

- 2.7 Paragraph 127 notes that ‘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; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.’*

- 2.8 Paragraph 130 states that ‘Permission should be refused for 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’ and goes on to say ‘Conversely, where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development.’

- 2.9 Paragraph 131 states that ‘In determining applications, great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in the area, so long as they fit in with the overall form and layout of their surroundings.’

Conserving and enhancing the historic environment

- 2.10 Section 16 of the NPPF deals with conserving and enhancing the historic environment. It applies to plan-making, decision-taking and the heritage-related consent regimes under the 1990 Act.
- 2.11 Heritage assets are defined in Annex 2 of the NPPF as a *‘building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).’*

- 2.12 The NPPF notes, at paragraph 184, that heritage assets *‘should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.’*
- 2.13 The NPPF requires an applicant to describe the heritage significance of any heritage assets affected by a proposal, including any contribution made by their setting (para 189). It goes on to say that *‘the level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance.’*
- 2.14 The NPPF identifies three key factors local authorities should take into account in determining applications:
- a) *‘The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
 - b) *The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
 - c) *The desirability of new development making a positive contribution to local character and distinctiveness.’*
- 2.15 Paragraph 193 states that in assessing impact, the more important the asset, the greater the weight should be given to its conservation. It notes that *‘this is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.’*
- 2.16 Paragraph 194 notes that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification
- 2.17 The setting of a heritage asset is defined in Annex 2 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.’*
- 2.18 The NPPF states, at paragraph 195, that where a proposed development would lead to *‘substantial harm’* or total loss of heritage significance of a designated heritage asset, consent should be refused, *‘...unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss’*, or all of a number of specified criteria apply, including that the nature of the heritage asset prevents all reasonable uses of the site.
- 2.19 Where a development proposal will lead to *‘less than substantial’* harm to the heritage significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use (paragraph 196).
- 2.20 Paragraph 197 states the effect of an application on the significance of a non-designated heritage asset requires a balanced judgement having regard to the scale of any harm or loss and the heritage significance of the heritage asset.

- 2.21 The NPPF requires local planning authorities to look for opportunities for new development within conservation areas and World Heritage Sites (WHSs) and within the setting of heritage assets to enhance or better reveal their heritage significance. Paragraph 200 goes on to say *‘Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably’.*
- 2.22 Paragraph 201 states *‘Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance.’*

Planning Practice Guidance, (web based resource)

- 2.23 The national Planning Practice Guidance (PPG) was launched by Government on the 6 March 2014 and provides a frequently updated web-based resource in support of the NPPF.
- 2.24 The PPG includes a section entitled 'Design'. This explains, inter alia, the importance of good design, the planning objectives that good design can help to achieve, the qualities of a well designed place, and how buildings and the spaces between them should be considered.
- 2.25 The planning objectives of design are stated to include promoting, inter alia, local character; safe, connected and efficient streets; a network of green spaces and public places; and cohesive and vibrant neighbourhoods.
- 2.26 In terms of the qualities that contribute to a well designed place, the PPG states that a well designed place should:
- ‘Be functional;*
 - Support mixed uses and tenures;*
 - Include successful public spaces;*
 - Be adaptable and resilient;*
 - Have a distinctive character;*
 - Be attractive; and*
 - Encourage ease of movement’*
- 2.27 The PPG identifies the following considerations which may be relevant in terms of how buildings and the spaces between them should be considered:
- ‘Layout - the way in which buildings and spaces relate to each other;*
 - Form - the shape of buildings;*
 - Scale - the size of buildings;*
 - Detailing - the important smaller elements of building and spaces; and*
 - Materials - what a building is made from’.*
- 2.28 The PPG includes a section called 'Historic environment' which was updated on 23 July 2019. It explains which bodies are responsible for the designation of HAs and provides information on heritage consent processes.
- 2.29 The PPG considers the factors that should inform decision taking about developments that would affect HAs. It notes that *‘HAs may be affected by direct physical change or by change*

in their setting. Being able to properly assess the nature, extent and importance of the significance of a HA, and the contribution of its setting, is very important to understanding the potential impact and acceptability of development proposals... (18a-007-20190723). It goes on to say *'understanding the significance of a heritage asset and its setting from an early stage in the design process can help to inform the development of proposals which avoid or minimise harm'* (18a-008-20190723). It states that in assessing proposal, where harm is found, the extent of harm should be *'clearly articulated'* as either *'substantial'* or *'less than substantial'* (18a-018-20190723).

- 2.30 The PPG notes that setting is defined in the NPPF and that *'all heritage assets have a setting, irrespective of the form in which they survive and whether they are designated or not. The setting of a heritage asset and the asset's curtilage may not have the same extent'* (18a-013-20190723). It goes on to say, *'the extent and importance of setting is often expressed by reference to the visual relationship between the asset and the proposed development and associated visual/physical considerations. Although views of or from an asset will play an important part in the assessment of impacts on setting, the way in which we experience an asset in its setting is also influenced by other environmental factors such as noise, dust, smell and vibration from other land uses in the vicinity, and by our understanding of the historic relationship between places. For example, buildings that are in close proximity but are not visible from each other may have a historic or aesthetic connection that amplifies the experience of the significance of each'* (18a-013-20190723).
- 2.31 With regard to non-designated HAs, the PPG notes that *'there are a number of processes through which non-designated heritage assets may be identified, including the local and neighbourhood plan-making processes and conservation area appraisals and reviews. Irrespective of how they are identified, it is important that the decisions to identify them as non-designated heritage assets are based on sound evidence.'* It states *'it is important that all non-designated heritage assets are clearly identified as such'* noting it is *'helpful if local planning authorities keep a local list of non-designated heritage assets, incorporating any such assets which are identified by neighbourhood planning bodies'* (18a-040-20190723).

Regional planning policy and guidance

The London Plan – Spatial Development Strategy for Greater London (2016)

- 2.32 The London Plan is *'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.'*
- 2.33 The policies most relevant to townscape, conservation and visual assessment are contained in Chapter Seven 'London's Living Places and Spaces'.
- 2.34 Policy 7.1, on 'Lifetime Neighbourhoods', states that *'The design of new buildings and the spaces they create should help reinforce or enhance the character, legibility, permeability and accessibility of the neighbourhood.'*

- 2.35 Policy 7.4 expands on the theme of local character and states that *'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'*.
- 2.36 Policy 7.6 on 'Architecture' states that *'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.'* It goes on to set out a list of requirements of new buildings and structures including, inter alia, that they should be *'of the highest architectural quality'*; they should *'be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm'*; they should include details and materials that *'complement, not necessarily replicate' local architectural character'*; they should not cause *'unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings'* which is said to be particularly important for tall buildings; and they should *'optimise the potential of sites'*.
- 2.37 Policy 7.8, 'Heritage Assets and Archaeology', states that *'Development affecting heritage assets and their settings should conserve their significance by being sympathetic to their form, scale, materials and architectural detail.'*

Draft London Plan – Consolidated Suggested Changes version (July 2019)

- 2.38 In July 2019, the Mayor of London issued a draft 'consolidated' version of the new London Plan, which shows all of the Mayor's suggested changes to earlier drafts, following the Examination in Public (EiP). Its aim is to *'provide a vision for how London should sustainably grow and develop in the future'*. When adopted, it will replace the current London Plan.
- 2.39 The policies most relevant to townscape, visual impact and the historic environment are found in Chapter 3, 'Design,' and Chapter 7, 'Heritage and Culture.' These chapters contain draft policies that are broadly similar to those in Chapter 7, 'London's Living Places and Spaces', in the current London Plan.
- 2.40 Policy D1 on *'London's form, character and capacity for growth'* states that the form and layout of a place should enhance local context by delivering buildings and spaces that positively respond to local distinctiveness, which have clearly defined public and private environments. They should *'provide active frontages and positive reciprocal relationships between what happens inside the buildings and outside in the public realm to generate liveliness and interest.'* Policy D1 also states that development proposals should *'enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions.'* Development proposals should *'be of high quality, with architecture that pays attention to detail,'* and uses *'attractive, robust materials which weather and mature well'*.
- 2.41 Policy D2 on *'delivering good design'* highlights the necessity to allow master plans and design codes to help bring forward development to ensure it delivers high quality design, optimising site capacity. It also notes that at least one design review should be carried out if the development proposes *'a building defined as a tall building by the borough (see Policy D8*

Tall Buildings), or that is more than 30m in height where there is no local definition of a tall building’.

- 2.42 Policy D7 on ‘public realm’ states that opportunities to create a new public realm should be encouraged and that development plans and proposals should consider a number of things, including that the public realm is well-designed, incorporates materials that are ‘*of good quality, fit-for-purpose, durable and sustainable,*’ and that it relates to the local and historic context. It states that buildings should be ‘*of a design that activates and defines the public realm,*’ and that there should be ‘*a mutually supportive relationship between the space, surrounding buildings and their uses*’.
- 2.43 Policy D8 also notes that the views of buildings from different distances should be considered. This includes long-range views (buildings must make a ‘*positive contribution to the existing and emerging skyline and not adversely affect local or strategic views*’), mid-range views (buildings must make a positive contribution to the local townscape and particular attention should be paid to its form, proportions and materiality), and immediate views (buildings should ‘*have a direct relationship with the street, maintaining the pedestrian scale, character and vitality of the street*’). Proposals should ‘*take account of, and avoid harm to, the significance of London’s heritage assets and their settings*’. It notes that the architectural quality and materials should be of an exemplary standard and buildings should ‘*positively contribute to the character of the area.*’ Buildings that are situated in a World Heritage Site must preserve, and not harm, the Outstanding Universal Value of the World Heritage Site.
- 2.44 Policy HC3 on ‘strategic and local views’ states that ‘*development proposals must be assessed for their impact on a designated view if they fall within the foreground, middle ground or background of that view.*’ The Mayor will seek to ‘*identify and protect aspects of views that contribute to a viewer’s ability to recognise a World Heritage Site’s authenticity, integrity and attributes.*’ Boroughs must also identify and protect designated views by including these views and local vistas in their Local Plans and strategies.
- 2.45 Draft policies include Policy HC1 on ‘Heritage Conservation and Growth’. This aims to highlight the importance of London’s historic environment when proposing new development. This policy emphasises that ‘*development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets’ significance and appreciation within their surroundings*’.

Local planning policy and guidance

Camden Local Plan (2017)

- 2.46 The Camden Local Plan was adopted on 3 July 2017. It replaced the Core Strategy and the Camden Development Policies. It covers the period up until 2031, and will aim to help the delivery of the Council’s vision for Camden.
- 2.47 Policy D1 on ‘design’ states the Council will seek to secure high quality design requiring, inter alia, that development:

- ‘a. respects local context and character;
- 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;
- j. responds to natural features and preserves gardens and other open space;
- k. incorporates high quality landscape design
- m. preserves strategic and local views’;

- 2.48 The policy states that the Council expects excellence in architecture and design.
- 2.49 Policy D2 on ‘Heritage’ aims to preserve and enhance heritage assets and their settings and ensure no loss or harm comes to them. The policy states that no loss of harm to a heritage asset will be permitted unless the loss or harm is necessary to achieve substantial public benefits which outweigh the loss or harm, or all of the following apply:
- ‘a. the nature of the heritage asset prevents all reasonable uses of the site;
 - b. no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation;
 - c. conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and
 - d. the harm or loss is outweighed by the benefit of bringing the site back into use.’
- 2.50 The policy goes on to state that with regard to conservation areas, development must preserve or enhance the character and appearance; and must not cause harm to the character or appearance even if it is located outside the conservation area. It states that the Council will resist demolition of an unlisted building if that building makes a positive contribution to the conservation area.

Camden Planning Guidance (2015)

- 2.51 The Camden Planning Guidance gives additional advice and information on how the Council will apply the planning policies for the Borough. ‘CPG 1’ addresses design
- 2.52 The following documents are considered in more detail in the following section on the Site and its surroundings:
- Regent’s Canal Conservation Area Appraisal and Management Strategy (2008);
 - Camden Broadway Conservation Area Appraisal and Management Strategy (2009);
 - Jeffrey’s Street Conservation Area Statement (2003); and
 - Kings Cross St Pancras Conservation Area Statement (2004).

Other guidance

Historic England: Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015)

- 2.53 The advice set out in this document, published by Historic England, is consistent with the NPPF and PPG.

Historic England: Historic Environment Good Practice Advice in Planning Note 3 (second edition): The Setting of Heritage Assets (December 2017)

- 2.54 This guidance set out in this document is consistent with the NPPF and PPG. In the first paragraph it states that it provides *‘information on good practice to assist local authorities, planning and other consultants, owners, applicants and other interested parties’ and that ‘alternative approaches may be equally acceptable, provided they are demonstrably compliant with legislation, national policies and objectives.’*
- 2.55 At para 9 it states that, *‘Setting is not a heritage asset, nor a heritage designation, although land comprising a setting may itself be designated Its importance lies in what it contributes to the significance of the heritage asset.’*
- 2.56 At para. 18 the guidance states that the *‘conserving or enhancing heritage assets by taking their settings into account need not prevent change; indeed change may be positive, for instance where the setting has been compromised by poor development’.*
- 2.57 The guidance proposes a five stage programme of assessment: (1) identifying the assets affected, (2) assessing the contribution setting makes to significance, (3) assessing the effect of the proposed development, (4) maximising enhancement and minimising harm, (5) making and monitoring the decision and outcomes.

3 The Site and its surroundings

Location

- 3.1 The Site lies in the southern part of the London Borough of Camden, on the eastern edge of Camden Town, adjacent to the Regent's Canal. The Site occupies a whole urban block with frontages onto two main roads: Royal College Street to the south west, and St Pancras Way to the north-east, at the point where it crosses the canal. The Site also has frontages to two secondary streets: Georgiana Street to the north-west, and Pratt Street to the south-east. The Site's main entrance lies on the latter. The site slopes 3.5m down from north to south.
- 3.2 The Site is occupied by St Pancras Commercial Centre, which includes two early 1980s 2 storey rectangular footprint red brick warehouse buildings with shallow pitched roofs. The buildings overlook a shared central yard. Uses include B1(c), B8 and sui generis (sg) use classes. The total provision of employment space is approx. 2,707m² on a site that measures approx 4,900m². The warehouses present their long elevations to the main roads. That overlooking St Pancras Way is set several meters behind the back edge of the pavement behind a grassed area.
- 3.3 The Site does not lie in a conservation area or contain any listed buildings. The nearest conservation area to the Site is the Regent's Canal Conservation Area, which lies immediately to the north-east of the Site. The nearest listed buildings to the Site lie a short distance to the north-east on Royal College Street and are listed at grade II (nos. 165-181 (odd)).
- 3.4 An assessment of the existing buildings on the Site is provided later in this section.

Historical development of the area

- 3.5 The Site lies in the St Pancras and Somers Town ward in the southern part of the London Borough of Camden. The name St Pancras derives from the area's oldest building, the Old Church of St Pancras (grade II* listed) on Pancras Road, located north of St Pancras Station.
- 3.6 By the late 18th century the area around the Site, which was then a peripheral area structured by fields, was transformed following the construction of the New Road to the south of the old church. Development came in the form of terraced houses in a grid layout, which was established in 1791 by Charles Pratt, the first Earl of Camden.
- 3.7 After its completion in 1801, the Paddington Branch of the Grand Junction Canal, which links London to the Midlands, was extended to connect Paddington to the London Docks at Wapping on the River Thames. The canal was renamed 'The Regent's Canal,' and the extension was built in stages and eventually completed in 1820.
- 3.8 The meandering St Pancras Way was created in 1834, contrasting with the regular layout of nearby streets, including Royal College Street and Camden Street. Although by the 1860s

houses covered the whole area around the Site, the arrival of the railways (Euston Station was built in 1836; King's Cross Station in 1851 and St Pancras Station in 1868) and the Regent's Canal had a drastic effect on this area, disrupting the Georgian street layout and severing adjacent neighbourhoods. The Pevsner volume London 4: North (Cherry & Pevsner) notes that *'North of the stations stretched a noisy industrial landscape of marshalling yards, goods yards, gasholders and canal wharves... the unassuming early c19 terraces of Camden were not fashionable, and by the later C19 the district had an aura of impoverished gentility, ... with pockets of industry and services near the canal and railway lines.'* This was evident on Royal College Street, which was characterised by Georgian housing in the west and working buildings in the east.

- 3.9 In the post-war period, the metropolitan borough of St Pancras had, according to Cherry and Pevsner *'one of the most energetic housing authorities in the country, executing and expanding a programme already being planned during the war. A thousand flats were completed by 1951.'* The LCC Metropolitan Borough of St Pancras merged with the neighbouring boroughs of Holborn and Hampstead to form the London Borough of Camden in 1965.
- 3.10 The street pattern that developed in the 19th century remains largely intact in the area around the Site. However, both the Site and large urban block directly its south represent a big departure from the largely coherent townscape and densely developed urban environment experienced in surrounding areas. This is partly explained by the proximity of these blocks to the canal, which historically dictated a more ad hoc arrangement of buildings and uses. However, these blocks also bear the scars of wartime bombing and opportunistic late 20th century planning that has resulted in low density development that appears out of place in this context. The latter includes the buildings of the St Pancras Commercial Centre on the Site.

The immediate surroundings of the Site

- 3.11 The early 19th century pattern of streets around the Site remains legible today. The nearest primary routes are St Pancras Way (A5202) and Royal College Street, which mark the Site's north-east and south-west boundaries respectively. Both are one way streets. While Georgiana Street to the north and Pratt Street to the south are both secondary streets, the latter is just under half a kilometre in length, providing a direct link between Camden High Street to the south-west and St Pancras Way. The area around the Site has a mixed character with industrial works, commercial premises, institutional, civic, and residential buildings all featuring. One finds residential buildings of different periods including Georgian, Victorian, Edwardian, inter-war, post-war and modern. Typologies include terraced development, mansion blocks, slab blocks, semi-detached houses and apartment buildings. Building scale also ranges from 2 storeys to 11 storeys. Green space is limited, although the Regent's Canal provides an important local amenity. The Site is one of several lying between the canal and Royal College Street that were originally developed to house industrial or commercial premises and have either been redeveloped or are being considered for new

development. The largest of these is the Royal Mail distribution centre and depot lying directly to the south of the Site. This includes a substantial modern 2 storey brick warehouse on Royal College Street that occupies an area similar in size to the Site, set within an extensive area of hardstanding used for Royal mail servicing and parking. The site has been allocated by LB Camden for redevelopment.

Townscape characterisation

- 3.12 A characterisation of the streets that surround the Site, and which define the townscape local to the Site follows. This exercise is informed by site visits and the study of documents, as described above. Conservation areas, listed buildings and unlisted buildings of merit in the area around the Site are considered afterwards.

St Pancras Way

- 3.13 St Pancras Way (A5202) runs directly to the east of the Site in a south-easterly direction from Camden Road towards St Pancras. On its approach from the north, the road crosses under a railway bridge serving London Overground and over the Regent's Canal, just ahead of the intersection with Georgiana Street. Prior to reaching the canal, the road passes the entrance to a large late 20th century low to medium density housing estate, built on the site of the former St Pancras Freight Terminal. This development's circuitous network of streets, serving semi-detached and terraced houses and 4 storey blocks of flats, has the character of a suburban cul-de-sac. Returning to St Pancras Way, a surviving late 19th century public house (The Constitution) overlooks the Regents Canal at Gray's Inn Bridge. On crossing this canal bridge, there is pronounced drop in site levels as the road kinks to follow the alignment of the canal. It then heads in a more southerly direction to arrive at Goldington Crescent Gardens at the junction with Pancras Road/Crowndale Road.
- 3.14 The road's meandering path takes it past the Site just south of the canal crossing and the junction with Georgiana Street. The Site's buildings leave a particularly poor first impression, turning their backs to both streets. On St Pancras Way, the long 2 storey rear façade of its red brick warehouse is set well behind a tapering area of grass and a wide pavement. The east side of the street is defined by the curving timber, render and glass 3 storey façade of a modern canalside apartment building which comes up to the back edge of a narrow pavement. The building steps up in height to 6 storeys towards the junction with Pratt Street. That datum continues along this side of the street by a series of modern apartment blocks and office buildings overlooking the canal, which provide a continuous street frontage. These canalside buildings lie within the Regent's Canal Conservation Area. On the west side, just opposite the Site on the corner with Pratt Street, lies a late 20th century mansion block of 6 storeys in red and yellow brick. The building has a particular prominence on these streets as a detached building overlooking the vast open air car park of the Royal Mail site that it abuts. The building's large flank walls are very noticeable in views along St Pancras Way approaching the Site from the south. The substantial 150m long boundary wall of the Royal Mail site experienced on that approach is interrupted by two large service entrances. Views are possible across the site to Royal College Street and its large depot to the west.

- 3.15 A 7 storey timber-clad, yellow brick and rendered modern student residence (Beaumont Court) runs for much of the southern boundary of the Royal Mail site. Next, a small gap in the street frontage marks the entrance to a pedestrian link through the block to St Thomas Street (College Grove North West). To its south lies a much larger student residence development, consisting of 6, 7, and 9 storey slab blocks in red brick, exposed concrete and red metal cladding, built over a 2 storey builder's merchant and yard. Designed by Cooley Architects, the building's 150m long street frontage incorporates glazed and green metal-clad offices at the north end and the site entrance to the yard at the south end. Unusually, the large 2 storey volume containing the yard is exposed to the street, visible behind a single storey high metal fence.
- 3.16 Directly opposite, on the east side of the street, lies the Ugly Brown Building (no.6). Built in the 1980s, this former Royal Mail sorting office occupies the majority of its broadly triangular site with a canal frontage. The 4 storey building, which has a 1.14ha footprint, was split into three units in a 2000 remodelling. It is set well behind the back edge of the pavement, allowing for a staff car park and a large mature tree opposite Beaumont Court. The site benefits from a 2018 planning permission to replace the existing building with a mixed-use scheme designed by Bennetts Associates, including six new structures, ranging in height from 2 to 12 storeys, delivering new business space, apartments, a hotel, retail and storage space. The building marks the southern extent of the Regent's Canal Conservation Area on St. Pancras Way.
- 3.17 The urban block lying to the south of the Ugly Brown Building at the junction with Granary Street is occupied by a complex of 19 buildings used by St Pancras Hospital. These lie within the Kings Cross St Pancras Conservation Area. The block presents a largely inactive frontage to the street, with high brick walls interrupted by the site entrance, adjacent to the hospital's late 19th century gatehouse. The majority of the buildings within this site benefit from an immunity from listing in anticipation of redevelopment. Opposite the hospital, on the west side of the street, one finds late 19th century former stables and offices built for the Royal Veterinary College. A modern apartment block and an early 20th century red and stock brick mansion block at the corner with Pancras Road (Goldington Buildings) make up the remainder of the west street frontage to St Pancras Way.

Royal College Street

- 3.18 Starting at the south end, moving north from Goldington Buildings, one comes to the first of three substantial red brick buildings built for the Royal Veterinary College, fronting the east side of the street. All three sit within the Kings Cross St Pancras Conservation Area. This 3 storey building plus attic level with a symmetrical front dates to 1924 and is occupied by the London Bioscience Innovation Centre. The much larger central block of the college lies next door, presenting a 75m long symmetrical red and brown brick and stone frontage of 4 storeys (plus attic level). It was constructed in 1936-37 to a design by H.P.G. Maule. The last of the three buildings is the Beaumont Animals' Hospital, of a similar scale, form and character to the first of the three buildings described. Later extensions to the hospital lie behind these buildings and are not visible from the street.
- 3.19 On the west side of Royal College Street, opposite the hospital, lies the post-war College Place Estate. Set well back from the highway, behind a wide pedestrian island and a

dedicated service road running parallel to the street, its 4 storey L-shape blocks are arranged around communal courtyards that are open to the estate's internal street, College Place, to the rear. Mature tree planting on the pedestrian island lends this part of Royal College Street a boulevard character and a sense of containment to the wide street; less so in winter when trees are without leaves. The estate runs up to the junction with Plender Street, after which the street narrows, with late 19th century 3 and 4 storey stock brick and stucco terraced houses lining both sides. The terrace on the west side, the southern end of which is listed grade II (up to and including no.99) continues to the junction with Pratt Street. The terrace on the east side, also listed grade II, quickly gives way to the 2 storey 75m long yellow brick frontage of the Royal Mail depot, constructed in recent decades. Beyond that site's vehicular entrance lies a vehicle maintenance facility, occupying a modern 2 storey brick building that is partly set back from the street behind an area of off-street parking. The corner plot next door is occupied by the 4 storey Golden Lion Public House, terminating the urban block at the junction with Pratt Street. The public house was the sole survivor of a late Victorian terrace on Royal College Street that was bombed during the Second World War and, therefore, has an undue prominence on this street corner.

- 3.20 The urban quality of Royal College Street diminishes considerably north-west of the junction with Pratt Street. On the east side, the Site's urban block presents an 80m long blank rear wall of one of its red brick warehouses. On the west side, the corner with Pratt Street is addressed by the blank brick walls of a recent 2 storey extension to a mid-20th century training centre. The remainder of the Royal College Street frontage to the junction with Georgiana Street is a construction site at the time of writing. This Allocated Site is owned by National Grid and will house a new electricity substation.
- 3.21 Townscape quality improves markedly as one continues north-west towards the junction with Camden Road. Late-19th century 3 storey brick and stucco terraces line both sides of Royal College Street up to the junction with Baynes Street, where it crosses the Regent's Canal. The terrace on the west side is listed grade II. Beyond the canal, the west side of the street retains 3 storey late 19th century brick and render villas, some in a poor state of repair. A number incorporate modern shopfronts at ground level. On the east side, one finds development of a similar scale, though 19th century terraced development is interspersed with modern, including an office to residential conversion. The remaining terraces, which have shops at ground, have modern alterations. The view towards the junction with Camden Road is terminated by the railway bridge. It displays the words 'Camden Road', which are clearly visible from the canal bridge, assisting in wayfinding.

Pratt Street

- 3.22 The north-east end of Pratt Street, between St Pancras Way and Royal College Street, leaves a particularly poor impression on the visitor. On its north side, the wide vehicular entrance to the Site is flanked by low brick walls and the large blank flank brick walls of its two warehouse buildings. This Site's service yard and car park and the unattractive frontages of its commercial units, which include wide service bays, are in plain sight. The south side of the street is bookended by the aforementioned 5 storey modern mansion block on the corner with St Pancras Way, and the 4 storey Golden Lion public House to Royal College Street, the latter the only building of any townscape quality. Running between these buildings is the tall

brick north boundary wall of the Royal Mail site. Gaps in the wall reveal that site's extensive open air car park and massive warehouse beyond.

- 3.23 The urban quality of Pratt Street improves south-west of the junction with Royal College Street. Its south side is defined by 3 storey late Victorian terraced houses in brick with ground floors in stucco. The five houses at nos. 82-90 (even) are listed grade II. Building scale then increases dramatically the next block along, with a 6 storey early 20th century red brick warehouse, which holds the corner with Camden Street. The north side of Pratt Street, between Royal College Street and Camden Street features a 4 storey mid-20th century training centre opposite the Site, with a 2 storey extension recently added to the corner with Royal College Street. Next, after passing the school gates to Our Lady's Catholic Primary School, one comes to All Saints Greek Orthodox Church (grade I). This rectangular plan yellow stock brick and stone church with a semi-circular portico of giant fluted Ionic columns and a circular stone tower to the west dates to 1822-24 and was built to a design by father and son William and Henry Inwood. The church is set back from the road junction with Camden Street, behind an area of car parking. This section of Pratt Street features a number of mature and semi-mature trees (including several tall specimens planted in the school grounds), which reduce visibility of the Site considerably.
- 3.24 South-west of the junction with Camden Street, on the north side of the Pratt Street, one finds a mix of late Victorian terraced housing of 3 storeys, some with shops at ground level, a tall public house, and warehouse of the same period. The south side of the street to the junction with Bayham Street is addressed by the post-war Curnock Street Estate (1967-70), designed for Camden Council by Paul Boissevain and Barbara Osmond. Its 4 and 6 storey yellow brick blocks are set well behind the back edge of the pavement, allowing space for mature tree planting along the street.

Georgiana Street

- 3.25 Georgiana Street is a well used, though uninviting, pedestrian route when approaching from St Pancras Way. The Site's street frontage, extending the full 60 metre length of the urban block, comprises a blank brick wall. Bangor Wharf, opposite, is little better, with wide vehicular entrances and largely blank boundary walls and fencing topped with barbed wire. The situation improves considerably moving south-west of the junction with Royal College Street. The north side of Georgiana Street features an end of terrace late 19th century public house of 3 storeys (The Prince Albert) with an attractive green tiled pub front. This locally listed building turns the corner onto Lyme Street, which is set at a 45 degree angle to Georgiana Street and is aligned on the Site. This tree-lined Lyme Street is features grade II listed mid-19th century villas (north-east side) and paired workers' houses flanking a former factory dating to 1852-1855, also listed grade II (south-west side). The north side of this street lies within the Regent's Canal Conservation Area.
- 3.26 For the most part, Georgiana Street is a street of early to mid-19th housing. Its east end (south side) is defined by a recently constructed 3 storey brick warehouse, which replaced an earlier warehouse of a similar scale. Thereafter, one finds 3 storey brick and stucco houses lining both sides of the street to the junction with Camden Street, all of which are grade II listed. The view looking back towards the Site from this junction is terminated by the

Constitution Public House, on the east side of the Regent's Canal. The existing red brick warehouses on the Site can also be glimpsed from here.

The wider setting of the Site

- 3.27 The Site's wider surroundings include Camden Town, Regent's Park and Primrose Hill to the west; Camden Square, Cantelowes, and Kentish Town to the north; Camley Street, King's Cross, and St Pancras to the east/south-east; and Mornington Crescent Somerstown, and Euston to the south.

Heritage assets

- 3.28 The Site does not contain any heritage assets (HAs). A number of designated heritage assets (listed buildings and conservation areas) and non-designated heritage assets (locally listed buildings) are found in the area around the Site. This assessment considers the indirect effect of the Development on the settings of all HAs located within a 300m radius of the centre of the Site. This includes any listed buildings situated on the 300m boundary. The HAs considered are listed below and are identified in Figure 1 – Heritage Assets.
- 3.29 As required by the NPPF, the following assessments of significance are proportionate both to the importance of the asset and to the nature and extent of the Development. They are sufficient to understand the potential impact of the Development on heritage interest.
- 3.30 The significance of assets forming part of this assessment, comprising the special architectural or historic interest of the listed buildings (including discussion of the nature and extent of their settings insofar as they contribute to that significance); and character and appearance of conservation areas, is assessed below.

Conservation areas

- 3.31 Four conservation areas lie within 300m of the Site. The closest to the Site is the Regent's Canal Conservation Area, its southern boundary following the north side of Georgiana Street and east side of St Pancras Way, opposite the Site. The next closest is Camden Broadway Conservation Area, situated approximately 125m to the north-west of the Site. The Jeffrey's Street Conservation Area abuts the Camden Broadway Conservation Area to the west, lying around 230m to the north-west of the Site. The King's Cross St Pancras Conservation Area is located approximately 230m to the south-east of the Site, its northern-most section almost reaching the junction of Royal College Street and Plender Street.

Regent's Canal Conservation Area

- 3.32 The Regent's Canal Conservation Area was initially designated in April 1974 with subsequent extensions approved in June 1981, June 1983, March 1984 and June 1985. The boundary was adjusted in 2004 following the revised King's Cross Conservation Area Statement.

- 3.33 The Conservation Area Appraisal and Management Strategy (CAAMS) was adopted on 11 September 2008. In terms of the heritage significance of this conservation area, it provides a summary of special interest, which notes: *'The concentration of industrial archaeology along the Camden section of the canal, with its associated railway features is of exceptional interest and quality, unparalleled in London. It is an important feature of historic and visual interest in the wider townscape and, following the decline of traditional canal-related commercial activities, has been increasingly recognised as a valuable resource for water-based leisure activities, for its tranquil seclusion, for its ecological value and its potential for transportation and informal recreation'*.
- 3.34 The CAAMS divides the Conservation Area into three sub areas. The closest to the Site is Sub Area 2 – Kentish Town Bridge to the Oblique Bridge. It notes that the section of the canal running south-east from Gray's Inn Bridge to the Oblique Bridge at Camley Street is the longest stretch without an access point and *'it has a rather isolated feel, reinforced by the continuous run of retaining wall along the towpath'*. It continues *'The buildings which flank the canal on the towpath side are not visible beyond the parapet of the retaining wall, whilst those on the opposite bank are largely undistinguished and some, including the former Post Office sorting building, have a particularly poor relationship to the canal'*. The buildings on the towpath side (north-east side) date to the late 20th and early 21st century, with the exception of the 19th century Constitution Public House at Gray's Inn Bridge, which is identified as a 'positive contributor' to the conservation area. The buildings opposite, on the south-west side, all date to the late 20th or early 21st century.
- 3.35 The setting of the conservation today is noticeably varied and evolving. Some fringes are relatively high quality, such as those terraced streets bordering it to the north-west of the Site (e.g. Lyme Street and Georgiana Street). These contribute positively to its setting. Conversely, other parts are poor in general terms and detract from its setting, such as the commercial sites along St Pancras Way (including the Site) and the late 20th century housing estate lying to the north-east of the canal at Barker Drive.

Camden Broadway Conservation Area

- 3.36 Camden Broadway Conservation Area was designated on 20 September 2005. The Camden Broadway Conservation Area Appraisal and Management Strategy was adopted on 12 February 2009. In terms of the heritage significance of this conservation area, it provides a summary of special interest, which notes that the: conservation area *'is a small area comprising a mix of commercial and residential uses. Its character can be divided into two distinct types, and is defined by the busy, main traffic routes through the area (Camden Road, Royal College Street and St Pancras Way) which, on Camden Road and Royal College Street support commercial uses at ground floor level, and by the quieter, residential streets which run between these (Rousden Street and Randolph Street), the height, materials and plot layout broadly respect the C19 development of the area. The railway line runs east-west through the conservation area and its twin supporting bridges are a major presence in the area'*.
- 3.37 The majority of the conservation area's buildings are identified in the appraisal as 'positive contributors' to the conservation area, including the late 19th century properties at the north end of Royal College Street.

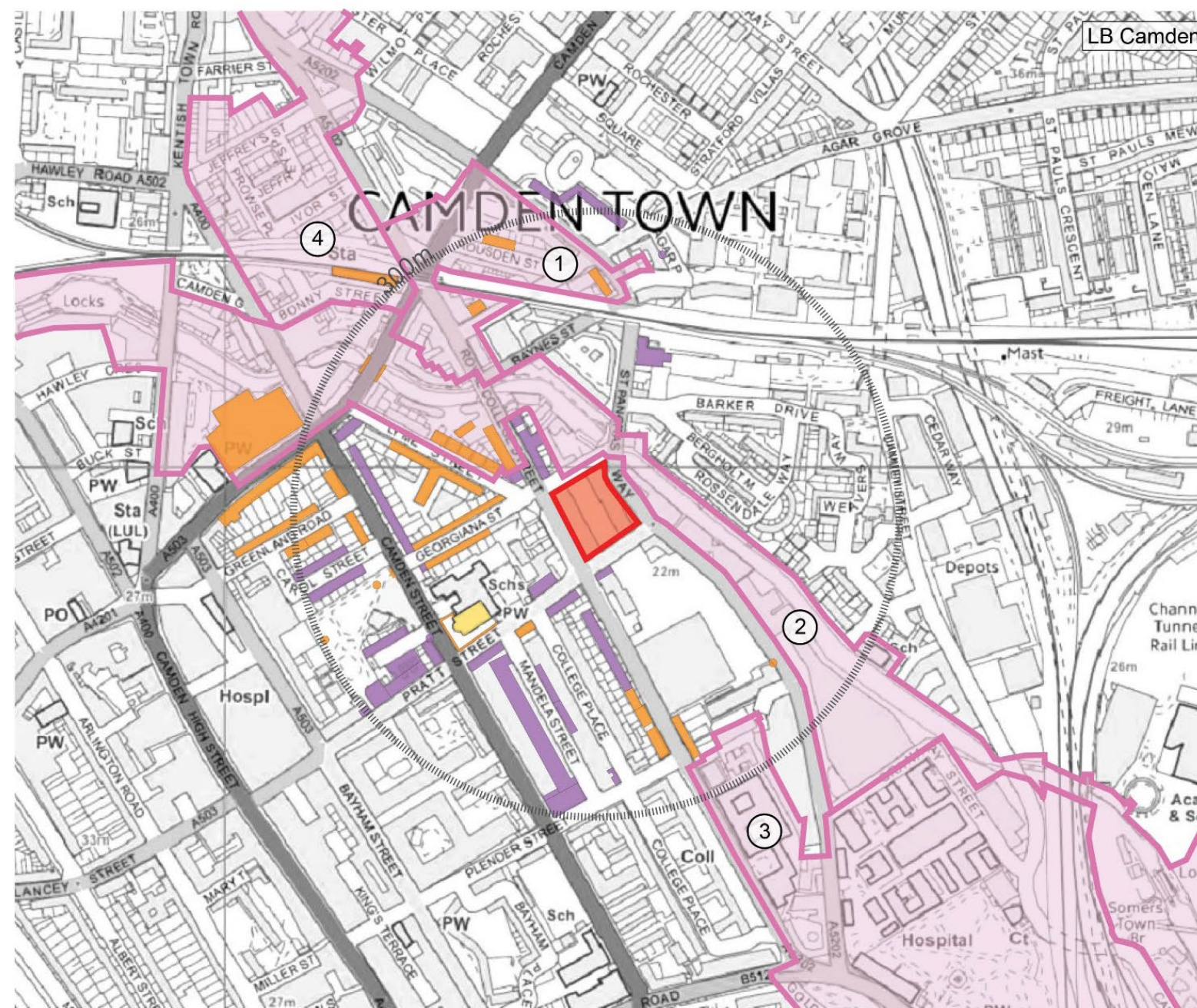
- 3.38 The conservation has a varied urban setting, which includes buildings dating to the late-20th century. The Regent's Canal, which lies directly to the south of the conservation area contributes positively to its setting.

Jeffrey's Street Conservation Area

- 3.39 The Jeffrey's Street Conservation Area was designated on 12 November 1985. It was extended on 19 November 2002 to include College Gardens, buildings to the south and east of the gardens, the shops along the west side of Royal College Street and Reeds Place. A Conservation Area Statement was adopted for the conservation area in April 2003. This describes this small conservation area as '*an enclave of quiet, predominantly residential, streets and narrow lanes between the busy thoroughfares of Camden Street and Royal College Street*'. The conservation area derives its heritage significance from these streets and spaces.
- 3.40 The conservation area is characterised by 18th and 19th century terraced houses set between areas of green open space. That section lying closest to the Site is severed from the majority of the conservation area to the north by the brick viaduct of the London Overground, which cuts diagonally across the area. Jeffrey's Street, one of the oldest complete streets in Camden was laid out circa 1800. It is located to the north of the brick viaduct.
- 3.41 The conservation has a varied urban setting, which includes buildings dating to the late-20th century. It abuts both the Regent's Canal Conservation Area and the Camden Broadway Conservation Area, both of which include attributes that contribute positively to its setting.

King's Cross St Pancras Conservation Area

- 3.42 The conservation area was initially designated in March 1986 by the Greater London Council (GLC). The designation straddled the boundary between Camden and Islington and included the Conservation Area to the east of York Way. The Conservation Area has been enlarged on two occasions since 1986. The Conservation Area was extended to the north west in 1994 to include the area surrounding St Pancras Gardens. LB Camden's Conservation Area Statement for King's Cross was published in June 2004.
- 3.43 The King's Cross / St Pancras Conservation Area is dominated by the train stations, but there are also former industrial buildings, hotels, 19th century terraces and large scale institutional buildings. These are all attributes of the conservation area that contribute to its heritage significance. One of its institutional buildings lies at the south end of Royal College Street – Royal Veterinary College, which marks the northern extent of the conservation area and the closest point to the Site.
- 3.44 The conservation has a varied urban setting, which includes buildings dating to the late-20th century and modern development. It abuts the Regent's Canal Conservation Area, which include attributes (such as the canal) that contribute positively to its setting.



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Notes:

Approximate Site boundary marked in red for indicative purposes only. An approximate 300m radius is marked on the map. Heritage assets within this radius are identified.

Conservation areas are marked in pink and identified below.

Borough boundaries are marked with a blue dotted line.

Listed buildings:

- Grade I listed building
- Grade II listed building
- Locally listed building

Conservation areas:

- ① Camden Broadway Conservation Area
- ② Regents Canal Conservation Area
- ③ Kings Cross St Pancras Conservation Area
- ④ Jeffrey's Street Conservation Area

Figure 1: Built Heritage Assets

Listed buildings

- 3.45 The Site does not contain any statutorily or locally listed buildings. A number of listed buildings are located within a 300m radius of the centre of the Site. These are identified below.
- 3.46 The assessment is based on a thorough understanding of the Site as found today, and its immediate setting. In some instances, the listed buildings are no longer in their original use. In most instances they are experienced in an immediate and wider context that includes post-war or modern development, which in some cases is large in scale. A map showing the location of the listed buildings described below is on the previous page.
- 3.47 **Nos.165-181 (odd) and attached railings, Royal College Street** are listed grade II. This terrace of nine 3 storey brick houses with rendered ground floors dates to c1845. They front the busy Royal College Street; that section north west of the junction with Georgiana Street is largely characterised by terraced housing of the same scale and period as these HAs - an aspect of their setting which contributes to their heritage significance.
- 3.48 **Lawfords Wharf Cottage, Grand Union Canal, Lyme Street** is listed grade II. This pair of 2 storey cottages in painted stucco date to the early 19th century. The canal is the most important aspect of the setting of this HA, contributing to its heritage significance. This HA is seen alongside modern canalside development, which frames views of the cottage looking towards the Site from the canal and Camden Road.
- 3.49 **Nos.1-10 Lyme Street (consec)** are listed grade II. This group of ten 2 storey semi-detached villas in stucco with rusticated quoins (except nos.5 & 6) date to the mid-19th century. Nos.1-10 and nos.24-29 and 31-37 (consec) including numbers 33A and 33B, Lyme Street (grade II) have group value. In terms of contribution of setting to heritage significance, it is the respective houses and former factory in this group of HAs that make the most important contribution to their heritage significance.
- 3.50 **Nos.24-29 and 31-37 (consec) including numbers 33A and 33B, Lyme Street** are listed grade II. This factory and twelve paired workers' houses date to 1852-1855. No.31 (the factory) is a 5 storey brick building with 4 storey wings, designed in the Classical style. Nos. 24-29 & 32-37 (workers' houses) rise to 3 storeys plus semi-basements. These brick buildings have rusticated brick quoins and vertical recessed strips articulating party walls. Nos.1-10 (consec.) and nos.24-29 and 31-37 (consec.) including numbers 33A and 33B, Lyme Street (grade II) have group value. In terms of contribution of setting to heritage significance, it is the respective houses and former factory in this group of HAs that make the most important contribution to their heritage significance.
- 3.51 **Nos.16 to 31 (consec) and attached railings, Georgiana Street** are listed grade II. This terrace of sixteen 3 storey early to mid-19th century houses is in yellow stock brick with a rusticated stucco ground floor. Nos.16 to 31 (consec) and nos. 32 to 53 (consec) opposite have group value. In terms of contribution of setting to heritage significance, it is the respective houses in these two terraces that make the most important contribution to their heritage significance.
- 3.52 **Nos.32 to 53 (consec) and attached railings, Georgiana Street** are listed grade II. This terrace of twenty two 3 storey early 19th century yellow stock brick houses were restored in the late 20th century in a GLC renovation scheme. Nos.16 to 31 (consec) and nos.32 to 53 (consec) opposite have group value. In terms of contribution of setting to heritage significance, it is the respective houses in these two terraces that make the most important contribution to their heritage significance.
- 3.53 **Nos.107-117 (odd) Camden Street** are listed grade II. This terrace of six early 19th century 3 storey houses is in yellow stock brick with a rusticated stucco ground floor. Nos.107-117 (odd) Camden Street have group value with nos.119-129 (odd) and attached railings, Camden Street (grade II). In terms of contribution of setting to heritage significance, it is the respective houses in this group that make the most important contribution to their heritage significance.
- 3.54 **Nos.119-129 (odd) and attached railings, Camden Street** are listed grade II. This terrace of six early 19th century 4 storey houses is in yellow stock brick with a rusticated stucco ground floor. Nos.107-117 (odd) Camden Street have group value with nos.119-129 (odd) and attached railings, Camden Street (grade II). In terms of contribution of setting to heritage significance, it is the respective houses in this group that make the most important contribution to their heritage significance.
- 3.55 **Nos.18-62 (even) Camden Road and attached railings** are listed grade II. This terrace of twenty three early 19th century 4 storey houses includes some with later shops. Houses are in yellow stock brick with rusticated stucco ground floors or stucco shopfronts. In terms of contribution of setting to heritage significance, it is the respective houses in this terrace that make the most important contribution to their heritage significance.
- 3.56 **Sainsbury's supermarket, nos.17-21 (odd) Camden Road** is listed grade II. This 2 storey, steel frame building is roughly rectangular in plan and is clad in glass and several types of pre-fabricated aluminium panel. The adjacent housing at nos.1-12 (consec.) Grand Union Walk (grade II) (lying beyond the study area of this assessment) was built as part of the same development and is the only aspect of the supermarket's setting to contribute to its significance.
- 3.57 **Nos.7 to 41 (odd) and attached railings, Greenland Road** are listed grade II. This terrace of eighteen mid-19th century 3 storey houses was restored c1976 in a GLC renovation scheme. Houses are in yellow stock brick with rusticated stucco ground floors. Nos.7 to 41 (odd); no.14; nos.16 to 22 (even), and nos.24 to 34 (even) Greenland Road (all listed grade II) from a group. In terms of contribution of setting to heritage significance, it is the respective houses in this group that make the most important contribution to their heritage significance.
- 3.58 **Nos.24 to 34 (even) and attached railings, Greenland Road** are listed grade II. This terrace of six early 19th century 3 storey houses was restored c1976 in a GLC renovation scheme. Houses are in yellow stock brick with rusticated stucco ground floors. Nos.7 to 41 (odd); no.14; nos.16 to 22 (even), and nos.24 to 34 (even) Greenland Road (all listed grade II) from a group. In terms of contribution of setting to heritage significance, it is the respective houses in this group that make the most important contribution to their heritage significance.

- 3.59 **Nos.16 to 22 (even) and attached railings, Greenland Road** are listed grade II. This terrace of four early 19th century 2 storey houses was restored c1976 in a GLC renovation scheme. Houses are in yellow stock brick with rusticated stucco ground floors. Nos.7 to 41 (odd); no.14; nos.16 to 22 (even), and nos.24 to 34 (even) Greenland Road (all listed grade II) from a group. In terms of contribution of setting to heritage significance, it is the respective houses in this group that make the most important contribution to their heritage significance.
- 3.60 **No.14 Greenland Road** is listed grade II. This end of terrace early 19th century 3 storey house is in yellow stock brick with a rusticated stucco ground floor and timber shopfront. Nos.7 to 41 (odd); no.14; nos.16 to 22 (even), and nos.24 to 34 (even) Greenland Road (all listed grade II) from a group. In terms of contribution of setting to heritage significance, it is the respective houses in this group that make the most important contribution to their heritage significance.
- 3.61 **Drinking fountain in St Martins Gardens (recreation ground), Camden Street** is listed grade II. In terms of contribution of setting to heritage significance, it is the gardens that form the most important attribute of setting to contribute to its heritage significance.
- 3.62 **Charles Dibdin Memorial in St Martins Gardens (recreation ground), Camden Street** is listed grade II. In terms of contribution of setting to heritage significance, it is the gardens that form the most important attribute of setting to contribute to its heritage significance.
- 3.63 **St Martins Gardens (recreation ground) wrought iron gates, Camden Street** are listed grade II. In terms of contribution of setting to heritage significance, it is the gardens that form the most important attribute of setting to contribute to its heritage significance.
- 3.64 **All Saints Greek Orthodox Church, Camden Street** is listed grade I. This Greek Revival style rectangular plan church, formerly Church of England, now Greek Orthodox, is by W & HW Inwood and dates to 1822-24. It is in yellow stock brick with stone east and west ends (west end painted) and a stone tower. It has group value with the Boundary railings and gates to All Saints Greek Orthodox Church (grade II). It fronts a busy main road, Camden Street. Its urban setting, which makes a limited contribution to its heritage significance, also includes a post-war school and housing from the same period.
- 3.65 **Boundary railings and gates to All Saints Greek Orthodox Church, Camden Street** are listed grade II. They have group value with the All Saints Greek Orthodox Church, Camden Street (grade I).
- 3.66 **Nos. 82-90 (even) Pratt Street** are listed grade II. This terrace of five early 19th century 3 storey houses is in yellow stock brick with a rusticated stucco ground floor. In terms of contribution of setting to heritage significance, it is the respective houses in this terrace that make the most important contribution to their heritage significance.
- 3.67 **Nos.75-85 (odd) and attached railings, Royal College Street** are listed grade II. This terrace of six late 18th century houses was probably built by Joseph Kirkman and Alexander Hendy as part of the development of Lord Camden's Estate. The 3 storey houses are in patched yellow stock brick, nos. 75 & 85 with channelled stucco ground floors. The terraced properties at nos.6-22 (even), nos.75-85 (odd), nos.85C, 87 and 89, and nos.91-99 (odd) Royal College Street (all grade II) have strong group value, and the main aspects of setting that contribute to their heritage significance are the respective buildings in this group.
- 3.68 **Nos.85C, 87 and 89 Royal College Street** are listed grade II. These three early/mid-19th century 3 storey terraced houses are in darkened stock brick with rusticated stucco ground floors. The terraced properties at nos.6-22 (even), nos.75-85 (odd), nos.85C, 87 and 89, and nos.91-99 (odd) Royal College Street (all grade II) have strong group value, and the main aspects of setting that contribute to their heritage significance are the respective buildings in this group.
- 3.69 **Nos.91-99 (odd) Royal College Street** are listed grade II. These five early/mid-19th century 2 storey houses form a symmetrical terrace. They are in darkened stock brick with rusticated stucco ground floors. The terraced properties at nos.6-22 (even), nos.75-85 (odd), nos.85C, 87 and 89, and nos.91-99 (odd) Royal College Street (all grade II) have strong group value, and the main aspects of setting that contribute to their heritage significance are the respective buildings in this group.
- 3.70 **Nos.6-22 (even) Royal College Street, and attached railings and bollard in pedestrian way of number 12, Royal College Street** are listed grade II. Nos.14-22 form a 4 storey late 18th century terrace, probably built by Joseph Kirkman and Alexander Hendy as part of the development of Lord Camden's Estate. They are in yellow stock brick with stuccoed ground floors. Nos.6-10 form a 3 storey early 19th century terrace of a symmetrical design, the central house slightly projecting. The houses are in yellow stock brick with stuccoed ground floors. The terraced properties at nos.6-22 (even), nos.75-85 (odd), nos.85C, 87 and 89, and nos.91-99 (odd) Royal College Street (all grade II) have strong group value, and the main aspects of setting that contribute to their heritage significance are the respective buildings in this group.
- 3.71 **Penfold pillar box outside Parcel Force London Central office (office not included), St Pancras Way** is listed grade II. This HA is best appreciated at close range. Its local setting, which includes late 20th century and modern development, makes a limited contribution to its heritage significance.
- 3.72 **Nos.111-121 (odd) St Pancras Way** are listed grade II. This is a terrace of six 3 storey early 19th century houses in stucco with channelled ground floors. In terms of contribution of setting to heritage significance, it is the respective houses in this group that make the most important contribution to their heritage significance.
- 3.73 **Greenwood Almshouses numbers 1-6 (consec), 15 Rousden Street** are listed grade II. This is a terrace of six 3 storey early 19th century Gothic style almshouses in stucco. They were altered in the late 20th century. Beyond the individual almshouses, which have group value, their setting makes a limited contribution to their significance.
- 3.74 **Nos.25-28 (consec) and attached railings to areas, Randolph Street** are listed grade II. These two 3 storey early 19th century terraced houses are in yellow stock brick with channelled stucco ground floors. In terms of contribution of setting to heritage significance, it is the respective houses in this group that make the most important contribution to their heritage significance.

- 3.75 **North Road Bridge over the Grand Union Canal, Camden Road** is listed grade II. This brick and stone public road bridge over the Grand Union Canal dates to c1816-20 with later alterations. The canal is the most important aspect of the setting of this HA, contributing to its heritage significance. This HA's local setting includes modern canalside development.
- 3.76 **Camden Road Station, including nos.13-23 Bonny Street and no.223 Royal College Street** is listed grade II. The 3 storey station is by EH Horne and dates to 1870. It is in yellow stock brick with stone dressings. The Camden Road elevation contains a shopfront on the ground floor set below two brick arches. Both the Camden Road and Bonny Street elevations have panels in the parapets inscribed in sunken letters NORTH LONDON RAILWAY. The station complex continues west along nos.13-19 Bonny Street with offices and former waiting rooms above goods stores, all faced in the same yellow brick, with arched windows and stone mouldings. The Royal College Street elevation has a projecting Classical arched entrance. The railway bridge that crosses Royal College Street is an aspect of its setting that contributes to its significance. Its wider setting does not make a contribution.

Locally listed buildings

- 3.77 A number of locally listed buildings are located within a 300m radius of the centre of the Site. In some instances, these locally listed buildings are no longer in their original use. In most instances they are experienced in an immediate and wider context that includes post-war or modern development, which in some cases is large in scale. A map showing the location of the locally listed buildings described below is on page 13.
- 3.78 The locally listed buildings considered as part of this assessment are as follows:
- No.2 Barker Drive;
 - St Pancras Way Estate, St Pancras Way;
 - Nos.120-136 & 140-142 (even) Royal College Street;
 - Nos.101-135 Royal College Street;
 - Golden Lion Public House, no.88 Royal College Street;
 - Prince Albert Public House, no.163 Royal College Street;
 - Nos.92-106 (even) Pratt Street;
 - No.57 Pratt Street;
 - No.64 Pratt Street;
 - Nos.41a-55 (odd) Pratt Street;
 - St Martin's Tavern, 35 Pratt Street;
 - Carpenters Court, Pratt Street;
 - Nos.1-14 (consec) St Martin's Close;
 - Nos.85-93 (odd) Camden Street;
 - Nos 5-12 (consec) Mandela Street;
 - No.13 Mandela Street;
 - York House, Plender Street/College Place;
 - Nose.19-23 (consec) Mandela Street (includes 25 Mandela Street);
 - No.40 Camden Street;
 - No.40a&b Camden Street;
 - Post Box – St Martin's Close (at junction with Camden Street on south side);

- Anello, nos.116-134 Bayham Street;
- Nos.136-140 (even) & 146-152 (even) Bayham Street;
- Nos. 1a-23 (odd) and 4-24 (even) Carol Street;
- Nos.8-16 (even) Camden Road;
- No.92 Camden Street;
- Nos.94-132 (even) Camden Street; and
- Nos.64-72 (even) Camden Road.

Assessment of existing buildings on the Site

- 3.79 The first impression of the Site today is of an out of town trading estate, transplanted into an inner urban setting. Its site planning has little, if any, regard for its local context. The parallel arrangement of two subdivided warehouse buildings on a north-west /south-east alignment, sharing a central yard/car park creates a significant left over open space on St Pancras Way. The long inanimate red brick rear elevation of one of its 2 storey warehouses, with air conditioning units attached, is positioned several metres back from this unused grassed area. This fails to recognise the building's prominent corner position on a main road. It forms an unsatisfactory termination to the long views along St Pancras Way, both from the north and south-east. As the Site holds an elevated position at the high point of the street where it has to bridge the canal, this lends it more prominence and the negative effects in these views appear more pronounced.
- 3.80 The warehouse building occupying the west half of the Site rests on the back edge of the pavement on Royal College Street. Save for the presence of shuttered service doors to the individual commercial units, and two solitary high level windows, this 2 storey brick wall is otherwise inactive, contributing nothing to the life of the street. There is a similar lack of consideration to Georgiana Street, where the blank 2 storey north flank walls of the Site's two warehouse buildings linked by a single storey boundary wall have a deadening effect on the street.
- 3.81 The main entrance to the St Pancras Commercial Centre is located on Pratt Street – providing the only interaction between the Site and the outside world. The 21m gap in the street frontage between these buildings, exposes the Site's operations to Pratt Street. The Site's open air car park and unsightly commercial units that front it are in plain sight, framed by the inactive south flank walls of its two warehouses. The poor definition of the street frontage and open nature of the Site echoes similar characteristics on the Royal Mail site to the directly to the south. These sites form a fissure in the urban fabric.
- 3.82 The Site's buildings are utilitarian in character and architecturally undistinguished. The only contextual reference in their design is the use of red brick, which features in some local buildings, including the Golden Lion opposite, and early and mid- 20th century warehouses on surrounding streets. The opportunity has not been taken to articulate the brickwork to add relief and interest to its long elevations.

Townscape conclusions

- 3.83 The Site lies in the southern part of the London Borough of Camden, on the eastern edge of Camden Town, adjacent to the Regent's Canal. The Site occupies a whole urban block with frontages onto two main roads: Royal College Street to the south west, and St Pancras Way to the north-east, at the point where it crosses the canal. The Site also has frontages to two secondary streets: Georgiana Street to the north-west, and Pratt Street to the south-east. The Site's main entrance lies on the latter. The Site is occupied by St Pancras Commercial Centre, which includes two early 1980s 2 storey rectangular footprint red brick warehouse buildings with shallow pitched roofs. The buildings overlook a shared central yard.
- 3.84 The Site does not lie in a conservation area or contain any listed buildings. The nearest conservation area to the Site is the Regent's Canal Conservation Area, which lies immediately to the north-east of the Site. The nearest listed buildings to the Site lie a short distance to the north-east on Royal College Street and are listed at grade II (nos. 165-181 (odd)). The Site does not contribute to the heritage significance of any heritage asset in the surrounding area.
- 3.85 The historic pattern of streets around the Site remains legible today. Royal College Street to the south west, and St Pancras Way to the north-east, are both primary routes. Pratt Street to the south and Georgiana Street to the north are secondary. However, both the Site and large urban block directly to its south represent a big departure from the largely coherent townscape and densely developed urban environment experienced in surrounding areas. This is partly explained by the proximity of these blocks to the canal, which historically dictated a more ad hoc arrangement of buildings and uses. However, these blocks also bear the scars of wartime bombing and opportunistic late 20th century planning that has resulted in the low density development and intermittent street frontages where large gaps in urban blocks provide views of exposed flank walls of pre-war and modern buildings from surrounding streets. The result is a townscape that can be disorientating and a public realm which is inhospitable local to the Site. The Site's buildings are unexceptional late 20th century commercial buildings that turn their back on surrounding streets, contributing to the hostile nature of the local public realm.
- 3.86 In this context, redevelopment of the existing buildings on the Site provides an opportunity for a new scheme to respond positively to an evolving local context, enhancing one's experience of Royal College Street, St Pancras Way, Pratt Street and Georgiana Street. Such a development should:
1. Establish a positive presence on the skyline in local and mid-distance views;
 2. Provide well scaled, proportioned and animated frontages to the four streets it addresses that enhance the public realm; and
 3. Provide a well-considered development of a high quality of architecture that enhances the local townscape and works well alongside future developments to the north and south to strengthen sense of place and neighbourhood identity.

4 The Development

Scheme description

- 4.1 A brief description of the Development is provided below. More detailed information on the design of the Development is provided in the planning application drawings and the Design and Access Statement produced by the architects of the scheme, Caruso St John Architects.
- 4.2 The proposal is for a mixed-use development, providing light industrial, office, residential and retail space, as well as new public realm. The planning description is as follows:

‘Demolition of the existing buildings (Class B1c/B8) and erection of 3 buildings ranging in height from five to seven storeys above ground and a single basement level comprising a mixed use development of light industrial floorspace (Class B1c/B8), office floorspace (Class B1), 32 residential units (Class C3), flexible retail floorspace (Class A1/A3) together with associated access and servicing, public realm, landscaping, vehicular and cycle parking, bin storage and other ancillary and associated works’.

Office building

- 4.3 An office building is proposed for the south end of the Site. It is broadly rectangular in plan, with street frontages to Pratt Street, Royal College Street, and St Pancras Way. The building rises to 6 storeys (plus roof plant). The top 2 storeys are set back from the main building line on Royal College Street to the west and St Pancras Way to the east. There is also a single storey set back on Pratt Street to the south, and to the new route created through the Site to the north. The building incorporates an internal service street, accessed from Pratt Street. The building’s main entrance is centrally located on the Royal College Street frontage and provides access to the office lobby. This is flanked by a retail unit occupying the corner with Pratt Street, and office space that also overlooks the new open air east-west route through the Site. On St Pancras Way, light industrial units occupy the ground floor, serviced by the building’s covered north-south street. The upper storeys of the building accommodate open plan offices, serviced by a central core.
- 4.4 The building has a largely horizontal emphasis with relatively wide proportions. Its façades are closely related to the structure of the inside of the building. The perimeter columns coincide with the location of piers in the elevation. The façades are formed of a beam and column structure, with significant depth and mass, that separates large windows that sit on the floors and extend to the underside of the beams. The primary vertical structure of the façade is made in white precast concrete with a fluted or grooved front surface. These pilasters extend up to smooth white concrete capitals that coincide with the internal floor levels. Dark-painted metal profiles span between the capitals and frame a red sandstone spandrel panel. Between the stone spandrels are metal-framed windows with wide side mullions and transoms concealed behind the cladding. On the setback floors at the top of the building the façade changes to become lighter and more open.

Residential buildings

- 4.5 The north-west corner of the Site is defined by a 5 storey residential building, occupied by market housing. It is L-shape in plan, with street frontages to Royal College Street and Georgiana Street. It addresses the new east-west route through the Site, off which lies a new courtyard garden. Residents will enter the building on Georgiana Street. Residential units wrap around a central core. It provides eighteen units in total. The ground floor provides space for two retail units.
- 4.6 The other residential building proposed for the Site marks the corner of St Pancras Way and Georgiana Street. It provides affordable housing. The 6 storey building is rectangular in plan. Residents will enter the building on Georgiana Street. Units per floor wrap around a central core. Fourteen flats are provided in total. A light industrial unit will be located on the ground floor.
- 4.7 The façades of the residential buildings share some characteristics with the office building, including the beam and column structure of the loggias with white concrete pillars and red stone spandrel panels. The front faces of the buildings are in an overburnt brick with a dark lime mortar which acts as a cladding supported on stainless steel brackets. The back face of the loggias is in a green ceramic tile with a format that matches the brick. The windows and external doors in the apartments are drawn as an aluminium and timber composite system.

Entrances and circulation

- 4.8 The main entrance to the office building is on Royal College Street. The lift core is directly ahead of the entrance with a reception desk off to one side. Beyond the core are back-of-house spaces for waste storage, electricity infrastructure and goods handling. These can all be accessed from the internal service street runs through the ground floor or from Pratt Street. Four light industrial units face onto the internal street, two of which have mezzanines at high level and all four of which extend into the basement.
- 4.9 Both residential buildings have large entrances lobbies that reach from Georgiana Street through to the rear landscape space. The lobby in the affordable block is 4.9m x 13.8m with space for post boxes, direct access to a refuse store, and potential for ‘airlock’ lobbies on both entrances. Access control is required to both entrances linked to cameras and intercoms in the apartments. The entrances both have projecting concrete canopies to shelter visitors while they wait for a response.

Servicing and cycle parking

- 4.10 The internal 'street' serves the light industrial units on the east side of the office building. It also provides a route for delivery to the office building. Parking in the 'street' will be carefully managed but substantial deliveries can be brought to the east entrance to the office core and be loaded directly into the goods lift. The service street keeps loading and unloading off the existing streets to avoid conflicts with other road users. The north end of the servicing street rejoins St Pancras Way. Landscape has been designed to avoid conflicts between pedestrians and vehicles leaving the development.
- 4.11 The Development will provide 288 long-stay cycle parking spaces for all land uses on the Site, in accordance with new London Plan minimum standards. Both apartment buildings have basement cycle stores. It is assumed that the long-stay cycle space provision for the Class B1c/B8 uses can be accommodated within either the office store and/or flexibly within the industrial units. There are Sheffield stands in the landscaped space for visitor cycle parking.

Terraces, amenity and biodiversity

- 4.12 The fourth and fifth floor set backs to the office building generates large roof terraces. Lush planting on the terraces helps create valuable amenity spaces for office tenants and softens the profile of the building. In addition to the roof terraces for tenants, there is a shared roof terrace on the sixth floor available to all building users. This space has capacity for 130 people. The communal terrace is 52m long and varies in width from 4.9m to 5.6m with a parapet and guarding at 1.2m above the floor level. Like the terraces lower down, the shared terrace will be densely planted and is a key contributor to the biodiversity of the building.
- 4.13 Aside from the terraces, there are roofs to the core and plant spaces at the top of the building on level 6 and level 7. These areas of roof perform three main roles. Firstly, they are a site for photovoltaic panels which provide electricity for the building. Secondly, they are planted with sedums and/or wildflowers to provide a niche for birds and insects. Thirdly, some rainwater storage is possible in the depth of the roof and this, coupled with a basement attenuation tank, will minimise outflow to the sewer during rainstorms.

Assessment

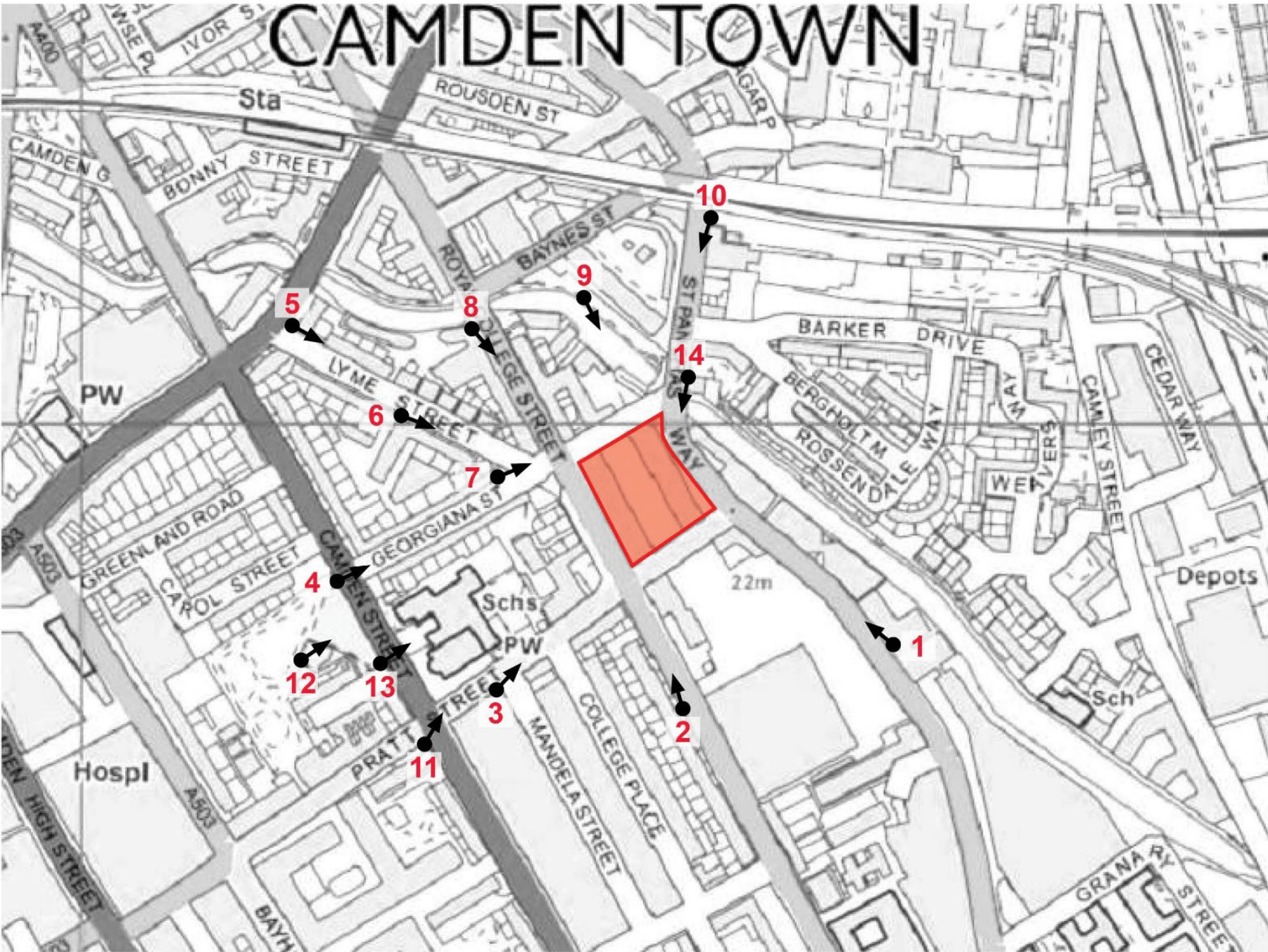
- 4.14 The Development is underpinned by an analysis of the historical development of the Site and its surroundings and the character and appearance of the local townscape as found today, as set out in the Design and Access Statement. The findings of this analysis have clearly influenced the approach to site organisation, scale, form and massing, expression and place-making. The result is a scheme that feels place-specific yet original in its design approach.
- 4.15 As noted above, the existing buildings on the Site form part of a largely characterless stretch of development defined by main roads that serve one-way, fast-moving traffic. It is a harsh townscape that lacks coherence, unlike surrounding neighbourhoods, which are distinctive and well-defined. In this context, it is appropriate that the architects have first sought to understand how a new development can assist in repairing this fractured townscape and

integrate it with its surroundings by looking beyond the Site's red line. Importantly, the scheme has been developed with the likely future condition of surrounding Allocated Sites in mind.

- 4.16 The Development follows good urban design principles in its site planning, responding to the Site's special characteristics, such as the pronounced change in levels from south-west to north-east. New routes through the Site open up an urban block that has long turned its back to its surroundings. The route separating the residential buildings from the office building to the south will provide a pleasant alternative connection between St Pancras Way and Royal College Street. The new courtyard provided off this space, overlooked by one of the proposed retail spaces and offices opposite, would provide a convivial place to pause for those taking advantage of this new connection. Residential access is well considered, with two entrances provided to both the residential blocks – from Georgiana Street and the internal route/courtyard. There is a clear distinction between the area for vehicles on the east and the courtyard garden. Well defined built, active ground floor frontages to all streets will also ensure the Site's urban block is outward-facing and pedestrian-friendly. New street tree planting will further enhance that pedestrian experience. The above moves should set the standard for the redevelopment of adjacent Allocated Sites to ensure this part of St Pancras feels cohesive, safe and welcoming.
- 4.17 Each of the proposed buildings is scaled and articulated to suit the local street condition and the Site's location beside the Regent's Canal, as well as reflect the differences in use and occupation across the proposed buildings. As noted in the description of the local townscape above, part of the appeal of the east side of Royal College Street is in the mix of building uses, typologies and scales along its length – including large scale institutional at its southern end, commercial buildings along the central stretch, and residential/shop terraces at its northern end. This contrasts with the west side, where building use and scale is more uniform. The office building will have a presence on this corner with Pratt Street, signalling the commercial interlude on this street. The proposed arrangement of form and massing is such that it would relate well to that of adjacent residential terraces and the public house to the south. It is of a scale that reflects the established height datum on St Pancras Way. The arrangement of a single set back storey to Pratt Street appears well judged in relation to the existing condition, without restraining future plans for the redevelopment of the Royal Mail site opposite.
- 4.18 Building scale appropriately reduces to the north, the proposed market housing block providing an intermediate scale between the office building and the residential terraces to the north on Royal College Street. The proposed affordable housing block on St Pancras Way is of an appropriate height, holding the corner with Georgiana Street to acknowledge its prominent position at an important threshold to the St Pancras area beside Gray's Inn Bridge.
- 4.19 The office building's façades would be well composed, with a clear rhythm and order. They would clearly express the building's structure. The consistent horizontal elevation to Royal College Street appropriately responds to the strong cornice of the horizontal Georgian terraces on that street. The set back upper levels are suitably lighter and more open. The elevations come together to form a very high quality architectural composition, well detailed to complement its brick neighbours.

- 4.20 The proposed apartment buildings are clearly read as such, the loggias emphasising their residential occupation. These buildings will have a familial relationship with the office building by virtue of their shared characteristics, including the beam and column structure of the loggias with white concrete pillars and red stone spandrel panels. As will be the case for the office building, the subdued palette of materials employed will have a texture and patina that would help to create characterful buildings that reinforce sense of place.
- 4.21 This assessment of the Development's architectural and urban design qualities has informed the assessment of the effects of the Development set out below.

5 Townscape views



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Figure 2: Townscape viewpoints

PSC View no.	Location	Render/Wireline
1	St Pancras Way, outside no.20	R
2	Royal College Street, opposite entrance to postal depot	R
3	Pratt Street / Mandela Street	W
4	Camden Street / Georgiana Street	W
5	Camden Road / Lyme Street	W
6	Lyme Street, outside Lymehouse Studios	R
7	Georgiana Street / Lyme Street	R
8	Royal College Street / Regent's Canal	R
9	Regent's Canal towpath, opposite Eagle Wharf	R
10	St Pancras Way, near railway	R
11	Camden Street / Pratt Street	W
12	St. Martin's Gardens, central path	W
13	Corner of St Martin's Close and Camden Street	W
14	Canal bridge on St Pancras Way	R

Notes: The approximate Site boundary is indicated by the red line.

- 5.1 The set of viewpoints identified Figure 2 has been agreed in consultation with the London Borough of Camden. The set is considered to provide a representative range of viewpoints from different directions, including any views of particular sensitivity.
- 5.2 For each of the fourteen views illustrated, there are images of the view as existing and as proposed. Eight views 'as proposed' are shown as a fully rendered image, showing the Development in a realistic manner. In the remainder, the Development is shown in 'wireline' form, using a blue line. In addition to the above, consented development at no.2 St Pancras Way (the Ugly Brown Building) is shown in wireline form where it would be visible in the views (views 5 and 9). That scheme is indicated by a black wireline in these 'cumulative' views.



View 1: St Pancras Way, outside no.20

Existing

- 5.3 This viewpoint is situated on St Pancras Way, opposite the Royal Mail site. The view looks north-west, towards the Site. The foreground of the image takes in the highway and pavements on St Pancras Way. The right side of the image is framed by a modern apartment building that lies within the Regent's Canal Conservation Area.
- 5.4 The boundary wall and main entrance gates to the Royal Mail site are visible on the left side of the image. That site's extensive open air car park lies just beyond these gates. The north-west and north-east corners this urban block are seen to be defined by a late-19th century public house (left side of image) and a late-20th century block of flats (centre of image). The Site's red brick warehouse terminates the view at the junction with Pratt Street. The building is set well behind the back edge of the pavement. It turns its back to the street.



View 1: St Pancras Way, outside no.20

Proposed

- 5.5 The proposed office building is closest to the viewer, with the affordable housing block visible beyond that. The Development would be seen to introduce much needed definition and animation to this end of St Pancras Way. At 4 and 5-6 storeys for the office and residential street frontages respectively, the proposed buildings relate well to the scale of the existing buildings opposite.
- 5.6 In sharp contrast to the existing uninviting state of the streetscape, the proposed buildings are seen to provide welcome containment to the street at the point where it climbs and gently curves towards the canal bridge. Ground floor frontages are activated by light industrial units and the upper floors animated by offices and flats. Although in shade in this image, new tree planting will further civilise the public realm on this street.
- 5.7 The office building's façades have a clear rhythm and order and express the building's structure. The set back upper levels are suitably finer in appearance and terrace planting softens their profile. Screening to roof plant is well designed and in sympathy with the rest of the building. The apartment building seen beyond this is seen to have a familial relationship with the office building. The materials employed across both buildings will have a texture and patina that ensures there is more to see and appreciate the closer one gets to the Development.
- 5.8 The overriding impression is of a much enhanced urban condition adjacent to the conservation area. The proposed buildings provide a sense of drama to the experience of approaching the canal bridge along this meandering street. This would enhance sense of place and provide a memorable moment in the townscape.



View 2: Royal College Street, opposite entrance to postal depot

Existing

- 5.9 This viewpoint is located on Royal College Street, opposite the entrance to the Royal Mail site. The view looks north-west, in the direction of the Site. The highway, cycle lane and pavements of Royal College Street occupy the foreground of the image. A locally listed early/mid-19th century brick terrace frames the left side. On the right side, one sees low-rise garages set back from the street.
- 5.10 The south-east flank wall of the locally listed 4 storey Golden Lion Public House is seen on the corner with Pratt Street in the centre of the image. One of the Site's red brick warehouses is seen to the left of the public house. Its tall blank red brick wall contributes nothing to the life of Royal College Street.



View 2: Royal College Street, opposite entrance to postal depot

Proposed

- 5.11 The Development would be seen to represent the first crucial step in repairing the ill-defined and poorly animated east side of this central stretch of Royal College Street. The Development will actively engage with Royal College Street, providing retail, including a café, workspace and the office building's main entrance.
- 5.12 The Development is seen to hold the corner well with Pratt Street, the 4 storey elevation of the office building relating to the scale of the adjacent Golden Lion Public House on Royal College Street. The upper floors are seen to be set well back from the main frontage.
- 5.13 The office building's façades would be well composed, with a clear rhythm and order. They come together to form a high quality architectural composition, robustly detailed to complement its brick neighbours. The set back upper levels are suitably finer in appearance and terrace planting softens their profile. Screening to roof plant is well designed and in sympathy with the rest of the building.
- 5.14 The proposed market housing block is seen beyond the office building, mediating between the scale of the latter and the Georgian terraced housing lying further north on Royal College Street.