

TOWNSCAPE BASELINE

- 4.43 The Site forms part of an urban block that is defined by the busy Hampstead Road to the east Drummond Street to the south which marks the interface between the commercial quarter of Regent's Place and mixed largely residential townscape to its north, Stanhope Street to the west which marks the eastern edge of the Regents Park Estate and William Road to the north. Where the 19th century grain was fine and building small scale, the townscape character of the area around the Site now more varied, generally far coarser and taller with only small isolated pockets of the pre-WWII townscape surviving. The townscape is characterised by contrasting juxtapositions of scale, sometimes at the interface between distinct character areas for example along Drummond Street, sometimes as a deliberate urban design decision, for example in the Regents Park Estate, Phase 2 (1952-53) to the north of Robert Street, by architects Davies & Arnold, which combined 11 storeys slab blocks with lower houses and reflected new thinking at the LCC for development at contrasting scales and sometimes reflecting the need to increase density and optimise the use of land as exemplified by the insertion of the two tower blocks in the four-storey Regent's Park Estate to the south of Robert Street.
- 4.44 The townscape baseline in this chapter divides the study area into three sub-areas, which are considered the townscape character areas (TCAs) receptors for assessment. The sub-division is based on consideration of the history of the urban development of the area around the Site, the Euston Area Plan character areas, and site survey of the townscape character. The extent of each townscape character area (TCA) has been identified on Figure 4.12; both TCAs extend outside the study area of 200m. It should be noted that townscape character invariably forms part of a continuum and that the character area boundaries are not always distinct. The character and quality each TCA is described and its value and susceptibility to change are assessed in Table 4.2. These judgements are combined to provide an assessment of sensitivity.

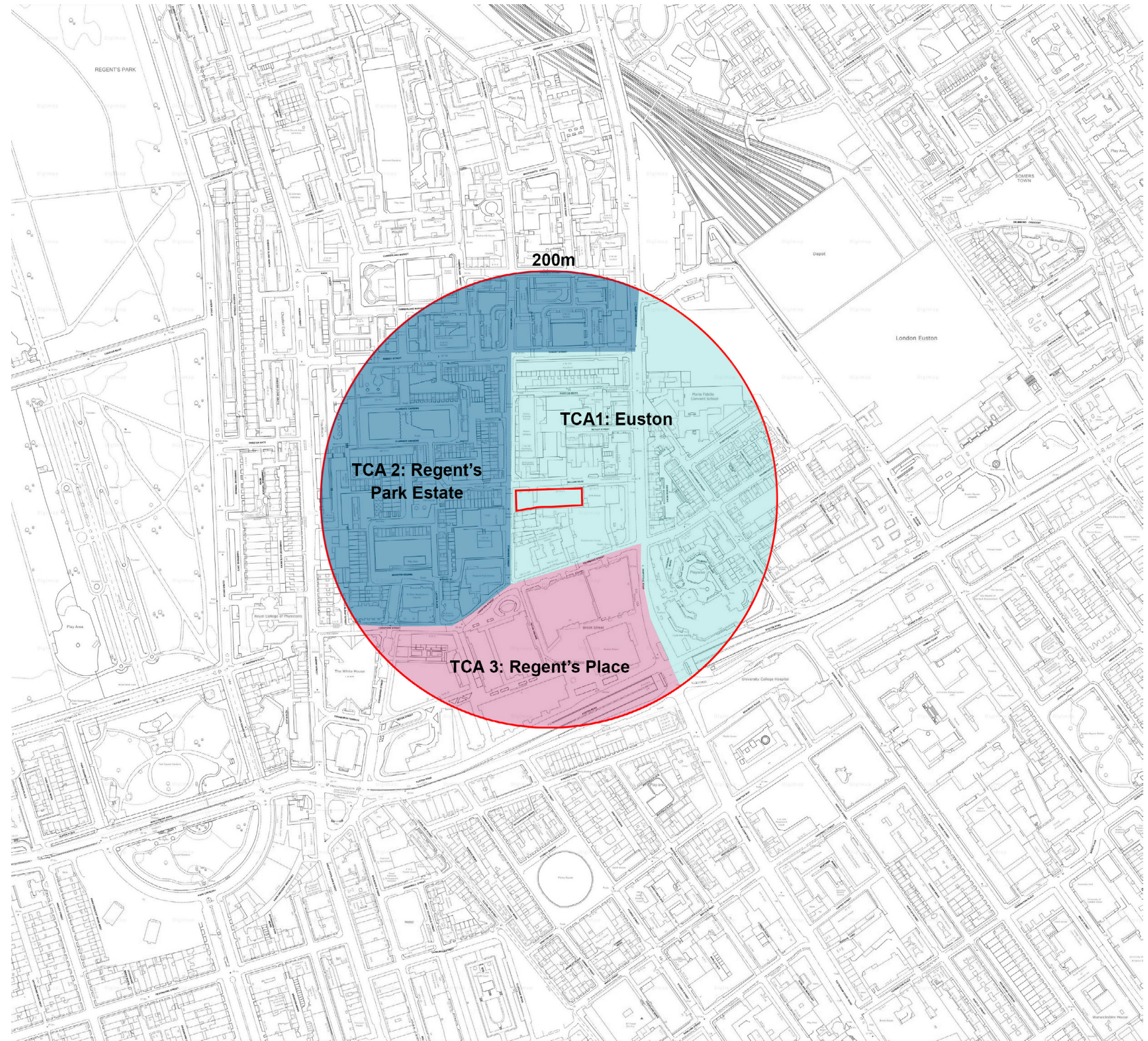


Figure 4.12 Townscape Character Areas (1)



Table 4.2 Baseline assessment of townscape

Character Area	Description	Value and Susceptibility	Sensitivity
TCA 1 Euston	<p>Townscape Designations: none</p> <p>Listed structures: 52 Stanhope Street (Grade II); 50 Stanhope Street (Grade II); Lord Nelson Public House (Grade II)211-229 Upper Gower Street (Grade II); The North Gower Hotel (nos. 190-8) and nos. 200-4 (Grade II); Prince of Wales Public House (Grade II)</p> <p>Relevant views: 10, 11, 12</p> <p>Urban structure:</p> <p>The urban structure of the area was laid out in the early C19 following the building of the New Road, now the Euston Road and the northward spread of the edge of the built up area of London. Hampstead Road is a major N-S route through the TCA and the busy Euston Road forms part of its S edge. The street layout of the TCA is remains otherwise fine grained though it includes some larger scale amalgamated plots within it. The urban structure is strong, permeable and legible.</p> <p>Townscape character:</p> <p>The TCA is characterised by layers of urban intervention and a mix of ages, scales and architectural styles. There are no major landmarks or dominant features within the TCA. Surviving historic pockets dating from the early C19 are small in scale and fine in grain. The largest and most coherent of these are to the E of Hampstead Road. Alongside smaller pockets of historic townscape, a larger scale and coarser grain of modern infill is evident along Hampstead Road and to its west where less of the pre-existing C19 townscape survives. Buildings worthy of conservation exist mainly in the pockets of historic townscape; other buildings tend to be unremarkable in quality. The noise and fumes of traffic on the busy main roads impacts on the public realm quality of parts of the TCA, which is of poor to ordinary. The townscape quality overall is ordinary to good with a strong structure but a fragmented incoherent architectural character, with frequent juxtapositions of good quality historic buildings alongside later mediocre architecture with little local distinctiveness.</p> <p>Setting:</p> <p>To the W is the post-war Regent's Park Estate (TCA2) and to the S is Regent's Place (TCA 3) both bordering TCAs being of distinct and contrasting character. Both TCAs include tall buildings and provide a contrasting taller modern setting to the TCA. To the E is Euston Station.</p> <p>Contribution of the Site to the TCA:</p> <p>The buildings on the site are of mediocre to poor architectural quality. The post-war office building at the junction of Stanhope Street and William Road has a weak two-storey corner frontage with a grid of four bays facing William Road and six bays fronting Stanhope Street. Behind it on William Road is a plain 6-storey brick with plant very visible on the roof. On the N part of the Site is a more recent early C21 mid-rise residential block of yellow stock brick, which is poorly activated at street level. The Site is an incoherent mix of post-war and early C21 buildings which contribute little to the townscape or streetscape quality of the TCA, though this is relatively typical of many of the post war buildings in the TCA.</p>	<p>Value: Low</p> <p>There is some heritage value but the townscape is undesignated and the majority of the townscape is unremarkable or 'ordinary' in quality.</p> <p>Susceptibility to change: Medium</p> <p>The close setting of the TCA includes a number of tall buildings taller in scale than the development proposed on the Site but there is nothing of equivalent scale within the TCA itself. The susceptibility of the TCA to development of this scale and form on the Site as proposed, is therefore judged to be Medium.</p> <p>The sensitivity to change is therefore judged to be Low to Medium</p>	Low to Medium
TCA 2 Regent's Park Estate	<p>Townscape Designations: LBC Regent's Park Conservation Area (small part)</p> <p>Listed structures: Church of St Mary Magdalene (Grade II*); St Mary Magdalene School (Grade II)</p> <p>Relevant views: 9</p> <p>Urban structure:</p> <p>The area was originally laid out as part of the early C19 development that once predominated in the area. Comprehensive post-war redevelopment of the Regent's Park Estate between 1951 and 1959, resulted in the loss of the clear pre-existing urban structure though parts of it are still legible within the layout, for example Munster Square and Clarence Square. Robert Street provides one of the few clear direct routes through the TCA between Hampstead Road and Albany Street and divides phases of development of the estate. In the S part of the estate to the S of Robert Street, what was once a well-connected, highly legible layout typical of the C19 is now characterised by interlocking streets and spaces that result in poorly connected routes, poor definition of backs and fronts and a lack of clear urban legibility and wayfinding. Townscape character:</p> <p>The character of the TCA to the S of Robert Street is relatively homogenous and consistent with a typical post-war character, as is the area to the N of Robert Street. To the S of Robert Street closest to the Site, the character is of long interlocking blocks of four storey maisonettes that enclose streets and open spaces. The estate lacks definition between the front and backs of buildings with no natural clearly defined through-routes which contributes to its poor legibility. There are weak corners and areas of poorly defined street frontage. The estate is well treed which helps to mitigate the lack of variety and distinctiveness in the architectural treatment. The Grade II* listed St Mary Magdelene Church (Grade II) is a local landmark as are the towers of Bucklebury and The Combe which rise above the 4-storey predominant scale. To the north of Robert Street a series of plainly detailed 11-storey slab blocks line the street. The townscape quality is ordinary to poor with a weak townscape structure that lacks legibility and mediocre architectural and public realm quality.</p>	<p>Value: Low</p> <p>There is a small part of the TCA within a CA and a highly listed landmark building but the majority of the townscape in this character area is 'ordinary' to 'poor' in quality with little architectural of historic merit.</p> <p>Susceptibility to change: Low</p> <p>The TCA includes a number of tall buildings taller than the Proposed Development on the Site. The susceptibility of the TCA to additional structures of this scale and form on the Site as proposed, is therefore judged to be Low.</p> <p>The sensitivity is therefore judged to be Low</p>	Low

Character Area	Description	Value and Susceptibility	Sensitivity
	<p>Setting:</p> <p>To the W is the historic townscape bordering Regents Park and the Grade I listed landscape of the park itself and to the S is Regent's Place (TCA 3) both bordering TCAs being of distinct and contrasting character. To the E is townscape of more varied character (TCA1) and generally a finer grain and smaller scale.</p>		
TCA 3 Regent's Place	<p><i>Townscape Designations: None</i></p> <p><i>Listed structures: None</i></p> <p><i>Relevant views: None</i></p> <p><i>Urban Structure</i></p> <p>The Euston TCA is characterised by large scale, tall buildings within a large grain of townscape hemmed in by Drummond Street to the north and Euston Road to the south. The Euston Tower, designed by Sidney Kay, Eric Firmin and Partners and finished in 1970, being 36 storeys high it is highly visible from all around the TCA and in long range views across London towards the area. Its construction is in the International Style with large scale glazed curtain walling cladding the facades. The Triton Building, designed by Stephen Marshall Architects (2010-2) is also visible from a distance around the TCA, including view points in Regent's Park, and steps down in height at 25 storeys towards the north from the Euston Tower. Its design is distinctive, with a latticed façade of metalwork topped off with a crown of projecting ribbons.</p> <p><i>Urban structure:</i></p> <p>To the south of Drummond Street fine grained streets of early 19th century townscape were replaced by the Euston Centre, a speculative development of commercial blocks, developed in stages between 1962 and 1972. The centrepiece of the development was the 37-storey Euston Tower completed in 1969. Redevelopment of the Euston Centre began in the late 1980s and the development was renamed Regent's Place. The grain of Regent's Place is coarse with large footprint commercial buildings laid out on a loose grid. Nothing of the pre-existing 19th century townscape survives.</p> <p><i>Townscape character:</i></p> <p>The townscape is predominantly characterised by large scale, contemporary tall buildings constructed from steel and glass. At ground, some of the more recent towers have greater activation with cafes and commercial units fronting on to high quality public open space. The north-east quadrant of the Euston Centre to the north of the Euston Tower was replaced by the 16-storey commercial building, 10 Brock Street designed by Wilkinson Eyre and completed in 2013, and 20 and 30 Brock Street, which includes the 26-storey residential Triton Building on Drummond Street and mid-rise commercial buildings fronting Brock Street and Hampstead Road, designed by Stephen Marshall Architects and completed in 2013. To the west are the large footprint seven-storey commercial buildings 1 and 2 Triton Square designed by Arup Associates and Sheppard Robson and completed in 2000. Regent's Place now forms a distinct large scale modern commercial quarter between Euston Road and Drummond Street- Longford Street bounded by Hampstead Road to the east and Osnaburgh Street to the west.</p> <p><i>Setting:</i></p> <p>To the W and S is fine grained historic townscape much of which is designated. To the NW is the historic townscape bordering Regents Park and the Grade I listed landscape of the park itself. To the N is the post war townscape of the Regent's Park Estate and to the E and NE is townscape of more varied character (TCA1) and generally a finer grain and smaller scale between the TCA and Euston Station.</p>	<p><i>Value: Low to Medium</i></p> <p>The townscape is undesignated with no historical value. It has a strong legible urban structure and some buildings of high quality that overall create an attractive modern commercial townscape with distinctive character and sense of place. The value is Low to Medium</p> <p><i>Susceptibility to change: Low</i></p> <p>The TCA includes a number of tall buildings much taller in scale to and considerably larger than the development proposed on the Site. The susceptibility of the TCA to additional structures of this scale and form on the Site as proposed, is therefore judged to be Low.</p> <p>The sensitivity is therefore judged to be Low</p>	Low



VISUAL BASELINE

Designated London Views

4.45 The LVMF SPG (Ref 1-2) was updated and published in March 2012. It was created to provide additional clarity and detail to the sections of The London Plan (Ref 1-14) that deal with the management of important London views. The Proposed Development would be visible in London Panoramas from Parliament Hill and Primrose Hill. The Proposed Development would lie in the foreground Landmark Viewing Corridor (LVC) of the London Panorama from Parliament Hill, Assessment Point 2A.2. The views are included in the visual assessment in Section 6. The Site lies within the background Wider Setting Consultation Area (WSCA) of the London Panorama from Greenwich Park, Assessment Point 5A.2 but would be screened by intervening development.

Designated Borough views

4.46 Section 7 of the LBC Local Plan 2017 (Ref 1-15) lists ‘locally important views that contribute to the interest and character of the borough’ but LBC do not designate specific borough viewpoints.

Local views

4.47 Section 7 of the LBC Local Plan 2017 (Ref 1-15) lists ‘locally important views that contribute to the interest and character of the borough’. These include:

- views of and from large public parks and open spaces, such as Hampstead Heath, Kenwood Estate, Primrose Hill and Regent’s Park, including panoramic views, as well as views of London Squares and historic parks and gardens;
- views relating to Regent’s Canal;
- views into and from conservation areas; and
- views of listed and landmark buildings, monuments and statutes (for example, Centrepont, St Stephen’s, Rosslyn Hill and St George’s, Bloomsbury).

These categories have been considered in the selection of local views for this assessment.

4.48 The EAP Background Report (Ref 1-7C) Appendix 3 Figure 3 provides an assessment of local viewpoints. While the views assessment in Appendix 3 views focus primarily on the assessment of the potential locations for tall buildings as part of the redevelopment of Euston Station, this appendix nevertheless provides a guide to some of the potentially sensitive local viewpoints for development across the wider area EAP area. These 28 local viewpoints have therefore been reviewed in scoping

the visual assessment for development on the Site and three EAP views from Regent’s Park have been included in the assessment in Section 6.

4.49 Valued local views are described in LBC Regent’s Park CAA (Ref 1-21) and the Regents Park with Primrose Hill Management Plan (Ref 1-23), and where relevant to the Site have been tested and if noticeable effects may be anticipated have been included in the visual assessment. Other representative local views have been selected based on the alignment of streets and open spaces in relation to the Site and the potential visibility of the Proposed Development in relation to designated heritage assets.

Visual Receptors

4.50 This assessment, as recommended in the GLVIA (Ref 1-1), considers the visual receptors to be the people experiencing the view. The susceptibility of potential viewers for each of the assessed view are described as part of the baseline characteristics of that view in Section 6: Assessment



05

Visual Characteristics Of The Proposed Development

5.1 The site is in the London Borough of Camden on the corner junction of William Road and Stahope Street. It is within both the Central Activities Zone (CAZ) and the Euston Opportunity Area. It is approximately 350m to the west of Euston Station and 100m to the north of the Regent's Place commercial campus. It is outside any conservation area within an area of mixed townscape character that includes a small pocket of three listed buildings to the south and more distant locally listed buildings to the south and east but is otherwise of poor to ordinary townscape quality. There are tall and substantial midrise commercial buildings at Regent's Place approximately 100m to the south, which generally date from the early 21st century though the Euston Tower dates from 1969. Close to the west is a later phase of the Regent's Park Estate dating from 1957-59 which includes tall buildings; the 19-storey Bucklebury House is approximately 40m to the south-west of the Site and The Coombe is less than 100m to the east. The Site is within an area of mixed townscape scale and quality in a transitional zone on the edge of the CAZ which is occupied by a mix of residential, educational and commercial uses. It is approximately 350m to the west of Euston Station, and Euston Square Station and Great Portland Street Station are a similar distance away; it has an excellent PTAL rating of 6b (Best). The central location of the Site suggests that redevelopment should optimise the use of the Site. While the Site is not located at an important junction, its location on a corner site would provide the opportunity for development to hold the corner with development of taller scale than its neighbours.

5.2 There are a number of constraints on the potential height of redevelopment on the Site. It is within the Landmark Viewing Corridor of the LVMF SPG view from Parliament Hill to Westminster (Assessment Point 2A.2). Development on the Site would also be potentially visible from Primrose Hill and Regent's Park. Regent's Park is a Grade I listed park and is bordered by Grade I listed Regency terraces built as part of a masterplan by John Nash. The historic intervisibility of the terraces with the park is considered to contribute to the appreciation of the heritage significance of both the park and the terraces. Tall buildings to the south-east of Regents Park, in particular the Euston Tower and the BT Tower, are already visible from some locations in the park and have been since the 1960s. However the visibility of new buildings above the rooflines of the Grade I listed terraces where they can still be viewed without a backdrop of taller modern development is highly sensitive.

5.3 During the pre-application design development period, development at a range of heights was tested from LVMF Assessment Point 2A.2 and in EAP views across Regent's Park. In the LVMF view development of more than 14 residential storeys would breach the Landmark Viewing Corridor of the Protected Vista of the Palace of Westminster. However,

development at Regent's Place, No 10 Brock Street by Wilkinson Eyre, is also visible rising above the Threshold Plane of the Landmark Viewing Corridor behind development on the Site. Testing showed that development on the Site of up to approximately 21 storeys would be seen against the backdrop of 10 Brock Street in the view without altering the silhouette framing the Victoria Tower of the Palace of Westminster. Development of 18 storeys allowed the form of 10 Brock Street to remain visible beyond development on the Site and this approach was confirmed as acceptable by the GLA. Testing in views across Regent's Park demonstrated that development of 18 storeys would not rise above the clear roof line of the Grade I listed Nash terraces bordering the park and where visible in views from the park would be seen tightly clustered with existing tall buildings that already characterise open views across the park – but at a much lower scale. The visual impact testing set a maximum potential height of 18 residential storeys on the Site. At 18 storeys, subject to the quality of the design, the scale of the development would not result in adverse effects on strategic LVMF views or the setting of Regent's Park.

5.4 The height of the Proposed Development was further refined based on consideration of its visual and experiential impacts on the local townscape around the site. Because the Site is not a location of major urban importance it was judged that it should remain very clearly subservient in scale to developments at Regent's Place where there are tall buildings of 37 commercial storeys (Euston Tower), 26 residential storeys (the Triton Building) and 16 commercial storeys (10 Brock Street). At 15 residential storeys development on the Site would remain subservient to the taller scale of Regent's Place to the south, as demonstrated by the section on page 58 and 59 of the DAS. It would also remain below the height of the existing towers in the Regent's Park Estate so that in views from the west within the LBC Regent's Park Conservation Area, it would appear lower than the existing post-war tall buildings. Testing showed that development of this scale, while taller than some of its neighbours, would integrate comfortably with the scale of the wider townscape and, subject to the quality of the design, would not have adverse effects on the quality and character or legibility of the local townscape, preserving the hierarchy of the townscape and mediating between the central London scale of Regent's Place to the south and more varied generally lower scale and finer grain of more residential townscape to the north.

5.5 The local setting of three listed buildings close to the south of the Site was also considered. As described in detail in the baseline assessment of the listed buildings in Section 4, the listed buildings are appreciated as an isolated surviving fragment of the pre-existing early 19th century townscape, tall development of the Site would not alter an observer's

ability to clearly view the buildings and appreciate what makes them special, and the existing close townscape setting of the listed buildings is already characterised by tall modern development. High quality development of up to 15 storeys was not considered to be inherently harmful to the ability to appreciate the heritage significance of the listed buildings.

5.6 Following the in-depth analysis of the potential impacts of the broad scale on the townscape context the detailed configuration and articulation of the mass was considered. The highest part of the Proposed Development was positioned towards the corner of the junction of William Road and Stanhope Street, with the mass stepping down creating chamfered shoulders that relate to the existing parapet lines on Stanhope Street and William Road. The mass of the Proposed Development was divided into base and body. The six-storey base responds to the height of the adjacent building on William Road and to the locally listed warehouse at the southern end of Stanhope Street (Nos.40-46 Stanhope Street and Nos.184-192 Drummond Street). The base occupies a larger extent of the footprint, and has chamfered setbacks that relate to the chamfered corner of Nos.184-192 Drummond Street at 4th and 5th floor, lowering the base further at its southern edge four-storey in response to the four-storey datum of the adjacent unlisted terraced houses on Stanhope Street. The six and four storey datum heights would help to stitch the base of the building into its existing streetscape context as demonstrated by the street elevations on page 60 of the DAS. Above the base, the seven-storey body would have a reduced footprint, creating a more slender element at the upper levels with similar proportions to the nearby Regent's Park Estate towers. A setback on the top floor, would reduce the height of the building towards Stanhope Street and offer a south-facing open terrace, creating a subtle crown.

5.7 As described in Sections 7 and 8 of the DAS the façade would be articulated to break down the mass to a scale that would relate to the local historic townscape context, drawing on locally distinctive details and materiality to create a well-articulated elegant form, with carefully modulated facades, and a predominantly brick material palette. The façade design has been informed by the character of the local warehouse buildings, and the nearby listed terraces. The ground and base show wide openings (with similar proportions to the locally listed warehouse at Nos.184-192 Drummond Street warehouse) framed by brick piers and concrete lintels. At the upper body, the openings change to a portrait proportion, with full height windows, increasing the verticality of the façade. The main façade material would be brick (with different tonalities on main piers and recessed pier panels) with concrete used to emphasise feature architectural details and elements such as lintels, parapets and entrance columns). The windows to the student bedrooms would have metal side panels for ventilation colour matching the recessed brick panels. The crown of the building would have extended recessed panels above openings that culminate in a continuous concrete parapet with projecting coping. The articulation of the elevational grid of the facades of the Proposed Development to create a rhythm of

primary and secondary piers and a resulting modulation, shadow and depth would create visual hierarchy, proportion and richness of detail in the predominantly brickwork elevations that would complement the existing street frontage to Stanhope Street. The chamfered entrance on the corner of Stanhope Street and William Road would mark the corner in a locally distinctive manner – echoing the chamfered corner entrance to Nos 184-192 Drummond Street to the south.

5.8 The acceptability of permanent effects of the completed Proposed Development has been an integral part of the design approach. It has been implemented through the design development process and has been used to adapt and modify the Proposed Development to take account of likely townscape, visual and heritage constraints and opportunities. Likely adverse effects and 'harm' in NPPF terms have been considered throughout the design process and are avoided by the submitted design for the Proposed Development.



Assessment

BUILT HERITAGE ASSESSMENT

Designated Heritage Assets

- 6.1
- Nos.48-52 Stanhope Street form part of a short terrace close to the south of the Site; the effects on the three buildings are considered as a group.
- 6.2
- Although only a small part of the LBC Regent's Park Conservation Area would fall within the core built heritage study area, the TZVI demonstrates that there would be a wider potential visual impact on the Grade I listed landscape of Regents Park. Regents Park is sub-divided by the borough boundary between LBC and City of Westminster and therefore covered by two conservation areas. The park and its close setting within the designated conservation areas also includes a number of highly listed structures. As there is considerable visual interaction and group value, and to avoid repetition, the description of Regent's Park will cover all its various heritage designations including listed buildings where relevant to the potential effects of the proposed development. The TZVI in Appendix B demonstrates that there would be no likely visual impacts on the parts of the LBC conservation area to the east of Regent's Park or the parts of the CoW conservation area to the west of the park; the consideration of the effects of the Proposed Development therefore focusses on the effects on the landscape of the park.

Nos 48-52 Stanhope Street

Sensitivity

- 6.3
- As described in Section 4, Nos.48-52 have historic interest as a surviving fragment of the pre-existing 19th century townscape, the majority of which was destroyed by clearance and redevelopment after WWII. Nos.50-52 have architectural interest in their embodiment of typical modest fourth rate Georgian houses of the period. They are not considered to be significant or innovative examples of the type and, dating from earlier than 1850, the buildings will have been listed primarily for their age and rarity (Ref 1-18). The loss of the remainder of the terrace to the north and south and in the wider area has reduced the ability to appreciate their heritage significance as part of a wider area of early 19th century late Georgian townscape. No 48 Stanhope Street, the Lord Nelson pub dates from "The high point of pub building" (Ref 1-20, p.12), around the turn of the 19th century and has architectural significance for its flamboyant neo-Baroque exterior. The listed buildings and their immediate neighbours form a relatively coherent stretch of

streetscape. The close setting on the east side of Stanhope Street, while it is not all of high architectural quality and not all contemporary with the listed buildings, does make some contribution to the appreciation of the heritage significance of the listed buildings through its similar scale and material palette that provides a neutral buffer between the listed buildings and the surrounding more varied, generally coarser grained taller and contrasting townscape of the wider setting. The contrast highlights the fine grain and historic character of the listed buildings but the wider modern setting is not judged to make any material contribution to the appreciation of the heritage significance of the listed buildings.

Sensitivity: Medium

Visual impact on setting

- 6.4
- As winter photography could not be captured due to the timing of the application, Figures 6.1-6.4 (views from the visualiser's 3-d model) supplement the summer version of View 12 in the Visual Assessment, to illustrate the potential visual impacts on the close setting of the listed building group seen from Stanhope Street. In these views the Proposed Development is shown in beige and the listed buildings are in white tone within the generally grey tone of the existing context. As demonstrated by View 12 and Figures 6.1 to 6.4, and further in illustrative views in the DAS on pages 115, 119, 120, 121, the tallest element of the Proposed Development on Plot A, would terminate the northern end of the Stanhope Street frontage of the urban block between the junctions with Longford Street-Drummond Road and William Road. In longer oblique views, for example View 12, the Proposed Development would rise behind the roofline of the listed buildings. Moving forward northwards along Stanhope Street, as shown by Figures 6.1 and 6.2, it would recede in the view and not appear directly behind the listed buildings in closer better views of the listed buildings. Seen from opposite the listed buildings in the best views of the group (Figure 6.3) it would be peripheral to the listed buildings as the focal point of the viewer. Seen from the north, the existing Euston Tower and Triton Building at Regent's Place are visible behind the listed buildings, as demonstrated by Figure 6.4. The Proposed Development would replace the utilitarian two-storey frontage and plain brick element of six storeys set back from Stanhope Street of the existing Nos.35-37 William Road with a taller building of 15 storeys that would define the corner of the block and provide a significantly higher quality well-activated frontage to both Stanhope Street and William Road. The form of the Proposed Development would be articulated by a strong horizontal that would define a six-storey base to align with Nos.40-46 Stanhope Street at the southern end of the urban block and step down to four storeys adjacent to the existing No. 60 Stanhope Street.



Above the six-storey base the footprint of the Proposed Development would be set back to create a more slender seven storey mid-section, terminated by a subtle crown. The articulation of the elevational grid of the facades of the Proposed Development to create a rhythm of primary and secondary piers and a resulting modulation, shadow and depth would create visual hierarchy, proportion and richness of detail in the predominantly brickwork elevations that would complement the existing street frontage to Stanhope Street. The chamfered entrance on the corner of Stanhope Street and William Road would mark the corner in a locally distinctive manner – echoing the chamfered corner entrance to Nos 184-192 Drummond Street to the south – which would be echoed in the chamfered corners of the upper volume above.

late-Victorian public house style and the visual distinction from the early 19th century residential terraces in its close streetscape. The Proposed Development's high-quality base would enhance the definition and quality of the streetscape at the northern end of the urban block, echoing something of the rhythm and proportions and architectural richness of the pre-existing terrace in contrast to the utilitarian uncompromising nature of the existing building on the Site. This would enhance the townscape quality of the setting of the listed buildings but would not alter the ability to appreciate their heritage significance. While the visual impact on the setting of the listed buildings would be noticeable, there would be no material impact and therefore no effect on the ability to appreciate their heritage significance.

In NPPF terms the heritage significance and ability to appreciate the heritage significance of the listed buildings would be sustained and not harmed by Proposed Development.

Impact: None
Effect: No effect

- 6.5 The scale of the Proposed Development would be noticeably taller than that of the existing building on the Site. It would be visible beyond the roofline of the listed group in oblique views from the south – as tall buildings at Regent's Place are in existing views of the listed buildings from the north. In closer views from the west side of Stanhope Street the Proposed Development would be visible in the periphery of close views of the listed buildings looking at them straight on. As the locally listed Nos 184-192 Drummond Street and 40-46 Stanhope Street does to the south, the Proposed Development would provide a bookending feature that would terminate the urban block at a taller scale but with complementary high quality architecture.



Figure 6.1

- 6.6 Seen in relation to the varied wider setting of post-war and early 21st century modern townscape of commercial and residential typologies including tall buildings to the south in Regent's Place and to the west in the Regent's Park Estate the Proposed Development would not introduce a building of alien or unusual scale or form. The contrast in scale and form is characteristic of the townscape of this neighbourhood and in part highlights the historic value and specialness of the listed buildings. Impact on the appreciation of heritage significance

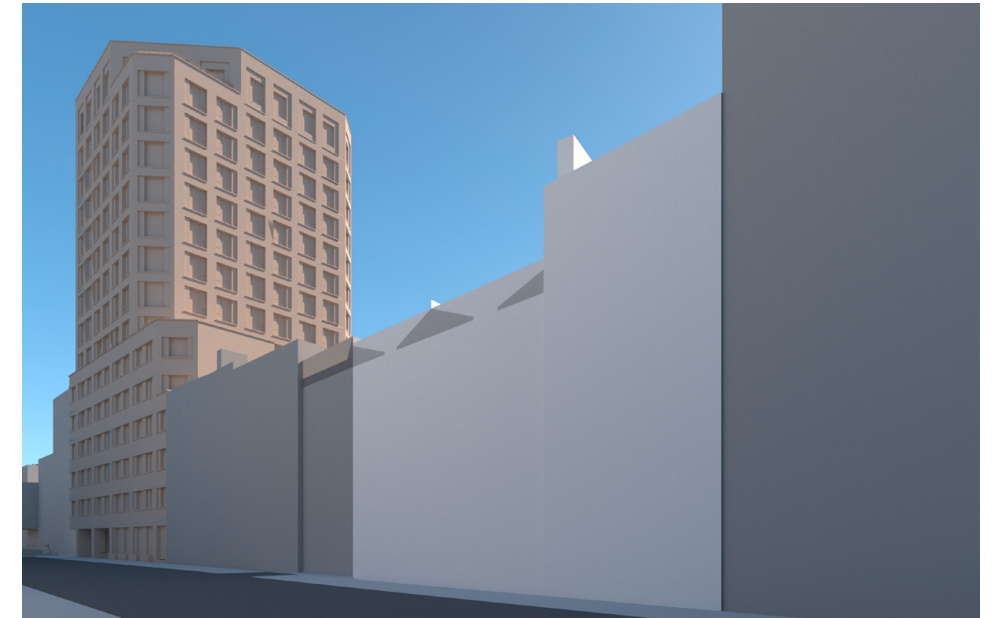


Figure 6.2

- 6.7 Because of their small scale and grain and the small size of the surviving fragment of townscape that they contribute to, the heritage significance of Nos.48-52 Stanhope Street is most apparent in in close views from the west side of Stanhope Street. Close views of the listed buildings looking at them straight on, in which the detail of the buildings is most clearly seen contribute most to the appreciation of the design of the buildings, particularly in the absence of the remainder of the terrace in its continuous and unaltered form to the north. In such views the Proposed Development would be visible in the periphery rather than directly behind the listed buildings. The listed buildings are already seen within a wider setting of much taller modern development. The visibility of another tall building in this wider setting would not alter the varied character of the setting. It would not alter the ability to appreciate the detail of the Georgian facades that contributes to the understanding of Nos.50-52 as examples of unremarkable 'fourth rate' speculative housing. It would not alter the ability to appreciate the Lord Nelson's flamboyant façade and insertion into the early 19th century streetscape of the pre-existing terrace or the ability to appreciate its typically eye-catching, popular eclectic

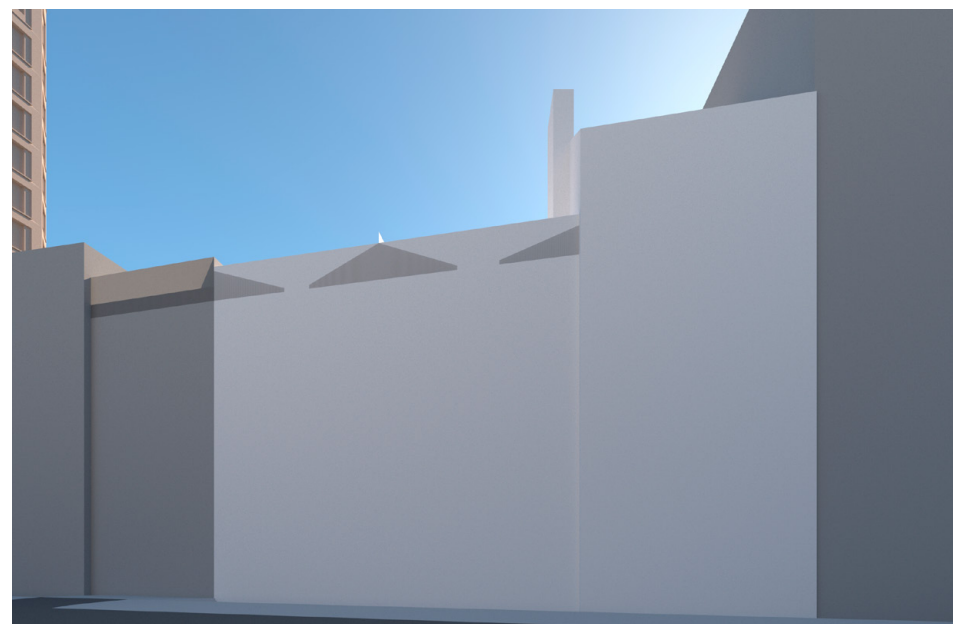


Figure 6.3

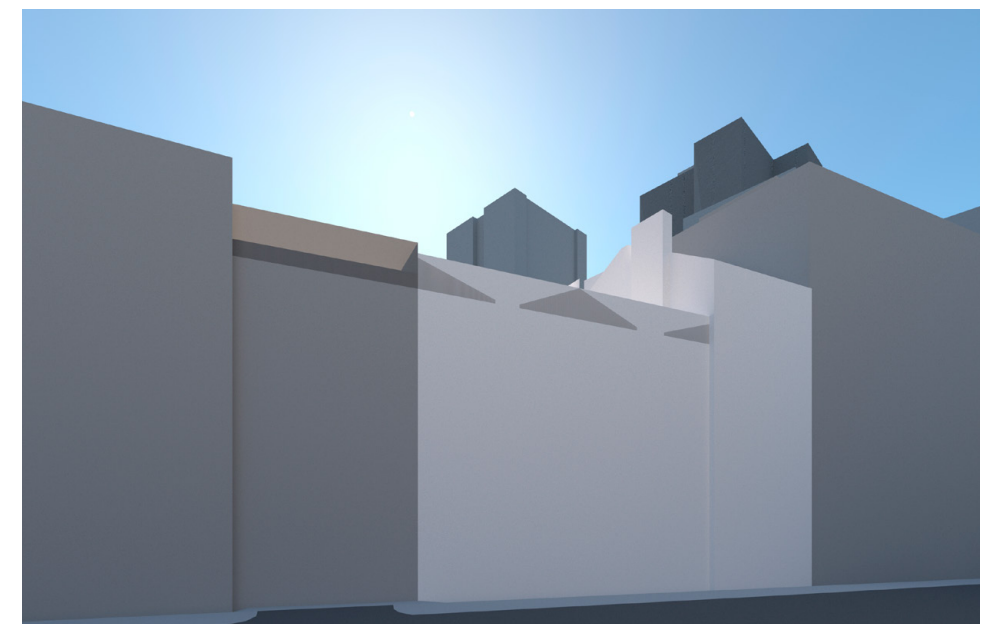


Figure 6.4

Regent's Park

Sensitivity

6.8 Regent's Park is one of the most ambitious urban parks of the early 19th century, a unique planned composition of landscape and buildings, at once classical and picturesque, and it is a key element of John Nash's major improvement scheme of 1811-28 for north-west London, which was a comprehensive masterplan on an unprecedented scale. It provides the setting for a large number of listed structures including the surrounding Nash terraces that front the park; there is historically significant intervisibility between the Nash terraces and the parkland. Beyond the perimeter of the park, the established cluster of modern tall buildings centred on the Euston Tower is a clearly legible aspect of the setting to the south-east, signifying the park's location in the heart of the modern city and it provides a point of orientation from within the heart of the park. However, surviving views of the listed terraces seen with an unaltered backdrop of open sky are of great sensitivity.

Sensitivity: Medium to high

Visual impact on setting

6.9 As demonstrated by Views 4-7, the tallest element of the Proposed Development on Plot A, would be visible in longer open views across the park in relation to the existing tall buildings clustered with the Euston Tower and other development in Regent's Place and tall buildings in the Regent's Park Estate – and considerably lower. As the rendered images show, the scale and massing, simple form and recessive architectural treatment of the Proposed Development would integrate comfortably with the varied character of the existing views and would not draw the eye or noticeably increase the prominence of the modern development seen in the backdrop to the park. The Proposed Development would not impact on existing clear rooflines of historic listed terraces lining the park, in particular it would have no impact on the most sensitive formal views of Chester Terrace from Chester Road. It would have no visual impact on the Grade II listed Cambridge Gate or the Grade I listed Cambridge Terrace, whose rooflines can be appreciated from the southern end of the Broad Walk in views that align with the location of the Site. The visual impact on the setting of the park, including the listed terraces that front its east side, would be very slight, even in winter. To the casual observer the Proposed Development would not be a noticeable element of the wider setting of the park.

Impact on the appreciation of heritage significance

6.10 The Proposed Development would not detract from the historic inter-visibility between the landscape and the historic Nash Terraces that form part of the designed close setting of the park. While the very top of the Proposed Development would be visible in views from the park, some of which include Nash Terraces in the foreground, the Proposed Development would be lower and tightly clustered with existing taller buildings to the south-east of the park and it would not noticeably increase the prominence of modern development seen in the backdrop of the park or beyond the roofline of the terraces. The Proposed Development would not impact on existing clear rooflines of historic listed terraces lining the park, which contribute to the appreciation of the park in its original early 19th century form as a residential development. There would be no material impact and therefore no effect on the ability to appreciate the heritage significance of the listed landscape or the listed terraces on its east side. In NPPF terms the heritage significance and ability to appreciate the heritage significance of the park and its listed buildings would be sustained and not harmed by Proposed Development.

Impact: None
Effect: No effect

Table 6.1: Assessment of effects on listed structures

LS	Designated structure	Sensitivity	Change to setting of designated structure or group	Resulting impacts and scale and nature of effects on heritage significance or appreciation of heritage significance	Effect	Cumulative Effect
1	No.52 Stanhope Street Grade II	Medium	Refer to paragraphs 6.3-6.6	Refer to paragraph 6.7	No Effect	No Effect
2	No.50 Stanhope Street Grade II				No Effect	No Effect
3	Lord Nelson Public House (No.48 Stanhope Street) Grade II				No Effect	No Effect
4	Church of St Mary Magdalene Grade II*	Medium	As demonstrated by View 9, the Proposed Development would be visible beyond to the NE of the church, making a change to the visual setting at a distance of approximately 150m, beyond the closer Bucklebury, part of the surrounding Regent's Park Estate and considerably lower. Even in winter the magnitude of visual impact would be negligible and in summer the Proposed Development would be blocked by foreground foliage. It would be more visible from the NW corner of the square but always lower and less prominent than the taller closer Bucklebury tower and The Coombe to the N of the square, and seen in relation to the wider post-war townscape of the Regent's Park Estate to the N and the tall modern commercial buildings of Regents Place to the S in particular 1 Osnaburgh Street which is 25m to the S. While the visibility of the Proposed Development would make a slight change to the visual setting to the NE of the listed structure this would be appreciated in the context of the visibility of a wider setting of predominantly post-war townscape including existing tall buildings to the N, S and E and would not materially change the character of the local visual amenity or of the setting of the listed structures. Cumulative development would not change the setting in comparison to the Proposed Development considered in isolation.	The listed structure derives no material heritage significance from its relationship to its modern post-war setting. The Proposed Development would not obscure the visibility of the listed church or interrupt the physical and visual relationship between the church and the associated Grade II listed school. The wider modern setting is clearly apparent and the visibility of additional modern tall buildings of the scale proposed on the Site is not considered to be inherently harmful to the appreciation of the heritage significance of the church. It would not change the character of the taller modern setting to the NE and SW of the listed structure. While the Proposed Development would make a change to the visual setting of the listed group there would be no material impact or effect on the appreciation of the heritage significance of the listed structure in isolation or cumulatively.	No Effect	No Effect



LS	Designated structure	Sensitivity	Change to setting of designated structure or group	Resulting impacts and scale and nature of effects on heritage significance or appreciation of heritage significance	Effect	Cumulative Effect
5	St Mary Magdalene School Grade II	Medium	As demonstrated by the TZVI in Appendix B, the Proposed Development would not be visible in relation to the listed building or from the close setting of the listed building and there would therefore be no material change to its visual setting or any other aspect of the setting. Cumulative development would not change the setting in comparison to the Proposed Development considered in isolation.	As there would be no change to the setting there would be no material impact or effect on the appreciation of the heritage significance of the listed structure in isolation or cumulatively.	No Effect	No Effect
6	Nos.211-229 North Gower Street Grade II	Medium	The ZTVI in Appendix B indicates a potential visual impact on views of the N end of Nos.211-229 and the return to No.204 onto Starcross Street from part of Starcross Street. As demonstrated by View XX in Appendix A, the Proposed Development would be fleetingly visible in longer views from Starcross Street from both pavements on the skyline to the right of the N end of Nos.211-229, at a distance of approximately 250m, separated from it by the taller unlisted Nos.231-233 North Gower Street at the N end of the terrace. Moving forward W from this position, the Proposed Development would recede in height in the view and, towards the W end of the street in the closest views of the listed buildings, it would be concealed behind the modern building at Nos.231-233 North Gower Street. As demonstrated by the TZVI the Proposed Development would not be visible in views N and S along North Gower Street in which the listed terraces are viewed together or in views of Nos.190-204 from the W.	The Proposed Development would not obscure the visibility of the listed terraces. It would not interrupt the physical and visual relationships between the terraces themselves and other listed terraces or partial terraces on North Gower Street or Drummond Street. It would not be visible in the most significant views N and S along North Gower Street where the terraces are seen together. It would not be visible in the backdrop of the Nos. 211-229 or the return of No.204 in incidental views from Starcross Street so would not change the skyline of the terraces in any views. The wider modern setting to the SW of the terrace is clearly apparent and the visibility of additional modern tall buildings of the scale proposed on the Site is not considered to be inherently harmful to the appreciation of the heritage significance of the terrace. Where visible the Proposed Development would not change the character of the taller modern setting to the SW of the listed terrace. While the Proposed Development would make a slight change to the visual setting of the listed terrace there would be no material impact or effect on the appreciation of the heritage significance of the listed terrace in isolation or cumulatively.	No Effect	No Effect
7	The North Gower Hotel (Nos.190-198) and Nos.200-204 Grade II	Medium			No Effect	No Effect
8	Prince of Wales Public House, Hampstead Road Grade II	Medium	As demonstrated by the TZVI in Appendix B, while the Proposed Development might be briefly glimpsed from positions to the north and south of it on Hampstead Road with other tall buildings to the S in Regent's Place, the Proposed clear close views from it from Hampstead. Neither would it be visible from the close setting of the listed building. There would therefore be no material change to its visual setting or to any other aspect of the setting. Cumulative development would not change the setting in comparison to the Proposed Development considered in isolation.	As there would be no material change to the setting there would be no material impact or effect on the appreciation of the heritage significance of the listed structure in isolation or cumulatively.	No Effect	No Effect

TOWNSCAPE ASSESSMENT

6.11 The likely changes to the character and quality of the townscape on the Site and the resulting effects of the Proposed Development on each of the townscape character areas within the study area of 200m are described in Table 4.2 and assessed in Table 6.2.

Table 6.2: Assessment of effects on townscape

Character Area	Sensitivity to change	Magnitude of Impact	Scale and Nature of Effect	Effect	Cumulative Effect
TCA1 Euston	Low to Medium	<p>Representative Views in the Visual Assessment: Views 10, 11, 12</p> <p>As demonstrated by the representative modelled views, the Proposed Development would have a high magnitude of visual impact on the close townscape of Stanhope Street and William Road which would be localised to the streets adjacent to the Site within the TCA. As the ZTVI in Appendix B indicates, on Hampstead Road and to the E of Hampstead Road, the top of the Proposed Development may be fleetingly glimpsed in relation to existing taller buildings to the SW with a low magnitude of visual impact but from most of the area to the E of Hampstead Road there would be no impact. The Proposed Development would be taller than its immediate neighbours within the TCA but as the views demonstrate its scale would not dominate the townscape character of this TCA. The Site is on the edge of the TCA adjacent to TCA2 which includes tall buildings close to its E boundary close to the Proposed Development. The articulation of the mass and its architectural treatment draws on datums and architectural features within the TCA that would contribute to a form that would integrate with the articulation, rhythm and materiality of the townscape character albeit at a taller scale.</p> <p>Magnitude of impact: Negligible to High</p>	<p><i>Scale of effect:</i> the magnitude of impact would result in a range of effects from negligible to major in scale</p> <p><i>Nature of effect:</i> As described in Sections 7 and 8 of the DAS the façade would be articulated to break down the mass to a scale that would relate to the local historic townscape context, drawing on locally distinctive details and materiality to create a well-articulated elegant form, with carefully modulated facades, and a predominantly brick material palette. The façade design has been informed by the character of the local warehouse buildings, and the nearby listed terraces. The ground and base show wide openings (with similar proportions to the locally listed warehouse at Nos.184-192 Drummond Street warehouse) framed by brick piers and concrete lintels. At the upper body, the openings change to a portrait proportion, with full height windows, increasing the verticality of the façade. The main façade material would be brick (with different tonalities on main piers and recessed pier panels) with concrete used to emphasise feature architectural details and elements as lintels, parapets and entrance columns). The windows to the student bedrooms would have metal side panels for ventilation colour matching the recessed brick panels. The crown of the building would have extended recessed panels above openings that culminate in a continuous concrete parapet with projecting coping. The articulation of the elevational grid of the facades of the Proposed Development to create a rhythm of primary and secondary piers and a resulting modulation, shadow and depth would create visual hierarchy, proportion and richness of detail in the predominantly brickwork elevations that would complement the existing street frontage to Stanhope Street. The chamfered entrance on the corner of Stanhope Street and William Road would mark the corner in a locally distinctive manner – echoing the chamfered corner entrance to Nos 184-192 Drummond Street to the south. The high quality of the architectural design of the Proposed Development and its contribution to streetscape enhancement on Stanhope Street and William Road would result in a beneficial effect.</p> <p><i>Cumulative effects:</i> Cumulative development would not alter the effects of the Proposed Development assessed in isolation.</p>	Scale: Negligible to Major Nature: Beneficial	Scale: Negligible to Major Nature: Beneficial



Character Area	Sensitivity to change	Magnitude of Impact	Scale and Nature of Effect	Effect	Cumulative Effect
TCA2 Regent's Park Estate	Low	<p>Representative Views in the Visual Assessment: View 9</p> <p>While the ZTVI in Appendix B indicates potential areas of visibility of the Proposed Development from within the TCA, the layout of the post-war townscape of the TCA, results in limited alignment of streets and spaces and the mature trees within the TCA screen development. As View 9 from Munster Square shows where visible the Proposed Development would be seen in relation to taller closer towers within the TCA with a generally low magnitude of impact on the character and quality of the townscape in TCA2, which would increase to high on the E edge of the TCA on Stanhope Street.</p> <p>Magnitude of impact: Low to High</p>	<p>Scale of effect: As the sensitivity to change is low and the magnitude of impact is generally low, the scale of effect for the majority of the TCA would be Negligible with localised Moderate effects from the E edge of the TCA on Stanhope Street.</p> <p>Nature of effect: Where clearly visible the articulation of the elevational grid of the facades of the Proposed Development to create a rhythm of primary and secondary piers and a resulting modulation, shadow and depth would create visual hierarchy, proportion and richness of detail in the predominantly brickwork elevations. A setback on the top floor, would reduce the height of the building towards Stanhope Street and offer a south-facing open terrace, creating a subtle crown. The Proposed Development would form an attractive element of the wider townscape backdrop of the TCA with a beneficial effect of the townscape quality.</p> <p><i>Cumulative effects:</i> Cumulative development would not alter the effects of the Proposed Development assessed in isolation.</p>	Scale: Negligible to Major Nature: Neutral	Scale: Negligible to Major Nature: Neutral
TCA3 Regent's Place	Low	<p>Representative Views in the Visual Assessment: View 12</p> <p>As the TZVI demonstrates due to the scale and alignment of the townscape of the TCA, the Proposed Development would have no visual impact on the vast majority of the TCA. As demonstrated by View 12, it would be fleetingly visible from the N edge of the TCA with a major visual impact but as this is fleeting and highly localised and is not appreciated from within the vast majority of the TCA the impact on the quality and character of the TCA is judged to be negligible.</p> <p>Magnitude of impact: Negligible</p>	<p><i>Scale of effect:</i> As the sensitivity to change low and the magnitude of impact is negligible, the scale of effect will be Negligible.</p> <p><i>Cumulative effect:</i> Cumulative development would not alter the effects of the Proposed Development assessed in isolation.</p>	Scale of effect: Negligible Nature: n/a	Scale of effect: Negligible Nature: n/a

VISUAL ASSESSMENT

6.12 Twelve different viewing positions as set out in Table 6.3, have been selected for assessment. Due to the timing of the application, winter photography could not be captured for all viewing positions; where foliage obstructs the view the winter impacts have been considered based on professional judgement and model views. Twelve further views in Table 6.4, in which the effects have been modelled and judged as negligible to no effect, have been included as unverified test views in Appendix A.

Table 6.3 Townscape Assessment Views

View	Viewing position	Render/ Wireline
1	LVMF London Panorama from Parliament Hill to Westminster (Assessment Point 2A.2)	Render
2	LVMF London Panorama from Parliament Hill to Westminster (Assessment Point 2B.1)	Wireline
3	LVMF London Panorama from Primrose Hill to St. Paul's (Assessment Point 4A.1)	Render
4	Regent's Park, The Hub (Euston Area Plan View 28)	Wireline
5	Regent's Park, the Broad Walk (Euston Area Plan View 22)	Render
6	Regent's Park, Chester Road/Inner Circle (Euston Area Plan View 24)	Wireline
7	Regent's Park: the Broad Walk at the Griffin Tazza	Wireline
8	Mornington Terrace	Render
9	Muster Square	Wireline
10	Stanhope Street, junction with Robert Street	Wireline
11	Hampstead Road, junction with William Road	Render
12	Longford Street-Drummond Street, junction with Stanhope Street	Render

Table 6.4 Unverified test views (Appendix A)

View	Viewing position	Render/ Wireline
A1	LVMF London Panorama from Greenwich Park to St Paul's Cathedral (Assessment Point 5A.2)	Wireline
A2	Fitzroy Square (EAP 18)	Wireline
A3	Regent's Park, Drinking Fountain (EAP 21)	Wireline
A4	Regent's Park, Outer Circle (EAP 25)	Wireline
A5	Regent's Park, Outer Circle-York Bridge (EAP 26)	Wireline
A6	Albany Street, junction with Chester Gate	Wireline
A7	Marylebone Road, junction with Harley Street	Wireline
A8	Great Portland Street Station to Holy Trinity Church	Wireline
A9	Euston Road, junction with Tottenham Court Road	Wireline
A10	Brill Place, junction with Midland Road	Wireline
A11	Camden High Street, at the Cobden Statue	Wireline
A12	Starcross Street	Model



Table 6.5: Viewpoint data

View	Location	Page	Style	Render/ Wireline	Verified	Ref	OS-E	OS-N	Height (AOD)	Heading	Lens	Field of View	Film	Date	Time
1	LVMF London Panorama from Parliament Hill to Westminster (Assessment Point 2A.2)	54	AVR-3	Render	Y	D18677	527667.774	186131.024	98.01	159.55	50mm	40	Digital	25/03/19	17:00
2	LVMF London Panorama from Parliament Hill to Westminster (Assessment Point 2B.1)	58	AVR-1	Wireline	Y	D18680	528042.247	186154.504	71.75	161.92	50mm	40	Digital	25/03/19	17:20
3	LVMF London Panorama from Primrose Hill to St. Paul's (Assessment Point 4A.1)	62	AVR-3	Render	Y	D19520	527654.897	183893.062	68.36	122.04	50mm	40	Digital	22/10/19	17:18
4	Regent's Park, The Hub (Euston Area Plan View 28)	64	AVR-1	Wireline	Y	D22184	527888.502	183127.657	38.98	103.15	24mm	74	Digital	25/09/20	15:11
5	Regent's Park, the Broad Walk (Euston Area Plan View 22)	66	AVR-3	Render	Y	D22183	528500.584	182889.863	38.37	127.97	35mm	55	Digital	25/09/20	16:16
6	Regent's Park, Chester Road/Inner Circle (Euston Area Plan View 24)	68	AVR-1	Wireline	Y	D18603	528331.055	182632.004	39.27	74.37	24mm	74	Digital	29/03/19	15:55
7	Regent's Park: the Broad Walk at the Griffin Tazza	70	AVR-1	Wireline	Y	D21107	528584.161	182499.432	33.63	82.66	24mm	74	Digital	24/03/20	12:32
8	Mornington Terrace	72	AVR-3	Render	Y	D22164	528786.844	183524.889	35.67	156.08	24mm	74	Digital	07/09/20	16:06
9	Muster Square	74	AVR-1	Wireline	Y	D21113	528949.691	182436.998	29.93	59.60	24mm	74	Digital	24/03/20	11:41
10	Stanhope Street, junction with Robert Street	76	AVR-1	Wireline	Y	D22134	529061.823	182713.377	27.77	165.98	24mm	74	Digital	07/09/20	17:05
11	Hampstead Road, junction with William Road	78	AVR-3	Render	Y	D21111	529228.117	182565.440	27.80	261.77	24mm	74	Digital	24/03/20	11:11
12	Longford Street-Drummond Street, junction with Stanhope Street	80	AVR-3	Render	Y	D22133	529065.359	182428.526	29.62	1.30	24mm	74	Digital	07/09/20	16:50