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Hampstead Road, junction with William Road



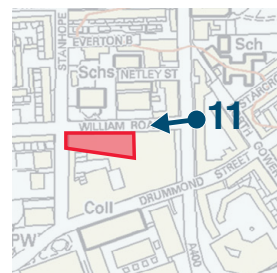
Existing View



Proposed View



Camera Location



View Location

Existing

The view looks west along William Road. The channelled street view is terminated by the 18-storey tower The Combe, within the Regent's Park Estate dating from 1957-59, to the west of Stanhope Street. The 19-storey Bucklebury is concealed by the foreground to the left from this position. Much of the bomb-damaged early 19th century modest residential townscape to west of Hampstead Road was replaced by the Regent's Park Estate but between Robert Street and Drummond Street a pocket of more mixed townscape includes some pre-war residential and industrial buildings. Beyond the Hampstead Road frontage on the north side of William Road is the Hampstead House a brick mansion block dating from the late 19th century. Opposite it on the south side to the right and visible obliquely in the view is the locally listed Nos.7-15 William Road an early 20th century commercial building. Nos.17-33 William Road on the Site is visible beyond the locally listed Nos.7-15. The townscape is not within a conservation area and is characterised by varied scale and character or 'ordinary' townscape quality. Behind the viewing position is the uncompromising linear post-war block George Mews. Out of frame to the left, the Euston Tower is prominently visible to the south.

Value attached to the view: this is a characterising view from an area of undesignated townscape and is therefore judged to have a **low** value.

Visual receptors affected: moderate numbers of local residents, workers and travellers using this major north-south route.

Susceptibility to change of visual receptors: local residents in a high-quality designated townscape have a high susceptibility to change but in a non-designated townscape this is reduced to medium; workers and travellers have low susceptibility to change, Susceptibility to change overall is **low to medium**.

Sensitivity: **Low**

Proposed

The Proposed Development would be visible at a distance of approximately 130m, rising above the foreground roofline and making a noticeable change to the composition of the view with a medium magnitude of impact. The Proposed Development would be seen in relation to the taller but more distant The Combe, 150m to the west. While taller than its immediate neighbours on William Road, the scale of the Proposed Development would not rise above the scale of the foreground and would not dominate the composition and character of the view. The well-articulated elegant form, carefully modulated facades, and predominantly brisk material palette of the Proposed Development would contribute richness and quality of the local townscape in close street views like this one with

a beneficial effect in contrast to the utilitarian character of the post-war towers.

Magnitude of Impact: **Medium**

Effect: Moderate in scale; Beneficial in nature

Cumulative

The eight storey redevelopment of Stephenson House, 75 Hampstead Road (currently under construction) would be visible on the left of the view increasing the effect on the view.

Cumulative Effect: Major in scale; Beneficial in nature