



View 4

Adelaide Road / Bridge Approach

Existing

- 5.19 The viewpoint is located on Adelaide Road, just west of the junction with Bridge Approach. The view looks north-east, along Adelaide Road, towards the Site. The foreground of the view comprises the highway and pavements on this street. The left side of the image is framed by Eton Place, partly obscured from view by mature trees lying within the grounds of Constable House. The right side of the image is framed by mature trees on the south side of Adelaide Road.
- 5.20 The Site's building is seen just beyond the junction with Eton College Road (centre of the image), overlooking a gated yard on the Site. The building presents a 2 storey parade of shops to Adelaide Road (all vacant at the time of writing). The main part of the building, housing the garage, rises to 6 storeys. The staining and graffiti to the inactive red brick elevations contribute to the poor impression left by the building, and have a negative impact on the setting of the adjoining listed station building.



View 4

Adelaide Road / Bridge Approach

Proposed

- 5.21 The Proposed Development's residential building is seen to positively define the Site's frontages to Adelaide Road and Eton College Road. The pronounced crank in the building responds to the angle at which the two streets meet, resolving the existing shortcoming of the left-over space/yard at this corner today. The expression of Eton College Road façade, incorporating inset balconies, acknowledges its relative prominence on this approach to the Site, echoing the special attention given to the building's southern flank, seen with that of the hotel in views from Chalk Farm Road (view 2).
- 5.22 The Adelaide Road elevation presents an ordered arrangement of brick piers and angled brick panels, inset balconies and floor to-ceiling windows, lending the façade depth and interest. The tone and texture of its light red brickwork complement the red brick elevation of Eton Place. At the lower the levels, the floor divisions are suitably aligned with those of the station. Retail uses occupy a tall ground floor, and the entrances to the hotel and residential elements provide welcome animation.
- 5.23 Taken together, the above aspects of the Proposed Development will represent a marked improvement to the setting of the listed station.

6 Assessment of effects and conclusion

- 6.1 The design characteristics of the Proposed Development are set out and considered in section 4, and its effect on local views is assessed in section 5. The heritage significance of heritage assets local to the Site is considered in section 3. This section considers the effects of the Proposed Development on the local townscape and views, as well as on the settings of heritage assets in the area around the Site (as identified in section 3).
- 6.2 The DAS sets out how the design is based on an appreciation of the townscape character of the area, and has evolved through a series of pre-application meetings. The DAS and application drawings should be consulted in conjunction with this section.

ARCHITECTURE AND URBAN DESIGN

- 6.3 The DAS sets out a clear rationale for the design of the new buildings, and the detailed design of their elevations. The Proposed Development is a considered response to the Site and its setting and is of a good quality of architectural design. It will be of a noticeably greater quality of design than the existing building on Site. The new active ground floor frontages will animate the Site's street edges and contribute to the quality of the wider public realm.
- 6.4 While representing a marginal increase in height, massing and scale compared to the Site's existing building, this is fitting for its location beside Chalk Farm Road London Underground Station, overlooking an important junction, and appropriate to the varied character of the Site's context. The strategy of focussing the bulk and massing on the Site's two street frontages appropriately reflects the status of those main roads, with the hotel being the tallest among the family of buildings proposed. In keeping the height lower in the centre and rear (north) of the Site, there is a clearer sense of separation between the hotel on Haverstock Hill and residential building on Adelaide Road. The sky space between the buildings is such that they do not feel overbearing in relation to the adjoining listed station. The orthogonal forms of the proposed buildings should also contrast well with the strong bullnose shape of the station building.
- 6.5 The architecture of the new buildings will be of a good quality, and its street façades will read as complementary elements. Elevations present a well ordered pattern of vertically proportioned openings between angled panels and piers, with floor divisions that reflect the building's structure. The buildings have a clear base, middle and top. The building flanks facing the main road junction are given careful consideration, echoing the architectural language of the main façades, providing visual interest while serving as a neutral backdrop to the listed station.
- 6.6 The restrained palette of high quality materials, including light red brick and terracotta - directly inspired by its Chalk Farm context - should provide a cohesive appearance to the Proposed Development and strengthen sense of place. The elevations will have crisp detailing. There will be more to enjoy and appreciate the closer one gets to the buildings.

- 6.7 The active frontages proposed along the majority of the site's perimeter, including a restaurant use on Haverstock Hill, and retail uses and entrances to the hotel and apartments on Adelaide Road, should ensure that the building provides animation to these streets throughout the day. This will result in a much more welcoming and convivial environment on these street edges than exists today. The Proposed Development's public courtyard, visible from the generous hotel entrance on Adelaide Road, should also make welcome contribution to local amenity.
- 6.8 The Proposed Development has the potential to be a much appreciated addition to the streets it addresses and the local area generally, enhancing the townscape. The effect on the wider area beyond is much more limited; see the views section below.

TOWNSCAPE AND VIEWS

- 6.9 Four views have been assessed in section 5 of this report. These demonstrate that, where visible, the Proposed Development will have a beneficial effect on views and the townscape in general.
- 6.10 View 1 (Chalk Farm Road / Ferdinand Street) shows the proposed hotel positively terminating the view at the end of the street. The envelope of the proposed buildings closely follows that of the consented development for the Site. The hotel will be visible, separated by a sky gap from the proposed residential building, which will be largely concealed from view by trees. In winter, the residential building will come into view, as will the spire of Saviour's Church, seen rising behind.
- 6.11 View 2 (Chalk Farm Road / Haverstock Hill) illustrates the strong familial relationship between the buildings of the Proposed Development. In a clear break from the single building mass of the Site's existing building seen from here today, the sky gap between the stepped, brick-clad, orthogonal forms of the hotel and residential buildings is such that they don't appear overbearing in relation to the listed station building seen in the foreground. Building height, form and massing, and expression come together to create a particularly strong townscape composition with the station, enhancing its setting.
- 6.12 View 3 (Haverstock Hill, outside Haverstock School) shows the proposed hotel's apparent scale would be comparable to the Eton residential building next door. The red brick elevations have a clear rhythm, depth, warmth and texture. The hotel will animate the public realm. The servicing entrance is discreetly incorporated into its frontage.
- 6.13 View 4 (Adelaide Road / Bridge Approach) reveals the proposed residential building's active façades positively defining the Site's frontages to Adelaide Road and Eton College Road. The pronounced crank in the building responds to the angle at which the two streets meet – improving on the current situation. It is well proportioned, presenting façades with good depth and modelling. The tone of brickwork echoes that of the adjacent mansion block on Eton College Road.

- 6.14 In terms of the effect on Townscape Character Area 1 (Chalk Farm Road), the Site's central location within this TCA is such that the Proposed Development will have a noticeable presence, contributing positively to the rich mix of buildings of different ages, styles, and scales. Most people will experience the Proposed Development from the main roads of Chalk Farm Road and Haverstock Hill, and their junction with Adelaide Road, the main focus of this TCA. Approaching the Site from the south-east on Chalk Farm Road, the Proposed Development will start to become visible opposite the listed Horse Hospital, Stables Yard, where today the Site's existing building is seen as a single mass above the station. The sky gap between the proposed buildings will make the station more identifiable from here, as illustrated in view 1. The orientation of the hotel and residential block will also help to signal the junction with Haverstock Hill and Adelaide Road. The spire of Saviour's Church will remain visible from here in winter. As one approaches the Site, the hotel and residential building will appear as a stepped composition of buildings with the station, holding the corner of Haverstock Hill and Adelaide Road, as illustrated in view 2.
- 6.15 The proposed hotel will gradually reveal itself on the approach from the north-west, along Haverstock Hill, albeit much obscured from view by trees until one is at close range. At that point, the hotel will be seen to positively define this main road frontage, its scale comparable with the adjacent Eton Place residential block. Its orthogonal form would echo that of the school building opposite, the two framing the view to the Roundhouse, as revealed in view 3.
- 6.16 The proposed residential building will provide good definition and animation to the north side of Adelaide Road, and the corner with Eton College Road. Its scale will be comparable with the adjacent Eton Place (and consistent with the consented building for the Site). The effect is illustrated in view 4.
- 6.17 The effect on other streets located in this TCA will be much less noticeable. While Regent's Park Road and Crogsland Road are relatively close to the Site, their alignment is such that views towards the Proposed Development will be blocked by intervening development. It is only at the approaches to their respective junctions with Chalk Farm Road that the Proposed Development will come into view, where it will be seen to be a high quality addition to the varied mix of buildings lying within this TCA.
- 6.18 The Proposed Development will have a negligible effect on TCA 2 – Denton Estate. Glimpsed views of its buildings will be rare; where they occur, they will be fleeting and the new buildings on the Site will be barely noticeable.
- 6.19 The effect on TCA 3 – Eton College Road will be largely limited to Adelaide Road, although on approaching the Site from the west, the Proposed Development will only start to become noticeable through trees in winter months when one reaches Constable House. When those trees are in leaf, visibility will be heavily restricted. Equally, the Proposed Development will have little, if any, discernible effect on Provost Road, and will only be visible from the far south-east end of Eton College Road, close to its junction with Adelaide Road. The positive effect on that corner is noted above.

HERITAGE ASSETS

- 6.20 In line with the NPPF, great weight has been given to consideration of the effect of the Proposed Development on the setting of heritage assets. There are no designated or undesignated heritage assets located on the Site. A limited number are found in the area around the Site. This assessment considers the indirect effect of the Proposed Development on the settings of all above ground designated HAs located within a 150m radius of the centre of the Site (as identified in Figure 4 in section 3).
- 6.21 The requirements of the Planning (Listed Buildings and Conservation Areas) Act (1990) in relation to conservation areas and the setting of listed buildings have been taken into account during the design process and in assessing the effect of the Proposed Development. The assessment is proportionate to the significance of the HAs and the nature and extent of the Proposed Development. It is sufficient to understand the potential effect of the Proposed Development on heritage interest.

Conservation Areas

- 6.22 The Site does not lie within a CA. Two CAs lie within 150m of the Site. The closest to the Site is Eton Conservation Area, lying approximately 50m to north-west of the Site at its closest point. Regent's Canal Conservation Area lies approximately 125m to south-east of the Site at its closest point.
- 6.23 The Proposed Development will have a very limited effect on the Eton Conservation Area. Where glimpsed views of the Proposed Development are possible (principally, looking beyond the Eton residential buildings on Eton College Road), they will be fleeting. Where seen from this CA, the Proposed Development will be seen as a high quality addition to its local context. There will be no effect on any element of setting that contributes to the significance of the CA.
- 6.24 The Proposed Development will be seen from Chalk Farm Road, which marks the northern boundary of the Regent's Canal CA, where the Site's existing poor quality multi-storey garage is seen as a single bulky mass rising behind the listed Chalk Farm Road Station today. The effect is illustrated in section 5 (see view 1: Chalk Farm Road / Ferdinand Street). This reveals that the sky gap between the proposed buildings, which will aid legibility of the station from here. The Proposed Development will be experienced as a high quality addition to this CA's local context. There will be no effect on any element of setting that contributes to the significance of the CA.

Listed buildings

- 6.25 A small number of LBs lie within 150m of the Site. The assessment has considered the indirect effect of the Proposed Development on their setting. The assessment is based on a thorough understanding of the Site as found today, and its immediate setting. In most instances the LBs are experienced in an immediate and wider context that includes post-war and/or modern development, which in some cases is large in scale.

- 6.26 **The Roundhouse, Chalk Farm Road (grade II*)** is in use today as a live performance venue (not its original use). It has a modern 3 storey side extension that wraps around the north-west side of this former train shed, which appears in the foreground of views towards the Site from Chalk Farm Road. The building's immediate context includes post-war, late 20th century and modern development. The Proposed Development would appear in the background of some views of this listed building. Its presence would be consistent with the character of the existing setting of this listed building. There will be no effect on any element of setting that contributes to the significance of the Roundhouse.
- 6.27 **Chalk Farm Underground Station (grade II)** is a robust station building with a prow-like form that commands attention. It includes a poor quality modern shopfront with projecting signage to the newsagent on the corner of Haverstock Hill and Adelaide Road, detracting detracts from an otherwise well preserved architectural composition. The station's immediate setting includes the post war Bridge House (south side of Adelaide Road), the modern Salvation Army Community Centre and Haverstock School (both, lying on the north side of Haverstock Hill). The site next door the Community Centre is also being redeveloped at the time of writing to provide a 5 storey mixed use building. The Proposed Development would be a high quality addition to the station's local setting, consistent with the varied character of its immediate and wider context. There will be no effect on any element of setting that contributes to the significance of this station.
- 6.28 The Proposed Development would have a limited to negligible effect on the settings of **Nos. 2 and 3 Eton College Road (grade II)** and **nos.1-14 Provost Road (consec.) (grade II)** due to the built up nature of the local context. Where the Proposed Development is seen in conjunction with these HAs, it would form a high quality addition to such views. There will be no effect on any element of setting that contributes to the significance of these LBs.

Locally Listed buildings

- 6.29 Where visible in conjunction with **no. 2 Haverstock Hill and nos. 45-47 Crogsland Road, nos. 169-179 Prince of Wales Road, nos. 181-199 Prince of Wales Road, nos. 1 and 2 Bridge Approach, or nos. 23-49 (odd) Adelaide Road**, the Proposed Development would be viewed as a high quality addition to their settings, which includes post-war and modern development today. There would be no harm to the heritage significance of any of these non-designated HAs.

CONCLUSION

- 6.30 The Proposed Development is a considered response to the challenge of redeveloping a relatively prominent site in the Camden neighbourhood of Chalk Farm, beside a listed London Underground Station. The design solution proposed for the Site is informed by an urban design and historic analysis of the Site and its surroundings. The Proposed Development would mark a significant improvement on the existing situation.
- 6.31 The architects of the Proposed Development have produced thoughtful architecture of a good standard that should stand the test of time. It would be a worthy addition to Chalk Farm, strengthening sense of place, and complementing the mix of buildings found in the area.

- 6.32 In terms of height and massing, its linked buildings of differing heights would sit well with the existing building scales on Haverstock Hill, Chalk Farm Road, Adelaide Road, and Eton College Road. The buildings have a clear base, middle and top. The use of angled and flush panels across the elevations will lend the buildings a subtly changing appearance throughout the day, enhancing visual interest. The restrained palette of high quality materials, including light red brick and terracotta - directly inspired by its Chalk Farm context - should provide a cohesive appearance to the Proposed Development.
- 6.33 The active frontages proposed along the majority of the site's perimeter, including a restaurant use on Haverstock Hill, and retail uses and entrances to the hotel and apartments on Adelaide Road, should ensure that the building provides animation to these streets throughout the day. This will result in a much more welcoming and convivial environment on these street edges than exists today. The Proposed Development's public courtyard, visible from the generous hotel entrance on Adelaide Road, should also make welcome contribution to local amenity.
- 6.34 The Proposed Development will be most apparent from the Townscape Character area in which it is situated – TCA1 Chalk Farm Road, principally from those streets in the immediate vicinity of the Site: Chalk Farm Road, Haverstock Hill, and Adelaide Road. The closer one gets to its buildings, the more one would be able to appreciate its richness of articulation and attention to detail. The presence of the Proposed Development will be barely felt in other TCAs, with its buildings mostly seen incidentally and in conjunction with buildings of different scales and ages.
- 6.35 In respect of the design considered in its own right, and the relationship between the Proposed Development and its surroundings, the effect will be entirely positive. The Proposed Development, where seen, will enhance the quality of local views and the townscape of the area. Special regard has been had to the setting of conservation areas, listed buildings and locally listed buildings in the surrounding area. There will be no harm to the setting of any heritage asset in the area.
- 6.36 In respect of design and built heritage considerations, the Proposed Development is in line with sections 12 and 16 of the NPPF and will contribute positively to making places better for people (in respect of architecture, urban design and townscape), and to local character and distinctiveness.
- 6.37 The Proposed Development complies with the statutory duties relating to heritage assets, NPPF policies, the national PPG, London Plan policies; and LB Camden policies and SPDs.

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5-17 HAVERSTOCK HILL

LONDON

INTRODUCTION

Our methodology complies with the best practice articulated in the Landscape Institute and IEMA’s Guidelines for Landscape and Visual Impact Assessment, 3rd edition, and the related Visual Representation of Development Proposals, Landscape Institute’s Technical Guidance Note 06/19.

GLVIA 3rd edition, in chapter 8 Presenting Information on Landscape and Visual Effects refers for specific guidance on photography and photomontage to the Landscape Institute’s Advice Note 01/11, Photography and Photomontage in Landscape and Visual Impact Assessment.

As of 17th of September 2019 Landscape Institute’s Technical Guidance Note 06/19 “Visual Representation of Development Proposals” replaces LI Advice Note 01/11, ‘Advice on Photography and Photomontage’ (withdrawn) and Technical Guidance Note 02/17, ‘Visual Representation of Development Proposals’ (withdrawn) as supplementary guidance to GLVIA3.

Appendix 01 - Camera Equipment

“If a 50mm FL lens cannot capture the view in landscape or portrait orientation (for example, if the highest point of the development is approaching 18° above horizontal) the use of wider-angled prime lenses should be considered”.

Appendix 4, 4.2 Capturing the view

4.2.3 A 'standard' lens (50mm FL on a FFS camera) typically captures a HFoV of just under 40 degrees. This may be suitable for some purposes, but a single-frame photograph based on this FoV may not convey the breadth of visual information required to represent a proposed development and relevant context.

4.2.4 As noted in Appendix 1, wider-angle lenses may be appropriate, for example, where tall buildings form part of the scene, but the scale of the presented image is also a consideration

4.2.5 The general requirement is to capture enough of the scene to represent the landscape / townscape setting and the likely visibility of the proposal.

Appendix 13 - Tilt -Shift Lens

13.1.1The 24mm tilt shift is typically used for visualisation work where viewpoints are located close to a development and the normal range of prime lenses will not capture the proposed site.

This is the usual case in urban environments. In order to be able to capture the surrounding urban context, a 24mm lens can be utilised. If the full height of the context can not be captured with a prime 24mm lens, a tilt shift lens is selected.

Providing a 50mm equivalent image

For a visual comparison, we can include a 50mm equivalent crop of the 24mm images. The lenses our photographers are using are state of the art prime lenses, with as minimal distortion as possible. When producing a 50mm crop, the resulting image is a highly close match and technically equivalent to one shot by a 50mm lens on site.

Conclusions

When producing verified views, the aim is to provide the viewer with a fair representation of what would be likely to be seen if the proposed development is implemented and to portray the proposal in scale with its surroundings. In the context of landscape / townscape and visual impact assessment, it is crucial that visualisations are objective and accurate for the task in hand. It is clearly stated that the guidance cannot provide a complete manual of techniques, and the expertise of visualisation specialists should be used to ensure that the visualisation is always fit for purpose. Furthermore any variation in the perception of the scheme from a 50mm lens to a 24mm lens is entirely proportionate to the variation of the objects that it is being compared to therefore invalidating any argument of distortion of scale.

View	Location	Render/Wireline	Verified	Ref	Lens	Field of View	Film	Easting	Northing	Heading	Camera Height
01W	Chalk Farm Road	Render	Y	D9165_INK	70mm	28.84	Digital	528474.5824	184279.506	293.79	29.839
01	Chalk Farm Road	Render	Y	D21760	24mm	74	Digital	528466.537	184281.926	293.65	29.770
02	Haverstock Hill	Render	Y	D21761	24mm	74	Digital	528232.108	184383.216	284.64	31.335
03W	Haverstock Hill	Render	Y	D8918_INK	33.6 mm	56.36	Digital	528052.699	184513.239	142.54	35.932
03	Haverstock Hill	Render	Y	D21762	24mm	74	Digital	528078.005	184490.402	149.55	35.016
04	Adelaide Road	Render	Y	D21763	24mm	74	Digital	528011.463	184384.347	74.65	35.042

