

Figure 4.19 1975 OS Map

- 4.28 Until the 1980s, the Site comprised a number of plots; however by the 1987 OS Map, the Site has been comprehensively merged with the land to the west on a similar footprint, but with a slight projection on the street.
- 4.29 The wider setting of the Site has seen further changes with Camden Goods Shed being demolished and the site being sold by British Rail in the 1980s. Many of the railway lines serving the station yard and warehouses in the area have also been taken up. The 1987 map shows the former goods yard as a distribution centre.
- 4.30 In 1985, the Site gained planning permission to be redeveloped, into its current form. The proposals included the rebuilding in facsimiles of existing shops public houses and living accommodation and construction of a three-storey and a four-storey block all to provide wine bar shops/ craft workshops offices and twelve residential flats including the provision of a car park.

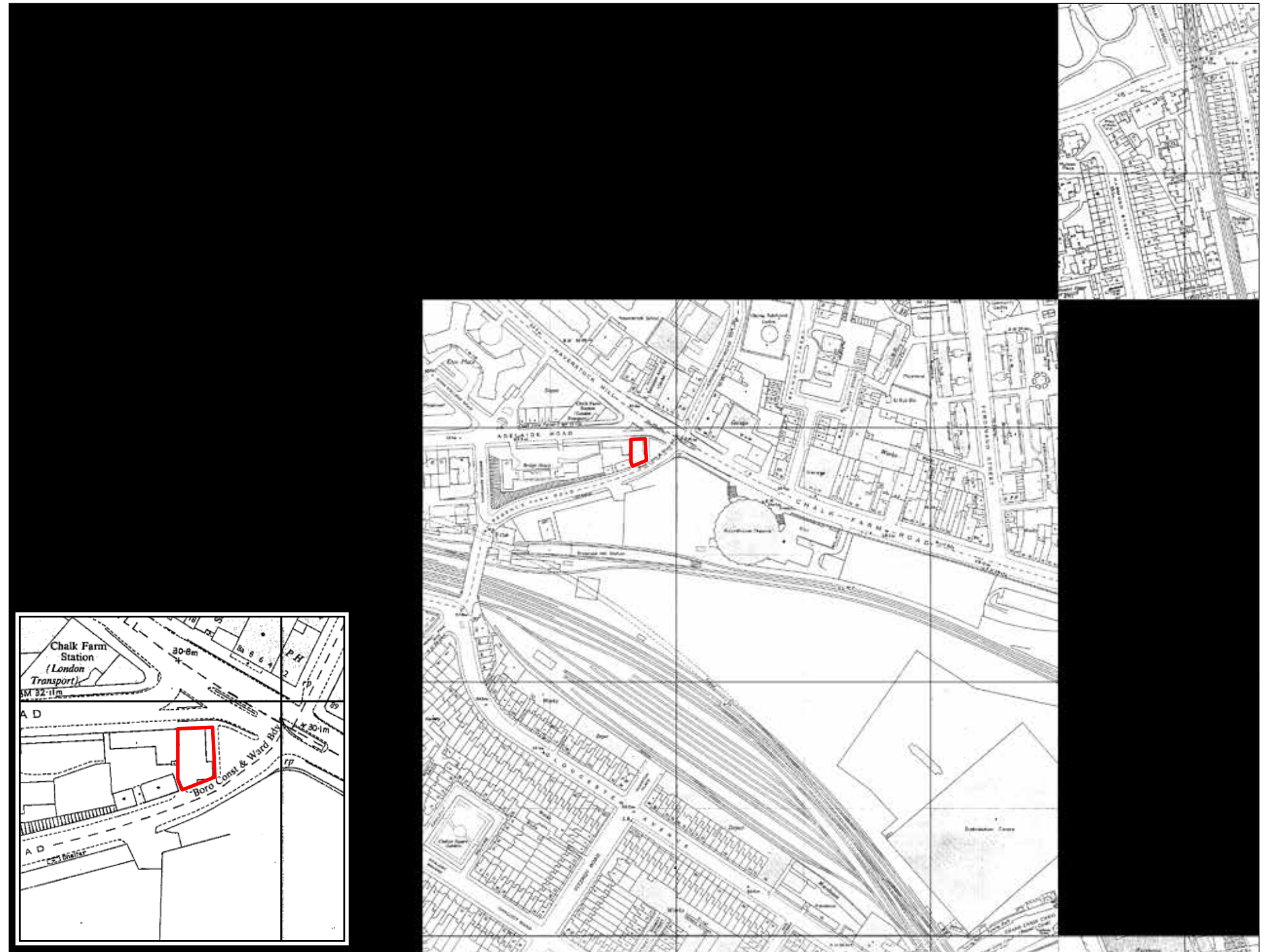


Figure 4.20 1987 OS Map

4.31 The Site today, is formed of a four storey building, which accommodates retail use at ground floor, office uses at first and second floor and one residential dwelling on the third floor. The Site is located on a prominent street corner at the junction of Regents Park Road and Haverstock Hill.

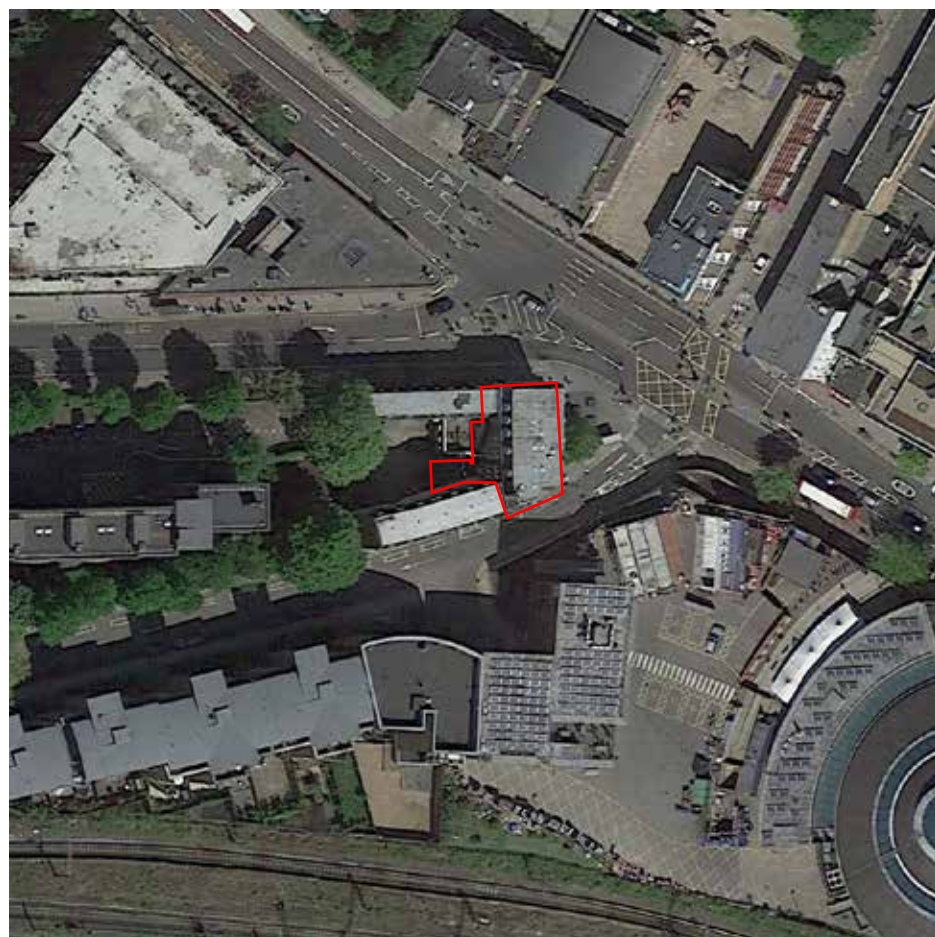


Figure 4.21 2019 Aerial Map. Source: Google Earth.



Figure 4.22 The existing building today.

5.0

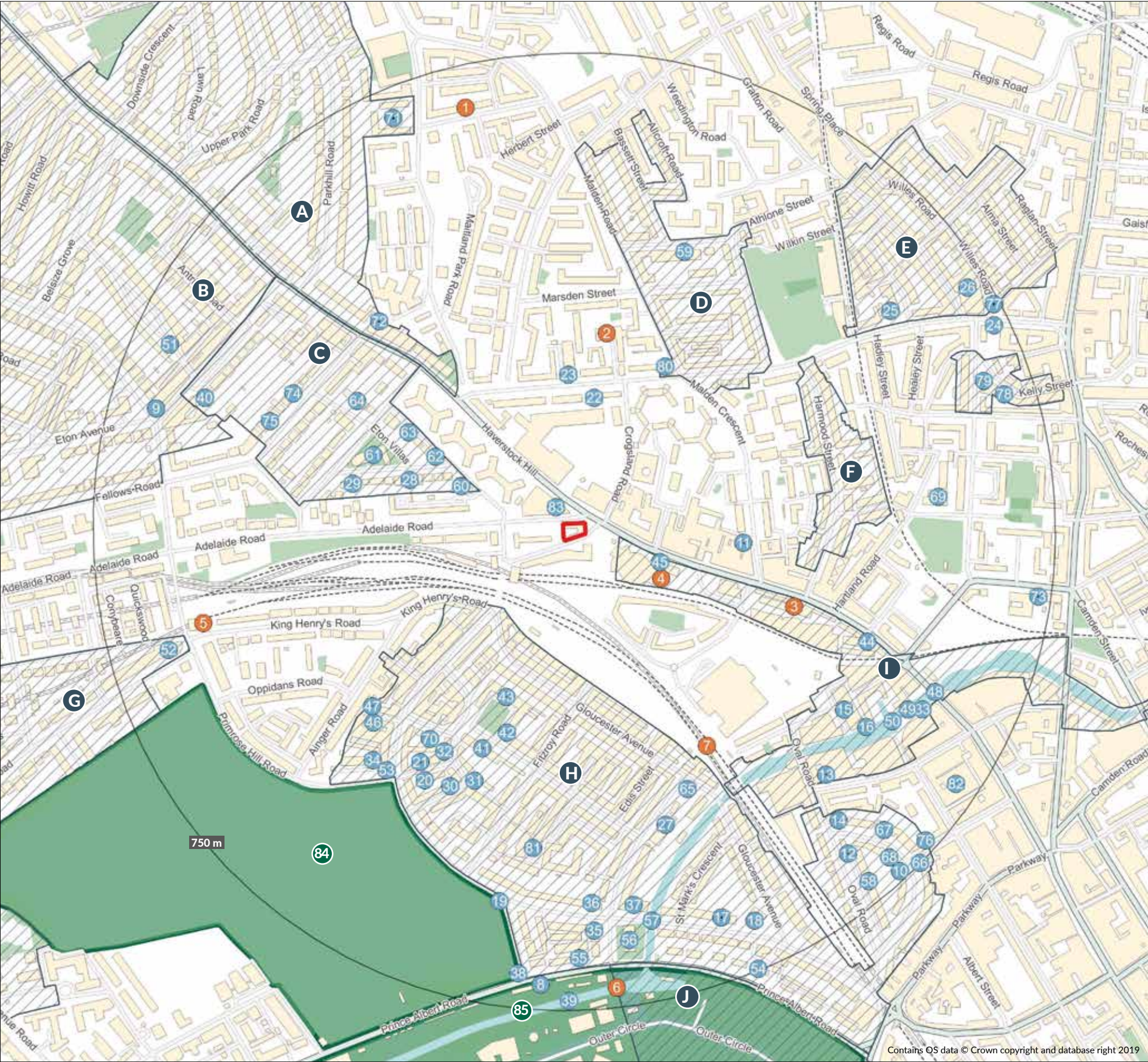
ASSESSMENT OF HERITAGE ASSETS' SIGNIFICANCE

151-157 REGENTS PARK ROAD

ASSESSMENT OF HERITAGE ASSETS' SIGNIFICANCE

- 5.1
- The identification of heritage assets has been based on the methodology set out in **Section 2.0**. The search included all listed buildings, conservation areas, registered parks and non-designated heritage assets within the study area, in a 750m radius of the Site. The location of these heritage assets are identified in the **Figure 5.1** and **Figure 5.2**. Professional judgement has been used to select those which may experience change to their setting.
- 5.2
- The heritage assets are identified below with a short description. List descriptions are included at **Appendix 2.0** to this document. The location of these heritage assets are identified in the respective maps for each type of asset.
- 5.3
- In the context of the definition of setting offered in the Framework, (which advises this is 'surroundings in which a heritage asset is experienced'), this defines the setting of heritage assets in very broad terms. Indeed, such a broad scope means that many development proposals may be held to come within the setting of a heritage asset. Most would agree however that aside from some generic inter-visibility, a great number of such proposals could not reasonably be held to engage with or alter the setting of heritage assets in a material way.

- 5.4
- Owing to the nature and the height of the Proposed Development, the prevailing height of other buildings in the surrounding area, and the screening provided by the existing building forms, the effect on the setting of some built heritage assets is restricted. For the purposes of this HTVIA therefore professional judgement has been used to select those built heritage assets that are likely to experience change to their setting, and by extension, their heritage significance. Those receptors that are both physically and functionally separated from the Site have not been assessed as the heritage significance of these assets is unlikely to be affected.
- 5.5
- The following heritage assets have therefore been assessed:
 - Park Hill and Upper Park Conservation (map ref A)
 - Eton Conservation Area (map ref C)
 - Primrose Hill Conservation Area (map ref H)
 - Regents Canal Conservation Area (map ref I)
 - The Roundhouse, Grade II* listed (map ref 4)
 - Horse Hospital with ramps and boundary wall to north side, Grade II* listed (map ref 3)
 - Chalk Farm Underground Station, Grade II listed (map ref 83)
 - Church of St Saviour, Grade II listed (map ref 61)
 - 2 Haverstock Hill and 45-47 Crogsland Road, Locally Listed Building (map ref 86)
 - 1 and 2 Bridge Approach, Locally Listed Building (map ref 87)
 - 4-8 (even) and 7-11 (odd) Belmont Street, Locally Listed Building (map ref 88)
 - 23-49 Adelaide Road, Locally Listed Building (map ref 90)
 - 1-49 (odd) King Henry's Road, Locally Listed Building (map ref 94)



LOCATION:
Regents Park Road Hotel

DATE:
February 2021

SCALE:
1:7,000 @ A3

FIGURE 5.1 Heritage Asset Plan

HERITAGE ASSET PLAN

Application Site

Conservation Areas

- | | |
|-------------------------|------------------------|
| A. Parkhill CA | F. Harmond Street CA |
| B. Belsize Park CA | G. Elsworthy CA |
| C. Eton CA | H. Primrose Hill CA |
| D. West Kentish Town CA | I. Regents Canal Kiosk |
| E. Inkerman CA | J. Regents Park CA |

Listed Buildings

Grade II*

- | | |
|---|---|
| 1. Number 46 and attached railings | 5. Primrose Hill Tunnels (eastern portals) |
| 2. Church of St Silas The Martyr | 6. Cumberland Footbridge over Grand Union Canal to outer circle, Regents Park |
| 3. Horse Hospital with ramps and boundary wall at north of site | 7. Camden incline Winding Engine House |
| 4. The Roundhouse | |

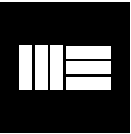
Grade II

- | | |
|--|---|
| 8. North Entrance Gate, Keepers Office, Storage Kiosk and Canopy | 45. Drinking Fountain set in wall next to the roundhouse and Cattle Trough opposite Deboachment of Belmont Street, South East of The Roundhouse |
| 9. Washington Public House | 46. Nos 1-8 and attached railings |
| 10. 52-63, Gloucester Crescent | 47. Nos 9-14 and attached railings |
| 11. Kent House | 48. Hampstead Road Bridge over Grand Union Canal |
| 12. 2-10, Oval Road and attached railings | 49. Hampstead Road Lock on The Grand Union Canal |
| 13. 24, 26 and 28, Oval Road | 50. Roving Bridge over Grand Union Canal West of Hampstead Road Lock |
| 14. Piano Factory Building | 51. K2 Telephone Kiosk on Island Opposite Number 3 (Number 3 Not Included) |
| 15. The Interchange on north side of Grand Union Canal including The Horse Tunnel and Stairs, Vaults and Canal Basin | 52. Church of St Mary The Virgin |
| 16. The Interchange Canal Towpath Bridge over Private Canal Entrance | 53. Pair of K2 Telephone Kiosks at Junction with Regents Park Road |
| 17. 10, Regents Park Road | 54. 1-15, Prince Albert Road |
| 18. Cecil Sharp House | 55. 16, 17-22, Prince Albert Road |
| 19. Drinking Fountain at Junction with Albert Terrace | 56. Church of St Mark |
| 20. Nos 1-7 and attached railings | 57. Grafton Bridge over The Grand Union Canal |
| 21. Nos 8-15 and attached railings | 58. Nos 1-22 and attached railings |
| 22. 131-149, Prince of Wales Road | 59. Rhyl Primary School and Nursery and attached railings and wall |
| 23. Zabudowicz Collection (Former Methodist Church) | 60. 2 and 3, Eton College Road |
| 24. K2 Telephone Kiosk Outside Hope Chapel (Chapel not included) | 61. Church of St Saviour |
| 25. Richard of Chichester Catholic Secondary School and gates and railings | 62. 1-6, Eton Villas |
| 26. St Pancras Public Baths and attached railings and walls | 63. 7, 8 and 9, Eton Villas |
| 27. Primrose Hill Infants School, and Playground walls, railings and gates | 64. 13-20, Eton Villas |
| 28. 1-14, Provost Road | 65. The Engineer Public House and attached wall |
| 29. 15-20, Provost Road | 66. 23, Gloucester Crescent |
| 30. Nos 1-27 and 19A and attached railings | 67. 24 to 41, Gloucester Crescent |
| 31. Nos 2-46 and attached railings | 68. 52-59, Gloucester Crescent |
| 32. Nos 29-39 and 39B, 39C and attached railings | 69. Church of The Holy Trinity with St Barnabas |
| 33. Regents Canal Information Centre | 70. Nos 1-7 and attached railings |
| 34. Nos 1-11 and attached railings | 71. Lamp Posts Outside Nos 1-5, 7, and 9-15 St Pancras Almshouses |
| 35. 1, 2 and 3, St Marks Square | 72. Load of Hay Tavern |
| 36. 36, Regents Park Road | 73. 1, Hawley Road |
| 37. Vernon House | 74. 31 and 32, Steeles Road |
| 38. K2 Telephone Kiosk at Junction with Prince Albert Road | 75. 35-39, Steeles Road |
| 39. Footbridge to West of Cumberland Footbridge, Regent's Park, on Regent's Canal | 76. Nos 40, 42 and 44 and attached railings and Two Lamp Posts Opposite Nos 43 and 40 |
| 40. 16, Chalcot Gardens | 77. Gothic Bollard at Junction with Anglers Lane |
| 41. Nos 1-11 and attached railings | 78. Nos 1-49 and 26-34 and attached railings |
| 42. Nos 12, 13 and 14 and attached railings | 79. 51, Kelly Street |
| 43. Nos 15-33 and 33A and attached railings | 80. The Fiddlers Elbow Public House |
| 44. Stanley Sidings, Stables to East of Bonded Warehouse | 81. Primrose Hill Studios |
| | 82. Arlington House (Former Camden Town Rowton House) |
| | 83. Chalk Farm Underground Station |

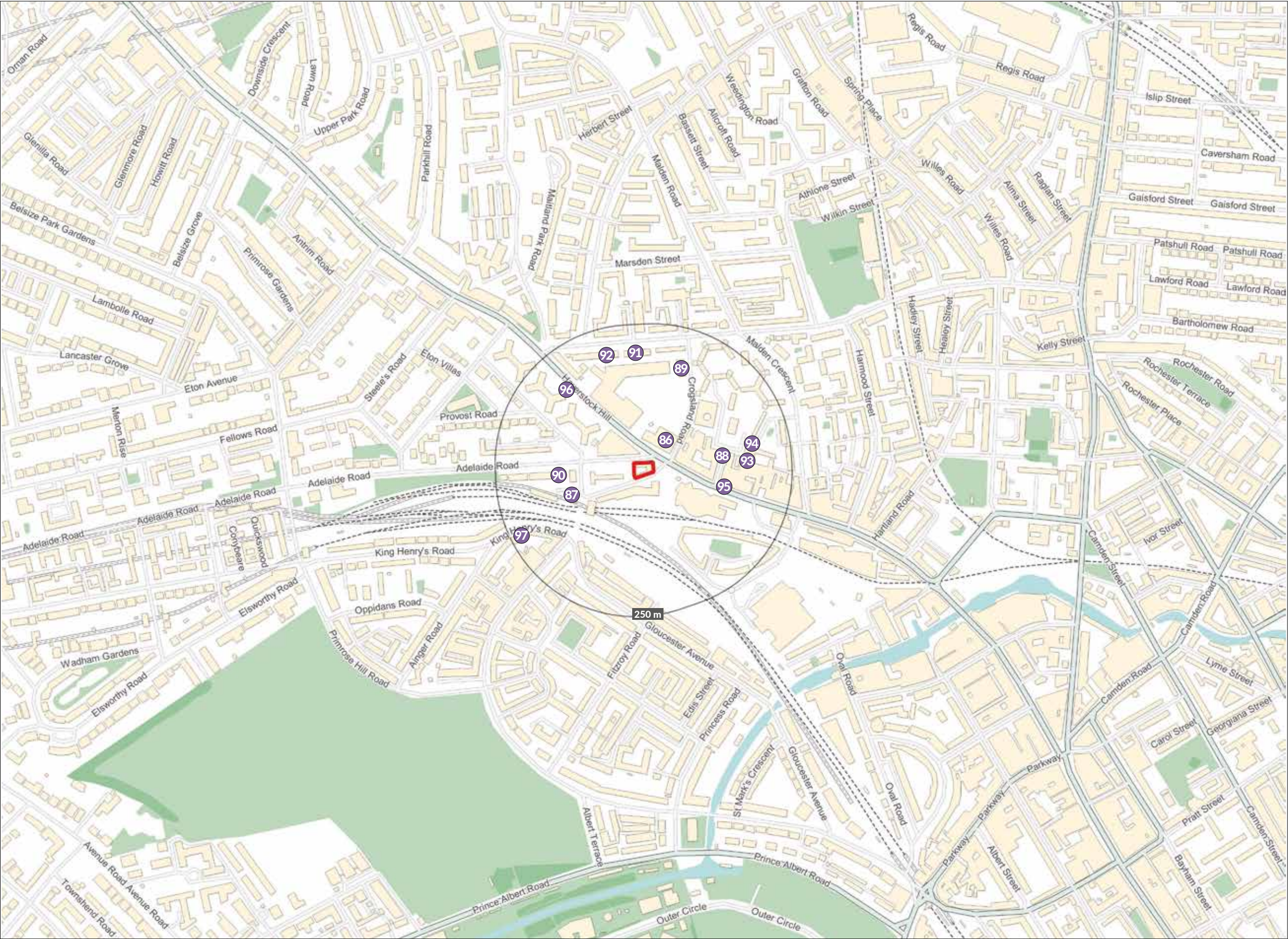
Registered Park and Gardens

- | |
|-------------------|
| 84. Primrose Hill |
| 85. Regent's Park |

▲ NORTH



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HERITAGE ASSET PLAN

- Application Site
- Camden Local List
- 86. 2 Haverstock Hill and 45-47 Crogslad Road
 - 87. 1 and 2 Bridge Approach
 - 88. 4-8 (even) and 7-11 (odd) Belmont Street
 - 89. 1-11 Crogslad Road
 - 90. 23-49 Adelaide Road
 - 91. 151-157 Prince of Wales Road
 - 92. 169-179 Prince of Wales Road
 - 93. Former Chappell's Piano Factor, 10b Belmont Street
 - 94. 1-49 (odd) King Henry's Road
 - 95. 10-14 (even) Belmont Street
 - 96. Postbox, Outside 77 Chalk Farm Road
 - 97. Boundary Marker, Haverstock Hill

LOCATION:
Regents Park Road Hotel

DATE:
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SCALE:
1:7,000 @ A3

FIGURE 5.2 Heritage Asset Plan (Locally Listed Buildings)

▲ NORTH

CONSERVATION AREAS

PARK HILL AND UPPER PARK CONSERVATION AREA (MAP REF: A)

- 5.6

The Park Hill and Upper Park Conservation Area Conservation Area (CA) was originally designated in 1973 and has been extended in 1985, 1991 and 2011. In March 2011, Camden Council adopted the Parkhill and Upper Park Conservation Area Appraisal and Management Strategy. The CA is located approximately 295m north west of the centre of the Site, at its closest point.
- 5.7

Historically the CA was located on land which formed part of the Belsize Estate. From the sixteenth century up until the early nineteenth century, the estate was formed of a series of fields which contained a manor house and number of farms. In the early nineteenth century the urban development of the area began, initially developing along the main road from London to Hampstead, and then onto areas branching outwards. By the 1850s and 1860s the area was development with middle class housing.
- 5.8

The CA is predominantly residential in character and is defined by the rising topography, and the busy primary highway of Haverstock Hill and the residential streets branching of from it. The residential streets within the CA retain their historic street pattern, which was laid out from the 1850’s. Development within the CA primarily consists of rows of Italianate Victorian detached semi-detached dwellings. Later development is also evident and comprises of twentieth-century garden suburb and modern movement styled dwellings, along with contemporary insertions. The CA is of interest for this historic value and for quality of its architecture.
- 5.9

Views towards to the Site are obtained from some parts of this CA, most notably from Haverstock Hill, which lies to the north west of the Site.

ETON CONSERVATION AREA (MAP REF: C)

- 5.10

The Eton Conservation Area (CA) was originally designated in 1973 and has been extended in 1978, 1979, 1984, 1988, 1991 and 2002. In November 2002, Camden Council adopted the Eton Conservation Area Statement. The CA is located approximately 170m north west of the centre of the Site, at its closest point.
- 5.11

Eton College owned the land within this CA and secured an Act of Parliament in 1826 to develop it with villas. The development began slowly but by in the 1840s and 1850s was developed with middle class housing, with St Saviour’s Church as its focal point.

- 5.12

The small CA is predominantly residential in character and defined by the rising topography, and the busy primary highway of Haverstock Hill and the residential streets branching of from it. The residential streets within the CA retain their historic street pattern, which was laid out from the 1840s. Development within the CA is primarily centred around St Saviour’s Church Haverstock Hill and England’s Lane, and is formed of Victorian terraces and semi-detached villas which developed between the mid and late nineteenth century. Later development is also evident and comprises of modern movement styled dwellings, along with contemporary insertions. The CA is of interest for this historic value and for quality of its architecture.

- 5.13

Views towards to the Site are obtained from some parts of this CA, most notability from Haverstock Hill, which lies to the north west of the Site.

PRIMROSE HILL CONSERVATION AREA (MAP REF: H)

- 5.14

The Primrose Hill Conservation Area (CA) was originally designated in 1971 and has been extended in 1985. In December 2000, Camden Council adopted the Primrose Hill Conservation Area Statement. The CA is located approximately 180m south of the centre of the Site, at its closest point.
- 5.15

Historically the CA was located on land primarily owned by Lord Southampton, along with smaller areas of land being owned by Eton College and the Crown Estate. Up until the mid-nineteenth century the area was formed of open fields and small lanes. In the 1840s the Southampton Estate was sold off in portions, and slowly develeoped with areas of middle class housing.
- 5.16

The CA is predominantly residential in character, although there are a number of commercial establishments and a primary school. The CA is defined by the busy highway of Regent’s Park Road and the residential streets branching of from it. The residential streets within the CA retain their historic street pattern, which was originally laid out in the mid nineteenth century. Development within the CA primarily consists of Victorian grand terraces, Italianate villas and residential terraces. Later development is also evident in places where it has replaced existing development and is formed of modern movement styled dwellings, along with contemporary insertions. The CA is of interest for this historic value and for quality of its architecture.

- 5.17

Towards the centre of the CA, Regent’s Canal runs through part of the character area and adds to the historic and visual interest of the townscape.
- 5.18

Views towards the Site are limited due to interposing residential development and railway infrastructure.
- REGENTS CANAL CONSERVATION AREA (MAP REF: I)
- 5.19

Regents Canal Conservation Area (CA) was originally designated in 1974 and has been extended in 1981, 1983, 1984, 1985 and 2004. In September 2008, Camden Council adopted the Regent’s Canal Conservation Area Appraisal and Management Strategy. The CA is located approximately 75m east of the centre of the Site, at its closest point.
- 5.20

This stretch of Regent’s Canal between Camden and Paddington was built between 1812 and 1816 and was initially built to transport good in and around London from other areas of the country. Although commercial trade has ceased since the 1960s, the canal remains an important water corridor for recreation, transportation and wildlife.
- 5.21

The CA incorporates the Regent’s Canal and a collection of former industrial and railway buildings.
- 5.22

The canal is largely hidden and enclosed from view, due to its topography and surrounding canal side development. The built form within the CA is made up of surviving nineteenth and early twentieth century warehouses, industrial and railway buildings. Later development is evident along the canal side, where it has replaced existing building and is formed of contemporary insertions. The CA is of interest for this historic value and surviving interest of industrial and railway buildings.
- 5.23

Views towards to the Site are obtained from some parts of this CA, most notability from Chalk Farm Road, which lies due south east of the Site.

LISTED BUILDINGS

THE ROUNDHOUSE, CHALK FARM ROAD (MAP REF: 4)

- 5.24 The Roundhouse is Grade II* listed and located 65m south east from the centre of the Site.
- 5.25 The Roundhouse was constructed in 1846–7 as a goods locomotive shed, to designs by Robert B Dockray for the London and North Western Railway. From the 1860s it was used a liquor store and then converted into a theatre/ music venue between 1967 and 1985.
- 5.26 The original circular building is constructed yellow stock brick and has a low pitched conical slate roof, with a now glazed central smoke louvre. The roof of the building is supported by 24 cast-iron Doric columns and a series of curved ribs. The building has seen some later alterations with a late twentieth century brick extension to the east, and a contemporary glass extension abutting the original north west elevation.
- 5.27 The heritage value of the former good and locomotive shed lies in its interest as a notable example of mid nineteenth century railway architecture. It is of historic and architectural interest. The current use of the building as a music venue is of communal value.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.28 The Roundhouse is located to the south side of the A502 (Chalk Farm Road), with the highway retaining its historic character as a busy thoroughfare between Hampstead and Central London.
- 5.29 The Roundhouse is located at the bottom of Haverstock Hill, adjacent to the railway, which it was constructed to serve. There is therefore a historic functional relationship with the railway and its associated infrastructure. The relationship of the Roundhouse with the Grade II* listed Horse Hospital and the Grade II listed Chalk Farm Underground Station is a positive element of the setting and forms a reminder of the railway age during Victorian and Edwardian era. The road and railway are both busy and noisy routes in the immediate setting of the listed building.
- 5.30 The asset is experienced as part of mixed townscape, where few remnants of the historic townscape survive and development varies in age, quality, and architectural styles. The wider setting of the asset already includes established large and tall development including residential blocks forming part of the Hardington, Ferdinand Denton Estates. The buildings historic associations with the railway remains to the south of the asset,

with the railway line continuing to run east to west, forming a positive contribution to the setting of the building.

- 5.31 The Roundhouse is a substantial stand-alone structure with a distinctive circular shape. The historic use and architecture of the Roundhouse means it adds a robust character to the townscape, and is a prominent building. There are views of the Roundhouse from Havistock Hill and Chalk Farm Road. The viewing experience of the asset, further reinforces the mixed surrounding townscape with buildings being of varied scale, form and architectural style.
- 5.32 Although the Site forms part of the Roundhouse’s immediate setting, and is constructed from a similar yellow stock brick, the current building is otherwise unrelated and is architecturally undistinguished, it does not contribute to the appreciation or understanding of the significance of the Roundhouse.

HORSE HOSPITAL WITH RAMPS AND BOUNDARY WALL TO NORTH SIDE, CHALK FARM ROAD (MAP REF: 3)

- 5.33 The Horse Hospital and associated structures are Grade II* listed and located 300m south east from the centre of the Site.
- 5.34 The Horse Hospital was built in 1882–3 and later extended to the south west in 1897. The building originally formed part of series of stables for horses that worked at the Camden Goods Depot. From the 1960s part of the former railway stables were demolished, and again in 2000. Today the Horse Hospital has been converted to use as commercial premises, with a music centre of the on the upper floor. The building consists of two adjoining ranges, which are built from yellow stock brick and feature red brick detailing. The building has a pitched slate roof, with two sets of wooden ventilation louvers.
- 5.35 The listing includes the mid nineteenth century boundary wall to Chalk Farm Road. The boundary wall is built from multi-coloured stock brick and features broad brick piers and stone coping. Other subsidiary features of the listing include the horse ramp which curves from round the western end of the main building, giving access from the ground to the upper floors. The ramp is composed of brick walls, stone copings and a stoned ramp.
- 5.36 The heritage value of the former stables and goods depots is derived from its historical and architectural interest as a surviving example of a nineteenth century industrial stabling building, illustrating the development of canal and rail goods shipment.



Figure 5.3 The Grade II* listed Roundhouse



Figure 5.4 Grade II* listed Horse Hospital

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.37The asset is located to the south side of the A502 (Chalk Farm Road), with the highway retaining its historic character as a busy thoroughfare between Hampstead and Central London.
- 5.38The asset is experienced as part of mixed townscape, where few remnants of the historic townscape survive and development varies in age, quality, and architectural styles. The buildings historic associations with the railway remains to the south of the asset, with the railway line continuing to run east to west, forming a positive contribution to the setting of the building.
- 5.39Views of the listed building can be experienced from pavements along the A502 (Chalk Farm Road and Haverstock Hill), looking south east and south west towards the asset.
- 5.40Whilst Chalk Farm Road provides some views of the building's façade, the view achieved from within the Stables Market contributes to the appreciation of the architectural style and detailing of the building. The pedestrianisation of the market provides opportunities to observe and appreciate the asset. The viewing experience of the asset, further reinforces the mixed surrounding townscape with buildings being of varied scale, form and architectural style.
- 5.41The Site does not contribute to the setting of the receptor, or to its appreciation.

CHALK FARM UNDERGROUND STATION, HAVERSTOCK HILL (MAP REF: 83)

- 5.42Chalk Farm Underground Station is Grade II listed and located 30m north from the centre of the Site.
- 5.43The underground station was constructed in 1906–7 to the designs of Leslie Green and originally served the Charing Cross, Euston & Hampstead Railway, which now forms part of the Northern Line.
- 5.44The station building is two storeys high and is clad in an ox-blood coloured faience. The triangular shaped building has two elevations which meet at an acute angle and feature a curved apex. Externally the building retains three distinctive blue tile signs with white relief lettering reading 'Underground'. Internally the building has seen some alterations, although surviving older tiling is evident at lower levels.

- 5.45The underground station is low rise and has a kiosk like quality. The heritage value of the station lies in its architectural and historical interest as an example of Green's distinctive design.
- 5.46The list description states that it was listed for the following reasons:
 - Architectural interest: a good example of a station designed by Leslie Green to serve the CC&HR, later the Northern Line; situated at the acute angle of the road junction, it is externally the most impressive and distinctive of the surviving Green stations, and retains three early tiled Underground signs, now rare
 - Interior: while altered, features of interest survive including tiling at lower levels
 - Historic interest: the Yerkes group of stations designed by Leslie Green illustrate a remarkable phase in the development of the capital's transport system, with the pioneering use of a strong and consistent corporate image; the characteristic ox-blood faience façades are instantly recognisable and count among the most iconic of London building types

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.47The asset is located to the south side of the A502 (Chalk Farm Road), with the highway retaining its historic character as a busy thoroughfare between Hampstead and Central London. The immediate setting is therefore characterised by movement and noise associated with traffic.
- 5.48The station is located at the bottom of Havistock Hill, above the underground line, to which it provides access. There is therefore movement of pedestrians into and out from the station as a result of its function.
- 5.49The asset is experienced as part of mixed townscape, where few remnants of the historic townscape survive and development varies in age, quality, and architectural styles.
- 5.50The positioning of the asset on the corner of the intersecting junction between the A502 (Haverstock Hill) and Adelaide Road, allows for the building to be observed from multiple viewpoints, creating varying aspects. This location and the function of the building means the station also acts a landmark. Whilst the view from Adelaide Road provides a view of the building's façade, the view achieved from the A502 contributes to the appreciation of the scale and distinctive architectural style of the

- building. The viewing experience of the asset, further reinforces the mixed surrounding townscape with buildings being of varied scale, form and architectural style.
- 5.51There is a historic functional relationship with the underground line, and in particular the other stations on the line that were also designed by Green in Ox Blood faience, including Tufnell Park, Hampstead, Belsize Park, Camden Town, Mornington Crescent and Goodge Street, many of which are listed.
- 5.52Although the Site forms part of the immediate setting of the listed building, it does not contribute to the appreciation or understanding of the significance of the station.



Figure 5.5 Grade II Chalk Farm Underground Station

CHURCH OF ST SAVIOUR, ETON ROAD (MAP REF: 61)

- 5.53 The Church of St Saviour is Grade II listed and is located approximately 320m north west from the centre of the Site.
- 5.54 The church was between 1855–56 to the designs of notable architect Edward Middleton Barry. Later alternations were made in 1883 by Ewan Christian, and in 1902 by W.D Carøe. During the post war period a brown brick rectory was added to the original south elevation of the church.
- 5.55 The church is constructed from Kentish ragstone random rubble with Bath stone dressings in an Early English style. The building has a slated roof and features a turret and a tower at the south west corner.
- 5.56 The heritage value of the church lies in its interest with the associated nineteenth century development of the Eton College estate. The architectural design by the notable architect Edward Middleton Barry is also of interest. The church also has historical interest because it represents the period of growth and prosperity in area during the Victorian period.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.57 The asset is located within a triangular plot of land, bound by the quiet residential streets of Provost Road, Eton Road, and Eton Villas. The immediate setting of the asset is a middle residential enclave, comprising of mainly mid nineteenth century buildings, with some later twentieth replacement buildings.
- 5.58 The cluster of Grade II listed buildings which front onto Eton Villas and Provost Road make a positive contribution to the setting of the church. The listed buildings and other mid nineteenth century buildings along Provost Road, Eton Road and Eton Villas contribute positively to the setting of the listed building and the legibility of an earlier streetscape.

- 5.59 The architectural style, detailing and position of the asset means that it forms a distinctive element in the townscape. Views of the listed building can be best experienced from pavements along Provost Road, Eton Road, and Eton Villas. Wider views of the steeple can experienced along Chalk Farm Road (A502) and King Henry's Road. In wider views looking west and south west, the large and tall residential towers of Blashford and Dorney are perceptible.
- 5.60 The Site is located c.320m from the Church, and while they can be seen together in views north from Chalk Farm Road, the Application Building is a minor feature in an incidental and cluttered view of the Church and does not contribute to the appreciation of its significance.

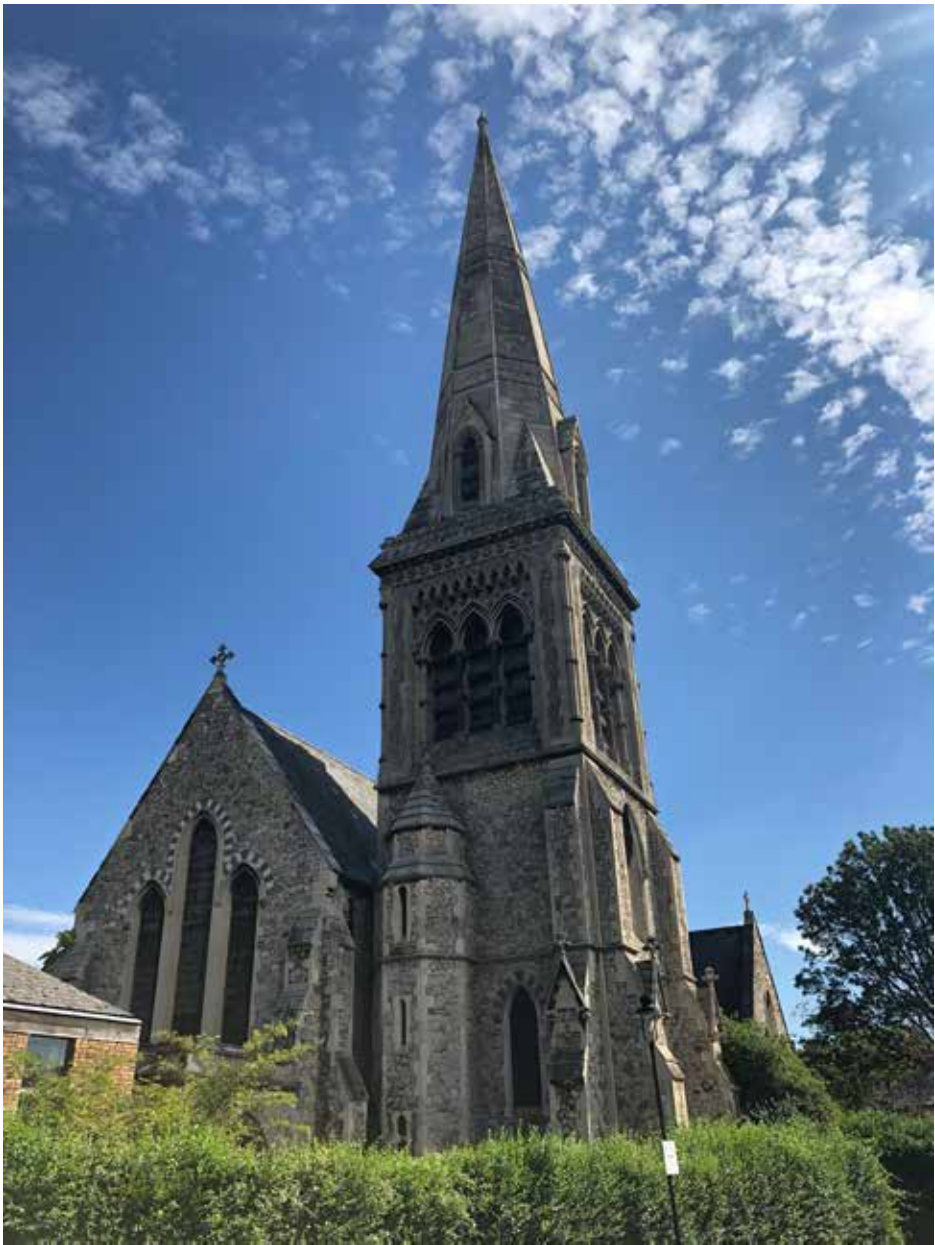


Figure 5.6 Grade II listed Church of St Saviour

LOCALLY LISTED BUILDINGS

2 HAVERSTOCK HILL AND 45-47 CROGLAND ROAD (MAP REF: 86)

- 5.61
- The Public House forms part of Camden's Local List and is located approximately 45m north east of the centre of the Site.
- 5.62
- The three storey Victorian Public House is built from yellow stock brick with a low part hipped and part gabled roof, which is hidden behind a parapet. At ground floor level the external façade of the building has been tiled oxblood coloured tiles with orange tile detailing. At first and second floors the building features large windows with stuccoed decorated architraves.
- 5.63
- The special interest of the building lies in its survival as a Victorian Public House and forms a surviving fragment of the earlier streetscape.
- CONTRIBUTION OF SETTING TO SIGNIFICANCE
- 5.64
- The asset is located to the north side of the A502 (Haverstock Hill), with the highway retaining its historic character as a busy thoroughfare between Hampstead and Central London.
- 5.65
- The asset is experienced as part of mixed townscape, where few remnants of the historic townscape survive and development varies in age, quality, and architectural styles. The wider setting of the asset already includes established large and tall development including residential blocks forming part of the Hardington, Ferdinand Denton Estates.
- 5.66
- Views of the listed building can be best experienced from pavements along the A502 (Chalk Farm Road and Haverstock Hill), looking north east and north west towards the asset. The positioning of the asset at the corner of Haverstock Hill and Crogsland Road, allows for the asset to be observed and appreciated from multiple viewpoints. The viewing experience of the asset, further reinforces the mixed surrounding townscape with buildings being of varied scale, form and architectural style.
- 5.67
- Although the Site forms part of the receptor's immediate setting, it does not contribute to the appreciation or understanding of the receptor.

1 AND 2 BRIDGE APPROACH (MAP REF: 87)

- 5.68
- 1 and 2 Bridge Approach form part of Camden's Local List and are located approximately 130m south west of the centre of the Site.
- 5.69
- The local list entry is formed of two attached homes dating back to the mid nineteenth century. The two storey and basement dwellings are built from brick and have a stuccoed elevations. The building has a shallow pitched slated roof with overhanging eaves and brick chimneys. The front entrances of the dwellings have a projecting stuccoed portico. The dwellings are set behind the road and feature a low rising boundary treatment of a wall, piers and an iron fence.
- 5.70
- The special interest of the building lies in its survival as Victorian residential property and forms a surviving fragment of part of the earlier streetscape.
- CONTRIBUTION OF SETTING TO SIGNIFICANCE
- 5.71
- The asset is located to the east side of Bridge Approach. The immediate setting of the asset can be described as a predominantly residential area, where few remnants of the historic townscape survive and development varies in age, quality, and architectural styles.
- 5.72
- Views of the asset can be experienced from pavements along Bridge Approach and Regent's Park Road, looking towards the asset. The viewing experience of the asset, further reinforces the mixed surrounding townscape.
- 5.73
- The Site does not contribute to the setting of the receptor, or to its appreciation.



Figure 5.7 Locally Listed 2 Haverstock Hill and 45-47 Crogsland Road



Figure 5.8 Locally Listed 1 and 2 Bridge Approach

4-8 (EVEN) AND 7-11 (ODD) BELMONT STREET (MAP REF: 88)

- 5.74 4–8 and 7–11 Belmont Street form part of Camden’s Local List and are located approximately 130m north east of the centre of the Site.
- 5.75 The local list entry is formed of two corner blocks which front onto the two arms of Belmont Street and date back to nineteenth century. The three storey and basement dwellings are built from brick and have a rendered elevations. The building has a low pitched roof which is hidden behind a parapet. Properties are set back behind the road and have steps to front entrances.

- 5.76 The special interest of the building lies in its survival as Victorian residential property and forms a surviving fragment of part of the earlier streetscape.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.77 The assets are located either side of quiet residential street of Belmont Street. The immediate setting of the assets can be described as a predominantly residential area, where few remnants of the historic townscape survive and development varies in age, quality, and architectural styles. The setting of the asset already includes established large and tall development, including residential blocks forming part of the Hardington and Ferdinand Estates.
- 5.78 Views of the assets can be experienced from pavements along Belmont Street, looking south east and south west. The viewing experience of the asset, further reinforces the mixed surrounding townscape, with buildings being of varied age, form and architectural style.
- 5.79 The Site does not contribute to the setting of the receptor, or to its appreciation.

23-49 ADELAIDE ROAD (MAP REF: 90)

- 5.80 23–49 Adelaide Road form part of Camden’s Local List and are located approximately 330m west of the centre of the Site.
- 5.81 The local list entry is formed of a group of 14 semi-detached and linked villas dating back to nineteenth century. The three storey and basement dwellings are built from brick and have a stuccoed elevations. The building has a shallow pitched slated roof with overhanging eaves and brick chimneys. The front entrances of the dwellings have a projecting stuccoed portico. The dwellings are set behind a low rising boundary wall.

- 5.82 The properties derive their special interest from their attractive townscape appearance and survival as a group of Victorian residential properties.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.83 The assets are located on the south side of the residential street of Adelaide Road. The immediate setting of the assets can be described as a predominantly residential area, where few remnants of the historic townscape survive and development varies in age, quality, and architectural styles.
- 5.84 Views of the assets can be experienced from pavements along Adelaide Road, looking south east and south west. The viewing experience of the assets, further reinforces the mixed surrounding townscape. In wider views looking west, the large and tall residential towers of Blashford and Dorney are perceptible.
- 5.85 The Site does not contribute to the setting of the receptor, or to its appreciation.



Figure 5.9 Locally Listed 4–8 (even) and 7–11 (odd) Belmont Street



Figure 5.10 Locally listed 23–49 Adelaide Road

1-49 (ODD) KING HENRY'S ROAD (MAP REF: 94)

- 5.86 1-49 King Henry's Road form part of Camden's Local List and are located approximately 250m south west of the centre of the Site.
- 5.87 The local list entry comprises of a group of terraced houses dating back to the mid nineteenth century. The three storey and basement dwellings are built from yellow stock brick and predominantly have a crossed gable roof with brick chimneys.
- 5.88 The properties derive their special interest from their attractive townscape appearance and survival as a group of Victorian residential properties.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.89 The assets are located to the south of the quiet residential street of King Henry's Road. The immediate setting of the assets can be described as a residential area, comprising of mainly nineteenth century buildings, with some later twentieth century and contemporary replacement buildings.
- 5.90 Views of the assets can be experienced from pavements along King Henry's Road, looking south east and south west. The viewing experience further reinforces the residential townscape, with buildings being of similar scale, massing and architectural style.
- 5.91 The Site does not contribute to the setting of the receptor, or to its appreciation.

FORMER CHAPPELL PIANO FACTORY, BELMONT STREET (MAP REF: 93)

- 5.92 The former Chappell Piano Factory forms part of Camden's Local List and is located approximately 170m east from the centre of the Site.
- 5.93 Built in 1866-67, the former brick piano factory was originally five storeys high and eleven sash windows across. Founded in 1811 by Samuel and Johann Chappell, the piano factory provided pianos and musical publications for nobility, gentry and musicians including Beethoven, Strauss and Sibelius. The manufacturer's original factory was located on Phoenix Street in Soho, before relocating to factory along Belmont Street.
- 5.94 Between 2013 and 2017, the building has undergone a major refurbishment, including the creation of upper levels to cater for new commercial and residential spaces.



Figure 5.11 Locally Listed 1-49 (odd) King Henry's Road

- 5.95 The heritage value of the former piano factory lies in its interest as a surviving and notable example of Victorian industrial architecture.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.96 The asset is located to the east side of the Belmont Street. The street forms a quiet residential street and would be subject to light domestic traffic. The immediate setting of the assets can be described as a predominantly residential area, where few remnants of the historic townscape survive and development varies in age, quality, and architectural styles. The setting of the asset already includes established large and tall development, including residential blocks forming part of the Hardington and Ferdinand Estates.
- 5.97 Views of the assets can be best experienced from pavements along Belmont Street, looking south and west. The viewing experience of the asset, further reinforces the mixed surrounding townscape, with buildings being of varied age, form and architectural style.
- 5.98 The Site does not contribute to the setting of the receptor, or to its appreciation.



Figure 5.12 Locally listed Former Chappell's Piano Factory

6.0

TOWNSCAPE AND VISUAL CONTEXT

151-157 REGENTS PARK ROAD

TOWNSCAPE AND VISUAL CONTEXT

6.1 This section describes the existing townscape surrounding the Site. The townscape character areas we have identified reflect both the historic development in the area in the nineteenth century and the later phases of redevelopment that have altered the townscape.

CAMDEN CHARACTER STUDY (2015)

- 6.2 The Camden Character Study was published in 2015 and forms part of the Local Plan evidence base to support Camden's Local Plan and development policies.
- 6.3 The Site is located in the eastern section of Character CF2 – Adelaide Road East as defined Camden's Character Study. The Site lies at the convergence of several character areas including CF1 – Chalk Farm Road, (High Streets), CF7 – Eton Rise (Early 20th Century Apartment Blocks) and Eton Conservation Area.
- 6.4 The Character Study (2015) summarises the existing character of Chalk Farm as:
- "The areas character is mixed with remnants of the Victorian fabric sitting alongside early 20th Century and post-war estates. The mixed nature of the area is also apparent along Chalk Farm Road and within Camden Town. A substantial portion of the main street is lined with Victorian buildings. These are modest in both scale and detail being much simpler and less elegantly detailed than in many areas of the Borough to either the north or south. Similarly Victorian homes in this area are amongst the smallest and most plain in the Borough. The character of the areas residential estates varies and includes a number that are distinctive including the Ferdinand Street Estate (substantial early 20th Century blocks) and the recently*

refurbished Denton Estate (with buildings arranged in a hexagonal plan arrangement). The southern portion of the area is distinctively different in character being composed of more urban mixed use blocks in Camden Town Centre and around the canal at Camden Lock".

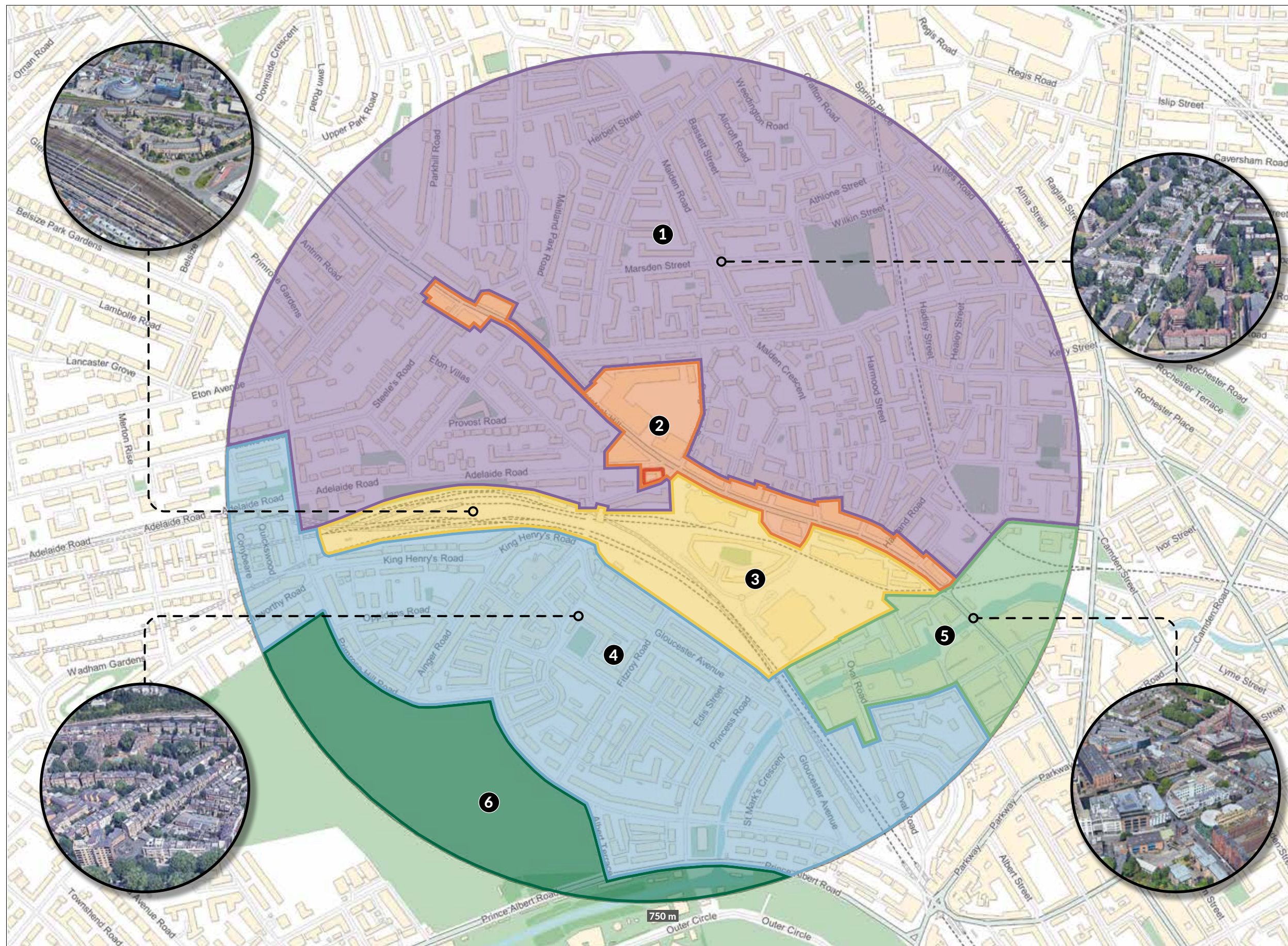
- 6.5 The surrounding character areas emphasise the mixed and varied character of the Chalk Farm Area.
- 6.6 As part of the HTVIA and understanding the townscape, we have analysed the Council's Character Study. The study forms an initial basis in understanding the surrounding townscape and has contributed in informing our own townscape analysis later in the section.

TOWNSCAPE CHARACTER AREAS

- 6.7 The townscape surrounding the Site may be categorised into six distinct areas. These broadly comprise of residential and commercial areas. For the purposes of this assessment the character areas are referred to as:
- Character Area 1: Mixed Residential Development North
 - Character Area 2: Chalk Farm Commercial Corridor
 - Character Area 3: Current and former Railway Land
 - Character Area 4: Mixed Residential Development South
 - Character Area 5: Camden Locks and Camden Town
 - Character Area 6: Primrose Hill and Regent's Park
- 6.8 The broad boundaries of the character areas are identified in **Figure 6.1**. The character and appearance of the character areas is discussed below.
- 6.9 The Site lies on a junction of three distinct character areas, and is so located relative to the topography (which falls down from Haverstock Hill) as to comprise a point of transition, where the more suburban, verdant character to the north changes to a more urban one which comprises the major centre. The Roundhouse is part of that transition.

CHARACTER AREA 1: MIXED RESIDENTIAL DEVELOPMENT NORTH

- 6.10 Character Area 1 is located to the north of the study area and is made is up of varied residential development, dating between the mid-nineteenth and late twentieth century.
- 6.11 Older Victorian development is characterised by a series of terraces and Italianate villas which date from the mid to late nineteenth century. Dwellings are between two and four storeys, with a number of properties being set above a basement. Buildings are built from yellow stock brick, with rendering to the front of some properties. Across the character area, roof types vary, with building largely have either having a gabled and or with brick chimneys. The properties have continuous building lines and generous gardens to the rear.
- 6.12 More recent development is characterised by mid and late twentieth century residential blocks. The housing blocks vary in scale and massing but are predominantly between four and six storeys high. The Hardington Estate, Denton Estate and West Kentish Town Estate feature taller residential towers which range between ten and twenty storeys high. Blocks are generally built brick, with some featuring external cladding or panelling. Development is arranged around the historic street pattern, along with new semi-private roads, with shared areas of green and public space.
- 6.13 On-street parking is prevalent within the character area, as are mature street trees that contribute towards the overall domestic character and appearance
- 6.14 Within the character area, parts of the historic townscape have been protected through the designation of several Conservation Areas and Listed Buildings. The cluster of listed buildings reflect the historic and architectural distinctiveness of the area, and make a positive visual contribution to the character and appearance of the area.



TOWNSCAPE CHARACTER AREA PLAN

- Application Site
- 1** Mixed Residential Development North
- 2** Chalk Farm Commercial Corridor
- 3** Current and former Railway Land
- 4** Mixed Residential Development South
- 5** Camden Locks
- 6** Primrose Hill and Regent's Park

LOCATION:
Regents Park Road Hotel

DATE:
February 2021

SCALE:
1:7,000 @ A3

FIGURE 6.1 Townscape Character Area Plan

▲ NORTH



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CHARACTER AREA 2: CHALK FARM COMMERCIAL CORRIDOR

- 6.15

Character Areas 2 is located within the centre of the study area, and generally comprises of development fronting onto the A502 (Chalk Farm Road and Haverstock Hill). The road forms a medieval highway connecting central London to Camden and Hampstead. The road forms a primary route through Chalk Farm and incorporates commercial frontages.
- 6.16

The hub of activity and visual focus within the character area is the at the Haverstock Hill and Adelaide Road junction, where there are a series of historic and decorative buildings.
- 6.17

The built form predominantly consists of Victorian and Edwardian buildings. Buildings predominately vary between two and four storeys and are built from stock brick. The buildings collectively form sets of terraces, with some larger buildings being of educational use. There is a prevalence of shop fronts at street level which include residential accommodation above.
- 6.18

The character area includes parts of the Parkhill, Eton and Regent’s Canal Conservation Areas, and the Grade II Chalk Farm Underground Station. The listed building forms an attractive elements within the streetscape.

CHARACTER AREA 3: CURRENT AND FORMER RAILWAY LAND

- 6.19

Character Area 3 is located within the centre of the study area and is formed of land which is associated with the railway and the former Camden Goods Station.
- 6.20

The character area today is made up from a series of railway lines, former railway buildings, along with late twentieth century development.
- 6.21

The railway lines and supporting railway infrastructure is utilitarian in appearance, serving part of the transport network. The older buildings associated with the railway such as the Roundhouse and Horse Buildings have been redeveloped into commercial usages.
- 6.22

Residential and commercial buildings developed on the site of the former Camden Goods Station in the late twentieth century and is formed of blocks of social housing, a foodstore and a petrol station. The residential blocks are between three and four storeys high and built from yellow stock brick with a gabled roof. Dwellings either have small front or rear gardens, along with a shared area of green and public space. The low rising food store is formed a of large yellow stock brick block. The foodstore is formed of a large block, built from yellow stock brick with a flat roof.
- 6.23

The character area includes part of Regent’s Canal Conservation Areas, along with the Grade II* listed Roundhouse and Horse Hospital. The buildings reflect their historic association with the railway and form attractive elements within the streetscape.

CHARACTER AREA 4: MIXED RESIDENTIAL DEVELOPMENT SOUTH

- 6.24

Character Area 4 is located to the south of the study area and comprises of varied residential development, dating between the mid-nineteenth and the present day.
- 6.25

The character area is predominately made up of Victorian grand terraces, Italianate villas and residential terraces. Dwellings are generally between two and four storeys high, with a number of properties being set above a basement. Buildings are built from stock brick, with many of the grand terraced having a stuccoed finish. Across the character area, roof types vary, with building largely have either having a gabled or hipped roof with brick chimneys. The properties have continuous building lines and generous gardens to the rear.
- 6.26

Late twentieth century and twenty-first development is evident in places where it has replaced Victorian development. The housing blocks vary in scale and massing but are predominantly between four and four storeys six. The Blashford and Dorney Estates feature taller residential towers which range between nine and twenty storeys high. Blocks are generally built brick, with some featuring external cladding or panelling. Later development is arranged around the historic street pattern, along with new semi-private roads, with shared areas of green and public space.
- 6.27

On-street parking is prevalent within the character area, as are mature street trees that contribute towards the overall domestic character and appearance.
- 6.28

The Regent’s Canal runs through part of the character area and forms an important historic and visual interest in the townscape.
- 6.29

The historic preservation of the Victorian suburb is reflected with a large proportion of the character area being covered by the Primrose Hill Conservation Area. A number of Grade II listed buildings are located within the character area including the Church of St Mark, Primrose Hill Infants School, along with a number of Victorian residential properties. The cluster of listed buildings reflect the historic and architectural distinctiveness of the area, and make a positive visual contribution to the character and appearance of the area.

CHARACTER AREA 5: CAMDEN LOCKS AND CAMDEN TOWN

- 6.30
- Character Area 5 is located to the south east of the study area and is made up of the urban centres of Camden Locks and Camden Town. The area is primarily characterised by residential and commercial development which fronts onto the A502 (Camden High Street) and Regents Canal.
- 6.31
- Along A502 (Camden High Street) The built form predominantly consists of Victorian and Edwardian buildings. Buildings predominately vary between three and four storeys and are built from stock brick. The buildings collectively form sets of terraces. There is a prevalence of shop fronts at street level which include residential accommodation above. Behind the high street, development is made up of large coarser blocks which date between the twentieth and twenty first century. Buildings range between four and six storeys and are distinguished by a range of varying architecture styles and materials.
- 6.32
- The Regent’s Canal runs through part of the character area and forms an important historic and visual interest in the townscape. Buildings fronting onto the canal are also formed by large and coarse grained commercial and residential development. A number of buildings date from the Victorian period, and form part of the industrial built heritage associated with the railway and canal. Contemporary development is also visible fronting onto the canal, with buildings range between four and six storeys and are distinguished by a range of varying architecture styles and materials.
- 6.33
- A number of Grade II listed buildings are located within the character area including Hampstead Road Bridge, Arlington House and Regent’s Canal Information Centre. The cluster of listed buildings reflect the historic and architectural distinctiveness of the area, and make a positive visual contribution to the character and appearance of the area.

CHARACTER AREA 6: PRIMROSE HILL AND REGENT’S PARK

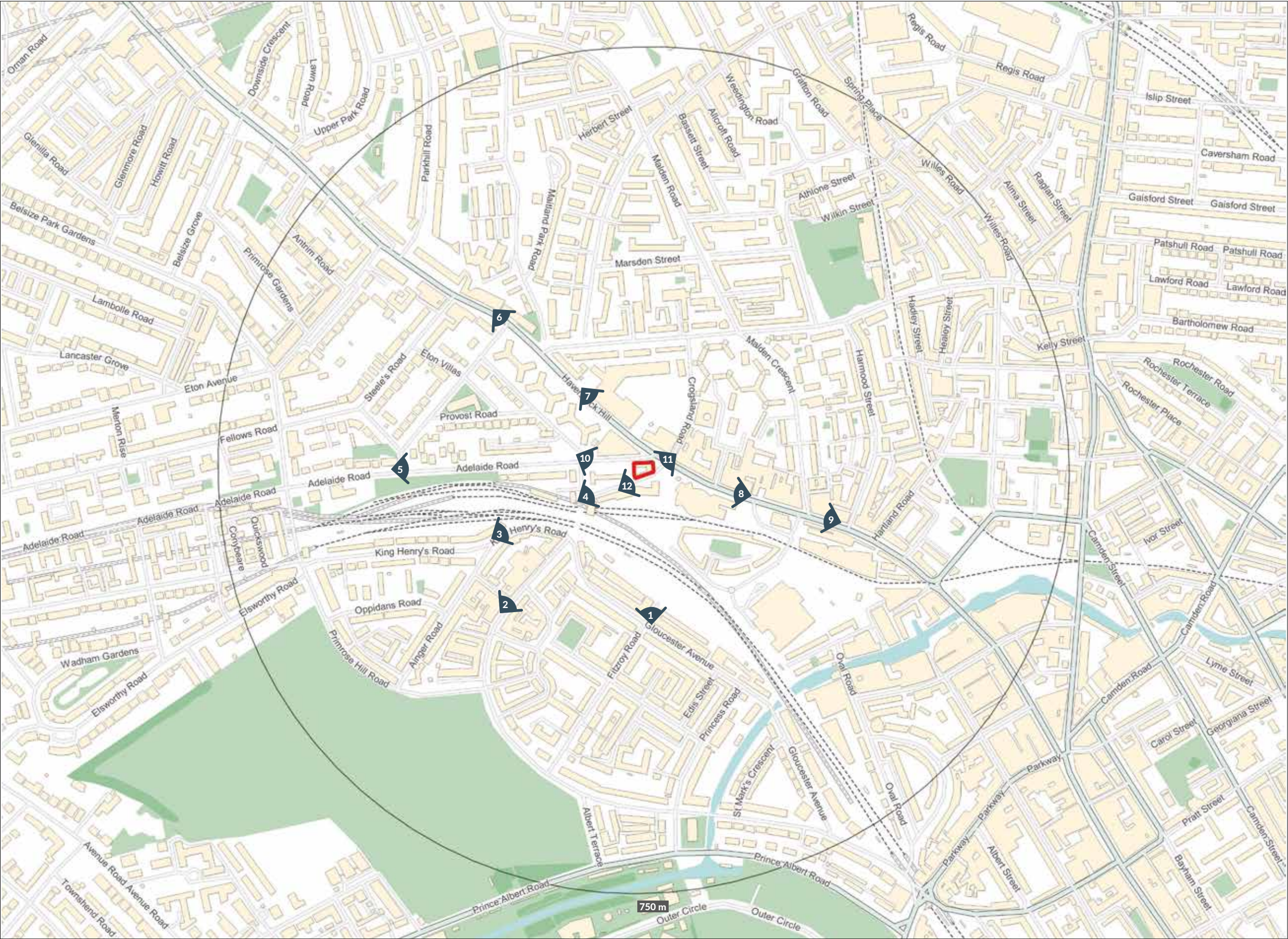
- 6.34
- Character Area 6 is located to the south of the study area and comprises of parts of Primrose Hill and Regent’s Park.
- 6.35
- Primrose Hill is characterised by a grassed open area which gently rises to the summit. The hill summit is almost 63 metres above sea level and offers views of central London. A network of paths guide users of through the amenity space. A series of mature trees mark the boundary of the hill. Local facilities on the hill include an outdoor gym known, a children's playground, and toilets. To the south side of the hill, Primrose Hill Bridge connects to the adjacent Regent’s Park and London Zoo.
- 6.36
- Regent’s Park forms one of the Royal Parks of London. The park follows the original masterplan designed by John Nash. The northern side of the park houses London Zoo and the headquarters of the Zoological Society of London. The centre of Regent’s Park comprises an open greensward that affords panoramic views. The park is bounded by a dense tree canopy, which is punctuated by limited development on the horizon beyond.
- 6.37
- The special nature of Primrose Hill and Regent’s Park is reflected through their individual designations as Registered Parks and Gardens and Conservation Areas. Regent’s Park includes numerous listed buildings which reflects the historic and architectural distinctiveness of the area, and make a positive visual contribution to the character and appearance of the area.

LARGE SCALE DEVELOPMENT IN THE EXISTING AND EMERGING TOWNSCAPE CONTEXT

- 6.38
- There are a number of substantial buildings in the existing townscape, as illustrated in the Design and Access Statement, including:
 - Eton Hall, Eton Place and Eton Rise, three large 7 storey residential blocks, developed to the north of the site on Havistock Hill in 1939.
 - 10 Belmont Street, an 11 storey post-WWII tower, located to the north-east of the Site, set back from Chalk Farm Road.
 - A 5 storey building with a large footprint opposite the Site at 202-210 Regent’s Park Road.
- 6.39
- There are also planning permissions for other large scale buildings, and others under design development, as illustrated in the Design and Access Statement, including:
 - 100 Chalk Farm Road, adjacent to the Roundhouse to the south, ground and 6 storeys, consented June 2016;
 - 5-17 Haverstock Hill, to the north of listed station, ground + 6 storeys, designed by Piercy & Co and consented December 2016;
 - Camden Goods Yard, ground plus 13 storeys, consented January 2018;
 - Hawley Wharf, ground plus 8 storeys, consented December 2012, under construction; and
 - Roundhouse Theatre, adjacent to the Roundhouse to the north, ground plus 5 storeys, under design development.

VISUAL

- 6.40
- The HTVIA is supported by 12 AVRs. The location of the AVRs is provided at **Figure 6.2. Table 6.1** below provides an overview of the heritage and townscape considerations for each view, including any additional considerations such as the proximity to key transport nodes. A description of the existing scene for each identified view and the likely visual receptors are provided at **Section 9**. This description is set alongside a corresponding AVR of the Proposed Development and analysis of any significant effect occurring.



VIEW LOCATION PLAN

- Application Site
- 1. Gloucester Avenue/ Dumpton Place
- 2. Regent's Park Road/ Erskine Road
- 3. King Henry's Road
- 4. Bridge Approach
- 5. Adelaide Road, west of Eton Road
- 6. Havistock Hill, north of Eton Road
- 7. Havistock Hill, adjacent to Havistock School
- 8. Chalk Farm Road, north of Morrisons petrol station
- 9. Chalk Farm Road, between junctions with Harmood Street and Ferdinand Street
- 10. Eton College Road
- 11. Crogsland Road
- 12. Regent's Park Road

LOCATION:
Regents Park Road Hotel

DATE:
February 2021

SCALE:
1:7,000 @ A3

FIGURE 6.1 View Location Plan

▲ NORTH



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Table 6.1 View Cross-reference Summary Table

VIEW	LOCATION	TOWNSCAPE CHARACTER	HERITAGE ASSETS	VISUAL RECEPTORS	AVR TYPE	ADDITIONAL CONSIDERATIONS
1	Gloucester Avenue/ Dumpton Place	Residential Commercial	Primrose Hill Conservation Area (Camden Council) The Roundhouse (Grade II* listed)	Pedestrians Residents Road Users Users of Commercial Premises	Wire Line (AVR1)	
2	Regent's Park Road/ Erskine Road	Pedestrians Residents Road Users Users of Commercial Premises	Primrose Hill Conservation Area (Camden Council)	Pedestrians Residents Road Users Users of Commercial Premises	Wire Line (AVR1)	
3	King Henry's Road	Residential Infrastructure	Primrose Hill Conservation Area (Camden Council) 1-49 (odd) King Henry's Road (Locally Listed Building) 1 and 2 Bridge Approach (Locally Listed Building)	Pedestrians Residents Road Users	Render (AVR3)	
4	Bridge Approach	Residential	Former Chappell's Piano Factor, 10b Belmont Street (Locally Listed Building)	Pedestrians Residents Road Users	Render (AVR3)	
5	Adelaide Road, west of Eton Road	Residential		Pedestrians Residents Road Users	Wire Line (AVR1)	
6	Havistock Hill, north of Eton Road	Residential Place of Worship	Parkhill and Upper Park Conservation Area (Camden Council) Eton Conservation Area (Camden Council) Regent's Canal Conservation Area (Camden Council) The Roundhouse (Grade II* listed) Chalk Farm Underground Station (Grade II listed)	Pedestrians Residents Road Users Parishioners	Render (AVR3)	
7	Havistock Hill, adjacent to Havistock School	Residential Institutional	Regent's Canal Conservation Area (Camden Council) The Roundhouse (Grade II* listed) Chalk Farm Underground Station (Grade II listed)	Pedestrians Residents Road Users Students	Render (AVR3)	
8	Chalk Farm Road, north of Morrisons petrol station	Residential Commercial	Regent's Canal Conservation Area (Camden Council) The Roundhouse (Grade II* listed) Chalk Farm Underground Station (Grade II listed)	Pedestrians Residents Road Users Users of Commercial Premises	Render (AVR3)	
9	Chalk Farm Road, between junctions with Harmood Street and Ferdinand Street	Residential Commercial	Regent's Canal Conservation Area (Camden Council) Horse Hospital (Grade II* listed) Church of St Saviour (Grade II listed)	Pedestrians Residents Road Users Users of Commercial Premises	Render (AVR3)	

VIEW	LOCATION	TOWNSCAPE CHARACTER	HERITAGE ASSETS	VISUAL RECEPTORS	AVR TYPE	ADDITIONAL CONSIDERATIONS
10	Eton College Road	Residential		Pedestrians Residents Road Users	Render (AVR3)	
11	Crogsland Road	Residential Commercial	Chalk Farm Underground Station (Grade II listed) 2 Haverstock Hill and 45-47 Crogsland Road (Locally Listed Building)	Pedestrians Residents Road Users Users of Commercial Premises	Render (AVR3)	
12	Regents Park Road	Residential	2 Haverstock Hill and 45-47 Crogsland Road (Locally Listed Building) Former Chappell's Piano Factor, 10b Belmont Street (Locally Listed Building)	Pedestrians Residents Road Users	Wire Line (AVR1)	

7.0 ASSESSMENT: HERITAGE

151-157 REGENTS PARK ROAD

ASSESSMENT: HERITAGE

- 7.1
- The following section assesses the effect of the Proposed Development on the identified heritage assets.
- 7.2
- The Application Building is not listed, nor locally listed, nor is the Site located in a conservation area. It is of no heritage value.
- THE ROUNDHOUSE, GRADE II* LISTED (MAP REF 4)
- 7.3
- The Grade II* listed Roundhouse is located approximately 65m south east from the centre of the Site, on the opposite side of Regents Park Road, at the bottom of Havistock Hill. The Roundhouse is located south-west of the junction, and its blank boundary wall forms the street corner.
- 7.4
- The Site is located at prominent, historic street corner at the junction of Regents Park Road and Havestock Hill, to the north west of the Roundhouse. Although the Site forms part of the immediate setting of the listed building, it does not contribute to the appreciation or understanding of the significance of the Roundhouse.
- 7.5
- The Roundhouse is experienced as part of mixed townscape, where few remnants of the historic townscape survive and development varies in age, quality, and architectural styles. The wider setting of the asset already includes established large and tall development including residential blocks forming part of the Hardington, Ferdinand Denton Estate (see further examples at paragraph 6.38). The Council accept that the wider area is changing as a result of some consented larger scale developments (see further details at paragraph 6.39).
- 7.6
- The Proposed Development will introduce a new taller building to the immediate setting of the Roundhouse, which will be orientated to face the street junction and public space in front of it. The Proposed Development would provide a new and improved frontage to street corner.

- 7.7
- The proposed material palette has been selected to respond and complement the surrounding built form and Chalk Farm's railway and industrial heritage. The façade design is primarily composed of handmade bricks which vary in colour from darker bricks towards the base of the building and lighter brickwork to the top. The brickwork is complemented by light bronze coloured detailing of the arched windows, doors and balustrades. The colour of the brickwork and the arched windows form distinctive and attractive feature in the streetscape, whilst referencing the detailing found within the Roundhouse.
- 7.8
- Our heritage assessment of an earlier iteration of the scheme identified a degree of harm to the Roundhouse, which was, in the terms of national policy, less than substantial. The harm we identified arose from the slight occlusion of the conical roof of the Roundhouse in views south down Havestock Hill.
- 7.9
- The revised proposals have removed this effect by changing the massing of the proposed building so that the taller element is located away from the Roundhouse to the south, with the lower, 4 storey element to the north.
- 7.10
- Furthermore the building line of the lower element has been set back by 2.3m. As a result the proposed building would not occlude any more of the Roundhouse than the existing building does (see views 6 and 7).
- 7.11
- The taller element would be set back in this view from the south so that the skyline silhouette of the Roundhouse would be preserved.
- 7.12
- The large arched windows would provide a degree of visual permeability so that there would be additional glimpses of the Roundhouse through the proposed building in these views from the south.
- 7.13
- The building being replaced is a poor quality piece of architecture in the setting of the listed building, a pastiche of early C19 architecture of the early 1980s.
- 7.14
- The views north-west past the Roundhouse would actually be enhanced by a building of distinction, raising the architectural quality in the setting of the building through a design that draws on the legacy of historical architecture which inspired the Roundhouse (see the DAS by Piercy & Co).

- 7.15
- In their pre-application response of 11 July 2018 the Council stated that:
"the position and height of the buildings in the Camden Goods Yard scheme were designed to provide a sensitive background response to views of the Roundhouse from the north."
- 7.16
- The cumulative view 6 indicates that the Camden Goods Yard, a part seven, part 14 storey development (Ref: 2017/3847/P) would appear in the backdrop of the Roundhouse, so that its roof is no longer silhouetted against the sky. We consider that this development, which the Council deemed acceptable, is more impactful on the Roundhouse, than the application proposals.
- 7.17
- In view 8 from the south, the Roundhouse will be visible with the Proposed Development. The proposed building will be of a lower visual scale than the Roundhouse, and the scale and massing of the Roundhouse will mean it remains the dominant building in the view.
- 7.18
- The Roundhouse is also visible from the opposite side of the railway, at the junction of Gloucester Avenue and Dumpton Place in Primrose Hill CA. The proposed development is not visible in this view, as illustrated in view 1.
- 7.19
- There is a land use planning benefit to the Roundhouse's functioning arising from the proposed hotel use, which would be the Official Hotel Partner of the Roundhouse. Such a benefit necessarily also assists in the overall functionality of the listed building and its economic viability. The relationship between the hotel and the Roundhouse forms an important element, with the location of hotel benefiting from being within close proximity to the Roundhouse, along with the high quality hotel being able to cater for the venue's guests, visitors and performers.
- 7.20
- Our conclusion is therefore that there would be no harmful effect on the setting or appreciation of the significance of the Roundhouse from Havistock Hill or elsewhere, and a number of beneficial effects.
- CHALK FARM UNDERGROUND STATION, GRADE II LISTED (MAP REF 83)
- 7.21
- Chalk Farm Underground Station is Grade II listed and located c.19m north-west of the Site, on the opposite side of Adelaide Road, at the bottom of Havistock Hill.

- 7.22

The Site is located at prominent historic street corner at the junction of Regents Park Road and Haverstock Hill, opposite the Underground Station. Although the Site forms part of the immediate setting of the listed Underground Station, it does not contribute to the appreciation or understanding of the significance of the station.
- 7.23

The Underground Station is close to the Roundhouse, so is experienced in the same mixed townscape, with existing and consented large scale development in the wider area, already described.
- 7.24

The Proposed Development will introduce a new taller building to the immediate setting of the Grade II Underground Station. The scale of the Proposed Development will increase from ground + 3 storeys (existing) to ground + 6 storeys (proposed).
- 7.25

The Proposed Development would provide a new and improved frontage to street corner. The proposed material palette has been selected to respond and complement the surrounding built form and Chalk Farm’s railway and industrial heritage, including that of the adjacent Grade II Chalk Farm Underground. The façade design is primarily composed of handmade bricks which vary in colour from darker bricks towards the base of the building and lighter brickwork to the top. The brickwork of the Proposed Development will allow for the ox-blood coloured faience used in the façade of the Underground Station to remain a dominant feature within the townscape.
- 7.26

In their pre-application response of 11 July 2018 the Council identified that the effect on the view of the station from the south was an important consideration.
- 7.27

View 8 reproduced in Section 9 illustrates this effect. This is a view cluttered by street lamps, although it is possible to see the listed Roundhouse and station together. The station is already experienced in the context of some large scale buildings, and given its low scale is not prominent at this distance. 5–17 Haverstock Hill forms the backdrop of the station and is more than double its height. The cumulative view illustrates that the Council has approved the redevelopment of this building at higher scale (ground + 6 storeys).
- 7.28

The Proposed Development would be visible on the skyline, but would not occlude the station in view 8. Given its existing setting, the proposals will not reduce the prominence or distract from the listed building, but would aid the legibility of the station in townscape terms.

- 7.29

In view 7 from Havistock Hill to the north, the Application Building already appears in the backdrop of the listed station, and is an architecturally undistinguished neighbour. The proposed hotel would also appear in the backdrop of the Station, and would constitute a significant increase in scale. The cumulative view illustrates that the Council has recently consented a building of similar scale designed by the same practice as the proposals, at 5–17 Havistock Hill. The station has a kiosk like architecture, so this juxtaposition of scale is not harmful, partly because it is an oblique view where the historic and architectural significance of the station is less apparent. The proposed building would be an architecturally distinguished neighbour, and a marked improvement on the existing building on the site.
- 7.30

Overall, given the high architectural quality of the Proposed Development, the Proposed Development would preserve the special interest of the listed station.
- 7.31

CHURCH OF ST SAVIOUR, GRADE II LISTED (MAP REF 61)
The Church of St Saviour is Grade II listed and is located approximately 320m north west from the centre of the Site. Although the Site and Church can be seen together in views from Chalk Farm Road, the Site does not contribute to the appreciation or understanding of the significance of the Church.
- 7.32

The Church of St Saviour was developed as part of the Eton College estate, and the Council’s adopted appraisal emphasises the role of the Church as a centrepiece of this early Victorian villa development. The more immediate views of the Church from this CA are therefore more important to the appreciation of its architectural and historic significance. There would be no effect on these near views.
- 7.33

The wider setting of the Church already includes established large and tall development including residential towers of Blashford and Dorney.
- 7.34

View 9 at **Section 9.0** demonstrates the visual impact of the Proposed Development from Chalk Farm. From this viewpoint it is evident that the Proposed Development will appear in front of the spire of the Church. It is worth commenting that existing interposing development has already limited views of the Church from Chalk Farm Road. The view of the Church spire from Chalk Farm Road is incidental and cluttered by street lamps. We conclude that the occlusion of this view of the Spire would not harm the appreciation of the significance of the listed building.

HORSE HOSPITAL WITH RAMPS AND BOUNDARY WALL TO NORTH SIDE, GRADE II* LISTED (MAP REF 3)

- 7.35

The Horse Hospital and associated structures are Grade II* listed and located 300m south east from the centre of the Site. There is currently no visual relationship between the listed building and application site, and the Site contributes nothing to the appreciation of the significance of the listed building.
- 7.36

The Horse Hospital is experienced as part of mixed townscape, where few remnants of the historic townscape survive and development varies in age, quality, and architectural style. The significance of the listed building is best appreciated from within the Stables Market. The proposed development will not affect these near views.
- 7.37

View 9 at **Section 9.0** demonstrates the visual impact of the Proposed Development from Chalk Farm Road, to the north of the Grade II* listed Horse Hospital. The scale of the development would be seen over some distance and would sit below the roofline of existing development in the fore and middle ground of the view. The visible elements of the Proposed Development will appear slender, creating an attractive townscape profile. From this viewpoint, the architectural detail of the scheme will be readily perceptible and the industrial and railway character of the Proposed Development, affirmed by the brick material palette, will form a contextual response to the wider environment.
- 7.38

The emerging cumulative context of view 9 demonstrates further significant change to the CA and its immediate and wider setting. The Proposed Development will be seen in conjunction with the granted developments at Camden Goods Yard, Petrol Filling Station (Ref: 2017/3847/P) and 100 Chalk Farm Road (Ref: 2013/5404/P). In the foreground and middle ground of the view the observer will be able to readily see the redevelopment of the Petrol Filling Station and 100 Chalk Farm Road. The emerging developments, emphasise the changing character and urban fabric of the CA and its setting, to include buildings which are larger and taller. The new developments will collectively reflect an increased scale and intensity of development located in Chalk Farm. The emerging cumulative context is material to the consideration of the impact of the Proposed Development.

- 7.39 Overall, given the distance from the listed building and the high architectural quality of the Proposed Development, the Proposed Development would preserve the special interest of the listed building.
- PARK HILL AND UPPER PARK CONSERVATION AREA (MAP REF A)**
- 7.40 The CA is located approximately 295m north west of the centre of the Site, at its closest point.
- 7.41 View 6 at **Section 9.0** demonstrates the visual impact of the Proposed Development from Haverstock Hill, within the southern area of the Park Hill and Upper Park CA. The Proposed Development would be readily perceptible within the backdrop of the view. The scale of the development would be seen over some distance and would mark the location of Chalk Farm, enhancing the legibility and wayfinding towards the area
- 7.42 The cumulative context of the view 6 demonstrates further significant change to the immediate wider setting of the CA. The Proposed Development will be seen in conjunction with the granted developments at 5–17 Haverstock Hill (Ref: 2016/3975/P) and Camden Goods Yard (Ref: 2017/3847/P). The western elevation of the Proposed Development would be partially occluded by the scheme at 5–17 Haverstock Hill, and the Camden Goods Yard Development will be visible in the backdrop of the view, beyond the Proposed Development. The emerging developments, emphasise the changing character and urban fabric of the wider setting of the Park Hill and Upper Park CA, to include buildings which are larger and taller. The emerging cumulative context is material to the consideration of the impact of the Proposed Development.
- 7.43 Haverstock Hill is one of the few roads within the Conservation Area that aligns perpendicular to the Site, affording axial views of the Proposed Development. Other routes are generally aligned north–south towards. From these locations there will be no inter–visibility of the Proposed Development due to the enclosure of the street by the residential properties.
- 7.44 Due to the location of the Site, the limited visibility and the slender proportions and high architectural quality of the Proposed Development, and the emerging cumulative context the Proposed Development would preserve the setting and appreciation of the significance of the of Park Hill and Upper Park Conservation Area.

ETON CONSERVATION AREA (MAP REF C)

- 7.45 The CA is located approximately 170m north west of the centre of the Site, at its closest point.
- 7.46 View 6 at **Section 9.0** is not located in the CA, but is located in close proximity to the CA boundary and is helpful in analysing the likely effect. View 6 demonstrates the visual impact of the Proposed Development from Haverstock Hill, within the southern area of the Park Hill and Upper Park CA. The Proposed Development would be readily perceptible within the backdrop of the view. The scale of the development would be seen over some distance and would mark the location of Chalk Farm, enhancing the legibility and wayfinding towards the area
- 7.47 Similarly, the view 10 at **Section 9.0** is not located in the CA, but is located in close proximity to the CA boundary and is helpful in analysing the likely effect. From this viewpoint, the Proposed Development will be readily perceptible in the middle ground of the view and would sit below the roofline of existing development in the foreground. The proposed development may be visible from the east end of Eton College Road, close to the boundary of the CA, but not from within the CA because the orientation of the street means that the proposals would be screened by interposing development.
- 7.48 From this location the architectural quality of the Proposed Development can be appreciated. The façade of the building is built from handmade bricks which vary in colour from darker bricks towards the base of the building and lighter brickwork to the top. The brickwork is complemented by arched windows with gauged voussoirs. The brickwork and arched windows form a distinctive and attractive feature in the streetscape, whilst referencing the detailing found within traditional industrial and railway architecture.
- 7.49 The emerging cumulative context of views 6 and 10 demonstrates further significant change to the immediate wider setting of the CA. The Proposed Development will be seen in conjunction with the granted developments at 5–17 Haverstock Hill (Ref: 2016/3975/P) and Camden Goods Yard (Ref: 2017/3847/P). The emerging developments, emphasise the changing character and urban fabric of the wider setting of the Park Hill and Upper Park CA, to include buildings which are larger and taller. The emerging cumulative context is material to the consideration of the impact of the Proposed Development.

- 7.50 The CA has an existing context of tall and large development in its wider setting. This includes tall residential towers forming part of the Dorney, Blashford and Denton Estates.
- 7.51 Haverstock Hill and Eton College Road are one of the few roads within the Conservation Area that aligns perpendicular to the Site, affording axial views of the Proposed Development. Other routes are generally aligned north east–south west. From these locations there will be no inter–visibility of the Proposed Development due to the enclosure of the street by the residential properties.
- 7.52 Due to the location of the Site, the limited visibility and the slender proportions and high architectural quality of the Proposed Development, and the emerging cumulative context the Proposed Development would preserve the setting and appreciation of the significance of the of Eton Conservation Area.
- PRIMROSE HILL CONSERVATION AREA (MAP REF H)**
- 7.53 The Primrose Hill Conservation is located approximately 180m south of the centre of the Site, at its closest point.
- 7.54 The potential for a visual effect on the setting of the CA is very limited, given the separating distance and the fact that the application site is located beyond the railway.
- 7.55 Views 1 and 2 at **Section 9.0** demonstrate that the visual impact of the Proposed Development from CA will be highly filtered, with the majority of the Proposed Development being screened by interposing development and trees. Where visible the Proposed Development will sit comfortably within the context of existing development and introduce high quality architecture into the view.
- 7.56 The emerging context demonstrates significant change to the immediate setting of the CA, with the granted development at Camden Goods Yard (Ref: 2017/3847/P) which includes large and tall development. The emerging context emphasises the changing character and urban fabric of the Chalk Farm area.
- 7.57 The CA has an existing context of tall and large development in its wider setting, including the residential towers forming part of the Dorney, Blashford and Denton Estates.

- 7.58 Due to the limited visibility and the slender proportions and high architectural quality of the Proposed Development, and the emerging cumulative context the Proposed Development would preserve the setting of Primrose Hill Conservation Area.
- REGENTS CANAL CONSERVATION AREA (MAP REF I)**
- 7.59 The CA is located approximately 75m east of the centre of the Site, at its closest point.
- 7.60 View 8 and 9 at **Section 9.0** demonstrates the visual impact of the Proposed Development from Chalk Farm Road, within the north eastern arm of the CA.
- 7.61 View 8 is located along Chalk Farm Road, north of the Morrison’s Petrol Station. From this viewpoint, Chalk Fam Road is partly aligned by mature street that will occlude much of the Proposed Development in summer months and highly filtered views during the winter. The visible elements of the Proposed Development will appear slender, creating an attractive townscape profile.
- 7.62 View 9 shows the Proposed Development in the backdrop of the view. The scale of the building would be seen over some distance and would be seen sitting comfortably within the existing buildings heights within the fore and middle ground of the view.
- 7.63 The emerging cumulative context of view 9 demonstrates further significant change to the CA and its immediate and wider setting. The Proposed Development will be seen in conjunction with the granted developments at Camden Goods Yard, Petrol Filling Station (Ref: 2017/3847/P) and 100 Chalk Farm Road (Ref: 2013/5404/P). In the foreground and middle ground of the view the observer will be able to readily see the redevelopment of the Petrol Filling Station and 100 Chalk Farm Road. The emerging developments, emphasise the changing character and urban fabric of the CA and its setting, to include buildings which are larger and taller. The new developments will collectively reflect an increased scale and intensity of development located in Chalk Farm. The emerging cumulative context is material to the consideration of the impact of the Proposed Development.
- 7.64 Due to high architectural quality of the Proposed Development, and the emerging cumulative context the Proposed Development would preserve the character and appearance of the Regents Canal Conservation Area.

2 HAVERSTOCK HILL AND 45-47 CROGSLAND ROAD, LOCALLY LISTED BUILDING (MAP REF 86)

- 7.65 The locally listed Public House is located in close proximity to the Site, approximately 45m on the opposite site of the road. As a non-designated heritage asset, the public house does not benefit from statutory projection of its setting, although such setting effects are covered by national and local policy.
- 7.66 The setting is that of an active commercial and residential centre, where the setting already includes established contrasts in scale, character and architectural styles. The building forms a surviving remnant of an earlier streetscape, which is now predominantly diminished by surrounding later twentieth and twenty-first century development. Taller development is visible to the north east of the Public House, including the twenty storey residential tower forming part of the Hardington Estate.
- 7.67 The Proposed Development will introduce a new taller building into the immediate setting of the Public House. The redevelopment of the Site, will mark the location of Chalk Farm, enhancing the legibility and wayfinding towards the area. The scale and massing along Haverstock is varied, so the proposals will not compete with or distract from the locally listed building.
- 7.68 View 11 at **Section 9.0** demonstrates the visual impact of the Proposed Development from Crogsland Road. It will be possible to appreciate the architectural quality of the design and materials from this close proximity. The façade design is primarily composed of handmade bricks which vary in colour from darker bricks towards the base of the building and lighter brickwork to the top. The brickwork is complemented by light bronze coloured detailing of the arched windows, doors and balustrades. The colour of the brickwork and the arched windows form distinctive and attractive feature in the streetscape, whilst referencing the detailing found within traditional industrial and railway architecture.
- 7.69 The proposals will replace the current building of little architectural merit with a building of high quality architecture, which contribute to the mix of functions in the area. The Proposed Development would not impact the heritage asset. The interest of the locally listed buildings would be preserved.

1 AND 2 BRIDGE APPROACH, LOCALLY LISTED BUILDING (MAP REF 87)

- 7.70 The locally listed residential properties are located approximately 130m south west of the centre of the Site. As a non-designated heritage asset, the building does not benefit from statutory projection of its setting, although such setting effects are covered by national and local policy.
- 7.71 The locally listed building is located along Bridge Road, a quiet road fronted on by residual and commercial development. 1 and 2 Bridge Approach form a surviving remnant of an earlier streetscape, which is now predominantly diminished by surrounding twentieth and twenty-first century development.
- 7.72 The Proposed Development will introduce a new taller building into the wider setting of the locally listed building. The redevelopment of the Site, will mark the location of Chalk Farm, enhancing the legibility and wayfinding towards the area
- 7.73 View 4 at **Section 9** demonstrates the visual impact of the Proposed Development from Bridge Approach, in front of the locally listed building. The street is partially lined by trees that will occlude much of the Proposed Development in summer months and highly filtered views during the winter. Where visible the Proposed Development will appear slender and attractive, and would sit comfortably with the existing buildings within the fore and middle ground of the view.
- 7.74 From this location the architectural quality of the Proposed Development can be appreciated. The façade of the building is built from handmade bricks which vary in colour from darker bricks towards the base of the building and lighter brickwork to the top. The brickwork is complemented by arched windows with gauged voussoirs. The brickwork and arched windows form a distinctive and attractive feature in the streetscape, whilst referencing the detailing found within traditional industrial and railway architecture.
- 7.75 The Proposed Development would not impact the heritage asset. The interest of the locally listed building would be preserved.

4-8 (EVEN) AND 7-11 (ODD) BELMONT STREET, LOCALLY LISTED BUILDING (MAP REF 88)

- 7.76
- The locally listed Victorian properties are located approximately 130m north east of the centre of the Site. As a non-designated heritage asset, the residential dwellings does not benefit from statutory projection of its setting, although such setting effects are covered by national and local policy.
- 7.77
- The locally listed buildings are located along Belmont Street, a local residential street, where the setting already includes established contrasts in scale, character and architectural styles. The building forms a surviving remnant of an earlier streetscape, which is now predominantly diminished by surrounding twentieth and twenty-first century development. Taller development is evident within the immediate setting of the locally listed building and includes the residential blocks that form part of the Hardington and Ferdinand Estates.
- 7.78
- The Proposed Development will introduce a new taller building into the wider setting of the locally listed building. The enclosure of Belmont Street and the interposing development between the Site and locally listed buildings means that the inter-visibility will remain very limited. The Proposed Development would not impact the heritage asset. The interest of the locally listed buildings would be preserved.

23-49 ADELAIDE ROAD, LOCALLY LISTED BUILDING (MAP REF 90)

- 7.79
- The locally listed residential properties are located approximately 330m west of the centre of the Site. As a non-designated heritage asset, the Victorian dwellings do not benefit from statutory projection of its setting, although such setting effects are covered by national and local policy.
- 7.80
- The locally listed buildings are located along Adelaide Road, a local residential street, where the setting already includes established contrasts in scale, character and architectural styles. The building forms a surviving remnant of an earlier streetscape, which is now predominantly diminished by surrounding later twentieth century development. Taller development is visible to the east of the Victorian building, including the towers forming part of the Blashford and Dorney residential estates.
- 7.81
- The Proposed Development will introduce a new taller building into the wider setting of the locally listed building. The redevelopment of the Site, will mark the location of Chalk Farm, enhancing the legibility and wayfinding towards the area.

- 7.82
- View 5 at **Section 9.o** demonstrates the visual impact of the Proposed Development from Adelaide Road. The building would been seen over some distance, and would largely be occluded due to interposing development and mature trees. During the summer months the mature trees in the backdrop will occlude much of the Proposed Development, and provide highly filtered views during the winter.
- 7.83
- As the receptor moves east down Adelaide Road, the Proposed Development will become more perceptible. View 10 at **Section 9** demonstrates the visual impact of the Proposed Development from Eton College Road, north of the junction with Adelaide Road. The Proposed Development appears as slender and attractive, and would be seen sitting comfortably with the existing buildings in the fore and middle ground of the view. From this location the architectural quality of the Proposed Development can be appreciated included the coloured brickwork and arched windows, which form a distinctive and attractive feature in the streetscape.
- 7.84
- The cumulative context of View 5 and 10 demonstrates further change to immediate setting of the heritage asset, with the granted development at 5-17 Haverstock Hill (Ref: 2016/3975/P) and Camden Goods Yard (Ref: 2017/3847/P). The emerging developments, emphasise the changing character and urban fabric of the Chalk Farm and Camden, to include building which are larger and taller. The emerging cumulative context is material to the consideration of the impact of the Proposed Development.
- 7.85
- The Proposed Development would not give rise to any unacceptable harm to the significance of the locally listed residential properties along Adelaide Road, or their settings.
- 1-49 (ODD) KING HENRY'S ROAD, LOCALLY LISTED BUILDING (MAP REF 94)
- 7.86
- The locally listed Victorian terraces are located approximately 250m south west of the centre of the Site. As a non-designated heritage asset, the dwellings do not benefit from statutory projection of its setting, although such setting effects are covered by national and local policy.
- 7.87
- The locally listed buildings are located along Kent Henry's Road, a quiet residential area comprising of Victorian terraces. The Victorian buildings contribute positively to the setting of the heritage assets, and to the legibility of an earlier streetscape.

- 7.88
- View 3 at **Section 9.o** demonstrates the visual impact of the Proposed Development from King Henry's Road. The building would been seen over a distance of approximately 250m, and would largely be occluded from views along Kent Henry's Road, due to interposing development and mature trees. During the summer months the mature trees in the backdrop will occlude much of the Proposed Development, and provide highly filtered views during the winter. Where visible the Proposed Development will appear slender and attractive, and would be seen sitting comfortably with the existing buildings in the middle ground and backdrop.
- 7.89
- The Proposed Development would not impact the heritage asset. The interest of the locally listed buildings would be preserved.
- FORMER CHAPPELL PIANO FACTORY, BELMONT STREET (MAP REF: 93)
- 7.90
- The locally listed former piano factory is located approximately 170m east of the centre of the Site. As a non-designated heritage asset, the former piano factory does not benefit from statutory projection of its setting, although such setting effects are covered by national and local policy.
- 7.91
- The locally listed building is located along Belmont Street, a local residential street, where the setting already includes established contrasts in scale, character and architectural styles. Although altered and refurbished the building partly forms a surviving remnant of an earlier streetscape, which is now predominantly diminished by surrounding twentieth and twenty-first century development. Taller development is evident within the immediate setting of the locally listed building and includes the residential blocks that form part of the Hardington and Ferdinand Estates.
- 7.92
- The Proposed Development will introduce a new taller building into the wider setting of the locally listed building. The enclosure of Belmont Street and the interposing development between the Site and locally listed buildings means that the inter-visibility will remain very limited. The Proposed Development would not impact the heritage asset. The interest of the locally listed buildings would be preserved.

8.0

ASSESSMENT: TOWNSCAPE

151-157 REGENTS PARK ROAD

ASSESSMENT: TOWNSCAPE

- 8.1
- The following section assesses the effect of the Proposed Development on the identified townscape.
- 8.2
- The Design and Access Statement prepared by Piercy & Co provides a detailed discussion on the design rationale and architectural approach.
- 8.3
- The Site is an appropriate location for a taller building for the following reasons:

a.

The Site is located outside but immediately adjacent to Camden Town Centre, which is a Major centre in the London Plan hierarchy. Chalk Farm underground station is also located outside Camden Town Centre. The Site is within the Chalk Farm Neighbourhood Town Centre. London Plan Policy 2.15 states that town centres, including neighbourhood centres, are the main foci outside the Central Activities Zone for intensification.

b.

The Site is located on a prominent historic street corner, adjacent to an underground station, where a landmark building would aid legibility and signal the location of the station. There was also historically a hotel on this Site.

c.

The Site is outside a conservation area and is of relatively ordinary townscape quality aside from the listed buildings nearby.

d.

There is a widening of the public realm on the street frontage, and there is potential to enhance this as part of the application, which would bring associated townscape benefits.

e.

The convergence of streets creates an event or moment in the townscape, which together with having a generous spatial character, can accommodate a tall building.

f.

The Site lies at the confluence of three townscape areas, again reinforcing its townscape importance.

- 8.4
- The townscape assessment has considered the Proposed Development within its urban context, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces and the relationship between buildings and open spaces
- 8.5
- The Site is located in Character Area 2: Chalk Farm Commercial Corridor. The character area primarily comprises of commercial and residential development that fronts onto the A502 (Chalk Farm Road and Haverstock Hill). The Site also abuts the two other character areas, Character Area 1 (Mixed Residential Development North) and Character Area 3 (Current and former Railway Land).
- 8.6
- The existing site comprises a four-storey building on the corner of Regents Park Road and Haverstock Hill. The building fronts Haverstock Hill and is set back from the main road by an area of public realm. The site comprises a mix of uses including retail at ground floor with office accommodation at first and second floors above and a single residential unit on the top floor. The existing building is architecturally undistinguished, and typical of design in the mid-1980s.
- 8.7
- The Proposed Development is described in the Planning Statement prepared by DP9 as:

"Redevelopment to provide a part ground plus 6-storey building and part ground plus 3-storey building comprising a hotel with associated works."
- 8.8
- The Proposed Development comprises of the comprehensive redevelopment of the Site to provide a hotel. The Site is within the Chalk Farm Neighbourhood Town Centre, the London Plan Policy SD6 promotes vibrant daytime, evening and night time activities and hotels in town centres. The Site is located in a highly sustainable location and the intensification of uses is encouraged within the development plan.
- 8.9
- The Proposed Development comprises of a single massing which is divided into two blocks by virtue of articulation. The blocks are united by the brick material palette and architectural detailing.

- 8.10
- The proposed material palette has been selected to respond and complement the surrounding built form and Camden's railway and industrial heritage. The design concept of the Proposed Development makes use of a predominantly brick material palette, which is robust and provides further weight to the appearance of the building. The façade design is primarily composed of handmade bricks which vary in colour from darker bricks towards the base of the building and lighter brickwork to the top. The brickwork is complemented by light bronze coloured detailing of the arched windows, doors and balustrades. The colour of the brickwork and the arched windows form distinctive and attractive feature in the streetscape, whilst referencing the detailing found within traditional railway architecture.
- 8.11
- Views at **Section 9** demonstrate how the height of the Proposed Development is experienced in the surrounding environment. In several views the height difference relative to other taller buildings is marginal. The Proposed Development would form an attractive townscape feature and would enhance the legibility and wayfinding towards the Chalk Farm area. The building would add interest to the skyline and improve the visual amenity of the view with high quality architecture.
- 8.12
- Within the cumulative context, the Proposed Development would sit comfortably within the emerging context, and will reinforce the changing identity of Chalk farm, which is defined by its larger footprint and coarser grained buildings.
- 8.13
- The overall composition is balanced and well portioned, and the scale, form and massing of the Proposed Development should be understood within the context of the surrounding townscape, which is of varied quality and character and includes taller development.
- 8.14
- The massing of the building steps down towards to the north, which contributes in breaking up the scale and creates an expressive architectural form that reduces the perception of bulk.
- 8.15
- We consider that the Proposed Development will improve the appearance of the area and quality of townscape. It will also improve the character and function of the townscape by virtue of the proposed design and layout.

- 8.16 As previously mentioned the proposed hotel use, would be the Official Hotel Partner of the Roundhouse. The relationship between the hotel and the Roundhouse forms an important element, with the location of hotel benefiting from being within close proximity to the Roundhouse, along with the high quality hotel being able to cater for the venue’s guests, visitors and performers.
- 8.17 Overall, the Proposed Development would provide an improvement to the character and function of the street and which has embraced design, careful attention to detail, workmanship and materiality. The Proposed Development will make a positive contribution to Chalk Farm area.
- 8.18 The positive townscape effects are greatest for the character areas closest to the application site. The effect on townscape Character Area 2: Chalk Farm Commercial Corridor is and positive. The Proposed Development will replace the current building of little architectural merit with a building of high quality architecture that contribute to the mix of functions in the area. The proposed development will also have a beneficial effect on the neighbouring Character Areas 1 and 3, improving the integration between the areas and enhancing the legibility and wayfinding towards the Chalk Farm. Character Areas 1 and 3 proximity to the Proposed Development, so it will be possible to appreciate the architectural quality of the design and materials. There will be a limited or no effect on townscape Character Areas 4, 5 and 6 given interposing development and distance from the Site. The scale of open space (highways mostly) around the Site is generous, and the height of the building is relatively mode to that. The bulk of the building is derived by its design, arcaded and open. The development will not overbear on the local area. It will conclude be seen as a landmark, a work of great architectural interest in area of mixed and varied townscape quality.

9.0 ASSESSMENT: VISUAL

151-157 REGENTS PARK ROAD

VIEW 1: GLOUCESTER AVENUE/DUMPTON PLACE

EXISTING

- 9.1 View 1 is located along Gloucester Avenue at the junction with Dumpton Place. The viewpoint is looking towards the north and is situated approximately 280m from the centre of the Site.
- 9.2 The view is located within the Primrose Hill Conservation Area and includes the Grade II* listed Roundhouse within the middle ground of the view (See **Section 5.0**). The heritage assets add to the amenity of the value, although a separate heritage assessment is provided at **Section 7.0**.
- 9.3 The foreground of the view is characterised by the road junction of Gloucester Avenue and Dumpton Place. The roads are typical for a domestic area and would be subject to heavier traffic during peak times. Development fronting onto the road primarily dates back to the Victorian period, although later development is visible along Dumpton Place. Buildings in the foreground share a similar form and materiality, being between three and four storeys high and constructed from yellow stock brick.
- 9.4 Views through to the middle ground are limited due to the fencing of the railway depot, which creates a physical barrier and limits views further north.
- 9.5 Although the middle ground of the view is relatively narrow, there are partial views of the roofscape of the Grade II* listed Roundhouse. The circular shaped pointed roof forms an attractive feature within this part of the view. Beyond the listed building, there is an established context of taller residential development, with the twenty storey tower block which forms part of the Denton Estate being perceptible.
- 9.6 The view would likely be experienced by residents, pedestrians, roads users and users of the commercial premises.



PROPOSED

- 9.7 The view demonstrates that the Proposed Development would be entirely occluded by development along Gloucester Avenue.



CUMULATIVE

- 9.8 The cumulative condition is no different from the proposed, because the proposed development is not visible in either condition. The cumulative schemes are also entirely screened from view.



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VIEW 2: REGENT'S PARK ROAD/ ERSKINE ROAD**EXISTING**

- 9.9 View 2 is located along Regent's Park Road at the junction with Erskine Road. The viewpoint is looking towards the north east and is situated approximately 360m from the centre of the Site.
- 9.10 The view is located within the Primrose Hill Conservation Area (See **Section 5.0**). The heritage asset adds to the amenity of the value, although a separate heritage assessment is provided at **Section 7.0**.
- 9.11 The foreground of the view is characterised by the road junction of Regent's Park Road and Erskine Road. The roads are typical for a domestic residential and commercial area and would be subject to heavier traffic during peak times. Development fronting onto to the road is generally formed of four storey Victorian buildings, which collective form a row of terraces. At ground floor level, active frontages introduce activity and further add interest to the townscape setting. The linear nature of Regent's Park Road allows views to be afforded from the foreground through to the backdrop.
- 9.12 Development within the middle ground continues to reflect a residential and commercial character. To the viewer's right, mature trees line the street, partially limiting views further north east.
- 9.13 In the backdrop of the view there is an established context of taller residential development, with the twenty storey tower block which forms part of the Denton Estate being partially perceptible.
- 9.14 The view would likely be experienced by residents, pedestrians, roads users and users of the commercial premises.



PROPOSED

- 9.15 The Proposed Development is shown within the backdrop of the view and is occluded by mature trees and interposing development within the fore and middle ground. During winter months deciduous trees will shed their leaves, although views of the Proposed Development would be very highly filtered. Where visible, the Proposed Development would form an attractive townscape feature and would improve the view with high quality architecture.



CUMULATIVE

- 9.16 There are no cumulative schemes visible within the view. The cumulative condition would therefore not give rise to any change to the assessment of likely effects of the Proposed Development.



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VIEW 3: KING HENRY'S ROAD

EXISTING

- 9.17 View 3 is located along King Henry's Road, looking north east. The viewpoint is situated approximately 340m from the centre of the Site.
- 9.18 The foreground of the view is characterised by King Henry's Road, a typical domestic road, which would be subject to light traffic. To the viewer's right, development fronting onto the highway is generally formed of three storey plus basement Victorian terraces. To the viewer's left, a part iron and brick boundary wall extends from the fore to the middle ground, separating the road from the adjacent West Coast Mainline.
- 9.19 The railway line is set within a cutting, largely screening views from passing trains. Railway infrastructure such as overhead wiring, rail gantries, bridges and yard tower lights are visible above the adjacent boundary wall.
- 9.20 To the other side of the railway cutting, a number of low rise Victorian and modern buildings are evident within middle ground. The middle ground includes the locally listed Victorian 1 and 2 Bridge Approach (See **Section 5.0**). The heritage receptors add to the amenity value of the view, although a separate assessment of the impact of the Proposed Development to its setting as a whole is provided at **Section 5.0**.
- 9.21 The backdrop of the view is narrow due to interposing development and vegetation in the fore and middle ground.
- 9.22 The view would primarily be experienced by local residents, pedestrians and road users.



PROPOSED

- 9.23 The Proposed Development is shown within the backdrop of the view and is largely occluded by mature trees and interposing development within the fore and middle ground. During winter months deciduous trees will shed their leaves, although views of the Proposed Development would be very highly filtered. Where visible, the Proposed Development would form an attractive townscape feature and would improve the view with high quality architecture.



CUMULATIVE

- 9.24 The cumulative demonstrates slight change in backdrop of the view, with the roofscape of 5-17 Haverstock (Ref: 2016/3975/P) being partially visible, beyond existing mature trees. The cumulative scheme, would be reduced to highly filtered views from along King Henry's Road.
- 9.25 The cumulative condition would therefore not give rise to any change to the assessment of likely effects of the Proposed Development.



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VIEW 4: BRIDGE APPROACH**EXISTING**

- 9.26 View 4 is located along Bridge Approach, looking north east down Regent's Park Road. The viewpoint is situated approximately 125m from the centre of the Site.
- 9.27 The view is characterised by Regent's Park Road, which gently descends from the fore to the middle ground of the view. The one way road would be subject to light traffic and includes dedicated cycle lanes. Within the immediate area, development is primarily made up of residential and development, with some commercial establishments.
- 9.28 Within the fore and middle ground, residential development fronting Regent's Park Road is formed of stock brick blocks, which vary between four and five storeys. To the viewer's left, a number of mature trees can be seen to the rear of the seven storey Bridge House. Collective, the course blocks to the north side of the road and mature trees to the south, contribute in enclosing the street and limiting views further northing north west.
- 9.29 Although the backdrop of the view is relatively narrow due to interposing development and mature trees, glimpsed views of development are perceptible. The backdrop of the view includes the locally listed former Chappell's Piano Factory (See **Section 5.0**). The heritage receptors add to the amenity value of the view, although a separate heritage assessment is provided at **Section 7.0**.
- 9.30 The view would likely be experienced by residents, pedestrians, roads users, cyclists and users of the commercial premises.



PROPOSED

- 9.31 The Proposed Development is shown within the middle ground of the view and is mostly occluded by interposing development and a dense tree canopy within the fore and middle ground. During winter months deciduous trees will shed their leaves, and filtered views through the canopy may be afforded. Where visible, the building would be recognised within the context of existing taller buildings in the Chalk Farm area. More of the Proposed Development may become visible as one moves towards the south pavement.
- 9.32 As the viewer travels eastwards down Regent's Park Road they will be able to readily perceive the architectural quality of the building, including the brick material palette that will be complementary to the surrounding existing buildings and reference Chalk Farm's railway heritage.
- 9.33 The Proposed Development would form an attractive townscape feature and would enhance the legibility and wayfinding towards Chalk Farm station. The building would improve the visual amenity of the view with high quality architecture.



CUMULATIVE

- 9.34 There are no cumulative schemes visible within the view. The cumulative condition would therefore not give rise to any change to the assessment of likely effects of the Proposed Development.



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VIEW 5: ADELAIDE ROAD, WEST OF ETON ROAD**EXISTING**

- 9.35 View 5 is located along Adelaide Road, west of Eton Place. The viewpoint is looking towards the east and is situated approximately 445m from the centre of the Site.
- 9.36 The view is characterised by Adelaide Road, a distributor road connecting Chalk Farm to Swiss Cottage. The linear nature of the road allows views to be afforded from the foreground through to the backdrop. The road is typical for a domestic area and would be subject to movement and activity during peak hours. The highway is bound on either side by a collection of mature trees and vegetation, which provide filtered views through to the surrounding townscape. To the viewer's left, gaps in trees provide partial views of the roofscape of buildings in the middle ground.
- 9.37 The backdrop of the view is narrow due to interposing mature vegetation in the fore and middle ground.
- 9.38 The view would likely be experienced by residents, pedestrians and road users.



PROPOSED

- 9.39 The Proposed Development is shown within the backdrop of the view and is occluded by mature trees and interposing development within the fore and middle ground. During winter months deciduous trees will shed their leaves, although views of the Proposed Development would be very highly filtered. Where visible, the Proposed Development would form an attractive townscape feature and would improve the view with high quality architecture. The Proposed Development would also aid wayfinding to Chalk Farm Station.



CUMULATIVE

- 9.40 The cumulative demonstrates that the upper floors and roofscape of Camden Good Yard (Ref: 2017/3847/P) would be partially visible on the right of the view beyond the wall enclosing the railway, although partially screened and heavily filtered by the trees, and is not likely to be noticeable to a casual observer. The cumulative condition would therefore not give rise to any change to the assessment of likely effects of the Proposed Development.



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VIEW 6: HAVERSTOCK HILL, NORTH OF ETON ROAD**EXISTING**

- 9.41 View 6 is located along Haverstock Hill, north of Eton Road. The viewpoint is looking towards the south east and is situated approximately 395m from the centre of the Site.
- 9.42 The view is located within the Parkhill and Upper Park Conservation Area and includes the Grade II* listed Roundhouse and Grade II Chalk Farm Underground Station (See **Section 5.0**). The heritage assets add to the amenity of the value, although a separate heritage assessment provided at **Section 7.0**.
- 9.43 The view is characterised by Haverstock Hill (A502) which gently descends from the foreground to the backdrop of the view. The highway forms a busy thoroughfare through north west London and caters for a variety of transport movements, including that of cars, buses and dedicated cycle lanes. A series of mature trees intermittently line the highway, which are prominent features in the view when in leaf, as shown.
- 9.44 Residential development primarily fronts onto the road, along with commercial and religious buildings. Development is varied in form and appearance, with buildings dating between the Victorian period the twenty first century. Buildings typically range between two and seven storeys, with some properties being converted at ground floor level to commercial uses. The active frontages at ground floor of the buildings introduce activity and interest to the townscape.
- 9.45 In the backdrop of the view, the Application Building is visible, although a minor feature. Beyond this it is possible to identify the conical roof of the Grade II* listed Roundhouse. The uppermost part of the roof, originally the smoke louvre, now glazed, is visible silhouetted on the skyline. The main slope of the roof has development it is backdrop and is not silhouetted against the skyline.
- 9.46 The view would likely be experienced by residents, pedestrians, parishioners, roads users and cyclists.



PROPOSED

- 9.47 There would be partial view of the Proposed Development, which would be readily perceptible in the backdrop of the view. Most of the northern elevation would be visible. The scale of the development would be seen over some distance and would form a terminating landmark in the view. The Proposed Development would be visible on the skyline, and would sit below the roofline of existing development in the foreground of the view.
- 9.48 The Proposed Development will partially appear in front of the Grade II* listed Roundhouse, occluding part of the eastern elevation of the building. The Roundhouse's conical roof will remain as a focal feature in the centre of the frame. A heritage assessment of the effect on the listed Roundhouse is provided in **Section 7.0**.
- 9.49 The view would be transient. As the viewer travels south down Haverstock Hill (A502) they will be able to readily perceive the architectural quality of the building, including the brick material palette that will be complementary to the surrounding existing buildings and reference Chalk Farm's railway heritage. The varying height and articulation of the block contributes to an expressive architectural form that reduces the visual perception of mass. The building would form an attractive townscape feature and would improve the view with high quality architecture.



CUMULATIVE

- 9.50 The cumulative context demonstrates further change within the view. The Proposed Development would be seen in conjunction with approved schemes at 5-17 Haverstock Hill (Ref: 2016/3975/P) and Camden Goods Yard (2017/3847/P).
- 9.51 In the cumulative context the western elevation of the Proposed Development would be partially occluded by the scheme at 5-17 Haverstock, which appears in front of the Proposed Development.
- 9.52 Beyond the Proposed Development and Grade II* listed Roundhouse, the upper floors and roofscape of the Camden Goods Yard development is visible in the backdrop of the view. The cumulative schemes demonstrate the change in the skyline in views further south, reinforcing the increased scale and intensity of development located in the Chalk Farm and Camden area.



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VIEW 7: HAVERSTOCK HILL, ADJACENT TO THE HAVERSTOCK SCHOOL**EXISTING**

- 9.53 View 7 is located along Haverstock Hill, adjacent to the Haverstock School. The viewpoint is looking towards the south east and is situated approximately 185m from the centre of the Site.
- 9.54 The view is characterised by Haverstock Hill (A502) which extends from the fore to middle ground of the view. The highway forms a busy thoroughfare through north west London and caters for a variety of transport movements, including that of cars, buses and cycles. A series of mature trees intermittently line the highway.
- 9.55 Development within the fore and middle ground is formed of a mixture of uses including residential, commercial and educational. Development is varied in form and appearance, with buildings dating between the Victorian period the twenty first century. Buildings typically range between two and seven storeys, with some properties being converted at ground floor level to commercial uses. The active frontages at ground floor of the buildings introduce activity and interest to the townscape.
- 9.56 In the middle ground of the view, the Grade II Chalk Farm Underground Station and the Grade II* listed Roundhouse is visible. The conical roof of the Roundhouse forms a visual landmark within the townscape, and both of the heritage assets add to visual amenity of the view.
- 9.57 The backdrop of the view is relatively narrow due to existing development within the fore and middle ground of the view.
- 9.58 The view would likely be experienced by students, residents, pedestrians and road users.



PROPOSED

- 9.59 There would be relatively full view of the Proposed Development, which would be a noticeable feature in the middle ground of the view. The Proposed Development would introduce a new larger scale building into the view, which would be visible on the skyline. Most of the northern and western elevations would be visible. The scale of the building would sit comfortably in the context of heights of existing development in the fore and middle ground of the view, and not form an overly bearing feature.
- 9.60 The Proposed Development will appear in-between the Grade II* Roundhouse and the Grade II listed Chalk Farm Underground Station. The building will sit in front on the Grade II* listed Roundhouse, partially occluding the eastern side of the Roundhouse. The visual impact to the listed building should be understood within the cumulative context and the wider appreciation of its setting outlined at **Section 5.0**.
- 9.61 It would be a transient view. As the viewer travels south down Haverstock Hill (A502) they will be able to readily perceive the architectural quality of the northern and western elevations, including the light buff brick detailing, arched windows and lintels, and the light metal window frames and railings. The buildings materiality and detailing will be complementary to the surrounding existing buildings and reference Chalk Farm's railway heritage. The varying height and articulation of the block contributes to an expressive architectural form that reduces the visual perception of mass.
- 9.62 The Proposed Development would form an attractive townscape feature and would enhance the legibility and wayfinding towards the Chalk Farm area. The building would add interest to the skyline and improve the visual amenity of the view with high quality architecture.



CUMULATIVE

- 9.63 The cumulative context demonstrates further change within the view. The Proposed Development would be seen in conjunction with approved schemes at 5-17 Haverstock Hill (Ref: 2016/3975/P) and Camden Goods Yard (Ref: 2017/3847/P).
- 9.64 In the cumulative context the approved scheme at 5-17 Haverstock Hill appears in front of the Proposed Development, occluding the Proposed Development's western elevation. The development at 5-17 Haverstock Hill will be partially visible in the backdrop of the view, and comprises of the demolition of the existing building and the erection of part-six and part-seven storey residential and commercial development. The scale (height) of the Proposed Development would appear subservient to the 5-17 Haverstock Hill scheme.
- 9.65 Beyond the Proposed Development and the Grade II* listed Roundhouse, the upper floors and roofscape of Camden Goods Yard scheme is visible within the backdrop of the view. The Proposed Development and cumulative schemes demonstrate the change in the skyline in views further south, reinforcing the increased scale and intensity of development located in the Chalk Farm and Camden area.



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VIEW 8: CHALK FARM ROAD, NORTH OF MORRISONS PETROL STATION

EXISTING

- 9.66 View 8 is located along Haverstock Hill, north of the Morrison's petrol station. The viewpoint is looking towards the south east and is situated approximately 195m from the centre of the Site.
- 9.67 The view includes the Grade II* listed Roundhouse and Grade II listed Chalk Farm Underground Station (See **Section 5.0**). The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 7.0**.
- 9.68 The view is characterised by Haverstock Hill (A502) which extends from the fore to middle ground of the view. The highway forms a busy thoroughfare through north west London and caters for a variety of transport movements, including that of cars, buses and cycles. A series of mature trees intermittently line the highway.
- 9.69 Development within the fore and middle ground is formed of a mixture of uses including residential, commercial and educational. Development is varied in form and appearance, with buildings dating between the Victorian period the twenty first century. Buildings typically range between two and seven storeys, with some properties being converted at ground floor level to commercial uses. The active frontages at ground floor of the buildings introduce activity and interest to the townscape.
- 9.70 In the middle ground of the view, the Grade II Chalk Farm Underground Station and the Grade II* listed Roundhouse is visible. The circular shaped pointed roof of the Roundhouse forms a visual landmark within the townscape.
- 9.71 The backdrop of the view is relatively narrow due to existing development within the fore and middle ground of the view.
- 9.72 The view would likely be experienced by residents, pedestrians and road users.



PROPOSED

- 9.73 The Proposed Development will be perceptible in the middle ground, and will introduce a new tall building into the view. The building would sit below the roofline of existing development in the foreground of the view.
- 9.74 The Proposed Development will appear in between the Grade II* Roundhouse and the Grade II listed Chalk Farm Underground Station. A heritage assessment of the proposed development is provided at **Section 7.0**.
- 9.75 The Proposed Development is partially occluded by mature trees which line Chalk Farm Road and Haverstock Hill (A502) in the middle ground. During winter months deciduous trees will shed their leaves, and filtered views through the canopy may be afforded. Where visible, the buildings materiality and detailing will be perceptible.
- 9.76 As the viewer travels north west down Haverstock Hill (A502) they will be able to readily perceive the architectural quality of the eastern elevation, including the light buff brick detailing, arched windows and lintels, and the light metal window frames and railings. The buildings materiality and detailing contrasts with the surrounding built form, including that of the listed Roundhouse and Chalk Farm Underground Station, which stand out against the proposed buildings brickwork. The Proposed Development design adds interest to the townscape and is complementary to Chalk Farm's railway heritage.
- 9.77 The proposals would form an attractive townscape feature and would enhance the legibility and wayfinding towards the Chalk Farm area. The building would add interest to the skyline and improve the visual amenity of the view with high quality architecture.



CUMULATIVE

- 9.78 In the cumulative context, the Proposed Development will be seen in conjunction with the consented scheme at 5-17 Haverstock Hill (Ref: 2016/3975/P). The development at 5-17 Haverstock Hill will be partially visible in the backdrop of the view.
- 9.79 Both the Proposed Development and the scheme at 5-17 Haverstock Hill will demonstrate the change in the skyline in views further west, reinforcing the increased scale and intensity of development located in the Chalk Farm and Camden area. The new developments will collectively contribute towards a thriving, mixed-use area, characterised by high quality contemporary architecture.



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VIEW 9: CHALK FARM ROAD, BETWEEN JUNCTIONS WITH HARMOOD STREET AND FERDINAND STREET**EXISTING**

- 9.80 View 9 is located along Chalk Farm Road, between the junctions of Ferdinand Street and Harmood Street. The viewpoint is looking towards the north west and is situated approximately 350m from the centre of the Site.
- 9.81 The view is located within Regent's Canal Conservation Area and includes the Grade II* listed Horse Hospital and Grade II listed Church of St Saviour (See **Section 5.0**). The heritage assets add to the amenity of the value, although a separate assessment of the impact of the Proposed Development to their setting as a whole is provided at **Section 7.0**.
- 9.82 The view is characterised by Chalk Farm Road (A502) which extends from the fore to middle ground of the view. The highway forms a busy thoroughfare through north west London and caters for a variety of transport movements, including that of cars, buses and cycles.
- 9.83 Development within the fore and middle ground is formed of a mixture of uses that include residential and commercial buildings. Development is varied in form and appearance, with buildings dating between the Victorian period the twenty first century. Buildings typically range between two and five storeys, with some properties being converted at ground floor level to commercial uses. The active frontages at ground floor of the buildings introduce activity and interest to the townscape. In the fore ground of the view, the Grade II* Horse Hospital is visible, to the viewers left.
- 9.84 Although the backdrop of the view is narrow due to interposing development and vegetation, views of the steeple of the Grade II listed Church of St Saviour are perceptible above interposing development.
- 9.85 The view would likely be experienced by residents, pedestrians and road users.



PROPOSED

- 9.86 The Proposed Development will be readily perceptible in the backdrop of the view, and will introduce a new taller building into the view. The scale of the development would be seen over some distance and would sit comfortably in the context of heights of existing development in the fore and middle ground of the view.
- 9.87 The Proposed Development will appear in front of the spire of the Grade II listed Church of St Saviour. The visual impact to the listed building should be understood within the cumulative context and the wider appreciation of its setting outlined at **Section 5.0**.
- 9.88 The Proposed Development is partially occluded by mature trees which line Haverstock Hill (A502) in the middle ground and backdrop. During winter months deciduous trees will shed their leaves, and filtered views through the canopy may be afforded. Where visible, the buildings materiality and detailing will be perceptible.
- 9.89 As the viewer travels north west down Haverstock Hill (A502) they will be able to readily perceive the architectural quality of the building, including the light buff brick detailing, arched windows and lintels, and the light metal window frames and railings. The buildings materiality and detailing will be complementary to the surrounding existing buildings and reference Chalk Farm's railway heritage. The eastern elevation of the Proposed Development will be slender and attractive and the varying height and articulation of the block contributes to an expressive architectural form that reduces the visual perception of mass.
- 9.90 The Proposed Development would form an attractive townscape feature and would enhance the legibility and wayfinding towards the Chalk Farm area. The building would add interest to the skyline and improve the visual amenity of the view with high quality architecture.



CUMULATIVE

- 9.91 The cumulative context demonstrates significant further change within the view. The Proposed Development would be seen in conjunction with approved schemes at Camden Goods Yard, Petrol Filling Station (Ref: 2017/3847/P) and 100 Chalk Farm Road (Ref: 2013/5404/P).
- 9.92 In the foreground and middle ground of the view the observer will be able to readily see the redevelopment of the Petrol Filling Station and 100 Chalk Farm Road. The Proposed Development and the cumulative schemes demonstrate the change in the view, reinforcing the increased scale and intensity of development located in the Chalk Farm area. The new developments will collectively contribute towards a thriving, mixed-use area, characterised by high quality contemporary architecture.



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VIEW 10: ETON COLLEGE ROAD**EXISTING**

- 9.93 View 10 is located along Eton College Road, north of the junction with Adelaide Road. The viewpoint is looking towards the east and is located approximately 129m from the centre of the Site.
- 9.94 The foreground of the view is characterised by the road junction of Eton College and Adelaide Road. The roads are typical for a domestic area and would be subject to movement and activity during peak hours. A pelican crossing is visible within the foreground along Adelaide Road proving a crossing point for pedestrians.
- 9.95 Within the fore and middle ground, development fronting onto Adelaide Road, is predominantly residential and is characterised by red brick blocks which vary between six and seven storey and date from the late twentieth century. A series of mature trees intermittently line Adelaide Road.
- 9.96 The backdrop of the view is narrow due to interposing mature vegetation in the fore and middle ground.
- 9.97 The view would likely be experienced by residents, pedestrians and road users.



PROPOSED

- 9.98 The Proposed Development will be readily perceptible in the middle ground of the view, and will introduce a new taller building into the view. The scale of the development would sit comfortably in the context of heights of existing development in the fore and middle ground of the view.
- 9.99 The lower floors of the Proposed Development are partially occluded by mature trees which line Adelaide Road (B509) in the middle ground and backdrop. During winter months deciduous trees will shed their leaves, and filtered views through the canopy may be afforded. Where visible, the building's materiality and detailing will be perceptible.
- 9.100 The architectural quality of the Proposed Development may be appreciated from this location. The western elevation of the Proposed Development will be slender and attractive. The visible detailed design includes the light buff brick detailing, arched windows and lintels, and the light metal window frames and railings. The buildings materiality and detailing will be complementary to the surrounding existing buildings and reference Chalk Farm's railway heritage. The varying height and articulation of the block contributes to an expressive architectural form that reduces the visual perception of mass.
- 9.101 The Proposed Development would form an attractive townscape feature and would enhance the legibility and wayfinding towards the Chalk Farm area. The building would add interest to the skyline and improve the visual amenity of the view with high quality architecture.



CUMULATIVE

- 9.102 The cumulative context demonstrates further change within the view. The Proposed Development would be seen in conjunction with approved schemes at 5-17 Haverstock Hill (Ref: 2016/3975/P).
- 9.103 The development at 5-17 Haverstock Hill will be partially visible in the foreground of the view, and partly occlude the north elevation of the Proposed Development. The scheme along Haverstock Hill comprises of the demolition of the existing building and the erection of part-six and part-seven storey residential and commercial development.
- 9.104 The Proposed Development and the cumulative schemes demonstrate the change in the view, reinforcing the increased scale and intensity of development located in the Chalk Farm area. The new developments will collectively contribute towards a thriving, mixed-use area, characterised by high quality contemporary architecture.



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VIEW 11: CROGSLAND ROAD

EXISTING

- 9.105 View 11 is located along Crogsland Road, to the west of the locally listed Camden Enterprise Hotel and Pub. The viewpoint is looking towards the south and is situated approximately 55m from the centre of the Site.
- 9.106 The foreground of the view is made up of the Camden Enterprise Hotel, a stock brick Victorian building, with oxblood coloured façade to the ground floor level. Part of the pub fronts onto the road junction of Haverstock Hill, Regents Park Road and Adelaide Road. Haverstock Hill (A502) forms the main highway through the area and is a busy thoroughfare through north west London. The highway caters for a variety of transport movements, which during peak hours sees a lot of movement and activity.
- 9.107 In the middle ground of the view development varies in form and appearance. Buildings primarily date from the late twentieth and early twenty-first centuries, and reflect traditional and contemporary architectural styles. At ground floor level properties have been converted to commercial usages. The active frontages at ground floor of the buildings introduce activity and interest to the townscape.
- 9.108 Although the backdrop of the view is relatively narrow due to interposing development, there are partial views of the tall residential towers of Blashford and Dorne.
- 9.109 The view would likely be experienced by residents, pedestrians, roads users and users of the commercial premises.



PROPOSED

- 9.110 The Proposed Development would be readily perceptible in the middle ground and will introduce a new taller building into the view.
- 9.111 The Proposed Development will be read as a ground plus six storeys and will sit comfortably within the existing context of building heights in the fore and middle ground, although the building would become the tallest feature of this cluster.
- 9.112 The eastern elevation of the building will be a form prominent feature in the experience of the visual receptors, although this will not change of the overall character of the townscape, which includes development of various scales and architectural styles. At ground floor level the proposed usages will create a new active frontage along the street edge and draw pedestrian activity into the Site.
- 9.113 The existing ordinary building would be replaced with a building of high quality architecture. From this location the architectural quality of the proposals can be appreciated. The form and massing of the block is simple and attractive, forming a feature within the townscape. The Proposed Development is set back behind the street edge, and has been articulated into two blocks. The taller southern block rises to seven storeys, whereas the northern block has a reduced height of four storeys, reducing the visual prominence of the building. The visible detailed design includes the light buff brick detailing, arched windows and lintels, and the light metal window frames and railings. The buildings materiality and detailing will be complementary to the surrounding existing buildings and reference Chalk Farm's railway heritage.
- 9.114 The Proposed Development would form an attractive townscape feature and would enhance the legibility and wayfinding towards the Chalk Farm area. The building would add interest to the skyline and improve the visual amenity of the view with high quality architecture.



CUMULATIVE

- 9.115 The cumulative condition is no different from the proposed, because there are no cumulative schemes visible within the view.



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VIEW 12: REGENT'S PARK ROAD**EXISTING**

- 9.116 View 12 is located along Regent's Park Road, outside the Circa apartment block. The viewpoint is looking towards the north east and is situated approximately 75m from the centre of the Site.
- 9.117 The view is characterised by Regent's Park Road, which gently descends from the fore to the middle ground of the view till it joins with Chalk Farm Road. The one way road would be subject to light traffic and includes dedicated cycle lanes. Within the immediate area, development is primarily made up of residential and development, with some commercial establishments.
- 9.118 Development lining Regent's Park Road is largely formed of residential blocks that vary between three and five storey and vary in quality and architectural style. To the viewer's left, a number of mature trees can be seen to the rear of the seven storey Bridge House and provide filter views further north west.
- 9.119 Within the middle ground, partial views of given development lining Chalk Farm Road. Similarly, development varies in scale, quality and architectural styles, with a number of buildings at ground floor level having commercial establishments with residential.
- 9.120 Beyond, glimpsed views are given of tall and large residential development including Hardington Tower, Mead Close and the locally listed former Chappell's Piano Factory.
- 9.121 The view would likely be experienced by residents, pedestrians, roads users and users of the commercial premises.



PROPOSED

- 9.122 The Proposed Development would be visible within the foreground, although partially occluded by the adjacent properties at 151–153 Regent's Park Road. Where visible, the western elevation of the proposals would form a noticeable feature within the view.
- 9.123 During summer months, mature trees lining the rear boundary of Bridge House will be leaf, further screening the Proposed Development from view and providing highly filtered views. When more perceptible during winter months, the scale and massing of the building will sit comfortably in the context of exiting development in the view, and will sit below the roofline of buildings within the foreground.
- 9.124 From this location the architectural detailing of the building can be appreciated including, the light buff brick detailing, arched windows and lintels, and the light metal window frames and railings. The buildings materiality and detailing will be complementary to the surrounding existing buildings and reference Chalk Farm's railway heritage.
- 9.125 The Proposed Development is not a conspicuous element in the view and does not alter the present focus of the view, which is characterised by the Regent's Park Road and development of varying scale, quality and architectural styles.
- 9.126 The Proposed Development would form an attractive townscape feature and would enhance the legibility and wayfinding towards the Chalk Farm area. The building would add interest to the skyline and improve the visual amenity of the view with high quality architecture.



CUMULATIVE

9.127 The cumulative condition is no different from the proposed, because there are no cumulative schemes visible within the view.



APPENDIX 1: METHODOLOGY

151-157 REGENTS PARK ROAD

155 REGENTS PARK

LONDON



Appendix:

CITYSCAPE VERIFIED VIEWS METHODOLOGY

0.0	INTRODUCTION	4	4.0	MODEL POSITIONING	10
0.1	Methodology overview		4.1	Height and position check	
0.2	View selection				
1.0	PHOTOGRAPHY	4	5.0	CAMERA MATCHING	12
1.1	Digital photography		5.1	Cityscape's Database	
1.2	Lenses		5.2	Creation of Scheme Model	
1.3	Digital camera		5.3	Camera Matching Process	
1.4	Position, time and date recording		5.4	Wireline Image	
2.0	DIGITAL IMAGE CORRECTION	6	6.0	RENDERING	14
2.1	Raw file conversion		6.1	Rendering	
2.2	Digital image correction		6.2	Texturing	
			6.3	Lighting and sun direction	
3.0	GPS SURVEY	8	7.0	POST PRODUCTION	16
3.1	Survey		7.1	Post production	



0.0 INTRODUCTION

0.1 Methodology overview

The methodology applied by Cityscape Digital Limited to produce the verified images or views contained in this document is described below. In the drafting of this methodology and the production and presentation of the images, guidance has been taken from the London View Management Framework SPG March 2012. The disciplines employed are of the highest possible levels of accuracy and photo-realism which are achievable with today’s standards of architectural photography and computer-generated models.

0.2 View selection

The viewpoints have been selected through a process of consultation with relevant statutory consultees and having regard to relevant planning policy and guidance.

1.0 PHOTOGRAPHY

1.1 Digital photography

With the latest advances in Digital Photography it is now possible to match the quality of plate photography.

1.2 Lenses

For local views a wide angle lens of 24mm or 35mm is generally used in order to capture as much of the proposal and its surroundings as possible. Intermediate distance views were photographed with a lens between 35mm to 70mm and occasionally long range views may be required with lens options ranging from 70mm to 600mm. As a guide, the following combinations were used:

Distance to subject	View	Lens Options
0 – 800 metres	Local	24mm to 35mm
800 to 5000 metres	Intermediate	35mm to 70mm
5000+ metres	Long	70mm to 600mm

Examples of these views are shown in Figures 4 and 5.

1.3 Digital camera

Cityscape uses a Canon 5D MK IV (shown in figure 1) and a Canon 1DS MK III (all full frame digital SLRs) high resolution digital camera for the digital photography. Also used were Canon’s ‘L’ series professional tilt and shift lenses which produce high quality images that are suitable for the camera-matching process without the need for processing and scanning.

1.4 Position, time and date recording

The photographer was provided with (i) an Ordnance Survey map or equivalent indicating the position of each viewpoint from which the required photographs were to be taken, and (ii) a digital photograph taken by Cityscape of the desired view. For each shot the camera was positioned at a height of 1.60/1.65 metres (depending on whether image is SPG or RPG3A view) above the ground level which closely approximates the human eye altitude. A point vertically beneath the centre of the lens was marked on the ground as a survey reference point and two digital reference photographs were taken of (i) the camera/tripod location and (ii) the survey reference point (as shown in Figures 2 and 3). The date and time of the photograph were recorded by the camera.





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5

- 1 Canon 1DS Digital Camera
- 2 Camera Location
- 3 Survey reference point
- 4 Local view
- 5 Intermediate view

2.0 DIGITAL IMAGE CORRECTION

2.1 Raw file conversion

Canon cameras produce a raw file format, which is then processed digitally for both high detail and colour accuracy. The final image is outputted as a tiff¹ file.

2.2 Digital image correction

The digital images were then loaded into Cityscape's computers to prepare the digital image for the next stage of camera matching (see section 5). The image is also 'bank'² corrected which means ensuring that the horizon in each digital image is precisely horizontal.

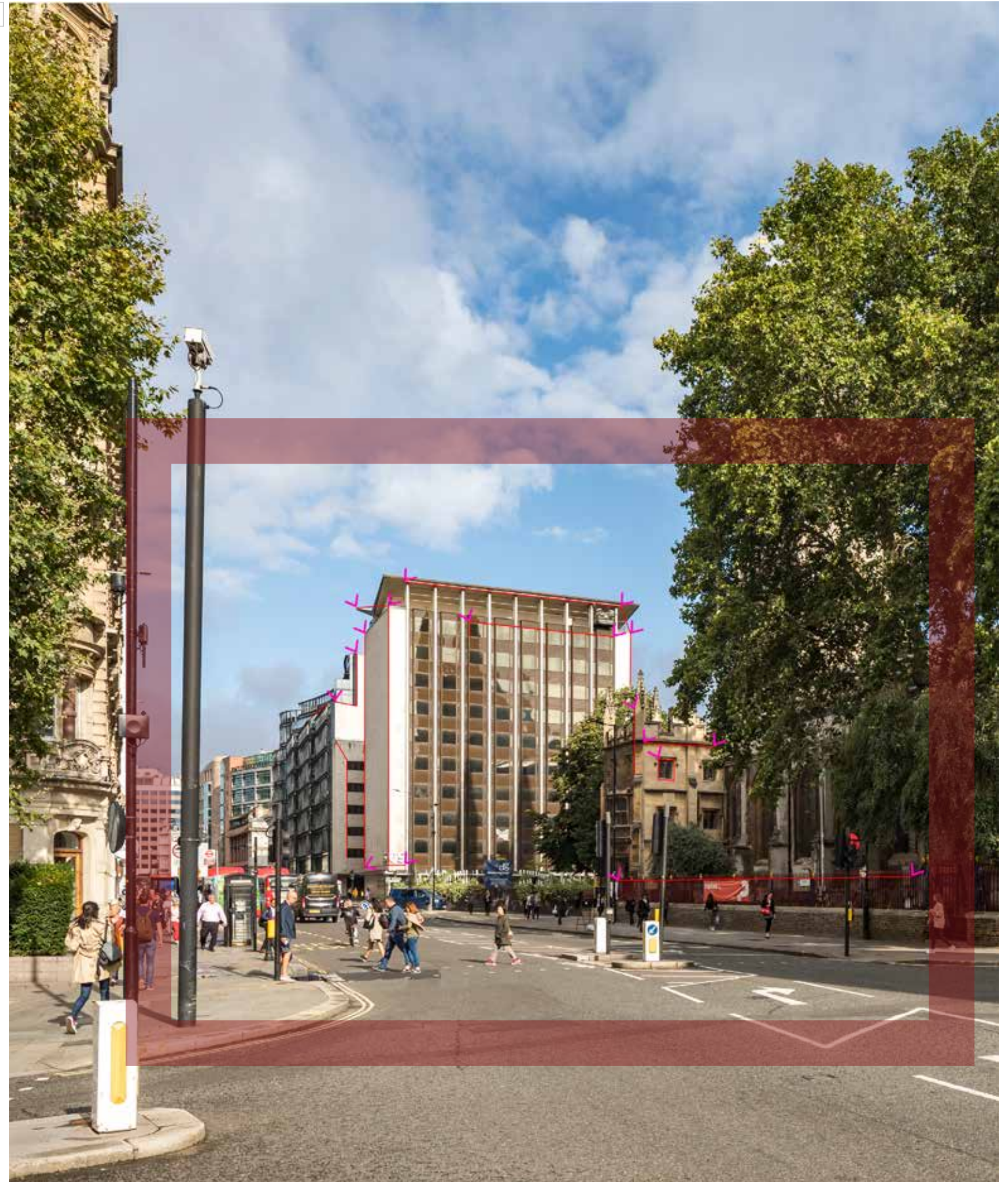
In spite of the selection of the most advanced photographic equipment, lenses are circular which results in a degree of distortion on the perimeter of images. The outer edges of an image are therefore not taken into consideration; this eliminates the risk of inaccuracy. Figure 17 in section 5 illustrates the 'safe' or non-distortive area of an image which is marked by the red circle.

The adjusted or corrected digital image, known as the 'background plate', is then saved to the Cityscape computer system ready for the camera matching process (see section 5). In preparation for the survey (see section 4) Cityscape indicates on each background plate the safe area and priority survey points, such as corners of buildings, for survey (see Figures 6 and 7)

¹ TIFF is the name given to a specific format of image file stored digitally on a computer.

² By aligning the vanishing points.

6





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6 Background plate highlighting critical survey points in purple and secondary survey strings in red

7 Area of interest to be surveyed as shown in Figure 7



3.0 GPS SURVEY

3.1 Survey

An independent surveyor was contracted to undertake the survey of (i) each viewpoint as marked on the ground beneath the camera at the time the photograph was taken (and recorded by way of digital photograph (see section 1 above) and (ii) all the required points on the relevant buildings within the safe zone.

The survey was co-ordinated onto the Ordnance Survey National Grid (OSGB36) by using Global Positioning System (GPS) equipment (see, for example, Figure 9) and processing software. The Ordnance Survey National Grid (OSGB36) was chosen as it is the most widely used and because it also allows the captured data to be incorporated into other available digital products (such as Ordnance Survey maps). The height datum used was Ordnance Survey Newlyn Datum and was also derived using the GPS.

The surveyor uses a baseline consisting of two semi-permanent GPS base stations (see Figure 8). These stations are located approximately 5730 metres apart and positioned so as to optimise the results for the area of operation (see location map, Figure 13). The base stations are tied into the National GPS Network and are constantly receiving and storing data which allows their position to be monitored and evaluated over long periods of operation. By using the same base stations throughout the survey the surveyor ensure the consistency of the results obtained.

Using the Real Time Kinematic method a real time correction is supplied by each base station to the rover (shown in Figure 10) (over the GSM³ network) physically undertaking the field survey. This enables the rover to determine the co-ordinates of its location instantaneously (i.e. in ‘real time’). The rover receives a ‘corrected’ fix (co-ordinates) from each base station. If the two independent fixes are each within a certain preset tolerance, the rover then averages the two fixes received. The viewpoints are, with a few exceptions, surveyed using this technique. This method of GPS survey (Real Time Kinematic) produces results to an accuracy in plan and height of between 15mm – 50mm as outlined in the “*Guidelines for the use of GPS in Land Surveying*” produced by the Royal Institute of Chartered Surveyors. The required points on each building are surveyed using conventional survey techniques utilising an electronic theodolite and reflectorless laser technology

(shown in Figures 11 and 12). There are two methods used to fix the building details, namely polar observations⁴ and intersection observations⁵. The position of the theodolite is fixed by the rover as described above. In certain circumstances, a viewpoint may need to be surveyed using conventional survey techniques as opposed to Real Time Kinematic, if, for example, the viewpoint is in a position where GPS information cannot be received.

³ GSM network: the mobile phone network.

⁴ Polar observation is the measurement of a distance and direction to a point from a known baseline in order to obtain co-ordinates for the point. The baseline is a line between two known stations.

⁵ Intersection observation is the co-ordination of a point using directions only from two ends of a baseline.



8



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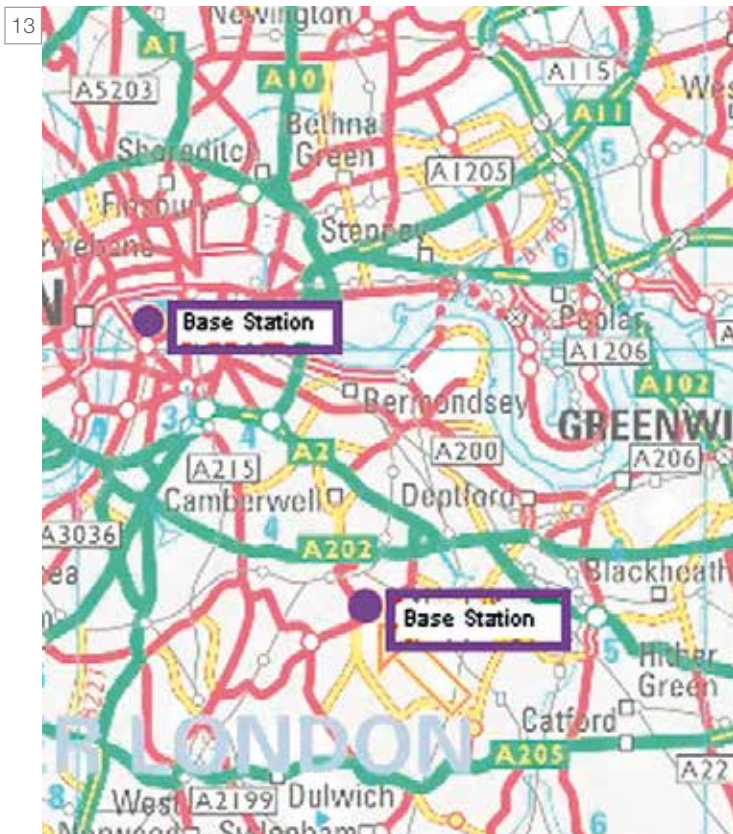
10



11



12



13

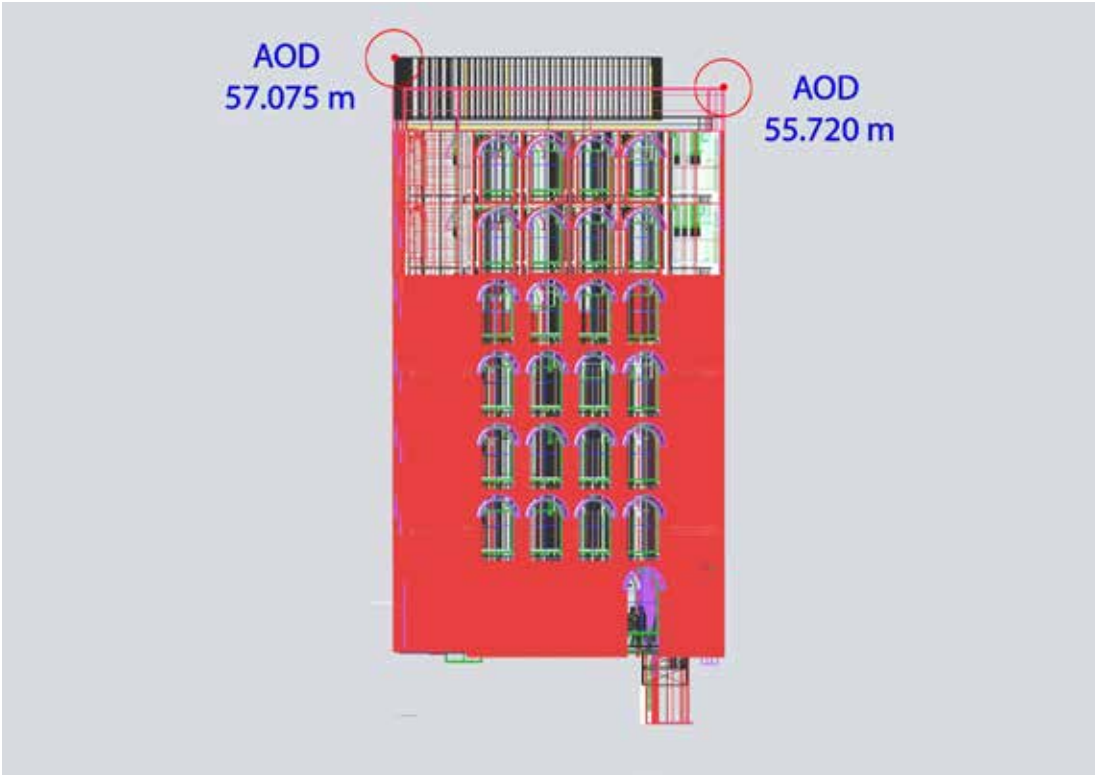
- 8 Marshall Survey semi-permanent GPS base station
- 9 GPS System
- 10 Field survey being carried out
- 11 Electronic Theodolite
- 12 Field survey being carried out
- 13 Location of Marshall Survey's GPS base stations

4.0 MODEL POSITIONING

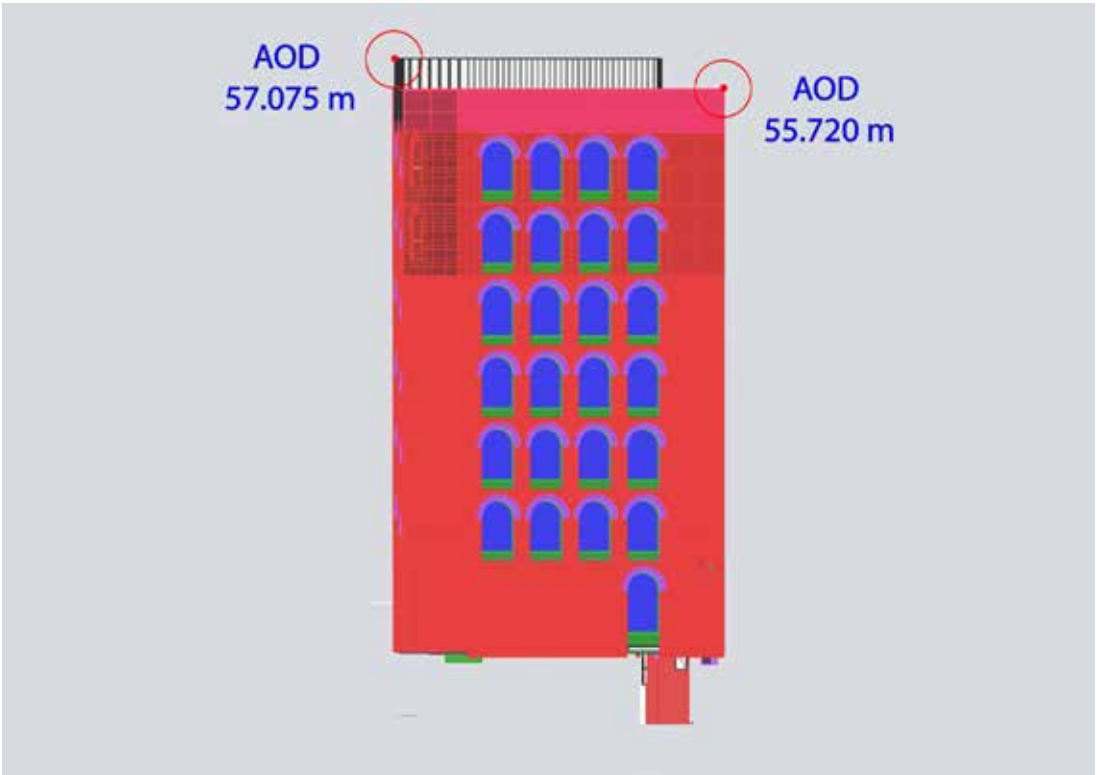
4.1 Height and position check

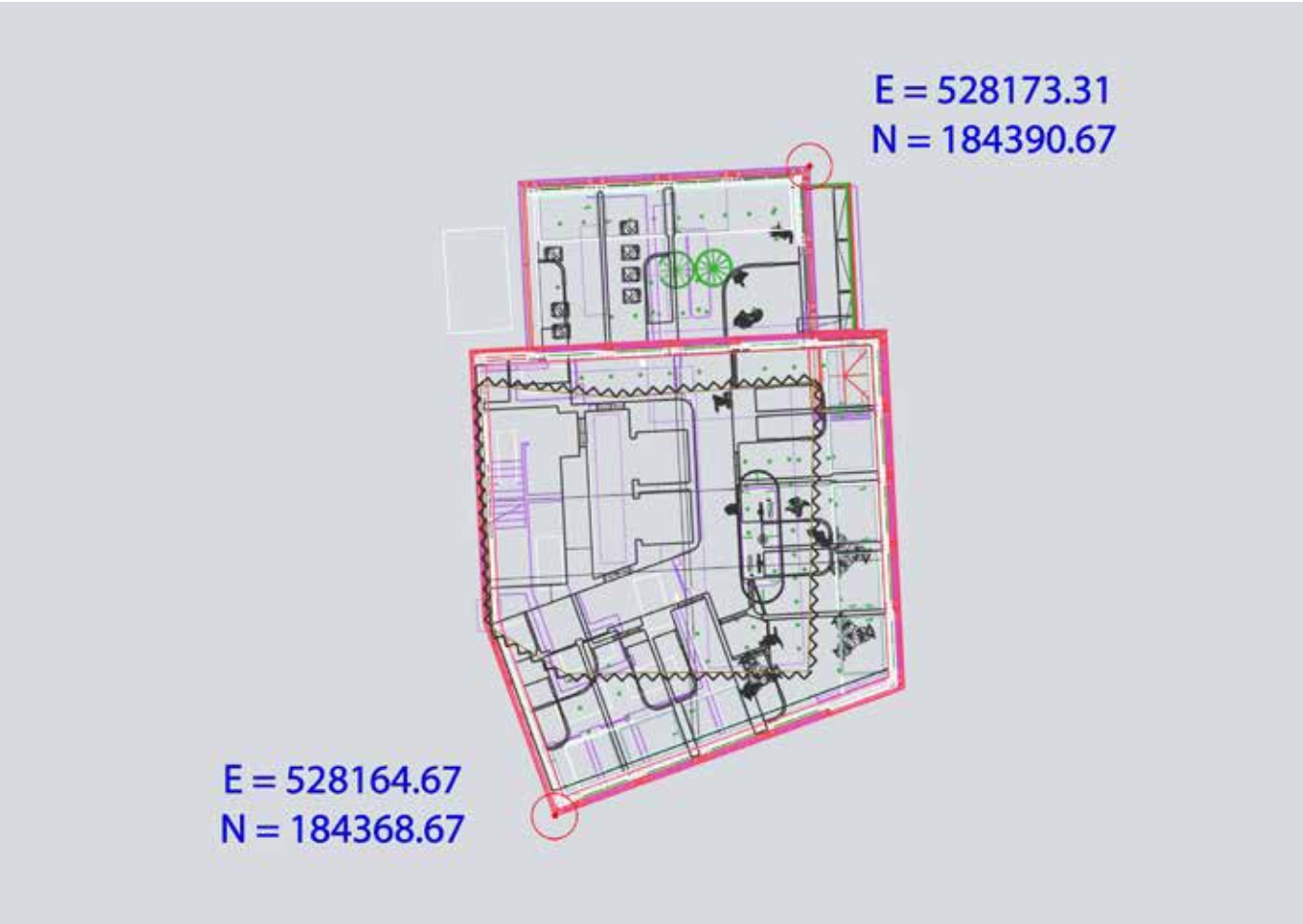
The model is positioned using a site plan provided by the architect. This is then overlaid onto OS positioned survey from a CAD provider. Once the building has been positioned, confirmation of height and position is requested from the architect. At least two clear reference points are agreed and used to confirm the site plan and Ordnance Survey. The height is cross checked against the architects section and given in metres Above Ordnance Survey Datum (AOD).

14A

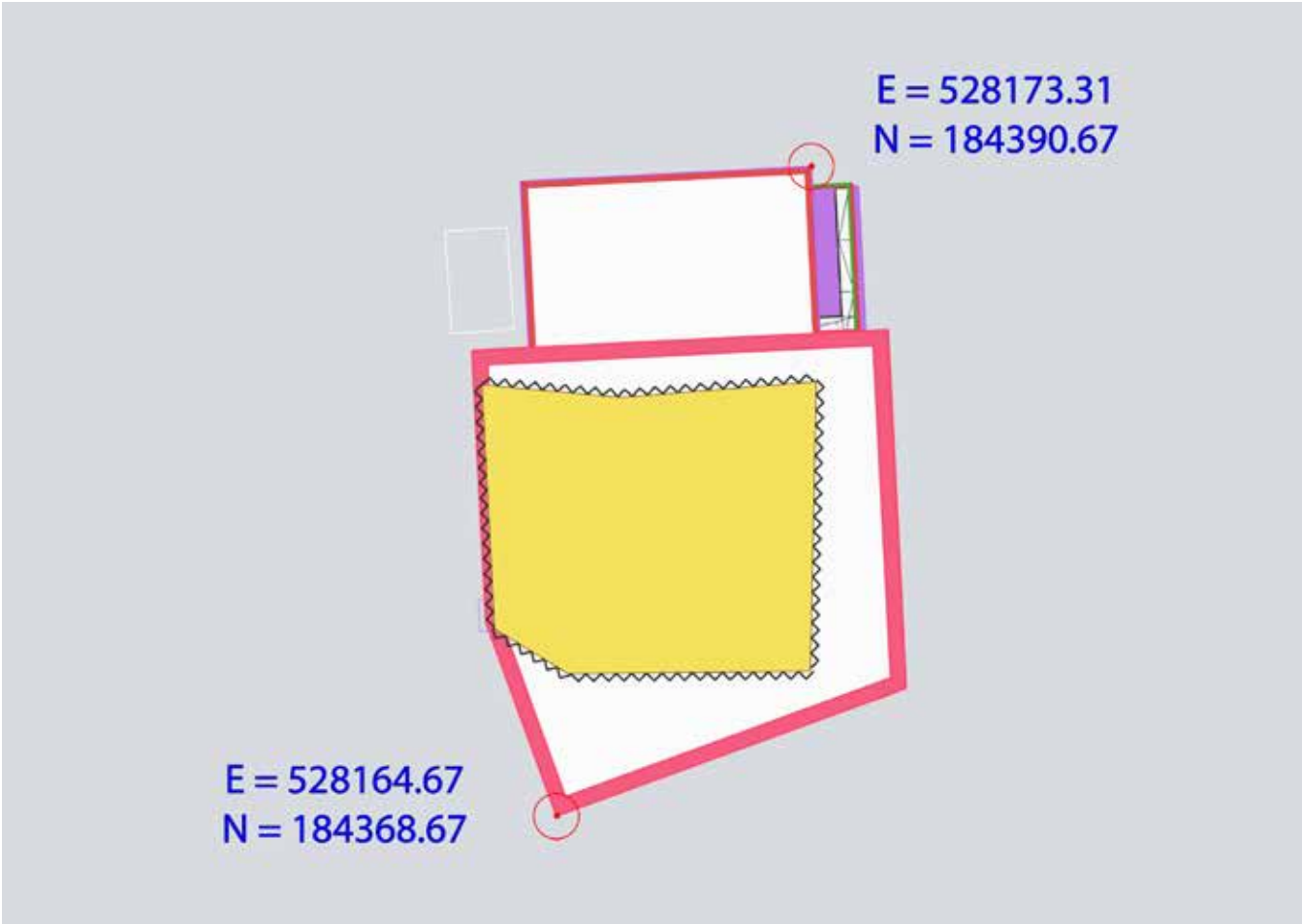


14B





15A



15B

14A Architect's Elevation Drawing

14B Cityscape's Elevation Model

15A Architect's Plan Drawing

15B Cityscape's Plan Model

5.0 CAMERA MATCHING

5.1 Cityscape's Database

Cityscape has built up a comprehensive database of survey information on buildings and locations in central London; the database contains both GPS survey information and information regarding the dimensions and elevations of buildings gathered from architects and other sources. Figure 16 shows a selection of GPS located models (yellow) within Cityscape's database which effectively represents a 3D verified computer 'model' of some prominent buildings in central London. The term '3D model' has been adopted with caution in this methodology as it is thought to be slightly misleading because not every building in central London is included in the database although the majority of those buildings which form part of the 'skyline' are included.

The outlines of buildings are created by connecting the surveyed points or from the information obtained from architects' drawings of particular buildings. By way of example of the high level of detail and accuracy, approximately 300 points have been GPS surveyed on the dome of St. Paul's. The database 'view' (as shown in Figure 16) is 'verified' as each building is positioned using coordinates acquired from GPS surveys.

In many instances, the various co-ordinates of a particular building featured in one of the background plates are already held by Cityscape as part of their database of London. In such cases the survey information of buildings and locations provided by the surveyor (see section 3 above) is used to cross-check and confirm the accuracy of these buildings. Where such information is not held by Cityscape, it is, where appropriate, used to add detail to Cityscape's database. The survey information provided by the surveyor is in all cases used in the verification process of camera matching.

5.2 Cityscape's Database

A wireframe⁶ 3D model of the proposed scheme if not provided is created by Cityscape from plans and elevations provided by the architects and from survey information of the ground levels on site and various other points on and around the site, such as the edge of adjacent roads and bollards etc. provided by the surveyor.

5.3 Camera Matching Process

The following information is required for the camera matching process:

- Specific details of the camera and lens used to take the photograph and therefore the field of view (see section 1);

- The adjusted or corrected digital image i.e. the 'background plate' (see section 2);
- The GPS surveyed viewpoint co-ordinates (see section 3);
- The GPS surveyed co-ordinates of particular points on the buildings within the photograph (the background plate) (see section 3);
- Selected models from Cityscape's database (see section 3);
- The GPS surveyed co-ordinates of the site of the proposed scheme (see section 3);
- A 3D model of the proposed scheme (see section 4).

A background plate (the corrected digital image) is opened on computer screen (for example, Figure 17), the information listed above is then used to situate Cityscape's virtual camera such that the 3D model aligns exactly over the background plate (as shown in Figures 18 and 21) (i.e. a 'virtual viewer' within the 3D model would therefore be standing exactly on the same viewpoint from which the original photograph was taken (Figure 20). This is the camera matching process.

5.4 Wireline Image

Cityscape is then able to insert the wireframe 3D model of the proposed scheme into the view in the correct location and scale producing a verified wireline image of the proposal (shown in Figures 19 & 22).

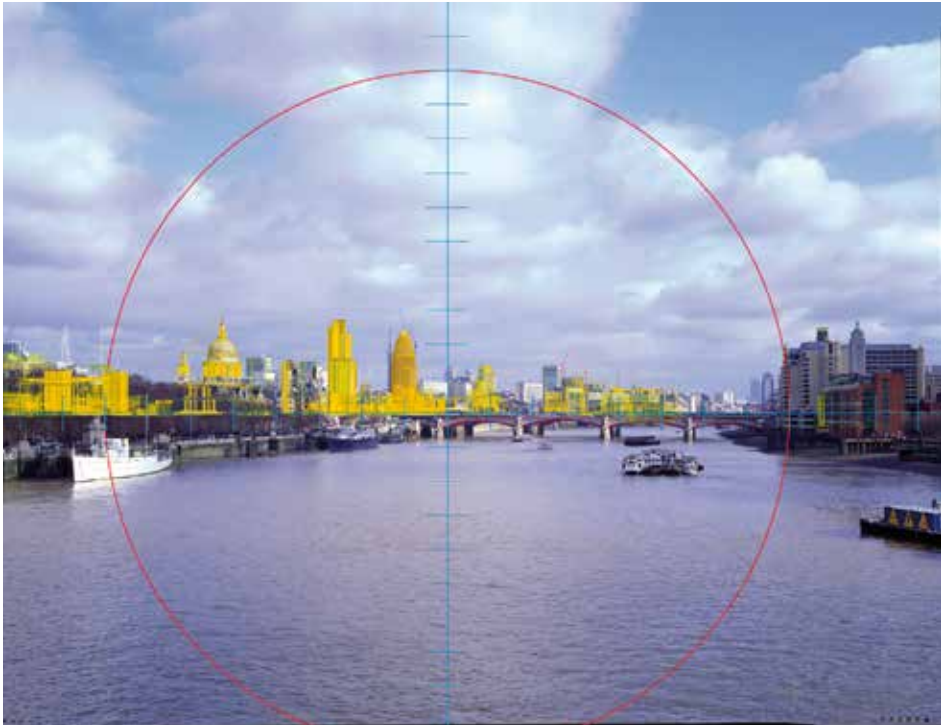
The camera matching process is repeated for each view and a wireline image of the proposal from each viewpoint is then produced. The wireline image enables a quantitative analysis of the impact of the proposed scheme on views.

16



⁶ A wireframe is a 3D model, a wireline is a single line representing the outline of the building.

- 16 Selected GPS located models (yellow) from Cityscape's database, situated on Cityscape's London digital terrain model
- 17 Background plate & selected 3D models as seen by the computer camera. Red circle highlights the safe or non-distortive area of the image
- 18 Background plate matched to the 3D GPS located models
- 19 The camera matched background plate with an example of a proposed scheme included in red
- 20 Background plate: digital photograph, size and bank corrected as described in section 3
- 21 Camera matching: the background plate matched in the 3D GPS located models
- 22 The camera matched background plate with the proposed scheme included



17

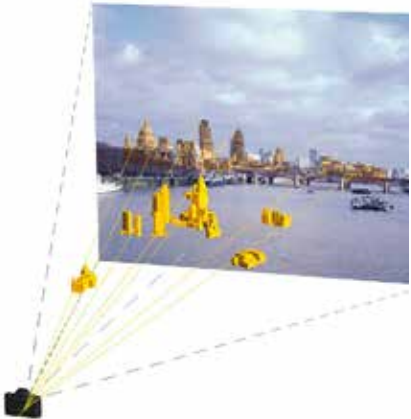


20

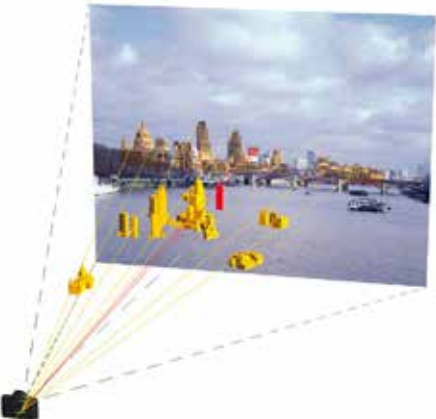


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22



6.0 RENDERING

6.1 Rendering

Rendering is a technical term referring to the process of creating a two-dimensional output image from the 3D model.

6.2 Texturing

In order to assist a more qualitative assessment of the proposals, the output image needs to be a photo-realistic reflection of what the proposed scheme would look like once constructed. The process of transforming the wireframe 3D scheme model (see Section 7) into one that can be used to create a photo-realistic image is called texturing⁷

Prior to rendering, Cityscape requires details from the architect regarding the proposed materials (e.g. type of glass, steel, aluminium etc.) to be utilised. Cityscape also use high resolution photographic imagery of real world material samples, supplied by the client or the manufacturer, to create accurate photorealistic textures for use in all our images. This information is used to produce the appearance and qualities in the image that most closely relates to the real materials to be used (as shown in Figures 24 and 25).

6.3 Lighting and sun direction

The next stage is to light the 3D model to match the photographic environment. The date (including the year) and time of the photograph and the latitude and longitude of the city are input (see Figure 23) into the unbiased physically accurate render engine. Cityscape selects a 'sky' (e.g. clear blue, grey, overcast, varying cloud density, varying weather conditions) from the hundreds of 'skies' held within the database to resemble as closely as possible the sky in the background plate. The 3D model of the proposed scheme is placed within the selected sky (see Figure 27) and using the material properties also entered, the computer calculates the effects of the sky conditions (including the sun) on the appearance of the proposed scheme.

An image of the proposed scheme is produced showing the effect of light and sun (as shown in Figure 26). The selection of the matching sky is the only subjective input at this stage.

⁷ Texturing is often referred to as part of the rendering process, however, in the industry, it is a process that occurs prior to the rendering process.

