

Transformation of the Ugly Brown Building

Tavernor Consultancy

Townscape, Visual and Built Heritage Assessment Addendum

Plot A design changes

January 2021



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1 Introduction

1.1	This Townscape, Visual and Built Heritage Assessment (TVBHA) has been prepared by the Tavernor Consultancy Ltd ('Tavernor Consultancy') to accompany the Section 73 application for revised proposals for the Transformation of the Ugly Brown Building (the 'Proposed Development'), at Nos.2-6 St Pancras Way, London NW1 0TB ('the Site') designed by architect, Bennetts Associates for Reef Estates Limited ('the Applicant'). A planning application, for the redevelopment of the Ugly Brown Building (Ref: 2017/5497/P), was granted full planning permission by the London Borough of Camden in March 2020, (the 'Consented Development'). This document provides further information to (and should be read alongside) the replacement TVBHA for the Consented Scheme submitted in March 2018 (hereafter referred to as 'the March 2018 TVBHA').	1.5	The cumulative schemes modelled are unchanged from those included in the March 2018 TVBHA.	1.11	When determining applications, Chapter 16 of the NPPF requires Local Planning Authorities to account for: <ul style="list-style-type: none">• “the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;• The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and• The desirability of new development making a positive contribution to local character and distinctiveness.” (para. 192).	process and the significance of potentially affected heritage assets has been assessed in proportion to the likely effects of the proposals. The Site does not contain any listed buildings and is not located in a conservation area. There are listed buildings and conservation areas in the wider surrounding area. Opportunities to enhance or preserve positive aspects of the setting of heritage assets has informed the design process and any potential 'harm' has been weighed against other heritage and public benefits brought by the Proposed Development.	
1.2	This document provides an assessment of the likely effects of the revised design of Plot A of the Proposed Development on the surrounding townscape character and composition of representative local townscape views and on the settings of designated and non-designated heritage assets close to the Site. The assessment is based on architectural drawings by Bennetts Associates which are being submitted as part of the planning application, and verified images by Miller Hare, which are included within this report. This document should be read in conjunction with the Design and Access Statement (DAS) produced by Bennetts Associates and the Section 73 application documentation. The Proposed Development has been modelled and reassessed in a selection of views assessed in the March 2018 TVBHA, as agreed with London Borough of Camden officers during pre-application discussions for permission 2017/5497/P. These are close rendered views in which the revised design of the Proposed Development would be most visible. The remaining views assessed in the March 2018 TVBHA have been remodelled but not reassessed and are included in Appendix A1.	1.6	A National Planning Policy Framework (NPPF) was introduced in 2012 (Ref 1-5) to replace the previous Planning Policy Statements (PPS), and revised in July 2018 and February 2019. It sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system.	1.12	When assessing the likely impact of a proposed development, “great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting” (para. 195). The substantial harm or loss of significance to Grade I and II* listed buildings and WHSs should be wholly exceptional.	1.16	The Examination in Public (EiP) on the emerging new London Plan was held in early 2019. The Panel of Inspectors appointed by the Secretary of State issued their report and recommendations to the Mayor in October 2019. The Mayor considered the Inspectors' recommendations and issued to the Secretary of State his intention to publish the London Plan. The Secretary of State issued a response, which directed change to some policies, and the draft London Plan was updated in response in December 2020. These changes have not materially changed the parts of the draft London Plan of relevance to this assessment. The final London Plan is likely to be adopted in 2021.
	Methodology	1.7	Chapter 12 notes that “the creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities” (para 124). It notes that development should optimise the potential of the site to accommodate and sustain an appropriate amount and mic of development (para. 127) and that design quality should be considered in the assessment of development proposals (para. 128).	1.13	Less than substantial harm “should be weighed against the public benefits of the proposal” (para. 196). Substantial harm to significance will be permitted when the harm enables the proposed development to provide “substantial public benefits that outweigh that harm or loss” or when all of the following criteria are met: <ul style="list-style-type: none">• “the nature of the heritage asset prevents all reasonable uses of the site; and• no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and• conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and• the harm or loss is outweighed by the benefit of bringing the site back into use.”		<i>The New London Plan: Spatial Development Strategy for Greater London: Publication London Plan (December 2020) (Ref 1-7A)</i>
1.3	The methodology for the assessment has not altered and is as set out in the March 2018 TVBHA.	1.8	Policy and guidance relating to conservation and enhancement of the historic environment is set out in Chapter 16 of the NPPF. It is identical to the NPPF 2018 and broadly consistent with the policies in NPPF 2012 Chapter 12. It sets out the Government's overarching planning policies put in place to conserve the historic environment and its heritage assets so that they may be enjoyed by this and future generations. It gives guidance relating to designated heritage assets – listed buildings, conservation areas, World Heritage Sites (WHS) and Registered Parks and Gardens – and undesignated heritage assets, buildings positively identified as having a degree of heritage significance meriting consideration during the planning process.	1.14	When considering proposals for development within a conservation area, WHS or setting of a heritage asset, Local Planning Authorities are required to seek opportunities for enhancement and to treat favourably proposals which “preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset” (para. 200). Additional guidance is given in relation to changes in settings in the Historic England publication; The Setting of Heritage Assets (Ref 1-4).	1.17	The 2019 guidance replaces the previous 2011 publication (Ref 1-11) and has been updated to support the Camden Local Plan adopted in 2017, though the content is broadly as for the 2011 document. The SPD considers building design in more detail. Sections 2 Design Excellence and 3 Heritage are of particular relevance to this assessment. CPG1 reiterates that good design should enhance the character of existing buildings on the site, the setting of the existing context of the site and strategic and local views; this is particularly important in conservation areas. Good design should provide visual interest from all aspects and distances. Materials should form an integral part of the design process and should relate to the character and appearance of an area, particularly in conservation areas and within the settings of listed buildings.
1.4	For each viewpoint, the following views have been modelled: <ol style="list-style-type: none">1. Consented Development: with the Consented Development inserted in render or wireline form as assessed in the March 2018 TVBHA;2. Proposed Development: with the Proposed Development inserted in render or wireline form; and3. Proposed Development, cumulative: with the Proposed Development inserted in render or wireline form together with significant approved or submitted schemes (as orange wirelines).	1.9	In order to assess the nature and degree of likely effects on the significance of heritage assets, the Chapter 16 of NPPF requires “an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.” (para. 189)	1.15	The assessment has been formed to accord with these policies. The relevant records have been consulted as part of the design	1.18	Otherwise the planning policy context remains as set out in the March 2018 TVBHA.
		1.10	As the NPPF Glossary (Annex 2) defines it, 'significance' is “the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.” (p. 71) The significance of relevant heritage assets is described in Section 4.				Baseline conditions
						1.19	The baseline conditions for the assessment have not altered and are as set out in the March 2018 TVBHA.
							Visual Characteristics of the Proposed Development
						1.20	Only the design of the building on Plot A, would alter in comparison to the Consented Development. These changes have evolved in consultation with LBC officers during

	pre-application discussions. The design of remaining buildings on Plots B and C would remain as for the Consented Development.		<ul style="list-style-type: none"> • Pavilion parapet increased in height by 117mm to accommodate satisfactory & uniform floor to ceiling heights to all floors; and
1.21	<p>The key amendments to the Consented Development are as follows:</p> <ul style="list-style-type: none"> • Roof plant enclosure enlarged & increased in height by 830mm to accommodate future labs tenant services (omission of green roof to this level); • Pavilion fins increased in height by 340mm; • The north façade has been set back by 300-500mm to create a gap between Canal Side Studios with a metal closer panel provided on St Pancras Way to prohibit access; • Provision of Davit Arm Industrial Rope Access points for cleaning and maintenance in place of BMU; • Planting to level 05 terrace (green roof and blue roof provision); • Sliding doors with internal glazed balustrade opening on to Regent's Canal (previously fixed windows); • Terrace balustrade height has been lowered to correspond to lowered floor levels • Signage Locations proposed at ground floor level; • Revolving door relocated to south façade (swapping with the pass door) to improve legibility of reception entrance from canal and St. Pancras way approaches; • Pass door moved to west façade (swapping with revolving door); • Doors to St Pancras Way have been inset and set back from the pavement; • Revolving door and double door to café (located on the south façade, upper level) replaced with single leaf door and fixed glazing to allow internal seating to be positioned up against canal; • Solid panelling has been added to the secondary core shaft to match the metal material finish of the adjacent curtain walling; • Pavilion spandrels changed from laminated glass to PPC metal panels to ensure only non-combustible materials are used at compartment lines; 	1.22	<ul style="list-style-type: none"> • External steps & landscaping to south of Plot A amended. <p>These changes are sought to refine the design and functionality of the development and the pedestrian experience, and to allow for the potential occupation of the development as lab space.</p>

2 Revised effects

- Demolition and Construction
- 2.1 The effects of demolition and construction would not alter in comparison to the Consented Development.
- Completed Proposed Development
- Built Heritage Assessment
- Assessment of likely effects on the character and appearance of the Regent's Canal Conservation Area
- 2.2 As demonstrated by Views 4, 5 and 13, like the Consented Development, the Proposed Development would make a major change to the character and appearance of the southern part of sub-area 2 of the conservation area. As for the Consented Development, due to the alignment of the canal and the scale of the Proposed Development, from the northern end of sub-area 2 the effects would be much more limited. As for the Consented Development, due to the alignment of the canal and the scale of the Proposed Development the effects on sub-area 1 to the north would be negligible. From the northern half of sub-area 3 to the south, the Proposed Development, like the Consented Development would be clearly visible but its effect would be greatly reduced by the intervening consented schemes at 101 and 102 Camley Street to the south-east of the Site.
- 2.3 Although the canal frontage of Plot A of the Proposed Development would appear slightly taller than in the Consented Development, and the architectural treatment of plant screening on both the canal and St Pancras Way frontages, would be noticeably different in character from the Consented Development, the proposed changes would not materially alter the scale or nature of any effects on the character and appearance of the conservation area. As for the Consented Development, the subdivision of the large Site into a number of smaller plots with variations in their use and appearance would break up the long canal frontage and the streetscape along St Pancras Way. As for the Consented Development, the variation in the roofscape and architectural treatment across the plot would complement the meandering picturesque alignment of the canal and the existing finer grain of the western canal edge to the north of the Site. As for the Consented Development the upper storeys of Plot A would be set well back from the canal edge elevation and its architectural treatment has been carefully considered to complement the varied industrial and residential architectural character of the existing and emerging canal edge. As the rendered views and the DAS illustrate, the Proposed Development would continue to enhance the architectural quality of the canal edge and St Pancras Way with a resulting enhancement of the character and appearance of the conservation area.
- 2.4 As for the Consented Development, the character and appearance of the conservation area would be preserved or enhanced by the Proposed Development in accordance with Section 72(1) of the Planning (Listed Buildings and

- Conservation Areas) Act 1990 (Ref 1-15). There would be no harm to the designated conservation area and therefore paras.195 and 196 of the NPPF (Ref 1-5A) would not be engaged. The assessment would not alter from the March 2018 TVBHA.
- Significance of likely effect: **Negligible to major, beneficial**
- Cumulative effects
- 2.5 The consented developments at 101 and 102 Camley Street, are outside the conservation area. Therefore, while they would have an effect on the close setting of the conservation area they would not alter the effect on the character and appearance of the conservation area itself and would not alter the significance of effect in comparison to that of the Proposed Development assessed in isolation.
- Significance of likely cumulative effect: **Negligible to major, beneficial**
- Assessment of likely effects on the setting of the King's Cross Conservation Area
- 2.6 As Views 12 demonstrates, the likely effects on the setting of the King's Cross Conservation Area, which is the closest part of the conservation area to the Site, would not be altered by Proposed Development in comparison to the Consented Development. Like the Consented Development, the Proposed Development would have a beneficial effect on the setting of the northern edge of the conservation area. There would be no harm to the setting of the designated conservation area therefore paras.195 and 196 of the NPPF (Ref 1-5A) would not be engaged. The assessment would not alter from the March 2018 TVBHA.
- Significance of likely effect: **Negligible to moderate, beneficial** in winter; **negligible** in summer
- Cumulative effects
- 2.7 The consented development at 101 Camley Street is within the conservation area and that at 102 Camley Street, is adjacent to its north-east edge. The cumulative development would slightly increase the magnitude of effect on the setting of the conservation area but would not alter the significance of effect in comparison to that of the Proposed Development assessed in isolation.
- Significance of likely cumulative effect: **Negligible to moderate, beneficial** in winter; **negligible** in summer
- Assessment of the likely significant effects on the heritage significance of listed structures, historic parks and gardens and non-designated heritage assets
- 2.8 There would be no material change to the effects on the settings of listed structures, historic parks and gardens and un-designated heritage assets assessed in Table 6-1 of the March 2018 TVBHA as a result of the Proposed Development in comparison to the Consented Development. The aspects

of setting of all heritage assets assessed that make a contribution to the heritage significance of that heritage asset would be preserved by the Proposed Development in accordance with Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (Ref 1-15). As for the Consented Development, there would be no harm to the heritage significance of the listed structures and landscapes, therefore paras.195 and 196 of the NPPF (Ref 1-5A) would not be engaged.

Townscape and Visual Assessment

- 2.9 Five rendered views included in the assessment of the Consented Development have been remodelled and reassessed to demonstrate revised townscape and visual effects as a result of the Proposed Development. The remaining views assessed in the March 2018 TVBHA are included in Appendix A1.

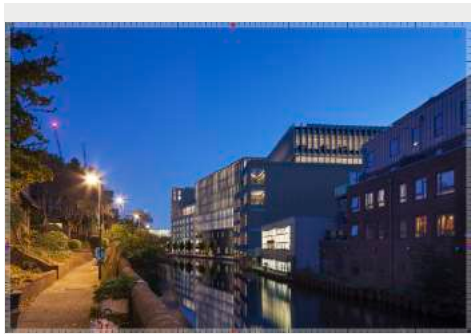
Table 2-1 Townscape Assessment Views

View	Viewing position	Geographical extent of effect	Render/Wireline
4	Elm Village (day)	Local	Render
4N	Elm Village (dusk)	Local	Render
5	Regent's Canal Towpath, looking north	Local	Render
8	Plender Street, junction with College Place	Local	Render
12	St Pancras Way, junction with Pancras Road	Local	Render
13	St Pancras Way, outside No.22	Local	Render

The Views



4 | Elm Village (day)



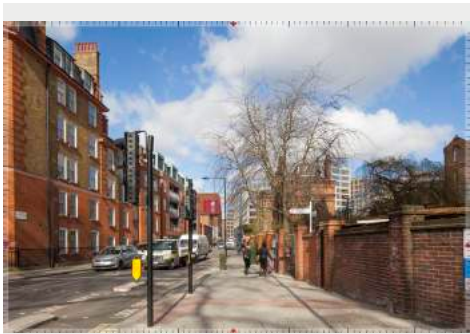
4N | Elm Village (dusk)



5 | Regent's Canal Towpath, looking north



8 | Plender Street, junction with College Place

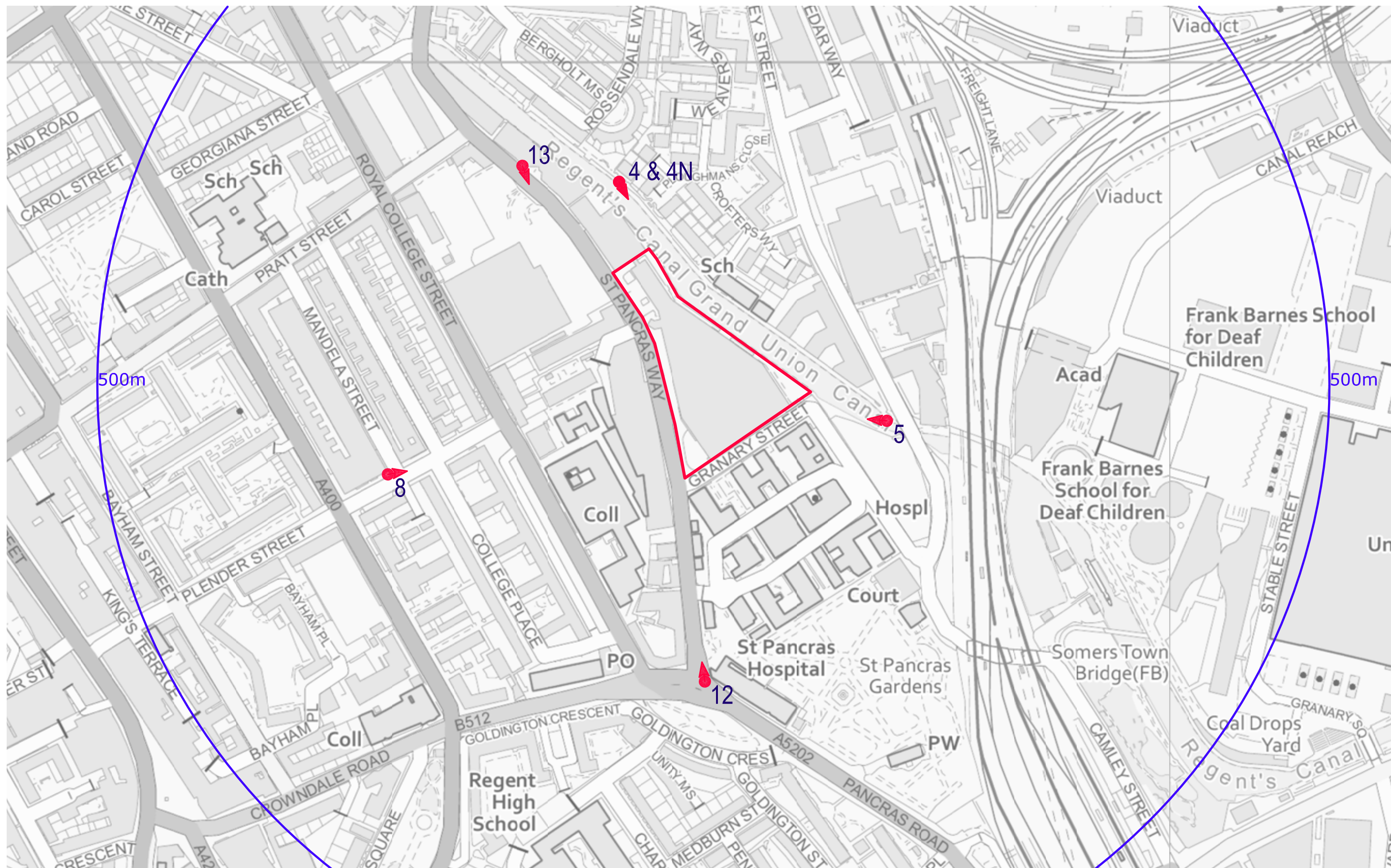


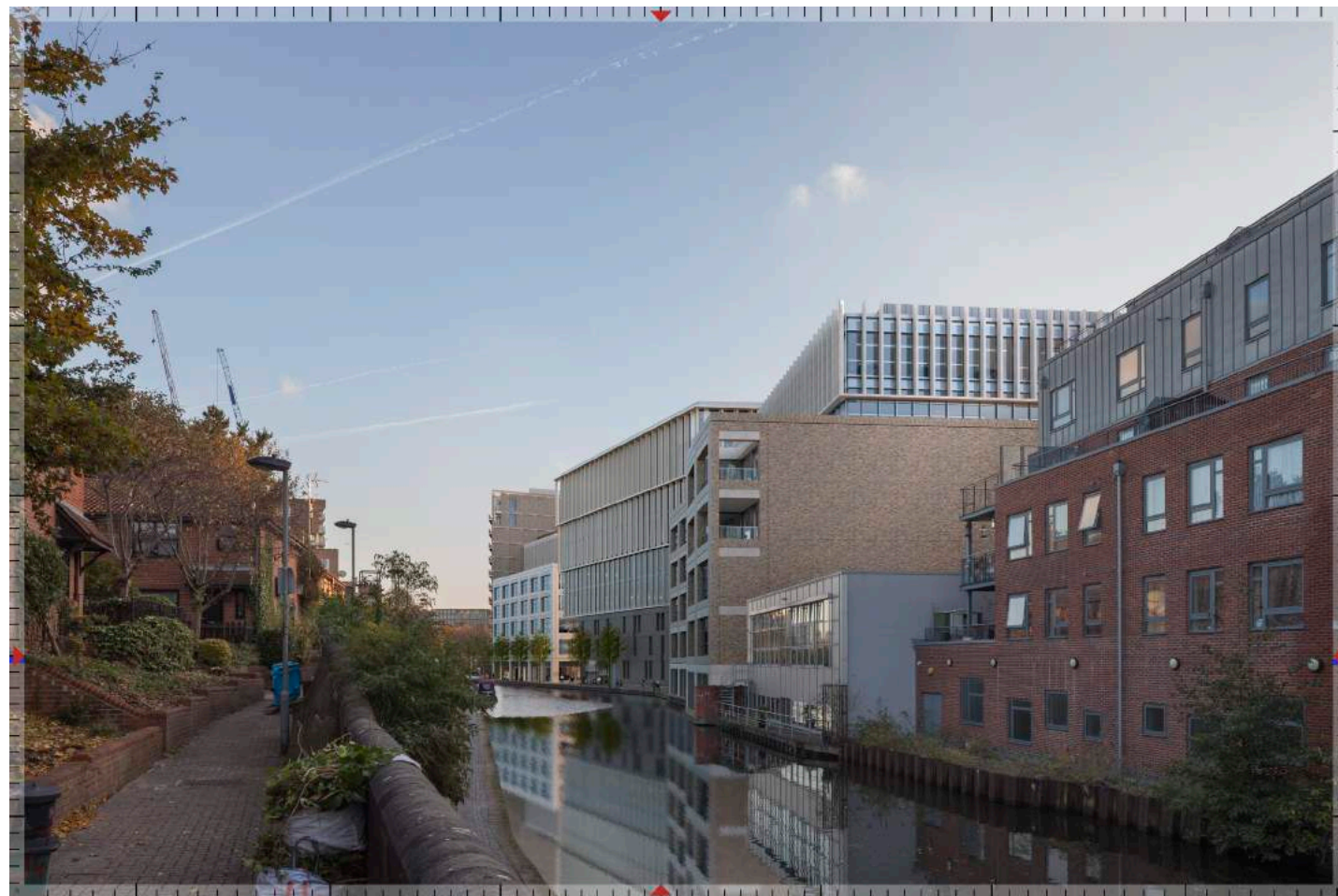
12 | St Pancras Way, junction with Pancras Road



13 | St Pancras Way, outside No.22

View	Description	MH Reference	Type	Method	Camera Location			Camera	Lens	HFOV		Photo date/time	Bearing	distance (km)
					Easting	Northing	Height			Photo	Image			
4	Elm Village (day)	1100	Render	Verified	529553.2	183903.8	27.38	Canon EOS 5D Mark II DSLR	24mm	74.2	72.7	11/11/2016 14:49	155.0	0.2
4N	Elm Village (dusk)	1150	Render	Verified	529553.3	183903.7	27.38	Canon EOS 5D Mark II DSLR	24mm	74.2	73.0	11/11/2016 16:52	155.0	0.2
5	Regent's Canal Towpath, looking north	1250	Render	Verified	529770.5	183710.0	25.31	Canon EOS 5D Mark II DSLR	24mm	101.6	101.6	28/03/2017 10:42	286.6	0.2
8	Plender Street, junction with College Place	1500	Render	Verified	529365.5	183666.4	25.74	Canon EOS 5D Mark II DSLR	24mm	73.8	72.9	11/11/2016 13:55	71.2	0.3
12	St Pancras Way, junction with Pancras Road	1950	Render	Verified	529622.9	183498.3	20.46	Canon EOS 5D Mark II DSLR	24mm	74.1	73.3	24/02/2017 11:52	0.0	0.3
13	St Pancras Way, outside No.22	2000	Render	Verified	529474.8	183916.9	23.24	Canon EOS 5D Mark II DSLR	24mm	74.2	73.0	11/11/2016 14:19	137.7	0.2





Consented Development

Consented Development

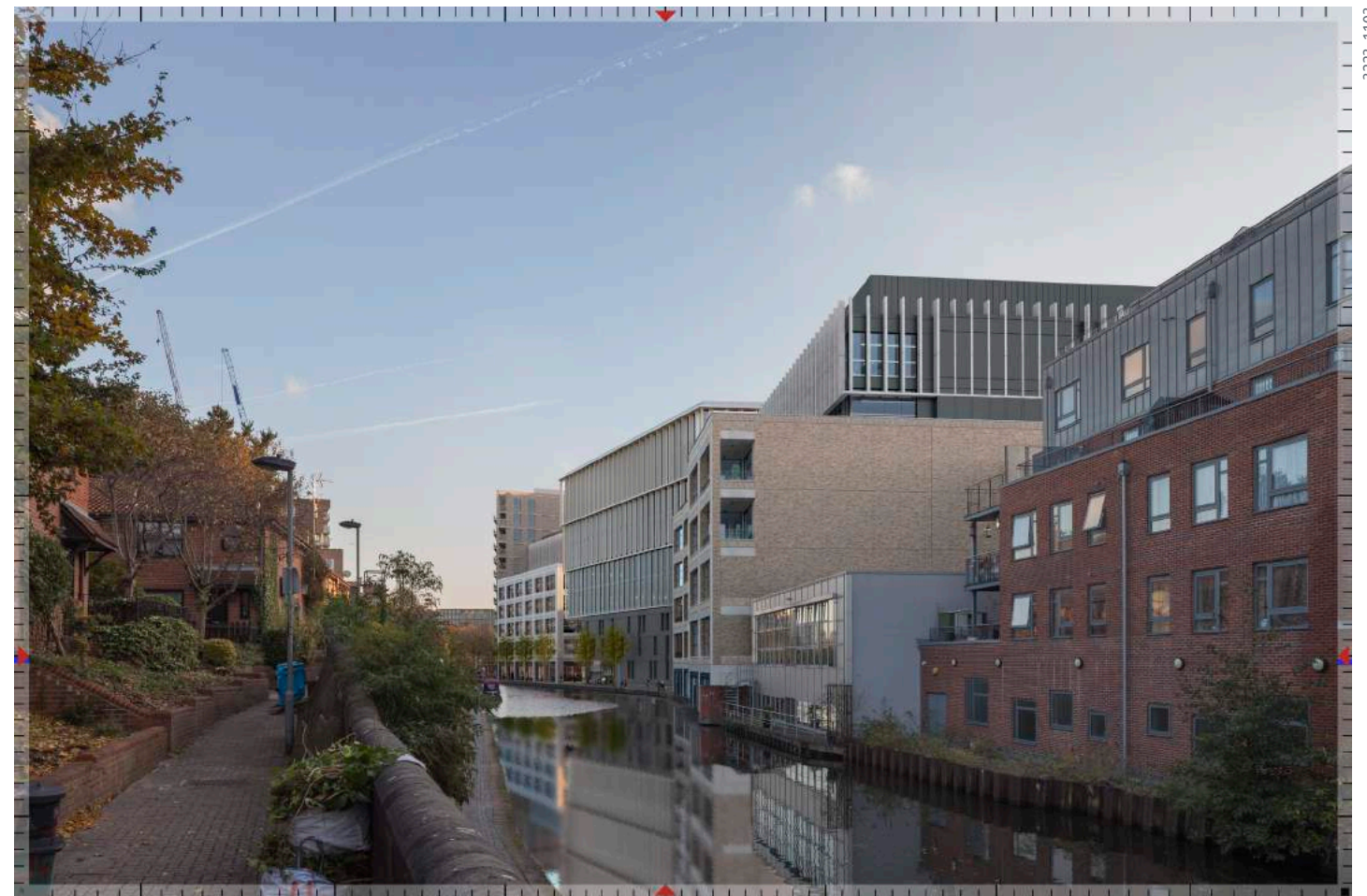
2.10 This elevated view overlooking the Regent's Canal is taken from the path adjacent to Nos.11-14 Ploughman's Close, in Elm Village. The viewing position is just outside sub-area 2 of the Regent's Canal Conservation Area, south of View 3. On the west side of the canal to the right is a taller residential block at No.16, which continues the strong built residential edge to the west side of the canal seen in View 3. The Consented Development, taller than the existing former sorting office, would make a major change to the composition of this close view. The subdivision of the large Site into a number of smaller plots with variations in their use would physically and visually break up the long canal frontage. The resulting variation in the roofscape and architectural treatment would complement the meandering picturesque alignment of the canal and the existing finer grain of the western canal edge to the north of the Site. The Consented Development would therefore have a beneficial effect on the composition of view and would enhance activation, permeability and architectural quality of the canal edge with a resulting enhancement of the character and appearance of the Regent's Canal Conservation Area.

Significance of likely effect: **Major, beneficial**

Proposed Development

2.11 The proposed change to the height and architectural treatment of the upper storeys of Plot A would be noticeable but would not change the scale of impact on the view. The upper levels of Plot A would be 830mm taller than that in the Consented Scheme and would remain well set back from the canal frontage. The alterations to the façade would result in a more solid appearance, which as for the Consented Scheme, has been articulated with white pre-cast concrete vertical fins that would complement the treatment of consented Plot B. The canal frontage of the upper storeys would remain animated by windows. The cladding to the upper storeys of Plot A would be darker than the treatment of the Consented Scheme, providing a dramatic contrast with the white fins and integrating the upper plant with the top storey as a whole. Although the architectural treatment of the upper storeys of Plot A would be noticeably different from that of the Consented Development, its quality would remain very high and the Proposed Development would continue to have a beneficial effect on the composition of view as a whole. The effect of the Proposed Development would not alter from that of the Consented Development.

Significance of likely effect: **Major, beneficial**



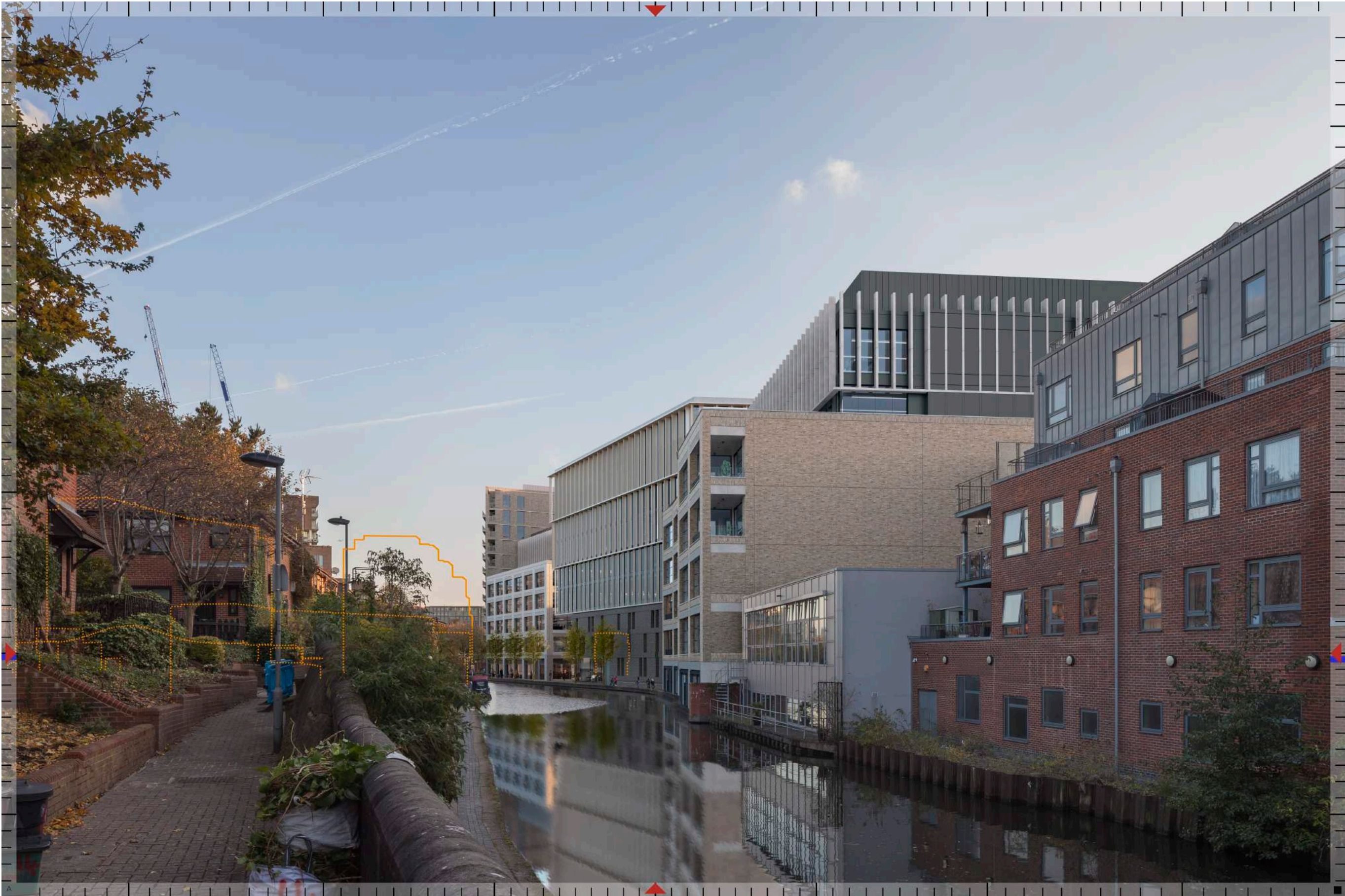
Proposed Development

Cumulative

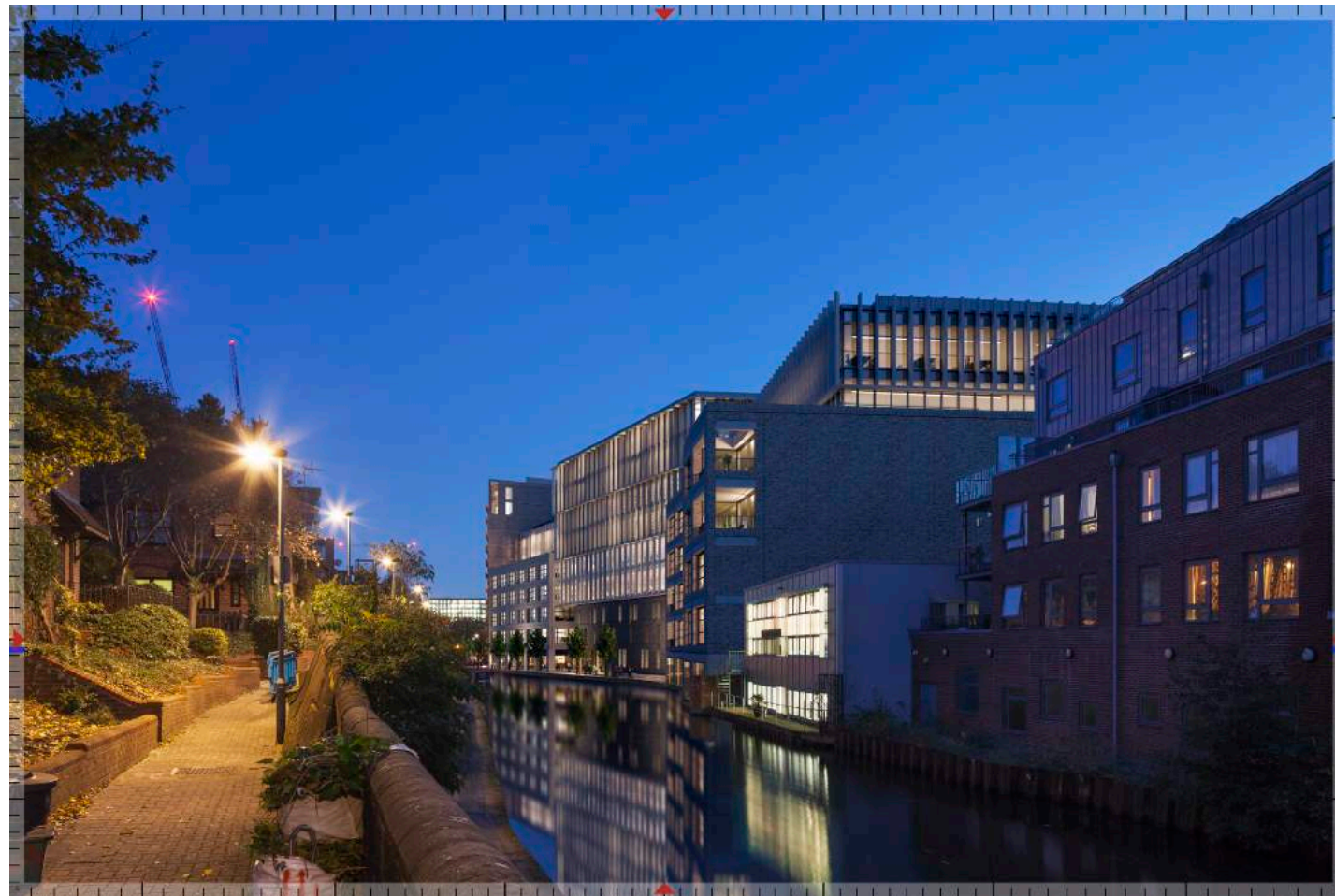
2.12 101 Camley Street would be visible as a more distant building of equivalent height to the Proposed Development, preserving the perspective and terminating the southerly channelled view. The cumulative development would slightly increase the magnitude of the effect but would not alter the significance of effect in comparison to that of the Proposed Development assessed in isolation.

Significance of likely cumulative effect: **Major, beneficial**





Cumulative



Consented Development

Consented Development

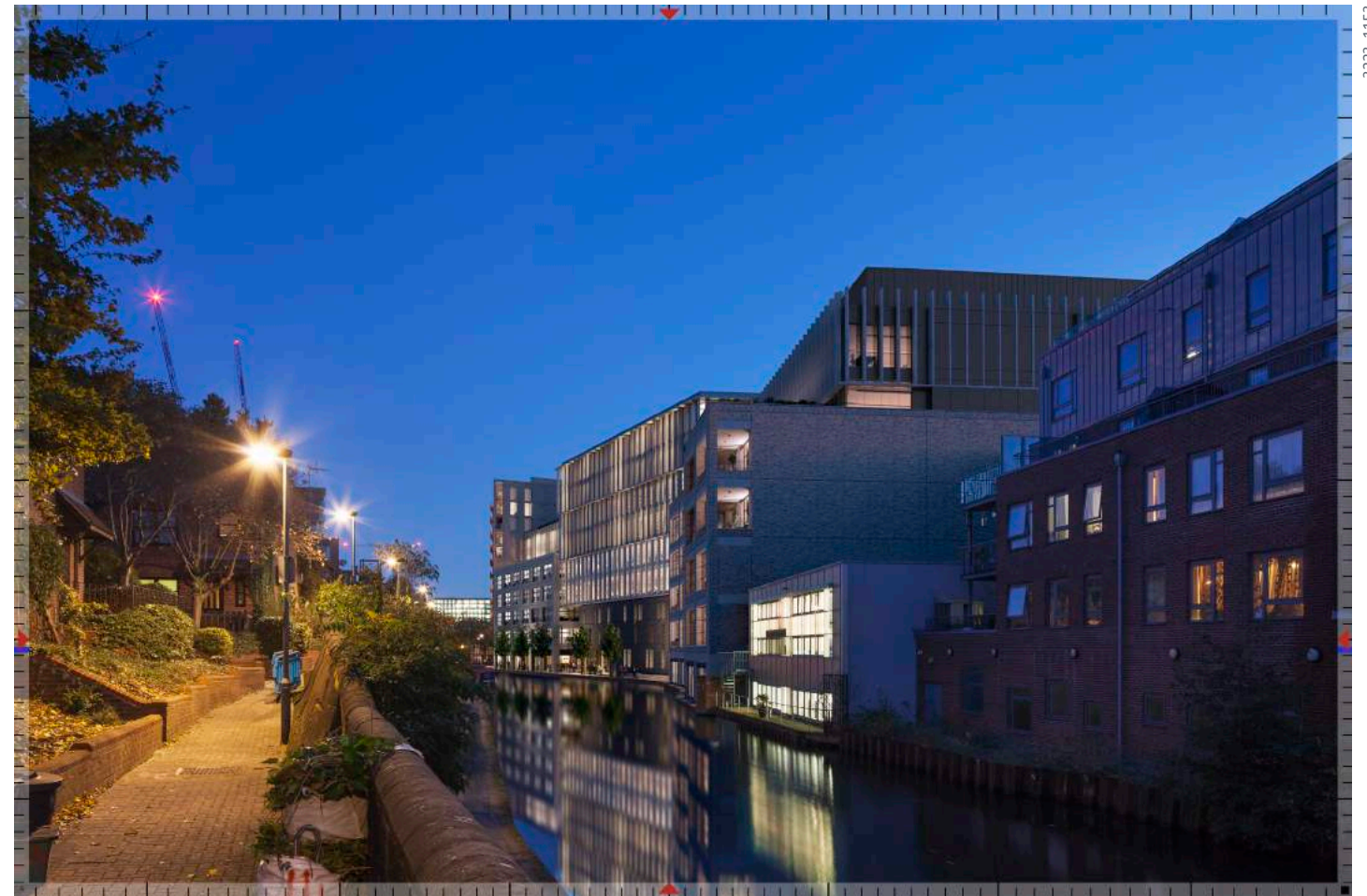
- 2.13 As by day, the Consented Development would make a major change to the composition of this close view. The differing residential and commercial characters of the buildings within the Proposed Development would be more apparent after dark, with more consistently illuminated facades to the commercial uses—in particular, the long frontage of the building on Plot B (the new headquarters for Ted Baker). However, as demonstrated, the ratio of solid to void in the facades would ensure that its modest level of illumination, including that of the commercial buildings, would not dominate the character of this part of the conservation area, even at close quarters. The Consented Development would therefore have a beneficial effect on the composition of view and would enhance activation, permeability and architectural quality of the canal edge with a resulting enhancement of the character and appearance of the Regent's Canal Conservation Area.

Significance of likely effect: **Major, beneficial**

Proposed Development

- 2.14 As by day, the proposed change to the height and architectural treatment of the upper storeys of Plot A would be noticeable but would not change the scale of impact on the view. The windows along the canal frontage would continue to illuminate the upper storeys of Plot A but the solid elevations to the sides would have a darker appearance after dark. The illumination of the office uses at the upper levels would be consistent. Although the architectural treatment of the upper storeys of Plot A would be noticeably different from that of the Consented Development, its quality would remain very high and the Proposed Development would continue to have a beneficial effect on the composition of view as a whole. The effect of the Proposed Development would not alter from that of the Consented Development.

Significance of likely effect: **Major, beneficial**



Proposed Development

Cumulative

- 2.15 101 Camley Street would be visible as a more distant building of equivalent height to the Proposed Development, preserving the perspective and terminating the southerly channelled view. The cumulative development would slightly increase the magnitude of the effect but would not alter the significance of effect in comparison to that of the Proposed Development assessed in isolation.

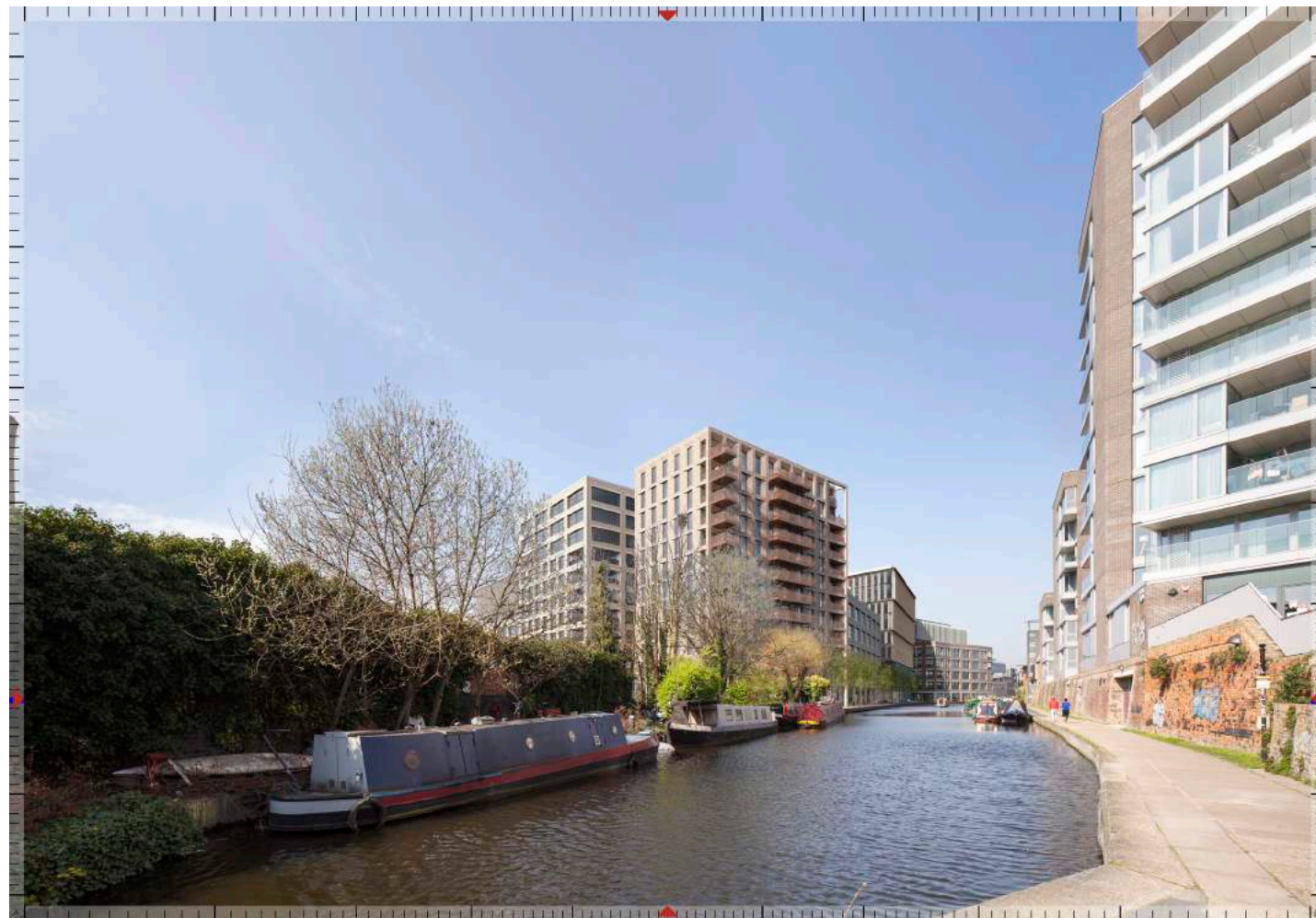
Significance of likely cumulative effect: **Major, beneficial**





3223_1154

Cumulative



Consented Development

Consented Development

2.16 This view is taken from the Regent's Canal towpath, to the east of the Camley Street bridge within sub-area 2 of the Regent's Canal Conservation Area. From this position, the character and appearance of sub-area 2 of the conservation area can be appreciated: the surviving historic structures of the canal, including its towpath and part of the retaining wall to the former goods yard that originally occupied the land to the east of the canal, are visible in the view (and the Oblique Bridge with its earlier abutments are behind the viewing position), but their setting is distinctly modern and varied in scale, age and quality. To the west (right) of the canal is the recent 12-storey student housing development at No.103 Camley Street (AHMM, 2014), which contrasts with the much lower scale townscape to the west. The Consented Development, taller than the existing former sorting office, would make a major change to the composition of this close view. It would help to balance the scale of the western edge of the canal and would integrate comfortably with the scale and grain of existing context. The subdivision of the large Site into a number of smaller plots with variations in their use would physically and visually break up the long canal frontage. The resulting variation in the roofscape and

architectural treatment would complement the meandering picturesque alignment of the canal and the existing finer grain of the western canal edge to the north of the Site. The Consented Development would therefore have a beneficial effect on the composition of view and would enhance activation, permeability and architectural quality of the canal edge with a resulting enhancement of the character and appearance of the Regent's Canal Conservation Area.

Significance of likely effect: **Major, beneficial**

Proposed Development

2.17 The darker cladding of the upper part of the plant enclosure on Plot A would be slightly more visible above the light-coloured pre-cast concrete fins set back from the canal frontage at the top of Plot A in comparison to the Consented Scheme. The proposed change to the height and appearance of the upper storeys of Plot A of the Proposed Development would be discernible, but not noticeable and would not materially change the composition of the view or the scale of its effect on the view. The effect of the Proposed Development would not alter from that of the Consented Development.



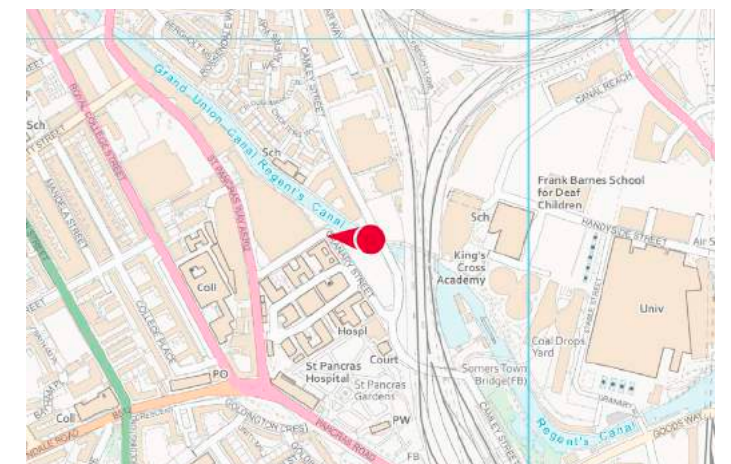
Proposed Development

Significance of likely effect: **Major, beneficial**

Cumulative

2.18 101 Camley Street would be visible in the left foreground as a building of equivalent height to the Proposed Development, further enhancing the definition and quality of the western edge of the canal. The cumulative development would increase the magnitude of the effect but would not alter the significance of effect in comparison to that of the Proposed Development assessed in isolation, which is already major.

Significance of likely cumulative effect: **Major, beneficial**





Cumulative



Consented Development

Consented Development

- 2.19 The viewing position is well outside, to the east of the Camden Town Conservation Area, and outside the north-western edge of the King's Cross Conservation Area. Although softened by street trees, the townscape in view is defined by broad residential blocks lining both sides of Plender Street which give the road a strong, inactive built edge. The blocks to the right form part of an extensive area of local authority housing extending to the west and south between the Camden Town and King's Cross Conservation Areas. The view along Plender Street is closed by the Grade II listed Nos. 6-22, St Pancras Way, with the roofline of the modern 1-12 College Grove visible rising behind. The top floors of the building on Plot B of the Consented Development, partly screened by trees would be visible beyond the roofline of the Unit student accommodation on St Pancras Way. The light-weight glazed attic storey would contribute an additional recessive layer to the secondary roofscape beyond Plender Street with a minor effect on the composition of the view. To its right an upper corner of the building on Plot C would be glimpsed above the post-war residential block, Camelford House, on the east (right) side of Plender Street. The character and quality of the townscape and of this representative view would not be altered, with a neutral qualitative effect therefore. Moving

forward from this position, towards the listed terrace and the closer clearer, more significant, views of it, the Consented Development would recede and disappear from view, reducing the effects on its setting.

Significance of likely effect: **Minor, neutral**



Proposed Development

Proposed Development

- 2.20 The proposed amendments to Plot A would not be visible in the view and the effect of the Proposed Development would not alter from that of the Consented Development.

Significance of likely effect: **Minor, neutral**

Cumulative

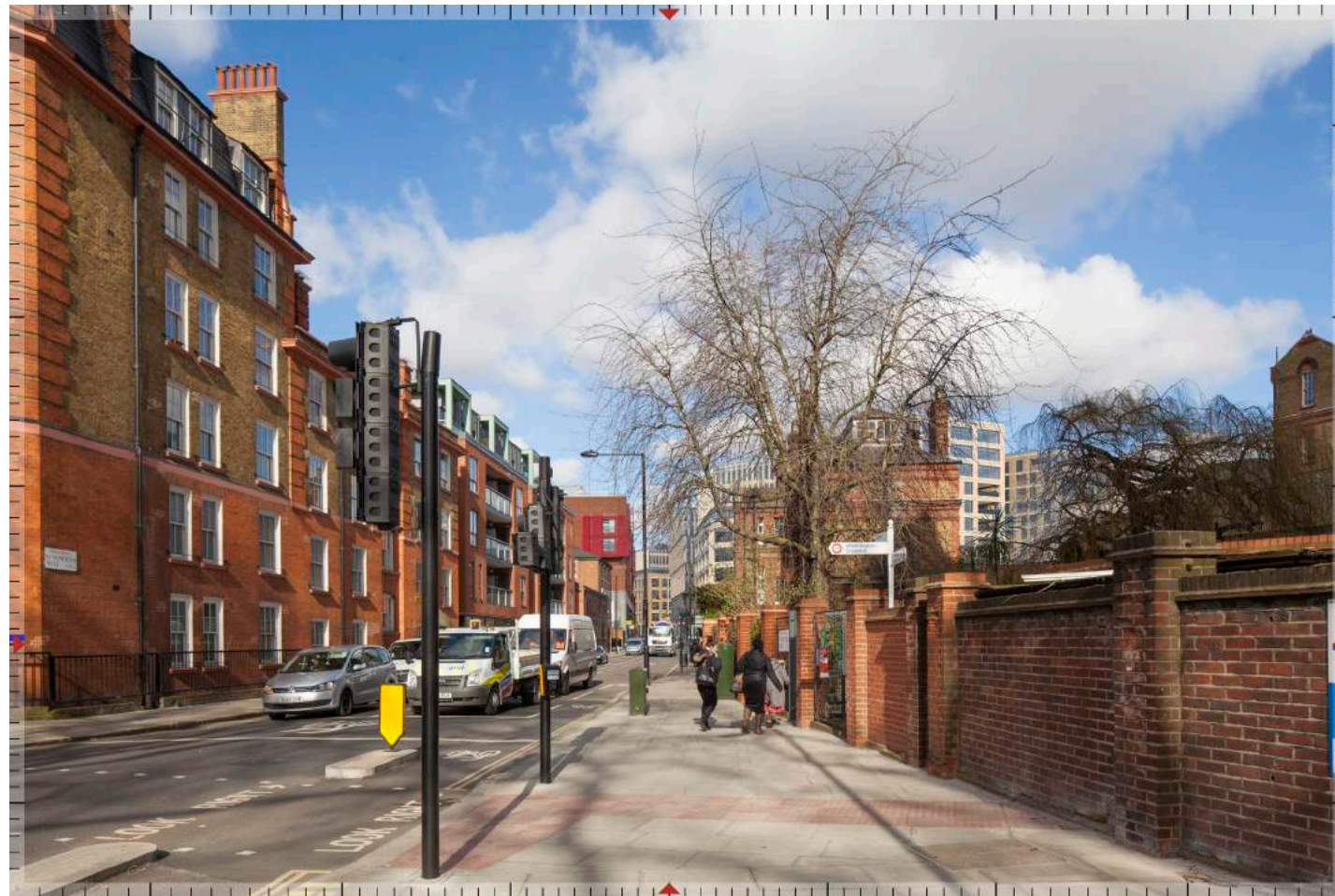
- 2.21 None of the cumulative development would be visible in the view and the significance of the effect would not change from that assessed for the Proposed Development in isolation

Significance of likely cumulative effect: **Minor, neutral**





Cumulative



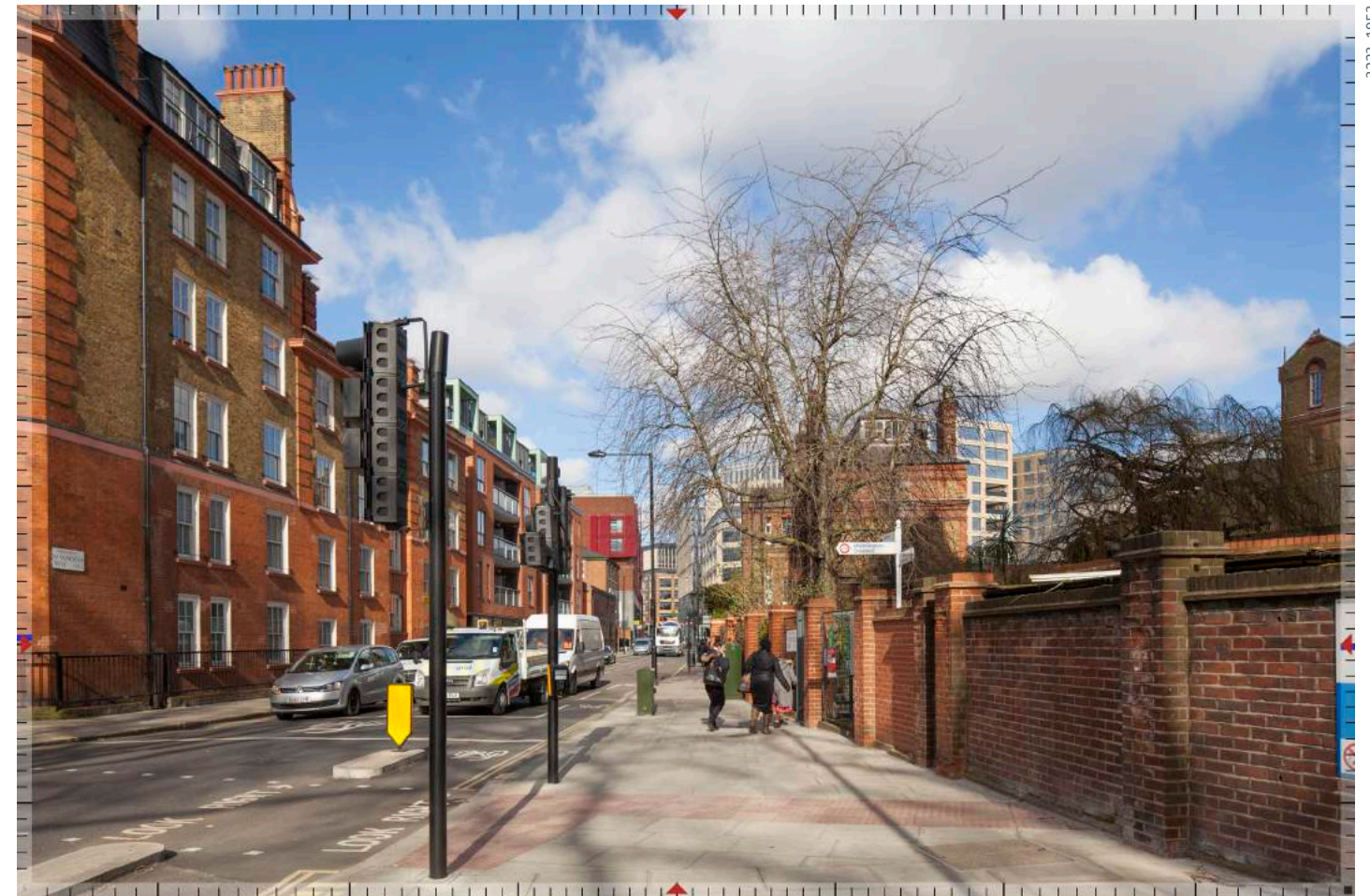
Consented Development

Consented Development

- 2.22 The viewing position is within the King's Cross Conservation Area. To the left of the view is the St Pancras Way elevation of Goldington Court, an unlisted substantial mansion block of 1903, which occupies a prominent plot at the junction of Pancras Road, and is noted as a positive contributor to the conservation area. The building's scale and palette are followed by the adjacent modern Nos.3-5 St Pancras Way, to its right, and the Unite Student accommodation further to the north. The wall on the right forms the boundary of St Pancras Hospital; the late 19th century gatehouse is visible rising behind the wall, partially screened by trees, with the West Wing of the hospital seen through trees to its right, both built in around 1890 as part of the St Pancras Workhouse. Other buildings on the hospital site line St Pancras Way to the north. The Consented Development would be clearly visible beyond the existing St Pancras Hospital buildings and to their left along the eastern edge of St Pancras Way. In winter the Consented Development would make a moderate change to the composition of the view. In summer the magnitude of change would be reduced by foreground foliage as the summer reference photograph demonstrates. The Consented Development would not rise higher than the existing foreground of the hospital buildings. The subdivision of the large

Site into a number of smaller plots with variations in their use would physically and visually break up the large footprint of the Site with resulting variation in the roofscape and architectural treatment. The Consented Development which would integrate comfortably with the scale and grain of the existing townscape of St Pancras Way and natural tones within the material palette would complement the existing late Victorian red brick at its southern end.

Significance of likely effect: **Moderate, beneficial**



Proposed Development

Proposed Development

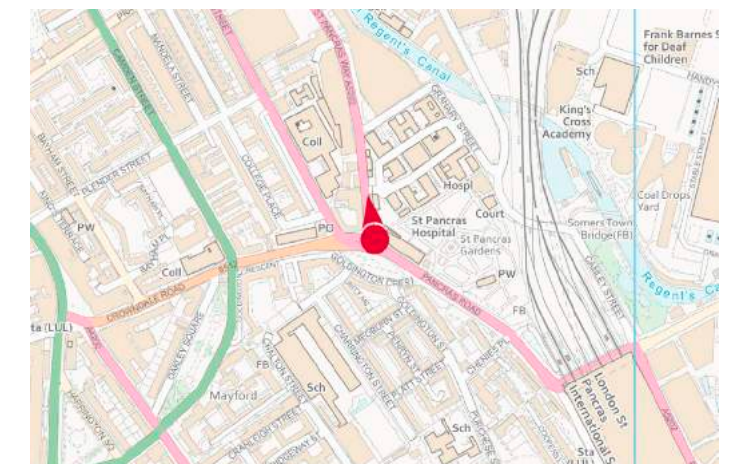
- 2.23 The proposed amendments to Plot A would not be visible in the view and the effect of the Proposed Development would not alter from that of the Consented Development.

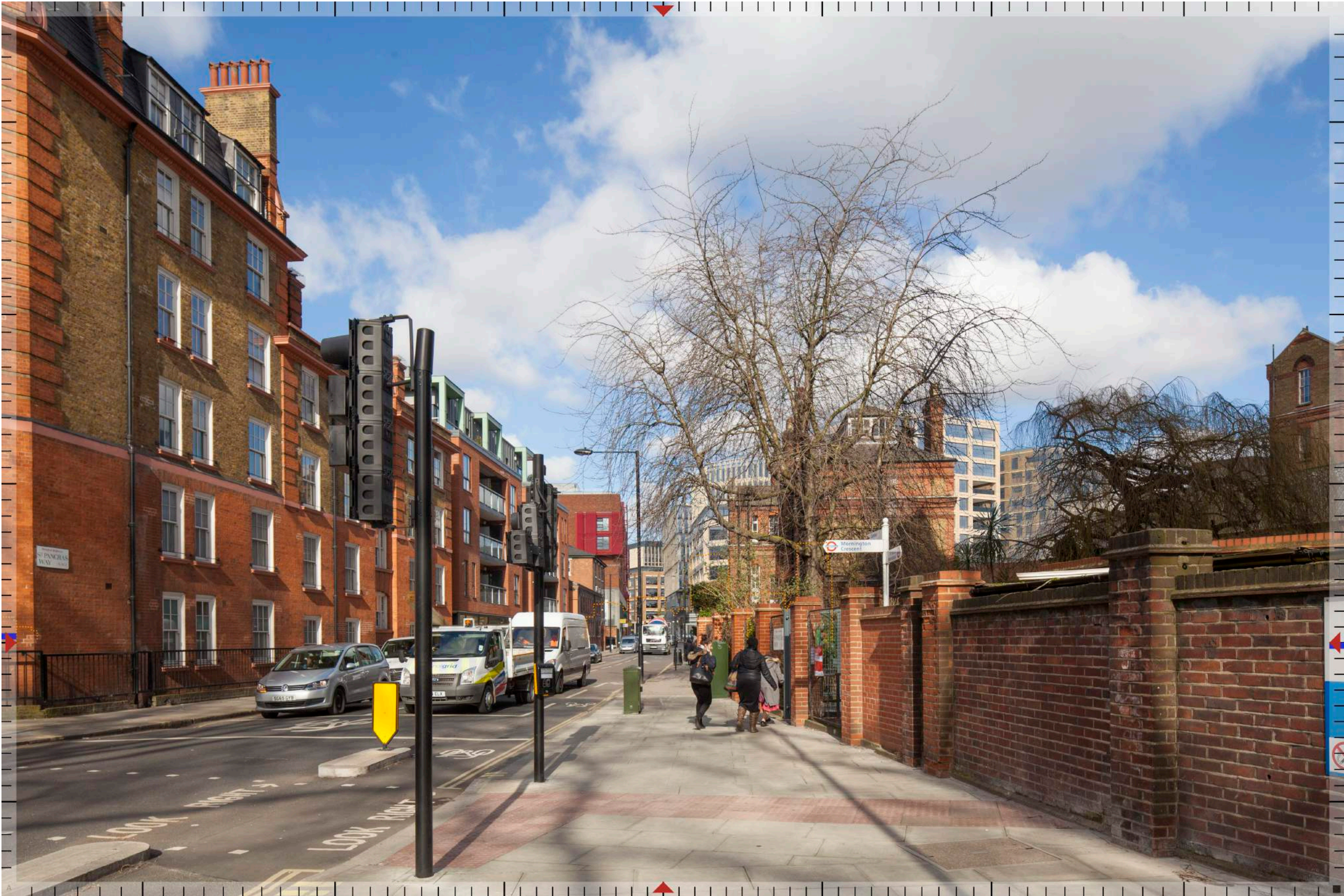
Significance of likely effect: **Moderate, beneficial**

Cumulative

- 2.24 None of the cumulative development would be visible in the view and the significance of the effect would not change from that assessed for the Proposed Development in isolation

Significance of likely cumulative effect: **Moderate, beneficial**





Cumulative



Consented Development

Consented Development

2.25 This view looks south along the western boundary of the Regent's Canal Conservation Area. On the left, within the conservation area, the street is defined by late 20th century building frontages; these buildings also look eastwards onto the canal. On the right of the view, the west side of St Pancras Way is outside the conservation area. Closest to the viewing position is the Parcel Force depot with a large parking area onto St Pancras Way. Beyond the depot is a late 20th century housing development rising to eight storeys and the long frontage of recently developed Unite student accommodation opposite the Site. The Consented Development would be clearly visible continuing the existing street frontage on the west side of the conservation area at a taller scale, making a moderate change to the composition of the view. The subdivision of the large Site into a number of smaller plots with variations in their use would physically and visually break up the large footprint of the Site with a resulting finer grained townscape that would integrate comfortably with the scale and grain of the existing townscape of St Pancras Way, increasing the level of richness, activity and overlooking and not dominating the streetscape.

Significance of likely effect: **Moderate, beneficial**

Proposed Development

2.26 The proposed change to the height and architectural treatment of the upper storeys of Plot A would be noticeable but would not change the scale of impact on the view. The upper levels of Plot A would be 830mm taller than that in the Consented Scheme with the upper plant set back less than in the Consented Scheme. The alterations to the façade would result in a more solid appearance, which as for the Consented Scheme, has been articulated with white pre-cast concrete vertical fins that would complement the treatment of consented Plot B. The street frontage of the upper storeys would remain animated by windows. The cladding to the upper storeys of Plot A would be darker than the treatment of the Consented Scheme, providing a dramatic, striking contrast with the white fins. Although the architectural treatment of the upper storeys of Plot A would be noticeably different from that of the Consented Development, its quality would remain very high and the Proposed Development would continue to have a beneficial effect on the composition of view as a whole. The effect of the Proposed Development would not alter from that of the Consented Development.

Significance of likely effect: **Moderate, beneficial**



Proposed Development

Cumulative

2.27 None of the cumulative development would be visible in the view and the significance of the effect would not change from that assessed for the Proposed Development in isolation

Significance of likely cumulative effect: **Moderate, beneficial**





Cumulative

3 Mitigation and Residual Effects

- 3.1 Mitigation measures for the Proposed Development would remain unchanged from those reported in the March 2018 TVBHA:
- 3.2 The acceptability of permanent likely effects of the completed Proposed Development has been an integral part of the design approach. It has been implemented through the design development process and has been used to adapt and modify the Proposed Development to take account of likely townscape, visual and heritage constraints and opportunities. Likely adverse effects have been considered throughout the design process and are avoided by the submitted design for the Proposed Development.
- 3.3 Residual effects of the Proposed Development are summarised in Table 7-1. There would be no change to the effects reported in the March 2018 TVBHA.

Table 7-1 Summary of residual effects

Receptor		Likely Effect	Likely Cumulative Effect
Built Heritage			
Likely effects on the character and appearance of the Regent's Canal Conservation Area			
	Regent's Canal Conservation Area	Negligible to major, beneficial	Negligible to major, beneficial
Likely effects on the setting of the Kings Cross Conservation Area			
	Kings Cross Conservation Area	Negligible to moderate, beneficial in winter; negligible in summer	Negligible to moderate, beneficial in winter; negligible in summer
Likely effects on the heritage significance of listed structures and landscapes			
	Tomb of Sir John Soane, his wife and son in St Pancras Old Church Gardens	Negligible	Negligible
	Old Church of St Pancras	Negligible	Negligible
	Burdett-Coutts Memorial	Negligible	Negligible
	Nos. 5 to 16 Goldington Crescent	Negligible	Negligible
	Penfold Pillar Box, St Pancras Way, outside Parcel Force London Central Office	Negligible	Negligible
	6-22, Royal College Street	Negligible	Negligible
	75-85, Royal College Street	Negligible	Negligible
	85C, 87 and 89, Royal College Street	Negligible	Negligible
	91-99, Royal College Street	Negligible	Negligible
	Gasholder No. 8	Negligible	Negligible
	St Pancras Gardens	Negligible	Negligible
Likely effects on the heritage significance of non-designated heritage assets			
	Jubilee Waterside Centre	Negligible	Negligible
	Retaining wall to former Midland Railway Goods Yard	Negligible	Negligible
	Oblique Bridge and earlier abutments	Negligible	Negligible
Representative Townscape Views			
1	Parliament Hill (LVMF 2A.1)	Minor, neutral	Minor, neutral
2	Primrose Hill (LVMF 4A.1)	Minor, neutral	Minor, neutral
3	Regent's Canal Towpath, looking south	Moderate, beneficial	Moderate, beneficial
4	Elm Village (day)	Major, beneficial	Major, beneficial
4N	Elm Village (dusk)	Major, beneficial	Major, beneficial
5	Regent's Canal Towpath, looking north	Major, beneficial	Major, beneficial
6	Regent's Canal Towpath, Kings Cross Gasholders	Moderate, beneficial	Moderate, beneficial
7	Camden High Street, junction with Plender Street	No effect	No effect
8	Plender Street, junction with College Place	Minor, neutral	Minor, neutral
9	Midland Road, outside St Pancras Station	Negligible	Negligible
10	St Pancras Gardens, St Pancras Old Church	Minor, neutral in winter; negligible in summer	Moderate, neutral in winter; negligible in summer
11	St Pancras Gardens, Tomb of Sir John Soane	Minor, neutral in winter; negligible in summer	Minor, neutral in winter; negligible in summer
12	St Pancras Way, junction with Pancras Road	Moderate, beneficial	Moderate, beneficial
13	St Pancras Way, outside No.22	Moderate, beneficial	Moderate, beneficial

4 Conclusions

- 4.1 Five views have been rerendered and reassessed to consider the likely effects of the Proposed Development in comparison to the Consented Development. The remaining views have been remodelled but not reassessed and are included in Appendix A1; the revised design of the Proposed Development would not make a noticeable change to these views. As the townscape and visual assessment demonstrates, while the upper levels of Plot A would be slightly taller and would have an amended architectural treatment that would be appreciated in closer local views, the Proposed Development would make no material change to the effects on local views in comparison to the Consented Development. Therefore, as concluded in the March 2018 TVBHA, the likely effects of the Proposed Development on two designated LVMF SPG views and 11 representative townscape views, from positions agreed with LBC officers, would range from no effect to major, beneficial. As for the Consented Development, the Proposed Development, taller than the existing former sorting office on the Site, would make a major change to the composition of close views within the Regent's Canal Conservation Area. Although the architectural treatment of the upper levels of Plot A would be noticeably different from that of the Consented Development, its quality would remain very high and the Proposed Development would continue to have a beneficial effect on the composition of all views assessed. Like the Consented Development, it would integrate comfortably with the scale and grain of existing context and enhance the activation and permeability, and the richness and architectural quality of the canal edge and street frontages to St Pancras Way and Granary Street. As a result, important representative views of the designated townscape, both within the Regent's Canal Conservation Area and outside it, would be enhanced. There would be no change to the effects reported in the March 2018 TVBHA.
- 4.2 As for the Consented Development, the subdivision of the large Site of the Proposed Development into a number of smaller plots with variations in their use would break up the long canal frontage. The resulting variation in the roofscape and architectural treatment, which would be further reinforced by the Proposed Development, would complement the meandering picturesque alignment of the canal and the existing finer grain of the western canal edge to the north of the Site.
- 4.3 As concluded in the March 2018 TVBHA, the Proposed Development would therefore significantly enhance the character and appearance of the Regent's Canal Conservation Area. It would also preserve the character and appearance of the setting of the King's Cross Conservation Area. Like the Consented Development, the Proposed Development would not harm the heritage significance of the listed structures assessed, the registered landscape of St Pancras Gardens, or non-designated positive contributors to the Regent's Canal Conservation Area included in this assessment.

References

1-4 Historic England, *Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets* (2017)

1-5 DCLG, *National Planning Policy Framework (NPPF)* (2012)

1-5A DCLG, *National Planning Policy Framework (NPPF)* (2019)

1-7 GLA, *The London Plan: Spatial Development Strategy for Greater London: Consolidated with Alterations since 2011* (2016)

1-7A GLA, *The London Plan: Spatial Development Strategy for Greater London: Draft for Public Consultation (2017) consolidated changes version* (July 2019)

1-11 London Borough of Camden, *Camden Planning Guidance CPG1 – Design* (2011)

1-11A London Borough of Camden, *Camden Planning Guidance CPG1 – Design* (2019)

Appendices

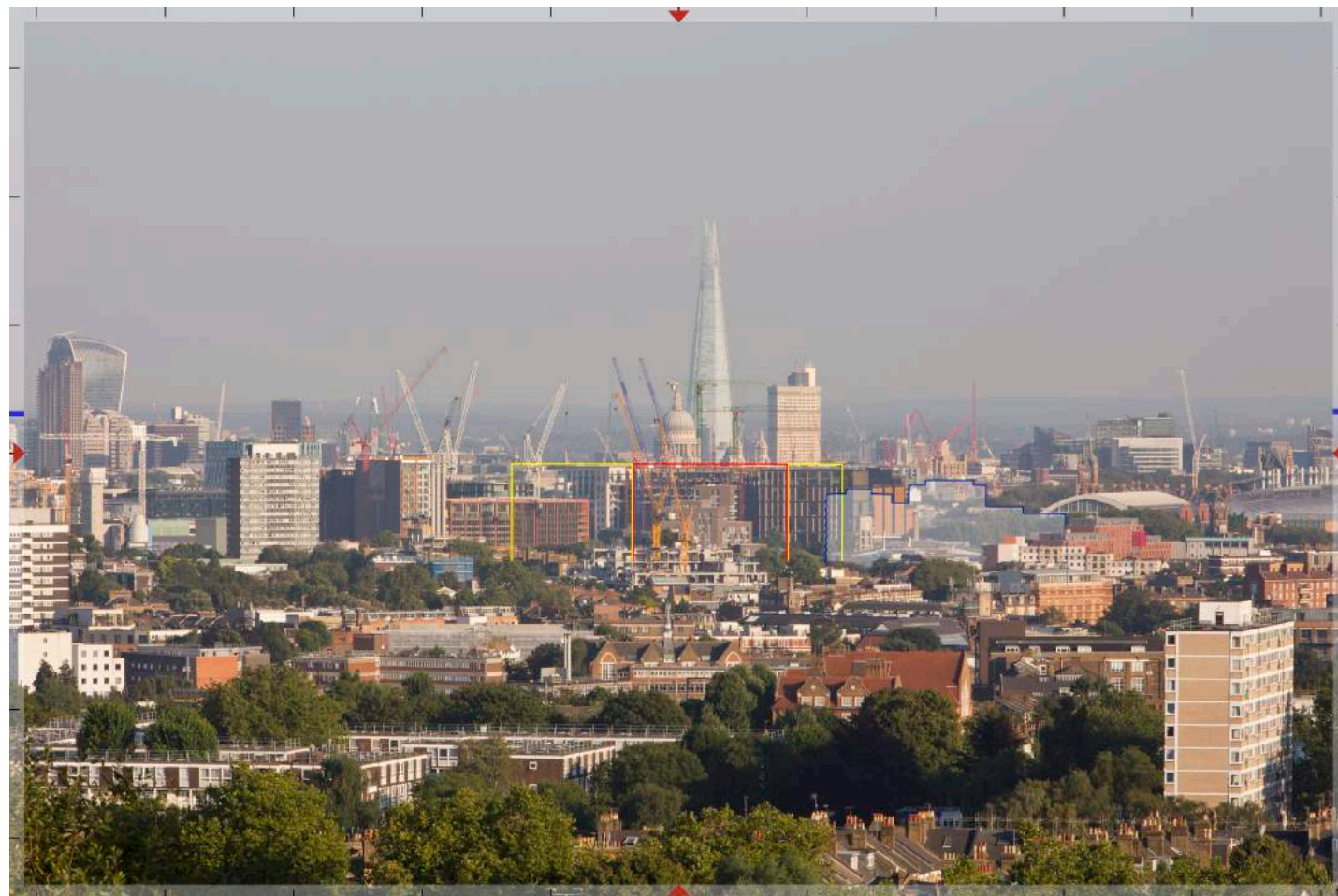
A1

Supplementary Views

Introduction

B1.1

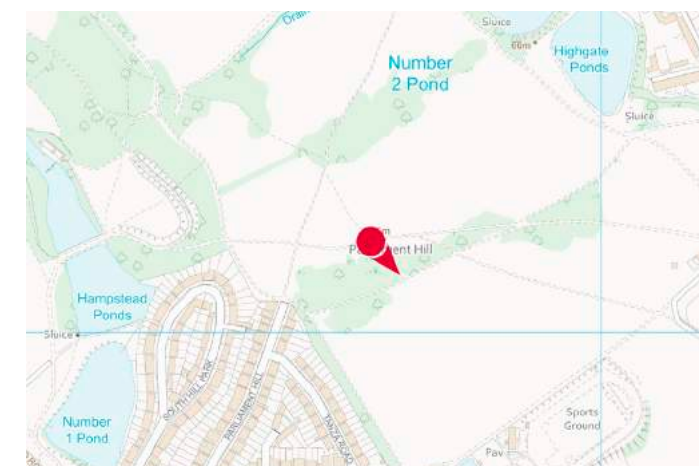
This following pages contain views prepared to supplement the AVRs in the main section of the report.



Consented Development



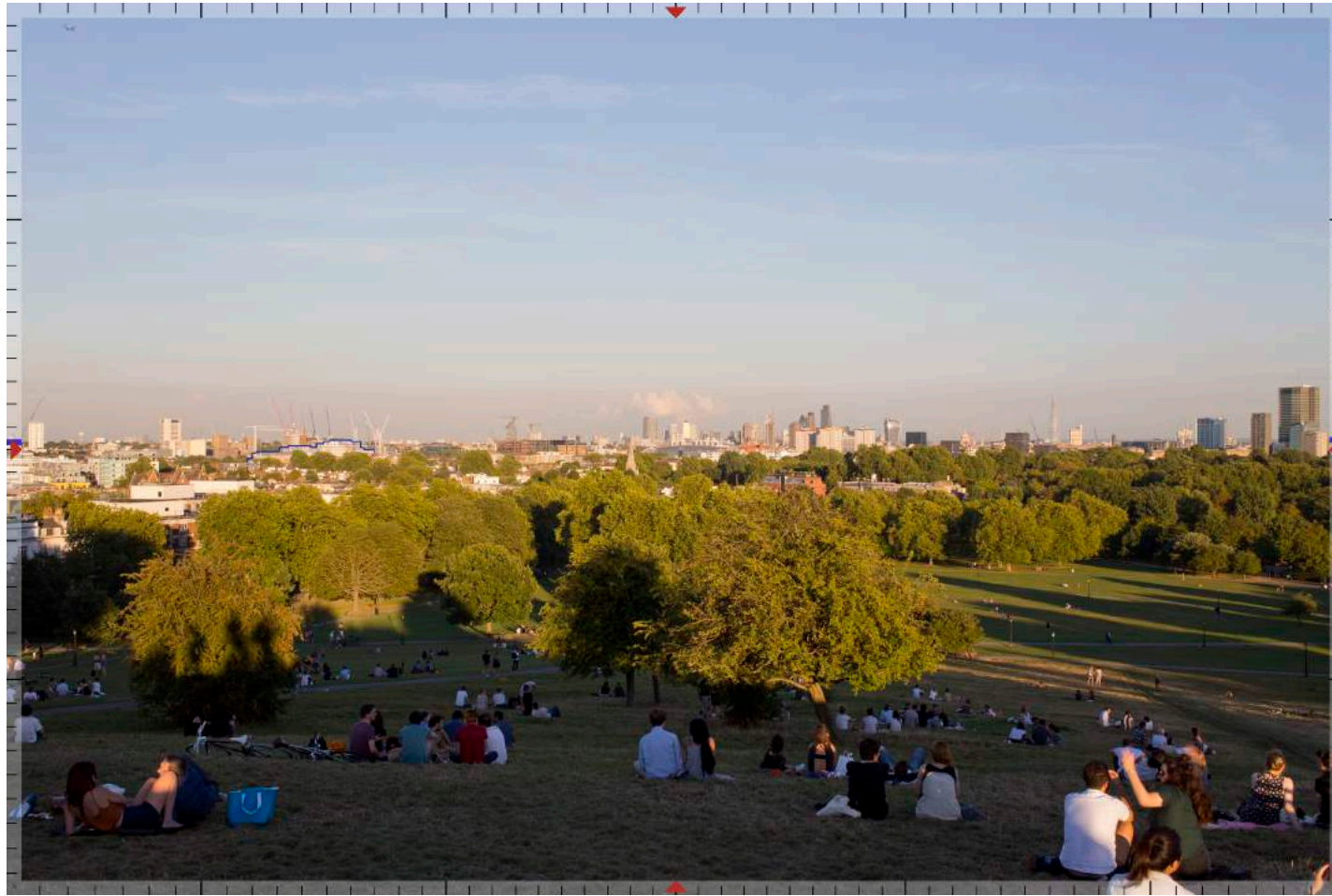
Proposed Development



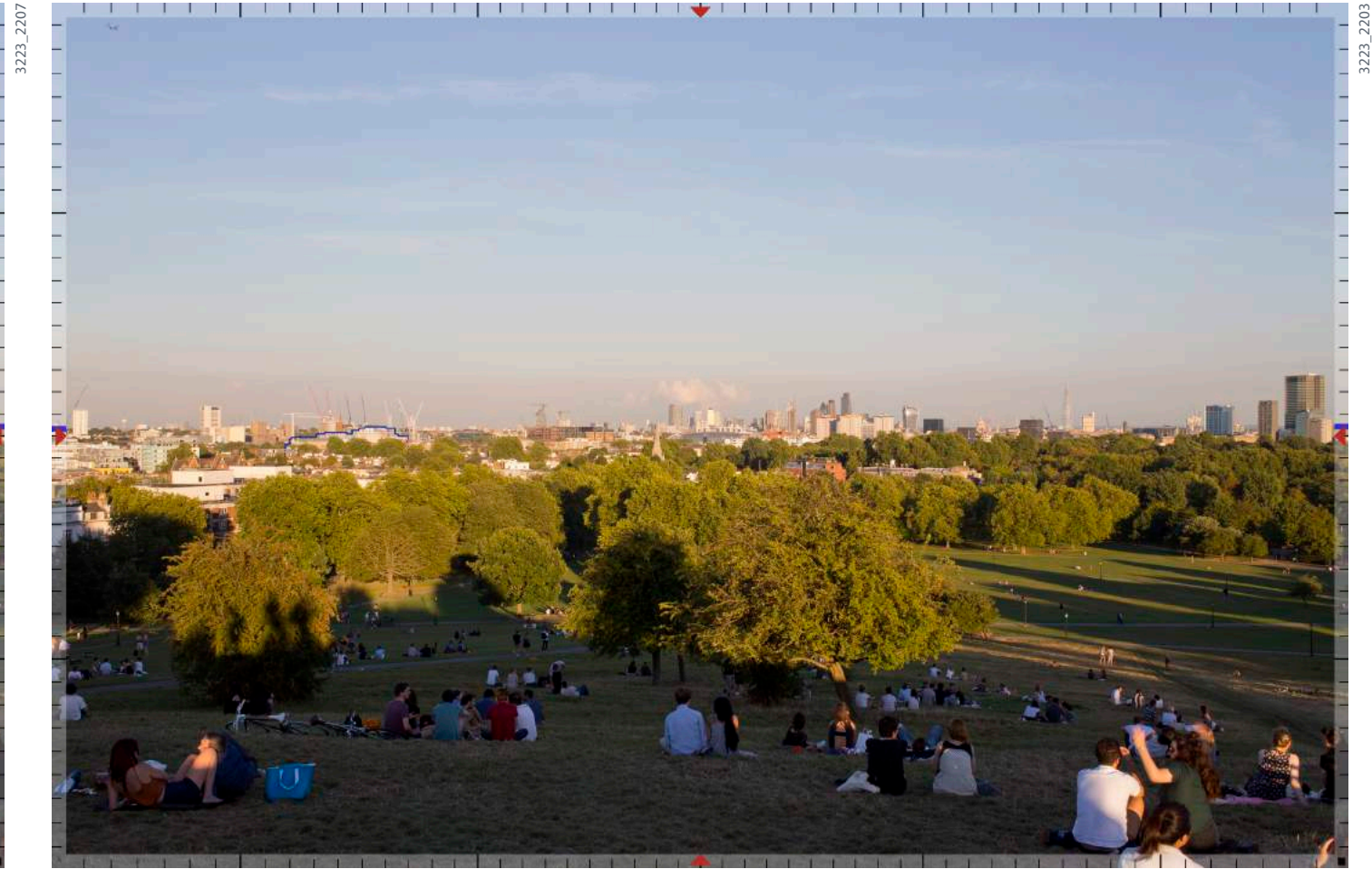


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Cumulative

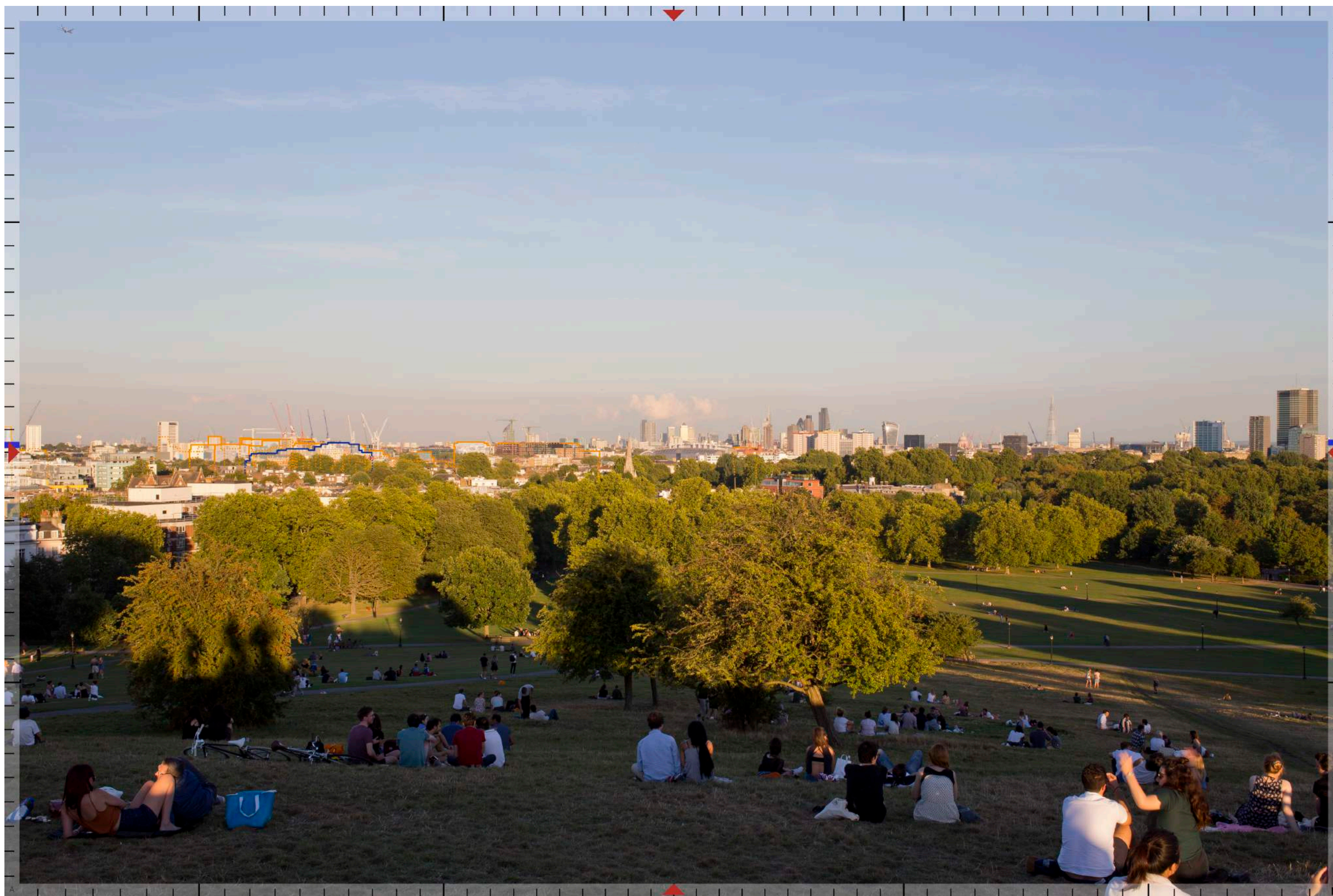


Consented Development



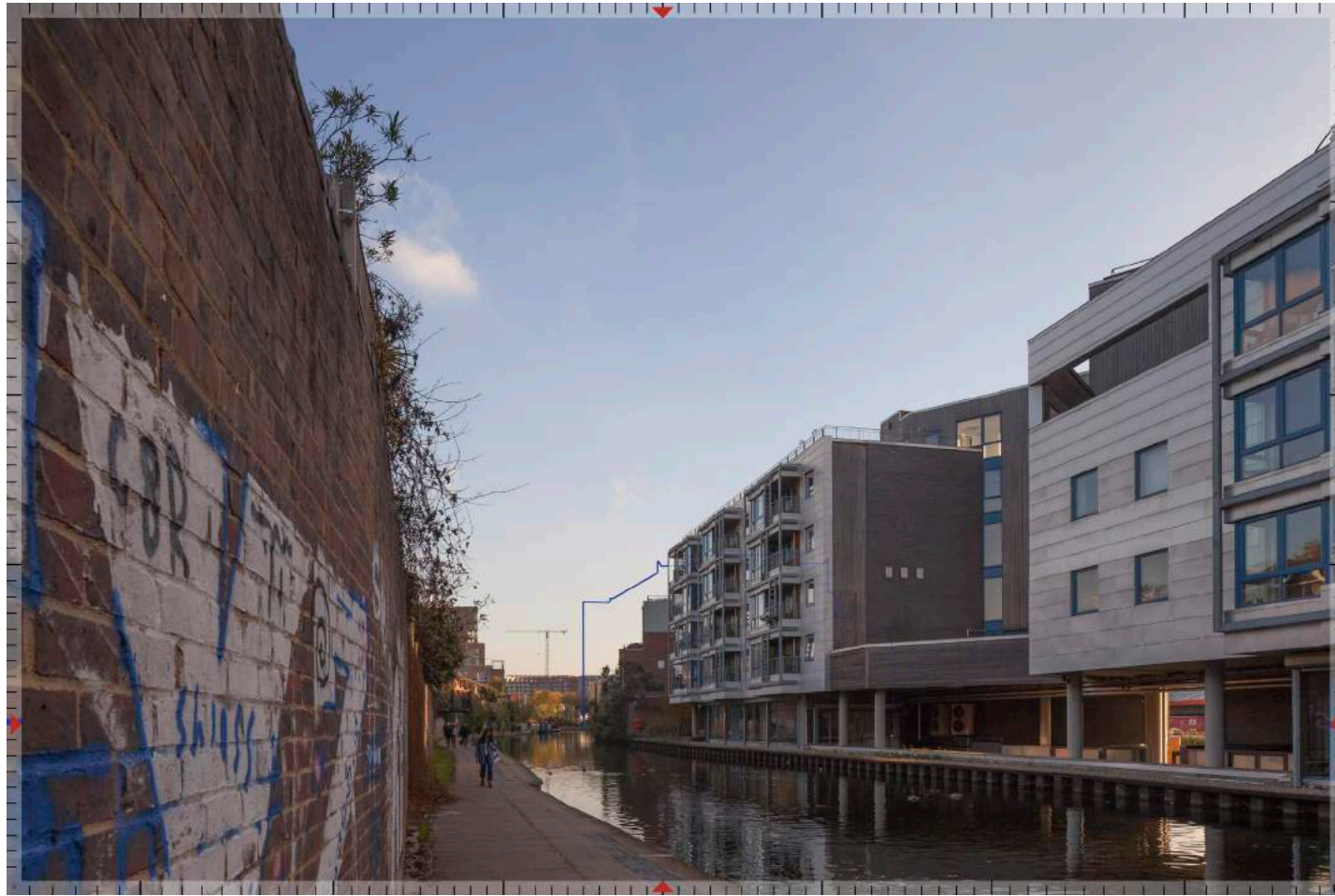
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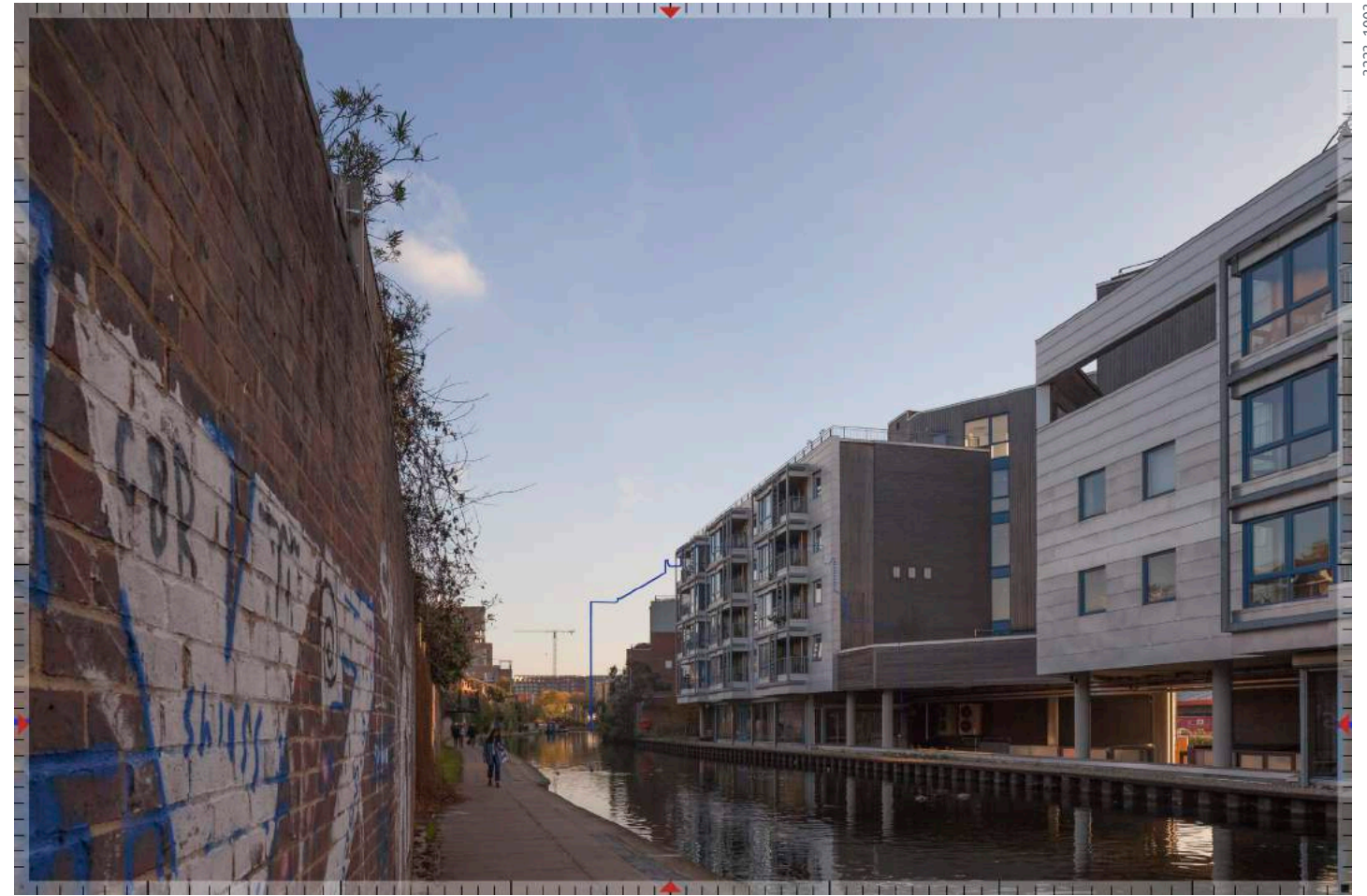


3223_2204

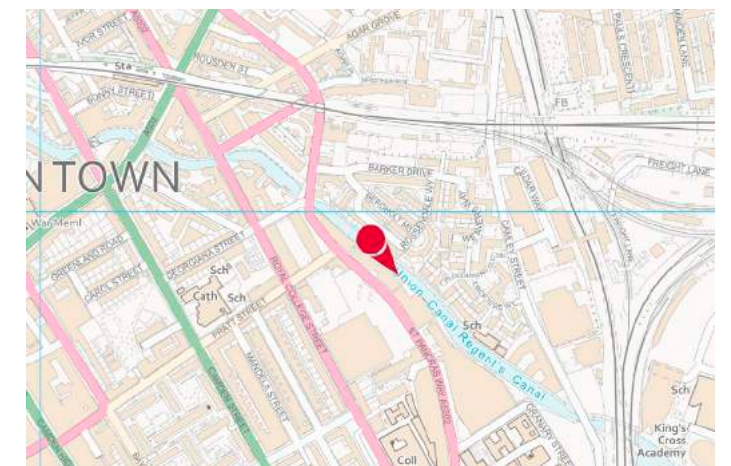
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Consented Development

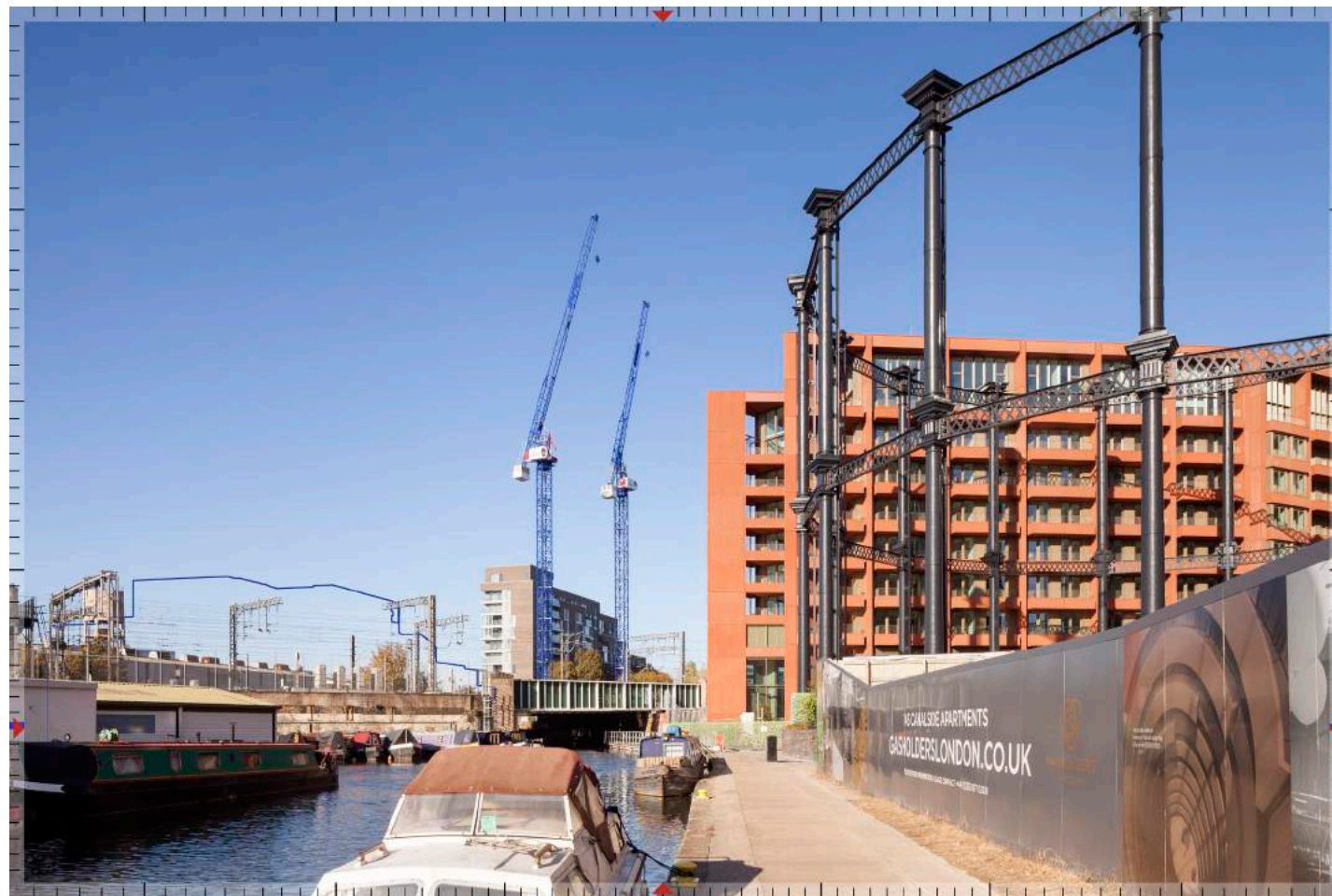


Proposed Development

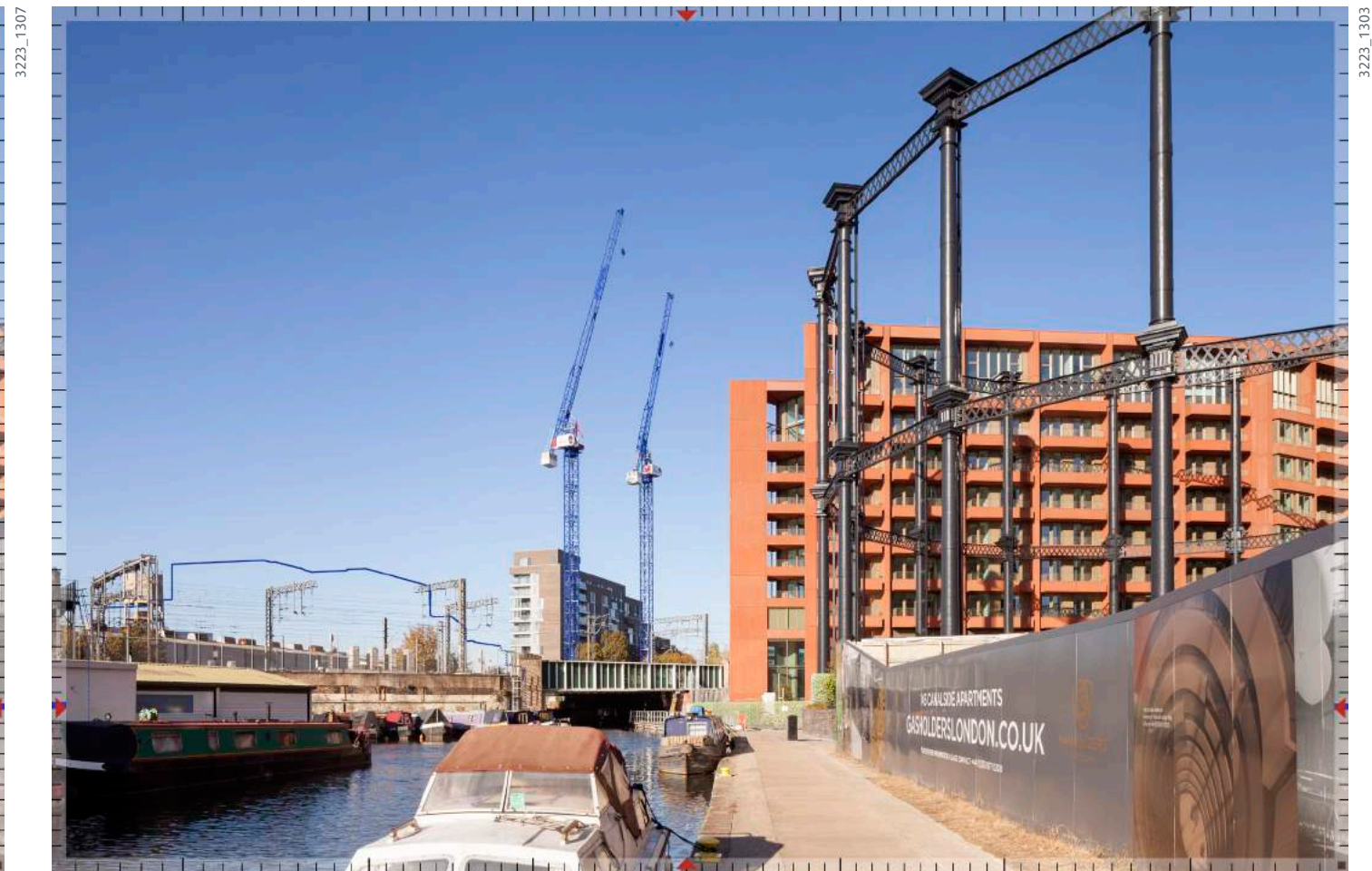




Cumulative



Consented Development



Proposed Development





3223_1304

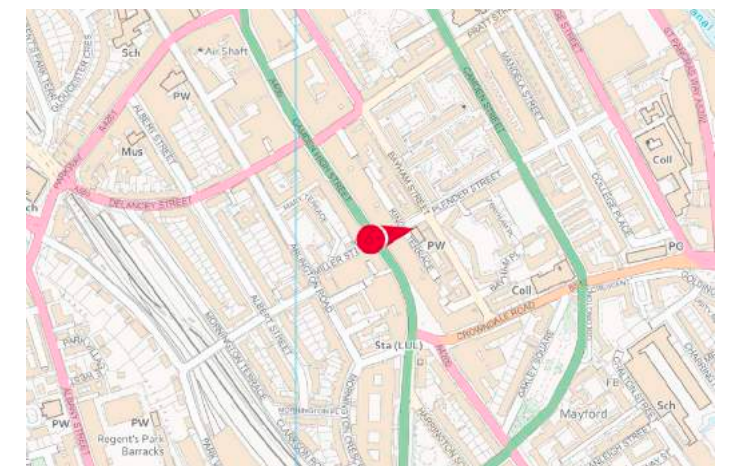
Cumulative



Consented Development



Proposed Development





3223_1404

Cumulative



Consented Development



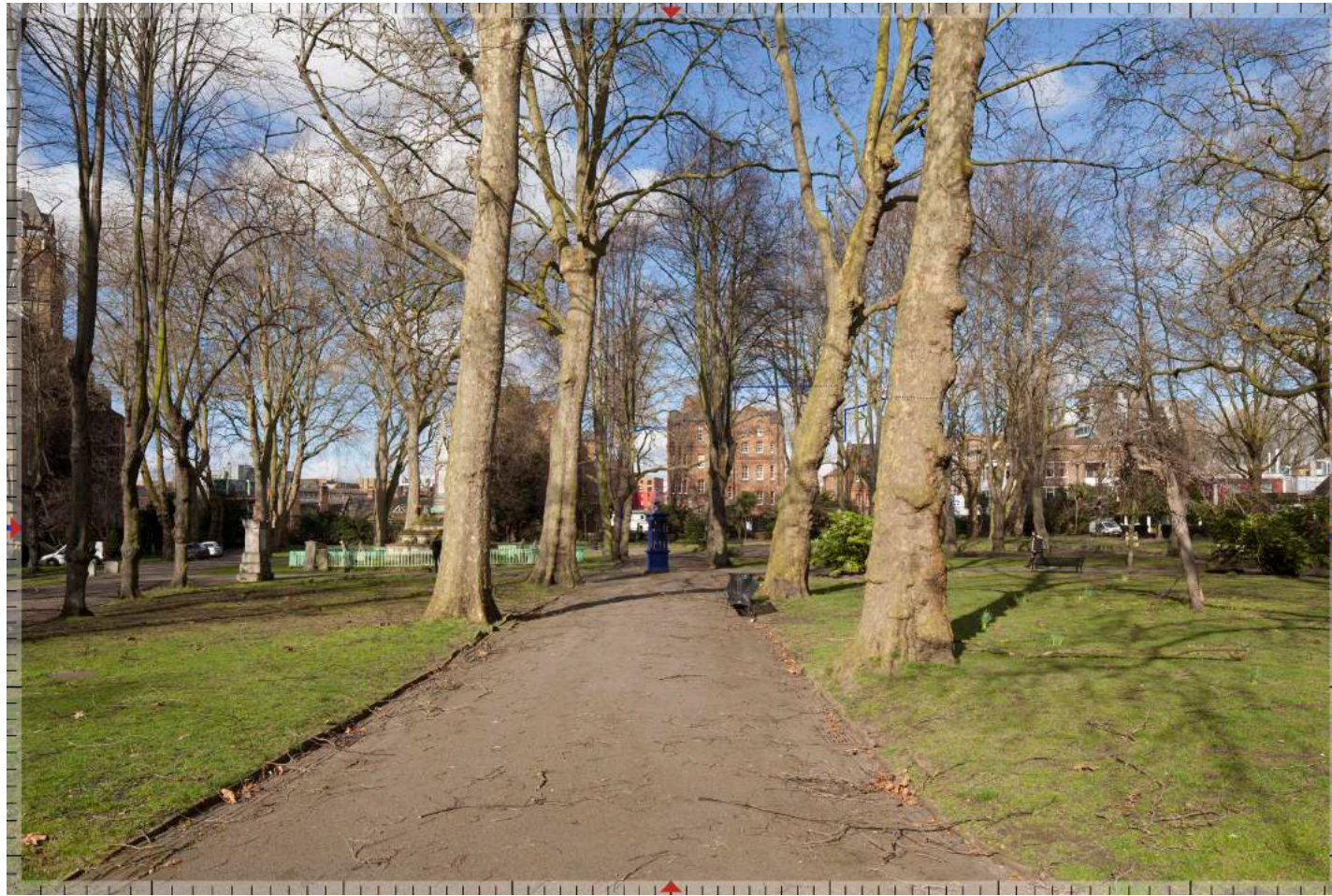
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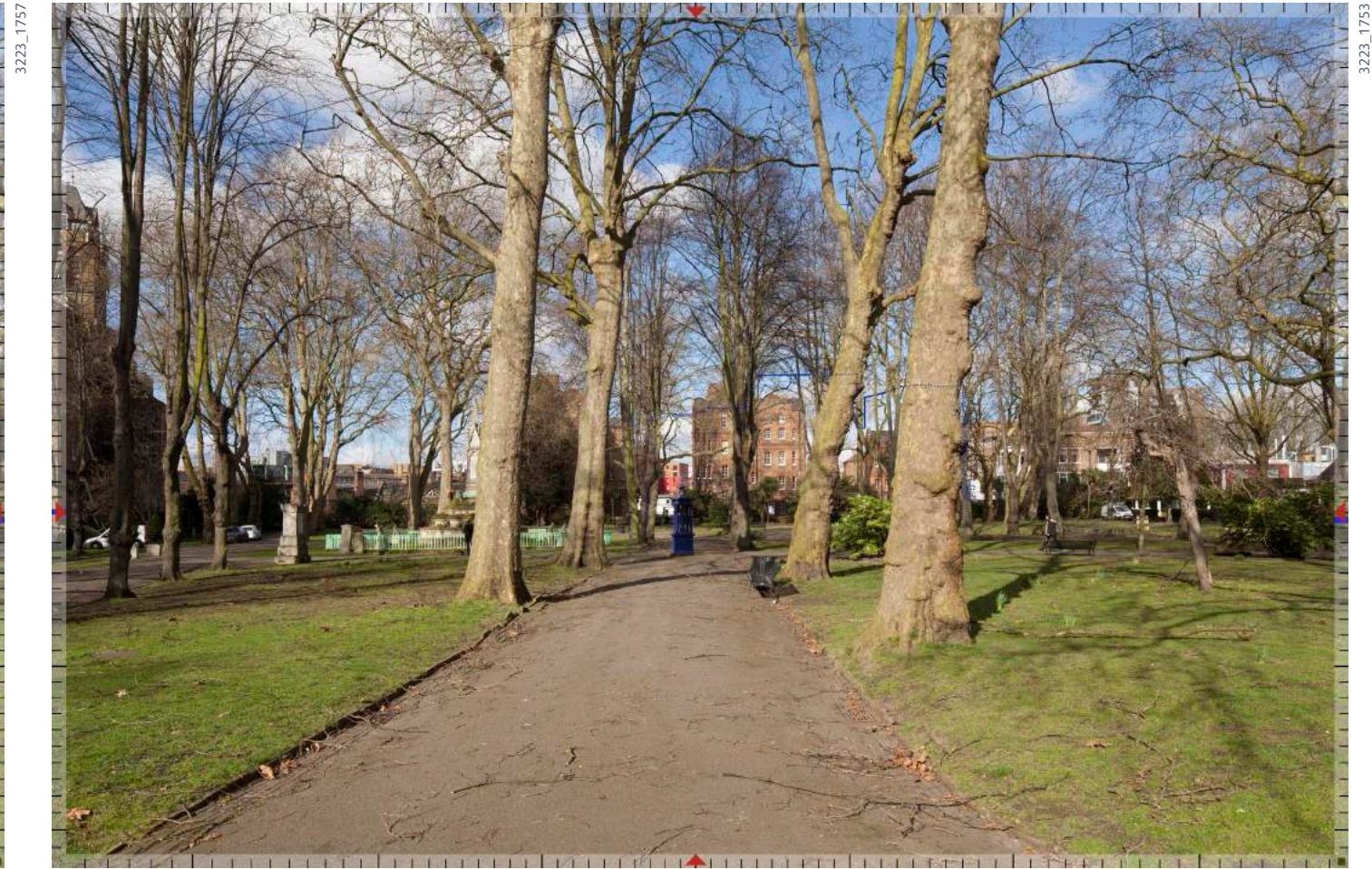


3223_1604

Cumulative



Consented Development



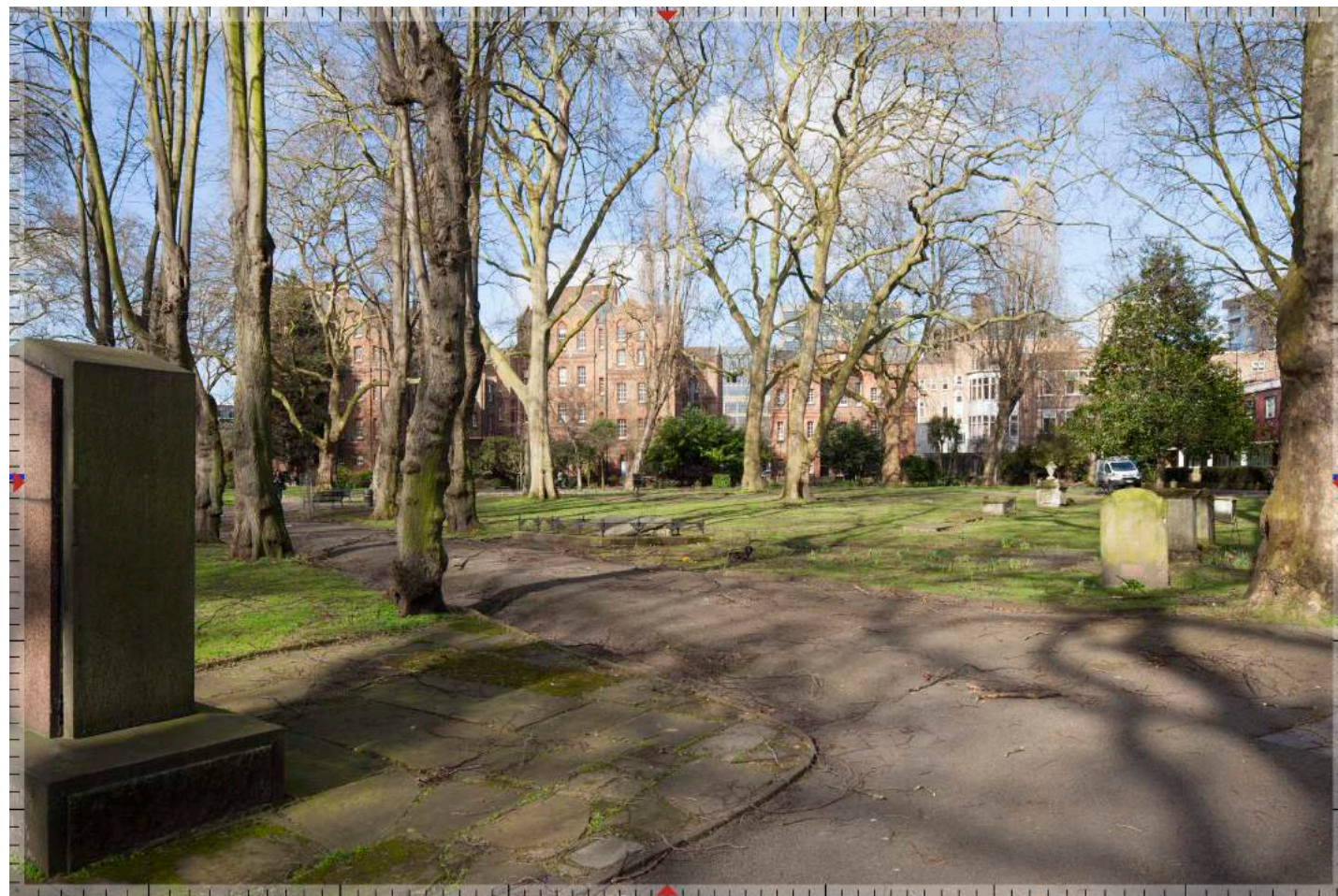
Proposed Development



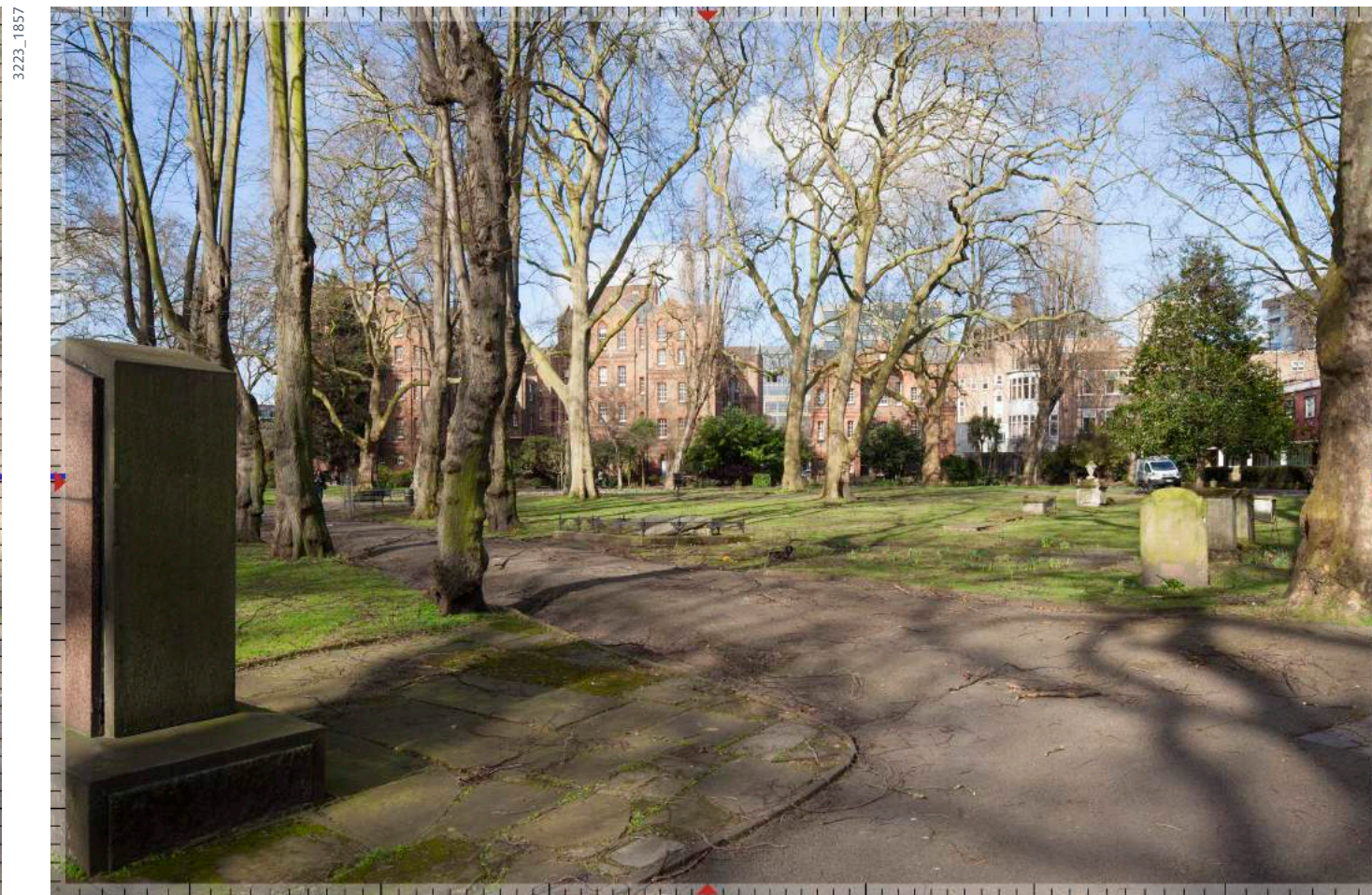


3223_1754

Cumulative



Consented Development



Proposed Development

