



PARKHURST GARDENS

TOWNSCAPE AND VISUAL IMPACT ASSESSMENT

June 2014

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1 INTRODUCTION

1.1 This Townscape and Visual Impact Assessment has been prepared in support of the planning application for the redevelopment of 65 - 69 Parkhurst Road, which was submitted to the LBI in December 2013. The assessment has been updated to take account of revisions made to the proposals during the course of the planning application.

1.2 This report has been prepared by Peter Stewart Consultancy, a practice which provides independent expert advice on architecture, urban design and heritage. The report considers the physical context of the application site ('the Site') and its surroundings. It goes on to consider the design proposals ('the Proposed Development') in the light of this context. It sets out an assessment of the quality of the design in terms of architecture, urban design and the impact of the proposed development on townscape and views.

1.3 The report should be read in conjunction with the scheme design drawings, the architect's design and access statement and other supporting information with the planning application.

Selection of viewpoints

1.4 Ten viewpoints have been chosen to illustrate the effect of the Proposed Development on townscape and views, and these are illustrated in section 5.

1.5 Seven candidate viewpoint locations were identified based on an examination of maps and aerial photographs, maps of conservation areas, maps and lists of listed buildings, and good prior knowledge of the area.

1.6 A final selection of viewpoints was made following a site visit and with the aim of providing a broad range of viewpoints from all points of the compass and within the following three types of viewing location in particular:

- Views, if any, that have been identified as significant, by the planning authority or others, e.g. in planning policy and guidance documents and conservation area appraisals;

- Other locations or views of particular sensitivity, including those viewpoints in which the Proposed Development may significantly affect the settings of Conservation Areas or listed buildings; and
- Representative townscape locations from which the Proposed Development will be visible.

1.7 The view locations were discussed and agreed with the London Borough of Islington ('LB Islington') who requested 3 additional views for inclusion in the TVIA.

1.8 For each of the 10 identified views illustrated in section 5, there are images of the view as existing and as proposed. Nine of the views as proposed are shown as a fully rendered images, showing the proposed development in a realistic manner. The Proposed Development is shown diagrammatically, in a 'wireline' outline, in view 10. The images were prepared by Designhive, a company who specialise in the production of AVRs, and their methodology for the production of the images is included at Appendix A.

2 PLANNING POLICY AND GUIDANCE

2.1 This section contains a brief overview of aspects of national, London-wide and local planning policies and guidance that are particularly relevant to the appearance and visual impact of the Proposed Development. For the purposes of this report, it is those policies concerned with design and townscape matters that are of the greatest relevance.

National policy and guidance

National Planning Policy Framework, March 2012

2.2 The Government issued the National Planning Policy Framework (NPPF) in March 2012. The NPPF sets out planning policies for England and how these are expected to be applied.

2.3 The NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development, which has three dimensions; economic, social and environmental. The NPPF states, in paragraph 14, that *“at the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking.”* In terms of what this means for decision-taking, it states that this means *“approving development proposals that accord with the development plan without delay”* and granting permission where the development plan is absent, silent or relevant policies are out-of-date unless any adverse impacts *“would significantly and demonstrably outweigh the benefits”* or *“specific policies in this Framework indicate development should be restricted.”*

2.4 In respect of design and heritage issues, the policies are broadly consistent with previous policy and guidance. Among the core planning principles set out at paragraph 17 are that planning should *“always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings”* and should *“conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.”*

Requiring good design

2.5 Section 7 of the NPPF deals with design. At paragraph 56, the NPPF states that *“good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.”*

2.6 Paragraph 60 states that *“planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness.”*

2.7 Paragraph 61 states that *“although visual appearance and the architecture of individual buildings are very important factors securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.”*

2.8 Paragraph 63 states that *“in determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area.”*

2.9 Paragraph 64 states that *“permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.”*

Conserving and enhancing the historic environment

2.10 Section 12 of the NPPF deals with conserving and enhancing the historic environment. It applies to the heritage-related consent regimes under the Planning (Listed Buildings and Conservation Areas) Act 1990, plan-making and decision-taking.

- 2.11 Heritage assets are defined in Annex 2 of the NPPF as a “*building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).*”
- 2.12 The NPPF requires an applicant to describe the significance of any heritage assets affected by a proposal, including any contribution made by their setting (para 128). It goes on to say that “*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.*”
- 2.13 The NPPF identifies a number of key factors local authorities should take into account in determining applications. These include, inter alia:
- “*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.*”
- 2.14 Para 132 states that in assessing impact, the more important the asset, the greater the weight should be given to its conservation. It notes that significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting.
- 2.15 The setting of a heritage asset is defined in Annex 2 as “*the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral*”.
- 2.16 Where a development proposal will lead to ‘less than substantial’ harm to the significance of a designated heritage asset, this harm should be weighed

against the public benefits of the proposal, including securing its optimum viable use (para 134).

- 2.17 Paragraph 135 states the effect of an application on the significance of a non-designated heritage asset requires a balanced judgement having regard to the scale of any harm or loss and the significance of the heritage asset.

Planning Practice Guidance, March 2014

- 2.18 The national Planning Practice Guidance (‘PPG’) was launched by the Government on the 6th March 2014 and provides a web-based resource in support of the NPPF. Following public consultation on a ‘beta’ version ending on 9th October 2013, the PPG has been amended to include greater emphasis on the importance of bringing brownfield land into use and issuing more robust guidance with regards to flood risk.
- 2.19 Following its launch, a number of previously published planning guidance documents have been cancelled and are detailed within the Written Ministerial Statement titled ‘Making the planning system work more efficiently and effectively’, also dated 6th March 2014.
- 2.20 The PPG includes a section called ‘Design’. This explains, inter alia, the importance of good design, the planning objectives that good design can help to achieve, the qualities of a well designed place, and how buildings and the spaces between them should be considered.
- 2.21 The planning objectives of design are stated to include promoting, inter alia, local character; safe, connected and efficient streets; a network of green spaces and public places; and cohesive and vibrant neighbourhoods.
- 2.22 In terms of the qualities that contribute to a well designed place, the PPG states that a well designed place should:

“Be functional;

Support mixed uses and tenures;

Include successful public spaces;
Be adaptable and resilient;
Have a distinctive character;
Be attractive; and
Encourage ease of movement.”

2.23 The PPG identifies the following considerations which may be relevant in terms of how buildings and the spaces between them should be considered:

“Layout – the way in which buildings and spaces relate to each other
Form – the shape of buildings
Scale – the size of buildings
Detailing – the important smaller elements of buildings and spaces
Materials – what a building is made from”

2.24 The PPG includes a section called 'Conserving and enhancing the historic environment'. This considers the factors that should inform decision taking about developments that would affect heritage assets. It notes that "*Heritage assets may be affected by direct physical change or by change in their setting. Being able to properly assess the nature, extent and importance of the significance of a heritage asset, and the contribution of its setting, is very important to understanding the potential impact and acceptability of development proposals...*" The PPG notes that setting is defined in the NPPF and "*...is the surroundings in which an asset is experienced, and may therefore be more extensive than its curtilage.*" The PPG states that "*A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset under consideration and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.*"

Regional policy

The London Plan – Spatial Development Strategy for Greater London, July 2011

2.25 The London Plan is "*...the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years.*" The policies most relevant to townscape, conservation and visual assessment are contained in Chapter Seven 'London's Living Places and Spaces'.

2.26 Policy 7.1, on 'Building London's Neighbourhoods and Communities', states that "*the design of new buildings and the spaces they create should help reinforce or enhance the character, legibility, permeability and accessibility of the neighbourhood.*" Policy 7.4 expands on the theme of local character and states that "*development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings.*"

2.27 Policy 7.6, on 'Architecture', states that "*architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and design appropriate to its context.*" It goes on to set out a list of requirements of new buildings and structures including, inter alia, that they should be "*of the highest architectural quality*"; they should "*be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm*"; they should include details and materials that "*complement, not necessarily replicate*" local architectural character; they should not cause "*unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings*" which is said to be particularly important for tall buildings; and they should "*optimise the potential of sites*".

2.28 Policy 7.8 on 'Heritage Assets and Archaeology' states that "*development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural details.*"

Local policy and guidance

2.29 Islington's Local Plan consists of a series of documents that form the borough's development plan. It contains a number of policies designed to ensure that the Borough develops in a sustainable manner.

LB Islington Core Strategy, February 2011

2.30 Islington's Core Strategy was adopted on 17th February 2011.

2.31 Policy CS9, 'Protecting and enhancing Islington's built and historic environment', states that *"high quality architecture and urban design are key to enhancing and protecting Islington's environment, making it safer and more inclusive"*. It goes on to state that *"the borough's unique character will be protected by preserving the historic urban fabric..."* and that *"the historic significance of Islington's unique heritage assets and historic environment will be conserved and enhanced whether designated or not."*

2.32 Policy CS9H refers to further detailed design guidance in the Islington Urban Design Guide.

LB Islington Development Management Policies DPD, June 2013

2.33 Islington's Development Management Policies DPD was adopted in June 2013. It will be used to make decisions on planning applications over the next 15 years. It contains a number of policies relating to design, townscape and heritage matters.

2.34 Policy DM2.1 on design states that *"all forms of development are required to be of high quality, incorporate inclusive design principles and make a positive contribution to the local character and distinctiveness of an area..."*. It promotes a perimeter block approach and sets out a number of requirements for development proposals to fulfil in order to be supported, including that developments, inter alia:

- *"efficiently use the site and/or building;*

- *improve the quality, clarity and sense of spaces around or between buildings;*
- *enhance legibility and have clear distinction between public and private spaces;*
- *improve movement through areas, and repair fragmented urban form;*
- *respect and respond positively to existing buildings, the streetscape and the wider context, including local architectural language and character, surrounding heritage assets, locally distinctive patterns of development and landscape;*
- *reinforce and complement local distinctiveness and create a positive sense of place;*
- *sustain and reinforce a variety and mix of uses;*
- *not result in an unacceptable adverse impact on views of local landmarks"*.

2.35 Policy DM2.1 states that developments should demonstrate *"...how they have successfully addressed...the site and its surroundings..."* It goes on to provide a list of factors for development proposals to consider, including, inter alia:

- *"historic context, such as distinctive local built form, significance and character of any heritage assets, scale and details that contribute to its character as a place;*
- *urban form, such as building lines, frontages, plot sizes and patterns, building heights, storey heights and massing;*
- *architectural design quality and detailing, such as colour, type, source and texture of detailing and materials used;*
- *movement and spatial patterns, such as definition, scale, use, detailing and surface treatment of routes and spaces;*
- *visual context, such as location and scale of landmarks, strategic and local and other site specific views, skylines and silhouettes, and scale and form of townscape set pieces or urban compositions;*
- *an understanding of significance of heritage assets that may be affected..."*

2.36 Policy DM2.3 sets out LBI's policy on Heritage. It states that "*development that makes a positive contribution to Islington's local character and distinctiveness will be encouraged*". The policy also seeks to ensure that "*...the borough's heritage assets are conserved and enhanced in a manner appropriate to their significance.*" It sets out principles broadly in accordance with the NPPF.

2.37 Policy DM2.5 identifies local landmarks which include the Camden Road New Church Tower and Spire on Camden Road. This is located at the junction of Parkhurst Road and Camden Road, to the south of the Site.

LB Islington Site Allocations DPD, June 2013

2.38 The Site Allocations DPD was adopted by Islington Council in June 2013. It is designed to support the delivery of the Core Strategy and its objectives.

2.39 The Site is identified as site allocation NH5 the Territorial Army Centre, Parkhurst Road. This site allocation is located outside the Nag's Head Town Centre in a predominantly residential neighbourhood. It is described in the DPD as having "*...potential for intensification for residential accommodation to help meet housing need in the borough.*" The DPD goes on to say that development proposals should "*conserve and enhance the historic character of the area, including its Victorian heritage in terms of their height, scale, proportions and appearance.*"

Supplementary planning documents

Islington Urban Design Guide, December 2006

2.40 The Islington Urban Design Guide was adopted in December 2006. It sets out general principles and standards, broadly in line with 'By Design' (this SPD still refers to former Local Development Framework as opposed to the Local Plan). In section 1, the guide acknowledges that it is generic in nature, and that therefore the principles it suggests may not always apply.

2.41 In section 2.1 (p18), 'Context and local distinctiveness', the guidance states that "*much of Islington benefits from a rich street based urban fabric both inside and outside conservation areas. New buildings should reinforce this character by creating an appropriate and durable fit that harmonise with their setting. They should create a scale and form of development that is appropriate in relation to the existing built form so that it provides a consistent / coherent setting for the space or street that it defines or encloses, while also enhancing and complementing the local identity of an area.*"

2.42 This section goes on to say that, within the bounds of an approach that is responsive to setting, "*...high quality contemporary designs will be supported...*" and that "*in areas that have lost their original street pattern and character, street based redevelopment will often be required to knit the area back with the surrounding street pattern.*"

Conservation Area Design Guidelines

2.43 The council have published Conservation Area Guidelines for the following conservation areas in the area around the Site:

- *Tufnell Park*
- *Mercers Road / Tavistock Terrace*
- *Hillmarton*

Other guidance

By Design, 2000

2.44 The good practice guidance document '*By Design - Urban design in the planning system: towards better practice*' (CABE / DETR, 2000) sets out the '*objectives of urban design*', which are general principles, and '*aspects of development form*', the physical expression of urban design which '*influences the pattern of uses, activity and movement in a place, and the experience of those who visit, live or work there*'. The point is that project proposals, in

attempting to meet the objectives of urban design, will do so most successfully by taking into account the aspects of development form which are particular to the site and its setting.

2.45 The guidance explains eight '*aspects of development form*' which form a useful basis for structuring and understanding of townscape:

- *Layout: urban structure. The framework of routes and spaces that connect locally and more widely, and the way developments, routes and open spaces relate to one another.*
- *Layout: urban grain. The pattern of the arrangement of street blocks, plots and their buildings in a settlement.*
- *Landscape: The character and appearance of land, including its shape, form, ecology, natural features, colours and elements, and the way these components combine.*
- *Density and mix. The amount of development on a given piece of land and the range of uses.*
- *Scale: height. Scale is the size of a building in relation to its surroundings, or the size of parts of a building or its details, particularly in relation to the size of a person. Height determines the impact of development on views, vistas and skylines.*
- *Scale: massing. The combined effect of the arrangement, volume and shape of a building or group of buildings in relation to other buildings and spaces.*
- *Appearance: details. The craftsmanship, building techniques, decoration, styles and lighting of a building or structure.*
- *Appearance: materials. The texture, colour, pattern and durability of materials, and how they are used.*

2.46 By Design also sets out seven '*objectives of urban design*', which it suggests are to be sought in creating a successful place. They are abstract objectives; the guidance suggests that the design of a project should take into account how the objectives can be translated into reality by virtue of the aspects of form proposed. The seven objectives of urban design are:

- *Character – a place with its own identity.*
- *Continuity and enclosure – a place where public and private spaces are clearly distinguished.*
- *Quality of the public realm – a place with successful and attractive outdoor areas.*
- *Ease of movement – a place that is easy to get to and move through.*
- *Legibility – a place that has a clear image and is easy to understand.*
- *Adaptability – a place that can change easily.*
- *Diversity – a place with variety and choice.*

3 THE SITE AND ITS SETTING

Location

- 3.1 The Site is located off Parkhurst Road, close to Holloway Road, in the London Borough of Islington. Parkhurst Road branches from Camden Road to the south-west and runs up to Holloway Road to the north-east. The Site lies within a roughly triangular urban block bounded by Parkhurst Road to the south-east and Tufnell Park Road to the north-west as they run south-west and west respectively from Holloway Road.
- 3.2 The nearest London Underground Station, Holloway Road, is just over 600m to the south-east of the Site on Holloway Road, and both Holloway Road and Parkhurst Road are served by a number of bus routes. There is a bus stop located 20m away from the Site on Parkhurst Road.

The Site

- 3.3 The Site has a frontage onto Parkhurst Road and includes a large backland area to the north-west. There is a 1950s 3 storey light brick building fronting Parkhurst Road (no. 65 - 69) with a long 1 and 2 storey wing to the rear that extends along the north-east boundary of the Site. No. 65 – 69 is set back from the footway beyond a small hard-surfaced forecourt with a low brick wall with a railing above.
- 3.4 The Site access is off Parkhurst Road immediately south-west of the frontage building. This leads to the backland area which is mostly screened from the surrounding public streets and consists of an empty, hard-surfaced courtyard and a limited number of small one-storey structures.

History of the development of the area

- 3.5 The Holloway Road, stretching from Highbury Corner in the south-east to Archway roundabout to the north-west, was once part of the medieval Great North Road, one of the major exits from London. Up until the 19th century,

the area was dominated by a few manor houses in a predominantly rural setting and the thoroughfare was its defining feature.

- 3.6 Villas and cottages started to appear along Holloway Road at the turn of the 19th century, some of which still survive. Small estates also began to be built, with development spurred on by the significant transport connections in the form of Holloway Road itself as well as the developing railway.
- 3.7 Change in the area gathered pace throughout the 19th century. Alongside the spread of terraced housing covering the green-field sites around Holloway Road, including the creation of the Tufnell Park estate in 1865, came the introduction of Holloway Prison in 1852, the Metropolitan Cattle Market in 1855 and the Byzantine-style St George's Church in 1868 (now the St George's Theatre).
- 3.8 Famous shops and theatres were established along Holloway Road, such as Beale's, Jones Brothers, the Parkhurst Theatre (demolished in 1909 and the site of The Arcade development, 401 Holloway Road), the Marlborough Theatre (adjacent to the Parkhurst Theatre, now the Centre for Health, Social and Childcare, 383 Holloway Road) and the Holloway Empire (now the Odeon Cinema).
- 3.9 Development intensified throughout the 20th century. This included a number of larger scale apartment blocks as well as local authority housing estates, which continued to be built into the post-war years. The wider area has become run-down in places today.

The Site's immediate surroundings

- 3.10 The Site, the main body of which is a backland area, is surrounded by a number of residential developments of varying scale, ages and typologies but most with mature garden area planting. The open area to the south-west corner (between the Site and the rear gardens of nos. 51 to 63 Parkhurst

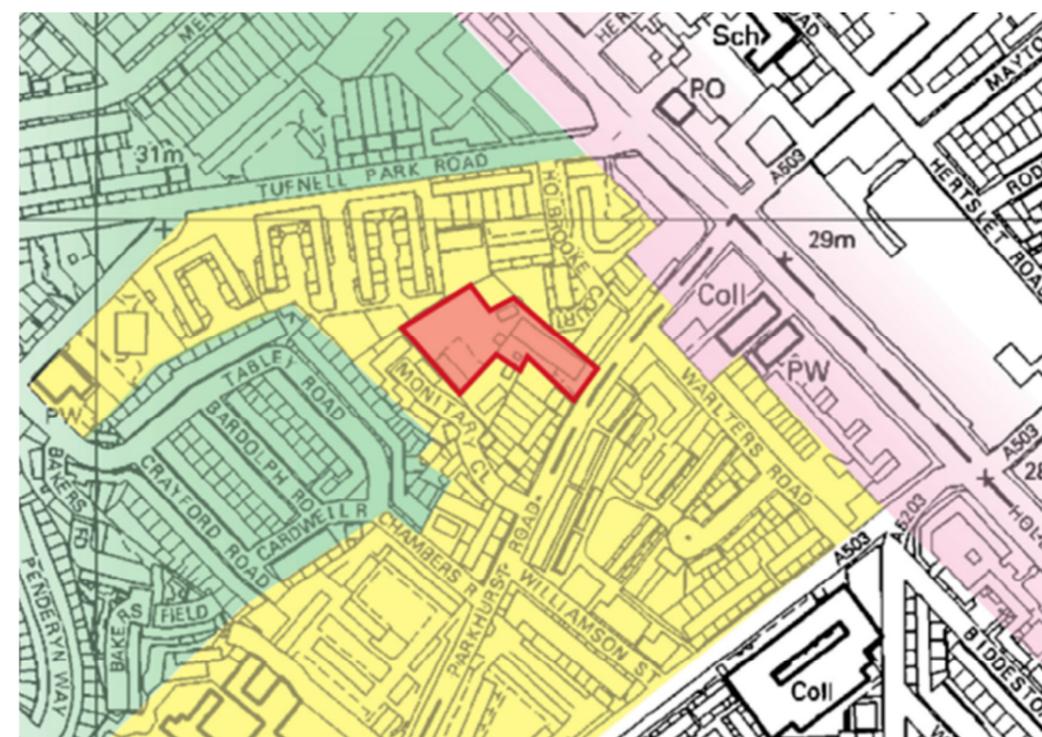
Road), is the site of a cadet building to be completed by spring 2014, as illustrated in the DAS.

- 3.11 Immediately adjacent to the Site to the south-east, fronting Parkhurst Road is a row of mid 19th century houses located within the Hillmarton Conservation Area. Nos. 51-57 and No. 63, the house next to the Site, are locally listed. They are 2 storey semi-detached villas (above half basements) with pitched hipped roofs. Nos. 55 to 63 are in stock brick, while 47 to 53 are finished in stucco. Some have undergone alterations such as roof and side extensions. They have long back gardens and are separated from the Site by the site of the new cadet facility (to be completed spring 2014).
- 3.12 To the south-west the Site shares a boundary with Moriarty Close, a 1990s gated residential development of houses and maisonettes accessed from Parkhurst Road. There is a play area to the north of Moriarty Close, at the west corner of the Site, which fronts part of the Tufnell Park Estate.
- 3.13 To the north-west is McCall House, a 5 storey local authority apartment block, and the eastern most of 3 blocks on the Tufnell Park Estate. The estate comprises deck access blocks that front Tufnell Park Road and was built in the 1920s.
- 3.14 To the north of the Site is the Willow Day Nursery, which sits between the Tufnell Park Estate and Holbrooke Court. The latter is a gated local authority estate to the north-east of the Site comprising three 4 storey high apartment blocks with open cores and inset balconies. One of the blocks backs onto Parkhurst Road, immediately adjoining the Site.
- 3.15 Opposite the Site is a 4 storey high local authority estate block incorporating the Williamson Street Community Centre, forming part of the 1970s Williamson Street Estate. Either side of the Community Centre are Penrhos House and Vaynor House, two four-storey blocks on the same estate.

The Site's surroundings

3.16 Three townscape character areas have been identified for the purpose of this TVIA that reflect the commercial character of the main route of Holloway Road and the distinctive and varying age and scale of residential developments in the wider area.

3.17 The townscape character areas are as follows:



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- Townscape Character Area 1 - Parkhurst Road
- Townscape Character Area 2 - Holloway Road
- Townscape Character Area 3 - Tufnell Park

1 Parkhurst Road

- 3.18 This townscape character area includes the Site and its surroundings; the area immediately around the Site is described above. It is dominated by large scale 20th century residential development and incorporates developments both north-west and south-east of Parkhurst Road, roughly between Tufnell Park Road and Camden Road north-east of the junction with Parkhurst Road.
- 3.19 There are a number of 20th century housing developments in addition to those referred to above. These include Parkhurst Court, a 5-storey local authority apartment block dating from the first part of the 20th century, which sits to the north-east at the junction of Parkhurst Road and Warlters Road; and Northview to the north-east, with a 4 storey block fronting Tufnell Park Road and another set around a cul-de-sac.
- 3.20 Post-war developments include the Corporation of London's Holloway Estate which occupies both side of Parkhurst Road to the south of the Site and the 8 storey high Darren Court on Tufnell Park Road to the west.
- 3.21 A number of buildings can be considered exceptions to the area's unremarkable architectural character. Nos. 9-21 on the south side of Tufnell Park Road are listed grade II. They are a terrace of early 19th century houses separated from the Site by the Willow's Children Centre and Holbrooke Close. Nos. 35 to 43 Parkhurst Road, to the south-west of the Site, are a three storey terrace of mid 19th century houses within Hillmarton Conservation Area.
- 3.22 Holloway Prison lies to the south-west of the Site on Camden Road, close to the junction with Parkhurst Road. This large complex contributes a predominantly blank tall modern boundary wall to the townscape. Opposite on the triangular site at the junction itself is the former Camden Road New Church, the tower and spire of which is identified by LB Islington as an important landmark. It has a decapitated spire and is now in use by the Islington Arts Factory. The setting of the building is impaired by a car dealership located in forecourt at the junction.

2 Holloway Road

- 3.23 This townscape character area differs significantly from the Parkhurst Road area, being principally made up of commercial premises. There is a continuous built edge of varied development in terms of age and size with a continuous commercial ground floor.
- 3.24 There are several larger scale 20th century developments along this frontage. On the corner of Tufnell Park Road and Holloway Road lies the Odeon Cinema, a grade II listed building dating from the 1930s. It is a grand structure faced in both brickwork and faience. Closer to the Site, on the south-east side of the junction with Parkhurst Road, is the uninspiring 7 storey development The Arcade (384 – 402 Holloway Road) with Carpetright in the ground floor retail unit. Further south is the City and Islington College which includes a 15 storey block as well as an addition by Daniel Libeskind.
- 3.25 Some 19th century buildings survive. On the north corner of the junction of Holloway Road and Seven Sisters Road, no. 458-462 Holloway Road dates from 1891 and has a decorative buff terracotta façade; it is listed grade II. Further north on Holloway Road there are runs of 3 storey mid 19th century terraces.

3 Tufnell Park

- 3.26 The Tufnell Park character area includes uniform groups of terraced housing dating from the 19th century. The houses are generally 3 storeys high and of stock brick. The varied architectural fashions of the time are evident in the façade variations. Some have canted bay windows; some incorporate stucco detail; some have decorated cornices at eaves level; and others have brick on edge dog-tooth eaves details. In general, however, individual streets adopt regular albeit distinct styles.
- 3.27 The former St George's Church lies on the corner of Carleton Road and Tufnell Park Road. This impressive Byzantine-style church is listed grade II and has been extended and now houses the St George's Theatre.

3.28 The Bakersfield Estate, situated off Crayford Road to the south-west, is more characteristic of the housing estates found in the Parkhurst townscape character area and exemplifies the post-war interventions that have taken place in the wider area.

Heritage assets

3.29 The Site does not lie within or include any heritage assets. There are a number of heritage assets nearby and in the wider area, as described below. This is not, however, a particularly heritage-sensitive Site.

Conservation areas

Hillmarton Conservation Area

3.30 The Hillmarton Conservation Area was first designated on 13th November 1990. The majority of the area consists of pairs of 2 and 3 storey semi-detached villas or terraces set out along wide streets. An independent 'island' area which is part of this much larger conservation area lies to the south of the Site (as described above)

Tufnell Park Conservation Area

3.31 The Tufnell Park Conservation Area was designated on 23rd June 1970 and was extended in May 1993. It is largely made up of the Tufnell Park Estate, laid out in the second half of the 19th century. The predominant character of the area is residential, comprising mainly single and semi-detached villas as well as terraced houses.

Mercers Road / Tavistock Terrace Conservation Area

3.32 The Mercers Road/Tavistock Terrace Conservation Area was first designated on 25th July 1989 and extended in June 2000. The character of the area

derives from the predominantly commercial frontages along Holloway Road combined with residential side streets. There are a range of Victorian buildings which contributes to the area's attractiveness.

Listed buildings

3.33 There are no statutory listed buildings on Site. There are a number of listed buildings in the wider area around the Site.

- **9-21 Tufnell Park Road** was listed grade II on 30th September 1994. These detached and semi-detached houses, that link to form a terrace, date from between 1840 and 1850.
- **458-462 Holloway Road** was listed grade II on 30th September 1994. The building dates from 1891.
- The **Odeon Cinema** was listed grade II on 5th October 2000. It was built by architect Howard Crane and dates from 1938.
- **St George's Theatre** on Tufnell Park Road was listed grade II on 20th September 1954. It was formerly St George's Church, originally built by George Truefitt in 1866-7.
- The **Church of St Luke** and the attached walls and gate piers to churchyard on Hillmarton Road, were listed grade II on 29th September 1972. This Anglican church was designed by Charles Lee and dates from c.1859-60.

Locally listed buildings

3.34 The buildings on Site are not locally listed. There are a number of locally listed buildings in the area close to the Site. These include:

- Prince Edward Public House, Parkhurst Road
- Nos. 35-43, Nos. 51-57 & No. 63 Parkhurst Road (odd numbers only)
- Nos. 4 & 17 Tufnell Park Road
- Seventh Day Adventist Church, Holloway Road
- Nos. 429, 445, 464, 490 Holloway Road

- The Nag's Head Public House, Holloway Road
- Odeon Parade, Holloway Road
- The Hercules Tavern, Holloway Road

Existing townscape: conclusions

- 3.35 The pattern and hierarchy of main routes in the area remains as established in the 19th century. The main road and focus of commercial development being Holloway Road; with Parkhurst Road and Tufnell Park Road providing main routes, mostly lined by residential development, to the south and south-west respectively.
- 3.36 The Site lies on Parkhurst Road, close to Holloway Road, in an area characterised by residential development which is varied in age and type. It has a street frontage but the main body of the Site is a backland area to the north-west. This backland area is screened in most views from the surrounding public streets.
- 3.37 Pockets of 19th century villas and terraces survive. These include nos. 49 to 63 Parkhurst Road close to the Site (which form an independent 'island' of the Hillmarton Conservation Area, which lies to the south); and 7 to 21 Tufnell Park Road to the north (which are listed grade II and lie within the Mercers Road / Tavistock Terrace Conservation Area. Overall, however, the townscape of the surrounding area is dominated by 20th century residential estate developments including Tufnell Park Estate, Holbrooke Crescent, Williamson Street Estate and Holloway Estate.
- 3.38 The vacant Site is currently underused and unsightly. There is an opportunity to intensify the level of development on Site, add to the residential uses surrounding the Site with new homes, and provide an enhanced street frontage to Parkhurst Road.

4 THE PROPOSED DEVELOPMENT AND ASSESSMENT

- 4.1 The Proposed Development includes the demolition of the existing buildings on Site and the development of three new buildings to provide 112 new homes of a mix of unit size and tenures. It also includes some landscape and highway works.
- 4.2 A detailed description of the Proposed Development and the evolution of its design following extensive discussions with the local planning authority can be found in the DAS. The application drawings and DAS should be consulted in conjunction with this section.

Site plan

- 4.3 The Proposed Development comprises three new buildings: a frontage block facing Parkhurst Road (continuing the building line of no. 63 to the south-west); a linear block running along the north-east Site boundary; and a broadly 'C' shaped block to the north-west of the Site with a courtyard facing south-east into the Site.
- 4.4 A new route is created leading into the Site from the existing access off Parkhurst Road. This route is perpendicular to Parkhurst Road and runs north-west to the rear boundary of the Site. It provides access into the Site and to the proposed cadet hut (which is not part of the Site); and will allow for possible future connections to Holbrooke Court or the Tufnell Park Estate.

Massing

- 4.5 The smallest of the 3 blocks fronts Parkhurst Road. It is 3 storeys high with an additional attic storey set back from the building's front facade onto Parkhurst Road. The design of this block is different from the other blocks, as described below.

- 4.6 The linear block sits to the north-west of the frontage block and runs close to the north-eastern edge of the Site. It is 5 storeys in height with an additional set back attic storey, stepping down to 4 storeys at its south-east end.
- 4.7 The 'C' shaped block sits to the rear of the Site in the north-west corner and defines the edge conditions to the south-west and north-west. The south-western wing is 3 storeys high, with an additional set back attic storey. Both the north-west wing (or central wing of the 'C') and the north-east wing rise to 5 storeys in height, also incorporating additional set back attic storeys.

Detailed design

- 4.8 The frontage block provides the principal street elevation. The front elevation is expressed as three terraced houses, each with a 'front door'; one providing access to the circulation core, the other two 'front doors' to flats. The block has a clear vertical hierarchy of a base, middle and top, with a bronze effect metal clad inset top floor. There is a regular pattern of vertically aligned punched window openings and the parapet to the 3rd floor has a lattice work of brick.
- 4.9 The two separate larger blocks within the main backland area of the Site differ in their design from the frontage block. These larger blocks have a base, middle and top expressed through the use of contrasting brickwork (the same for the top and bottom), with a varied pattern of insets to the upper floors.
- 4.10 The elevations express the pattern of dual aspect apartments (some of which are duplex) and whilst following an overall grid pattern have a more varied and modern pattern of fenestration. The upper floors of both blocks are organised around external corridor access, expressed as a projecting concrete walkway with predominantly glass balustrades, incorporating concrete upstands in places. The rear elevations have balconies with short concrete balustrades with glass above. The ground floor flats and duplexes

have their own external front doors. This gives the distinct character of a 'front' and 'back' to the main block elevations.

- 4.11 There is a simple, well considered palette of high quality external materials. All three blocks are in brick, with glass and concrete panel balcony balustrades. The two larger apartment blocks are clad in two types of different coloured brickwork. All blocks have an open lattice effect to the parapets of the penultimate floors.

Open space

- 4.12 There will be a variety of new garden and amenity spaces on Site associated with the residential development. These include the new multifunctional route into the Site, a play area in the north-east corner, a formally landscaped garden courtyard to the 'C'-shaped block and a central, tree-lined path linking the courtyard and the Site's entrance route. Most ground floor units will have associated private garden spaces. The open area fronting Parkhurst Road will be planted with trees, and provides a private garden for the ground floor family unit.

Assessment

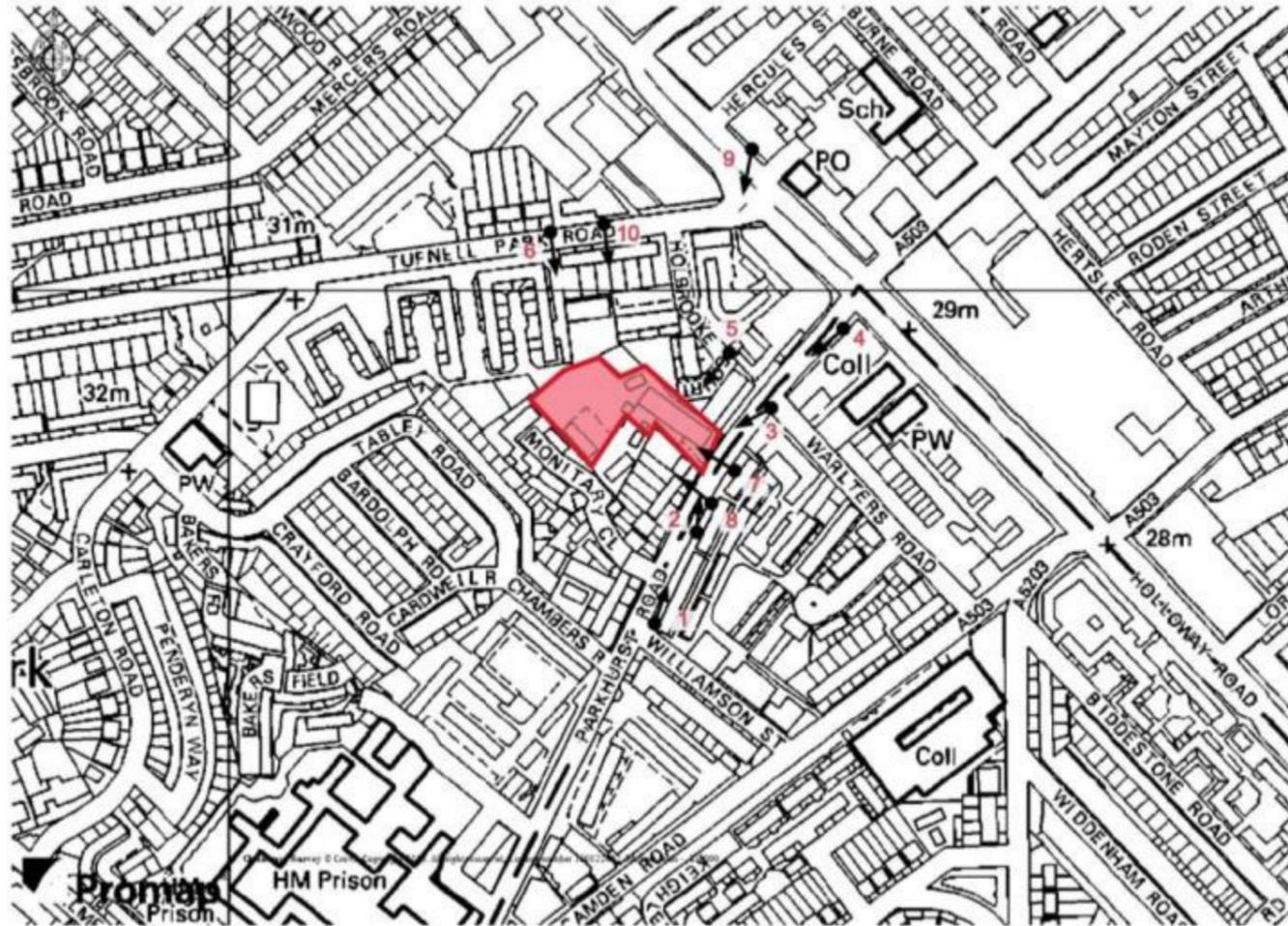
- 4.13 The Proposed Development makes the most of what the Site has to offer in terms of developable land to provide new housing as part of a wider residential neighbourhood. The blocks have been carefully arranged on Site, around a new route and variety of formal and informal open spaces. These spaces will provide a pleasant outlook for the new flats, as well as enhanced views into the Site from the surrounding areas.
- 4.14 The frontage block positively addresses Parkhurst Road and ensures the development has an appropriate street presence. It has been designed to respond to the existing character of buildings fronting Parkhurst Road, particularly to the south-west in the Hillmarton Conservation Area.

- 4.15 The 'C'-shaped block sits to the rear (north-west) of the Site and defines the edges of the Site with clearly articulated residential blocks, not unlike the blocks of local authority housing seen to the north which front Tufnell Park Road, or the post-war blocks seen in the wider area. The linear block defines the north-west edge of the Site.

- 4.16 The Proposed Development will contribute a sense of character in this backland area where one is lacking today. The arrangement of the blocks will enhance the character and legibility of the Site. It has had regard to the form, function, and scale of surrounding buildings and will make a positive contribution to the wider neighbourhood.

- 4.17 All three blocks are of a high quality of design. The use of brick as the main external material conforms to the predominant material found in the surrounding area. The two different coloured bricks used and the open lattice work detail to the parapets add a distinctive character to the development and a richness to the elevations.

5 TOWNSCAPE VIEWS



Views

- 1 Parkhurst Road – south
- 2 Parkhurst Road
- 3 Parkhurst Road / Walters Road
- 4 Holloway Road / Parkhurst Road junction
- 5 Holbrooke Court
- 6 Tufnell Park Road by McCall House
- 7 Parkhurst Road, opposite Site entrance
- 8 Parkhurst Road between no. 61 and no. 63
- 9 Holloway Road
- 10 Tufnell Park Road, opposite no. 17

Figure 2: Plan of viewpoint locations



View 1

Parkhurst Road – south

Existing view

- 5.1 This viewpoint is on the south-east side of Parkhurst Road, near the junction of Parkhurst Road and Williamson Street. The view is looking north-east in the direction of the Site. The foreground to the left of the image is located within the Hillmarton Conservation Area.
- 5.2 The wide highway, with the tall street lights, dominates the foreground of this view. The varied age and typology of residential development is evident and the west side of the street, left of image, is clearly residential in character. The frontage building on Site, visible towards the centre of the images, is the exception.
- 5.3 The area to the left of image in the Hillmarton Conservation Area includes a row of semidetached 19th century villas. Nos. 51-57 (odd) and no. 63, all screened by trees in this summer view, are locally listed.



View as proposed

- 5.4 The Proposed Development will provide an enhanced residential building as part of the built edge to north-west side of Parkhurst Road. The frontage block will be of a similar height to the existing building on Site. The inset bronze effect metal clad top floor and lattice work brick parapet will be visible.
- 5.5 In the winter the locally listed foreground buildings will be visible.



View 2

Parkhurst Road

Existing view

- 5.6 This viewpoint is on the south-east side of Parkhurst Road, in front of Penrhos House (part of the Williamson Estate, not visible in this view). It is closer to the Site than viewpoint 1. The 19th century villas to the left of the image are within the Hillmarton Conservation Area, no. 63 (immediately left of the building on Site) is locally listed.
- 5.7 The wide highway, with tall street lights, dominates the foreground of this view. The west side of the street, left of image, is clearly residential in character and the varied age and typology of residential development is evident. The frontage building on Site, visible towards the centre of the images, is the exception.
- 5.8 There is a clear difference in the townscape character between the Hillmarton Conservation Area and the area to the right of the image, which includes the Site.



View as proposed

- 5.9 The Proposed Development will provide an enhanced residential building of a distinctive character to the built edge of the north-west side of Parkhurst Road. The frontage block will be of a similar height to the existing building on Site. The inset bronze effect metal clad top floor and lattice work brick parapet will be visible, the former with a roof-like character.
- 5.10 The use of a complementary brick will ensure the Proposed Development sits comfortably with the foreground buildings; and the low boundary treatment and hedge and tree planting in the front garden will continue the pattern seen in the conservation area.
- 5.11 A small part of the linear block will be visible but not very noticeable, below the height of the chimney pots of no. 59 Parkhurst Road.



View 3

Parkhurst Road / Walters Road

Existing view

- 5.12 This viewpoint is on the footway on the south-east side of Parkhurst Road at the junction with Walters Road. It is looking south-west towards the Site. The row of houses left of centre of the image, is located within the Hillmarton Conservation Area and nos. 51-57 (odd) and no. 63 are locally listed.
- 5.13 The wide highway with, the tall street lights, dominates the foreground of this view. There are a number of trees along the boundaries of the various estate and apartment block developments, including Holbrooke Court, to the right of the image.



View as proposed

- 5.14 The Proposed Development, of a high quality of design, will provide an enhanced residential frontage to the north-west side of Parkhurst Road. It will provide relief from the monotonous rear elevation of the block on Holbrooke Close (to the right) and will appear distinct from the development in the conservation area beyond (to the left of the image).
- 5.15 The inset bronze effect metal clad top floor of the frontage block is visible beyond the trees in the garden area of Holbrooke Court.
- 5.16 A small part of the top floor of the linear block will be visible above Holbrooke Court but not very noticeable.



View 4

Holloway Road / Parkhurst Road junction

Existing view

- 5.18 This viewpoint is on the south-east side of Parkhurst Road, close to the junction with Holloway Road. It is located further away from the Site than view 3. The houses seen in the middle ground (beyond the cars) are within the Hillmarton Conservation Area and nos. 51-57 (odd) and no. 63 are locally listed.
- 5.19 The foreground comprises the roadway of the busy Parkhurst Road. To the left is the late 20th century large scale development that fronts Holloway Road, The Arcade. To the right is a more varied built edge, most of which is residential in character. The terrace of 3 storey high late 19th century terraces with repetitive bays with hipped roof (right of centre) is the most noticeable feature in the view. The Site frontage, just left of centre in this image, is largely screened by the trees on the Holbrooke Court site.



View as proposed

- 5.20 The new street block of the Proposed Development will appear as a positive addition to the built edge on the north-west side of Parkhurst Road, albeit largely screened by trees. The inset bronze effect metal clad top floor of the frontage block will be visible and the lattice work parapet of the corner of the linear block will be visible.
- 5.21 The Proposed Development will contribute positively to the variety of development visible in this view.



View 5

Holbrooke Court

Existing view

5.22 This viewpoint is on Holbrooke Court looking south-west towards the Site.

5.23 This is a view of a local authority housing development and the most prominent feature is the tall gate and fence in the foreground. Whilst the two blocks of the Holbrooke Court Estate that are visible are of a cohesive and relatively unaltered appearance the view is of little townscape quality. The flank elevation of the existing building on site is visible in the middle ground between the two foreground blocks. The principal feature of interest is the tree.



View as proposed

5.24 The detailed design of the elevations of the Proposed Development, with the expressed concrete walkway and glass and concrete balustrade of the corridor access, will provide a well articulated backdrop of a clearly residential character. The tree in the foreground screens the upper two floors of the block in this view. The Proposed Development will enclose and help create sense of place in Holbrooke Court



View 6

Tufnell Park Road by McCall House

Existing view

- 5.25 This viewpoint is on the north side of Tufnell Park Road. The view is looking south towards the Site (along the access road in the centre of the image). No. 21 Tufnell Park Road, to the left of the image, forms part of a grade II listed row of 19th century houses and lies within the Mercers Road / Tavistock Terrace Conservation Area.
- 5.26 To the right of the image is Mc Call House, a deck access apartment block on the Tufnell Park Estate. This view illustrates the mixed townscape of the area around the Site and the large scale 20th century interventions that have taken place. The trees are prominent when in leaf.



View as proposed

5.27 The Proposed Development will not be very noticeable in this view. It will be largely screened when the trees are in leaf. In the winter the apparent height of the Proposed Development will be less than that of the foreground terrace.



View 7

Parkhurst Road, opposite Site entrance

View as existing

- 5.28 This viewpoint is on the south-east footway of Parkhurst Road, opposite the Site entrance. It looks north-west at the Site. 63 Parkhurst Road, the 19th century terraced house to the left of the image, is locally listed and within the Hillmarton Conservation Area.
- 5.29 The existing building on Site lies to the right of the image and is of a commercial / institutional appearance. To the left of the building (and towards the centre of the image) is the main access point into the Site, with the roofscape of Mc Call House visible in the distance. This is an unremarkable view.



View as proposed

- 5.30 The street block of the Proposed Development will be a welcome feature of a high quality of design in this view. It will be of a clearly residential appearance, with punched window openings with a vertical emphasis, and set behind a front garden with a low boundary treatment, hedge and tree planting. The inset bronze effect metal clad top floor will have a roof-like character, seen beyond the open lattice work brick parapet.
- 5.31 The new route into the Site will be framed by trees, and the linear and 'C' shaped block will be visible but not prominent in this view, clearly seen as elements in the backland part of the site, beyond the street frontage.
- 5.32 The view into the Site will be significantly enhanced and the backland area will have a distinctive character and sense of place.



View 8

Parkhurst Road between no. 61 and no. 63

View as existing

- 5.33 This viewpoint is on the south-east footway of Parkhurst Road, near the Site entrance. It is looking north-west towards the Site through the gap between no. 61 and no. 63 Parkhurst Road. The foreground development is within the Hillmarton Conservation Area and no. 63 is locally listed.
- 5.34 These houses are typical of those built along main routes in the 19th century as London expanded. They have undergone alterations or have been extended since built.



View as proposed

- 5.35 The Proposed Development will be visible in the distance in the gap between no. 61 and 63. It will not be very noticeable and will appear to sit below the eaves line of these two foreground buildings in this view.
- 5.36 The linear block will be visible to the far right of the image, indicating the alignment of the new route into the Site. The use of two types of brick, stepped height and inset upper floor with open lattice work parapet will provide a richness and texture to the elevations appropriate to the grain of the foreground development.



View 9

Holloway Road

View as existing

- 5.37 This viewpoint is on the north-east footway of Holloway Road. It is looking south in the direction of the Site. The Odeon cinema to the far right of the image is listed grade II and within the Mercers Road / Tavistock Terrace Conservation Area.
- 5.38 The foreground is dominated by the busy Holloway Road and associated clutter of highway barriers and traffic light. The Site, which is not visible in this view, lies beyond the block seen in the gap between the two 1930s blocks in the centre of the views; Northview to the right, and Tufnell Park Mansions to the left.



View as proposed

5.39 The Proposed Development will not be visible in this view.



View 10

Tufnell Park Road, opposite no. 17

View as existing

- 5.40 This view point is from the northern footway of Tufnell Park Road, opposite no. 17. The view looks south towards the Site beyond the grade II listed houses in the foreground which lie in the Mercers Road / Tavistock Terrace Conservation Area.
- 5.41 The view is dominated by the grade II listed 19th century houses which make up this terrace. Only three of the row of listed houses comprising nos. 9 to 21 are visible. No. 17 has been cleaned and has an unbalanced composition both to the principal façade and adjoining side additions.



View as proposed

5.42 The Proposed Development will not be visible. The dotted red line indicates the outline of the Proposed Development.

6 ASSESSMENT OF IMPACT AND CONCLUSIONS

6.1 The Proposed Development is assessed in section 4 of this report and its effect on local views is assessed in section 5. The DAS sets out in detail how the design is based on a clear appreciation and thorough understanding of the Site and its context, and how the design has evolved in discussion with LB Islington officers.

Architecture, urban design and townscape

- 6.2 The Proposed Development will enhance the Site in terms of architectural quality, urban design and townscape. It will provide an intensified level of development of a mix of size and tenure of residential apartments, appropriate to the residential character of the area. The provision of a high quality development and areas of new landscape will provide a significantly enhanced outlook from surrounding sites compared to the current almost derelict condition of much of the Site.
- 6.3 The Proposed Development is well considered and responds positively and with a convincing layout to the varied housing typologies that surround; both along Parkhurst Road, and around the backland area (which comprises the main body of the Site). The Proposed Development is generally taller than the development surrounding the Site but will result in an appropriate relationship in each instance, the taller element focused towards the centre of the backland Site.
- 6.4 The frontage block has been designed in close consultation with the local planning authority and reflects the Council's view of the suitable height of development along the street frontage. The two taller blocks lie beyond the street frontage on the main backland part of this large Site and have a stronger visual and plan relationship with the apartment block developments to the north-west, rather than Parkhurst Road. The well considered articulation of height across the Site reflects this specific site context and is wholly appropriate. It will deliver a high quality townscape and urban design response.

6.5 The Proposed Development contributes to the seven 'objectives of urban design' set out in By Design. It will:

- Establish a distinctive **character** on Site, appropriate to the mixed urban context, recognising the different characters of the principal street frontage and each of the varied site boundaries to the backland area.
- Provide enhanced **continuity** and **enclosure** around the Site, responding to the varied scale of existing development surrounding the Site, and to the street frontage to Parkhurst Road.
- Include high **quality public realm** with enhancements to the Site edge along Parkhurst Road as well as a new multi-functional route into the Site and communal areas of open space for residents within the main body of the Site.
- Ensure **ease of movement** into and within the Site with a new route that runs to the rear boundary of the Site, between the two proposed blocks, connecting the proposed open spaces.
- Improve **legibility** with a well delineated new tree lined route into the Site, reinforced by the linear block, visible from the street. The design of the elevations of individual buildings will ensure the route to each front door is clear.
- Remain **adaptable** to users' requirements with a variety of well designed unit types.
- Encourage **diversity** with a variety of type of housing units, in term of tenure and bedroom numbers, and with a variety of areas of open space to support a variety of activities, including balconies, private back gardens and communal spaces.

Views

- 6.6 Ten views have been assessed in section 5 of this report. These demonstrate that the Proposed Development, where visible, will appear as an appropriate and beneficial element in the townscape. It will respond positively to the character of the Site context and the varied form and scale of neighbouring buildings.
- 6.7 The visual impact of the Proposed Development is limited to views close to the Site and principally from the main route of Parkhurst Road, which is characterised by a mix of mainly residential developments; and from the routes that follow or align onto the backland area such as Holbrooke Court. In these views only small parts of the backland development are visible and the frontage block is largely screened by trees (this effect will be enhanced by additional tree planting as part of the application).
- 6.8 Where visible, the Proposed Development will enhance these views with an appropriately scaled and distinctive urban development of a residential character. The high quality design of the buildings and carefully selected bricks (of two colours) and banding and patterning, including the lattice work parapets, will animate the elevations. The Proposed Development will create a distinctive sense of place on a Site where one does not currently exist.
- 6.9 Views 1 to 4 show how the design of the Proposed Development will provide an enhanced built frontage to Parkhurst Road. The frontage block is of a different design to the other two blocks and clearly responds to the character of the street frontage and the pockets of surviving 19th century development to the south-west, with the metal clad set back top floor and elevations ordered as three terraced houses.
- 6.10 View 5 shows how the Proposed Development will appear from Holbrooke Court. The distinctive architecture will add visual interest to this view and will appear appropriate in its scale.
- 6.11 The Proposed Development will not be visible or barely noticeable in views 6, 9 and 10. It will be more visible in view 8 but not very noticeable as it will be seen in the distance.

- 6.12 The Proposed Development will enhance those views where it is visible.

Townscape setting of designated heritage assets

- 6.13 The Site does not lie within a conservation area nor does it include any statutory or locally listed buildings. There are a number of heritage assets close to the Site, considered below, and in the wider area, as set out in section 3.
- 6.14 The row of 19th century villas along Parkhurst Road, to the south west of the Site frontage are within the Hillmarton Conservation Area, of these nos. 51-57 and 63 are locally listed. The conservation area is separated from the backland area of the Site by the site identified for the cadet hut (which will be completed in spring 2014).
- 6.15 The Proposed Development, of a distinctive, high quality design as assessed above, will enhance the townscape quality of the area and views into the Site. The frontage block has been designed to complement the 19th century villas in the conservation area (some of which are locally listed) and will enhance the townscape setting of these assets in views along Parkhurst Road. This is illustrated in views 1 to 4, 7 and 8.
- 6.16 View 10 illustrates the effect of the Proposed Development in views from the north along Tufnell Park Road and demonstrates there will be no harm caused to the townscape setting of nos. 9 to 21, listed grade II and within the Mercers Road / Tavistock Terrace Conservation Area.
- 6.17 The Proposed Development will not have a harmful impact on any elements of setting that contribute to the significance of conservation areas, listed buildings, or locally listed buildings. Where visible from any designated heritage asset the design of the Proposed Development is such that it will enhance these views.

Conclusion

- 6.18 The main body of the Site has an almost derelict appearance today which detracts from the townscape quality of the surrounding area. The Proposed Development would be a significant improvement offering a number of urban design and townscape benefits including the intensification of development on this underused Site and the introduction of residential use.
- 6.19 The Proposed Development will provide a sense of place that is lacking on Site and along much of Parkhurst Road today. The frontage block is expressed differently to the two blocks on the main body of the Site, reflecting the different typologies and scale of neighbouring buildings.
- 6.20 The architecture is of a high quality and provides an original interpretation of the apartment block typologies surrounding the Site. The elevation treatments deploy a crisp modern architectural language with a limited palette of high quality materials and well considered use of brickwork.
- 6.21 In respect of the design considered in its own right, and the relationship between the new buildings and their surroundings, the effect of the new development will be entirely positive.
- 6.22 The Proposed Development will significantly enhance the quality of the townscape of the area, and the townscape setting of nearby heritage assets. It is in line with the policies and guidance on design set out in the NPPF and By Design; London Plan policies 7.1, 7.4, 7.6 and 7.8; Core Strategy policy CS9; and DMDPD policies DM1, DM3 and DM4.

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June 2014

Appendix A

Designhive view methodology

1.0 Overview

This document has been prepared by Designhive Media Ltd to explain the methodology used to create accurate visual representations (AVRs) of the proposed development of Parkhurst Gardens, Islington. The visual assessment of the proposed development reflects current best practice in relation to the verification of images, a process which is constantly being refined and improved with advances in technology and industry experience.

The purpose of the photomontages is to present an accurate overview of the proposed development which enables its effect on the landscape and views to be objectively evaluated. Every image contained within this document is verified unless otherwise stated. Final images should not be used as a standalone tool to assess the suitability of a development, but should be used in conjunction with a site visit.

In this document, you will be guided through a step-by-step description of how Designhive has produced an accurate representation of the proposed building in pictorial form to explain the processes used (including statements from the photographer and survey team). The methodologies described in this document are based on current best practice and follow recommendations from The Landscape Institute’s “Guidelines for Landscape and Visual Impact Assessment” (3rd Edition 2013) and their supplementary Advice Note “Photography and Photomontage in Landscape and Visual Impact Assessment” (Jan 2011).

This document includes an audit trail to demonstrate the key stages of production (see Section 3.0) that can, if required, be checked by a third party. This document sets out the methodologies used for the photography, surveying, 3D modelling and camera matching processes - all critical to ensuring the accuracy of the final photomontages.

The photomontage images represent how the proposed development would be perceived from a number of locations in the surrounding landscape. The locations for photomontage viewpoints were agreed in liaison with Camden Borough Council.

The images contained within this document should not be used as a standalone tool to assess the suitability of a development.

The entities responsible for the preparation of the views that are set out in the following pages comprise:

Photography

Arcminute Ltd
62 Grove Park Terrace
London W4 3QE
Phone: 07774 857627

Survey of existing views and camera locations

Datum Survey Services Ltd
Brickfield Business Centre, Brickfield House
High Road, Thornwood, Epping CM16 6TH
Phone: 07977 111935

Production and checking of verified images

Designhive Media Ltd
The Workshop, Old Barn Cottage, Down Lane
Compton, Guildford GU3 1DQ
Phone: 01483 813888

Supply of building CAD

Allford Hall Monaghan Morris Architects
Morelands
5-23 Old Street
London EC1V 9HL
Phone: 020 7251 5261

Supply of landscape CAD

Area Landscape Architects
3 Wherry Lane
Ipswich IP4 1LG
Phone: 01473 219729

2.0 Methodology

2.1 Photography

The professional architectural photographer employed on this project was briefed by Designhive to work to a methodology which conforms to the principles specified in section 1.0 Overview.

The following methodology statement has been supplied by Arcminute:

Photography brief The following methodology applies to the production of photographic images originated in October and November 2013 which form the pictorial basis for visual impact assessment photomontages for 10 views for Parkhurst Gardens, Islington.

Equipment Images are captured on a 36mm x 24mm 21 megapixel digital sensor in combination with the following shift lenses:

- Focal length 24mm | Horizontal FOV 74° (for close views in built-up streetscapes)
- Focal length 35mm | Horizontal FOV 55° (for close views requiring selective framing)
- Focal length 50mm | Horizontal FOV 40° (for long distance views)

Lenses outside these parameters are also available for use in certain circumstances but these 3 lenses have been found to cover the vast majority of situations required in this type of work.

Choice of lens We prefer to replicate (as far as possible) what may have already been provided in terms of preliminary view studies as typically these would have been generated using pre-considered factors as to what each view would need to illustrate e.g. context, key visual receptors etc. In the absence of a definitive steer, we will generally use a 74° HFOV lens for medium to close views in an urban environment and a 40° HFOV lens for long distance views. However, the actual size and nature of a scheme (single

building or large multibuilding development) and its location will also be considered before lens selection. The Landscape Institute’s latest guidelines have been relaxed with regard to lens choice and they are no longer insistent that a ‘standard’ lens be used wherever possible.

Photography The camera is mounted on a tripod at eye level which on level ground is 1.65m within a +/- 100mm tolerance. The camera is then levelled in roll and pitch to a tolerance of 30mm per 100m using a precision spirit level. The point on the lens which coincides with the virtual render camera is horizontally referenced to a survey mark (nail or paint) to +/- 2mm using a survey standard procedure and the height above this is measured using a steel tape measure to the same tolerance. A photograph is taken of the tripod in its location, the survey point on the ground and the tape measure reading against a reference point on the camera mount. During image capture particular emphasis is placed on the following:

- Rendering all points in the scene as sharply as possible to avoid any sense of selective focus.
- Capturing all tonal detail in the scene and avoiding ‘blown out’ highlights and ‘blocked up’ shadows.

Where a scene’s brightness range exceeds that of the sensors dynamic capture range it may be necessary to combine two or more different exposures to create a final image to overcome this limitation and to maintain a realistic tonal rendering closer to that of the human eye.

Post production The camera images are captured using a native camera or ‘RAW’ format and a software application is used to turn these into universally accessible RGB raster images. At this conversion stage colour and tonal adjustments are made to recreate as honestly as possible the scene as was presented to the photographer at the time of capture. RGB images are corrected using specialist software to remove non-perspectival optical distortion in order to create a geometrically accurate 2D projection which can be precisely aligned with CGI renderings and survey data. The image is then placed in a standard sized image template and the calibrated lens axis position is aligned with the documents centre. This accounts for both deliberate offset through lens shift and manufacturing tolerances in lens to camera body alignment. A text file in the image document records camera height above the survey point, lens focal length, film gate, date and time, nominal lens offset and document pixel dimensions. All images are also accompanied with photographic evidence of camera location, survey point location and height above survey point.

2.2 Survey

All of the baseline photographs were taken by a professional architectural photographer. Each viewpoint location is surveyed and identified by Ordnance Survey co-ordinates. The heights and distances of significant points within each view that are easily distinguishable have also been recorded as Ordnance Survey grid and level datum and their accuracy has been checked relative to the fixed camera position. The survey points for each view provide an effective check for ensuring that the 3D model and existing views are accurately merged together.

The following methodology statement has been supplied by Datum Survey Services:

Survey brief We were commissioned to survey and record co-ordinates (Eastings, Northings and AOD Height) of known points of detail located around the study site known as Parkhurst Gardens, Islington. Digital files of the 10 views together with camera point locations were provided by the photographer.

Date of surveys October and November 2013

Camera point positioning Network RTK solutions were established using a Leica GPS + GLONASS SmartRover receiver. The equipment was set-up directly over the camera position (survey nail) and multiple observations were recorded. A second (reference) point was taken approximately 100m away from the camera position using the same method.

Data capture Traditional survey techniques were employed to record the points of detail within each view. A Leica TCRA TS15 Total Station with long range reflector-less distance measurement capabilities was set-up directly over the camera point and orientated to Ordnance Survey National Grid using the two sets of co-ordinates determined by the SmartRover receiver.

Deliverables The completed survey data was issued as follows:

- Microsoft Excel Spreadsheet comprising point numbers, coordinate data and descriptions.
- PDF copies of each photo with point locations and view specific point numbers clearly marked.
- AutoCAD DWG file containing 3D survey points with view specific point numbers.

2.3 3D building model and material textures

The 3D computer model of the proposed development which is superimposed upon the existing views is based upon current (revised) CAD as issued by AHMM Architects. The 2D drawings of the proposed development are supplied by the architect and initially imported into 3DS Max. The drawings are then traced over using snap tools within this program to create an accurate 1:1 scale model of the proposed development. A manual crosscheck of heights is then carried out by Designhive across all buildings working with a range of spot height information as supplied by the architect. Once the 3D model has been approved by the architect, a corresponding issue number is recorded. The 3D model is based on the maximum block dimensions set out in the parameter plans.

2.4 3D landscape

The landscape model was generated from current (revised) CAD information, planting plan and suggested tree heights as supplied by Area Landscape Architects. Indicative planting was added using the most appropriate trees/shrubs from our 3D model library.

2.5 Camera matching

The verification process confirms the accuracy of the 3D model in relation to each view. The camera matching process involves accurately matching the position of the virtual camera with the real world camera in OS space, and the location of the 3D model of the proposed development within each (existing) view. This is achieved through aligning the imported 3D cloud of survey points within the base photo and 3D environment, creating a virtual camera that replicates the exact position and height of the real world camera to produce an image where the rendered survey points match in visual location those recorded by the survey team and photographer.

The specifications of the lens type relating to each existing view is also entered into 3DS Max to help guide with alignment. An alignment is deemed correct only when all survey points sit exactly over the pixel in the photo that corresponds with the marked-up survey photo. If all points match, the virtual camera must therefore be correctly aligned.

For each view we measure the distance from camera to target and apply respective equations to establish the potential adjustment necessary to compensate for both curvature of the earth and light refraction. Typically, when the real world camera is positioned within 1.5km from the target, the effects of curvature of the earth and light refraction are deemed to be negligible in terms of their visual impact and therefore no adjustment is made to the Z axis of the building model within the view.

2.6 Lighting and rendering

To accurately light the 3D model, 3DS Max's 'daylight system' is set to replicate the solar time, date and geographic location (longitude and latitude) as recorded in the base photograph. The settings used for each base photograph (F stop, shutter speed etc) are replicated in both this 'daylight system' and the virtual camera set-up. This process mimics the virtual sun so that the lighting falls upon the 3D model as it would in real life at the point when the photograph was captured. Fine tuning is sometimes necessary to better match the resultant lighting and shadows to the base photograph.

Once the camera matching and lighting processes are complete, the render of the 3D model is output to the same pixel resolution as per each respective base photograph.

2.7 Post production

The render of the three-dimensional model is superimposed on the existing still views in Adobe Photoshop. The foreground of the existing views i.e. trees, lamp posts, cars, buildings etc, are then copied and placed over the rendered model in order to ensure that the depth is accurate within the photomontage view between the foreground, background and the rendered model. At this stage, the textured model can be further adjusted to match the resolution, colouring and saturation of the photograph taken to create a close impression of what the textures of the building would look like. This is a qualitative exercise and requires interpretation and guidance by the architect on how the building will look.

A final qualitative check of all of the photomontage images has been carried

out to ensure that they provide objectively accurate views of the proposed development.

In view 11, where the development is not visible, the maximum parameters of the scheme are illustrated by a red skyline.

2.8 Recommended viewing distances

It is recommended that final images are viewed at an optimum viewing distance (in relation to the size of printed photomontage) to give a correct sense of scale. We recommend that images are printed to a size that creates a comfortable viewing distance of between 300 to 500mm. The recommended viewing distance for each image is specified within Section 4.0 of this document.

2.9 Caveats

Due to the ongoing development of the design, the 3D model evolved through a succession of revised CAD and verbal instructions. As such, a definitive set of final CAD was neither received nor used.