

**Environmental Statement Volume II:
Heritage, Townscape and Visual Impact Assessment
B&Q Cricklewood, Cricklewood Lane**

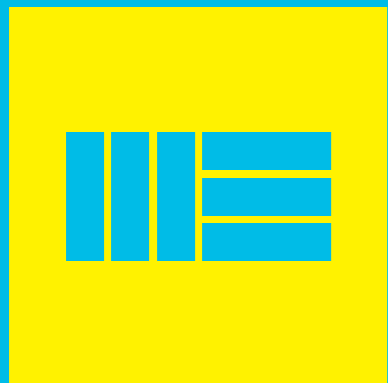
Montreaux Cricklewood Developments Ltd
July 2020



BUILT HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT: ENVIRONMENTAL STATEMENT

CRICKLEWOOD LANE

JULY 2020



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EXECUTIVE SUMMARY

This HTVIA has been prepared by Montagu Evans LLP on behalf of Montreaux Cricklewood Developments Ltd (hereafter the 'Applicant') to support the submission of the application for outline planning permission to redevelop the Site referred to as 'B&Q Cricklewood'. The Proposed Development seek to deliver 1,100 new homes, including 35% affordable homes and new commercial floorspace to create a new neighbourhood on this gateway Site in Cricklewood. This HTVIA has been prepared as Volume 2 of the ES and considers the effects of the redevelopment of the Site on the value of the heritage, townscape receptors in the surrounding area.

The Site at the moment is underutilised, and is of low to poor townscape quality. The Site is not subject to heritage or planning designations that would necessarily limit development directly on the Site. Notwithstanding the area of open space at Cricklewood Green, the public realm is poor and there are significant opportunities to improve the landscaping and relationship of new buildings to the railway and provide a meaningful area of public realm to the south.

The policy background supports the intensification and densification of development on this Site, it being located in the Brent Cross Cricklewood Opportunity Area. The policy objectives of the Brent Cross Cricklewood, Brent Cross and West Hendon Regeneration Area Development Framework emphasise the importance of maximising opportunities for redevelopment and regeneration in the area.

SITE CHARACTERISTICS

The immediate townscape environment comprises different character areas reflective of the town centre location. Immediately to the east of the Site, the railway infrastructure of the bridge, the railway tracks and the underpass characterise the area and it is recognisably that of a transport hub. The townscape to the south is a residential enclave comprising of Victorian and Edwardian buildings of consistent height and character.

Further to the south west the streetscape is defined by the High Road which leads north to south and is characterised by buildings of larger footprint and in a mix of commercial uses.

The surrounding townscape contains buildings of up to 10 storeys, and 9 immediately adjacent the Site following the recent consent at the Site of 1-13 Cricklewood Lane, but generally the townscape is low rise. Elsewhere in the Cricklewood Opportunity Area there are buildings of greater height towards Hendon Station and Brent Cross.

Key to our analysis of the Proposed Development has been the potential for effects on the Railway Terraces Conservation Area (CA), a sensitive designation that needs particular consideration. The CA is characterised by two storey brick cottages that were built originally in the 1860s by the Midland Railway development of the area as workers' cottages for the construction of the railway infrastructure. The consistent terrace form, with enclosed gardens between the rows of residences can be seen on historic maps of the area from the mid 1890s and were extended in the early twentieth century to create Champion Terrace which immediately abuts the railway lines. The small allotments, which do not form part of the CA designation, form an important area of open space to the north east of the development Site.

Views through and out to the south of the CA are sensitive and have been the subject of particular views analysis and townscape assessment.

In addition to this designated heritage asset, the Crown Pub which dates from 1900 and built in the Jacobean style, is a prominent local landmark on the high street. This asset is experienced as part of a busy town centre in a mixed townscape. The effects of the Proposed Development on the setting of this heritage asset have been the focus of pre-application discussions and views testing.

The existing, proposed and cumulative conditions have been considered given the scale of change in the area, in particular the redevelopment of the adjacent Site on behalf of co-op and in combination with the Council's aspirations to improve the public realm on Cricklewood Green. It has been agreed with LBB that the improvements to Cricklewood Green will be included in the assessment of the Illustrative Masterplan so that an accurate picture of the interaction between the proposed and future potential townscape conditions is created in this location.

APPROACH TO ASSESSMENT AND POLICY POSITION

Our approach to the assessment of the acceptability of the Proposed Development started with an assessment of the suitability of the Site for tall buildings given the Site's characteristics and the adopted planning policy pertaining to the Site.

The Site characteristics and existing poor public realm, its location in the Town Centre and its highly accessible location mean the Site is at a point of urban significance adjacent the railway line and station hub.

With regards to the policy position, and as indicated above, the Site is located within an area that is identified as being suitable to accommodate tall building development. The adopted policies of the statutory local plan (including the London Plan) and the Draft London Plan (The Intend to Publish version) support the optimisation of housing density at High PTAL sites and adjacent to public transport nodes. This was explicitly acknowledged by the GLA during pre-application discussions, and the nature and scale of the transformative change promoted by the Applicant and the technical team throughout the pre-application consultation has been supported by LBB and the GLA.

The site does not lie in any locally designated viewing corridors nor in strategic views as identified by the London View Management Framework (2012). The site does lie in the background of the LVMF view 5A.2 which has been tested as part of the visual impact assessment.

The Proposed Development are considered expressly against the criteria of the local tall buildings policy DM05 and the London Plan policy 7.7 (The Location and Design of Tall and Large Buildings) in **Section 11.0** of this ES Chapter.

PRE-APPLICATION CONSULTATION

The pre-application consultation undertaken to date has helped to identify the Council's aspirations in working with the Applicant to realise the redevelopment of this Site to deliver significant townscape benefits. Key is the improvement of the public realm and the experience for users at the ground floor level, helping to improve the permeability and legibility through the Site and regenerate this part of Cricklewood as a new neighbourhood through the delivery of significant housing and commercial floorspace to contribute to town centre uses in buildings of high quality design.

Given the scale of the proposed change on the Site, the tall buildings strategy and the form and location of the taller buildings to be located on the Site was the subject of a rigorous views analysis exercise with AVR consultants Cityscape and in consultation with LBB to look at the effects of the Proposed Development on a range of viewpoint locations which capture different sensitivities.

Through the pre-application process, the tall building strategy was revised and the tallest height of the buildings reduced to 25 storeys; placed at the corner of the site fronting Cricklewood Lane it acts as a marker adjacent to the railway, marking the underpass and entrance to the key node of the train station.

The massing was planned to ensure the stepping down in scale of the development towards the north of the Site and ensuring the views through and out of the Railway Terraces Conservation Area. The new layout ensures the buildings of greater height are positioned near to the railway lines to reduce the visibility of these buildings in longer views towards the Site.

The approach taken following the testing and analysis has been to locate the focal point and tallest building on the southern corner of the Site nearest to the station to act as a wayfinding device and to mark the entrance to the station. It also addresses the central square and is orientated to maximise the open space.

ASSESSMENT FINDINGS AND CONCLUSION

The Proposed Development of the Site to deliver 1,100 new homes, a target of 35% of which will be affordable, new commercial floorspace in buildings of up to 25 storeys in height is an appropriate level and form of development for this significant Site. Our assessment of the effects of the scheme has been carried out in accordance with principles on landscape and townscape assessments as set out in the Landscape Institute and Institute of Environmental Management and Assessment 'Guidelines for Landscape and Visual Assessment – Third Edition' (GLVIA) (2013).

The Proposed Development Proposed Development has been subject to assessment also in accordance with the criteria based policy DM05 which align with the criteria set out in London Plan policy 7.7, and emerging London Plan policy D8.

The development will successfully mark a new regeneration Site. EPR Architects and Exterior Architecture have considered an Illustrative Masterplan of high quality design that specifically addresses the Sites constraints and optimises its potential to deliver the maximum level of residential accommodation on the Site whilst minimising and mitigating adverse impacts to heritage, townscape and visual receptors. An important aspect of the scheme is the delivery of a meaningful public realm offer and the creation of a new town square which forms the entrance to the Site. This will ensure the tall buildings, and in particular the tallest on the corner of Cricklewood Lane mark an area of strategic space of civic importance.

The proposed redevelopment will result in transformative change to the character and activities on and in the immediate environs of the Site. The comprehensive approach to the redevelopment and the scale of the change means there will be some significant effects on townscape and visual receptors.

The operational effects on townscape receptors range from Negligible to Major Beneficial.

Character Area 1 is the area in which the Site is located. The potential townscape changes are substantial to this area, being beneficial in the introduction of new and accessible ground floor commercial and community uses which will encourage movements into and through the Site where this is currently not possible. The position of the commercial uses onto the new square will activate building frontages and naturally enclose the street. The buildings will be of higher quality architecture and achieve Site optimisation set within a significant high quality public realm offering which will enhance permeability, safety, greening and access through the Site, bringing substantial urban design benefits.

The Proposed Development will be experienced in Character Area 1 most significantly when travelling from locations west and east to the north; entering into the Site and moving through to the north. The quality of the architecture and public realm will be greatly enhanced. We have identified a Major Beneficial effect arising from the Proposed Development.

There will also be operational effects on character areas 2, 3 and 4 owing to the more open characteristics of these areas. These are judged to be minor beneficial effects.

The effects on visual receptors range from None to Moderate Adverse. Significant effects identified to visual receptors as a result of the Proposed Development are identified in views 5, 6, 7, 9 and 11 as a moderate effect, with minor effects on views 1-4, 8, 14. The remaining effects are judged to be negligible or none. The tall buildings will be visible from these viewpoints owing to the nature of the surrounding townscape and the topography. The form of the buildings have been designed to maximise their slender proportions and the shoulder heights designed to reduce the impression and appearance of the new massing.

Whilst some significant adverse effects are identified in ES terms, these are judged to be adverse owing to the lack of detailed design available at the outline stage. The scale of change and effect on the characteristics of the receptors leads to that particular judgement as the mitigation is not yet in place and should come forward in future RMAs.

It is our view that the significant effects of the end scheme, and the principles captured in the parameter plans and Design Guidelines submitted with the outline scheme, are overall judged to be beneficial owing to the redevelopment of the Site which is currently a detracting and underutilised feature in the streetscene with new buildings that deliver new commercial uses at ground floor level and significant new landscaping. The Proposed Development will enhance the quality of the public realm, the permeability and access through the Site and legibility to ensure the streetscene is activated as well as inviting users to move through into the public spaces and utilise the new connections through the Site.

The heritage receptors identified in this ES Chapter will not experience significant effects owing to the orientation of the assets, the distance between the Site and designated heritage assets and the nature of the interposing development.

The effect on the setting and visual experience of the Grade II listed Crown Public House has been the subject of particular consideration at the pre-application stage and through the formal testing and assessment of impacts. The views analysis shows that from some viewpoint locations travelling north along the High Street, the upper elements of the Proposed Development are seen in combination with the Crown Public House. The visibility of the Proposed Development is transient and experienced as part of a busy urban environment. Views of the front entrance and elevation of the Crown Public House, from directly opposite the listed building from where the principle elements of architectural interest are appreciated, are preserved.

Whilst the Proposed Development is seen in oblique views as part of the approach from the south, the effect of the impact is reduced however by the distance between the asset and the Site. The effect will be mitigated in due course also through the implementation of the high quality detail of the architecture and application of materials as required in the Design Guidelines prepared by EPR. The elevation of the Crown will remain architecturally significant and the form and the design of the new buildings when seen in combination with the listed building would not compete.

The tall buildings will mark this area as a key node of high quality regenerative development which will create a successful new landmark Site on point of arrival in Cricklewood. There will be some significant effects on townscape and visual receptors arising from the scale of change in this location. Notwithstanding these, it is our view overall that the Proposed Development takes the opportunity to enhance the contribution made by the site to the townscape, improving the relationship of the new buildings with the streetscape, bringing new uses and landscaping to enhance the public realm.

In our view the Proposed Development will strengthen the identity of the area as one of regeneration, signalling the Site as one of landmark quality and reinforce the wayfinding and legibility of the surrounding townscape with significant benefits to the same and without harm to designated heritage assets or amenity. It is our view that the Proposed Development meet the criteria of policy DM05, London Plan policy 7.7 and all other relevant planning policy and that the Proposed Development should be granted planning permission. If the LBB are to take a different view, then the planning benefits of the scheme, set out in the planning statement submitted with the Outline Application should be weighed in a balanced assessment of the scheme.

1.0 INTRODUCTION

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INTRODUCTION

- 1.1 Montagu Evans has been instructed by Montreaux Cricklewood Developments Ltd (hereafter referred to as the 'Applicant') to provide consultancy services and produce this (Built) Heritage, Townscape and Visual Impact Assessment (hereafter 'HTVIA') in support of Proposed Development which are subject to an application for planning permission at B&Q Cricklewood, Cricklewood Lane, NW2 1ES ('the Site').
- 1.2 The Site is located in the London Borough of Barnet (the 'Council'). The Site is described within ES Volume 1 Chapter 5: The Proposed Development and also within the Design and Access Statement (DAS) prepared by EPR.
- 1.3 **Figure 1.1** shows the boundary of the Site and an aerial view is provided at **Figure 1.2**.
- 1.4 The application is submitted in outline, and reserves all matters (with the exception of access) for later approval by the Council through the submission of Reserved Matters applications.
- 1.5 The description of development is as follows:
"Outline planning application for the demolition of existing buildings and comprehensive redevelopment of the Site for a mix of uses including residential C3 and flexible commercial and community floorspace in uses classes A3/B1/D1 and D2; associated access; car and cycle parking; landscaping; and associated works."

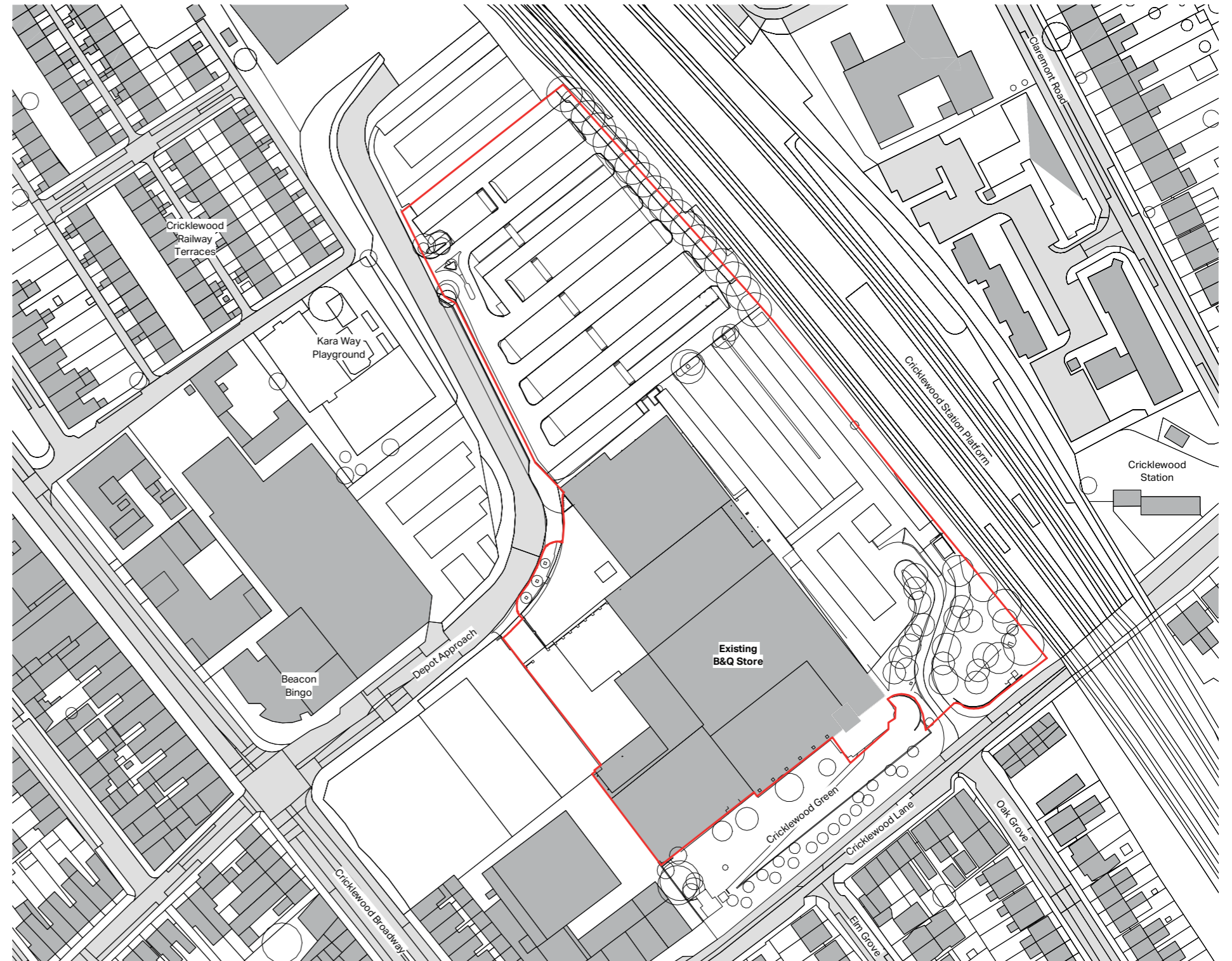


Figure 1.1 Plan showing the redline boundary of the Site.

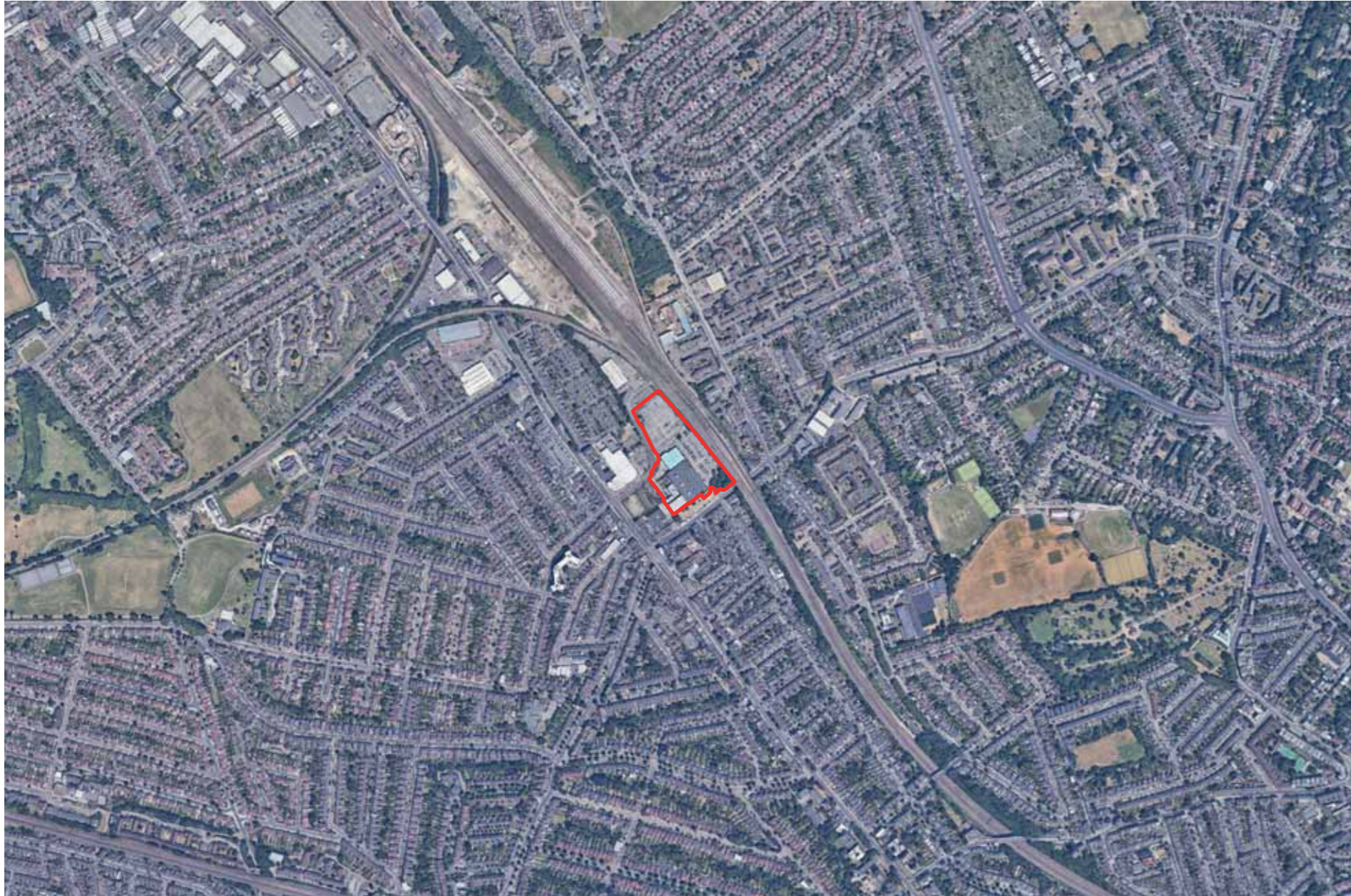


Figure 1.2 Aerial View of the Site with indicative boundary shown in red. Source: Google Earth

THE SITE

- 1.6 The Site is bounded by the Depot Approach thoroughfare to the north-west, Cricklewood Green to the south-east and the Midland Main Line to the east, which is serviced by the nearby Cricklewood Station. Access to the Site is gained from Cricklewood Lane, which extends along the south-eastern boundary of the Site beyond Cricklewood Green.
- 1.7 The Site is currently occupied by several large warehouses in retail use and areas of hardstanding used for carparking, storage and service areas. At present there is little public realm, which is largely confined to the grassed and treed area which borders the entrance road to the B&Q carpark at the south-eastern corner of the carpark.
- 1.8 To the immediate south-west, the Site is bound by two Sites marked out for redevelopment. The first, at the junction of Cricklewood Broadway and Depot Approach, comprises 194-196 Cricklewood Broadway which has planning permission for a six-storey building with 96 residential units and approximately 3,500m² of floorspace in Class A1 use. The second, at 1-13 Cricklewood Lane, would comprise three blocks of between 6 and 9 storeys with 145 residential units and flexible retail space. This scheme has been given a resolution to grant by LB Barnet.
- 1.9 The Site falls within the Cricklewood/Brent Cross Opportunity and Regeneration Areas and is therefore identified as being within a location for major growth, where high density development is expected. This opportunity area is also identified as having potential to bring forward 'very tall' buildings (15 storeys and above) at suitable locations.
- 1.10 Adopted planning policy at a London and local level is seeking transformative change in Cricklewood and the Site forms part of this wider context. Whilst the site is not allocated in the adopted statutory development plan, the emerging development plan indicates that over 1,000 units, comprising residential and mixed uses (approximately 10% retail and community), are assessed as deliverable and developable on the Site.
- 1.11 The Site is not located within a Conservation Area and does not contain any statutorily listed buildings. The Cricklewood Railway Terraces Conservation Area (CA) is, however, located to the immediate north-east and the Brondesbury CA located to the south. Several other heritage assets, including listed buildings, are present within the surrounding area.

1.12 The Site is not located within the formal consultation area for strategic views as determined by the adopted London View Management Framework (LVMF) (2012), however it is located within the extended background vista for LVMF view 5A.2 (Greenwich Park General Wolfe Statue to St Paul's Cathedral).

THE PROPOSED DEVELOPMENT

1.13 The Proposed Development seeks to realise policy objectives for the Site, Cricklewood town centre and wider regeneration area through the redevelopment of the Site to deliver a maximum of:

- Up to 1,100 mixed tenure residential units (35% affordable) (C3 Use) including upto 373 Build to Rent (BtR) apartments;
- Up to 1,200m² Flexible community and commercial uses (A3, B1, D1 and D2 Use);
- Associated public, semi-private and private realm, public open space ; and
- Improved access (including a new internal road network), car parking, landscaping and other associated works and improvements.

PURPOSE OF THE REPORT

1.14 The HTVIA forms Volume 2 of the Environmental Statement ('ES') which is submitted with the Outline Application. The HTVIA provides an assessment of likely effects of Proposed Development on heritage, townscape and visual receptors. The HTVIA provides an assessment of the impact of the Proposed Development on heritage, townscape and visual receptors.

1.15 The assessment is in accordance with the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 (as amended) ('the EIA Regulations') and in line with other relevant legislation, planning policy and guidance. This is expressed in the methodology at **Section 2.0** and the summary of the legislation, policy and guidance relevant to HTVIA at **Section 3.0**. A non-technical summary is provided with reference to the legislative and planning policy framework.

1.16 The (built) heritage assessment will consider the significance of heritage assets and the impact of the Proposed Development upon that significance.

1.17 The heritage assessment has identified heritage assets in the area surrounding the Site which may experience an effect to their significance arising from a change to their setting as a result of the Proposed Development. This analysis is in line with the statutory provisions set out at Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 ('the 1990 Act') (see **Section 3.0**).

1.18 The townscape assessment will consider the Proposed Development within its urban context, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces and the relationship between buildings and open spaces. The townscape assessment is based on 11 townscape character areas which are identified at baseline stage on the basis of shared characteristics.

1.19 The visual assessment will consider the impact of the Proposed Development upon visual receptors. The assessment relates to how people will be affected by changes in views and visual amenity at different places, including publicly accessible locations. Visual receptors are always people (although usually visual receptors are defined according to use e.g. residential, business, road, footpath etc.), rather than landscape features.

1.20 The assessment is informed by 17 Accurate Visual Representations ('AVRs' or 'verified views'). The location of the viewpoints has been informed by architectural and historic accounts of the area, an appraisal of the existing Site and surroundings, and relevant policy designations. The location of these viewpoints has been agreed with the Council during the pre-application and EIA Scoping process.

STRUCTURE OF THIS REPORT

1.21 The report is structured as follows:

- The methodology for undertaking the HTVIA for the ES assessment is provided at **Section 2.0**;
- A summary of the historical development of the Site and surrounding area is provided at **Section 3.0**;
- The legislative, planning policy and guidance relevant to the assessment of likely effects on heritage, townscape and visual receptors is set out at **Section 4.0**;
- An assessment of the significance of heritage receptors which have been identified for assessment is provided at **Section 5.0**;
- An description of the existing townscape character is provided at **Section 6.0**;
- **Section 7.0** describes the development Proposed Development and the process of pre-application consultation;
- **Section 8.0** provides an assessment of the impact of the Proposed Development on heritage assets;
- The likely effects on townscape receptors are assessed at **Section 9.0**;
- An assessment of the impact of the Proposed Development on visual receptors is provided at **Section 10.0**. This section is supported by 17 AVRs.

2.0 METHODOLOGY

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METHODOLOGY

- 2.1 The method is the product of legislation, policy and best practice guidance as set out in **Section 3.0**. This section describes the overarching assessment framework and the different methodologies which apply to heritage, townscape and visual receptors.
- 2.2 Whilst every ES should provide a full factual description of the development, the emphasis at Schedule 4 of the EIA Regulations (2017) is on the main or 'significant' environmental effects to which a development is likely to give rise to. The ES should be proportionate and not be any longer than is necessary to assess properly those potential likely effects.
- SCOPING**
- 2.3 This assessment is based on the EIA Scoping Report which was submitted to the local planning authority in December 2019 (ref. 19/6632/ESC) and agreed in the Scoping Opinion provided by LB Barnet in February 2020.
- 2.4 The EIA Scoping process identified the heritage, townscape and visual receptors which would be assessed in the ES.
- 2.5 Site observations, a manual desk-based review of OS maps, characterisation studies and relevant heritage receptors were used to determine the scope of assessment through a study area. The study area, often determined on the basis of a radius, has been informed by building locations and heights, topography and townscape features, and an understanding of the scale of the Proposed Development.
- 2.6 A study area of 1.5km from the Site boundary has been identified for heritage receptors and 1.0km for townscape and visual receptors. Site surveys and accurate visual representations support this study area radius and have enabled heritage receptors to be scoped out of further assessment as they confirm the Proposed Development would not be discernible within the setting of these assets.

- 2.7 The heritage receptor plan at **Figure 6.1** shows all of the receptors identified in the study area. This includes:
- All designated heritage receptors, including:
 - Listed buildings;
 - Conservation areas;
 - Registered Parks and Gardens;
 - Scheduled Ancient Monuments;
 - Non-designated heritage receptors within a 500m radius of the Site boundary (including locally-listed buildings and any other feature identified as having some local heritage interest during design development or pre-application consultation); and
 - Townscape character areas.
- 2.8 **Section 10.0** identifies viewpoints that have informed the 'visual study area'. The location of the viewpoints are presented in the map at **Appendix 1.0**. The study area may be defined as the anticipated extent of visibility (from a height of approximately 1.5m (eye level) above the ground).
- 2.9 It is acknowledged and accepted that judgments made by a surveyor are subjective, which provides limitations to the identification of a visual envelope. There will be areas within the study area where visibility is not possible e.g. due to interposing development. Conversely, the assessment considers further long distance views where identified and relevant. As such, professional judgment has been used to select the heritage, townscape and visual receptors assessed in the ES, in accordance with the Town and Country Planning (Environmental Impact Assessment) Regulations 2017 and published best practice guidance. This was confirmed acceptable by the LB Barnet through the EIA Scoping process.
- PARAMETERS**
- 2.10 The verified views included in this chapter are based upon the maximum parameters of the Proposed Development. Our heritage and townscape assessments are likewise based upon the maximal extent of development, in accordance with best practice guidance.
- SITE VISITS**
- 2.11 A Site survey of the baseline situation was undertaken by Montagu Evans during June 2019 to understand the immediate setting of the Site, the setting of the surrounding heritage receptors, the townscape character and appearance, and key viewpoints.

ASSESSMENT METHODOLOGY

- 2.12 The overarching assessment framework for all topics follows a four step process which are discussed below:
1. Baseline Assessment of Value;
 2. Assessment of Sensitivity;
 3. Assessment of Magnitude; and
 4. Assessment of Likely Effects
- BASILINE ASSESSMENT OF VALUE HERITAGE**
- 2.13 The term 'heritage receptor' is used within this assessment to describe a designated heritage asset (e.g. World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Sites, Registered Park and Garden, Registered Battlefield or Conservation Area) or non-designated heritage assets (such as locally listed buildings).
- 2.14 This ES chapter does not assess below-ground archaeological receptors, including Scheduled Monuments which have no upstanding remains. For this assessment, please refer to ES Volume I: Chapter 9: Archaeology (Buried Heritage). For the avoidance of doubt, this assessment does identify Scheduled Monuments with above ground remains which may experience likely effects. For example, city walls or ruined buildings, which may also be listed.
- 2.15 Paragraph 189 of the NPPF states:
- In determining applications, local planning authorities should require 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.*
- 2.16 'Significance' (for heritage policy) is defined in the NPPF (Annex 2) as:
- 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.*

2.17 This is supported by Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015).

2.18 Value is assessed against the criteria contained in **Table 2.1**. The assessment of heritage value is 'graded' from Exceptional to Very Low. It is agreed that World Heritage Sites and Grade I listed buildings are of 'exceptional' and 'particularly important' interest; therefore these are generally afforded a higher heritage value. This differentiation is best summarised by the drafting of paragraph 189 of the NPPF, which states that the:

level of detail [to describe the significance of heritage assets] should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

2.19 Thus, the value 'grading' of heritage assets is appropriate. Non-designated heritage receptors are recognised as having local value. Due and proportionate regard has been had to all heritage receptors identified.

2.20 Where a proposal may have an effect on the surroundings in which the heritage asset is experienced, a qualitative assessment is made of whether, how and to what degree setting contributes to the significance of heritage assets. Setting is defined in the NPPF 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.

2.21 The assessment of setting is informed by the check-list of potential attributes outlined by the Historic England guidance document Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) (hereafter 'GPA3').

2.22 GPA3 identifies five steps towards assessing the implications of development Proposed Development which may affect the setting of heritage assets (it is consistent with other guidance):

- a. Identify the assets affected;
- b. Assessing the contribution setting makes to significance;
- c. Assessing the effect of the Proposed Development;
- d. Maximising enhancement and minimising harm; and
- e. Making and documenting the decision and monitoring outcomes.

2.23 Aspect E is incumbent on the decision maker, through the provision of conditions.

2.24 When referring to 'significance' in heritage terms, the term 'heritage value' has been adopted in order to avoid confusion with the term 'significance' as used in EIA terminology. Heritage value is assessed against the criteria contained in **Table 2.1**.

HERITAGE VALUE		
Value	Criteria	Examples
Exceptional	Building/Site/area of international heritage value	World Heritage Sites and can include Grade I and II* statutorily listed buildings, Scheduled Monuments and Grade I and II* Registered Parks and Gardens.
High	Building/Site/area of national heritage value	Can include Grade I and II* statutorily listed buildings, Scheduled Monuments and Grade I and II* Registered Parks and Gardens
Medium	Building/Site/area of national heritage value	Can include Grade II statutorily listed buildings, Conservation Areas, Scheduled Monuments and Grade II Registered Parks and Gardens.
Low	Building/Site/area of national or regional heritage value, or particular local heritage value	Can include Grade II statutorily listed buildings, Conservation Areas, Grade II Registered Parks and Gardens and locally listed buildings (or equivalent).
Very Low	Building/Site/area of local heritage value	Can include receptors with some evidence of local heritage value but in an incoherent or eroded form of local interest and generally with no statutory protection.

Table 2.1 Heritage Value Criteria

TOWNSCAPE AND VISUAL

2.25 The framework for assessment of townscape and visual impact has been prepared using the Guidelines for Landscape and Visual Impact Assessment, Third Edition (Landscape Institute and Institute of Environmental Management and Assessment, 2013) ('GLVIA3'). The assessment has regard to the methodology set out in An Approach to Landscape Character Assessment (2014) prepared by Natural England.

2.26 The two components of townscape and visual assessment are:
 1. The assessment of townscape effects: assessing effects on the townscape as a resource in its own right; and
 2. The assessment of visual effects: assessing effects on specific views and on the general visual amenity experienced by people.

TOWNSCAPE

2.27 Townscape is defined in GLVIA3 as the "built-up area, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces, and the relationship between buildings and open spaces".

2.28 The initial assessment defines the distinct and recognisable patterns of elements, or characteristics that make one area different from another, rather than better or worse. This process, defined as townscape character assessment, is the process of identifying and describing variation in the character of townscape.

2.29 The assessment is informed by both field survey and desk-based research of secondary sources, with reference to existing character assessments where applicable.

2.30 The assessment allows the description of character areas/types, their key characteristics and for them to be mapped with boundaries. The mapped boundaries suggest a sharp change from one townscape area. On Site, however, this often represents a zone of transition. Townscape character areas are identified and assessed according to townscape receptor value (in relation to their built form, materials, maintenance, and statutory and non-statutory designations), using criteria contained in **Table 2.2**

2.31 The objective of identifying the existing context is to provide an understanding of the townscape in the area that may be affected – its constituent elements, its character and the way this varies spatially, its geographic extent, its history, its condition, the way the townscape is experienced and the value attached to it.

TOWNSCAPE RECEPTOR VALUE		
Value	Criteria	Examples/Features
Exceptional	Very attractive, unique or outstanding townscape with clearly distinctive characteristics, features and elements; Widespread use of quality materials; Very strong urban structure, characteristic patterns and balanced combination of built form and open space; Good condition; Appropriate management for land use; Unique sense of place; and No detracting features.	Internationally or nationally recognised, and may comprise or include designated heritage receptors or Sites of national importance
High	Very attractive townscape with distinctive or unusual features and elements; Evident use of quality materials; Strong urban structure, characteristic patterns and balanced combination of built form and open space; Appropriate management for land use with limited scope to improve; Strong sense of place; and Occasional detracting features.	Nationally, regionally or district recognised and may include designated heritage receptors
Medium	Attractive townscape with some distinctive features; Recognisable urban structure, characteristic patterns and combinations of built form and open space; Scope to improve management for land use; Some features worthy of conservation; Sense of place; and Some detracting features.	Regional, district or local recognition though generally undesignated, but value may be expressed through literature and cultural associations or through local plan designations, such as conservation areas. May contain Listed Buildings. Tree Preservation Orders and Sites of county or local importance
Low	Typical, commonplace and unremarkable townscape with limited variety or distinctiveness; Distinguishable and urban structure, characteristic patterns and combinations of built form and open space; Scope to improve management for land use; Some features worthy of conservation; and Some dominant detracting features.	District or locally recognised. Certain individual townscape elements or features may be worthy of conservation, and townscape either identified for or would benefit from regeneration, restoration or enhancement. Site or area may be valued at a community level.
Very Low	Townscape often in decline; Weak or degraded urban structure, characteristic patterns and combination of built form and open space; Lack of management has resulted in degradation; Frequent dominant detracting features; and Disturbed or derelict land requires treatment.	Not formally recognised

Table 2.1 Townscape Receptor Value Criteria

VISUAL

- 2.32 Visual impact assessment relates to how people will be affected by changes in views and visual amenity at different places, including publicly accessible locations. Visual receptors are always people, although usually visual receptors are defined according to use e.g. residential, business, road, footpath etc., rather than landscape features.
- 2.33 The aim of the visual baseline is to establish the area in which the development may be visible, the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points.
- 2.34 The baseline study identifies individuals and/or defined groups of people within the area who will be affected by changes in the views, 'visual receptors'. The following visual receptors are identified by GLVIA3 as being likely to be the most susceptible to change:
 - Residents and other frequent users of the area;
 - People, whether residents or visitors, who are engaged in outdoor recreation, including use of public rights of way, attractions or those whose attention or interest is likely to be focused on the landscape and on particular views; and
 - Communities where views contribute to the landscape setting enjoyed by residents in the area.
- 2.35 It should be noted that the assessment does not comprise a 'residential amenity assessment', which considers private viewpoints from residential properties. This is separate from townscape and visual assessment (refer to GLVIA3, paragraph 6.17).
- 2.36 Assessment viewpoints are identified based on a comprehensive review of the surrounding area, including the following criteria:
 - Heritage receptors; and/or
 - Townscape character; and/or
 - Where the development may be prominent; and/or
 - Be visible from concentrations of residential areas; and/or
 - Open spaces (parkland, publicly accessible space); and/or
 - Potentially sensitive receptors (e.g. schools); and/or
 - Accessibility to the public; and/or
 - The viewing direction, distance and elevation; and/or
 - Townscape and transport nodes.

- 2.37 The identification of viewpoints also considers any viewpoints identified by the local planning authorities or other relevant bodies and, in London, strategic views as determined by the adopted London View Management Framework (LVMF) (2012).
- 2.38 The visual assessment is supported by Accurate Visual Representations (AVRs) which provide the basis for the assessment of a Proposed Development and its effect on the identified views. The Methodology for the preparation and production of the photography and the verified views is included at **Appendix 2.o**.
- 2.39 The objective of a photomontage is to simulate the likely visual changes that would result from a Proposed Development, and to produce printed images of a size and resolution sufficient to match the perspective in the same view in the field.
- 2.40 Accurate visual representation is two-dimensional and cannot capture the complexity of the visual experience. It is an approximation of the three-dimensional visual experience the observer would receive on Site. Neither do they capture transient significant effects arising from noise or traffic on perception, or that wider range of expectations and associations that anyone in an urban scene may have.
- 2.41 A visit to the location from which the photographs were taken is strongly encouraged to appreciate and understand the visual impact.
- 2.42 The text accompanying each view seeks to contextualise it. Inevitably one must accept that judgement is involved in this specialist area on the basis of the above and the importance of design quality in the operation of policy. In preparing any written assessment, allowances are made for these factors as well as the assessor's knowledge of the scheme.
- 2.43 The views are identified and assessed according to their amenity value, using the criteria contained in **Table 2.3**.

VISUAL AMENITY VALUE	
Value	Criteria / Examples
Exceptional	Identified in strategic views, into and out of World Heritage Sites, and/or views of national and international importance.
High	Views identified in the statutory development plan and/or views of national or regional importance, or particular local importance. May comprise public open spaces where focus is on views/ public rights of way through highly valued townscape, regional routes or the immediate setting of elements of national cultural heritage value that are not compromised.
Medium	View identified in Supplementary Planning Documents including conservation area appraisals, and/or views of regional or local importance. May comprise public rights of way through townscapes of moderate value, setting for elements of local and/or regional cultural heritage value or national value whose settings are already compromised.
Low	A view in an area of ordinary townscape value or good townscape value where significant elements detract.
Very Low	A view in an area of very low townscape quality (e.g. industrial areas/busy main roads) that have very few positive characteristics.

Table 2.2 Visual Amenity Value Criteria

ASSESSMENT OF SENSITIVITY

- 2.44 The first stage in the assessment of the Proposed Development on a heritage, townscape or visual receptor is to identify its sensitivity to the Proposed Development.
- 2.45 The assessment of sensitivity is undertaken at assessment stage rather than baseline stage because the judgement is bespoke to the Proposed Development. In other words, sensitivity considers the specific nature of the Proposed Development in relation to the value of the receptor. It is therefore not appropriate to consider sensitivity at baseline stage, because the value of a receptor is independent of the Proposed Development.
- 2.46 The sensitivity of a receptor is identified by calibrating the baseline value of the receptor with its susceptibility to the type of change introduced by the Proposed Development.
- 2.47 Susceptibility is the ability of the receptor to accommodate the Proposed Development without undue consequences for the maintenance of the baseline situation and/or the achievement of planning policies and strategies. For heritage receptors, susceptibility also considers the setting of the receptor in conjunction with its value and the particular nature of the Proposed Development.
- 2.48 The criteria for determining susceptibility is described at **Table 2.4**.
- 2.49 The baseline value of the receptor and its susceptibility are calibrated using the matrix at **Table 2.5**. Sensitivity is recorded in a verbal scale (high, medium or low), supported by the clear narrative linked to evidence from the baseline study and an assessment of susceptibility.

ASSESSMENT OF MAGNITUDE OF IMPACT

- 2.50 The second part of the assessment stage is to identify the magnitude of impact arising from the Proposed Development on the heritage, townscape or visual receptor.
- 2.51 The magnitude of impact is based on professional judgement using criteria at **Table 2.6** as a guide. It is also a qualitative judgement supported by the narrative text within the assessment.
- 2.52 The judgement of magnitude considers the size or scale, geographical extent or duration and reversibility of the impact and whether the Proposed Development:
 - Conforms with the pattern, scale, mass, grain and historic features of the receptor;
 - Creates a loss or restoration of key features of the receptor;
 - Contributes to the identified receptor character; and
 - Accords with national, regional and local planning policy and guidelines.

SUSCEPTIBILITY TO CHANGE CRITERIA

High	The receptor has a low ability to accommodate the specific proposed change; and/or The receptor's existing setting makes a positive contribution to the heritage value of the receptor; and/or Distance, topography and/or intervening development may allow a visual relationship with the proposed change.
Medium	The receptor has a medium ability to accommodate the specific proposed change; and/or The receptors' existing setting may make a neutral contribution to the significance of the asset; and/or Distance, topography and/or intervening development may block or allow a visual relationship with the proposed change.
Low	The receptor has a high ability to accommodate the specific proposed change, and/or The receptor's existing setting may make a negative contribution to the heritage value of the asset, and/or Distance, topography and/or intervening may block any visual relationship with the proposed change.

Table 2.3 Susceptibility of Receptor to Change Criteria

NATURE OF RECEPTOR LIKELY TO BE AFFECTED (SENSITIVITY)			
Receptor Value	Susceptibility of Receptor to Change		
	Low	Medium	High
Very Low	Low	Low	Low/Moderate
Low	Low	Low/Moderate	Moderate
Medium	Low/Moderate	Moderate	Moderate/High
High	Moderate	Moderate/High	High
Exceptional	Moderate/High	High	High

Table 2.4 Nature of Receptor Likely to be Affected (Sensitivity)

MAGNITUDE OF IMPACT

High	Considerable change to the value of the receptor. The Proposed Development are a new component, ranging from a notable change in receptor characteristics over an extensive area to intensive change over a more limited area. The Proposed Development would be very noticeable. Loss of or major alteration to key elements/features/ characteristics of the baseline. The duration of this impact may be permanent and non-reversible.
Medium	A clearly discernible change to the value of the receptor. The Proposed Development are dissimilar to a main component of the receptor but similar to other components. The Proposed Development would be readily noticeable. Partial loss of or alteration to one or more key elements/ features/characteristics of the baseline. The duration of this impact may be semi-permanent and partially reversible.
Low	Slight change to the value of the receptor. The Proposed Development are similar to a main component of the receptor but similar to other components. The Proposed Development would not be readily noticeable. Minor loss of or alteration to one or more key elements/ features/characteristics of the baseline. The duration of this impact may be temporary and reversible.
Negligible	Barely discernible change to the value of the receptor. Very minor loss of or alteration to one or more key elements/ features/characteristics of the baseline.
Nil	No change to the value of the receptor.

Table 2.5 Magnitude of Impact Criteria

ASSESSMENT OF LIKELY EFFECTS

2.53 The third stage in the assessment of likely effects is determined by combining the judgements of sensitivity and the magnitude of impact using a common matrix shared across all topic areas. The matrix is set out at **Table 2.7**.

LIKELY EFFECT ON RECEPTOR			
Magnitude	Sensitivity		
	Low	Moderate	High
Nil	None	None	None
Negligible	Negligible	Negligible	Negligible / Minor
Low	Minor	Minor / Moderate	Moderate
Medium	Minor / Moderate	Moderate	Moderate / Major
High	Moderate	Moderate / Major	Major

Table 2.6 Likely Effect on Receptor Matrix

2.54 Combining respective sensitivity and magnitude matrices provides an indication of the likely effects. Professional judgement is, however, also required to determine the nature of the likely effects: beneficial or adverse. This is the fourth and final stage of the assessment.

2.55 The assessment therefore involves a qualitative discussion to describe and elucidate this judgement to the reader. This is necessary because heritage, townscape and visual assessment is not a strict quantitative process and some of these considerations will depend on expert judgements. Accordingly, there is an emphasis on narrative text throughout the report to describe the receptors and the judgements in regard to the significance of the identified effects.

2.56 The judgement of likely effects and their nature, or 'direction' is expressed as a word-scale. The word-scale set out in **Table 2.8** is consistent for all topic areas.

- 2.57 The assessment also considers whether the likely effect is direct or indirect, secondary, or short-, medium- and long-term, permanent or temporary:
- Direct effects may cause a physical change (e.g. alteration, extension or demolition) to the receptor as a consequence of construction or operation;
 - Indirect effects arise from the effect of activities that do not explicitly form part of the scheme. They may occur as a consequence of construction or operation of the development scheme, but may have an effect some distance from the development. Assessment of impacts on heritage setting refers to perceptible visual and aural (noise) effects that can be appreciated at a given time;
 - Secondary impacts are a consequence of construction or operation of the development, and can result in physical loss or changes to a receptor beyond the development footprint. For example, construction of related infrastructure such as roads or powerlines that are required to support the development. Facilitated impacts should also be considered which may be further actions (including by third parties) which are made possible or facilitated by the development;
 - Broadly, short to medium-term effects are considered to be those associated with the demolition and construction phase and long-term effects are those associated with the completed and occupied Proposed Development; and
 - 'Local', 'district' or 'national' scale is relative to the spatial scale of the effects.

SIGNIFICANT LIKELY EFFECTS

2.58 It is generally considered that **moderate to major** effects are considered '**significant**' in the context of the EIA Regulations.

2.59 Ratings of significance are independent of 'acceptability' of the scheme as a whole, which is a judgement above and beyond that of significance. Acceptability relates to the overall balance of benefits and harm from the Proposed Development as viewed or weighted by national policy and development plan policies.

NATURE OF THE LIKELY EFFECT	
Major Beneficial	The scheme would be in keeping with and would provide a major improvement to or reinforce the value of the receptor
Moderate Beneficial	The scheme would be in keeping with and would provide a noticeable improvement to or reinforce the value of the receptor
Minor Beneficial	The scheme would be in keeping with and would provide a slight improvement to or reinforce the value of the receptor
Negligible Beneficial	The scheme would have a barely perceptible, but positive, effect on the value of the receptor and maintain its value.
None	No change to the value of the receptor.
Negligible Adverse	The scheme would have a barely perceptible, but negative, effect on the value of the receptor and cause a slight deterioration in its value.
Minor Adverse	The scheme would have a minor negative effect to the value of the receptor
Moderate Adverse	The scheme would cause a noticeable deterioration in the value of the receptor
Major Adverse	The scheme would cause a major deterioration in the value of the receptor

Table 2.7 Nature of the Likely Effect Criteria

CUMULATIVE EFFECTS

- 2.60 GLVIA3 sets out two main approaches to inter-project effects between any given Proposed Development and cumulative schemes (See GLVIA, paragraph 7.18) (See ES Volume I: Chapter 7: EIA Methodology for cumulative scheme list). The first approach is to focus:
- primarily on the additional effects of the main project under consideration... on top of the cumulative baseline*
- 2.61 The second approach is to focus
- on the combined effects of all the past, present and future Proposed Development together with the new project*
- 2.62 This assessment takes the first approach, which is to focus on the additional effects of the Proposed Development on top of the cumulative baseline. It is considered that this approach is best suited to an urban environment, in which the cumulative effects between the Proposed Development and other cumulative schemes may be complex (including situations in which the effect of the Proposed Development could be lessened or removed entirely by cumulative schemes) and because, as also acknowledged in the GLVIA3, it may not be considered reasonable to assess the effect of many complex schemes other than the Proposed Development in the manner required by the 'combined effects' approach.

CONSULTATION

- 2.63 The Applicant has engaged in pre-application consultation with statutory and non-statutory stakeholders. The consultation responses relevant to heritage, townscape and visual are set out below. **Section 7.0** provides an overview of consultation responses relevant to heritage, townscape and visual considerations.

MITIGATION

- 2.64 Mitigation measures proposed to prevent, reduce or offset any significant likely adverse effects have been identified and developed as part of the pre-application design process. The primary mitigation measures have become embedded into the project design, commonly referred to as embedded mitigation. The mitigation arising from design development and consultation responses is also identified where appropriate in the assessment.

- 2.65 The likely effects of the Proposed Development include embedded mitigation. As a result, there is no requirement for additional mitigation and thus likely residual effects remain the same as the likely effects, unless otherwise stated.

CLIMATE CHANGE

- 2.66 The likely effects of the Proposed Development are defined under the current climate conditions, which may alter under a future climate scenario. The EIA Regulations require that the change in impact magnitude and a receptor's 'vulnerability' (i.e. susceptibility or resilience to change) are considered in respect of a future climate condition.
- 2.67 The vulnerability of the receptors according to the definitions provided in the guidance, and it has been judged that all of the heritage, townscape and visual receptors have low vulnerability.
- 2.68 The likely projected future conditions for each of temperature, precipitation, wind speed and cloud cover have been considered. It is considered that the magnitude of impact and resultant nature and scale of the effects of the Proposed Development during the operational phase will not be changed under the future climate conditions.
- 2.69 Overall, the likely effects of the Proposed Development are unlikely to change as a result of climate change.

FUTURE EVOLUTION OF THE BASELINE

- 2.70 The EIA Regulations require that the likely evolution of the baseline is considered. This is an assessment in the event that the Proposed Development were not to come forward. In other words, the likely effect on the heritage, townscape and visual receptors if the cumulative developments and any relevant policy designations were to come forward without the Proposed Development.
- 2.71 **Section 3.0** describes how the Site falls within the Cricklewood/Brent Cross Opportunity and Regeneration Area at Cricklewood town centre. In local planning policy, the Site is in an area identified for intensification, in line with the regional policy designations. This opportunity area is also identified as having potential to bring forward 'very tall' buildings (15 storeys and above) at suitable locations.

- 2.72 Emerging policy has provisionally identified the Site as suitable for over 1,000 units in residential use with 10% in mixed retail and community uses. It is therefore anticipated and encouraged in policy that development Proposed Development for the Site will come forward. In order to deliver the quantum of uses required by policy, high density and tall development on the Site is both expected and very likely.
- 2.73 In the likely evolution of the baseline without the Proposed Development, the value of those receptors identified in the study area would be likely to change as a result of the Opportunity and Regeneration Area designations and nearby consented and emerging developments. This is particularly true of developments coming forward in the vicinity of Cricklewood Lane and Cricklewood Broadway.
- 2.74 Much of the likely evolution of the baseline for heritage, townscape and visual receptors will depend upon the detailed design of developments coming forward to meet the policy aspirations for Cricklewood Town Centre. As such, a separate assessment of the evolution of the baseline for receptors identified in this assessment is not provided.

QUALITATIVE ASSESSMENT

- 2.75 The planning policy that governs this area of assessment, emphasises design and urban design quality as an objective and practically this means there is a substantive difference between a building that is well designed and one that is not.
- 2.76 Thus, in this urban context (where change is desirable and encouraged through policy), the magnitude of an impact does not produce a harmful effect necessarily, and that makes this form of analysis different from other areas of EIA work.
- 2.77 However, without the detailed design for the buildings, which will necessarily follow in the Reserved Matters stage, some adverse impacts are identified arising from the Proposed Development upon heritage and visual receptors as a result of applying the matrices strictly.
- 2.78 Professional judgment is involved and so we have explained, in all assessment Sections and in Section 11, why we have concluded the Proposed Development meet the tall building requirement for architecture and urban design of the highest quality. For this reason the narrative component of the analysis, particularly in the visual impact section (illustrated with accurate visual representations) is important.

3.0
HISTORICAL DEVELOPMENT
CRICKLEWOOD LANE

HISTORICAL DEVELOPMENT

3.1 This section provides an overview of the historical development of the Site and the surrounding area. This section and **Section 5.0** have been informed by secondary sources including:

- Pevsner N., and Cherry B., *The Buildings of England, London 3: North West* (London: Yale University Press, 1999);
- Brent Heritage, 'Cricklewood' <<http://www.brent-heritage.co.uk/cricklewood.htm>> [Accessed 02 December 2019];
- British History Online, 'Hampstead: Kilburn, Edgware Road, and Cricklewood' <<https://www.british-history.ac.uk/vch/middx/vol9/pp47-51>> [Accessed 02 December 2019]; and
- LB Barnet, 'Pocket Histories – Cricklewood (Hendon NW2)' <<http://admin.barnet.gov.uk/libraries-old/local-studies-and-archives/pocket-histories/hendon/cricklewood-hendon-nw2>> [Accessed 03 December 2019]

EARLY HISTORY

3.2 Named after its associated 'wood with an uneven outline', the hamlet of Cricklewood was first recorded in the late-13th Century (C13). Located along the Watling Street route, the Cricklewood hamlet was surrounded by woodland until the C17 and C18 when trees were felled and the land cultivated.

3.3 As shown by Rocque's 1746 map, the settlement of 'Kricklewood' was characterised by only a small number of buildings at this time. These were located at the junction of the former Roman road and Childs Hill Lane, now Cricklewood Broadway and Cricklewood Lane respectively.

3.4 These buildings included a collection of cottages, a large country dwelling, Cricklewood House, and the first iteration of the Crown public house. In the mid-C18, the latter had associated 'pleasure gardens' and provided overnight accommodation for those travelling to and from London by coach.

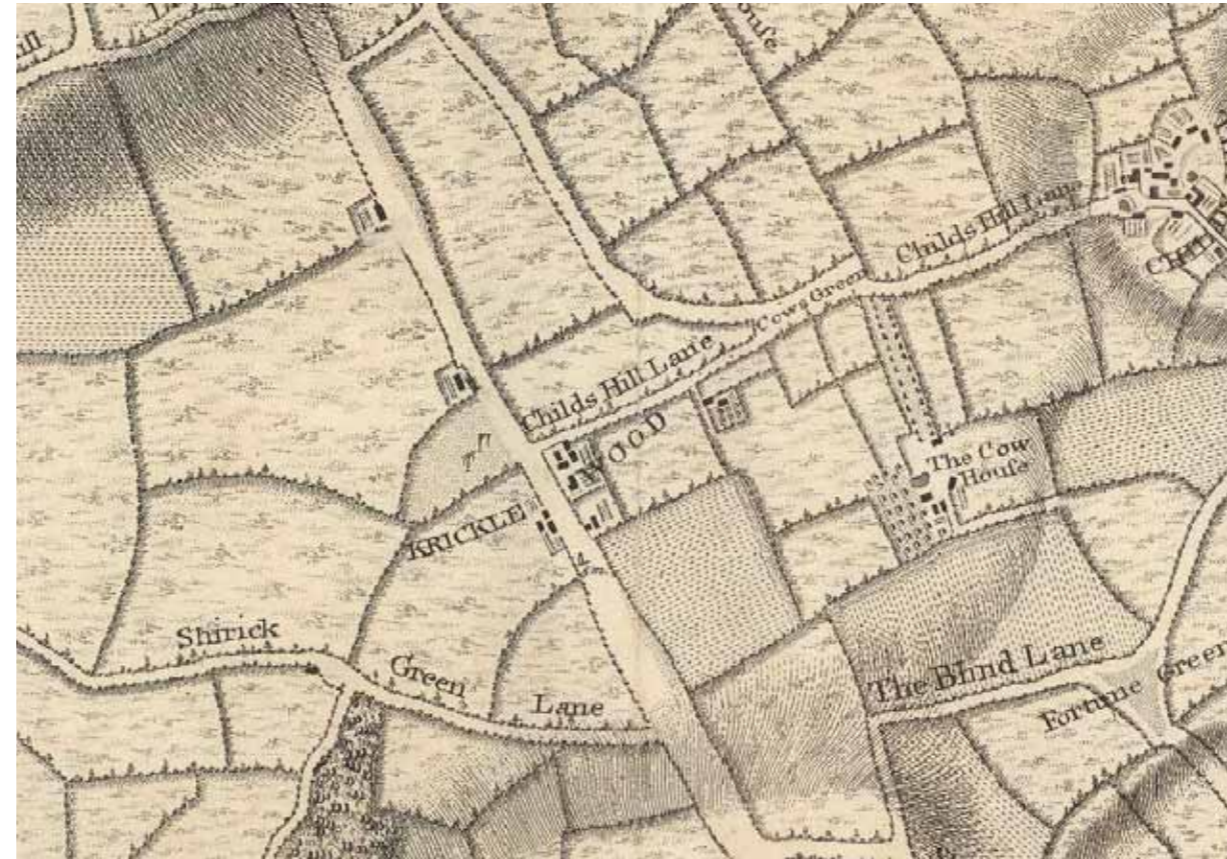


Figure 3.1 John Rocque's Map of London (1746)

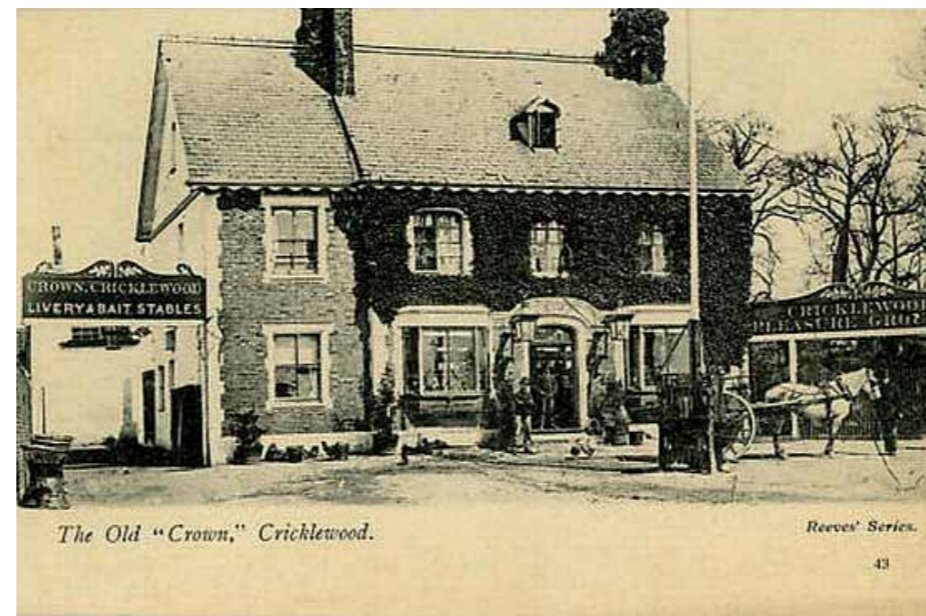


Figure 3.2 The Old Crown public house pictured in the mid-C19

EARLY-C19 TO MID-C19

- 3.5 As shown by the 1864 OS map, the area retained its agricultural character into the mid-C19, with West Croft Farm shown to the north-east, off Cricklewood Lane. Large fields surrounded new houses along the main Edgware Road in this period.
- 3.6 These new properties were constructed from the 1850s with the first being Rockhall Lodge, a country house which stood at the junction of Cricklewood Lane and Edgware Road, opposite Cricklewood House and the Crown public house to the south. This dwelling had associated gardens and pleasure grounds to the front and rear respectively, the latter the location of the present Site.
- 3.7 To the north of Rockhall Lodge, south of the present-day Depot Approach, a series of detached villas were built. These were set back from the main road within regular plots and had small gardens to the front and rear. Further north, the Rockhall Terrace properties were constructed on the Site of the present Travelodge.

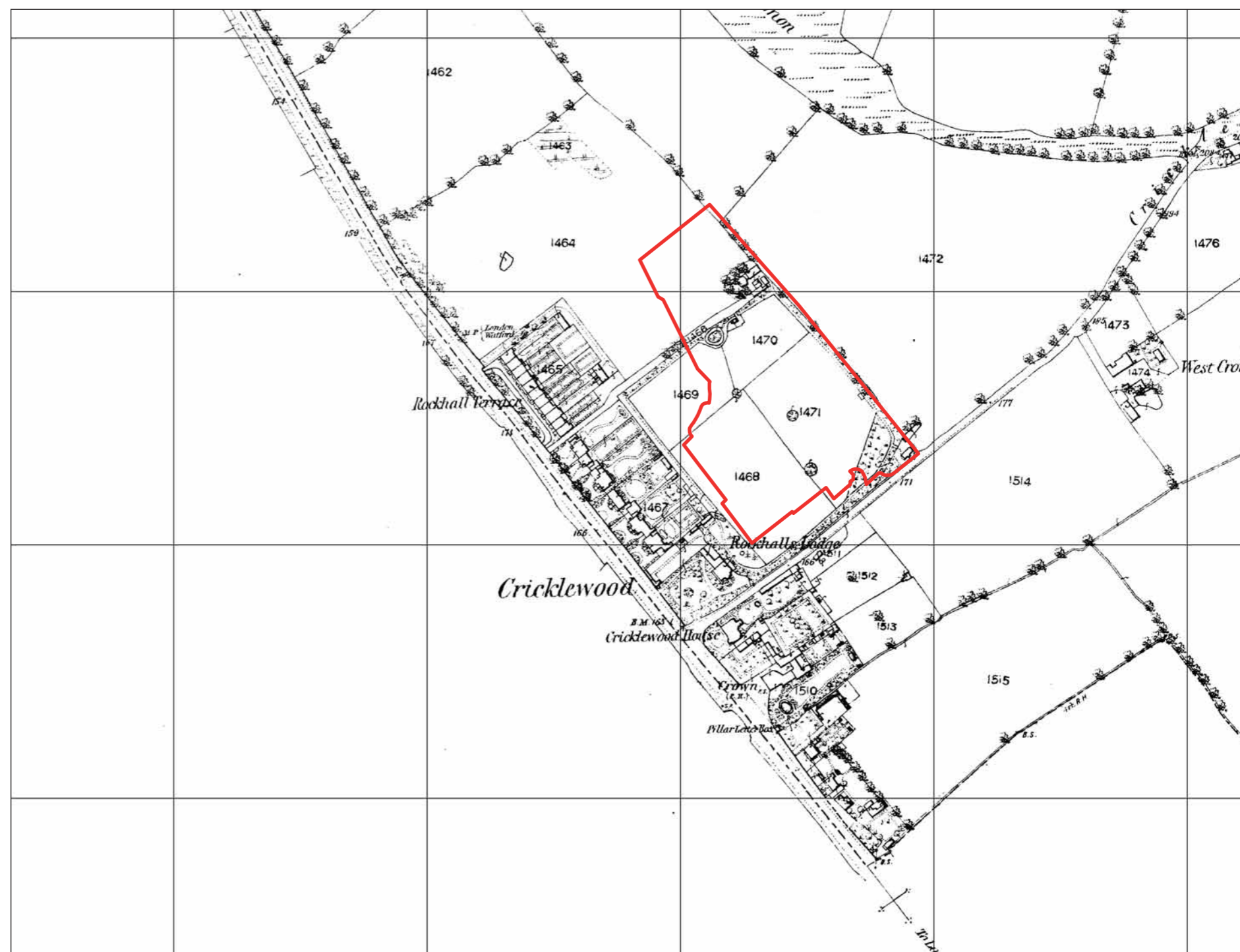


Figure 3.3 1864 OS Map

LATE-C19

- 3.8 The late-C19 mark a period of significant change in Cricklewood with the north-south Midland Railway constructed in 1868 and the Metropolitan Line completed later in 1879. The Child's Hill and Cricklewood Station, shown to the north-east, opened in 1868 and became the terminus for suburban services in 1884.
- 3.9 These infrastructure developments facilitated rapid suburban growth and the development of houses, light industry and retail buildings. Built form expanded along the Edgware Road, renamed Cricklewood Broadway, with new shops replacing mid-C19 detached dwellings along this route and Cricklewood Lane.
- 3.10 The 1896 OS map illustrates the impact of infrastructure and residential development within Cricklewood at this time, with compact terraced streets shown in development. These streets branched off new arterial routes, such as Chichele Road to the south and Claremont Road to the north-east. Population growth facilitated the construction of a new parish church in 1891, St Peter's, shown at the northern end of Cricklewood Lane.
- 3.11 To the north-east of the Site, new terraced houses were built between Gratton and Needham Terrace. Constructed from the late-1860s, these properties housed railway workers for the Midland Railway Company, which relocated its locomotive works to the new 'Brent Sidings' in 1881. These dwellings now comprise the Railway Terraces Conservation Area.
- 3.12 The Site was dominated by the Child's Hill railway sidings at this time.



Figure 3.4 The Metropolitan Line Bridge at Shoot-up Hill in the late-C19

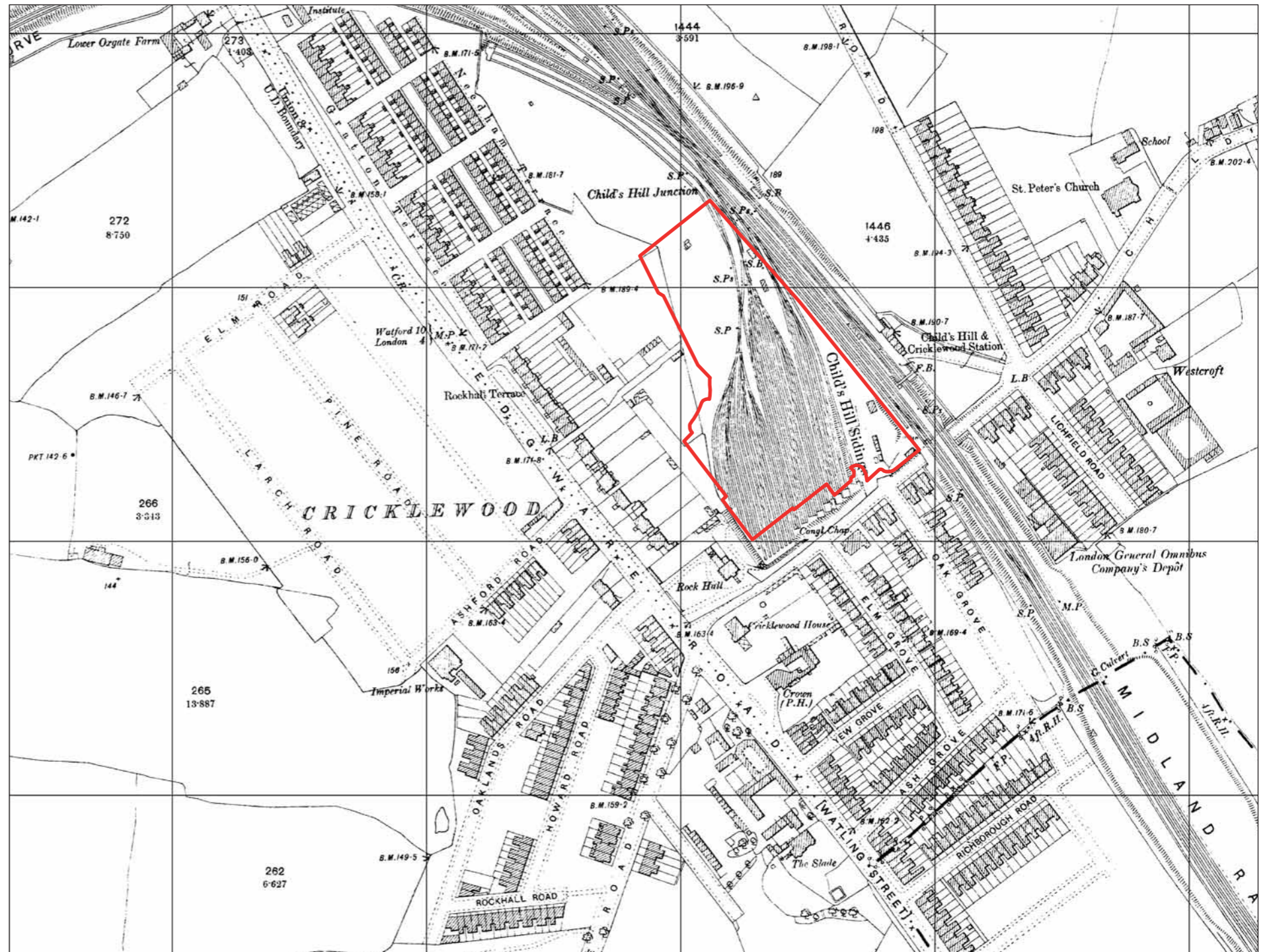


Figure 3.5 1896 OS Map

EARLY-C20

3.13 As shown by the 1936 OS Map, further suburban development occurred in Cricklewood in early-C20. By this time the locality had become fully integrated with wider London and countless Victorian terraces had been laid out in a dense grid pattern. Cricklewood Broadway was further developed with new retail premises replacing residential dwellings. Adjacent to the Site, the present Crown Pub was built in 1900 at a cost of £86,000. Rockhall Lodge was demolished in 1920 to make way for the Queen's Hall Cinema (itself demolished in 1960).



Figure 3.6 The Crown Pub pictured in the late-C19

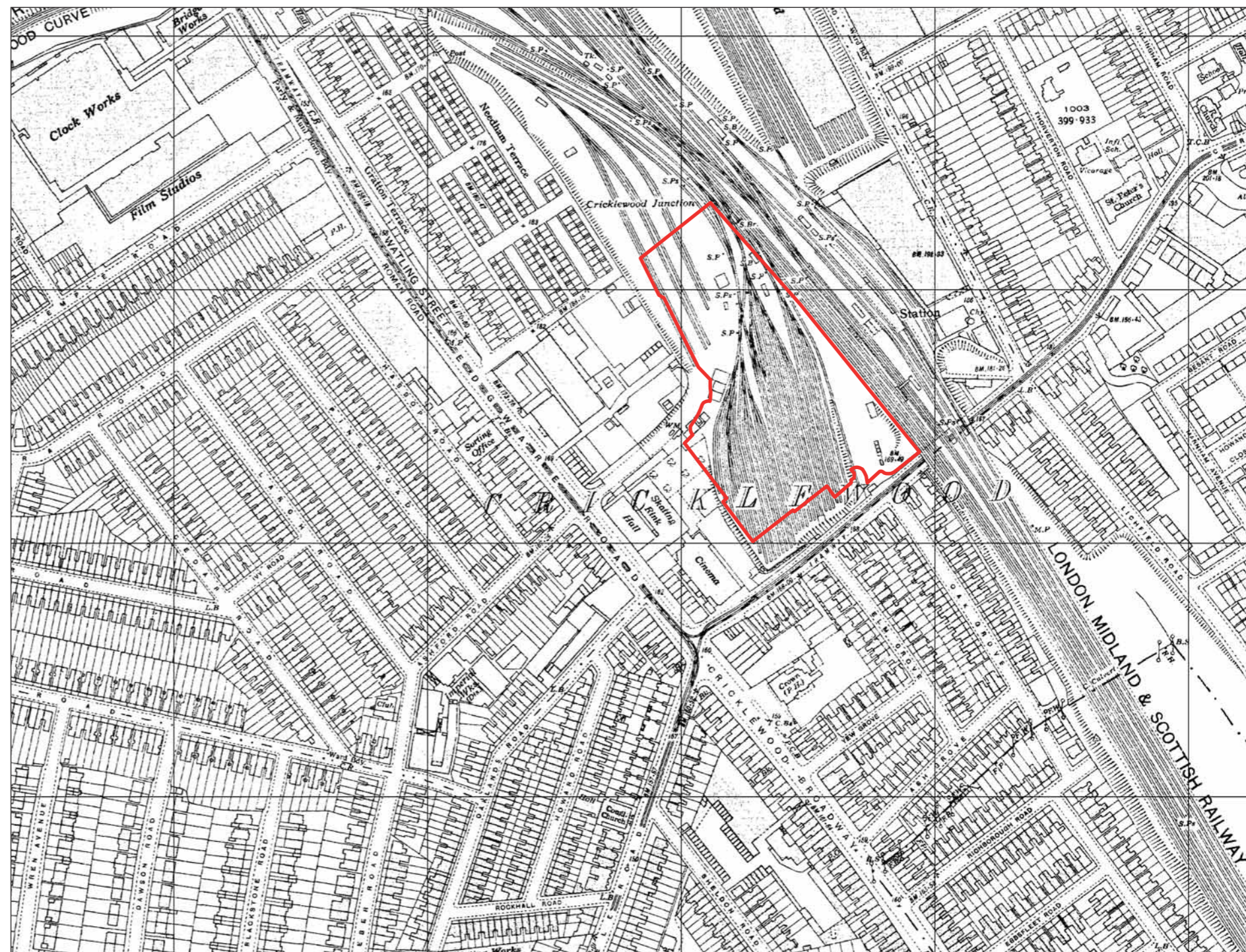


Figure 3.7 1936 OS Map



Figure 3.8 Cricklewood Broadway c.1910



Figure 3.9 Cricklewood Broadway c.1912



Figure 3.10 The Queen's Hall Cinema, later the Gaumont, as shown in the early-1920s

3.14 Further industrial development also occurred within the intervening period, as shown by numerous large warehouses and buildings to the north, south and west. These industrial structures included the large Carriage Shed adjacent to the railway. Both were operated by the London, Midland and Scottish Railway, which was formed following the amalgamation of 120 separate railways into four under the Railways Act 1921.

3.15 Also present to the north was S. Smith and Son's Motor Works and the Handley Page Aeroplane Works, the latter operating from 1912 following relocation from Barking. The company's former aerodrome, used to test aircraft, was located to the north-west and later the Site of Stoll Pictures' Cricklewood Film Studios (1920-38) and Smith's English Clock Works (built in 1931).

3.16 To the east of the Site, beyond the railway line, the inter-war Westcroft Estate was built in 1935 for Hampstead Council. The Site changed very little in this period; still occupied by railway sidings at this point, only a handful of small railway structures had been added.



Figure 3.11 Smith and Sons Motor Works, 1921



Figure 3.12 Stoll Pictures' Cricklewood Film Studios, 1929

MID-C20 TO PRESENT

- 3.17 By the mid-to-late C20, Cricklewood was substantially developed and the mixed residential and industrial character of the area well-established. As such, little major change occurred within the wider locality, save for post-war infill developments and local authority housing schemes (such as the Ashford Court flats to the south-west).
- 3.18 On a smaller scale, close to the Site, new developments were focused on Cricklewood Broadway, where additional commercial and retail buildings continued to replace residential properties. To the north-east and north-west, as shown on the 1963-73 OS map, industrial factories and warehouses were still present in the mid-to-late C20, however these structures were subsequently cleared and redeveloped for housing and commercial units in the late-C20.
- 3.19 Major change did, however, occur on the Site following the removal of the railway sidings in the mid-C20, likely following WW2 bomb damage. The land was cleared and subsequently developed, as shown by the storage warehouse present to the north-east, adjacent to the railway line.
- 3.20 Land within the Site was redeveloped in the 1990s when the existing Broadway Retail Park, comprising large retail warehouses, carparking, storage and service areas, was constructed. Cricklewood Green, present at the southern boundary of the Site, was created in 2014.



Figure 3.13 1963-73 OS Map

4.0

LEGISLATION AND PLANNING POLICY

CRICKLEWOOD LANE

LEGISLATION AND PLANNING POLICY

4.1 This section sets out the planning policy context for the redevelopment of the Site, including national and local guidance and other material considerations. This section also sets out the context of the assessment process.

LEGISLATIVE FRAMEWORK

4.2 The applicable legislative framework to this assessment includes the following:

- The Town and Country Planning Act 1990;
- The Planning and Compulsory Purchase Act 2004; and
- The Planning (Listed Buildings and Conservation Areas) Act 1990 (“the 1990 Act”).

PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990

4.3 The statutory duties of the decision-maker, when considering applications which affect designated heritage receptors, are set out in the Planning (Listed Buildings and Conservation Areas) Act 1990. This requires local planning authorities to have special regard to the desirability of preserving the special interest of listed buildings, conservation areas and their respective settings.

4.4 The Site does not contain any designated heritage receptors and is not located in a conservation area.

4.5 There are, however, statutorily listed buildings identified within the study area which may experience a change to their setting, and therefore heritage value, as a result of the Proposed Development.

4.6 In this case, the relevant statutory provision is **Section 66(1)** of the 1990 Act which states that:

“In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of

State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural and historical interest which it possesses.”

4.7 Having regard to the above, the statutory provision is satisfied if development Proposed Development preserve the setting of a listed building. The meaning of preservation in this context is taken to be the avoidance of harm.

4.8 The Act also states that with regard to development affecting Conservation Areas, the Local Planning Authorities should pay special attention to ‘the desirability of preserving or enhancing the character or appearance of that area’ (Section 72(1)); however, as has been made clear by the now superseded 2015 Historic England setting guidance ‘in primary legislation, the setting of Conservation Areas is not a statutory duty’. The impact upon the setting of these designated heritage assets is controlled through the National Planning Policy Framework (2019) and the development plan.

DEVELOPMENT PLAN

4.9 Section 38(6) of the Planning and Compulsory Purchase Act 2004 stipulates that where in making any determination under the Planning Acts, regard is to be had to the development plan, and the determination must be made in accordance with that plan unless material considerations indicate otherwise.

4.10 The following documents comprise the statutory development plan:

- Adopted London Plan (as amended), 2016;
- Draft London Plan (Intend to Publish, December 2019);
- Core Strategy DPD (September 2012); and
- Development Management Policies DPD (September 2012).

4.11 Barnet’s Local Plan replaces the Unitary Development Plan (UDP) (adopted in May 2006).

THE LONDON PLAN: THE SPATIAL DEVELOPMENT STRATEGY FOR LONDON (2016)

4.12 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.”

4.13 The policies which are relevant to the assessment of heritage, townscape and visual impacts are contained in **Chapter 7: London’s Living Places and Spaces**.

4.14 The requirement to have regard to local character is provided at Policy 7.4 (Local Character). Buildings should provide a contemporary architectural response that has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass.

4.15 **Policy 7.5** (Public Realm) states that development should make the “public realm comprehensible at a human scale, using gateways, focal points and landmarks as appropriate to help people find their way”.

4.16 The approach to architecture is discussed in Policy 7.6 (Architecture) which states that buildings and structures should be of the highest architectural quality. The policy includes a number of criteria that Proposed Development should be assessed against and this includes that Proposed Development should be of a proportion, composition and scale and orientation that enhances, activates and appropriately encloses the public realm.

4.17 Policy 7.7 (Location and Design of Tall Buildings) makes clear that development Proposed Development for tall and large buildings should not have an unacceptably harmful impact on their surroundings and meet the certain criteria, including location in suitable areas (i.e. opportunity areas and sustainable town centres), relating well to the surrounding locality, improving the legibility of an area, being of the highest quality architecture and materials, and making a significant contribution to local regeneration.

4.18 With regard to heritage assets, Part E of the policy requires the impact of tall buildings on sensitive locations to be given particular consideration. These locations include those with Conservation Areas and listed buildings and their settings.

4.19 Policy 7.8 (Heritage Assets and Archaeology) states “development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.”

4.20 We discuss the above policies in relation to the Proposed Development in **Section 8.0** of this report.

CORE STRATEGY DPD (SEPTEMBER 2012)

- 4.21 Barnet's Core Strategy DPD is a central component of the Local Plan, setting out the vision, objectives and related strategic policies for the Borough. Below, we identify the policies pertinent to this application in the Core Strategy DPD.
- 4.22 **Policy CS4** (Providing quality homes and housing choice in Barnet) aims to create successful communities through the promotion of a range of dwelling sizes and housing types that accord with suburban character or local distinctiveness. Additionally, the policy seeks to ensure the delivery of at least 5,500 new affordable homes by 2025/26, in line with the target of 28,000 new homes by this time.
- 4.23 **Policy CS5** (Protecting and enhancing Barnet's character to create high quality places) is a broad policy which seeks to ensure development Proposed Development respect local context and distinctive local character by creating places and buildings of high architectural design. The policy states that new development should 'be safe, attractive and fully accessible; provide vibrant, attractive and accessible public spaces; respect and enhance the distinctive natural landscapes of Barnet; [and]... enhance the borough's high quality suburbs and historic areas through the provision of buildings of the highest quality that are sustainable and adaptable.'
- 4.24 **This policy also** considers heritage and tall building schemes, which it states may be appropriate in strategic locations such as the Cricklewood/Brent Cross Opportunity Area.
- 4.25 **Policy CS7** (Enhancing and protecting Barnet's open spaces) is relevant owing to the Site's proximity to Cricklewood Green, an asset of community value. The policy seeks to protect and enhance open spaces within the borough and secure additional on-Site open space in identified growth areas including 8ha at Cricklewood/Brent Cross.

DEVELOPMENT MANAGEMENT POLICIES DPD (SEPTEMBER 2012)

- 4.26 The Development Management Policies DPD sets out the policy framework for decision-making on planning applications. The policies pertinent to heritage and townscape considerations are presented below.
- 4.27 **The relevant parts of Policy DMo1** (Protecting Barnet's character and amenity) state that:
- a. All development should represent high quality design which demonstrates high levels of environmental awareness and contributes to climate change mitigation and adaptation;
 - b. Development Proposed Development be based on an understanding of local characteristics. Proposed Development should preserve or enhance local character and respect the appearance, scale, mass, height and pattern of surrounding buildings, spaces and streets;
 - g. Development Proposed Development should retain outdoor amenity space having regard to its character.
- 4.28 The latter sections of the policy refer to landscaping, stating that:
- j. Development Proposed Development will be required to include hard and soft landscaping that:
 - i. is well laid out in terms of access, car parking and landscaping
 - ii. considers the impact of hardstandings on character
 - iii. achieve a suitable visual setting for the building
 - iv. provide an appropriate level of new habitat including tree and shrub planting
 - v. make a positive contribution to the surrounding area
 - vi. contributes to biodiversity including the retention of existing wildlife habitat and trees
 - vii. adequately protects existing trees and their root systems.

Barnet's adopted tall buildings **Policy DMo5** is relevant to the assessment of the Proposed Development and is quoted as follows: Tall buildings outside the strategic locations identified in the Core Strategy will not be considered acceptable. Proposed Development for tall buildings will need to demonstrate:

- i. an active street frontage where appropriate
- ii. successful integration into the existing urban fabric
- iii. a regard to topography and no adverse impact on Local Viewing Corridors, local views and the skyline
- iv. not cause harm to heritage assets and their setting
- v. that the potential microclimatic effect does not adversely affect existing levels of comfort in the public realm.

Proposed Development for redevelopment or refurbishment of existing tall buildings will be required to make a positive contribution to the townscape

- 4.29 Although there are no heritage assets within the Site, there are assets within its wider setting. As such, **Policy DMo6 (Barnet's heritage and conservation)** has been considered. This policy states that Proposed Development affecting Barnet's heritage assets should demonstrate accordance with the NPPF and seeks to retain buildings which are locally-listed or positively contribute to CAs. The policy also states that:
- a. All heritage assets will be protected in line with their significance.
 - b. All development will have regard to the local historic context.
 - c. Development Proposed Development must preserve or enhance the character and appearance of 16 Conservation Areas in Barnet.
- 4.30 **Policy DM15** (Green Belt and open spaces) states that open space will be protected from development and that, where areas are identified as deficient and the development Site is appropriate, new developments will be expected to provide public open space on-Site.

SAVED POLICIES WITHIN THE LB BARNET UNITARY DEVELOPMENT PLAN (2009)

- 4.31 Although the LB Barnet's UDP was replaced by the documents which form the adopted Local Plan, policies within Chapter 12: Cricklewood, Brent Cross and West Hendon Regeneration Area were 'saved' in 2009, and therefore remain part of the Development Plan. Those relevant to the determination of the application are identified below.
- 4.32 Policy GCrick (Cricklewood, Brent Cross and West Hendon Regeneration Area) states that this regeneration area will be a major focus for the creation of new jobs and homes in light of its strategic location and its key rail facilities. The policy also advocates that new development be built to the highest standards of design as well as to the highest environmental standards.
- 4.33 Policy C2 (Urban Design, High Quality) makes clear that urban design should be of the highest standard, result in Proposed Development of 'landmark quality'.
- 4.34 Policy C4 (Sustainable Design) reiterates the Council's commitment to environmental design, and therefore seeks to ensure high performance standards for design and construction in this regard and the creation of open spaces, movement routes and enhanced connections within, and beyond, Cricklewood
- 4.35 Policy C5 (West Hendon and Cricklewood Town Centres) states that the Council will seek to maintain and enhance the vitality and viability of Cricklewood town centre.
- 4.36 Additionally, Policy C9 (Housing and Community Development) clearly states the aspiration for a minimum of 5,000 new homes within the Cricklewood and Brent Cross area within the lifecycle of the local plan and makes clear that a range of housing typologies and tenures will be required to achieve this. The policy also makes clear that supporting community facilities will be required to complement new residential development.

NATIONAL POLICY

NATIONAL PLANNING POLICY FRAMEWORK (2019)

- 4.37 The new NPPF was republished in February 2019 and supersedes previous national planning guidance contained in the previous NPPF (2012), various Planning Policy Guidance and Planning Policy Statements. The NPPF sets out the government's approach to planning matters and it is a material consideration in the determination of planning applications.

DESIGN

- 4.38 Chapter 12 outlines the policy regarding design. At paragraph 124 it is emphasised that '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'.
- 4.39 Paragraph 127 states planning policies and decisions should ensure that developments:
- will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;
 - are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;
 - are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovating or change (such as increased densities);
 - establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;
 - optimise the potential of the Site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and
 - create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience."

- 4.40 Paragraph 130 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, taking into account any local design standards or style guides in plans or supplementary planning documents. Conversely, where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development."

- 4.41 Paragraph 131 promotes sustainable development and appropriate design and states that 'great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.'

- 4.42 Taken together, it is clear that Paragraphs 127, 130 and 131 support the creative design of buildings incorporating the highest standards of sustainable design and technology. Thus the NPPF encourages LPAs to look for opportunities to permit development which promotes high quality design incorporating the highest level of sustainable construction and operation.

HERITAGE

- 4.43 Chapter 16 of the NPPF sets out the policies relating to the conservation and enhancement of the historic environment. At the outset, paragraph 189 specifies that:

"In determining planning applications, local planning authorities should require 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."

- 4.44 The NPPF defines significance as:

"The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting."

4.45 **Section 6.0** of this report fulfils the requirements of paragraph 189 of the NPPF. In terms of the impact of a Proposed Development on heritage assets, the relevant policies are set out at paragraphs 193–196.

4.46 Paragraph 193 states that:

“When considering the impact of a Proposed Development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.”

4.47 In essence, great weight should be given to the conservation of heritage assets. Conservation is defined as ‘managing change’. Harm to the significance of a heritage asset should be avoided but, if it is judged to occur, the tests set out in paragraphs 195 and 196 apply as necessary, dependent on the level of harm – substantial or less than substantial respectively.

4.48 Paragraph 196 has regard to less than substantial harm. It states that:

“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, where appropriate, securing its optimum viable use.”

4.49 Similarly, in relation to non-designated heritage assets, paragraph 197 states that:

“The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.”

MATERIAL CONSIDERATIONS

4.50 Here it is important to state that the importance of conserving the significance of the heritage assets within the setting of the Site has been fundamental to the development and design approach of the Proposed Development.

4.51 In addition to legislation and policy, the assessment will take into consideration relevant planning guidance and any material considerations, including:

- National Planning Practice Guidance (online);
- Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA) (2013);
- An Approach to Landscape Character Assessment (2014);
- Photography and photomontage in landscape and visual impact assessment: Landscape Institute Advice Note 01/11;
- Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (Historic England, 2015);
- Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (Historic England, 2017);
- Historic Environment Good Practice Advice in Planning Note 4: Tall Buildings (2015);
- Cricklewood, Brent Cross and West Hendon Regeneration Area Development Framework SPD (2005);
- London Borough of Barnet: Tall Buildings Study (2010); and
- London Borough of Barnet: Tall Buildings Update (2019).

EMERGING POLICY

DRAFT LONDON PLAN (2019) INTEND TO PUBLISH VERSION OF THE PLAN TO SECRETARY OF STATE

4.52 The London Plan is currently being updated and is at a very advanced stage in the plan-making process. The Examination in Public of the draft Plan concluded in March 2019 and the Intend to Publish version of the Plan submitted to the Secretary of State on 9 December 2019.

4.53 A response from the Secretary of State was issued on 13 March 2020, outlining that the New London Plan cannot yet be published until amendments and directions outlined by the Secretary of State have been incorporated into a revised document. A response was issued by the Mayor, however currently both parties are still to informally agree text on the New London Plan prior to publishing the Final New London Plan.

4.54 The Draft London Plan is a material consideration in planning decisions.

4.55 The policies which are relevant to the assessment of heritage, townscape and visual impacts are contained primarily in **Chapter 3: Design, Chapter 7: Heritage and Culture** and **Chapter 8: Green Infrastructure and Natural Environment**.

4.56 **Policy D1 (London’s form, character and capacity for growth)** which states that development design should respond to the local context and respect heritage assets that make up the local character.

4.57 **Policy D3 (Optimising the Site Capacity through the Design-led Approach)** makes reference at Part B to form and layout of design Proposed Development, stating that development Proposed Development should ‘enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions.’ In summary, the policy encourages development which is sympathetic and complementary to the existing context. The approach to delivering good design is provided at Policy D4.

- 4.58 In **Policy D8 (Public Realm)**, the plan states that development Proposed Development should seek to provide new areas of public realm which is attractive, inclusive and designed to respond to local context. The policy stipulates that public realm design should also be informed by an understanding of how people use the space and the relationships between different spaces.
- 4.59 **Policy D9 (Tall buildings)** states that tall buildings should be developed in locations identified by development plans and should not adversely affect local or strategic views. Additionally, this policy states that tall buildings should make a positive contribution to the local townscape in terms of legibility, proportions and materiality, and should relate well to the street and provide an appropriate transition in scale to the surrounding context. Tall buildings should also aid legibility and wayfinding and have exemplary architectural quality and materials. In relation to heritage assets, the policy makes clear that buildings of this nature should 'take account of, and avoid harm to, the significance of London's heritage assets and their settings' and 'positively contribute to the character of the area'.
- 4.60 The consideration of heritage sensitivities in relation to Proposed Developments is considered in **Policy HC1 (Heritage Conservation and Growth)**. In Part C, the policy states that '*development affecting heritage assets and their settings should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings.*' The policy goes on to state that '*development Proposed Development should avoid harm and identify enhancement opportunities*' through the design process.
- 4.61 **Policy HC3 (Strategic and Local Views)** seeks to protect designated views by requiring an assessment of the impact of development Proposed Development on those views should those schemes fall within the foreground, middle ground or background of designated views.
- 4.62 **Policy G1 (Green Infrastructure)** seeks to protect and enhance London's network of green and open spaces, and green features in the built environment. As such the policy states that '*development Proposed Development should incorporate appropriate elements of green infrastructure that are integrated into London's wider green infrastructure network.*'
- 4.63 In relation to open spaces, **Policy G4 (Open Space)** makes clear at Part B that development Proposed Development should avoid the loss of protected open spaces and create areas of publicly accessible open space, particularly in areas of deficiency, where possible.
- 4.64 **Policy G5 (Urban Greening)** is also relevant to the Proposed Development, necessitating major development Proposed Development to '*contribute to the greening of London by including urban greening as a fundamental element of Site and building design, and by incorporating measures such as high-quality landscaping (including trees), green roofs, green walls and nature-based sustainable drainage.*'
- BARNET DRAFT LOCAL PLAN (JANUARY 2020)**
- 4.65 The LB Barnet is currently in the process of updating and consolidating its adopted Local Plan documents, and recently published its Draft Local Plan (Regulation 18 document) for public consultation. The consultation period took place between 27 January – 16 March 2020, with the Regulation 19 document scheduled for publication in Autumn 2020. By virtue of being at an early stage in the adoption process, the Barnet Draft Local Plan is considered to be of very limited weight. It is acknowledged however that the Site is identified as suitable for approximately 1,000 units, comprising residential and mixed uses (approximately 10% retail and community).
- POLICY ANALYSIS**
- 4.66 Cricklewood is undergoing transformational change which is encouraged through regional and local policy. The Site is within an area identified to contribute to this change, and the Proposed Development sits within this context.
- 4.67 At a regional level, the Site is subject to designation as an Opportunity Area (OA) in the London Plan. Opportunity Areas (OA) are defined as: "*the capital's major reservoir of brownfield land with significant capacity to accommodate new housing, commercial and other development linked to existing or potential improvements to public transport accessibility*".
- 4.68 At the local level, the Site is also located in the Brent Cross – Cricklewood Regeneration Area which is identified in the development plan. The Core Strategy DPD, at Section 7 Table 3, states this is one of the areas to the west of the borough which will be promoted for regeneration and development, with 5,510 new homes expected by 2026.
- 4.69 This objective is also supported by Policy GCrick within the UDP Saved Policies, which acknowledges that the regeneration area will be a major contributor to new homes and jobs by virtue of its strategic location and transport links, and makes this a firm aim within the statutory development plan. Policy C9 also supports this by seeking to ensure housing development provides a range of typologies and tenures, along with supporting community facilities to complement new dwellings.
- 4.70 Additionally, the emerging Local Plan which, although in its early stages, states that the Site is likely suitable for approximately 1,000 units, comprising residential and mixed uses (approximately 10% retail and community). This clearly demonstrates that the policy position, and intention for the Site, is geared towards high-density development within this sustainable location.
- 4.71 The relevant policies for the consideration heritage, townscape and visual impacts are summarised below.
- 4.72 The Site has been identified within an area considered appropriate for developments of increased height, in line with the Tall Buildings Update 2019 guidance. Specifically, Cricklewood is an area where development with greater intensification of uses is to be supported, in part because of public transport connectivity. This is demonstrated by the Applications Site's PTAL rating of 4-5, with accessibility deemed to be very good.
- 4.73 Indeed, the Core Strategy Policy CS5 states that tall buildings (those over 8 storeys or 26 metres) would likely be appropriate in strategic locations such as the Brent Cross/Cricklewood Regeneration Area. The Tall Buildings Update 2019 goes further and states that this opportunity area is also identified as having potential to bring forward 'very tall' buildings (15 storeys and above) at suitable locations.
- 4.74 The Proposed Development has had regard to these objectives, and the townscape assessment will consider the characteristics of the area to ensure the development Proposed Development respect local context and distinctive local character through the creation of places and buildings of high architectural design. The objectives contained within Policies CS5 are generally aligned with the London Plan tall buildings policy, Policy 7.7, and the associated Draft London Plan policy D9.

- 4.75 These tall buildings policies also reflect the approach to promoting high quality design set out by the Council in policies GCrick, CS2 and DM01. There has been regard to the provisions of these policies in forming this assessment, as well as associated documents like the Cricklewood, Brent Cross and West Hendon Regeneration Area Development Framework SPD (2005) and tall buildings studies (2010 and 2019).
- 4.76 Part a) of Policy DM01 states that all development should represent high quality design, with part b) making clear that this is based on an understanding of local characteristics and the preservation or enhancement of 'local character, and respect for the appearance, scale, mass, height and pattern of surrounding buildings, space and streets.'
- 4.77 As part of this assessment, the borough's heritage assets which may be affected by the Proposed Development have been identified within an appropriate study area. These comprise conservation areas, listed buildings, Registered Park and Gardens (RPGs) and non-designated heritage assets. This assessment has been undertaken in accordance with paragraph 189 of the NPPF which requires applicants 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".
- 4.78 Parts a) and b) of the Council's heritage policy, DM06, has regard to heritage assets and their settings. As such the policy reflects the statutory duties set out at Section 66(1) of the 1990 Act (see above). This approach is also taken for historic parks and gardens, with additional emphasis on historic views or vistas. Part c) refers to Conservation Areas and the requirement for development Proposed Development to preserve or enhance their character and appearance, therefore reflecting Section 72(1) of the 1990 Act, although the impact on the setting of CAs is not a statutory duty, and instead controlled through the NPPF.

- 4.79 DM06 also briefly covers locally-listed buildings and states that these should be retained where possible, along with those buildings which positively contribute to CAs. This is in line with NPPF paragraph 197 which states that:
- "The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset."*
- 4.80 In addition to the local policy, regard is had to paragraph 193 states of the NPPF which states that:
- "When considering the impact of a Proposed Development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance."*
- 4.81 The treatment of harm to a heritage asset is set out at paragraphs 195 and 196 of the NPPF and the approach to these policies has been confirmed by recent judgements. These judgements include:
- *Bedford BC v SSCLG* [2013] EWHC 2847;
 - *Barnwell v East Northamptonshire District Council* [2014] EWCA Civ 137;
 - *R (Forge Field Society) v Sevenoaks District Council* [2014] EWHC 1895;
 - *Jones v Mordue* [2015] EWCA Civ 1243;
 - *Palmer v Herefordshire Council & ANOR* [2016] EWCA Civ 1061; and
 - *Williams v Powys County Council* [2017] EWCA Civ 427.
- 4.82 The Proposed Development is not considered to cause substantial harm (paragraph 195) to any heritage asset. Should less than substantial harm be found, paragraph 196 states that this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.
- 4.83 Public benefits include heritage benefits.

SECTION SUMMARY

- 4.84 The Site is located in an area identified for, and has undergone, transformational change which is anticipated and encouraged in regional and local planning policy. In order to realise this change, it is accepted that there will be an intensification of development in Cricklewood town centre and on its periphery.
- 4.85 The Site forms part of an Opportunity Area, Cricklewood/Brent Cross, which has been identified to deliver a minimum of 10,000 new homes and an indicative employment capacity of 20,000. The Site is also identified as being suitable for a residential-led scheme with retail and community uses and an indicative residential capacity of 1,007 units.
- 4.86 The Proposed Development will deliver a maximum of 1,100 mixed tenure residential units (including up to 373 Build to Rent units) and flexible use commercial floorspace. Additionally, the Proposed Development incorporate associated public, semi-private and private realm and public open space, which are to be provided alongside future enhancements to Cricklewood Green.
- 4.87 The Opportunity Area designation, and the trajectory for Cricklewood town centre in general, has been formulated in the context of the existing character of the area and its historic environment, both of which are represented in statutory and non-statutory heritage designations.
- 4.88 It is therefore anticipated that the changes to the Cricklewood town centre and on its periphery will change the existing townscape character and the settings of designated and non-designated heritage assets. The Council's design and heritage policies should be applied with this in mind.

5.0

BASELINE: BUILT HERITAGE

CRICKLEWOOD LANE

BASELINE: BUILT HERITAGE

- 5.1 The Site does not contain any heritage receptors, although there are several in the wider area and development of the Site has the potential to impact their setting.
- 5.2 In accordance with the requirement of paragraph 189 of the NPPF and the methodology (**Section 2.0**), this section outlines the value of designated and non-designated heritage receptors in the study area, including the contribution of setting towards that value.
- 5.3 The section has been informed by Site visits and the following sources:
- The National Heritage List for England maintained by Historic England;
 - The Greater London Historic Environment Record ('GLHER');
 - Conservation Area appraisals published by LB Barnet, LB Brent and LB Camden;
 - LB Barnet Local Heritage List (July 2019);
 - LB Barnet Revised Local Heritage List (December 2019);
 - Camden's Local List (January 2015)
 - Locally Listed Heritage Assets in Brent (January 2020)
- 5.4 The location of the built heritage receptors identified in this assessment are shown at **Figure 6.1**.
- 5.5 The baseline assessment of heritage receptors is summarised at **Table 6.1** at the end of this section.

SETTING

- 5.6 Setting is defined in very broad terms in the NPPF. This means that many development Proposed Development may be held to come within the setting of a heritage receptor. Aside from some generic intervisibility, a great number of such Proposed Development in the setting of a heritage receptor could not reasonably be held to engage with or alter the heritage value of heritage receptors in a material way.
- 5.7 Owing to the nature and the height of the Proposed Development, the prevailing height of other buildings in the surrounding area, and the screening provided by the existing building forms, the effect on the setting of some built heritage receptors is restricted.
- 5.8 Therefore, for the purposes of this HTVIA professional judgement has been used to select those built heritage receptors that are likely to experience change to their setting, and by extension, their heritage value. Those receptors that are both physically and functionally separated from the Site have not been assessed as the heritage value of these receptors is unlikely to be affected. Those receptors are identified below:
- Milestone Sited Outside Nos. 3 and 4 Gratton Terrace (Grade II) (4);
 - Willesden Green Underground Station (Grade II) (8);
 - Dollis Hill Synagogue and Forecourt Railings (Grade II) (9);
 - Pair of K2 Telephone Kiosks outside The Recreation Ground (Grade II) (10);
 - 128, Fortune Green Road (Grade II) (11);
 - Beckford Primary School, Attached Railings and Gateway, and Building approx 23m to East within Playground (Grade II) (12);
 - Kingsley Court (Grade II) (13);
 - St Luke's Church Vicarage (Grade II) (14);
 - Kings College: College Chapel, The Summerhouse, Kidderpore Hall, The Maynard Wing, and The Skeel Library (Grade II) (15);
 - Golder's Green Synagogue (Grade II) (16);
 - Untitled [Listening] Sculpture (Grade II) (17);
 - 6, 8, 12, 14, 26, 26A, 33 and 35 Ferncroft Avenue (Grade II) (18);
 - Church of St Francis (Grade II) (19);
 - Cattle Trough at junction with Hermitage Lane (20); and
 - 17, Rosecroft Avenue (Grade II) (21).

- 5.9 Although located outside of the study area, due regard has also been given to The Hill (Inverforth House) (31), a Grade II* listed Registered Park and Garden. This is due to its high grading, the concentration of other highly-graded receptors within its boundaries, and its elevated position to the north-west of the Site. As with the receptors listed above, The Hill (Inverforth House) has not been assessed as its heritage value is unlikely to be affected by the Proposed Development.
- 5.10 The heritage receptors that remain within the scope are identified in **Table 6.1** and described below. A rationale is also prescribed below for the heritage assets which do not require further assessment.

HERITAGE ASSET PLAN

Application Site

Conservation Areas

- A. Cricklewood, Railway Terraces (Barnet Council)
- B. Brondesbury CA (Brent Council)
- C. Willesden Green CA (Brent Council)
- D. Mapesbury CA (Brent Council)

Listed Buildings

Grade II*

1. Tomb of Marthe Goscombe John and Sir William Goscombe John in Hampstead Cemetery
2. Church of St Luke and Annesley Lodge

Grade II

3. The Crown Public House and Three Lamp Standards in front of The Crown Public House
4. Milestone Sited Outside Nos. 3 and 4 Gratton Terrace
5. Church of St Gabriel
6. Church of St Michael
7. Hampstead Cemetery Mortuary Chapels
Monument to Martha Bianchi in Hampstead Cemetery
Tomb of Ardash De Sales Stean in Hampstead Cemetery
Tomb of Arnold Stuart and Family in Hampstead Cemetery
Tomb of Arthur Frankau and Family in Hampstead Cemetery
Tomb of Charles Barritt in Hampstead Cemetery
Tomb of Eleanor Adgey Edgar in Hampstead Cemetery
Tomb of Jacob Arnhold in Hampstead Cemetery
Tomb of James Wilson Pasha and Wife in Hampstead Cemetery
Tomb of Joan Moggridge in Hampstead Cemetery
Tomb of Joseph Maas in Hampstead Cemetery
Tomb of Marie Lloyd in Hampstead Cemetery
Tomb of Mordaunt Allen Gwynne in Hampstead Cemetery
Tomb of Sir Banister Fletcher and Family in Hampstead Cemetery
Tomb of Sir Joseph Lister in Hampstead Cemetery
Tomb of Sir William Randal Cremer in Hampstead Cemetery
Tomb of The Rider Family in Hampstead Cemetery
Tomb of The Storey Family in Hampstead Cemetery
8. Willesden Green Underground Station
9. Dollis Hill Synagogue and Forecourt Railings
10. Pair of K2 Telephone Kiosks outside The Recreation Ground
11. 128, Fortune Green Road
12. Beckford Primary School, Attached Railings and Gateway, and Building approx 23m to East within Playground
13. Kingsley Court
14. St Lukes Church Vicarage
15. Kings College: College Chapel, The Summerhouse, Kidderpore Hall, The Maynard Wing, and The Skeel Library
16. Golders Green Synagogue
17. Untitled [Listening] Sculpture
18. 6, 8, 12, 14, 26, 26A, 33 and 35 Ferncroft Avenue
19. Church of St Francis
20. Cattle Trough at Junction with Hermitage Lane
21. 17, Rosecroft Avenue

Locally Listed (within 500m)

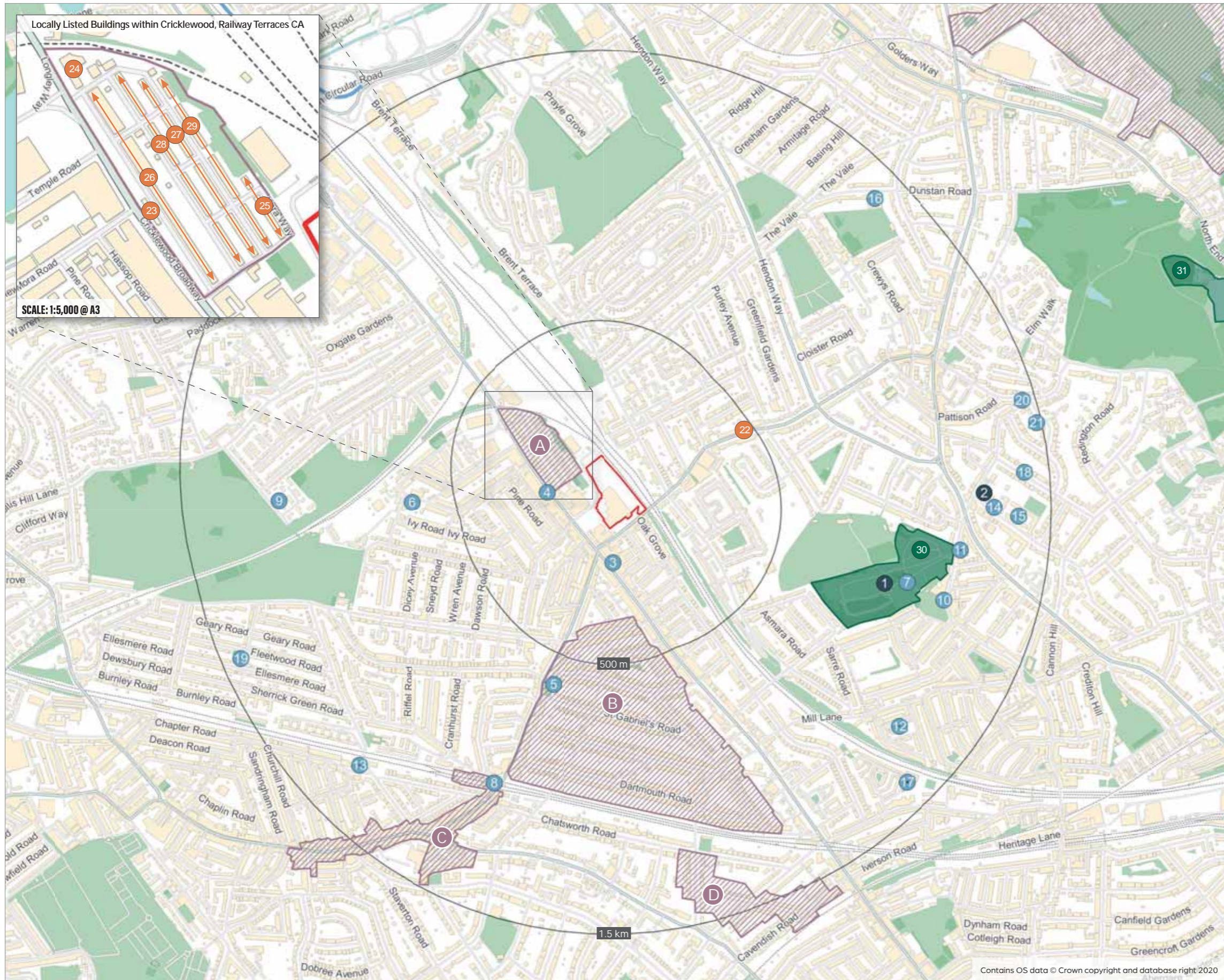
22. The Cricklewood Tavern (No.75 Cricklewood Lane)

Within Railway Terrace CA (see insert):

- | | |
|------------------------------|-------------------------------|
| 23. 1-6 Burlington Parade | 27. Nos.1-40 Johnston Terrace |
| 24. 318 Cricklewood Broadway | 28. Nos.1-44 Midland Terrace |
| 25. Nos.1-14 Campion Terrace | 29. Nos.1-38 Needham Terrace |
| 26. Nos.1-40 Gratton Terrace | |

Registered Park and Gardens

30. Hampstead Cemetery
31. The Hill (Inverforth House)



LOCATION:
Cricklewood Lane

DATE:
July 2020

SCALE:
1:15,000 @ A3

FIGURE 5.1 Heritage Receptor Plan

▲ NORTH

MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
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CONSERVATION AREAS

RAILWAY TERRACES CONSERVATION AREA (A)

- 5.11 The Railway Terraces CA ('RTCA') was designated in March 1998. The current Conservation Area Character Appraisal and Management Proposed Development was adopted in December 2016.
- 5.12 The RTCA is located at the southern corner of the LB Barnet's administrative boundary, close to the centre of Cricklewood and immediately south of the adjacent 'Cricklewood Curve' railway line. This receptor is located approximately 30m north-west of the Site at its nearest boundary. The RTCA is compact and rectangular in shape, with well-defined boundaries comprising Cricklewood Broadway to the west, Kara Way to the south, Champion Terrace and the associated allotments to the east and the railway line to the north.
- 5.13 The development of the Conservation Area as it exists today began in the late 1860s in conjunction with the Midland Railway Company's construction of the railway line, depot, marshalling yard and sidings at Child's Hill and Cricklewood in this period.
- 5.14 The five terraces comprising the RTCA were built to house railway workers with Gratton, Midland and Needham Terrace constructed first, followed by Johnston and Champion Terrace. 1-6 Burlington Parade, originally shops with flats above, were built in 1908. Additional buildings (e.g. hostel at 318 Cricklewood Broadway) were also built and used for accommodation and educational purposes.
- 5.15 In terms of its character and appearance, the RTCA has a consistent residential and suburban character formed by the back-to-back terraces, hard-surfaced streets and interposing green spaces. At Midland, Johnston, Needham and Champion Terrace, C19 dwellings comprise dwellings of two bays and two storeys, many retaining small single-storey extensions to the rear. These were originally used as outdoor toilets and coal stores. Other architectural features include cambered brick arches, stone sills, panelled timber doors, sash and casement windows, pitched roofs and large brick chimney stacks.



Figure 5.2 Railway Terraces Conservation Area Map (RTCA CAAMP)



Figure 5.3 C19 red brick terrace with communal gardens shown to the front



Figure 5.4 Midland Terrace communal gardens



Figure 5.5 Typical rear elevation within the RTCA with outdoor toilet and coal store



Figure 5.6 Classical detailing, sash windows and stone dressings at Gratton Terrace

5.16 Houses at Gratton Terrace are taller and grander, with projecting bay windows at first floor, yellow brick details, painted stone sills and arches, and recessed entrances. To the rear, gabled extensions are present along with single-storey extensions. Other red brick buildings are present within the RTCA. These include the former hostel to the north, now a Sikh Gurdwara, 1960s dwellings at the northern end of Gratton Terrace, and 1–6 Cricklewood Broadway. The latter has four-storeys and retail units at first floor.

5.17 Other features contributing to the character and appearance of the area include the linear and open communal gardens at the centre, small private gardens to the rear of dwellings, the allotments to the north-east and surrounding mature trees and vegetation. Detracting features within the RTCA include non-original hardstanding and inappropriate boundary treatments (commonly in gardens), unsympathetic materials and finishes, and non-original alterations and interventions. The latter include blocked-up or inappropriate replacement fenestrations, unsympathetic rear and roof extensions, and oversized outbuildings.

5.18 As such, the character and appearance of the RTCA is derived from the historic and architectural interest of its Victorian residential dwellings, their consistent architectural style and palette of materials, and their historic functional relationship with adjacent infrastructure developments. The CA's historic streets and communal green spaces also survive well, and contribute to its heritage value.

5.19 Heritage value: **Medium**

5.20 Associated Viewpoint: 12, 13, 14, 15, 16

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.21 The RTCA is primarily experienced from its streets and interspersed green spaces by virtue of its contained suburban setting, regular and consistent layout of buildings, and surrounding vegetation and mature trees. As such, the area is generally screened from the elevated railway line and industrial land to the north and east. The majority of the RTCA is also screened from the west by vegetation and the Gratton Terrace properties; Cricklewood Broadway itself is sunken and set back from the CA by mature trees.

5.22 The wider setting of the CA comprises industrial and infrastructure development associated with the railway, and nearby commercial and retail businesses close to the Cricklewood Broadway thoroughfare. Late-C19 and early-C20 terraced houses are present to the west. The buildings and infrastructure are mixed in their architectural quality and appearance but have some historic association to the CA due to land use. They make a neutral contribution to the CA overall.

5.23 Although the observer would be aware of commercial, industrial and residential development to the south and west, this forms part of the established urban environment and does not impact the observer's ability to recognise and appreciate the character and appearance of the area. The Site is located to the immediate north-east of the RTCA. Although itself historically related to the railways, the Site is largely screened from the receptor by interposing development and vegetation and does not meaningfully contribute to the heritage value of the RTCA.

5.24 The heritage receptor will be subject to full assessment along with its non-designated heritage assets because of its proximity to the Site and the potential for new intervisibility between the two. This intervisibility could affect the RTCA's character and appearance.

MAPESBURY ESTATE CONSERVATION AREA (B)

- 5.25 The Mapesbury Estate CA was first designated in December 1982 and the current Character Appraisal adopted in March 2006.
- 5.26 The Mapesbury Estate CA is located within the LB Brent, to the north-east and north-west of Willesden Green and Kilburn respectively. Situated approximately 250m south of the Site boundary at its nearest point, Cricklewood town centre is present to the north.
- 5.27 Roughly triangular in shape, the CA boundaries are defined by Anson Road to the north, the rear building line of Cricklewood Broadway properties to the east, the Jubilee line to the south, and the Chichele Road/Walm Lane route to the west.
- 5.28 In terms of its history the Mapesbury Estate CA was developed in three phases, with agricultural land initially sold by All Soul's College Oxford for residential development from the 1870s. Initially, properties were constructed along the Exeter and Dartmouth Roads with the widespread development of the estate –by a handful of housebuilding companies– following between 1895–1905. A further phase of development, carried out by C.W.B. Simmonds and G.A.C. Bridge took place between 1905–1920. Reflecting population growth the area, the Church of St Gabriel was completed in 1898. This building is located along Walm Lane to the west and was built from rusticated sandstone with ashlar dressing in the Decorated gothic style.
- 5.29 In terms of its character, the CA is almost entirely residential as dwellings were laid out between Chichele Road and Exeter Road in tight, regular building plots. The north-south Lydford Road provides access through the centre of the CA with other roads branching off this route.
- 5.30 Residential properties date from the late-Victorian and early-Edwardian period, and are predominantly detached or semi-detached in typology, with a domestic scale of between two and three storeys. These dwellings are commonly set back from the road by front gardens and driveways defined by brick walls and gateposts. In conjunction with the building materials used, their consistent building lines, scale and form contribute to the overall uniformity of the CA.

- 5.31 The prevailing building material within the CA is red brick with stone and plaster used for dressings. Plain-tiled and Welsh blue slate roofs are also common along with timber details and plain-tiled cladding.
 - 5.32 Common architectural features include full-height bay windows, straight brick arches, stone sills, and sash and casement windows. Classical and Queen Anne entrances with flat, hipped and gabled porches or canopies are also prevalent. At the upper levels, roofs are generally pitched or gabled and have dormer windows, terracotta cresting and finials, and tall brick chimney stacks.
 - 5.33 Additional features within the CA's streetscape include wide tree-lined streets. Along with private gardens to the rear and well-established planting, these streets provide a sense of openness and verdancy which positively contributes to character and appearance of the area. Conversely, features which detract from the CA's special interest include isolated examples of rendered or painted front elevations, inappropriate roof or rear extensions, and hard-surfaced front gardens. The loss or unsympathetic replacement of window details, doors and decorative features also detracts from this special interest.
 - 5.34 In summary, the character and appearance of the Mapesbury Estate CA is derived from the historic and architectural interest of its Victorian residential dwellings and their unified architecture and building materials. The CA's leafy suburban streetscape also survives well and contributes to its special interest.
 - 5.35 Heritage value: **Medium**
 - 5.36 Associated Viewpoint: 9, 10
- CONTRIBUTION OF SETTING TO HERITAGE VALUE**
- 5.37 The Mapesbury Estate CA has a contained suburban setting which is primarily experienced from its main thoroughfares, with long views afforded down straight roads. By virtue of interposing development and surrounding vegetation, wider views to and from the area are confined to the bounding streets, but these nonetheless allow the area's character and appearance to be appreciated.



Figure 5.7 Mapesbury Estate Conservation Area Map (MECA Character Appraisal)



Figure 5.8 Hoveden Road properties within the MECA

5.38 The wider setting of the CA comprises the railway line to the south, and Victorian/Edwardian residences on all sides, which reflect the wider historic residential character of the locality. Within the eastern extent of the CA the observer is aware of late-C20 residential developments along Shoot-Up Hill as tall modern flat blocks, including Windmill Court and Summit Court, are visible above rooflines to the east. Although of increased height and contrasting materials, these developments are part of the urban context near to Kilburn town centre and do not diminish an overall appreciation of the CA's special interest.

5.39 By virtue of their separating distance and interposing development, the Site does not form part of the setting of the CA and there is no intervisibility between the two. The receptor will be subject to full assessment however because there is potential for the Proposed Development to be seen in long views north from Walm Lane and Chichele Road, which could affect the receptor's character and appearance.

WILLESDEN GREEN CA (C) (LB BRENT)

5.40 Willesden Green CA was first designated in January 1993 and the current Character Appraisal adopted in January 1993.

5.41 The CA is located in LB Brent, approximately 1.00km south-east of the Site boundary at its nearest point. Comprising Willesden Green's linear commercial high street and branching roads, the boundaries of the CA are defined by the Underground Station to the north, built form lining High Road and Walm Lane to the south, and St Andrew's Church at the western end. The designation also covers the dwellings along Heathfield Park.

5.42 Historically a small rural settlement, residential development within Willesden Green occurred in the late-C19 following the construction of the Metropolitan Railway and later Willesden Green Station in 1879. This facilitated rapid urbanisation and population growth and the need for local amenities and community buildings, such as the churches of St Andrew (1885) and St Gabriel (1897), a school and parish library. Further urbanisation occurred in the C20 with the replacement of agricultural buildings and the adjoining of neighbouring areas through residential development. By 1910, the High Road/Walm Lane route had become commercialised. By virtue of its location close to the railway line, the area suffered heavy bomb damage during WW2.

5.43 As expected, the CA is characterised by its mixed commercial and residential uses and linear configuration, although Heathfield Park to the east is residential in nature. Late-Victorian and Edwardian architecture is prevalent, with buildings typically of two to three storeys and built from red or yellow stock brick. Along the commercial high street these tend to be terraced with glazed ground-floor shopfronts and flats above. At Heathfield Park semi-detached dwellings of three storeys, in red brick and render, are present.

5.44 Common architectural features within the CA include Renaissance, Tudor, Classical and Gothic details (particularly stone and stucco architraves, string courses and cornices), sash and casement windows, parapets with pitched roofs of clay tiles or slate behind, and tall brick chimney stacks. A number of listed and locally-listed buildings are present within the CA, including the two churches and St Andrew's Vicarage to the west, and the c.1925 Underground Station to the east (all Grade II).

5.45 In some cases, unsympathetic retail and street signage detracts from the CA's quality, as do unsympathetic replacement windows, doors, roof materials and elevational clutter (e.g. satellite dishes). This is also the case for extensions to the rear of properties which are inappropriate by virtue of design, scale, massing or poor-quality materials.

5.46 In summary, the character and appearance of the Mapesbury Estate CA is derived from the historic and architectural interest of its Victorian and Edwardian commercial and residential properties, their eclectic architecture and shared palette of materials. The continued commercial use of the high street and its buildings also contributes to its special interest.

5.47 Heritage value: **Medium**

5.48 Associated Viewpoint: N/A

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.49 The Willesden Green CA is set within the wider context of north-west London and has a busy, urban and commercial character. Due to its linear form, it is primarily experienced from within, along the main High Road/Walm Lane route. It may, however, be viewed from further along the A407 at the western and eastern ends, outside the designation, and from branching streets to the north and south.



Figure 5.9 Willesden Green CA Map (WGCA Character Appraisal)

5.50 Even so, the wider setting also has a residential or commercial character which does not detract from the CA's character and appearance. The observer would be aware of the railway line to the north and large-scale modern developments in the vicinity (e.g. the new library and Sainbury's to the immediate south).

5.51 There is no intervisibility or historic functional relationship between the Site and CA because of their separating distance and interposing development and vegetation. As such, the Site does form part of the receptor's setting or contribute to its character and appearance. The Proposed Development would be unlikely to affect these attributes and the receptor is therefore not subject to further assessment.

BRONDESBURY CONSERVATION AREA (D) (LB BRENT)

- 5.52 The Brondesbury CA was first designated in March 1990, with the current Character Appraisal adopted in March 2006.
- 5.53 The CA is located within the LB Brent to the west of Kilburn High Road, close to Kilburn Station and near the administrative boundary of LB Camden. It is Sited approximately 1.3km south of the Site boundary at its nearest point. The CA is relatively small at approximately eight hectares in size and comprises five residential streets with Mowbray Road as the central spine. The boundaries are broadly defined by the plot boundaries of Kilburn High Road to the east, Willesden Lane to the south, Mapesbury Road to the west and Chatsworth Road to the north.
- 5.54 The Brondesbury CA as it exists today was developed from the late-C19 following the opening of the station, now Kilburn, in 1852, and later Brondesbury Park Station in 1960. As such residences were required to accommodate the suburban growth of London; the two-storey villas along Cavendish Road were completed before 1875 with Victorian villas to the west, along Mowbray Road, built between 1883-86. Larger Gothic housing along Mapesbury Road came later and were completed by 1899.
- 5.55 As such, the CA is characterised by large detached and semi-detached late-Victorian residential properties of two to four storeys. These properties are built from brick, are Italianate or gothic in style, and have front and rear gardens. Architectural features include two-storey bay windows, projecting porches, stucco detailing, stone dressings and sash windows. Other features of the area include wide, tree-lined streets, grass lawns and brick boundary walls and gate posts.
- 5.56 The CA is consistent in character and appearance although some detracting features are present, such as painted or altered front elevations, bay windows and entrance porches, unsympathetic replacement windows, roof lights and boundary treatments, and hard-surfaced front gardens used for off-street parking.

5.57 Therefore the character and appearance of the CA is derived from the historic and architectural interest of its late-C19 and early-C20 properties, and their shared materials and domestic scale. The CA is uniform and has a consistent suburban feel throughout.

5.58 Heritage value: **Medium**

5.59 Associated Viewpoint: N/A

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.60 The Brondesbury CA has well-defined suburban setting which is primarily experienced from its main thoroughfares. By virtue of surrounding vegetation and the orientation of streets, views to and from the area are limited and there is little visual connection to the wider London context, apart from at the boundaries. The observer is aware of modern residential and commercial development at the western boundary along Kilburn High Road. This is also the case for surrounding residential development to south, west and north.

5.61 Along with the historic railway lines to the north and east, the wider setting enables the historic development of the CA to be understood, and does not detract from an appreciation of its character and appearance. The Site does not form part of the receptor's wider setting because of the separating distance, interposing development and lack of intervisibility between the two. As such the Proposed Development would be unlikely to affect the character and appearance of the receptor, which will not be subject to further assessment.

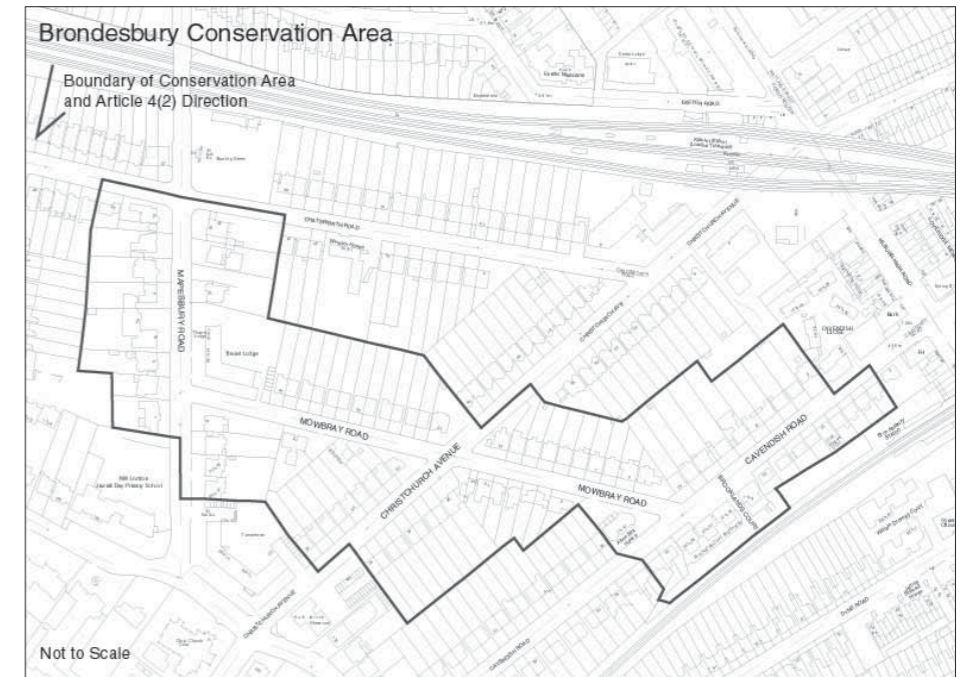


Figure 5.10 Brondesbury Conservation Area Map (BCA Character Appraisal)



Figure 5.11 Christchurch Avenue properties within the BCA

LISTED BUILDINGS

TOMB OF MARTHE GOSCOMBE JOHN AND SIR WILLIAM GOSCOMBE JOHN IN HAMPSTEAD CEMETERY (1)

5.62 The Tomb of the Goscombe Johns in Hampstead Cemetery was listed at Grade II* on 11 January 1999. Located within the Hampstead Cemetery RPG, the receptor is approximately 950m south-west of the Site boundary at its nearest point, adjacent to the Hampstead Cemetery Mortuary Chapels.

5.63 Dating from c.1923 and constructed from polished and carved stone, the receptor comprises a funerary monument with a kerbed stone plinth, inscribed steps and square-headed headstone. The tomb was erected to commemorate Marthe Goscombe John and was designed by her husband, Sir William (1860–1952), who was later buried beside her. William was responsible for many national commissions including several war memorials. A building scar and fixing holes detail the former location of a bronze female figure which was stolen in 2007.

5.64 The heritage value of the tomb is primarily derived from its architectural and historic interest as high-quality early-C20 funerary monument commemorating local Kilburn residents, one of whom was a famous Welsh Victorian sculptor associated with Rodin.

5.65 Heritage value: **High**

5.66 Associated Viewpoint: 3

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.67 By virtue of its small scale, the heritage receptor is primarily experienced up close and within its immediate vicinity. As such the setting is small, but nonetheless comprises surrounding funerary monument and tombs, bound-gravel pathways, surrounding vegetation and mature trees, and the Hampstead Cemetery Mortuary Chapels to the immediate south. These features positively contribute to the heritage value of the receptor because of their historic associations and shared commemorative function.

5.68 By virtue of the receptor’s enclosed landscaped setting and small scale, the Site does not contribute to its setting. The two are functionally and physically separate and do not share intervisibility. The heritage receptor will not be subject to further assessment for this reason.



Figure 5.12 Tomb of Marthe Goscombe John and Sir William Goscombe John viewed from the west

CHURCH OF ST LUKE AND ANNESLEY LODGE (2)

5.69 The Church of St Luke and Annesley Lodge (Grade II*) were both first designated on 14 May 1974. The receptors are located within the Fortune Green neighbourhood approximately 1.27km east of the Site boundary at its nearest point, close to the former Westfield College Site along Kidderpore Avenue, Hampstead.

5.70 St Luke’s Church was built in 1897 to the designs of Basil Champneys and comprises a red brick ecclesiastical building with stone dressings in the late Gothic Revival style. Displaying Decorated, Perpendicular and Flamboyant details, the church has a five-bay nave with clerestory and single-storey aisles either side. A gabled hall extension is present to the south, built c.1910. The west front is gabled and has a central seven-light traceried window, with crenellated porches either side. Additional architectural features include square-headed and arched fenestrations, lead-light windows, and polygonal stair towers. Many internal features are retained.



Figure 5.13 Principal south elevation of St Luke’s Church viewed from Kidderpore Avenue



Figure 5.14 Annesley Lodge as viewed from the junction of Platt’s Lane and Kidderpore Avenue

5.71 Annesley House comprises a detached L-shaped house of two storeys in the Arts and Crafts style. The receptor was built between 1895–96 by Charles Francis Annesley Voysey for his father and converted into flats in 1983. Architectural features include roughcast elevations, a central angled entrance, stone dressings, square-headed and mullioned windows, and set-back buttresses. Roofs are hipped and tiled, with overhanging eaves and oversized chimney stacks.

5.72 In terms of their heritage value, the special interest of the Church of St Luke and Annesley House is derived from their architecture and history. This is because St Luke’s is a fine example of a late-C19 Gothic Revival church with high-quality materials and detailing; it is little-altered and retains most of its architect-designed fittings. Annesley House is of interest as bespoke Arts and Crafts dwelling designed by one the movement’s famous practitioners, C.F.A Voysey. The receptor is also of interest for its high-quality materials, continued residential function and local family associations to its architect.

5.73 Heritage value: **High**

5.74 **Associated Viewpoint: N/A**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.75 The receptors are primarily experienced from Kidderpore Avenue and its junction with Platt’s Lane, within the context of suburban development. By virtue of surrounding residential properties, vegetation and mature trees, the setting of the receptors is relatively confined because of screening; tall trees and semi-detached dwellings of three storeys are present to the north and west, with new apartment blocks of four storeys present to the south. Additionally, there are new apartment blocks present to the west, part of the redeveloped former Westfield College Site. These buildings are well-designed and reference the receptors in their materials, form and function and do not detract from their special interest.

5.76 The receptors are located a considerable distance from the Site in Cricklewood town centre, where there is an intensification and greater range of uses. Because of the separating distance and interposing development and vegetation, there is no intervisibility or historic functional relationship between the two. As such, the Site does not form part of the receptors’ setting and they will not be subject to further assessment for this reason.

THE CROWN PUBLIC HOUSE AND THREE LAMP STANDARDS IN FRONT OF THE CROWN PUBLIC HOUSE (GRADE II) (3)

5.77 The Crown Public House and Three Lamp Standards in front were both listed at Grade II on 20 November 1981. The receptors are located approximately 120m south of the Site boundary at its nearest point, fronting Cricklewood Broadway.

5.78 The present iteration of the Crown Public House was built in 1900 by Shoebridge and Rising for the Cannon Brewery and comprises a four-storey, eight-bay public house of red sandstone in the mock-Jacobean style. Set back from the roadside by a paved forecourt, the receptor has a six-bay main block with a two-bay wing adjoined to the right. At ground floor the fenestration are recessed and round-headed, giving the impression of an arcade, with mullioned and lead-light windows present at the first and second floors.

5.79 The central four bays of the main block break forwards and have two-storey Dutch gables at the upper levels. A two-stage mansard roof with pedimented dormer windows and tall chimney stacks is present behind. To the right, the upper level of the adjoined wing has a crenellated parapet and pyramidal roof. Decorative features are carved and include rusticated columns and pilasters, projecting stringcourses and cornicing, and an elaborate frieze above the ground floor. Ornamental crests, cartouches and blind arcade motifs are prevalent.

5.80 The Three Lamp Standards are located within the Crown’s forecourt to the south and date from the early-C20. These standards have circular granite plinths supporting finely decorated cast iron shafts and lampholders above; each shaft is decorated with four winged dragon figures at the base, garlands, acanthus leaves and mouldings.

5.81 The heritage value of the receptors is derived from their architectural and historic interest as a late Victorian purpose-built public house and associated lamp standards of high-quality materials and detailing. Designed by architects who specialised in public houses, these receptors retain their historic function and relationship with one another, which contributes to their special interest.

5.82 Heritage value: **Medium**

5.83 Associated Viewpoint: 8



Figure 5.15 The Crown Public House as viewed from Cricklewood Broadway

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.84 The Crown Public House and Lamp Standards in front are primarily experienced from Cricklewood Broadway and the associated forecourt to the south, within the context of Cricklewood’s busy commercial high street. The setting of the receptors is relatively enclosed as they are set back from the main road and screened to the north, east and south by surrounding development. This setting is characterised by Victorian, Edwardian and modern developments (which range in height from three to five storeys), retail units and the well-used thoroughfare.

5.85 To the north and east built form comprises buildings of between three and four storeys with glazed shopfronts at ground floor and residential flats above. Built from red, gault and yellow stock brick, these buildings are terraced and have consistent building and roof lines. Architectural features include classical detailing in stone and plaster, sash and casement windows, parapet walls, dormers and mansard and gabled roofs. By virtue of their complementary architecture, materials and uniform elevations, the early-C20 buildings positively contribute to the heritage value of the receptors, although cluttered commercial signage and non-original fenestrations lessen this somewhat.



Figure 5.16 One of the three lamp standards in front of the Crown

5.86 The modern Clayton Crown Hotel is present to the immediate south and east of the receptors and adjoins the Crown at the south return and rear. The most prominent block along the main road has five storeys and its architectural features include glazing, stone cladding, metal balconies and Crittall fenestrations. A large glazed atrium provides the connection between this block and the receptor, with substantial extensions present behind. Although of modern materials and increased bulk, these buildings form part of the receptors' established commercial and urban context and are clearly distinguished from them. As such, they do not detract from an appreciation of the receptors' special interest.

5.87 Despite their proximity, there is no intervisibility or historic functional relationship between the receptors and the Site. As such, the Site does not form part of the receptors' setting at present. Even so, the receptors will be subject to full assessment because the Proposed Development has the potential to impact their heritage value by virtue of intervisibility from Cricklewood Broadway.

CHURCH OF ST GABRIEL (GRADE II) (5)

5.88 The Church of St Gabriel was listed at Grade II on 26 July 1951. It is located approximately 615m south-west of the Site boundary at its nearest point, at the crossroads of Walm Lane, Chichele Road and Melrose Avenue.

5.89 The receptor was built c.1898 to the designs of R.P. Day and W. Bassett-Smith and comprises a yellow limestone ecclesiastical building in the Gothic Revival style. The church displays Decorated details and has a four-stage west tower, five-bay nave with clerestory, chancel and single storey aisles to the north and south. A porch and vestry are also present to the south-west and south-east respectively. Architectural features include rubble ashlar dressings, lead-light windows, plain-tiled roofs and crucifix finials, with some original fixtures and fixtures retained internally.

5.90 The heritage value of the receptor is derived from its architectural and historic interest as a late-C19 church in the Gothic Revival style. The receptor retains its historic plan form, internal volume and decorative features by virtue of its continued ecclesiastical use.

5.91 Heritage value: **Medium**

5.92 Associated Viewpoint: 9



Figure 5.17 Church of St Gabriel as viewed from Walm Lane

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.93 The receptor is primarily experienced from within its grassed churchyard and from the eastern extent of the Mapesbury Conservation Area. The scale of the Church and its location on a crossroads mean it is visually dominant and forms a focal point in views along Walm Lane and Chichele Road, and also in Melrose Avenue. Its prominent west tower can be seen from further afield.

5.94 The topography rises to the south. The surrounding area has a very uniform character, comprising Victorian and Edwardian terraced and semi-detached houses of two-three storeys, constructed from red brick (sometimes rendered), which forms a narrow grain and sense of enclosure. The churchyard contains a hard-surfaced carpark, grassed areas and some mature trees that make a positive contribution to the significance of the Church.

5.95 There is no intervisibility or historic functional relationship between the receptor and Site because of their separating distance. This means the Site does not contribute to the setting or heritage value of the receptor at present, however a full assessment will be carried out because of the potential for new intervisibility with the Proposed Development along the Walm Lane/Chichele Road route. If there is new intervisibility this may affect the setting and heritage value of the receptor.

CHURCH OF ST MICHAEL (GRADE II) (6)

5.96 The Church of St Michael was listed at Grade II on 11 April 1995. The receptor is located approximately 650m west of the Site boundary at its nearest point, at the junction of Mora Road and St Michael's Road.

5.97 Constructed between 1909–10 by John Samuel Alder, the receptor comprises a nine-bay church built from limestone and Bath stone in the Decorated style with Perpendicular features. The church has a six-bay nave with a clerestory and a chancel of three bays. Single-storey aisles and transepts are present to the north and south with a Lady Chapel and tower base present to the north-east and north-west respectively.

5.98 Architectural features include stone dressings, coped buttresses between bays, prominent east and west windows, lead-light windows, plain-tiled gabled roofs and crucifix finials. The receptor retains its historic plan form and high-quality internal fittings and fixtures.

5.99 The heritage value of the receptor is derived from its architectural and historic interest as an early-C20 church in the late Gothic Revival style which retains high-quality decorative features and its ecclesiastical use.

5.100 Heritage value: **Medium**

5.101 **Associated Viewpoint: N/A**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.102 The receptor is primarily experienced within its surrounding suburban context, from the streets immediately surrounding the church. These streets comprise residential dwellings mostly dating from the late-C19 and early-C20, although late-C20 and contemporary developments are present along St Michael's Road and Mora Road to the west.



Figure 5.18 Church of St Michael as viewed from Mora Road to the north

5.103 To the east and south, fine-grain Victorian terraces and semi-detached properties are present which create a sense of enclosure when approaching from this direction. These dwellings are very uniform in character as they are built in red brick, have two or three storeys and shared architectural features. These features include canted and gabled bay windows, stone dressings, slate and tiled roofs and brick chimney stacks.

5.104 The development grain opens up to the north and west as larger Victorian and modern developments are interspersed with areas of hardstanding, green space, and private gardens. These buildings include the associated church hall, Mora Road Primary School and modern apartment block directly adjacent to the receptor. The Cricklewood Pumping Station, set within its own green space is also present to the west, with the Dudding Hill railway line beyond.

5.105 By virtue of their contemporary date, materials and historic associations, the Victorian buildings positively contribute to the setting and heritage value of the receptor and reflect the historic development of west Cricklewood. Although added later, late-C20 and modern developments in the vicinity reflect the character and domestic scale of their surroundings and do not detract from the setting and special interest of the church.

5.106 At present the Site does not contribute to the setting of the receptor and there is no intervisibility or historic functional relationship between the two.

5.107 The receptor will be subject to a full assessment however, because there is potential for the Proposed Development to be seen above the small-scale Victorian dwellings in long views east. If there is new intervisibility this may affect the setting and heritage value of the receptor.

HAMPSTEAD CEMETERY CHAPELS, MONUMENTS AND TOMBS (GRADE II) (7); HAMPSTEAD CEMETERY RPG (GRADE II) (33)

5.108 By virtue of their proximity and shared setting, the Grade II listed receptors comprising the Hampstead Cemetery Chapels, Monuments and Tombs are grouped together and will be described and evaluated alongside the Hampstead Cemetery RPG as part of the built heritage baseline. The cemetery is located approximately 715m south-east of the Site boundary at its nearest point, with the eastern boundary to Fortune Green Road approximately 1.2km away.

5.109 With the exception of the Mortuary Chapels and RPG, designated on the 14 May 1974 and 16 September 2002 respectively, these receptors were designated on 11 January 1999. They comprise:

- Hampstead Cemetery RPG (designated 16-Sep-2002)
- Hampstead Cemetery Mortuary Chapels (designated 14 May 1974)
- Monument to Martha Bianchi in Hampstead Cemetery
- Tomb of Ardath De Sales Stean in Hampstead Cemetery
- Tomb of Arnold Stuart and Family in Hampstead Cemetery
- Tomb of Arthur Frankau and Family in Hampstead Cemetery
- Tomb of Charles Barrit in Hampstead Cemetery
- Tomb of Eleanor Adgey Edgar in Hampstead Cemetery
- Tomb of Jacob Arnhold in Hampstead Cemetery
- Tomb of James Wilson Pasha and Wife in Hampstead Cemetery
- Tomb of Joan Moggridge in Hampstead Cemetery
- Tomb of Joseph Maas in Hampstead Cemetery
- Tomb of Marie Lloyd in Hampstead Cemetery
- Tomb of Mordaunt Allen Gwynne in Hampstead Cemetery
- Tomb of Sir Banister Fletcher and Family in Hampstead Cemetery
- Tomb of Sir Joseph Lister in Hampstead Cemetery
- Tomb of Sir William Randal Cremer in Hampstead Cemetery
- Tomb of The Rider Family in Hampstead Cemetery
- Tomb of The Storey Family in Hampstead Cemetery

5.110 Eight hectare plot bought by Hampstead Burial Board in 1874 and laid

out by landscape architect Joseph Fyfe Meston (c.1827–1891). Opened in 1876 and extended in 1901 with addition of further two hectares in the north-east corner. Remains in use and over 60,000 buried.

5.111 Now comprises c.15 hectare cemetery at Fortune Green contained within late-C19 boundary walls of red brick and C20 retaining walls and fences. Late-C19 gothic lodge and stone gate piers with mid-C20 iron gates present at main entrance to east.

5.112 Boundaries include Fortune Green Road (B510) and developments to the east, rear plot boundaries of residential properties along Agamemnon Road/Gondar Gardens to south and Menelik Road to west. Northern boundary defined by University College School playing fields and sports pitches, and rear gardens of Ranulf Road properties.

5.113 Cemetery land is almost flat although rises from west to east. Marked out by rough grid of hard-surfaced paths which branch off the central east-west avenue, which extends from main entrance. Earlier public footpath, now fenced, running from north-west to south-east intersects cemetery and connects Fortune Green to UCS green space. Boundaries are strong vegetated with hedgerows, shrubs and mature trees, and variety of trees interspersed throughout.

5.114 Unsurprisingly, the Cemetery's built form is characterised by countless headstones, memorials and tombs laid out in regimented rows adjacent to the network of paths. Largest and most distinguished located along the main paths and close to chapels; 18 are listed. Those within consecrated ground are located to the south of the main path, and those within consecrated ground to the north. North-west extension contains a civilian war memorial and war graves from Great War and WW2.

5.115 Tombs and monuments largely date from 1870s to 1930s and are generally confined to small well-defined plots with kerbed surrounds. Mostly constructed from unidentified stone and granite, but also terracotta and cast iron. Monuments and tombs take various forms, however typically plinths with headstones, bodystones, pedestals with sculpted figures, obelisks or crucifixes. Some are grander with railed enclosures, Baldacchino canopies or musical instruments i.e. tombs of Sit Bannister Fletcher, Martha Bianchi and Charles Barritt. Majority of tombs and monuments are inscribed and Classically detailed with columns, pilasters, mouldings, carved relief panels. Other architectural features include urns, angelic figures and ironwork railings.



Figure 5.19 Aerial view of the Hampstead Cemetery Chapel, monuments and Tombs

5.116 Mortuary Chapels located centrally within the cemetery and form the focal point of the vista from main entrance by virtue of location and scale. These buildings comprise two linked chapels with central porte-cochere which were built in 1875–86 to the designs of Charles Bell (1774–1842) in the Decorated Gothic style. Built from Kentish Ragstone with Bath stone dressings, the Church of England chapel is present to the north and Non-conformist chapel to the south, linked by a porte-cochere.

5.117 Each chapel has four bays and three-bay gabled apse at the west end. Architectural features include angled and clasping buttresses, pointed-arch fenestrations, lead-light windows, slate gabled roofs and pinnacle-like finials. Arcaded porticoes link the chapels to the porte-cochere, which comprises rectangular tower with central archway, octagonal belfry and spire. Architectural features include gables, blind arcading and roundel detailing. Retained internal features include chancel arches, arched-brace roof and carved stone details.

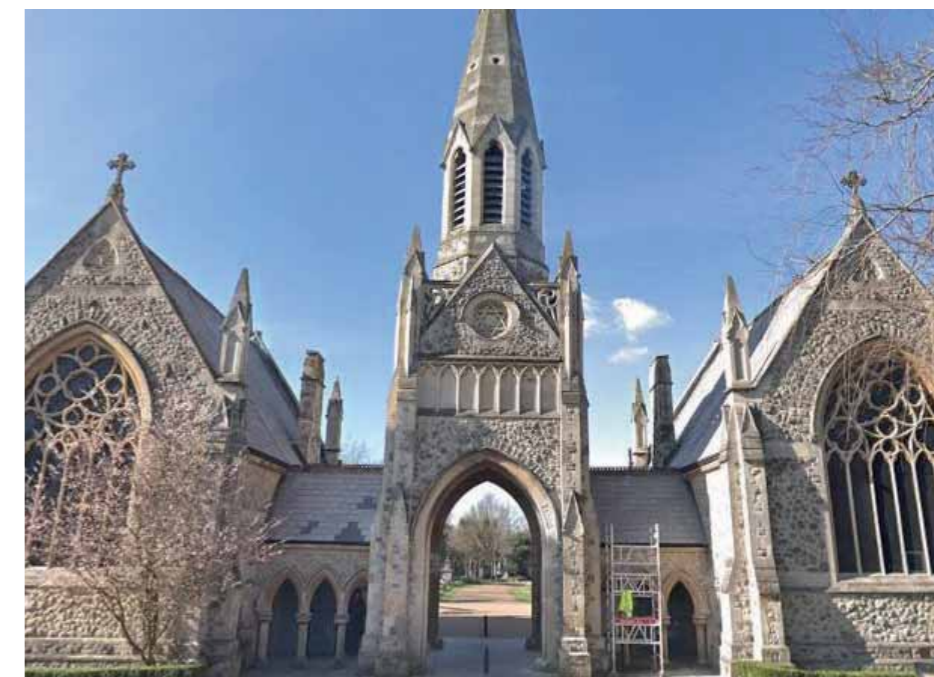


Figure 5.20 The principal east elevation of the Hampstead Cemetery Chapels

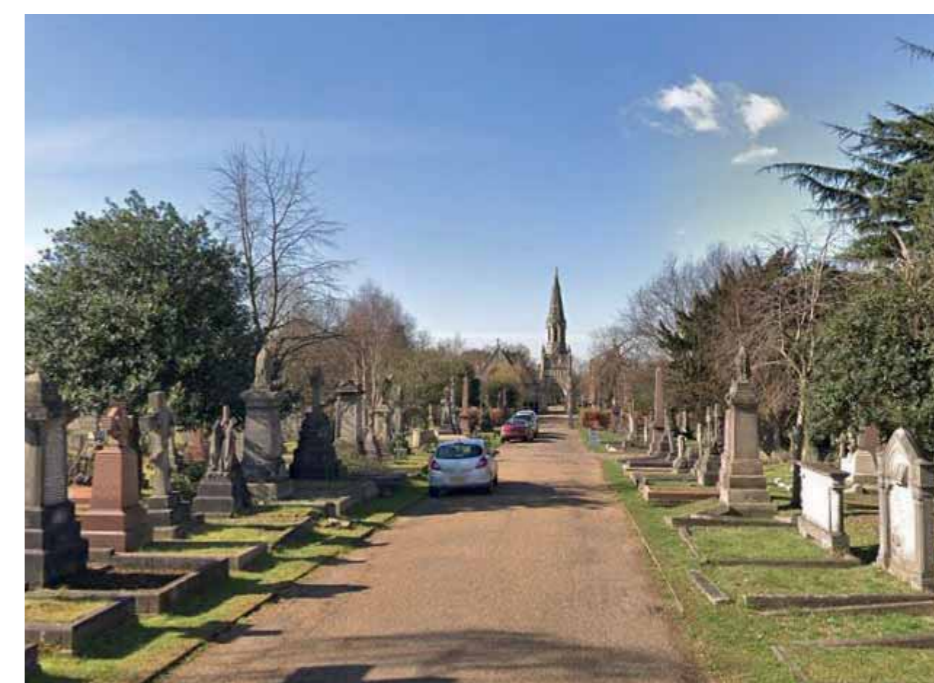


Figure 5.21 View west along the central avenue between the Cemetery Chapels and Fortune Green Road entrance

5.118 The heritage value of the RPG is derived from its historic and architectural interest as a very good example of High Victorian public cemetery which has high-quality buildings and landscapes designed by prominent Victorian practitioners such as Charles Bell and Joseph Fyfe Meston. These structures and landscapes are retained in good condition and help to reflect the local and national social importance of the receptor alongside its other C19–C20 funerary monuments.

5.119 Similarly, the heritage value of the Hampstead Cemetery Chapels, Monuments and Tombs themselves is derived from their historic and architectural interest as good examples of late-C19 or early-C20 mortuary chapels or funerary monuments with historic associations to prominent local or national figures or families. By virtue of their shared location and setting, these receptors also have group value with the Hampstead Cemetery RPG and one another.

5.120 Heritage value: **Medium**

5.121 Associated viewpoint: 3

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.122 The Hampstead Cemetery Chapels, Monuments and Tombs are primarily experienced from within the cemetery itself. This is because the cemetery has well-defined and densely vegetated boundaries which provide a sense of enclosure and peaceful seclusion from the surrounding suburban context. More specifically the small scale of receptors limits visibility to the paths and formal avenues within their immediate vicinity, although Mortuary Chapels can be seen from greater distance. As such, the setting of these receptors is small and comprises nearby hard-standing, tombs and memorials, interspersed mature trees and vegetation. These features positively contribute to the heritage value of the receptors by reflecting their shared commemorative purpose, materials and scale.

5.123 Because of their height, scale and central location within the cemetery, the setting of the Mortuary Chapels is greater and extends beyond the cemetery as the port-cochere spire can be seen in long views east and south-east. These views are obtained from Fortune Green Road, along the central east-west avenue, and from Farm Avenue and the adjoined Blackberry Path (footpath to Menelik Road) across the UCS

playing fields. These views positively contribute to an appreciation of this receptors' heritage value as both mark its location and reflect the cemetery's religious associations. The former is also a designed view and positively contributes to an appreciation of the chapels' heritage interest and that of the wider designed landscape.

5.124 The setting of the Mortuary Chapels overlaps with that of the wider cemetery itself, coterminous with the RPG designation. As such the setting of the receptor comprises dense suburban development to the north-east, east, south and west, with green space to the south-east and north.

5.125 To the north-east large detached residential dwellings with private gardens back onto the cemetery; these date from the late-C19 to mid-C20, have two to three storeys and are built from red brick. To the east and south-east, residential and commercial developments of increased scale are present along Fortune Green Road, as are sports pitches and Fortune Green itself. Here, built form dates from the late-C19 to modern period and is typically of two to four storeys in red, yellow, brown and grey-blue brick. Glazed commercial units are commonly present at ground floor. The modern Alfred Court development, of five storeys, is present next to Fortune Green and can be seen prominently within the eastern extent of the cemetery.

5.126 To the south and west, the receptors' setting comprises late Victorian terraces and detached early-to-mid C20 houses of fine grain. Located along Agamemnon Road, Gondar Gardens and Menelik Road, these properties have red brick, rendered or rough-cast elevations, two to three storeys and private gardens which back onto the cemetery. The character of land to the north is distinctly different, comprising green open space belonging to the University College School and Brondesbury Cricket, Tennis and Squash Club. This open space affords long views west towards built form beyond from the north-eastern extent of the receptor.

5.127 Although of contrasting character to the receptors, the surrounding urban development does not, on the whole, detract from an appreciation of their heritage interest. This is because the cemetery was built for the metropolis within an urban context, and much of the built form is screened from view by the cemetery's densely vegetated hedgerow

boundaries and mature trees. Similarly, the majority of buildings visible from within, and adjacent to, the cemetery are contemporary in date. The open green space to the north makes a positive contribution to the setting of the receptors by reflecting the verdancy of the cemetery.

5.128 By virtue of their separating distance and interposing development and vegetation, the Site does not contribute to the setting of the receptors and there is no intervisibility or historic functional relationship between them. The receptors will be subject to a full assessment however. This is because there is potential for the Proposed Development to be seen in long views west, from elevated ground within the north-eastern extent of the cemetery, across the UCS sports pitches. If there is new intervisibility this may affect the setting and heritage value of the receptors.

LOCALLY LISTED BUILDINGS

THE CRICKLEWOOD TAVERN (NO.75 CRICKLEWOOD LANE) (22)

5.129 The former Cricklewood Tavern (No.75 Cricklewood Lane) is a locally-listed building located approximately 460m south-west of the Site boundary at its nearest point, at the junction of Cricklewood Broadway and Douglas Mews. The building was used as a public house until 2014 and now houses a restaurant.

5.130 The receptor comprises a three-storey, three-bay Classical building which forms the eastern end of an Edwardian terrace. Dating from the late-C19, the receptor has an east return of three bays with number of single-storey extensions present to the west and rear. These were likely built as stables for the former coach house. At ground floor, architectural features include round-headed and elliptical arches, glazed green tile pilasters, architraves and corncing, and painted stucco details. Stock brick extensions with cambered straight brick arches are present to the rear.

5.131 The upper levels of the building are rendered and painted. Architectural features include segmental-headed windows, timber sashes and Classical details such as moulded architraves, quoins, stringcourses, corncing and a parapet. The receptor has pitched and hipped slate roofs and large chimney stacks with pots. The receptor is of local heritage value for its historic and architectural interest as an attractive late-C19 public house in the Classical style.

5.132 Heritage value: **Low**

5.133 Associated viewpoint: 4

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.134 The receptor's setting is defined by the Cricklewood Lane route from which the receptor is primarily experienced. Characterised by mixed residential and commercial development, this busy arterial thoroughfare is fronted by buildings of red and London stock brick, some rendered, of two to four storeys. This built form comprises late-C19 and early-C20 terraced dwellings and late-C20 apartment blocks, many with glazed commercial units at first floor. Within the wider area post-war semi-detached houses are present to the east and south, with taller modern developments, such as the eight-storey 'Broadway' flats, present to the west, closer to the

town centre. As part of the main western approach in to the town centre, and the receptor's established urban context, these features do not detract from an appreciation of its local heritage value.

5.135 At present the Site does not contribute to the setting of the receptor and there is no intervisibility or historic functional relationship between the two. The receptor will be subject to further assessment however as there is potential for the Proposed Development to be seen in the backdrop of views along Cricklewood Lane. If there is new intervisibility this may affect the setting and local heritage value of the receptor.

1-6 BURLINGTON PARADE (23)

5.136 1-6 Burlington Parade comprises a terrace of locally-listed buildings located on the eastern side of Cricklewood Broadway, approximately 180m west of the Site boundary at its nearest point.

5.137 The receptor comprises a stand-alone terrace of six properties, each of four storeys and two bays, with glazed shopfronts present at the ground floor of the principal south elevation. Built from red brick in 1908, the receptor has square-headed windows and classical details of stone, including fenestration surrounds, quoins, stringcourses and dentillated corncing. At attic level the receptor has plain-tiled pitched roofs, paired dormer windows and tall dividing chimney stacks.

5.138 The rear north elevation is substantially similar to the north and fronts the banked Gratton Terrace; paired entrances and blocked-up service hatches are present at street level. The receptor is of local heritage value for its historic and architectural interest as early-C20 terrace with purpose-built retail units at ground floor. It also has group value with the other contemporary non-designated receptors within the RTCA.

5.139 Heritage value: **Low**

5.140 Associated viewpoint: N/A

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.141 The receptor is primarily experienced from the northern end of Cricklewood Broadway, in the context of the busy commercial high street and surrounding urban development and greenery. The receptor is also experienced from the raised Gratton Terrace to the rear, with long eastern views obtained from Mora Road to the west.



Figure 5.22 The Cricklewood Tavern as viewed from the south along Cricklewood Lane



Figure 5.23 1-6 Burlington Parade as viewed from Cricklewood Broadway

5.142 As such, the setting of the receptor comprises late-C19, late-C20 and early-C21 buildings of comparable scale and materials along the opposing western side of the thoroughfare (many with glazed shopfronts at ground floor) and adjacent established vegetation and mature trees on its own eastern side. Victorian terraced properties at Gratton Terrace and Mora Road to the east and west respectively, and buildings of increased scale and looser grain further north and south. As such, these features generally reflect the architecture, materials, scale and function of the receptor and do not detract from an appreciation of its local heritage value.

5.143 By virtue of its separating distance and lack of intervisibility or historic relationship, the Site does not contribute to the receptor’s setting at present. The receptor will be subject to full assessment as part of the Railway Terraces Conservation Area because there is potential for new intervisibility with the Proposed Development in views west from Cricklewood Broadway. This may affect the setting and local heritage value of the receptor.

318 CRICKLEWOOD BROADWAY (24)

5.144 318 Cricklewood Broadway is locally-listed building located approximately 310m north-west of the Site boundary at its nearest point.

5.145 Located along the eastern side of Cricklewood Broadway, the receptor comprises a two-storey, 10-bay building of red brick. A large single-storey extension is present to the rear. The receptor dates from the late-C19 and was originally used as a hostel for railway workers. Architectural features include a projecting and gabled entrance bay, paired fenestrations with cambered straight-brick arches, modern metal sashes, shallow pitched and pan-tiled roof and tall brick chimney stacks. The receptor is of local heritage value for its historic and architectural interest as a former railway hostel dating from the late-C19. The receptor has group value with contemporary non-designated receptors within the RTCA.

5.146 Heritage value: **Low**

5.147 Associated viewpoint: 12



Figure 5.24 The principal west elevation of 318 Cricklewood Broadway

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.148 The receptor is prominently visible at the northern end of Cricklewood Broadway by virtue of large open areas of hardstanding, the orientation and convergence of roads, and the lack of vegetation and tree cover. Therefore its setting comprises adjacent roads, carparks, large retail warehouses and late-C20 housing developments to the west, C19-C20 residential and commercial properties to the south, and dwellings within the Railway Terraces Conservation Area to the west. The elevated railway line is present to the north and separates the receptor from the C20 retail warehouses beyond.

5.149 The railway line and Victorian terraces within the adjacent RTCA positively contribute to heritage value of the receptor as contemporary developments with which it shares a historic functional relationship. As part of the northern approach into Cricklewood town centre, other setting features contribute to the receptor’s established urban context and do not detract from an appreciation of its local heritage value.

5.150 The Site does not presently contribute to the receptor’s setting because of the separating distance and lack of intervisibility between the two. This being said the receptor will be subject to full assessment as part of the Railway Terraces Conservation Area because the Proposed Development may be visible with the receptor in views west from Cricklewood Broadway; this new intervisibility has the potential to affect its setting and limited heritage value.

NOS.1-14 CAMPION TERRACE; NOS.1-40 JOHNSTON TERRACE; NOS.1-44 MIDLAND TERRACE; NOS.1-38 NEEDHAM TERRACE (25, 27, 28, 29)

5.151 The locally-listed back-to-back housing within the Railway Terraces Conservation Area is located to the immediate north-west of the Site. These receptors stand between Gratton Terrace to the west and the associated allotments and mature trees to the east.

5.152 Each terrace dates from the late-C19 and was built to house the influx of railway workers to the area. They are arranged into parallel lines –namely Midland, Johnston, Needham and Campion terraces moving from west to east– with each series separated by interposing communal gardens, back alleys, private gardens and intersecting roads.

5.153 These receptors are very consistent in their external appearance and comprise two-storey, two-bay dwellings of red brick. The architectural features of their front elevations include cambered brick arches, stone sills, panelled timber doors, sash and casement windows, pitched roofs and shared brick chimney stacks. These properties are less consistent to the rear, although the majority retain small single-storey extensions originally used as outdoor toilets and coal stores. Many of these have been converted, extended or rebuilt and therefore vary in size, roof form and function.

5.154 As such the receptors’ local heritage value is derived from their architectural and historic interest as uniform C19 terraces which survive in good condition and retain their historic associations to nearby railway infrastructure. The receptors also have group value with one another and other contemporary non-designated receptors within the RTCA.

5.155 Heritage value: **Low**

5.156 Associated viewpoint: 13, 14, 15, 16

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.157 The setting of the receptors is well-contained and defined by adjacent residential properties, secondary residential streets, alleyways and interspersed green spaces (both communal and private) from which they are primarily experienced. These features make a positive contribution to the setting and local heritage value of the receptors because of their shared domestic character, architecture and historic associations.

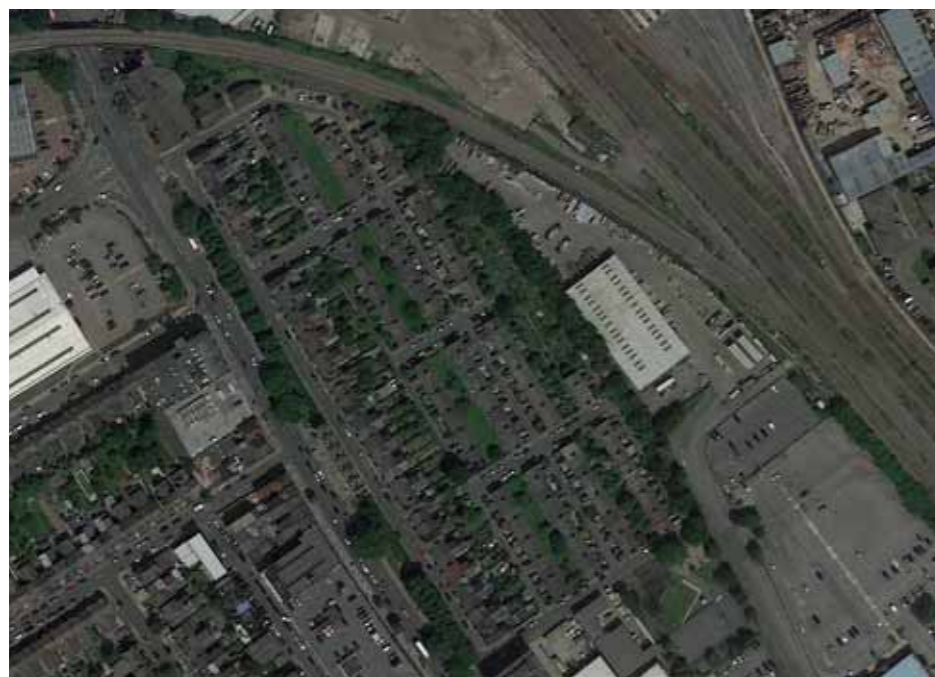


Figure 5.25 Aerial view of Nos.1-14 Campion Terrace; Nos.1-40 Johnston Terrace; Nos.1-44 Midland Terrace; Nos.1-38 Needham Terrace.

- 5.158 Views towards the receptors are generally limited by surrounding built form and vegetation within the wider setting. The raised railway embankment is present to the north with commercial warehouses, service yards and play space present along Kara Way to the south. Despite the contrast, built form to the south does not detract from an appreciation of the receptors' heritage value as it forms part of the established urban context in Cricklewood town centre.
- 5.159 Despite their proximity, the Site is largely screened from the receptors and does not form part of their primary setting. Even so the receptors will be subject to full assessment as part of the RTCA because there is potential for new intervisibility with the Proposed Development. This may affect the setting and local heritage value of the receptors.

NOS.1-40 GRATTON TERRACE (26)

- 5.160 Nos.1-40 Gratton Terrace is a locally-listed building located approximately 125m south-west of the Site boundary at the nearest point.
 - 5.161 Set back to the east from Cricklewood Broadway, directly opposite 1-6 Burlington Parade, the receptor comprises a residential terrace of 40 dwellings which date from the late-C19. These dwellings are built from red and yellow stock brick, although some are rendered, and have two storeys and two bays. To the rear neighbouring properties share paired and gabled cross wings, with the majority having modern single-storey extensions.
 - 5.162 Architectural features include paired and recessed entrance porches, single-storey canted bay windows, segmental-headed fenestration with stone dressings, and sash windows. The receptors also have pitched slate roofs and shared brick chimney stacks, with gables present at the corner properties.
 - 5.163 The receptor is of local heritage value for its historic and architectural interest as a high-quality late-Victorian residential terrace which retains its attractive and uniform principal elevations. The receptor also has group value with contemporary non-designated receptors within the RTCA.
 - 5.164 Heritage value: **Low**
 - 5.165 **Associated viewpoint: 12**
- #### CONTRIBUTION OF SETTING TO HERITAGE VALUE
- 5.166 The receptor is primarily experienced from the adjacent street running along its length, from Cricklewood Broadway to the east, and from the open car parks and access roads to the north-east. This being said a mature tree belt runs parallel to the receptor which filters or screens eastern views towards its main elevations when in leaf. As such, the setting of the receptor comprises other locally-listed late-Victorian dwellings to the east, C19-C21 commercial buildings along high street to the west, and large retail warehouses and areas of hardstanding to the north and south.



Figure 5.26 Gratton Terrace as viewed from the west

- 5.167 Save for the railway terraces, which make a positive contribution to the local heritage value of the receptor, these features are a neutral component of the terrace's wider mixed urban context. By virtue of their separating distance and interposing development, the Site does not form part of the receptor's setting. However, the receptor will be subject to full assessment as part of the RTCA because there is potential for new intervisibility with the Proposed Development in views east. This may affect the setting and local heritage value of the receptor.

62-80 CRICKLEWOOD BROADWAY; 82-100 CRICKLEWOOD BROADWAY (30, 31)

- 5.168 62–80 and 82–100 Cricklewood Broadway are locally-listed buildings located approximately 320–450m south of the Site boundary at their nearest point.
- 5.169 These receptors comprise two rows of 10 terraced properties fronting the eastern side of Cricklewood Broadway. Dating from the early-C20, these properties are built from red brick and have three storeys and three bays with glazed shopfronts and fascias at ground floor. The end terraces have canted corner entrances. Architectural features include stone window dressings, sill bands, stringcourses and bracketed corncicing of stone; sash windows with cambered straight brick arches; carved brick and terracotta detailing (e.g pilasters); and a parapet with brick pillars and ironwork railings.
- 5.170 The local heritage value of the receptors is derived from their architectural and historic interest as high-quality early-C20 retail and residential properties with finely-detailed, uniform elevations. The receptors also have group value with one another and other locally-listed buildings further south along Cricklewood Broadway.
- 5.171 Heritage value: **Low**
- 5.172 **Associated viewpoint: N/A**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

- 5.173 The receptors are primarily experienced from Cricklewood Broadway however partial views of the front elevations can be obtained from the eastern end of Anson Road and Keyes Road. Their rear elevations are also visible from the western end of Richborough Road and Ebbsfleet Road. The setting of the receptors comprises mixed commercial and residential development, with late-Victorian developments of increased scale present along the commercial high street. Uniform detached and semi-detached properties of contemporary date are also present along branching streets behind the main thoroughfare, including those within the Mapesbury CA to the immediate west.



Figure 5.27 62–80 Cricklewood Broadway as viewed from the west

- 5.174 These features make a positive contribution to the setting and local heritage value of the receptors because of their contemporary, high-quality architecture and complementary materials, scale and uses. Less positive features of the receptor’s setting include heavy traffic along the main thoroughfare and unsympathetic commercial signage, both of which detract from an appreciation of the receptor’s local heritage value.
- 5.175 Despite their proximity, there is no intervisibility or historic functional relationship between the receptors and the Site. As such, the Site does not form part of the receptors’ setting. The receptors will not be subject to further assessment partly for this reason, but also because the orientation of Cricklewood Broadway, and the scale of the buildings along this route, mean they are unlikely to be experienced with the Proposed Development.



Figure 5.28 82–100 Cricklewood Broadway also viewed from the west

HAMPSTEAD SCHOOL (32)

- 5.176 The receptor is locally-listed group of three educational buildings which are located approximately 440m south-west of the Site boundary at its nearest point.
- 5.177 The receptor comprises three early-C20 buildings which front Westbere Road and form part of the Hampstead School complex, previously the Haberdasher Aske’s Boys School. Ranging in height from two to four storeys, the receptors are unified by the use of red brick, contrasting yellow limestone dressings and multi-light fenestrations.
- 5.178 In terms of their architectural features, the northernmost block has recessed segmental-headed fenestrations, two gable ends which break forward, a large Diocletian window to the right, and pitched slate roofs.

5.179 The central block has 12 bays divided by Classically-inspired pilasters, four-stage towers to the right and left (set-back and broken forward respectively) and square and segmental-headed windows. A slender stair tower with octagonal spire is present at the third bay from the left, with a modern curved roof extension present at the upper level behind the parapet. The southernmost block is Classical in style and has 15 bays, with the end and central three bays broken forward. Architectural features include contrasting limestone dressings and detailing, square-headed fenestrations and brick pilasters. At the upper level the receptor has a central triangular pediment (broken and bracketed), hipped slate roofs, tall brick chimney stacks and a timber belfry.

5.180 The local heritage value of the receptors is derived from their architectural and historic interest as a consistent group of high-quality early-C20 educational buildings with well-presented elevations.

5.181 Heritage value: **Low**

5.182 **Associated viewpoint: N/A**

CONTRIBUTION OF SETTING TO HERITAGE VALUE

5.183 The receptor is primarily experienced from the adjacent section of Westbere Road, which bounds the school Site to the west, from further north along Lichfield Road, and within the school Site itself. Views towards the buildings' principal elevations are also obtained from the southern end of Westcroft Close, although these are filtered by street trees.

5.184 As such the setting of the receptor comprises modern educational buildings, hardstanding and green space to the east (within the school complex) and early- to late-C20 residential dwellings to the north, west and south. These red brick and rendered dwellings are terraced, semi-detached and flats in typology and range from two to four storeys. As part of the leafy suburban context of the receptor, and of complementary materials and scale, these features do not detract from appreciation of its setting or local heritage interest.

5.185 By virtue of their separating distance and interposing development, the Site does not form part of the receptor's setting at present, and there is no historic functional relationship between the two. The receptor will be subject to full assessment however because there is potential for the Proposed Development to be seen in long views north-west from Westbere Road, which could affect the receptor's character and appearance.



Figure 5.29 The northernmost and central principal buildings at Hampstead School as viewed from the west



Figure 5.30 The southernmost block at Hampstead School as viewed from Westbere Road

SECTION SUMMARY

5.186 **Table 5.1** below presents a summary of the built heritage baseline.

Table 5.1 Summary of built heritage baseline

MAP REF.	NAME	GRADE (IF APPLICABLE)	HERITAGE VALUE	FULL ASSESSMENT REQUIRED?
Designated Heritage Receptors				
Conservation Areas				
A	Cricklewood Railway Terraces CA	N/A	Medium	Yes
B	Mapesbury CA	N/A	Medium	Yes
C	Willesden Green CA	N/A	Medium	No
D	Brondesbury CA	N/A	Medium	No
Listed Buildings				
1	Tomb of Marthe Goscombe John and Sir William Goscombe John in Hampstead Cemetery	II*	High	No
2	Church of St Luke and Annesley Lodge	II*	High	No
3	The Crown Public House and Three Lamp Standards in front of The Crown Public House	II	Medium	Yes
4	Milestone Sited Outside Nos. 3 and 4 Gratton Terrace	II	Medium	No
5	Church of St Gabriel	II	Medium	Yes
6	Church of St Michael	II	Medium	Yes
7	Hampstead Cemetery Mortuary Chapels, Monuments and Tombs	II	Medium	Yes
8	Willesden Green Underground Station	II	Medium	No
9	Dollis Hill Synagogue and Forecourt Railings	II	Medium	No
10	Pair of K2 Telephone Kiosks outside The Recreation Ground	II	Medium	No
11	128, Fortune Green Road	II	Medium	No
12	Beckford Primary School, Attached Railings and Gateway, and Building approx. 23m to East within Playground	II	Medium	No
13	Kingsley Court	II	Medium	No

MAP REF.	NAME	GRADE (IF APPLICABLE)	HERITAGE VALUE	FULL ASSESSMENT REQUIRED?
14	St Luke's Church Vicarage	II	Medium	No
15	Kings College: College Chapel, The Summerhouse, Kidderpore Hall, The Maynard Wing, and The Skeel Library	II	Medium	No
16	Golders Green Synagogue	II	Medium	No
17	Untitled [Listening] Sculpture	II	Medium	No
18	6, 8, 12, 14, 26, 26A, 33 and 35 Ferncroft Avenue	II	Medium	No
19	Church of St Francis	II	Medium	No
20	Cattle Trough at Junction with Hermitage Lane	II	Medium	No
21	17, Rosecroft Avenue	II	Medium	No
Non-Designated Heritage Receptors				
22	The Cricklewood Tavern (No.75 Cricklewood Lane)	N/A	Low	Yes
23	1-6 Burlington Parade	N/A	Low	Yes
24	318 Cricklewood Broadway	N/A	Low	Yes
25	Nos.1-14 Champion Terrace	N/A	Low	Yes
26	Nos.1-40 Gratton Terrace	N/A	Low	Yes
27	Nos.1-40 Johnston Terrace	N/A	Low	Yes
28	Nos.1-44 Midland Terrace	N/A	Low	Yes
29	Nos.1-38 Needham Terrace	N/A	Low	Yes
30	62-80 Cricklewood Broadway	N/A	Low	Yes
31	82-100 Cricklewood Broadway	N/A	Low	Yes
32	Hampstead School	N/A	Low	Yes
Registered Park and Garden				
33	Hampstead Cemetery	II	Medium	Yes

6.0

BASELINE: TOWNSCAPE AND VISUAL

CRICKLEWOOD LANE

BASELINE: TOWNSCAPE AND VISUAL

6.1 The following section provides an analysis of townscape character areas in the immediate vicinity of the Site. The section also identifies the viewpoints from which the Proposed Development has been assessed.

TOWNSCAPE

6.2 The townscape surrounding the Site may be categorised into 11 distinct areas. For the purposes of this assessment the character areas are referred to as:

1. Railway Infrastructure and Commercial Warehouses;
2. Railway Terraces;
3. Cricklewood Broadway;
4. Cricklewood Lane;
5. South Cricklewood Residential;
6. North-East Cricklewood Residential;
7. Green Open Space;
8. North Cricklewood Residential;
9. East Cricklewood Residential;
10. West Hampstead Residential; and
11. West Hampstead Cemetery.

6.3 The broad boundaries of the character areas are identified in **Figure 6.1**. The character and appearance of the character areas is discussed below, and a summary of the townscape character areas and their townscape value is provided at **Table 6.1**.

CHARACTER AREA 1: RAILWAY INFRASTRUCTURE AND COMMERCIAL WAREHOUSES

6.4 The Railway Infrastructure and Commercial Warehouses character area is broadly linear and intersects the study area from north-west to south-east, running parallel to the A5 route. This character area is dominated by converging railway lines and adjacent commercial warehouses, with the Site located centrally.

6.5 Here the townscape is characterised by sections of the Midland Main Line, which run from Hendon to West Hampstead and pass through Cricklewood Station, the 'Cricklewood Curve' junction and adjacent structures and areas of cleared industrial land and scrubland. Large commercial warehouses and areas of hardstanding (used for storage, car parking and servicing) are present along the southern boundary of the character area, along with residential apartment blocks fronting Edgware Road.

6.6 In terms of built form, buildings date from the late-C20 to present and are unified by their coarse grain, large footprint, materials and function. These modern structures are generally built from brick or steel frames and of one or two storeys with rectangular plan form and flat or shallow-pitched roofs. They include the B&Q retail warehouse, Cricklewood Bus Garage and Hendon Rail Transfer Station to the south, west and north respectively. Residential developments of increased scale are also present to the north-west.

6.7 Whilst the character area is generally open, much of it is part of the railway network and inaccessible to the public. These areas are bordered by security fencing, vegetation, residential developments and adjacent roads, meaning the area is well-defined and generally enclosed. As such, views into the character area are mostly filtered and limited to adjacent publicly-accessible thoroughfares and open spaces at the boundaries.

6.8 For this reason the character area is primarily experienced when travelling along the railway lines (on public transport), A5 route or Cricklewood Lane, where the Site and commercial warehouses can be seen. By virtue of its poor visual quality and functional industrial and commercial nature, the townscape value of the character area is considered very low.

6.9 Townscape value: **Very Low**

CHARACTER AREA 2: RAILWAY TERRACES

6.10 This character area is located at the centre of the study area, its boundaries defined by Cricklewood Broadway to west, Cricklewood Curve line to the north and Depot Approach to south.

6.11 In terms of its character and appearance, the RTCA has a consistent residential and suburban character formed by the back-to-back terraces, hard-surfaced streets and interposing green spaces. At Midland, Johnston, Needham and Champion Terrace, C19 dwellings comprise dwellings of two bays and two storeys, many retaining small single-storey extensions to the rear. These were originally used as outdoor toilets and coal stores.

6.12 Other architectural features include cambered brick arches, stone sills, panelled timber doors, sash and casement windows, pitched roofs and large brick chimney stacks.

6.13 Houses at Gratton Terrace are taller and grander, with projecting bay windows at first floor, yellow brick details, painted stone sills and arches, and recessed entrances. To the rear, gabled extensions are present along with single-storey extensions.

6.14 Other red brick buildings are present within the RTCA. These include the former hostel to the north, now a Sikh Gurdwara, 1960s dwellings at the northern end of Gratton Terrace, and 1-6 Cricklewood Broadway. The latter has four-storeys and retail units at first floor.

6.15 Other features contributing to the character and appearance of the area include the linear and open communal gardens at the centre, small private gardens to the rear of dwellings, the allotments to the north-east and surrounding mature trees and vegetation.

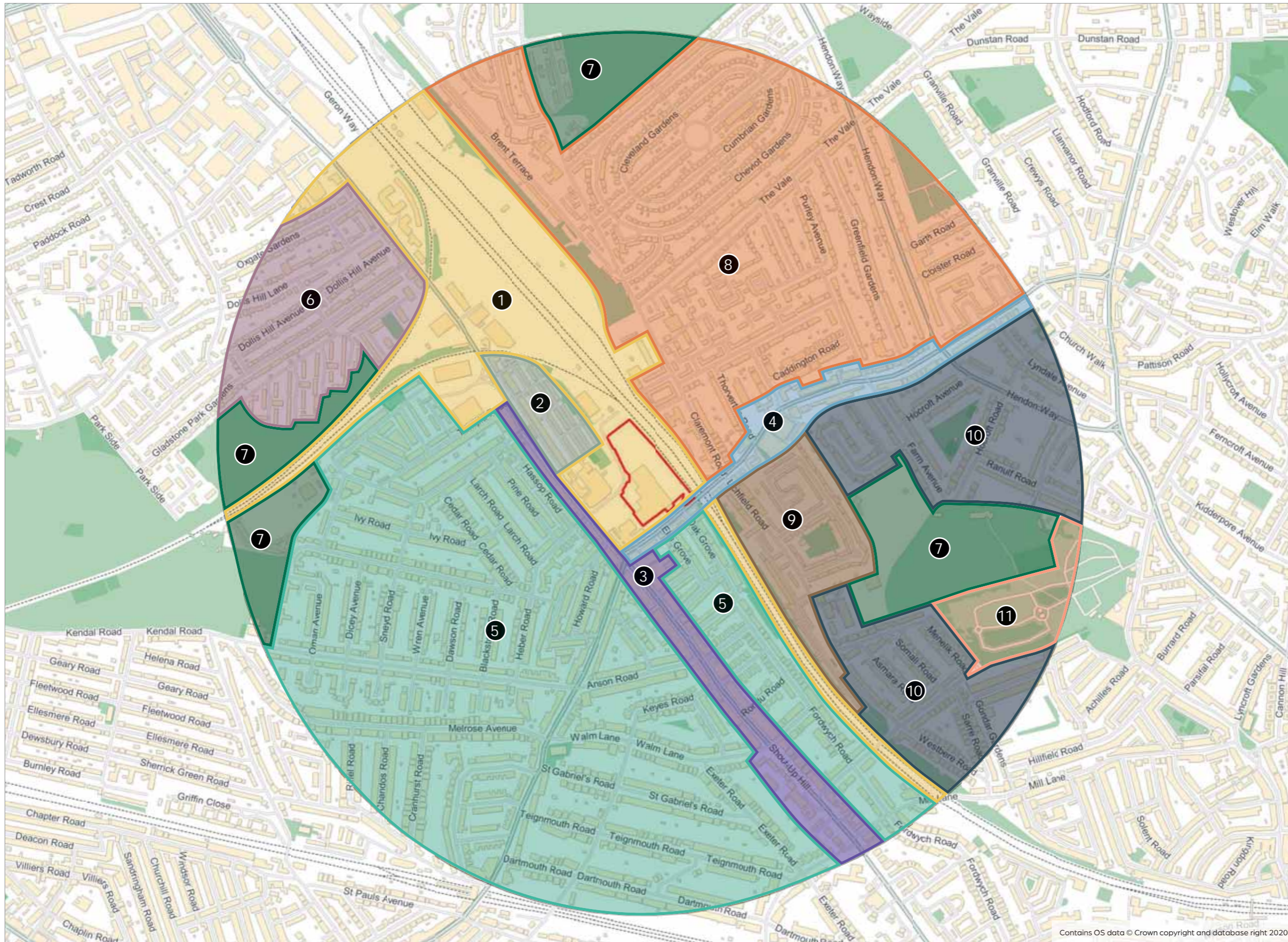
6.16 Detracting features within the RTCA include non-original hardstanding and inappropriate boundary treatments (commonly in gardens), unsympathetic materials and finishes, and non-original alterations and interventions. The latter include blocked-up or inappropriate replacement fenestrations, unsympathetic rear and roof extensions, and oversized outbuildings.

6.17 As such, the character and appearance of the RTCA is derived from the historic and architectural interest of its Victorian residential dwellings, their consistent architectural style and palette of materials, and their historic functional relationship with adjacent infrastructure developments. The CA's historic streets and communal green spaces also survive well, and contribute to its heritage value.

6.18 Townscape value: **Medium**

CHARACTER AREA PLAN

- Application Site
- 1 Railway Infrastructure and Commercial Warehouses
- 2 Railway Terraces
- 3 Cricklewood Broadway
- 4 Cricklewood Lane
- 5 South Cricklewood Residential
- 6 North-East Cricklewood Residential
- 7 Green Open Space
- 8 North Cricklewood Residential
- 9 East Cricklewood Residential
- 10 West Hampstead Residential
- 11 West Hampstead Cemetery



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LOCATION:
Cricklewood Lane

DATE:
July 2020

SCALE:
1:15,000 @ A3

FIGURE 6.1 Townscape Character Area Plan

▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
5 BOLTON STREET,
LONDON W1J 8BA
T: 020 7493 4002
WWW.MONTAGU-EVANS.CO.UK

CHARACTER AREA 3: CRICKLEWOOD BROADWAY

- 6.19 This character area comprises Cricklewood Broadway and the bordering commercial properties with residential above. It has a linear configuration due to the orientation of the route from north to south.
- 6.20 The Crown Public House and Lamp Standards in front are primarily experienced from Cricklewood Broadway and the associated forecourt to the south, within the context of Cricklewood's busy commercial high street. The setting of the receptors is relatively enclosed as they are set back from the main road and screened to the north, east and south by surrounding development.
- 6.21 This setting is characterised by Victorian, Edwardian and modern developments (which range in height from three to five storeys), retail units and the well-used thoroughfare.
- 6.22 To the north and east built form comprises buildings of between three and four storeys with glazed shopfronts at ground floor and residential flats above. Built from red, gault and yellow stock brick, these buildings are terraced and have consistent building and roof lines.
- 6.23 Architectural features include classical detailing in stone and plaster, sash and casement windows, parapet walls, dormers and mansard and gabled roofs.
- 6.24 By virtue of their complementary architecture, materials and uniform elevations, the early-C20 buildings positively contribute to the heritage value of the receptors, although cluttered commercial signage and non-original fenestrations lessen this somewhat.
- 6.25 The modern Clayton Crown Hotel is present to the immediate south and east of the receptors and adjoins the Crown at the south return and rear. Public realm. Although of modern materials and increased bulk, these buildings form part of the receptors' established commercial and urban context and are clearly distinguished from them.
- 6.26 Townscape value: **Low**

CHARACTER AREA 4: CRICKLEWOOD LANE

- 6.27 This character area is configured along the Cricklewood Lane route, the main eastern route into the town centre. It is linear in arrangement and characterised by mixed residential and commercial development, this busy arterial thoroughfare is fronted by buildings of red and London stock brick, some rendered, of two to four storeys.
- 6.28 Built form comprises late-C19 and early-C20 terraced dwellings and late-C20 apartment blocks, many with glazed commercial units at first floor.
- 6.29 Within the wider area post-war semi-detached houses are present to the east and south, with taller modern developments, such as the eight-storey 'Broadway' flats, present to the west, closer to the town centre. Part of the main western approach into the town centre and the established urban context.
- 6.30 Townscape value: **Low**
- ### CHARACTER AREA 5: SOUTH CRICKLEWOOD RESIDENTIAL
- 6.31 This character area located to the south of the study area and broadly comprises suburban residential properties between the Midland Main Line and Cricklewood Curve, to the west of Cricklewood Broadway.
- 6.32 Residential properties date from the late-Victorian and early-Edwardian period, and are predominantly detached or semi-detached in typology, with a domestic scale of between two and three storeys, and fine development grain. The streets are arranged in a grid pattern and comprise long avenues with continuous residential development either side. As such, views of surrounding development are limited.
- 6.33 These dwellings are commonly set back from the road by front gardens and driveways defined by brick walls and gateposts. In conjunction with the building materials used, their consistent building lines, scale and form contribute to the general uniformity of the character area.

- 6.34 The prevailing building material within the character area is red brick, stone and plaster used for dressings, some roughcast. Plain-tiled and blue slate roofs are also common along with timber details and plain-tiled cladding.
- 6.35 Common architectural features include bay windows, straight brick arches, stone sills, and sash and casement windows. Classical entrances with flat, hipped, gabled porches or canopies are also prevalent. At the upper levels, roofs are generally pitched or gabled and have dormer windows, coping stones, and brick chimney stacks.
- 6.36 Additional features within the streetscape include street trees, hedgerow boundaries, low brick boundary walls and small front gardens. Features which detract from the CA's special interest include isolated examples of rendered or painted front elevations, inappropriate roof or rear extensions, and hard-surfaced front gardens. The loss or unsympathetic replacement of window details, doors and decorative features also detracts from this special interest.
- 6.37 The overall townscape value of this character area is considered to be medium because of the uniformity and consistency of its C19 and early-C20 domestic architecture.
- 6.38 Townscape value: **Medium**
- ### CHARACTER AREA 6: NORTH-EAST CRICKLEWOOD RESIDENTIAL
- 6.39 This area comprises mixed residential development to the north-east of the Site, segregated by the linear routes of the train line extending north and west.
- 6.40 Development predominantly comprise two-storey residential houses, mostly in brick. The major transport corridor of the A5 runs parallel to the train line. In general, there is little green space, although pockets of mature vegetation provide relief at intervals and the area lies adjacent to the green open space of Gladstone Park to the south at area 7.
- 6.41 The area is undistinguished in its appearance and of ordinary residential character. Overall, the value is judged to be Low.
- 6.42 Townscape value: **Low**

CHARACTER AREA 7: GREEN OPEN SPACE

- 6.43 This is a Green Open Space character area split across three locations; areas of Gladstone Park to the south-west, University College School playing fields to south-east, and Clitterhouse Playing Fields to the north. Laid out in late-C19, early-C20 and post-war periods.
- 6.44 The three spaces are formed of large grassed areas and allotment gardens surrounded by trees and dense residential development. Spaces included within the character area are unified by large grassed expanses, vegetation and mature trees, and hard-surfaced footpaths. Although built form in the character area is limited, landmark and detached structures are interspersed throughout, along with other man-made features, such as the play equipment and associated maintenance or sports buildings.
- 6.45 The open spaces are surrounded by small-scale residential development –mostly terraced or semi-detached in nature and dating from the late-C19 and early-C20. The three areas are well-defined. This sense of enclosure is further emphasised by boundary walls, fencing and vegetation, which filters and/or screens views to and from the locality.
- 6.46 Townscape value: **Low**

CHARACTER AREA 8: NORTH CRICKLEWOOD RESIDENTIAL

- 6.47 Character Area 8 comprises a large expanse of residential development north-west of Cricklewood Lane. It is marked by a roughly north/south divide at Hendon Way, a major transport route through the area, and by The Vale, a spine road from which the surrounding residential streets are reached.
- 6.48 In the north-western part of the character area, the Golders Green Estate comprises a uniform, oval development focussed on a central green space, comprised of two storey residential houses, some of which have been converted to flats.
- 6.49 Although generally well contained through orientation of streets and the regularity of development, some views out to the wider area are obtained from this location, including in the direction of the Site.
- 6.50 To the south of The Vale, development has a more rectilinear arrangement, with a number of low-rise blocks of flats marking the proximity to the town centre to the west.
- 6.51 Townscape value: **Low**

CHARACTER AREA 9: EAST CRICKLEWOOD RESIDENTIAL

- 6.52 This character area is located between the Midland railway line to west, University College School sports ground to the east and Cricklewood Lane developments to the north.
- 6.53 Built form comprises mix of small-scale housing blocks dating from the post-war period and late-C20, along with retained late-C19 and early-C20 terraced houses to the north-west. The area is characterised by low-rise flats, semi-detached properties and terraced housing of two and three storeys.
- 6.54 Common architectural features include brown brick and rendered elevations, brown plain-tiled and pan-tiled roofs, and timber and UPVC windows. Buildings are, in the main, set back from main road by large front gardens which contributes to sense of openness and suburbia. Coarse-grain development and arrangement around central green spaces.
- 6.55 Townscape value: **Low**

CHARACTER AREA 10: WEST HAMPSTEAD RESIDENTIAL

- 6.56 This character area is located to the south of Cricklewood Lane and to the east of the Midland Main line, intersected by green space at UCS sports ground and Hampstead Cemetery.
- 6.57 The area to the south-west of Hampstead Cemetery and UCS sports pitches is characterised by residential villas, semi-detached properties terraced townhouses which are two to three storeys in height and display elements associated with the Garden Suburb movement.
- 6.58 Largely built from red and yellow stock brick, with stone and plaster dressings, these residences are largely uniform in character, scale and materials, and share common architectural features, including canted bays, classical fenestration detailing, sash and casement windows, and hipped or gabled roofs of slate or plain tiles. Some of these properties have since been rendered and their windows

- 6.59 Other townscape features include small front gardens (some of which have been paved over to provide off-street parking), low brick boundary walls, and hedgerow boundaries. The streets are generally wide with mature and semi-mature trees. This vegetation, along with that glimpsed of private gardens to the rear of the terraces, contributes to the suburban character of the area.
- 6.60 The overall townscape value of this character area is considered to be medium because of the uniformity and consistency of its C19 and early-C20 domestic architecture.
- 6.61 Townscape value: **Medium**

CHARACTER AREA 11: WEST HAMPSTEAD CEMETERY

- 6.62 This character area is located to the east of the study area and comprises the cemetery at Fortune Green contained within late-C19 boundary walls of red brick and C20 retaining walls and fences.
- 6.63 Boundaries include Fortune Green Road (B510) and developments to the east, rear plot boundaries of residential properties along Agamemnon Road/Gondar Gardens to south and Menelik Road to west. Northern boundary defined by University College School playing fields and sports pitches, and rear gardens of Ranulf Road properties.
- 6.64 The cemetery's built form is characterised by countless headstones, memorials and tombs laid out in regimented rows adjacent to the network of paths. The largest and most distinguished are located along the main paths and close to chapels, and 18 are included on the statutory list.
- 6.65 A rough grid of hard-surfaced paths branch off the central east-west avenue, which extends from main entrance. Boundaries are strong vegetated with hedgerows, shrubs and mature trees, and variety of trees interspersed throughout, contributing to a sense of peaceful seclusion.

- 6.66 The majority of tombs and monuments are inscribed and Classically detailed with columns, pilasters, mouldings, carved relief panels. Other architectural features include urns, angelic figures and ironwork railings.
- 6.67 Mortuary Chapels are located centrally within the cemetery and form the focal point of the vista from main entrance by virtue of location and scale.
- 6.68 The overall townscape value of the character area considered to be medium as a High Victorian public cemetery with high-quality buildings and landscapes designed by prominent Victorian landscape architects. Structures and landscapes are retained in good condition and help to reflect the local and national social importance.

6.69 Townscape value: **Medium**

TOWNSCAPE SUMMARY

6.70 **Table 6.1** presents a summary of the townscape receptor baseline information.

VISUAL

- 6.71 The HTVIA is supported by 17 AVRs. The location of the AVRs is provided at **Figure 6.2**. **Table 6.2** below provides an overview of the heritage and townscape considerations for each view, including any additional considerations such as the proximity to key transport nodes.
- 6.72 A description of the existing scene for each identified view and the likely visual receptors are provided at **Section 10.0**. This description is set alongside a corresponding AVR of the Proposed Development and analysis of any significant effect occurring.
- 6.73 The Site is not located within the formal consultation area for strategic views as determined by the adopted London View Management Framework (LVMF) (2012), however it is located within the extended background vista for LVMF view 5A.2 (Greenwich Park General Wolfe Statue to St Paul’s Cathedral).

REF.	TOWNSCAPE CHARACTER AREA	TOWNSCAPE VALUE	FULL ASSESSMENT REQUIRED?
1	Railway Infrastructure and Commercial Warehouses	Very Low	Yes
2	Railway Terraces	Medium	Yes
3	Cricklewood Broadway	Low	Yes
4	Cricklewood Lane	Low	Yes
5	South Cricklewood Residential	Medium	Yes
6	North-East Cricklewood Residential	Low	Yes
7	Green Open Space	Low	Yes
8	North Cricklewood Residential	Low	Yes
9	East Cricklewood Residential	Low	Yes
10	West Hampstead Residential	Medium	Yes
11	West Hampstead Cemetery	Medium	Yes

Table 6.1 Summary of Townscape Receptor Baseline.



VIEWPOINT PLAN

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- 50. [Blue arrow symbol] [Illegible text]

Region: [Illegible] 0% 50% 100%

Original Use [Illegible] [Illegible] [Illegible]

FIGURE 6.2 Viewpoint Location Plan

North



Mountain Group
 CONSULTING ENGINEERS
 ARCHITECTS
 PLANNERS
 ENVIRONMENTAL SCIENTISTS

Table 6.2 Summary of Viewpoints (see Section 10.0)

VIEW	LOCATION	TOWNSCAPE CHARACTER	HERITAGE ASSETS	VISUAL RECEPTORS	AVR TYPE	ADDITIONAL CONSIDERATIONS
1	Clitterhouse Playing Fields looking South	Recreational	None	Pedestrians Users of the open space	AVR 1 (wireline)	
2	Claremont Road/The Vale Junction looking South	Residential	None	Residents Pedestrians Road Users	AVR 1 (wireline)	
3	Hampstead Cemetery looking West	Recreational	The Grade II Registered Park of Hampstead Cemetery	Pedestrians Users of the open space	AVR 1 (wireline)	
4	Cricklewood Lane (The Tavern) looking West	Commercial Residential	None	Pedestrians Road Users	AVR 1 (wireline)	
5	Cricklewood Station looking South-west	Commercial Residential	None	Pedestrians Road Users Residents	AVR 1 (wireline)	
6	Oak Grove looking North-west	Residential	None	Pedestrians Road Users Residents	AVR 1 (wireline)	
7	Elm Grove looking North-west	Residential	None	Residents Road Users Pedestrians	AVR 1 (wireline)	
8	Cricklewood Broadway (The Crown Pub) looking North	Commercial	Grade II listed Crown Public House	Pedestrians Road Users	AVR 1 (wireline)	
9	Chichele Road looking North-east	Residential	None	Residents Road Users Pedestrians	AVR 1 (wireline)	
10	Walm Lane/St Gabriel's Church looking North-east	Residential Ecclesiastical	Grade II listed building, St Gabriel' Church	Pedestrians Residents Road Users	AVR 1 (wireline)	
11	Ashford Road looking North-east	Residential	None	Residents	AVR 1 (wireline)	
12	Cricklewood Broadway looking South-east	Residential Commercial	The Railway Terraces Conservation Area	Residents Pedestrians Road Users	AVR 1 (wireline)	
13	Railway Terraces Needham Terrace looking South-east	Residential Commercial	The Railway Terraces Conservation Area	Residents Pedestrians Road Users	AVR 1 (wireline)	
14	Railway Terraces Allotments looking South-east	Residential	The Railway Terraces Conservation Area	Residents	AVR 1 (wireline)	
15	Railway Terraces Johnston Terrace looking South-east	Residential	The Railway Terraces Conservation Area	Residents	AVR 1 (wireline)	
16	Railway Terraces Rockhall Way Gardens looking South-east	Residential Open Space	The Railway Terraces Conservation Area	Residents	AVR 1 (wireline)	
17	LVMF View 5A.2 Greenwich Park, the General Wolfe Statue	Open Space Commercial	Strategic View. Grade I listed buildings of St Paul's Cathedral, The Monument, Tower Bridge	Users of Amenity Space Pedestrians	AVR 1 (wireline)	

7.0

**THE PROPOSED DEVELOPMENT: DESIGN
EVOLUTION AND TALL BUILDINGS RATIONALE**

CRICKLEWOOD LANE

THE PROPOSED DEVELOPMENT: DESIGN EVOLUTION AND TALL BUILDINGS RATIONALE

- 7.1 The final Proposed Development submitted with the outline application have been through rigorous pre-application design testing with officers at LBB and the GLA to ensure the final scheme set out within the parameter plans and the detail captured in the Design Guidelines mean the development will be delivered to the highest standards of design quality to mitigate as far as possible any adverse impacts identified.
- 7.2 The site layout and the composition of the buildings are an important part of the quality and embedded mitigation. The distribution of height throughout the masterplan was tested as part of different compositions using visual impact analysis in VuCity with architects at EPR, and subsequently with visualisation consultants at Cityscape.
- 7.3 Options for the location of the tallest elements of the scheme, and the composition of the buildings in the stepped manner, were tested as part of this process and are illustrated in the DAS submitted with this ES. It was the conclusion of this exercise that by locating the tallest building on the corner of the site to the south not only resulted in the most successful composition but was found to be less impactful visually when tested from areas of significant open space and within the setting of designated heritage assets to the north and west of the development site.
- 7.4 The tallest element of the scheme to the south of the site boundary avoids significant visual intervisibility from the Railway Terraces Conservation Area, an area of particular heritage and townscape sensitivity reflected in the designation.
- 7.5 The focal point provided by placing the tallest building on the southern corner of the Site nearest to the station, acts as a wayfinding device and marks the underpass and entrance to the station. It also addresses the central square and is orientated to maximise the open space.
- 7.6 The form of the buildings have been designed to maximise their slender proportions and the shoulder heights designed to reduce the impression and appearance of the new massing.
- 7.7 The location of the tallest element to Cricklewood Lane will mean that the building will be prominent in viewpoints to the south within the residential neighbourhood formed by terraces of Elm Grove and Oak Grove, for example, and viewpoints from these locations have been tested specifically.
- 7.8 The scale of the change proposed necessarily will lead to intervisibility from neighbourhoods to the south in particular where these comprise residential streets of consistent low scale terraced buildings of domestic scale and character.
- 7.9 These types of visual impacts often result from the promotion of tall and dense developments such as that proposed on the Site and arise due to the change in scale and character as a result of the transformative change through regeneration. It is our view that the layout of the development and the location of the taller elements in the way proposed is appropriate and has been identified through the design development and pre-application process to avoid as much harm as possible.
- 7.10 Further, the effects are likely to be mitigated through the detailed design submitted at the Reserved Matters stages. The Design Guidelines submitted with the outline application ensure that the buildings will be delivered at the RMA stage to the highest quality in design terms and appearance. Once the detailed design is fixed it will be possible to assess more accurately how the building is appreciated from viewpoints in the surrounding townscape. The application of detailed design in terms of façade articulation, materiality and fenestration patterns can help to mitigate the visual impact of the buildings, thus reducing the magnitude of the overall effect, and even reversing the quality of the judgement where the design is of such high quality that a contrasting element is seen as a positive addition in an otherwise consistent context.

8.0

ASSESSMENT: HERITAGE RECEPTORS

CRICKLEWOOD LANE

ASSESSMENT: HERITAGE RECEPTORS

8.1 This section assesses the effect of the Proposed Development on the built heritage receptors identified in **Section 5.0**.

8.2 A qualitative assessment is provided below. A summary of the effects arising from impacts to heritage receptors is provided at **Table 8.1**.

DEMOLITION AND CONSTRUCTION

8.3 ES Volume 1 Chapter 5 Demolition and Construction sets out the anticipated programme of works and the key activities that would be undertaken on the Site during demolition and construction necessary to facilitate the Proposed Development. The likely effect of these activities on the value of the heritage receptors identified in the baseline is assessed below.

8.4 The Site would be enclosed with tall hoarding around the entire boundary which would change the appearance of the Site in the setting of the heritage receptors. In addition, the existing buildings on the Site will be covered in demolition sheeted scaffold during the demolition process and equipment will be visible such as cranes.

8.5 This phase of the Proposed Development could also introduce new environmental conditions into the setting (and experience) of the heritage receptors: there will be increased noise, vibration, dust and traffic in the surrounding area, which could possibly affect a heritage receptor's significance. Such impacts will mainly be felt in close proximity to the Site on Cricklewood Lane and from the south of the RTCA.

8.6 There will be no permanent change to the way the heritage value of the receptors identified in the baseline is appreciated or understood arising from this phase of the Proposed Development. The appearance of construction activity for the receptors where there is some visual relationship between the Site and the receptors is not considered to have any effect on their heritage value.

8.7 Overall, the demolition and construction residual effects are considered to have a magnitude of impact of Nil, and a likely effect of **None** (not significant) on the heritage value of all of the receptors identified in the baseline apart from the RTCA, given its proximity to the Site. The magnitude of the impact on this receptor is judged to be Low and will have an effect with significance of Minor Adverse.

8.8 Any construction activity that will form part of the experience of the receptors will be short to medium term in duration and there will be no long term effects. The long term effects, i.e. the built form that will emerge on the Site during the construction period are assessed in the Completed Development section below.

COMPLETED DEVELOPMENT

RAILWAY TERRACES CONSERVATION AREA

8.9 The Railway Terraces Conservation Area derives its heritage value from the historic and architectural interest of its Victorian residential dwellings, their consistent architectural style and palette of materials, and their historic functional relationship with adjacent infrastructure developments. The CA's historic streets and communal green spaces also survive well, and contribute to its heritage value.

8.10 The setting of the Conservation Area comprises the C20 modern development of the Site and the wider, busy town centre of Cricklewood.

8.11 The susceptibility of the CA is judged to be **Medium** which results in a **Moderate** sensitivity.

8.12 The Proposed Development will be seen from a number of locations within the CA. The visual impact assessment has tested a number of views from within the CA (views 13–16). The development will be seen as a recognisably new addition on the skyline and in contrast with the existing historic character of the CA. The visibility of the new development from these locations will introduce a new height datum seen from within the CA.

8.13 The Proposed Development will appear as part of the wider, urban setting of the terraces in views from the west. This part of the terraces' setting already includes contrasts in scale towards the town centre. The Proposed Development would be understood separately and the scale and materiality.

8.14 The appearance of the Proposed Development is not considered to change or detract from the ability to appreciate the heritage interest of

the CA. The intimate experience of the low scale terraces will be preserved when looking north in the CA and looking east and west. The visibility of the new development from within the garden spaces and the allotments adjacent has been tested. Whilst the upper storeys of the buildings will be visible, this will not affect the overall feel of the CA. The intrinsic qualities which comprise the character and appearance of the CA will not be affected by the Proposed Development.

8.15 It is judged that views towards the Site would be improved through the addition of high quality architecture. The proposed uses of the development are complementary to those in the CA, and the additional activity and new architecture on the Site where this is currently a detracting element in the setting of the CA, would be an improvement in this context.

8.16 The magnitude of the impact would be **Low**. The significance of the effect would be **Minor**, and the quality of the effect is judged to be **Adverse** simply owing to the lack of detailed design available at the outline stage. It is considered that the intrinsic qualities of the CA will remain unaffected by the proposed development and that through the detailed design stage, the effect is likely to be reversed to beneficial.

MAPESBURY ESTATE CONSERVATION AREA

8.17 The Mapesbury Estate Conservation Area derives its heritage value from its late Victorian and Edwardian residential development, built predominantly in brick and set along wide, tree-lined streets. The setting of the Conservation Area is suburban, with views in and out experienced along straight main thoroughfares.

8.18 The susceptibility of the CA is judged to be **Low** which results in a **Low sensitivity**.

8.19 Viewpoints 9 and 11 have been chosen to demonstrate the maximal visual effect on the setting of the Conservation Area. The Proposed Development would appear in some views north from the CA. This would be understood as part of the modern redevelopment at the town centre, and would not affect the intrinsic character, appearance or appreciation of the Conservation Area.

8.20 The high quality new buildings would be an attractive addition to views north east, and the high quality of design stipulated in the Design Guidelines would integrate the new buildings into their context by drawing from the tone and materiality of the existing context.

- 8.21 Whilst the Proposed Development would be visible, the intrinsic character would not change. The Proposed Development would preserve the heritage value of the CA.
- 8.22 The Proposed Development would have a **Negligible** magnitude of impact to the receptor. The Proposed Development would give rise to a **Negligible Adverse** effect (**not significant**). The effect will be direct, local and permanent
- THE CROWN PUBLIC HOUSE**
- 8.23 The Crown public house is located on the town's main commercial high street which is characterised by mixed urban development in commercial and residential uses. The street is a busy vehicular route and traffic is inherently part of the experience of the asset.
- 8.24 The susceptibility of the building is judged to be **Medium** which results in a **Moderate** sensitivity.
- 8.25 The Crown naturally forms the focal point in views of the north east side of the street by virtue of its distinctive mock- Jacobean architectural style and materials. Three Grade II listed lamp standards also present within forecourt. The setting of the building comprises a townscape of mixed age, style and uses, predominantly modern buildings which make a neutral or detract from the setting and an appreciation of the significance of the Crown.
- 8.26 As shown in view 8 of the visual impact assessment, the Proposed Development will be visible in combination with the listed building from some locations when looking at the asset on approach from the south. In experiencing these views and interactions with the listed building, it is evident that the Proposed Development are at a significant distance from the listed building.
- 8.27 This limited intervisibility with the asset will not diminish the architectural interest of the Crown, nor its historic interest. The main elements of significance which remain in the ornate elevation design will be unaffected as a result of the development.
- 8.28 The distance between the Proposed Development and the listed building would be evident in these visual experiences of the development in combination with the asset. The principal elevation will remain architecturally significant and the form and the design of the building would not compete. Views of the ridgeline will be preserved as well as the interaction with the redbrick chimneys.
- 8.29 The townscape gap between the Crown and the adjacent commercial properties is not a planned or important townscape gap. In the views where the new development will be seen in this gap, we do not consider this to be harmful to the elements of the setting which contribute to the significance of the listed building.
- 8.30 Some of the detail of the architecture will be visible, the fenestration, the treatment of the upper floors of the building and the materials will ensure the building is appreciated as a new building of high quality architectural design which marks the Site as a focal point for regeneration.
- 8.31 The magnitude of the impact is judged to be **Negligible**. The significance of the effect is judged to be **Negligible**.
- CHURCH OF ST GABRIEL**
- 8.32 The primary setting of the church within its defined churchyard, would not change. Those setting elements which contribute to the heritage value of the church, namely the buildings within the Conservation Area, the churchyard and its monuments, and the suburban character of the locality, would not change.
- 8.33 The Proposed Development would be experienced as a peripheral element in the wider townscape to the north. Blocks A and B would be closest to the receptor, seen over a separating distance of approximately 650m along Chichele Road.
- 8.34 The susceptibility of the building is judged to be **Low** which results in a **Low sensitivity**.
- 8.35 The Proposed Development would not make a material change to the setting of the Church, and have no effect on the ability to appreciate its significance.
- 8.36 The ability to appreciate the heritage value of the church would not change. The Proposed Development would be understood as a new, high quality development, separately from the church and its immediate setting, marking the location of the station.
- 8.37 Therefore, the Proposed Development would have a Negligible magnitude of impact to the receptor. The Proposed Development would give rise to a **Negligible** effect. The effect will be direct, local and permanent.
- CHURCH OF ST MICHAEL**
- 8.38 The immediate context of the receptor will not change, and the ability to appreciate its heritage value as an historic church within a suburban context will not change.
- 8.39 The Proposed Development would introduce a new, tall element in the wider setting of the receptor to the east, which would be visible in some views over a distance of approximately 670m.
- 8.40 The susceptibility of the building is judged to be **Low** which results in a **Low sensitivity**.
- 8.41 Whilst the change would be perceptible from some areas of the setting of the receptor, the immediate setting of the building and the elements that contribute to the appreciation of its special interest, namely the surrounding contemporaneous Victorian buildings, would not change.
- 8.42 The effect, which is limited to this intervisibility between the receptor and the new building, would not impede the appreciation of the receptor's value, and it would continue to be experienced as part of a varied, urban context.
- 8.43 Whilst the Proposed Development would introduce a perceptible new element in a part of the receptor's setting, this would be in keeping with the emerging character of the receptor's setting to the north. As set out above, this is a small part of the wider townscape in which the mill is experienced, and does not make a particular contribution to its heritage value or appreciation, which is best experienced as part of the historic ensemble to the west. The experience of the receptor as an historic building within a wider, modern context would not change from that present in the baseline.
- 8.44 The Proposed Development would have a Negligible magnitude of impact to the receptor. The Proposed Development would give rise to a **Negligible** effect (not significant). The effect will be direct, local and permanent.

HAMPSTEAD CEMETERY AND MORTUARY CHAPELS, MONUMENTS AND TOMBS

- 8.45 These receptors lie within the Hampstead Cemetery RPG, assessed separately below. The character of the cemetery is derived in part from its historic function, which is demonstrated through the presence of the mortuary chapels, monuments and tombs contained therein. Collectively, they make a reciprocally positive contribution to one another's setting, contributing to the sense of a high quality memorial landscape populated by 1870s–1830s headstones and monuments. The primary setting, within the cemetery, positively contributes to the heritage value of the receptors, and the wider townscape beyond forms a peripheral element in their experience.
- 8.46 The susceptibility of the receptors is judged to be **Low** which results in a **Low sensitivity**.
- 8.47 The Proposed Development would be partially visible in the wider setting of the memorials as part of the wider townscape to the north-west, as illustrated at View 3.
- 8.48 The new buildings would be understood separately from the cemetery and its memorials, which would retain their intrinsic character and primary setting as aspects of a designed landscape of remembrance. The contrast between the space within the cemetery, and the wider built environment beyond its perimeter, would be retained.
- 8.49 The change would not be noticeable in views north and east, and the Proposed Development would be experienced transiently and over some distance. The arrangement and articulation of the four blocks would reduce the perception of the buildings' mass, and contribute to an attractive element in the wider townscape. The modern appearance of the buildings would reinforce the sense of separation between the designed landscape within the cemetery setting, and the modern city beyond.
- 8.50 The ability to appreciate the heritage value of the memorials and mortuary chapels would not change. The sense of differentiation between the cemetery space and the urban city beyond would be preserved.
- 8.51 Therefore, the Proposed Development would have a Negligible magnitude of impact to the receptor. The Proposed Development would give rise to a **Negligible** effect. The effect will be direct, local and permanent.

THE CRICKLEWOOD TAVERN (NO. 75 CRICKLEWOOD LANE)

- 8.52 The Cricklewood Tavern is situated approximately 500m north-east of the Site, on the north side of Cricklewood Lane. In views of its front elevation, the Site would be situated to the viewer's rear, and would have no effect upon its appreciation.
- 8.53 The susceptibility of the building is judged to be **Low** which results in a **Low sensitivity**.
- 8.54 The Proposed Development would have a Negligible magnitude of impact to the receptor. The Proposed Development would give rise to a **Negligible** effect (not significant). The effect will be direct, local and permanent.
- ### 1-6 BURLINGTON PARADE, 318 CRICKLEWOOD BROADWAY, NOS. 1-14 CAMPION TERRACE, NOS. 1-40 GRATTON TERRACE, NOS. 1-40 JOHNSTON TERRACE, NOS. 1-44 MIDLAND TERRACE, NOS. 1-38 NEEDHAM TERRACE, 62-80 CRICKLEWOOD BROADWAY, 82-100 CRICKLEWOOD BROADWAY
- 8.55 This group of receptors is situated within the Railway Terraces Conservation Area. They are considered collectively as part of the linear arrangement of terraces which characterise the area, and are experienced as part of a group.
- 8.56 The value of these heritage receptors is described at **Section 5.0**. As locally listed buildings they are heritage receptors of **Low value**.
- 8.57 Views 13–16 demonstrate how the Proposed Development will appear in views together with the non-designated heritage receptors. Between the locally listed buildings and these Site are low-scale mixed development, which do not meaningfully contribute to their setting.
- 8.58 The susceptibility of the building is judged to be **Low** which results in a **Low sensitivity**.
- 8.59 The Proposed Development will appear as part of the wider, urban setting of the terraces in views from the west. This part of the terraces' setting already includes contrasts in scale towards the town centre. The Proposed Development would be understood separately and the scale and materiality. The appearance of the Proposed Development is not considered to change or detract from the ability to appreciate the heritage interest of the locally listed terraces.

- 8.60 The magnitude of impact on the heritage value of the locally listed terraces is considered to be **Low** and the likely effect is **None**. This likely effect is not significant.

HAMPSTEAD SCHOOL

- 8.61 The ability to appreciate Hampstead School as a high quality early 20th century complex of educational buildings would not change as a result of the Proposed Development. Those elements which contribute to its setting, namely the modern educational buildings, hardstanding and green space to the east, and the residential development elsewhere to the north and south, would be preserved.
- 8.62 The susceptibility of the building is judged to be **Low** which results in a **Low sensitivity**.
- 8.63 The Proposed Development would be partially visible in some views north-west along Westbere Road, over a distance of approximately 440m. These views would have no effect on the appreciation of the receptor or its heritage value, which would remain as a good local example of an early 20th century school.
- 8.64 The Proposed Development would have a Negligible magnitude of impact to the receptor. The Proposed Development would give rise to a **Neutral** effect (**not significant**). The effect will be direct, local and permanent.
- ## HAMPSTEAD CEMETERY
- 8.65 As an urban landscape, the character of the cemetery results in part from its existence as an area of open space set within a dense suburban environment. Its historic function was intrinsically related to population growth, and as such the relationship between the RPG and its developed, urban setting makes an important contribution to its character. The space within is clearly defined, and visually distinct from the modern city outside.
- 8.66 The susceptibility of the RPG is judged to be **Low** which results in a **Low sensitivity**.
- 8.67 The new buildings would be partially visible as part of the wider townscape to the north-west, as illustrated at View 3. These would be understood separately from the tranquil, contained space within the RPG, which would retain its special character as a designed landscape of remembrance with a high concentration of Gothic memorials and Mortuary Chapels. The contrast between the space within the RPG, and the wider built environment beyond its perimeter, would be retained.

8.68 The change would not be noticeable in views north and east, and the Proposed Development would be experienced transiently and over some distance. The arrangement and articulation of the four blocks would reduce the perception of the buildings' mass, and contribute to an attractive element in the wider townscape.

8.69 The modern appearance of the buildings would reinforce the sense of separation between the designed landscape within the RPG, and the modern city beyond.

8.70 The ability to appreciate the heritage value of the RPG would not change, and its intrinsic character as a Victorian funerary landscape would not be affected. The sense of differentiation between the cemetery space and the urban city beyond would be preserved.

8.71 Therefore, the Proposed Development would have a Negligible magnitude of impact to the receptor. The Proposed Development would give rise to a **Negligible** effect. The effect will be direct, local and permanent.

CUMULATIVE

8.72 There will be no change to the assessment of likely effects on heritage receptors as a result of the cumulative schemes.

SECTION SUMMARY

8.73 The findings of the assessment of likely effects on heritage receptors is summarised at **Table 8.1** below.

8.74 It should be noted that where negligible effects on heritage receptors are identified the quality of the effect is judged to be Adverse simply owing to the lack of detailed design available at the outline stage. It is considered that the intrinsic qualities of the heritage assets will remain unaffected by the proposed development.

8.75 In our professional judgement the effect on these assets would more accurately be described as 'negligible neutral' – that is – the Proposed Development is visible therefore not having no effect, but the effect on value is neutral overall. The methodology does not allow for this and so the effect is quantified as adverse.

8.76 In our judgement, and to be clear in terms of the NPPF, no harm will arise to heritage receptors as a result of the Proposed Development.

Table 8.3 Summary of Heritage Effects

MAP REF	RECEPTOR	HERITAGE VALUE	SUSCEPTIBILITY TO CHANGE	SENSITIVITY	MAGNITUDE OF IMPACT (DEMOLITION AND CONSTRUCTION)	LIKELY EFFECT (DEMOLITION AND CONSTRUCTION)	MAGNITUDE OF IMPACT (COMPLETED DEVELOPMENT)	LIKELY EFFECT (COMPLETED DEVELOPMENT)	LIKELY EFFECT (CUMULATIVE)
Designated Heritage Receptors									
A	Cricklewood Railway Terraces CA	Medium	Medium	Moderate	Low	Minor Adverse	Low	Minor Adverse	Minor Adverse
B	Mapesbury CA	Medium	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
3	The Crown Public House and Three Lamp Standards in front of The Crown Public House	Medium	Medium	Moderate	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
5	Church of St Gabriel	Medium	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
6	Church of St Michael	Medium	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
7	Hampstead Cemetery, Mortuary Chapels, Monuments and Tombs	Medium	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
33	Hampstead Cemetery	Medium	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
Non-Designated Heritage Receptors									
22	The Cricklewood Tavern (No. 75 Cricklewood Lane)	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
23	1-6 Burlington Parade	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
24	318 Cricklewood Broadway	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
25	Nos. 1-14 Campion Terrace	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
26	Nos. 1-40 Gratton Terrace	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
27	Nos. 1-40 Johnston Terrace	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
28	Nos. 1-44 Midland Terrace	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
29	Nos. 1-38 Needham Terrace	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
30	62-80 Cricklewood Broadway	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
31	82-100 Cricklewood Broadway	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)
32	Hampstead School	Low	Low	Low	Nil	None	Low	Negligible (Adverse)	Negligible (Adverse)

9.0

ASSESSMENT: TOWNSCAPE RECEPTORS

CRICKLEWOOD LANE

ASSESSMENT: TOWNSCAPE RECEPTORS

9.1 This section assesses the effect of the Proposed Development on the townscape character areas identified in **Table 5.1**.

9.2 A qualitative assessment is provided below. A summary of the effects arising from impacts to townscape receptors is provided at **Table 9.1**.

DEMOLITION AND CONSTRUCTION PHASE

9.3 ES Volume 1 Chapter 6 Demolition and Construction sets out the anticipated programme of works and the key activities that would be undertaken on the Site during demolition and construction necessary to facilitate the Proposed Development. The construction period is to be phased which will help mitigate any potential effects on townscape receptors. There will be 3 Phases with Blocks A and B located in Phase 1, Block C in Phase 2, and Block D in Phase 3.

9.4 The Site would be enclosed with tall hoarding during Demolition and Construction, which will provide a visual buffer to the immediate environment. The buildings on the Site will be covered in sheeted scaffold during demolition. Equipment and heavy machinery will also be a common feature of the Site for the 5 year anticipated construction programme.

9.5 The demolition and construction phase will also result in increased noise, vibration, dust and traffic in the surrounding area.

9.6 The magnitude of this impact will be mainly experienced within close proximity to the Site, so TCA 1: Railway Infrastructure and Commercial Warehouses and TCA 4: Cricklewood Lane. These TCA are primarily in industrial, infrastructure or commercial use and, whilst disruptive, the works would be primarily experienced by people travelling through the area or whose focus of attention would be on their work or visiting the retail outlets.

9.7 The magnitude of this impact will also be experienced in TCA: Railway Terraces, which borders the Site to the north-west. Although the primary use of the TCA 2: Railway Terraces is residential, much of the construction activity would be occluded from view by interposing development and vegetation, and therefore substantially separated from residents.

9.8 The continued functioning of the local area during the phase is an important consideration to the vitality of the townscape. Construction vehicles, comprising ready-mix lorries, articulated low loaders, plant delivery and rigid vehicles, would have an adverse impact on the function of the townscape in the immediate area. The Transport Assessment submitted with the planning application provides mitigation measures to reduce the disruption caused by construction and Site preparation. The logistic management team would organise and plan prescribed delivery times to ensure that busy roads do not become congested with frequent material deliveries.

9.9 The main entrance to the construction Site is proposed on Depot Approach which is located away from High Road and will reduce the appearance of construction-related entrance and egress from the Site. This is considered to minimise the effect on TCAs 1 and 4.

9.10 The standard environmental controls required under legislation and best practice guidance are met as a matter of course. In order to further mitigate the impact of demolition and construction to the immediate area the Applicant may enter into a 'Considerate Constructors' scheme to ensure best practice. Mitigation and monitoring measures would be secured and controlled through an appropriate demolition and construction Environmental Management Plan (EMP) and Construction Logistics Plan (CLP) (or equivalent). This may be secured through condition.

9.11 The Construction Logistics Plan will need to be mindful of the operation for nearby cumulative developments to ensure minimal impact to the continued function of the town centre during the demolition and construction phase.

9.12 Overall, the demolition and construction residual effects are **Minor Adverse** on TCA 4: Cricklewood Lane and TCA 2: Railway Terraces. The likely effect is local level, over a short to medium term. This likely effect is not significant.

9.13 The likely effect on TCA 1 Railway Infrastructure and Commercial Warehouses is considered to be **Minor Adverse** because of the temporary nature of the works and the industrial character of this TCA.

9.14 Across longer distances, the demolition and construction phase of the Proposed Development is likely to manifest only in cranes, visible from the surrounding character areas. The cranes will be new elements within the view, although not incongruent to the townscape associated with the town centre. The duration of the effects are considered to be short to medium-term and reversible. Overall, the demolition and construction residual effects are **Negligible** on Character Areas 3 and 5-11.

COMPLETED DEVELOPMENT AND CUMULATIVE EFFECTS

9.15 At the operational phase, the Proposed Development should incorporate mitigation measures which will be integrated into the RMAs. These should be designed to prevent and avoid significant adverse effect through careful planning, access, layout and scale of the buildings.

CHARACTER AREA 1: RAILWAY INFRASTRUCTURE AND COMMERCIAL WAREHOUSES

9.16 The Proposed Development would create a point of townscape prominence, appropriate to its location adjacent to a major transport infrastructure node. The height and scale of the new buildings would mark the location and function as a point of connection linking key routes through the area. In their scale, therefore, as well as the quality of design, the new blocks would provide a complementary addition to emerging developments in the locality and the character of the Brent Cross Cricklewood Regeneration Area.

9.17 The potential townscape effects upon this area are substantial and beneficial, arising through the introduction of new high quality architecture and public realm, replacing unrelieved hardstanding and existing buildings of no architectural merit. It is our view that the sites and its buildings currently detract from the way the area appears and functions, being of no architectural merit and as they present a vacant frontage to the street.

9.18 The future RMAs will be designed to reflect the variety of contextual influences within the wider context, and provide a new civic focus for Cricklewood. The high quality elevations, with subtle differences in the tonality of brick, are proposed in the Illustrative Masterplan and suggested in the Design Guidelines to reflect neighbouring development and to create a cohesive environment that relates to the variety of architectural treatment in the vicinity, including the brick residential buildings within Character Areas 5 and 8.

- 9.19 The Proposed Development would improve the public realm offer across the Site through landscaping provision, including the provision of a new green link between Cricklewood Green and Kara Way Playground, making a marked contribution to public amenity space, and encouraging use and activity in Cricklewood town centre.
- 9.20 The Proposed Development introduce appropriate and accessible ground floor uses, which, alongside public realm (discussed separately above) would ensure the Site's better integration into the local street network and improve its permeability.
- 9.21 The configuration of the four blocks has been designed to offer a plurality of new public spaces and pedestrian routes that would respond to the immediate and future context of the Regeneration Area. Importantly, the new pedestrian green link through the centre of the Site would improve accessibility through a previously uninviting area, and open views across the Site, thus linking discrete and currently isolated parts of the townscape and providing regenerative benefits across the wider area.
- 9.22 These permanently open routes would be activated by the ground floor uses of the buildings, comprising flexible commercial uses.
- 9.23 The creation of Block A as a marker identifying the new 'town square' has been the subject of particular consideration to create a defined character and mark the location near to the station, which as noted, is currently hostile and challenging. The placement of blocks C and D would create a defined but permeable edge, with substantial new landscaping and a distinct character, as defined by the Design Guidelines.
- 9.24 Thus, the townscape quality of the Site itself and that of the wider area would be enhanced through a material improvement in the Site's visual condition. This beneficial effect arises through the addition of high quality architecture, more appropriate and accessible ground floor uses and active frontages, the creation of new public routes and spaces, better street enclosure and an improved pedestrian environment through improved connectivity and the greening of the Site. Importantly, the Proposed Development have been designed to reinforce the Site's position at a point of townscape prominence and would improve legibility and wayfinding.
- 9.25 The susceptibility of this area to the Proposed Development is **Low**, and its sensitivity, accordingly, is **Low**. The magnitude of change would be **High**. Applying the matrices set out in the tables, the effect generated through the Proposed Development would be Moderate. However, applying professional judgement, the substantial urban design benefits generated through the Proposed Development and the improvement in the visual quality of the Site is judged to result in a Long Term **Major Beneficial Effect (significant)**.
- CHARACTER AREA 2: RAILWAY TERRACES**
- 9.26 The Proposed Development would be a prominent, perceptible change in views from within this character area.
- 9.27 The comprehensive redevelopment of the impermeable Site would strengthen connections between these two areas of townscape, and introduce complementary residential and commercial uses in close proximity to the domestic character of this area. The new green corridor through the Site would create a link facilitating movement across the Site to and from the Kara Way playground, to the south of the character area.
- 9.28 Views towards the Site would be improved through the addition of high quality architecture and public realm that addresses the Cricklewood Road frontage.
- 9.29 The susceptibility of this area to the Proposed Development is **Low**.
- 9.30 Its sensitivity is accordingly **Low**.
- 9.31 The magnitude of change would be **Medium**. Using professional judgment, the effect is judged to be Long Term **Minor Beneficial (not significant)**.
- CHARACTER AREA 3: CRICKLEWOOD BROADWAY**
- 9.32 The linear character of this area focuses its experience primarily along the north-west to south-east axis, and development in the wider townscape makes a minimal contribution to its character.
- 9.33 From parts of this area, the taller elements of the Proposed Development would be readily visible. These would be experienced primarily through townscape gaps, in which they would be perceived as a substantial new element within the wider townscape, albeit seen at some distance.
- 9.34 The new buildings, which would be residential in character and of quality materials, would be experienced as a peripheral element in the wider townscape context. They would not change the legibility of the relationship between the linear, focussed character of the road and the wider urban environment, and the Proposed Development would have no effect on the function of this part of the character area for amenity purposes.
- 9.35 The susceptibility of this area to the Proposed Development is **Low**, and its sensitivity is **Low – Moderate**.
- 9.36 The magnitude of change, considered in relation to the area as a whole, would be **Low**. The effect is judged to be **Neutral**, or at most, **Minor Beneficial (not significant)**.
- CHARACTER AREA 4: CRICKLEWOOD LANE**
- 9.37 Similarly to Character Area 3, this area is strongly influenced by its linear form, focussed on Cricklewood Lane, a main arterial route which is the main route into the town centre from the east.
- 9.38 The part of the Site which abuts the character area on the north side of Cricklewood Lane would make an enhanced contribution to its setting and function through the introduction of a well-designed landscaping scheme at Cricklewood Green. The setting back of built development would create a sense of openness which would be particularly beneficial to the pedestrian experience in the area.
- 9.39 In terms of scale, the new buildings would form a landmark in close proximity to the station, marking the destination for those travelling through the character area from the east and creating a defined character for the Site. Its appearance in views would be an attractive feature which would contribute to a rich and varied townscape setting.
- 9.40 Introducing appropriate flexible commercial uses at ground floor level would activate the pedestrian experience and create an appealing, welcoming new space set within a well-designed public realm and complementing the use of the character area.
- 9.41 The intrinsic character of the area as a linear transport route would not change as a result of the Proposed Development. Its functionality would be preserved, albeit with the addition of a new marker for the location of a notable transport interchange.
- 9.42 The susceptibility of this area to the Proposed Development is **Low**, and its sensitivity is **Low**.
- 9.43 The magnitude of change, when considered in relation to the area as a whole, would be **Moderate**, and the effect, for the reasons set out above, would be Long Term and **Minor Beneficial (not significant)**.

CHARACTER AREA 5: SOUTH CRICKLEWOOD RESIDENTIAL

- 9.44 As noted, Character Area 5 comprises an extensive area of domestic, residential character. It is perceived and understood as a predominantly late-Victorian and Edwardian suburban swathe, now surrounded by a wider urban context that includes buildings of varying architectural quality, scale and character. The Proposed Development, therefore, introduces buildings congruous with the character of that wider townscape setting and which would create a new focal point marking the location of the town centre.
- 9.45 They would be perceived over some distance and as visually separate from the low-scale houses that characterise this area.
- 9.46 The appearance, architectural quality and character of the residential development, the relationships between the houses and streets, and their interaction with the surrounding wider context, would not be materially affected by the Proposed Development.
- 9.47 Although it would introduce a noticeable element in the surrounding townscape context, the Proposed Development would not change the experience of Character Area 5, its quality and appearance or the way it functions.
- 9.48 The susceptibility of this area to the Proposed Development is **Low**, and its sensitivity is **Low**.
- 9.49 The magnitude of change, when considered in relation to the area as a whole, would be **Low**, and the effect, for the reasons set out above, would be Long Term and **Negligible (not significant)**.

CHARACTER AREA 6: NORTH-EAST CRICKLEWOOD RESIDENTIAL

- 9.50 As noted, this character area is located at some distance to the north-west of the Site and is separated from development to the south by the dividing route of the railway.
- 9.51 Due to the predominantly east-west street orientation, visibility towards the Site would be limited, and where views did occur these would be over a distance of approximately 650m, seen through townscape gaps. The new blocks would mark the location of Cricklewood Station, and create a defined town centre location which would be distinct from the wider suburban context.

- 9.52 The effect, whilst very limited, would be beneficial in terms of situating the character area in relation to the town centre. Its intrinsic character and functioning, however, would be unaffected.
- 9.53 The susceptibility of this area to the Proposed Development is **Low**, and its sensitivity is **Low**. The magnitude of change is **Negligible** and the effect, **Negligible (not significant)**.

CHARACTER AREA 7: GREEN OPEN SPACE

- 9.54 This character area comprises three large grassed areas and allotment gardens surrounded by trees and dense residential development. Spaces included within the character area are unified by large grassed expanses, mature vegetation, and surrounding low-scale residential development.
- 9.55 These spaces are associated in particular with the residential development in character areas 5, 6 and 10, for which they provide important amenity space and relief from the suburban and urban development in the wider vicinity.
- 9.56 These relationships would not change as a result of the Proposed Development. The open character of all spaces in area 7 would remain, and the association with residential development in the vicinity would still be legible.
- 9.57 Owing to the open character of the green spaces in the area, there is the potential for some intervisibility with the new development, which would be understood separately from the open space, as part of the wider context in general, and the town centre in particular.
- 9.58 Notwithstanding this generic intervisibility, the intrinsic character of the area would not change as a result of the Proposed Development. It would remain as legible, useable community space and allotments, associated primarily with the surrounding contemporaneous residential development.
- 9.59 The susceptibility of this area to the Proposed Development is **Low**, and its sensitivity is **Low**. The magnitude of change is **Negligible** and the effect, **Negligible (not significant)**.

CHARACTER AREA 8: NORTH CRICKLEWOOD RESIDENTIAL

- 9.60 Character Area 8 is similar to Area 5, comprising a large swathe of suburban development, incorporating the planned oval-shaped arrangement at Cumbrian/ Cleveland/ Cheviot Gardens, which has a strong inward-focus, and the more recent development south of The Vale, which is itself a principal east-west route through the character area.
- 9.61 The area would remain separated from the Site by the railway, and would therefore be understood separately.
- 9.62 The Proposed Development would create a new focal point marking the location of the town centre. At its closest extent, along Claremont Road, this would be experienced in the context of Cricklewood Station and the evolving context within the Regeneration Area.
- 9.63 The materiality and form of the new development is to be guided by the Design Guidelines, in developing which the design team has been mindful of the existing context and character of surrounding development. The stipulated high quality materials will form a complementary addition which is congruent to the character area, whilst providing a focal point defining the town centre and the transport interchange at Cricklewood Station.
- 9.64 They would be perceived over some distance and as visually separate from the low-scale houses that characterise this area.
- 9.65 The character and appearance of the residential development, the relationships between the houses and streets, and the legibility of their development within the wider context would not change as a result of the Proposed Development.
- 9.66 The Proposed Development would introduce a noticeable element in the surrounding townscape context, though the experience of Character Area 8, its quality and appearance and the way it functions would remain.
- 9.67 The susceptibility of this area to the Proposed Development is **Low**, and its sensitivity is **Low**.
- 9.68 The magnitude of change, when considered in relation to the area as a whole, would be **Low**, and the effect, for the reasons set out above, would be Long Term and **Negligible (not significant)**.

CHARACTER AREA 9: EAST CRICKLEWOOD RESIDENTIAL

- 9.69 Character Area 9 lies to the south of Cricklewood Lane, and west of the railway. It comprises a rectilinear area of residential development, focussed on the planned square of the Westcroft Estate Sports Pitch and Play Area.
- 9.70 The Proposed Development would be a noticeable change to the north-west, separated from the character area by the railway line. Whilst perceptible, the Proposed Development would have no effect on the legibility of the area as a planned 20th century residential development. The intrinsic residential character of the area would remain.
- 9.71 The scale and form of the Proposed Development would mark the location of the station, and define the location of the town centre.
- 9.72 Owing to the predominantly north-west arrangement of streets within the character area, the interposing development and vegetation and the railway, the visual experience of the Proposed Development would predominantly be filtered through townscape gaps, and would form, at most, a peripheral element in the wider experience of the character area.
- 9.73 For this reason, the susceptibility of this area to the Proposed Development is **Low**, and so its sensitivity is **low**.
- 9.74 The magnitude of impact is **Negligible**, and the effect, likewise **Negligible (not significant)**.

CHARACTER AREA 10: WEST HAMPSTEAD RESIDENTIAL

- 9.75 This character area comprises two enclaves of residential development to the east and south of area 9, separated by the open space at Character Area 7. It is characterised by residential villas, semi-detached properties terraced townhouses which are two to three storeys in height and display elements associated with the Garden Suburb movement.
- 9.76 The Proposed Development would form a peripheral element in views out of this character area, where it will be experienced as part of a wider urban context that includes the railway, and extensive expanses of residential development. Distance and interposing development would filter views towards the Proposed Development, which would be understood separately, marking the location of the town centre and the station.

9.77 For this reason, the susceptibility of this area to the Proposed Development is **Low**, and so its sensitivity is **Low**.

9.78 The magnitude of impact is **Negligible**, and the effect, likewise **Negligible (not significant)**.

CHARACTER AREA 11: WEST HAMPSTEAD CEMETERY

- 9.79 The character of this area is defined by its memorial function, expressed through the planned layout and presence of tombstones.
- 9.80 Owing to the nature of its purpose, the cemetery has an inward focus; traversed by planned pedestrian routes from which its reflective character can be appreciated.
- 9.81 These intrinsic elements of the area's character would be unaffected by the Proposed Development, and any effect on the experience of the character area would be limited to the setting effect of views of the Proposed Development.
- 9.82 The visual effect of the Proposed Development is considered at viewpoint 3. The Proposed Development would be partially visible as a peripheral element forming part of the wider urban setting of the cemetery.
- 9.83 . The new buildings will be perceived as new elements in the wider urban environment – which already includes large scale development including tall buildings – and as part of a wider context which is accepted to be emerging. The visible elements would be residential in character and detailing such as the materiality would be appropriate to their context as set out in the Design Guidelines.
- 9.84 The susceptibility of this area to the proposed change is **Low – Moderate**, and accordingly, its sensitivity is judged to be **Low – Moderate**.
- 9.85 The magnitude of change to this area, considered in relation to the whole, is judged to be **Low**. The effect would be Long Term and, due to the quality of the architectural and the improvement in the visual quality of the Site from areas of close proximity, beneficial. From the majority of this area, however, using professional judgment we judge the effect to be **Negligible (not significant)**, due to the existing and emerging context of tall, residential buildings.

CUMULATIVE

- 9.86 The cumulative effects will not change the significance of the effects on the townscape character areas.

SECTION SUMMARY

9.87 The assessment on townscape receptors is summarised in **Table 9.1** below.

9.88 It should be noted that where negligible effects are identified on townscape receptors, the quality of the effect is judged to be beneficial as a result of the principles of the development and the regeneration of the Site with new uses and meaningful, well planned public realm which will improve the way the area appears and functions.

Table 9.4 Summary of likely effects on townscape receptors.

CHARACTER AREA REF.	NAME	TOWNSCAPE VALUE	SUSCEPTIBILITY TO CHANGE	SENSITIVITY	MAGNITUDE OF IMPACT (DEMOLITION AND CONSTRUCTION)	LIKELY EFFECT (DEMOLITION AND CONSTRUCTION)	MAGNITUDE OF IMPACT (COMPLETED DEVELOPMENT)	LIKELY EFFECT (COMPLETED DEVELOPMENT)	LIKELY EFFECT (CUMULATIVE)
1	Railway Infrastructure and Commercial Warehouses	Very Low	Low	Low	High	Minor Adverse	High	Major Beneficial	Major Beneficial
2	Railway Terraces	Medium	Low	Low	Low	Minor Adverse	Medium	Minor Beneficial	Minor Beneficial
3	Cricklewood Broadway	Low	Low	Low/Moderate	Low	Minor Adverse	Low	Neutral	Neutral
4	Cricklewood Lane	Low	Low	Low/Moderate	Nil	None	Moderate	Minor Beneficial	Minor Beneficial
5	South Cricklewood Residential	Medium	Low	Low	Negligible	Negligible	Low	Negligible (Beneficial)	Negligible (Beneficial)
6	North-East Cricklewood Residential	Low	Low	Low	Negligible	Negligible	Low	Negligible (Beneficial)	Negligible (Beneficial)
7	Green Open Space	Low	Low	Low	Negligible	Low	Low	Negligible (Beneficial)	Negligible (Beneficial)
8	North Cricklewood Residential	Low	Low	Low	Negligible	Low	Low	Negligible (Beneficial)	Negligible (Beneficial)
9	East Cricklewood Residential	Low	Low	Low	Negligible	Low	Low	Negligible (Beneficial)	Negligible (Beneficial)
10	West Hampstead Residential	Medium	Low	Low	Negligible	Low	Low	Negligible (Beneficial)	Negligible (Beneficial)
11	West Hampstead Cemetery	Medium	Low	Low/Moderate	Negligible	Low	Low	Negligible (Beneficial)	Negligible (Beneficial)

10.0

ASSESSMENT OF LIKELY EFFECTS: VISUAL

CRICKLEWOOD LANE

ASSESSMENT OF LIKELY EFFECTS: VISUAL

10.1 This section assesses the likely effect of the Proposed Development on visual receptors identified in **Table 8.2**. For ease of reference the View Location Plan showing the location of these AVRS is reproduced at the start of this section (**Figure 8.1**). **Table 8.2** below provides an overview of the heritage and townscape considerations for each view, including any additional considerations such as the proximity to key transport nodes.

10.2 The location of the AVRs is provided at **Figure 7.2**. **Table 7.1** below provides an overview of the heritage and townscape considerations for each view, including any additional considerations such as the proximity to key transport nodes. A description of the existing scene for each identified view and the likely visual receptors are also provided below. This description is set alongside a corresponding AVR of the Proposed Development and analysis of any significant effect occurring.

DEMOLITION AND CONSTRUCTION PHASE

10.3 ES Volume 1 Chapter 6 Demolition and Construction sets out the anticipated programme of works and the key activities that would be undertaken during demolition and construction necessary to facilitate the Proposed Development. The construction period is to be phased to mitigate any potential effects. There will be 3 Phases with Blocks A and B located in Phase 1, Blocks C in Phase 2, and Block D in Phase 3. The construction period will last from January 2021 to July 2026, with each phase taking two to three years to complete.

10.4 Given the transient and changing nature of construction activities, AVRs have not been produced to visualise this phase of the Proposed Development. This assessment is based on an understanding of the construction programme and qualitative assessment of the likely effects.

10.5 The Site would be enclosed with hoardings during the phase, which will provide a visual buffer to the immediate environment. The impact of the hoarding will be experienced by visual receptors within a close proximity to the Site, i.e. those people moving around the immediate area where it is possible to appreciate the street level context. This is the area adjacent to the southern boundary of the site, close to Cricklewood Green, and along Cricklewood Lane. The latter is represented broadly by View 5.

10.6 The townscape assessment at **Section 9.0** provides further analysis of the effect of the construction stage on local townscape.

10.7 In the views listed below, construction activity such as cranes and equipment will introduce a new feature in the experience of the visual receptors. Due to the size and nature of these pieces of equipment it would not be possible to screen them from:

- View 5
- View 6
- View 7
- View 8
- View 9
- View 11
- View 13
- View 14
- View 15
- View 16

10.8 In these views, in which the upper parts of the Proposed Development appear on the skyline, construction equipment such as cranes will be clearly understood as temporary features that are relatively lightweight in frame-like structure. The overall composition of the view will not be affected by these features.

10.9 The entrance to the Site during the demolition and construction phase is proposed for Depot Approach to the north-east. This means that the hoarding line fronting Cricklewood Lane will be unbroken and visual receptors will not experience entrance and egress to the Site along the main arterial route.

10.10 In the case of Views 1, 2, 3, 4, 10, 12 and 17 the construction activity will be barely perceptible due to distance. The magnitude of effect is **Nil** and the likely effect is **None**.

10.11 For the other view in which the construction activity will be visible, nos. 5-9, 11, 13-16 it is judged there will be a **Negligible magnitude of impact** and a likely effect of **Negligible Adverse** on visual receptors. This is because the construction activity contrasts to the character and visual amenity of the view. The likely effect is judged to be adverse for this reason.

10.12 It is acknowledged that the construction of the Proposed Development will introduce new and permanent built form into the view during the course of construction. The effect of the permanent new built form is assessed as part of the Completed Development below, as the permanent structures achieved during construction stage, is the built form at the Completed Development phase.

10.13 Effects of a moderate or major significance are categorised as 'Significant' effects for the purposes of the ES summary tables.

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VIEW 01: CLITTERHOUSE PLAYING FIELDS LOOKING SOUTH

EXISTING

- 10.14 View 1 is located at the northern boundary of the Clitterhouse Playing Fields from the public footpath close to children's play area. The viewpoint is located approximately 1.10km from the Site boundary at the nearest point and is oriented to the south.
- 10.15 The viewpoint is largely characterised by green open space as both the foreground and middleground in the full field of view comprise a large grassed area which affords long views toward the backdrop. This backdrop is formed of continuous hedgerow boundaries and mature trees which extend from right to left and partially screen and filter residential properties within the Golders Green Estate to the south. These late-C20 properties are domestic and uniform in their character and scale, which responds to the Victorian Clitterhouse Farm buildings to the centre right of the view. To the right of the view built form is of increased scale by virtue of the modern, five-storey apartment blocks at Swannell Way.
- 10.16 This view would likely be experienced transiently by pedestrians, residents and users of this amenity space.
- 10.17 The view has a certain quality by virtue of the verdant amenity space and is considered to have a Low to Medium value. The susceptibility of visual receptors is judged to be **Low**. The sensitivity is **Low to Moderate**.



PROPOSED

- 10.18 The Proposed Development would appear in the centre-left background of the view above the existing treeline and as part of its wider urban setting, which is apparent from various points within the green space. Tall buildings already form part of a visual receptor's experience of the space, particularly near to the Fortune Green Road entrance to the east.
- 10.19 The blue wirelines show how the upper levels of Blocks A and C will appear above the treeline to the right of the view. Although of greater height than other development within the town centre, the visibility of these blocks does not mean there will necessarily be a detrimental impact on the view or use of the space.
- 10.20 The articulation of the massing in distinct blocks, which are stepped down from left to right, will help to Moderate the visual impact of the massing on this space and ensure the blocks are not perceived as overbearing. The substantial separating distance between the Proposed Development would also ensure the cemetery landscape remains the focus of the view and the development understood as a separate feature in the wider urban setting.
- 10.21 The magnitude of effect is judged to be **Low** and the likely effect Minor Beneficial. This is because the proposals will act as a marker for Cricklewood town centre because and add to the visual interest of the scene without drawing attention from its main focal points or character.
- 10.22 This likely effect is Not Significant.



CUMULATIVE

10.23 In this view, the black wireline shows the consented scheme at Brent Cross Cricklewood Regeneration Area (cumulative scheme no.3) will be seen in combination with the Proposed Development. The magnitude of the impact and overall significance of the effect will not change in the cumulative condition. This likely effect is not significant.



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VIEW 02: CLAREMONT ROAD/THE VALE JUNCTION LOOKING SOUTH

EXISTING

- 10.24 View 2 is located at the junction of The Vale and Claremont Road, approximately 295m north of Site boundary at nearest point, and oriented to the south.
- 10.25 The view is characterised by suburban residential development, associated roads and surrounding vegetation which reflects a typical suburban street scene. This view would likely be experienced transiently and in context of vehicle activity.
- 10.26 The foreground is open in character and defined by hard-surfaced junction, street lighting, pavements and grassed embankment to left. The middleground is similarly defined by public highway, with a Pelican crossing shown centrally and metal railings defining boundary to the right. Densely vegetated scrubland and the entrance to the Cricklewood Millennium Green is also shown along the eastern boundary of Claremont Road, with a three-storey modern flat block and tall boundary wall, both of brick, shown to left.
- 10.27 The background of the view is similar in character by virtue of the roads, vehicle activity, industrial railings and vegetation shown.
- 10.28 This view would likely be experienced by pedestrians, road users and residents moving through the area. The view is considered to be of Low Value.



PROPOSED

- 10.29 As detailed by the blue wireline, the Proposed Development will introduce modern, tall residential development into the central, distant part of the view. As such the Proposed Development would be partially visible in the backdrop although heavily screened by tall trees within Cricklewood Millenium Green. In the winter months the development would be more visible due to leaf fall, however it would still be filtered through, and the visual impact mitigated by, surrounding trees. The visual receptors are therefore judged to have a **Low Susceptibility** to change which results in a **Low Sensitivity**.
- 10.30 Despite the height of the Proposed Development's blocks, the separating distance between the viewpoint and Site would ensure that the scale of development would be consistent with the townscape relative to built form in middleground. Additionally, this built form would likely be identifiable as several different developments with perceived massing further mitigated and broken down by the arrangement and architectural treatment of each block. The magnitude of effect is judged to be **Low**.
- 10.31 The likely effect is found to be **Minor Beneficial** on visual receptors along Claremont Road. The likely effect is beneficial because the Proposed Development will introduce new architecture and visual interest to the view which is complementary to the surrounding in terms of materiality and will help to achieve the regeneration of the town centre in line with policy objectives.
- 10.32 This likely effect is Not Significant.



CUMULATIVE

10.33 In this view, the black wireline shows the consented masterplan for the Brent Cross Cricklewood Regeneration Area (cumulative scheme no.3) will completely occlude the Proposed Development from view and therefore reduce the magnitude of impact to Nil cumulative scheme no. 8). As such, the likely effect is reduced to None in the cumulative condition. This likely effect is not significant.



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VIEW 03: HAMPSTEAD CEMETERY LOOKING WEST

EXISTING

- 10.34 View 3 is located within the north-western section of Hampstead Cemetery, from the northernmost path. The viewpoint is approximately 1.0km from the Site boundary at the nearest point and oriented to the west.
- 10.35 By virtue of its location, the viewpoint is characterised by the regimented rows of gravestones and funerary monuments laid out within the middleground and background of the view, along with interspersed Low-lying vegetation and mature trees shown from left to right. Hard-surfaced and curved footpaths providing movement routes through the cemetery site as detailed in the foreground.
- 10.36 The backdrop of the view comprises continuous bounding vegetation and mature trees which provide a sense of separation with surrounding development. This is because built form is mostly screened or filtered from view, particularly in the spring and summer months. This being said tall buildings are glimpsed the background of the view due to gaps in the treeline and the sloping topography to the west.
- 10.37 This view would likely be experience by people on foot visiting the cemetery.
- 10.38 The cemetery has a quality as a green space designed for quiet contemplation in association with the church (out of frame) which is a locally listed building. For these reasons, the view is judged to be of **Low to Medium** value.



PROPOSED

- 10.39 The Proposed Development will appear from within the cemetery as part of its wider urban setting, which is apparent from various points within the green space. Tall buildings already form part of a visual receptor's experience of the space, particularly near to the Fortune Green Road entrance to the east. The susceptibility of visual receptors is judged to be **Low**. The sensitivity is **Low to Moderate**.
- 10.40 The blue wirelines show how the upper levels of Blocks A and C will appear above the treeline to the right of the view. Although of greater height than other development within the town centre, the visibility of these blocks does not mean there will necessarily be a detrimental impact on the view or use of the space.
- 10.41 The articulation of the massing in distinct blocks, which are stepped down from south to north, will help to Moderate the visual impact of the massing on this space and ensure the blocks are not perceived as overbearing. The substantial separating distance between the Proposed Development would also ensure the cemetery landscape remains the focus of the view and the development understood as a separate feature in the wider urban setting.
- 10.42 The magnitude of effect is judged to be **Low** and the likely effect Minor Adverse owing to the nature of the development seen as a new feature in this view. The overall effect could be changed to beneficial at the detailed design stage through the submission of Reserved Matters a available at the outline stage
- 10.43 This likely effect is Not Significant.



CUMULATIVE

10.44 No cumulative schemes will appear in this view and the likely effect remains the same as the Proposed view.



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VIEW 04: CRICKLEWOOD LANE (THE TAVERN) LOOKING WEST**EXISTING**

- 10.45 View 4 is located approximately 480m west of Site boundary at nearest point, adjacent to the Tavern public house at the junction of Cricklewood Lane and Douglas Mews. The viewpoint is oriented to the west.
- 10.46 By virtue of its position along the main western route into Cricklewood town centre, this view is linear in configuration and characterised by mixed urban development. Cricklewood Lane is a busy vehicular route and traffic is inherently part of any receptor's experience.
- 10.47 The foreground of the view is characterised by the commercial high street, which is relatively open due to width of main road and adjacent pavements. Built form largely dates from the post-war period and comprises four-storey flat blocks with ground-floor retail uses to the left of the view, and the C18 former Tavern public house to the right. This building is locally-listed and adds to the amenity value of the view. A separate heritage assessment is included at section 8.
- 10.48 The middleground of the view is substantially similar to the foreground and comprises mixed residential and commercial development of consistent height, which creates a horizontal emphasis along the southern side of Cricklewood Lane.
- 10.49 Modern residential developments of increased scale is shown to the centre right of the background, on the southern side of main thoroughfare. This includes the 8-storey 'Broadway' development, partially screened by street trees, which reflects the greater intensification of uses closer to the town centre.
- 10.50 This view would likely be experienced by pedestrians, road users, residents and users of commercial premises travelling west into the centre of Cricklewood. The view is considered to be a common street scene and therefore of Low Value.



PROPOSED

- 10.51 As detailed by the blue wirelines, Blocks A, C and D of the Proposed Development would be partially visible within the centre right background of the view, with the upper levels forming a terminating feature along the Cricklewood Lane avenue. Whilst the upper levels of Block A would be visible above the existing roofline, this block would largely be screened by the Broadway development, with other blocks occluded by built form or vegetation.
- 10.52 The unremarkable townscape, distance and existing character of the view, capturing a major arterial route, means that receptors are considered to have a **Low Susceptibility** to change. This results in a **Low Sensitivity**.
- 10.53 Although these elements would become more visible as the observer travels further west, the scale of development is considered consistent with relative height of built form in the foreground and middleground of the view. Additionally, the proposals would likely be identifiable as several different developments with the perceived massing further broken down by the arrangement and architectural treatment of the individual blocks.
- 10.54 Similarly, the wirelines show how the proposals will add layering and interest to the long part of the view, signifying the transition to more intensive development within Cricklewood town centre. The proposals would act as a marker for the Cricklewood Station and remain commensurate with the high public transport accessibility of the site location.
- 10.55 The proposals would likely be identifiable as several different developments, perceived massing would be further mitigated and broken down by arrangement and architectural treatment of blocks. Would form high quality development in contrast to poor quality post-war development.



- 10.56 The magnitude of effect is judged to be **Low to Medium** and the likely effect Minor Beneficial for the reasons of introducing visual interest and legibility described above.

- 10.57 This likely effect is Not Significant.

CUMULATIVE

10.58 No cumulative schemes will appear in this view and the likely effect remains the same as the Proposed view.



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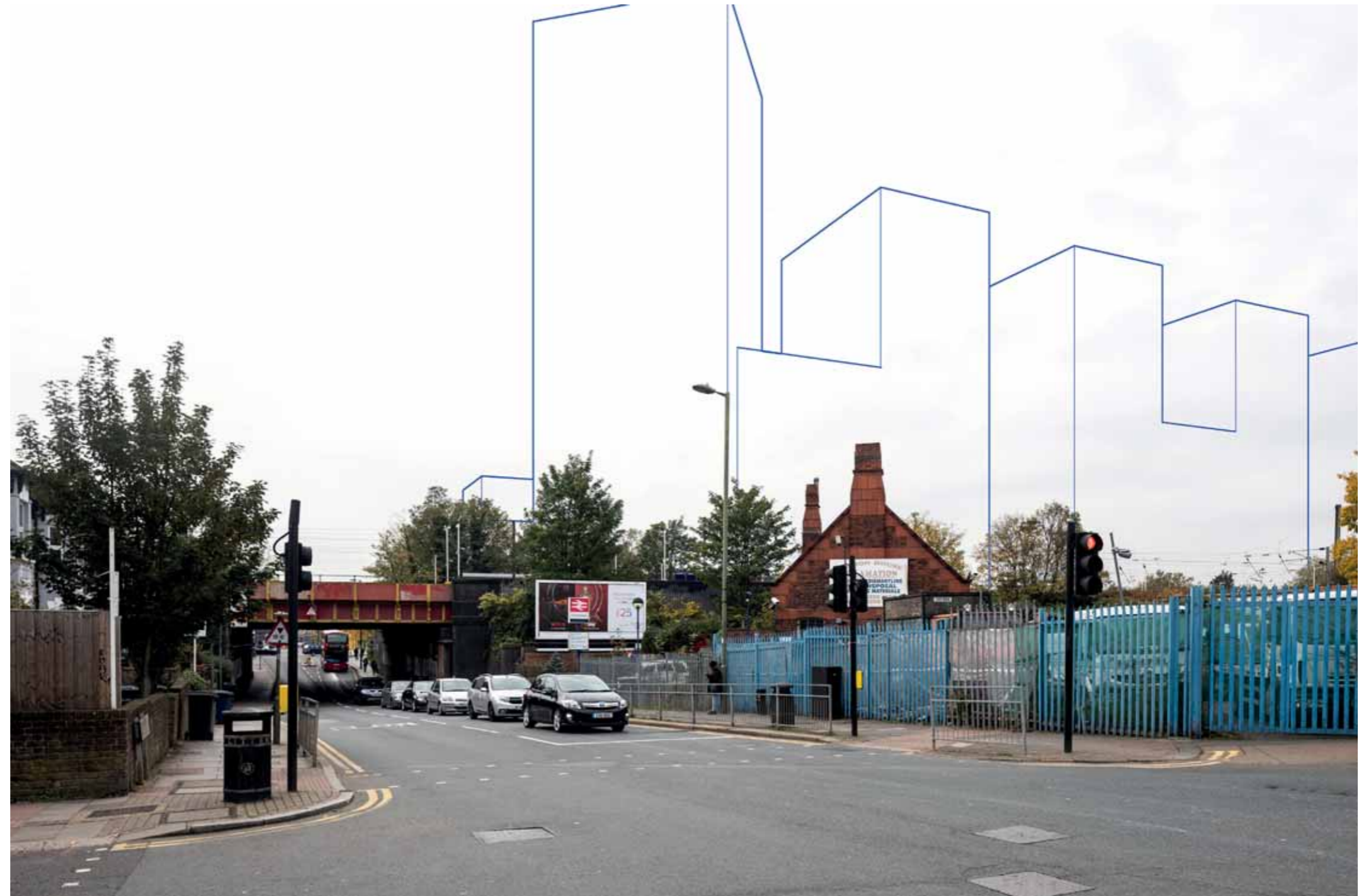
**VIEW 5: CRICKLEWOOD STATION LOOKING SOUTH-WEST;
EXISTING**

- 10.59 This view is taken approximately 150m north- east of the Site boundary, at the crossroad junction between Claremont Road, Lichfield Road and Cricklewood Lane. The viewpoint is oriented south west.
- 10.60 The field of view is dominated almost in its entirety by the carriageways of the vehicular crossing and the activity associated with it. The infrastructure of the railway is visible in the foreground; the bridge over the road distracts the eye and it is evident this is a key juncture and transport hub.
- 10.61 The only buildings in this view are the glimpsed view of the residential properties on the left side of the frame and the redbrick former station building which approximately indicates the location of the station.
- 10.62 The blue railings distracting feature which draw the eye to the lorry park and merchants' yard. The quality of the public realm is Low in this view. It is not a planned view towards the site nor does it contain buildings of architectural or townscape value.
- 10.63 This view would be experienced by pedestrians, road users and residents, most likely people travelling to use the station.
- 10.64 This visual receptor is of Low Value. The susceptibility of the visual receptor is judged to be Low, and the sensitivity of the receptor is Low.



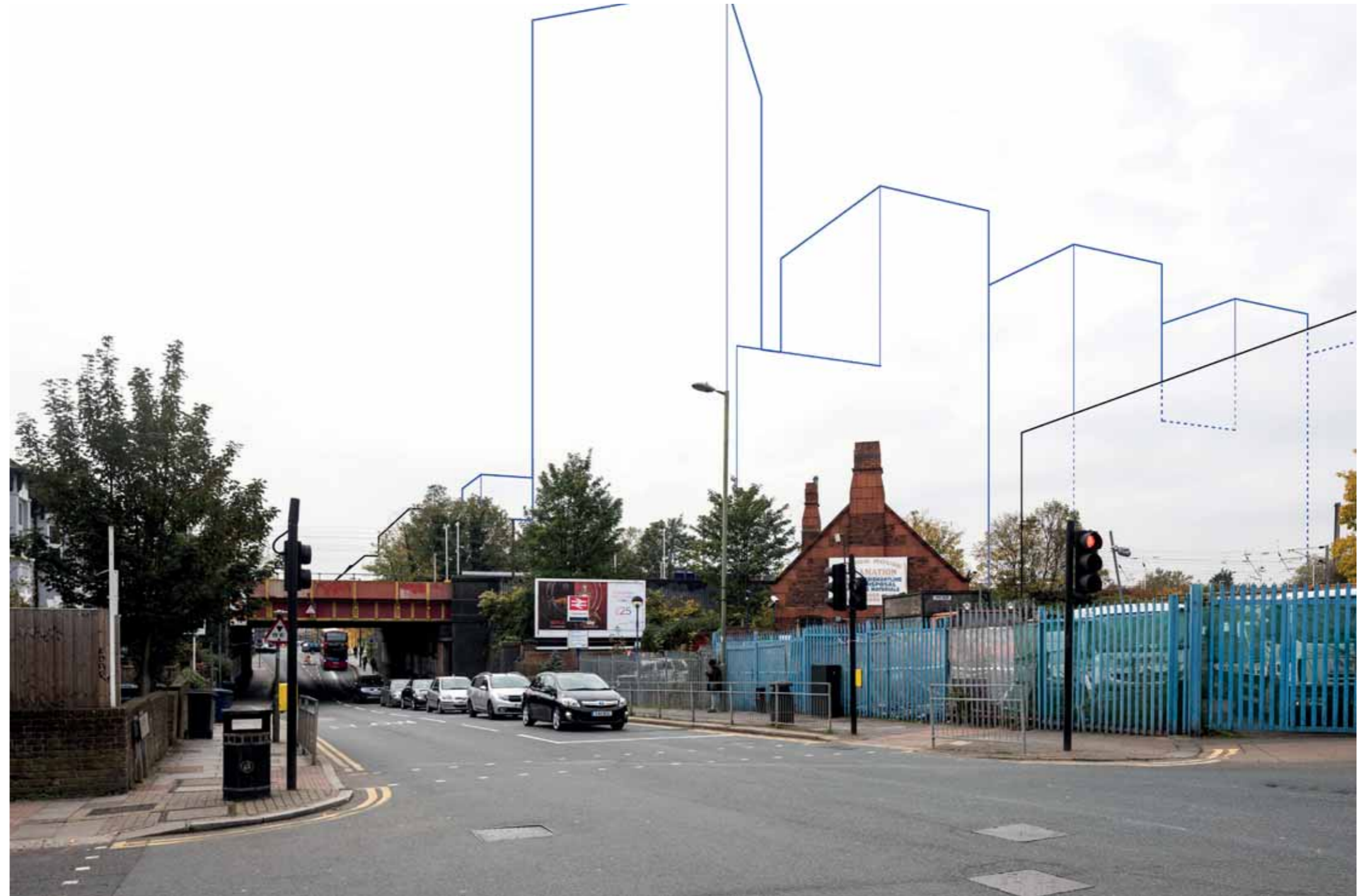
PROPOSED

- 10.65 The Proposed Development will be seen prominently from this viewpoint and will change the composition and character of the view.
- 10.66 The tallest building marks the corner of the site at the entrance on Cricklewood Lane where the new public realm will be enjoyed. The ground floor of the new buildings will not be seen from this location and will invite viewers to move under the railway bridge to the site.
- 10.67 Variation in height between the shoulder blocks and the accent buildings will create sky gaps which will be appreciated from this location. Some of the detail of the architecture will be appreciated from this viewpoint location, including the fenestration and the employment of materials. This will assist in breaking up the massing.
- 10.68 The Proposed Development will introduce new height into this viewpoint and similar views when travelling from the east towards the site. From this location specifically, the eye will be drawn upwards and the new development will act as a wayfinding device, signalling the location of the station as is commensurate with high public transport accessibility of town centre location and would act as a marker for the Cricklewood Station.
- 10.69 The magnitude of the effect is judged to be Medium and the likely effect is Minor/Moderate beneficial.
- 10.70 The likely effect is Significant and beneficial.



CUMULATIVE

- 10.71 In this view, the black wirelines shows the consented schemes at the co-op site, nos. 1-13 Cricklewood Lane and the Brent Cross Cricklewood Regeneration Area (cumulative scheme no.3) will be seen in combination with the Proposed Development.
- 10.72 The magnitude of the impact and overall significance of the effect will not change in the cumulative condition. This likely effect is not significant.



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VIEW 06: OAK GROVE LOOKING NORTH-WEST**EXISTING**

- 10.73 This view is located approximately 300m south-east of the Site boundary at its nearest point. The view is positioned at the southern end of Oak Grove thoroughfare, at its junction with Richborough Road, and oriented north-west directly along this linear route.
- 10.74 The receptor is distinctly residential in nature. It is characterised by C19 brick terraced properties and more modern developments of comparable scale and materials. The suburban feel is emphasised by brick boundary walls and interspersed street trees, vegetation and residents' parking.
- 10.75 The foreground is characterised by the relatively open junction of Oak Grove and Richborough Road, the hard-surfaced thoroughfare and its adjacent pavements. Painted garden walls, wooden panelled fencing and vegetated boundaries define the curtilage of residential properties, which are set back from the street by small front gardens. Although the property to the left is occluded by a large tree in leaf, a two-storey late-C19 property is present to the right; typical of the area, this dwelling displays architectural features such as a canted bay window, straight brick arches, sash windows and slate roofs.
- 10.76 The middleground is substantially similar, with the gabled ends of Victorian terraces visible along the southern side of the street. These are interspersed with modern developments to both the left and right, which retain a domestic scale of between two and three storeys and also use red brick, slate and traditional roof forms. The prevailing scale, materials, housing typologies and presence of street trees extends to the backdrop of the view, with long views obtained because of the street's linear configuration.
- 10.77 The view is likely to be experienced by pedestrians, road users and residents.
- 10.78 The value of this receptor is Low to Medium. The susceptibility is judged to be Medium and the sensitivity Moderate.



PROPOSED

- 10.79 The Proposed Development will be visible centrally in the backdrop of the view, forming a terminating feature of the terraced street. The perceptible elements of the Proposed Development comprise the south and east elevation of the 25-storey block and parts of its north return.
- 10.80 The 25-storey element is tall relative to the terraced properties in the fore- and middleground, and this is emphasised in views from this location by the breadth and scale of the building. The visual impact would be, in part, mitigated by the articulation of the block and its architectural treatment, thereby breaking down the perceived overall mass. The stepped setback of the upper levels would provide additional visual interest and soften the block's massing.
- 10.81 As a whole, the Proposed Development is tall relative to the townscape in this view, although the scale is commensurate with the high public transport accessibility of town centre location. The Proposed Development would act as a marker for Cricklewood station and, in conjunction with the urban design benefits and landscaping at street level, provide a balanced response to the immediate townscape context. Proposed Development would also optimise the use of the Site in this sustainable location.
- 10.82 The magnitude of the impact is judged to be High. The significance of the effect is judged to be Moderate Adverse. The effect is judged to be adverse as a result of the scale of the impact and the change in character and composition of the view that arises from the visual prominence of the tall building in this location.
- 10.83 It has been discussed earlier in the methodology section to this Chapter that the maximum parameter scheme has been assessed on the visual receptors. Given the scheme remains in outline, the detailed design of the Proposed Development is not the subject of this assessment.



- 10.84 It is our view that the quality of the effect – that is, whether it is adverse or beneficial – could be reversed at the future Reserved Matters Planning applications stage once the detailed design of the buildings has been worked through and secured in the RM plans.
- 10.85 The Design Guidelines submitted with the outline application ensure that the buildings will be delivered at the RM stage to the highest quality in design terms and appearance. Once the detailed design is fixed it is also possible to assess more accurately how the building is appreciated from viewpoints in the surrounding townscape. The application of detailed design in terms of façade articulation, materiality and fenestration patterns can help to mitigate the visual impact of the buildings, thus reducing the magnitude of the overall effect, and even reversing the quality of the judgement where the design is of such high quality that a contrasting element is seen as a positive addition in an otherwise consistent context.
- 10.86 At this outline stage however, the detailed design cannot be assessed. It is our conclusion therefore that the likely effect is Significant and adverse.

CUMULATIVE

10.87 In this view, the black wireline shows the consented scheme at Brent Cross Cricklewood Regeneration Area (cumulative scheme no.3) will be seen to a very minor extent in combination with the Proposed Development. The magnitude of the impact and overall significance of the effect will not change in the cumulative condition. This likely effect is not significant.



VIEW 7: ELM GROVE LOOKING NORTH-WEST;

EXISTING

- 10.88 This viewpoint is taken south of the site, at a distance of approximately 300m from the site boundary.
- 10.89 The receptor is characterised by the surrounding residential neighbourhood comprising buildings of 2-3 storeys in height. The properties are terraced and of consistent building heights. Boundary trees, hedges and brick walls define the curtilage of the properties and the greenery softens the character of the view.
- 10.90 Due to the orientation of the view and the nature of the street layout, the eye is drawn down Elm Grove towards the development site. The front elevation of the buildings on the site is visible but the detail and character of the site is not readily appreciable from this location.
- 10.91 Overall this receptor comprises an Edwardian and Victorian townscape with some glimpsed views of more recent C20 buildings to the left of the frame.
- 10.92 The value of his visual receptor is judged to be Low to Medium. The susceptibility is judged to be Medium and the sensitivity Moderate.



PROPOSED

- 10.93 The Proposed Development will be seen as a prominent new addition at the end of the street, marking the regeneration site and the entrance to the new public square where Cricklewood Green is currently.
- 10.94 The articulation of the massing in distinct blocks, which are stepped down from south to north, will help to Moderate the visual impact of the massing from this location.
- 10.95 The Proposed Development will signal a change in character on the site. It will be a focal point for regeneration and activity.
- 10.96 Glimpsed views of the edge of the public square may be visible at the end of the street, the viewer will at least be aware of the activity of that space and there will be glimpsed views of the architecture beyond.
- 10.97 This location will afford a generous view of a large proportion of the Proposed Development, taken orientated looking north-west so the side of the tallest element of the scheme will be visible. The orientation of the tallest element will mean the detailed design of the two elevations will be seen obliquely, which will assist in reducing the overall visual impact.
- 10.98 The tallest element at 25 storeys will be seen above the roofline of the terrace on Elm Grove. As the viewer moves further north the location of the taller element will change, allowing the terrace to be appreciated as a single composition form different viewpoint locations.
- 10.99 The magnitude of the effect is judged to be High. The significance of the effect is overall Moderate Adverse. The effect is judged to be adverse owing to the scale of the Proposed Development and the change in the character and composition of the view.



- 10.100 From this location, the buildings will be seen from an oblique angle, off to the side of the view, and the gap between the buildings will be appreciable, reducing the visual effect of the impact overall. The scale of the modern development is markedly different to the prevailing characteristics of the receptor.
- 10.101 As discussed earlier in this assessment, the detailed design will be highly relevant to assessing the residual effects of the scheme once Reserved Matters applications are submitted. It is our view that the quality of the impact, that is, adverse or beneficial, could be reversed. We commented how, in our assessment of Viewpoint 6, the development of the detailed design for the buildings carried out at the Reserved Matters planning application stage can reduce the impact or reverse the quality of the effect when the outline situation has been identified as adverse. In this case, the fenestration and articulation of the different massing blocks would be visible from this viewpoint location, as would material differences between the shoulder buildings and the taller elements of the scheme which would add interest and serve to break down the impression of the massing.
- 10.102 Without the detailed to be prepared at the RM stage, it is our judgement that the likely effect is Significant and adverse.

CUMULATIVE

10.103 In this view, the black wireline shows the consented scheme at Brent Cross Cricklewood Regeneration Area (cumulative scheme no.3) will be seen to a very minor extent in combination with the Proposed Development. The magnitude of the impact and overall significance of the effect will not change in the cumulative condition. This likely effect is not significant.



VIEW 08: CRICKLEWOOD BROADWAY (THE CROWN PUB) LOOKING NORTH

EXISTING

- 10.104 This view is located approximately 150m south of Site boundary at nearest point, along southern side of Cricklewood Broadway. Located adjacent to The Crown public house, and oriented to the north.
- 10.105 The receptor is positioned along the town's main commercial highstreet and therefore characterised by mixed urban development with commercial and residential uses – busy vehicular route and traffic are inherently part of any receptor's experience.
- 10.106 The foreground of the view characterised by main Cricklewood Broadway route, which is relatively open by virtue of the width of the road; subject to heavy traffic throughout the day as central route through town (and between nearby Hendon and Kilburn).
- 10.107 The middleground is similarly open by virtue of open forecourt to Crown public house (Grade II, c.1900), which forms the focal point of the view by virtue of its distinctive mock-Jacobean architectural style and materials. Three Grade II listed lamp standards also present within forecourt, with early-C20 and modern development present to the north and south (left and right of view). This built form dates from the early-C20 to early-C21 and reflects the prevailing height, scale and materials of the high street, namely four and five storey buildings constructed from stone and brick, with glazed shopfronts and fenestrations and slate roofs.
- 10.108 Background of the view formed of residential and commercial properties further north along the commercial high street (to the left of the view) and present behind buildings fronting this route (partially visible in gaps between). Comprises late-C19 and early-C20 of consistent height and materials, also with single-storey commercial units at first floor and residential uses above.



- 10.109 Likely experienced by pedestrians, road users, residents and users of commercial premises.
- 10.110 This receptor is judged to be of Medium value. The susceptibility is judged to be Medium and the sensitivity of the receptor is Moderate.

PROPOSED

- 10.111 The Proposed Development will be visible in the backdrop of the view, with the upper levels of the 25-storey block partially visible above the varied roofline of Crown public house. The upper levels of the 9-storey western block would also be glimpsed to the left of The Crown, in the gap between this building and those fronting the high street.
- 10.112 Although the 25-storey element is taller than the four storey buildings present in the middleground, the scale of the Proposed Development accords with the relative height of built form in this location and would not form a dominant feature within the townscape due to separating distance. Proposed Development would only be peripherally and transiently experienced when travelling along main thoroughfare.
- 10.113 The height of built form commensurate with high public transport accessibility of town centre location and would act as a marker for the Cricklewood Station. Although vast majority of Proposed Development screened from view by interposing development the visual impact and perceived mass would be, in part, mitigated by varied architectural treatment and articulation of the upper levels. The proposed materials would be consistent with the foreground context.
- 10.114 The Crown Public House will remain the prominent architectural feature in this view, the ornate elevation forms the focal point in this view of the north east side of the street by virtue of its distinctive mock-Jacobean architectural style and materials.
- 10.115 The magnitude of the impact is judged to be Negligible. The significance of the effect is Negligible Adverse.



CUMULATIVE

10.116 The recently consented 'Co'op' scheme at 1-13 Cricklewood Lane will be seen to a minor extent in front of the Proposed Development and in the townscape gap between the Crown and the adjacent commercial building. The magnitude of the impact and overall significance of the effect will not change in the cumulative condition. This likely effect is not significant.



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VIEW 09: CHICHELE ROAD LOOKING NORTH-EAST**EXISTING**

- 10.117 This viewpoint is located approximately 310m south-east of Site boundary, on the western side of Chichele Road (at junction of Rockhall Road), main southern approach into Cricklewood from Willesden Green.
- 10.118 The view is characterised by the main thoroughfare and vehicular activity associated with it. C19 residential properties front the street; uniform mansion blocks and terraced properties of three and four storeys.
- 10.119 The foreground comprises the junction with Rockhall Road and a sense of enclosure provided by the adjacent properties, including the four storey C19 mansion block to left and terraced properties to right. These are unified in style through the use of red brick, stone dressings, canted bay windows and slate roofs.
- 10.120 The horizontal emphasis in this view is provided by uniform properties, set back from street by small front gardens, Low brick walls and hedgerow boundaries. Emphasise suburban feel of locality.
- 10.121 An increased sense of scale is created in the background of the view by the tower of Brent Mosque and Islamic Centre (former Congregationalist Church, 1893) to the left and tall street trees to right. Post-war detached houses present along eastern pavement to right, with larger commercial developments as the terminating buildings along Cricklewood Broadway.
- 10.122 The receptor would be experienced by pedestrians, road users and residents.
- 10.123 The value of the receptor is judged to be Medium. The susceptibility of the receptor is Medium and sensitivity to change is Moderate.



PROPOSED

- 10.124 The Proposed Development will be visible above Cricklewood Broadway buildings in backdrop of the view and would form focal point at the end of Chichele Road. The visible elements of the Proposed Development (from right to left) would include the south and east elevations of the 25 storey block to the right, 19-storey block of its northern return, and 18-storey element of central block. The western block is also visible in front of the tallest elements. Other elements would only become visible as observer travels further north.
- 10.125 The height of the Proposed Development is commensurate with high public transport accessibility of town centre location and would act as a marker for the Cricklewood Station.
- 10.126 Due to the separating distance, the scale of development would not be overbearing relative to the scale of built form in fore- and middleground and sense of depth heightened by motion parallax as observer travels north.
- 10.127 The visual impact and perceived mass would be, in part, mitigated by varied architectural treatment, arrangement of blocks and recessing/articulation of upper levels. The proposals would likely be identifiable as several different developments, further breaking down the massing.
- 10.128 The Lower storeys and the northern blocks would be screened by interposing development. Certain taller elements (i.e. 25 storey block) would be partially occluded by tree cover in summer months, filtered in winter.
- 10.129 In conjunction with the urban design benefits and landscaping at street level, the Proposed Development would provide a balanced response to the immediate townscape context and optimise the use of the Site in this sustainable location.



- 10.130 The magnitude of impact is judged to be Medium. The significance of the effect is judged to be Moderate Adverse owing to the scale of the modern development which is seen from this location and the lack of detailed design which will be available to assess at the RM stage.
- 10.131 The likely effect is Significant and adverse.

CUMULATIVE

10.132 The recently consented 'Co'op' scheme at 1-13 Cricklewood Lane will be seen to a minor extent in front of the Proposed Development. The magnitude of the impact and overall significance of the effect will not change in the cumulative condition. This likely effect is **Significant**.



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VIEW 10 : WALM LANE/ST GABRIEL'S CHURCH LOOKING NORTH-EAST;

EXISTING

- 10.133 This viewpoint is taken approximately 700m to the south west of the site, and looks north along Walm Lane.
- 10.134 The Mapesbury CA is a designation over much of the residential area to the south and to the east along Walm Lane.
- 10.135 The viewpoint is taken from just outside of the boundary of the CA, although the viewer is aware of the consistently high quality residential townscape to the right of the frame and which is subject to the designation. The townscape is defined and unified by buildings faced in redbrick, stone dressings, canted bay windows and slate roofs.
- 10.136 The viewer is aware that this is a residential neighbourhood. The Grade II listed church of St Gabriel dominates the view, the cream stone finishes contrast with the brown stone and the ornate Gothic style windows denote this as a High Church designation. The Church and consistent residential townscape, broken up with the greenery of the small lawn of the Churchyard creates a high quality streetscape.
- 10.137 Walm Lane is a busy road is busy and the activity along it would be a prominent feature in the experience of this receptor.
- 10.138 The road curves to the north east and the eye is naturally drawn with it. The site is not readily appreciable from this location due to the distance and orientation of the viewpoint.
- 10.139 The value of this receptor is judged to be Medium. The susceptibility of the view is Medium and the overall sensitivity is Moderate.



PROPOSED

- 10.140 The proposed view shows that limited, glimpsed views of the Proposed Development will be appreciated from this location. The distance from the site and orientation of this view means the upper elements of the tallest buildings may be seen above the tree canopy line. These glimpsed views will not change the overall composition of the view.
- 10.141 The church will remain the dominant and most prominent architectural feature in this view.
- 10.142 The magnitude of the impact is judged to be Negligible. The significance of the effect on the visual receptor is Negligible Beneficial.



CUMULATIVE

10.143 The recently consented 'Co-op' scheme at 1-13 Cricklewood Lane may be glimpsed to a minor extent in front of the Proposed Development. The magnitude of the impact and overall significance of the effect will not change in the cumulative condition. This likely effect is not significant.



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VIEW 11: ASHFORD ROAD LOOKING NORTH-EAST

EXISTING

- 10.144 This view is located approximately 280m south-east of Site boundary, at junction of Ashford Road and Larch Road, oriented north-east.
- 10.145 The view is characterised by a residential street, predominantly comprising C19 terraced housing of two storeys and tall inter-war flat block of Ashford Court. Linear/horizontal emphasis due to uniformity of terraced housing.
- 10.146 The foreground comprises Ashford Road/Larch Road junction and C19 terraced properties to left. The terraces are unified by their consistent height, materials and architectural features, including the use of red brick, stone dressings, gabled and slate roofs.
- 10.147 Ashford Court on the right side of the frame introduces scale and massing in this streetscene at 9 storeys. The development is set back from the street behind brick boundary walls.
- 10.148 An increase in the sense of scale is provided by a handful of modern residential developments, including four-storey apartment block to left (which is clad with white metal panels) and extant buildings along Cricklewood Broadway. Larger commercial developments from the terminating points of view along Cricklewood Broadway in the distance.
- 10.149 Would be experienced by pedestrians, road users and residents.
- 10.150 The value of the receptor is judged to be Low to Medium. The susceptibility of the receptor is Medium and the sensitivity is Moderate.



PROPOSED

- 10.151 The Proposed Development will be visible above Cricklewood Broadway buildings in the backdrop of the view and would form a focal point at the end of Chichele Road. Visible elements of Proposed Development (from right to left) include south and east elevations of 25 storey block to right, 19-storey block of its northern return, and 18-storey element of central block. The western block is also visible in front of the tallest elements. Other elements would only become visible as observer travels further north.
- 10.152 The height of the Proposed Development is commensurate with the high public transport accessibility of town centre location and would act as a marker for the Cricklewood Station.
- 10.153 Due to the separating distance, whilst prominent and a clear marker for regeneration at the end of the street, the scale of development is not overbearing relative to scale of built form in fore- and middleground and sense of depth heightened by motion parallax as observer travels north.
- 10.154 Visual impact and perceived mass would be, in part, mitigated by the varied arrangement of blocks and recessing and articulation of the upper levels. The proposals would likely be identifiable as several different developments, further breaking down massing.
- 10.155 The Lower storeys and northern blocks screened by interposing development and the tallest element, the 25 storey block, would be partially occluded by tree cover in summer months, and filtered in winter.
- 10.156 The magnitude of the impact is judged to be Medium. The significance of the effect is Moderate Adverse owing to the scale of the modern development proposed which will be experienced as a contrasting element from this viewpoint location. It is our view that the quality of the view, that it, whether it is adverse or beneficial, could be reversed through the



development of detailed design at the Reserved Matters stage.

- 10.157 The likely effect is Significant and adverse.

CUMULATIVE

10.158 The scheme at 194-196 Cricklewood Broadway (cumulative scheme no.16) may be glimpsed to a minor extent above the rooftops of the residential properties in the middle and back ground to this view, in front of the Proposed Development. The magnitude of the impact and overall significance of the effect will not change in the cumulative condition. This likely effect is **Significant**.



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VIEW 12: CRICKLEWOOD BROADWAY LOOKING SOUTH-EAST;

EXISTING

- 10.159 This view is taken looking south along Cricklewood Broadway, at a distance of approximately 500m from the site.
- 10.160 The composition and character of the view is that of a mixed commercial and residential street. The view is framed on the left by a terrace of locally listed buildings (nos. 1-40 Gratton Terrace) which form a consistent building line and set piece in the left frame of the view.
- 10.161 The middleground and further into the background is formed of commercial premises of greater scale, up to 5 storeys in height with shops and businesses on the ground floor. These contribute to the busy activity on the High Road.
- 10.162 The viewer would be aware of the volume of traffic and the noise travelling along Cricklewood Broadway from this location.
- 10.163 The value of this receptor is Low. The susceptibility is Low and the sensitivity of the receptor is Low.



PROPOSED

10.164 The Proposed Development is entirely occluded by existing interposing buildings. The magnitude of the impact is Nil and the overall significance of the effect is None.



CUMULATIVE

10.165 No cumulative schemes will appear in this view and the likely effect remains the same as the Proposed view.



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VIEW 13: RAILWAY TERRACES NEEDHAM TERRACE LOOKING SOUTH-EAST;

EXISTING

- 10.166 This view is taken approximately 500m from the site within the Railway Terraces Conservation Area, which is an area of high quality, consistent townscape character to the north of the site.
- 10.167 The view is defined by the two terraces along Nos.1-40 Johnston Terrace and Nos.1-38 Needham Terrace, both of which are locally listed in the CA. The terraces comprise buildings of redbrick properties of 2 storeys and are modest in scale reflecting their historic and architectural interest as former workers' cottages built in association with the construction work on the railway.
- 10.168 The composition of the view means the viewer's eye is naturally drawn down the street towards the site, although the buildings on the site are not discernible in this view.
- 10.169 The character of the view is quiet and the viewer is aware that this is part of a wider residential enclave.
- 10.170 The value of the receptor is judged to be Medium. The susceptibility of the receptor to the Proposed Development is Medium and sensitivity is Moderate.



PROPOSED

- 10.171 The blue wireline shows the taller elements of the Proposed Development will be visible in some part in the middle ground and in the background of the view from this location.
- 10.172 These glimpsed views of the upper parts of the development will not disturb the established height datum of the cottages. The roof profiles and chimney pots which define the silhouette will remain clearly discernible and the overall character and composition of the view will not be changed.
- 10.173 The magnitude of the impact is judged to be Negligible. The overall significance of the effect is judged to be Negligible Adverse owing to the lack of detailed design available to assess at this stage. This effect is likely to be reduced and even reversed to a beneficial effect following detailed design development and the submission of Reserved Matters applications.



CUMULATIVE

10.174 No cumulative schemes will appear in this view and the likely effect remains the same as the Proposed view.



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VIEW 14: RAILWAY TERRACES ALLOTMENTS LOOKING SOUTH-EAST

EXISTING

- 10.175 This view is located approximately 30m to the north of the site, in the north section of the allotments.
- 10.176 This view was specifically chosen in response to residences requests to test the visual impact of the Proposed Development on this important area of open space where many will go to work on their gardens and peacefully reflect.
- 10.177 The view captures one viewpoint of the allotments, looking south towards the site, although the buildings are not seen from this location. The planting arrangements and garden paraphernalia are typical of an allotment scene. The composition of the view makes it clear the sorts of activities that characterise the use of the allotments and how users would experience this space when working in the gardens.
- 10.178 The rear elevations of the backs of the residential properties can be seen to the right and background of the view. Small scale structures such as the garden shed add to the character and understanding for how this space is used.
- 10.179 This is a very green view with dense tree and shrub cover which form the boundary of the allotments to the left hand side of the view which prevents wider views of the area.
- 10.180 The value of this view is Low. Given the green and tranquil nature of the view, we have judged the receptor to have Medium susceptibility and Moderate sensitivity.



PROPOSED

- 10.181 The blue wireline shows how the taller elements of the scheme will be seen above the treeline.
- 10.182 The orientation of the proposed buildings means these will be seen off centre of the view, behind the established tree line, which is dense and will, especially in summer months, almost entirely occlude the bulk of the new massing. The focus will still be on the gardens and intimate and domestic character of the view.
- 10.183 The orientation of this viewpoint and the composition of the blocks means the development as a whole will be broken down and the impression of the overall mass dissipated through the stepped form of the development and the buildings of different heights.
- 10.184 The visibility of the taller elements will not affect the overall experience of working and gardening in the allotments. The viewer and users of the allotments will appreciate the distance between the gardens and the Proposed Development.
- 10.185 The magnitude of the impact is Low. The significance of the effect is Minor Adverse however using professional judgement we think this is likely to be an overall effect of Negligible Adverse, owing to the way the view is experienced and the development is appreciated to the side of the frame over a significant separating distance. Again, detailed design resulting in buildings of high quality design will help to mitigate the effects of the Proposed Development further. This likely effect is not significant.



CUMULATIVE

10.186 No cumulative schemes will appear in this view and the likely effect remains the same as the Proposed view.



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VIEW 15: RAILWAY TERRACES JOHNSTON TERRACE LOOKING SOUTH-EAST;**EXISTING**

- 10.187 This view is taken approximately 150m to the north of the site in the Railway Terraces CA. This viewpoint is tested as part of a series that show the experience of views through the CA and the visual and setting effects of the Proposed Development on the value of these receptors. The effect of the Proposed Development is assessed on the Railway Cottages CA and the townscape character area in the earlier sections of this HTVIA.
- 10.188 This viewpoint is taken looking down the street between Nos.1-40 Johnston Terrace and Nos.1-38 Needham Terrace, from a viewpoint closer to the site.
- 10.189 The view is characterized by the backs of properties, by small closet wings and gardens of the cottages. The intimate feel and domestic scene of the cottages is created by the scale of the buildings and the backs of the nineteenth century dwellings which form the immediate foreground. The regularity of the terrace is disrupted by different extensions and additions that have been made overtime.
- 10.190 This is not a planned view and captures the back to back nature of the streets in the CA.
- 10.191 The layout and form of the terraces draws the eye along the street towards the site although the buildings on it are not visible from this location.
- 10.192 The value of this visual receptor is judged to be Low to Medium. The susceptibility of the receptor is judged to be Medium and the sensitivity therefore Moderate.



PROPOSED

- 10.193 The blue wireline shows the upper parts of the taller elements of the development will be seen from this viewpoint location above the roofline of some of the terraced buildings in the foreground and middle ground.
- 10.194 The visibility of the Proposed Development in this way will not disrupt the overall composition and character of this view. The roofline and skyline of the terrace with the chimneys punctuate this will still be clearly discernible.
- 10.195 Whilst the detailed design of the buildings has not been fixed, the materiality as set out in the Design Codes submitted with the outline application mean the use of brick will soften the appearance of the upper parts of the building. The articulation of the buildings will mean the new buildings will be clearly discernible from the historic brickwork of the railway terraces and will be experienced as new additions in this view.
- 10.196 Overall we judge the magnitude of impact on this visual receptor as being Negligible. The significance of the effect is Negligible Adverse. The effect is judged to be Adverse owing to the difference in scale and character between the Proposed Development and the characteristics of the receptor. Through detailed design the effect is likely to be mitigated further with materiality and a design approach that ensures the terraces and character of the receptor is maintained.



CUMULATIVE

10.197 The recently consented 'Co-op' scheme at 1-13 Cricklewood Lane may be glimpsed to a minor extent in front of the Proposed Development. The magnitude of the impact and overall significance of the effect will not change in the cumulative condition. This likely effect is not significant.



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VIEW 16: RAILWAY TERRACES ROCKHALL WAY GARDENS LOOKING SOUTH-EAST

EXISTING

- 10.198 The view is taken from a location 150m from the site and from a location within the CA and between the terraced dwellings within the gardens. This location is taken from Rockhall Way Gardens between terraces 1-40 Johnston Terrace and 1-44 Midlands Terrace.
- 10.199 This receptor illustrates the small scale intimate feel of the internal gardens and small pockets of open land within the Conservation Area which is characterised by the terraced 1860s dwellings and orchard trees.
- 10.200 The character of the viewpoint means the viewer is drawn to look at the detail of the elevations of the redbrick buildings, the traditional painted timber sash windows and the characteristic roofline punctuated with the brick chimney.
- 10.201 The viewer is aware of the later twentieth century buildings which have been constructed to the south of the CA and which form the backdrop to this view. These comprise the back of the buildings of the timber and building merchants which is located on Kara Way to the south of Rockhall Way Gardens.
- 10.202 This view is of Medium value. It is judged that this view is of Medium susceptibility and is of Moderate sensitivity.



PROPOSED

- 10.203 The blue wireline shows how some of the taller elements of the Proposed Development will be visible from this location in the internal garden.
- 10.204 Small portion of the upper elements of the proposed buildings will be visible to a minor extent above the ridgeline of the timber merchants. The timber merchants itself is not a sensitive building and seeing the new architecture above the roofline of this building will not affect the character of this view.
- 10.205 The form of the upper parts of the tallest buildings will be seen adjacent the chimney stack of the terrace on Rockhall Gardens. The materiality and the fenestration treatment, as set out in the Design Guidelines will ensure that the new architecture will not compete with the appearance and identifiable historic brickwork and character of the terraces, which are locally listed.
- 10.206 The Proposed Development will an impact of Low magnitude. The significance of the effect will be Minor Adverse owing to the perceived scale of the development and the lack of detailed design which is available to assess at the outline planning stage. It is considered that with more information provided on the design at the Reserved Matters stage, this is likely to reduce and could be reversed to a beneficial effect.



CUMULATIVE

10.207 No cumulative schemes will appear in this view and the likely effect remains the same as the Proposed view.



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VIEW 17: LVMF VIEW 5 ASSESSMENT VIEWPOINT A.2 GREENWICH PARK, THE GENERAL WOLFE STATUE**EXISTING**

10.208 The LVMF describes the character and composition of this protected view. We have quoted from the LVMF as follows:

Viewing location 5A includes two Assessment Points. The view from the statue, at Assessment Point 5A.1, takes in the formal, axial arrangement between Greenwich Palace, and the Queen's House. The view also includes Greenwich Reach and the tall buildings on the Isle of Dogs. The eastern extent of the panorama is towards central London and St Paul's Cathedral. This is best seen from Assessment Point 5A.2, and includes a Protected Vista towards the Cathedral.

...

The relationship between Tower Bridge, the Monument to the Great Fire and St Paul's Cathedral are important elements of the view. The threshold height of the Protected Vista between Assessment Point 5A.2 and St Paul's Cathedral acknowledges the visual relationship between these three landmarks. The relationship, and the elements themselves, are integral to the viewer's ability to recognise and appreciate St Paul's Cathedral and its western towers in the view. Therefore, new development should preserve or enhance the setting of the landmarks and the relationship between them.

10.209 The dome (above the peristyle) and the upper parts of the western towers of St Paul's Cathedral are well defined against their background in this view. Development that exceeds the Wider Setting Consultation Area in the background of this view should preserve or enhance this level of definition.'

10.210 The value of this receptor is judged to be high. The susceptibility of the receptor is **Medium**. The sensitivity is **Moderate**.



PROPOSED

- 10.211 The wireline shows the Proposed Development may be seen to a very minor extent within this view. It is unlikely to be perceivable with the naked eye but if viewed with the telescopic lens, the tallest 25 storey building will be seen in the backdrop to the view.
- 10.212 The height of the building will accord with that established by taller residential buildings to the north of the important composition of The Monument, Tower Bridge and St Paul's Cathedral, the relationship between these assets will remain and be unaffected by the Proposed Development. The silhouette of the Dome, the key architectural element in this view will remain unaffected.
- 10.213 Overall, the attention of the viewer is likely to be more readily distracted by and focussed on the busy and mixed townscape which defines the immediate fore and middle ground of the view and lends this view its character.
- 10.214 The materiality of the upper parts of the building will be important as defined in the Design Codes and will assist to mitigate any visual impact.
- 10.215 The magnitude of the impact is judged to be Negligible. The significance of the effect will be Negligible.



Table 10.1 Summary of Likely Effects on Visual Receptors. Significant effects are shaded in blue.

VIEW REF.	NAME	VALUE	SUSCEPTIBILITY TO CHANGE	SENSITIVITY	MAGNITUDE OF IMPACT (CONSTRUCTION PHASE)	LIKELY EFFECT (CONSTRUCTION PHASE)	MAGNITUDE OF IMPACT (COMPLETED DEVELOPMENT)	LIKELY EFFECT (COMPLETED DEVELOPMENT)	LIKELY EFFECT (CUMULATIVE)
1	Clitterhouse Playing Fields looking South	Low to Medium	Low	Low to Moderate	Nil	None	Low	Minor Beneficial	Minor Beneficial
2	Claremont Road/The Vale Junction looking South	Low	Low	Low	Nil	None	Low	Minor Beneficial	Minor Beneficial
3	Hampstead Cemetery looking West	Low to Medium	Low	Low to Moderate	Nil	None	Low	Minor Adverse	Minor Adverse
4	Cricklewood Lane (The Tavern) looking West	Low	Low	Low	Nil	None	Low to Medium	Minor Beneficial	Minor Beneficial
5	Cricklewood Station looking South-west	Low	Low	Low	Negligible	Negligible Adverse	Medium	Minor/Moderate Beneficial	Minor/Moderate Beneficial
6	Oak Grove looking North-west	Low to Medium	Medium	Moderate	Negligible	Negligible Adverse	High	Moderate Adverse	Moderate Adverse
7	Elm Grove looking North-west	Low to Medium	Medium	Moderate	Negligible	Negligible Adverse	High	Moderate Adverse	Moderate Adverse
8	Cricklewood Broadway (The Crown Pub) looking North	Medium	Medium	Moderate	Negligible	Negligible Adverse	Negligible	Negligible Adverse	Negligible Adverse
9	Chichele Road looking North-east	Medium	Medium	Moderate	Negligible	Negligible Adverse	Medium	Moderate Adverse	Moderate Adverse
10	Walm Lane/St Gabriel's Church looking North-east	Medium	Medium	Moderate	Nil	None	Negligible	Negligible Beneficial	Negligible Beneficial
11	Ashford Road looking North-east	Low to Medium	Medium	Moderate	Negligible	Negligible Adverse	Medium	Moderate Adverse	Moderate Adverse
12	Cricklewood Broadway looking South-east	Low	Low	Low	Nil	None	Nil	None	None
13	Railway Terraces Needham Terrace looking South-east	Medium	Medium	Moderate	Negligible	Negligible Adverse	Negligible	Negligible Adverse	Negligible Adverse
14	Railway Terraces Allotments looking South-east	Low	Medium	Moderate	Negligible	Negligible Adverse	Low	Negligible Adverse	Negligible Adverse
15	Railway Terraces Johnston Terrace looking South-east	Low to Medium	Medium	Moderate	Negligible	Negligible Adverse	Negligible	Negligible Adverse	Negligible Adverse
16	Railway Terraces Rockhall Way Gardens looking South-east	Medium	Medium	Moderate	Negligible	Negligible Adverse	Low	Minor adverse	Minor Adverse
17	LVMF View Railway Terraces Rockhall Way Gardens looking South-east	High	Medium	Moderate	Nil	None	Negligible	Negligible	Negligible

11.0 CONCLUSIONS AND TALL BUILDINGS POLICY ASSESSMENT

CRICKLEWOOD LANE

CONCLUSIONS AND TALL BUILDINGS POLICY ASSESSMENT

- 11.1 This HTVIA has been prepared by Montagu Evans LLP on behalf of Montreaux Ltd to support the submission of the outline application for planning permission to redevelop the site referred to as Cricklewood Lane. The proposals seek to deliver up to 1,100 new homes, including the target of providing 35% affordable homes and new commercial floorspace to create a new neighbourhood on this gateway site in Cricklewood. This HTVIA has been prepared as Volume 2 of the ES and considers the effects of the redevelopment of the site on the value of the heritage, townscape receptors in the surrounding area.
- 11.2 The existing, proposed and cumulative conditions have been considered given the scale of change in the area, in particular the redevelopment of the adjacent site on behalf of co-op and in combination with the Council's aspirations to improve the public realm on Cricklewood Green. It has been agreed with LBB that the improvements to Cricklewood Green will be included in the assessment of the illustrative scheme so that an accurate picture of the emerging and aspirational townscape is created in this location.
- 11.3 The Proposed Development in terms of height and scale is an appropriate level and form of development for this significant site and will bring about transformative change in the area. Our assessment of the effects of the scheme has been carried out in accordance with principles on landscape and townscape assessments as set out in the Landscape Institute and Institute of Environmental Management and Assessment 'Guidelines for Landscape and Visual Assessment – Third Edition' (GLVIA) (2013).
- 11.4 The proposals have been subject to ES assessment and found to bring significant benefits to townscape and visual receptors and will avoid harm to heritage assets.
- 11.5 The proposals have been assessed also in accordance with the criteria based policy DM05 which align with the criteria set out in London Plan policy 7.7, which we set out in this concluding section.
- 11.6 The requirements of emerging policy D9 of the Intend to Publish London Plan have been referred to where relevant. Given the New London Plan is in the process of being redrafted, less weight is applied to the policies of the New London Plan at this time.
- 11.7 We consider each of the policy requirements of DM05 in turn as follows.
- POLICY ASSESSMENT – LONDON PLAN POLICY 7.7 AND LOCAL POLICY DM05**
- 11.8 Policy 7.7 – The strategic limb of the policy, Part A, requires that tall and large buildings should be part of a *'plan-led approach to changing or developing an area by the identification of appropriate, sensitive and inappropriate locations. Tall and large buildings should not have an unacceptably harmful impact on their surroundings.'*
- 11.9 Policy DM05 indicates that tall buildings outside the strategic locations identified in the Core Strategy will not be considered acceptable.
- 11.10 The policy background supports the intensification and densification of development on this site, it being located in the Brent Cross Cricklewood Opportunity Area and in Cricklewood Town Centre. The policy objectives of the Brent Cross Cricklewood, Brent Cross and West Hendon Regeneration Area Development Framework emphasise the importance of maximising opportunities for redevelopment and regeneration in the area.
- 11.11 The Site at the moment is underutilised, and is of low to poor townscape quality. The Site is not subject to heritage or planning designations that would necessarily limit development on the site. Notwithstanding the area of open space at Cricklewood Green, the public realm is poor and there are significant opportunities to improve the landscaping and relationship of new buildings to the railway and provide a meaningful area of public realm to the south.
- 11.12 It is our assessment, supported by the other technical disciplines assessed in this ES, that the site is appropriate for tall buildings and high density development of high quality design by nature of its location and characteristics and the aspirations set out in the Opportunity Area for intensification and diversification of uses in this location.
- 11.13 The site is identified in the emerging local plan policies (Draft Policy GSS04) as being appropriate for the delivery of over 1,000 residential units as part of the regeneration and investment in the Cricklewood area.
- 11.14 Policy 7.7 – Part B of the policy requires applications for tall or large buildings to include an urban design analysis that demonstrates the proposal is part of a strategy that will meet the criteria in part C of the policy.
- 11.15 The urban design analysis set out in the DAS submitted with the ES and the assessment carried out in this ES Chapter demonstrates the tall buildings rationale and strategy for the delivery of the Proposed Development that makes the best use of the site to deliver significant townscape and urban design benefits whilst mitigating as far as possible the visual effects of the scheme.
- 11.16 Policy 7.7 – Part C of the policy sets out the specific urban design criteria that proposals for tall buildings must meet. These are addressed in turn as follows, with reference to the detailed analysis set out in our assessment of policy DM05.
- 11.17 *Section a of Part C requires proposals for tall buildings to be generally limited to sites in the Central Activity Zone, opportunity areas, areas of intensification or town centres that have good access to public transport. The site lies in the Brent Cross and Cricklewood OA and is located in an area with PTAL rating 4-5, signalling a high level of accessibility.*
- 11.18 *Section b states that tall building proposals can only be considered in areas whose character would not be affected adversely by the scale, mass or bulk of a tall or large building, and part c seeks to ensure the buildings relate well to the form, proportion, composition, scale and character of surrounding buildings, urban grain and public realm (including landscape features), particularly at street level.*

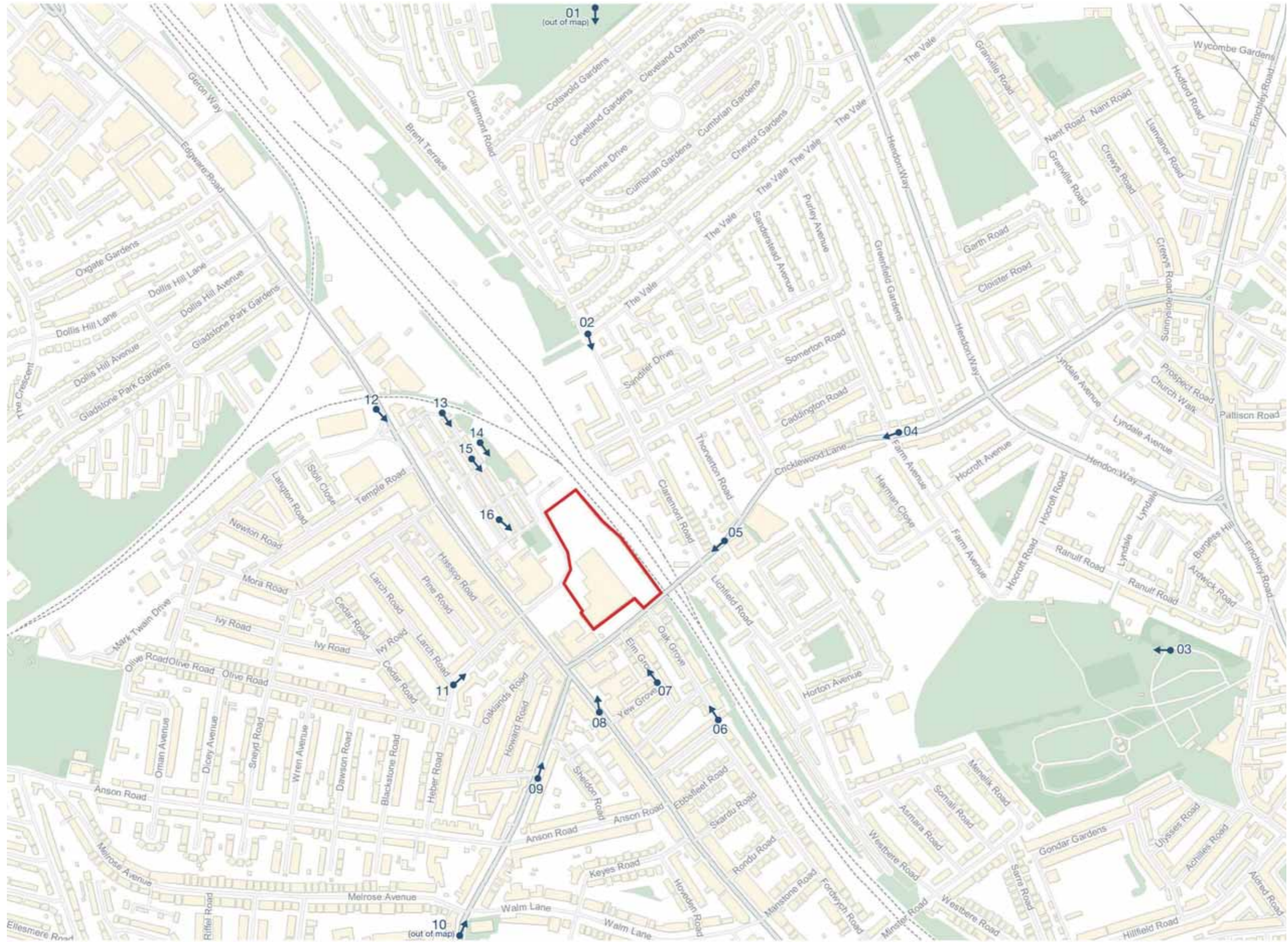
- 11.19 Section d of the policy requires that, individually or as a group, tall buildings improve the legibility of an area, by emphasising a point of civic or visual significance where appropriate, and enhance the skyline and image of London. These requirements are reiterated in draft policy D9 of the New London Plan.
- 11.20 Local policy DM05 requires tall building developments to successfully integrate into the existing urban fabric and not cause harm to local or strategic viewing corridors, without harm to heritage assets (parts ii, iii and iv of the policy).
- 11.21 We consider all of these limbs of the policies together as follows.
- 11.22 The Site lies in an area of no one defined townscape character. The Site itself contains a former large B&Q retail store and a large area of car parking. The railway tracks are a strong defining boundary to the east and act as a truncating feature, the public realm is Low quality. The Site lacks good connectivity with Cricklewood Broadway which the proposals seek to address and improve.
- 11.23 The townscape comprises buildings in both residential and commercial uses which are varied in scale and character. Elm Grove and Oak Grove to the south create areas of defined residential character and properties are consistently of two to three storeys with consistent and regular terraces in similar materials and boundary treatments creates a pleasant Edwardian streetscape. The layout of the streets creates channelled views towards the Site.
- 11.24 The closest green space forms part of the Railway Terraces CA, the allotments to the east of the CA.
- 11.25 Immediately to the east of the Site, the railway infrastructure of the bridge, the railway tracks and the underpass characterise the area and it is recognisably that of a transport hub. Further to the south west the streetscape is defined by the High Road which leads north to south and is characterised by buildings of larger footprint and in a mix of commercial uses.
- 11.26 The surrounding townscape contains buildings of up to 10 storeys, and 9 immediately adjacent the site following the recent consent at the site of 1–13 Cricklewood Lane, but generally the townscape is Low rise. Elsewhere in the Cricklewood Opportunity Area there are buildings of greater height towards Hendon Station and Brent Cross.
- 11.27 The height and scale of the building will be in contrast to the character of much of the existing townscape.
- 11.28 The proposed redevelopment will result in transformative change to the character and activities on and in the immediate environs of the Site, as encouraged and promoted through the policy designation background. The comprehensive approach to the redevelopment and the scale of the change means there will inevitably be some significant effects on townscape and visual receptors. These have been rigorously tested through the pre-application process and through the formal visual assessment of the scheme both on local and strategic viewing corridors, looking at local, middle and long range views as required by draft New London Plan policy D9.
- 11.29 We have worked with officers at the LBB and EPR to ensure the proposed heights of the buildings have differentiation and variation in height between the tallest and next tallest blocks and their arrangement with the shoulder blocks. We are of the view that the final composition is successful when seen over a variety of short, medium and long distance views.
- 11.30 Whilst a successful composition, given the scale of change, the proposals will be impactful and will be experienced in the existing townscape most significantly when travelling from locations west and east to the north; entering into the Site and moving through to the north. The proposals will effect local viewing corridors in this way.
- 11.31 The tall buildings will necessarily be visible from local viewpoints owing to the nature of the surrounding townscape and the topography. The form of the buildings have been designed to maximise their slender proportions and the shoulder heights designed to reduce the impression and appearance of the new massing.
- 11.32 The Proposed Development will not affect strategic viewing corridors. Some adverse effects on local viewing corridors have been identified owing to the scale of the proposed change and the lack of detailed design at the outline submission stage. This is to be expected when promoting large scale regeneration sites
- 11.33 It is our judgement that through the detailed design and Reserved Matters process, the significant effects of the scheme will overall be reduced, and perhaps even reversed to beneficial owing to the quality of the end design delivered. There will be significant improvements to local views of the site following the redevelopment of the site which is currently a detracting and underutilised feature in the streetscene with new buildings of high quality design that deliver new commercial uses at ground floor level and significant new landscaping.
- 11.34 Key to our analysis of the proposals has been the potential for effects on the Railway Terraces Conservation Area, a sensitive designation that needs particular consideration. The CA is characterised by two storey brick cottages that were built originally in the 1860s by the Midland Railway development of the area as workers' cottages for the construction of the railway infrastructure. The consistent terrace form, with enclosed gardens between the rows of residences can be seen on historic maps of the area from the mid 1890s and were extended in the early twentieth century to create Champion Terrace which immediately abuts the railway lines. The small allotments, which do not form part of the Conservation Area designation, form an important area of open space to the north east of the development site.
- 11.35 Views through and out to the south of the CA are sensitive and have been the subject of views analysis and townscape assessment.
- 11.36 It is judged that views towards the Application Site at ground level would be improved through the addition of high quality architecture. The proposed uses of the development are complementary to those in the CA, and the additional activity and new architecture on the Site, where this is currently a detracting element in the setting of the CA, would be an improvement in this context. The visibility of the Proposed Development from some locations within the CA will not affect the intrinsic qualities which comprise the character and appearance of the CA will not be affected by the Proposed Development.

- 11.37 The effect on the setting and visual experience of the Grade II listed Crown Public House has been the subject of particular consideration at the pre-application stage and through the formal testing and assessment of impacts. The views analysis shows that from some viewpoint locations travelling north along the High Street, the upper elements of the Proposed Development are seen in combination with the Crown Public House. The visibility of the Proposed Development is transient and experienced as part of a busy urban environment. Views of the front entrance and elevation of the Crown Public House, from directly opposite the listed building from where the principle elements of architectural interest are appreciated, are preserved.
- 11.38 Whilst the Proposed Development is seen in oblique views as part of the approach from the south, the effect of the impact is reduced however by the distance between the asset and the Site. The effect will be mitigated also through the implementation of the high quality detail of the architecture and application of materials as required in the Design Codes prepared by EPR. The elevation of the Crown will remain architecturally significant and the form and the design of the new buildings when seen in combination with the listed building would not compete.
- 11.39 Section e of Policy 7.7 requires that the proposals incorporate the highest standards of architecture and materials, including sustainable design and construction practices.
- 11.40 As this application is being submitted in outline, the aspirations for the future high quality of the end proposals are set out in the parameter plans and the Design Codes prepared by EPR Architects and Exterior Architecture Ltd. These secure the future quality for the detailed proposals which is illustrated in the DAS and the accompanying design rationale.
- 11.41 The Proposed Development specifically addresses the Site constraints and optimises its potential to deliver the maximum level of residential accommodation on the site whilst minimising and mitigating adverse impacts to heritage, townscape and visual receptors. An important aspect of the scheme is the delivery of a meaningful public realm offer and the creation of a new town square which forms the entrance to the site. This will ensure the tall buildings, and in particular the tallest on the corner of Cricklewood Lane mark an area of strategic space of civic importance.
- 11.42 Turning to the public benefits and urban design improvements that tall building proposals can bring, section f of Policy 7.7 requires tall building proposals to have ground floor activities that provide a positive relationship to the surrounding streets, part g requires proposals to contribute to improving the permeability of the site and wider area and part h encourages publicly accessible areas on the upper floors, where appropriate. The last section of Part C (section i) requires tall building proposals to make a significant contribution to local regeneration.
- 11.43 Similarly, part i of local policy DM05 requires proposals for tall buildings to demonstrate an *active street frontage where appropriate*.
- 11.44 We consider these characteristics of the Proposed Development in line with these policy requirements as follows.
- 11.45 An important objective of the proposals is to improve the quality of the streetscape and the relationship of how the buildings come to the ground throughout the site, and the mix of appropriate uses that will help to generate this active street frontage.
- 11.46 The location of the commercial units to the front of the Site and entrance from Cricklewood Lane will bring the activity to the front of the Site and improve the relationship with the area of new public realm. The orientation of the tallest building on the corner has been considered to maximise the area of public open space and to open up the frontages and built form onto the open space.
- 11.47 It has been our assessment that the potential townscape effects arising from the redevelopment of this site are substantial and beneficial, arising through the introduction of new high quality architecture and public realm, replacing unrelieved hardstanding and existing buildings of no architectural merit, which currently detract from the way the area appears and functions.
- 11.48 The layout of the masterplan creates a cohesive environment. The configuration of the buildings has been designed to offer a plurality of new public spaces and pedestrian routes that would respond to the immediate and future context of the Regeneration Area.
- 11.49 The proposals would improve the permeability and the quality of the public realm offer across the Site through landscaping provision, including the provision of a new green link between Cricklewood Green and Kara Way Playground, making a marked contribution to public amenity space, and encouraging use and activity in Cricklewood town centre.
- 11.50 The proposals introduce appropriate and accessible ground floor uses, which, alongside public realm (discussed separately above) would ensure the Site's better integration into the local street network and improve its permeability.
- 11.51 Finally, Part D of London Plan policy 7.7 considers the environmental effects of proposals for tall buildings. Similarly, part v) of local policy DM05 requires that potential microclimatic effect does not adversely affect existing levels of comfort in the public realm. Draft policy D9 reiterates these requirements.
- 11.52 The Proposed Development is significantly more dense and taller than the existing buildings on the site and will therefore have environmental effects as a result. The London Plan policy requires consideration to be given to all effects on microclimate, including wind and effects on daylight/sunlight and these have been tested and set out in the relevant Chapters submitted with the ES.
- 11.53 The proposal will not result in significant overshadowing. Some significant adverse effects on daylight and sunlight levels in neighbouring properties have been identified, however we understand that the retained levels are acceptable and at a healthy level for those in a regeneration area. The overall number of affected properties, we understand, is low relative to the scale of the proposals.
- 11.54 All efforts have been taken to mitigate and reduce the environmental effects of the proposals such that no unacceptable impacts arise from the scale and location of tall buildings in this location.
- 11.55 The effects of the proposals on local and strategic viewing corridors are discussed above.

CONCLUSIONS

- 11.56 It is our view that the Proposed Development will make a significant contribution to local regeneration. The tall buildings will mark this area as a key node of high quality regenerative development which will create a successful new landmark site on point of arrival in Cricklewood. The Proposed Development will provide wayfinding and will improve the legibility of the surrounding townscape with significant benefits to the architecture and public realm on the Site.
- 11.57 With regards to heritage receptors ('assets' in NPPF language), adverse effects are identified as a result of the intervisibility of the Proposed Development. The key receptors that have been the focus of more detailed consideration owing to their proximity to the Site and orientation are the Crown Public House, and the Railway Terraces Conservation Area. There is some intervisibility also from some locations on the path within the RPG of the Hampstead Cemetery and other receptors in the wider area. The significant distance from which the proposed development will be appreciated from the cemetery and it will be seen as a separate element without effect on its character overall.
- 11.58 Whilst we have identified these effects as being 'adverse' effects, this is owing to the lack of design information that will eventually come forward as part of the Reserved Matters planning applications. The quality of the design is not being assessed at this stage.
- 11.59 In our professional judgement the effect on these assets would more accurately be described as 'negligible neutral' – that is – the Proposed Development is visible therefore not having 'no effect,' but the effect on value is neutral overall. The methodology does not allow for this and so the effect is quantified as adverse.
- 11.60 The effects we have identified are negligible or minor effects and are not significant in ES terms.
- 11.61 As described in the assessment of the impacts, it is our view that the visibility of the Proposed Development will not harm the intrinsic qualities of the Conservation Area or the RPG, nor will they harm the value ('significance' in NPPF terms) of the Crown Public House and the other receptors assessed in this ES Chapter.
- 11.62 Overall therefore, we do not identify harm to the value of heritage receptors as a result of the Proposed Development. If LBB were to identify some harm to the value of heritage receptors, this would be less than substantial harm and would fall to be considered under paragraph 196 of the NPPF and should be weighed in the planning balance against the public benefits of the scheme. These are set out elsewhere in the application documents, namely the planning statement.
- 11.63 To conclude, it is our view that the proposals meet the criteria of Policy 7.7 emerging London Plan policy D9 and local policy DM05 and all other relevant planning policy and that the scheme should be granted planning permission. If the LBB are to take a different view, then the planning benefits of the scheme, set out in other documentation submitted to support the application should be weighed in a balanced assessment of the scheme.

APPENDIX 1:
AVR VIEWPOINT PLAN PREPARED BY CITYSCAPE
CRICKLEWOOD LANE



**APPENDIX 2:
AVR METHODOLOGY STATEMENT
PREPARED BY CITYSCAPE
CRICKLEWOOD LANE**

CRICKLEWOOD LANE

LONDON

CITYSCAPE VERIFIED VIEWS METHODOLOGY



Appendix:

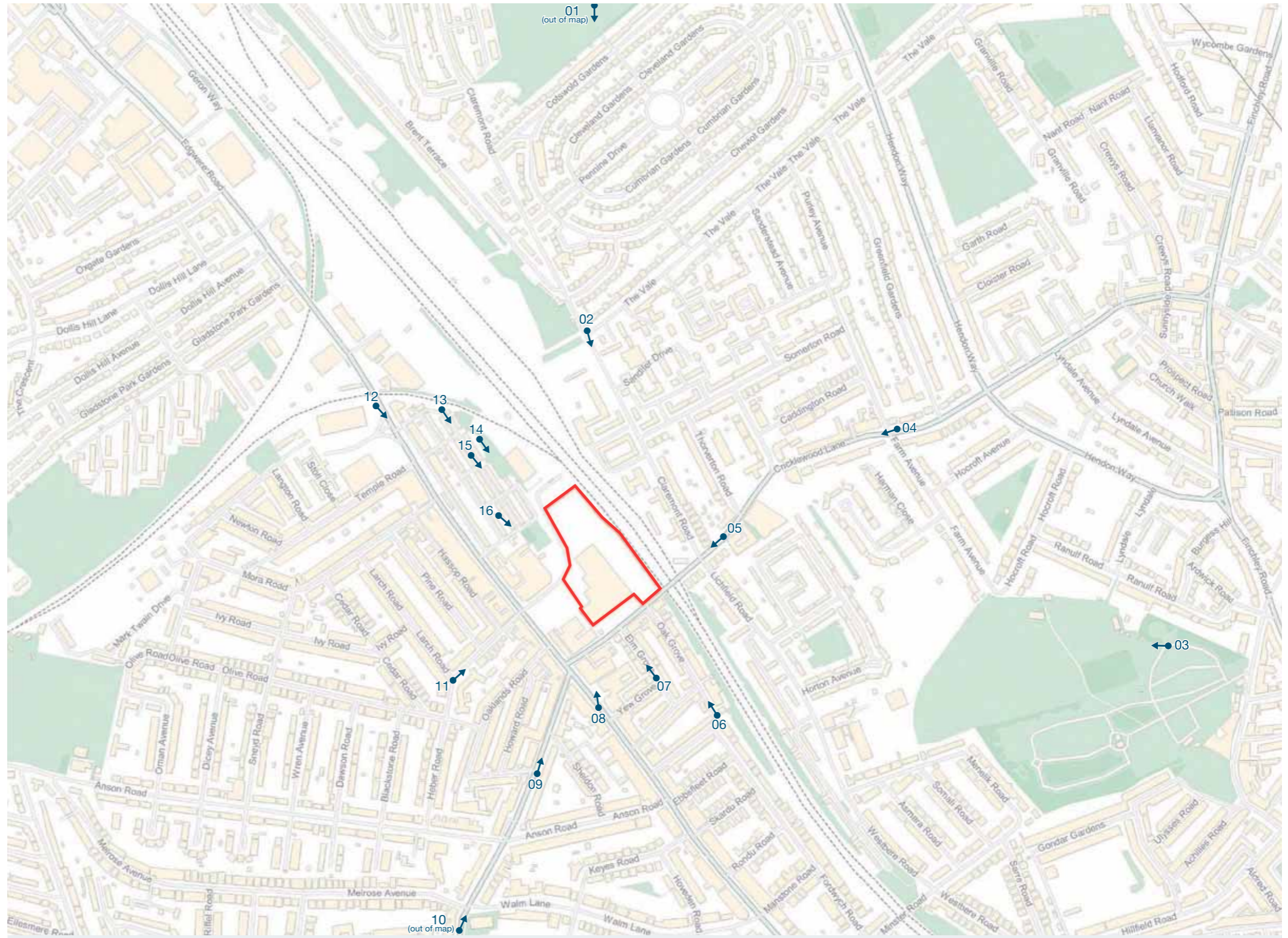
CITYSCAPE VERIFIED VIEWS METHODOLOGY

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Table of Views

View	Location	Style	Render/ Wireline	Ref	OS-E	OS-N	Height (AOD)	Heading	Lens	Field of View	Film	Date	Time
01	Clitterhouse Playing Fields	AVR-1	Wireline	D20109	523770.765	187173.834	50.072	182.30	35mm	55	Digital	30/10/19	08:23
02	Claremont Road	AVR-1	Wireline	D20046	523853.787	186383.214	53.773	185.18	24mm	74	Digital	23/10/19	14:35
03	Hampstead Cemetery	AVR-1	Wireline	D20048	524972.050	185763.699	77.024	263.05	24mm	74	Digital	23/10/19	13:29
04	Cricklewood Lane 01 (The Tavern)	AVR-1	Wireline	D20049	524372.698	186172.940	64.549	230.34	24mm	74	Digital	23/10/19	13:53
05	Cricklewood Station	AVR-1	Wireline	D20051	524076.392	185931.162	54.316	255.21	24mm	74	Digital	23/10/19	14:13
06	Oak Grove	AVR-1	Wireline	D20053	524109.898	185614.813	51.441	325.14	24mm	74	Digital	23/10/19	17:42
07	Elm Grove	AVR-1	Wireline	D20054	524023.988	185645.937	50.850	324.88	24mm	74	Digital	23/10/19	17:47
08	Crown Pub	AVR-1	Wireline	D20055	523871.454	185638.943	48.624	6.34	24mm	74	Digital	23/10/19	17:57
09	Chinchele Road	AVR-1	Wireline	D20057	523741.716	185518.451	45.234	20.43	24mm	74	Digital	23/10/19	17:29
10	Mapesbury Conservation Area / St Gabriel's Church	AVR-1	Wireline	D20058	523597.593	185195.713	47.038	23.82	24mm	74	Digital	23/10/19	17:18
11	Heber Road	AVR-1	Wireline	D20059	523584.507	185699.903	47.380	46.72	24mm	74	Digital	23/10/19	17:06
12	Cricklewood Broadway	AVR-1	Wireline	D20060	523473.835	186204.143	46.324	149.37	24mm	74	Digital	23/10/19	16:52
13	Cricklewood Railway Terraces 01 (Needham Terrace)	AVR-1	Wireline	D20061	523593.597	186179.266	50.640	136.05	24mm	74	Digital	23/10/19	16:26
14	Railway Terraces Allotments – entrance	AVR-1	Wireline	D20062	523654.134	186137.289	54.299	131.51	24mm	74	Digital	23/10/19	15:37
15	Cricklewood Railway Terraces 02 (Johnston Terrace)	AVR-1	Wireline	D20065	523616.217	186147.302	52.109	128.72	24mm	74	Digital	23/10/19	16:21
16	Cricklewood Railway Terraces 03 (Gardens between Rockhall and Kara Way)	AVR-1	Wireline	D20111	523682.604	186001.289	55.881	119.97	24mm	74	Digital	30/10/19	07:25

[Views map](#)



0.0 INTRODUCTION

0.1 Methodology overview

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

0.2 View selection

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

1.0 PHOTOGRAPHY

1.1 Digital photography

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

1.2 Lenses

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

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

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

1.3 Digital camera

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

1.4 Position, time and date recording

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

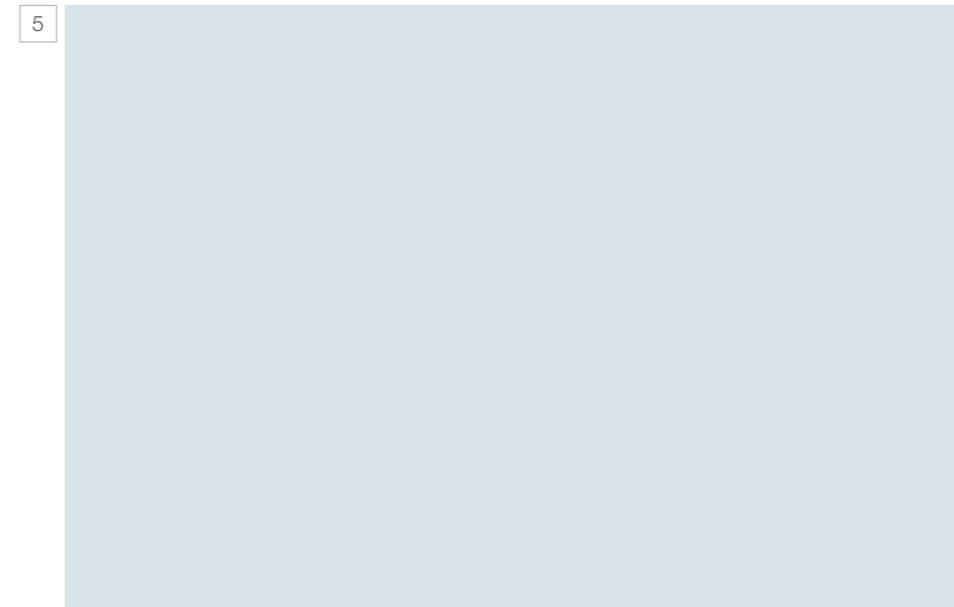
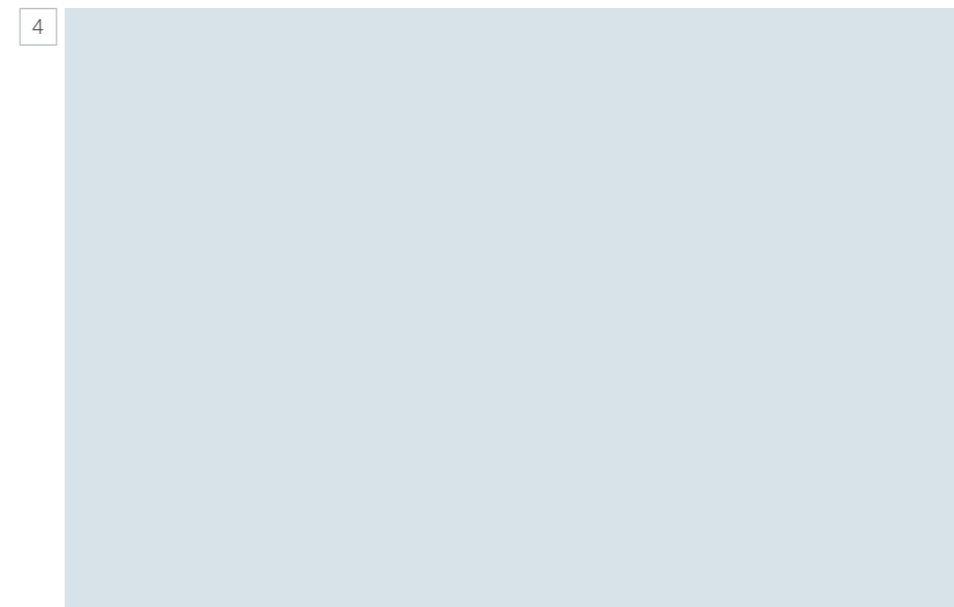




2



3



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

2.0 DIGITAL IMAGE CORRECTION

2.1 Raw file conversion

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

2.2 Digital image correction

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

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

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

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

² By aligning the vanishing points.

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

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

3.0 GPS SURVEY

3.1 Survey

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

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

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

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

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

³ GSM network: the mobile phone network.

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

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



8

8 Marshall Survey semi-permanent GPS base station



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9 GPS System



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10 Field survey being carried out



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11 Electronic Theodolite



12

12 Field survey being carried out



13

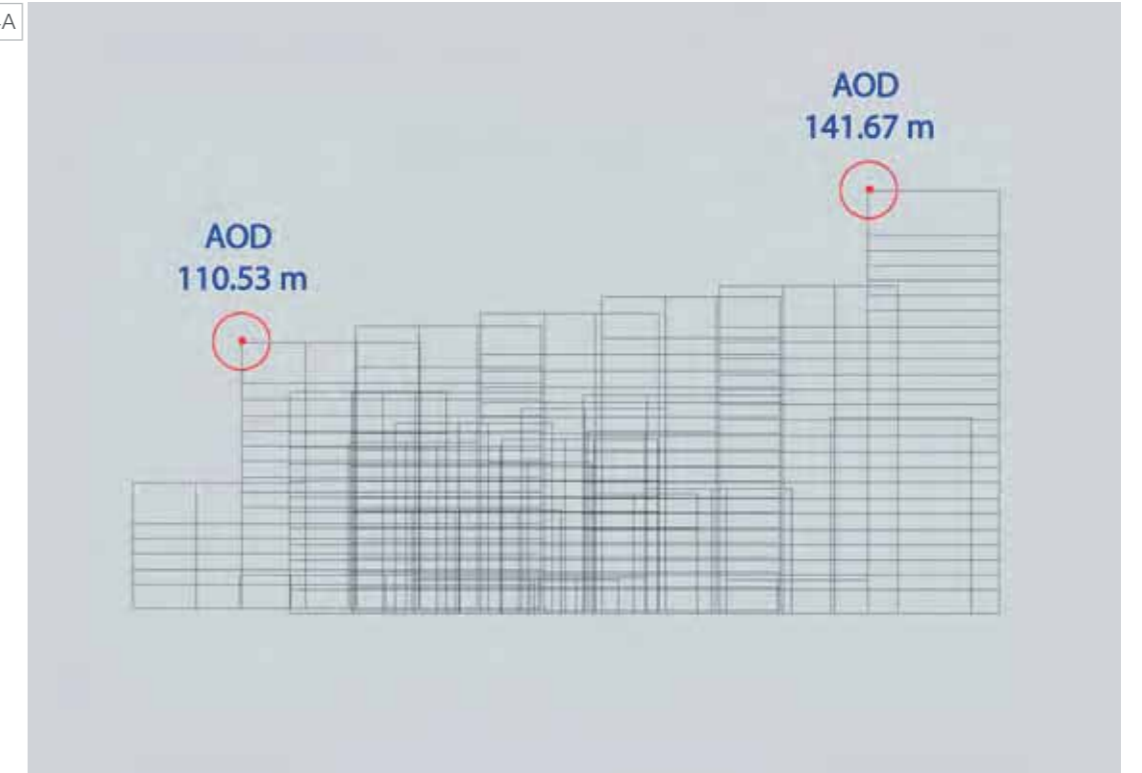
13 Location of Marshall Survey's GPS base stations

4.0 MODEL POSITIONING

4.1 Height and position check

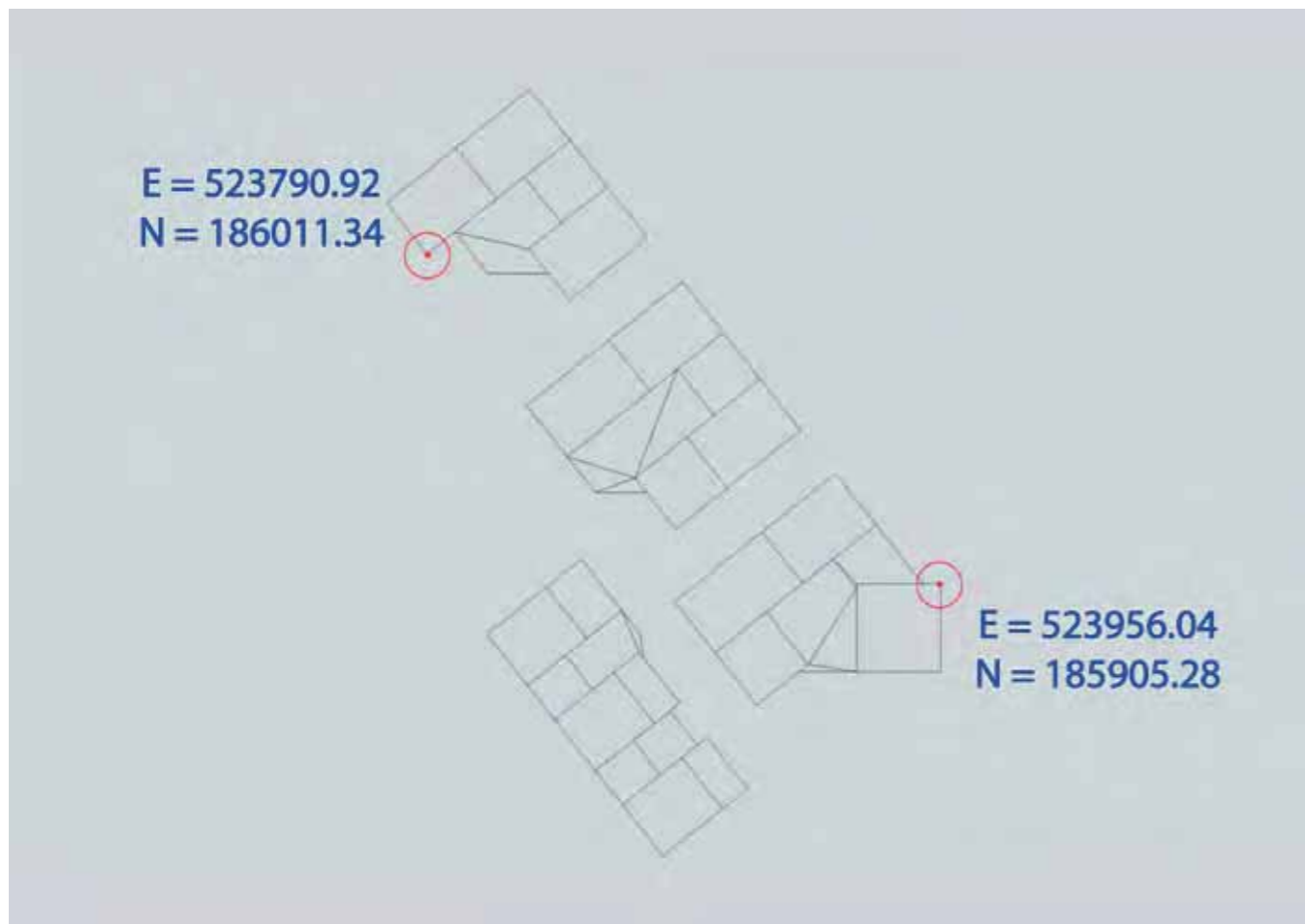
The model is positioned using a site plan provided by the architect. This is then overlaid onto OS positioned survey from a CAD provider. Once the building has been positioned, confirmation of height and position is requested from the architect. At least two clear reference points are agreed and used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

14A

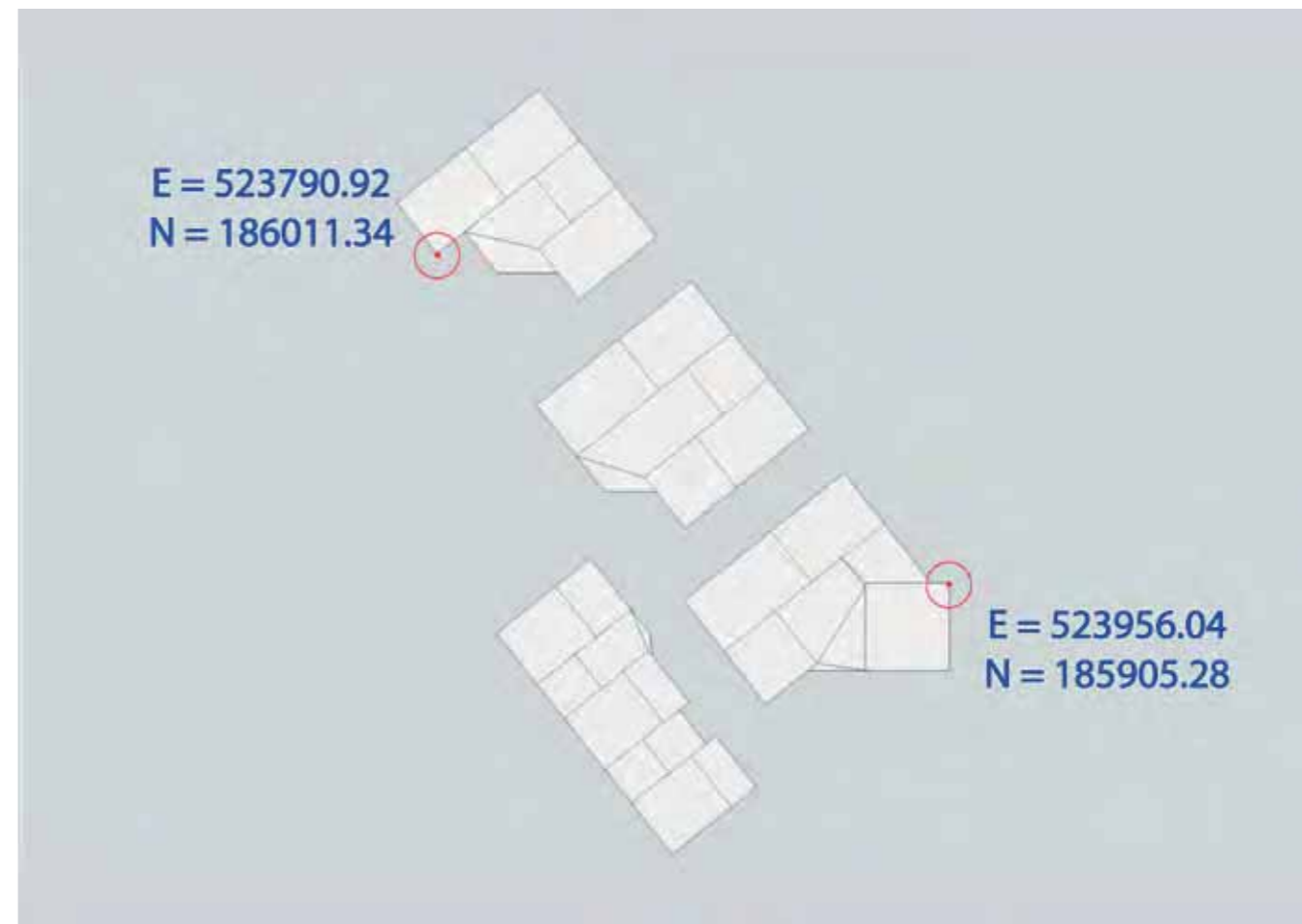


14B





15A



15B

14A Architect's Elevation Drawing

14B Cityscape's Elevation Model

15A Architect's Plan Drawing

15B Cityscape's Plan Model

5.0 CAMERA MATCHING

5.1 Cityscape's Database

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

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

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

5.2 Cityscape's Database

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

5.3 Camera Matching Process

The following information is required for the camera matching process:

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

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

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

5.4 Wireline Image

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

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



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

16 Selected GPS located models (yellow) from Cityscape's database, situated on Cityscape's London digital terrain model

17 Background plate & selected 3D models as seen by the computer camera. Red circle highlights the safe or non-distortive area of the image

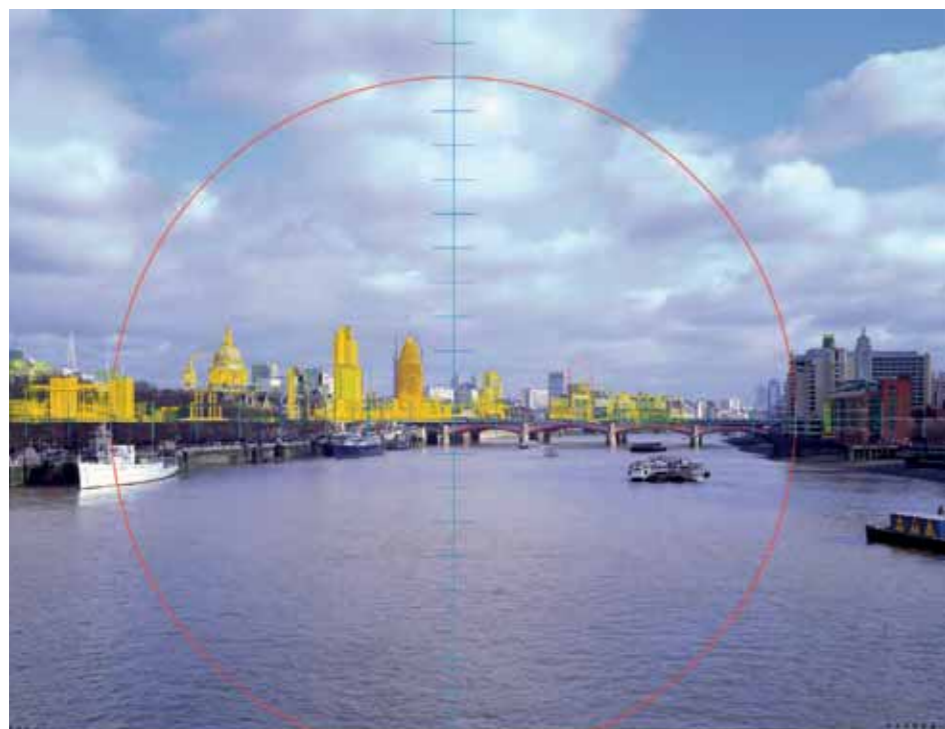
18 Background plate matched to the 3D GPS located models

19 The camera matched background plate with an example of a proposed scheme included in red

20 Background plate: digital photograph, size and bank corrected as described in section 3

21 Camera matching: the background plate matched in the 3D GPS located models

22 The camera matched background plate with the proposed scheme included



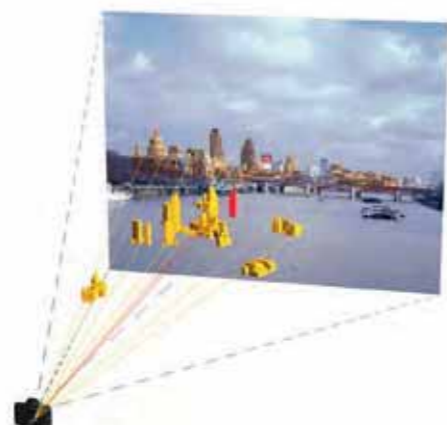
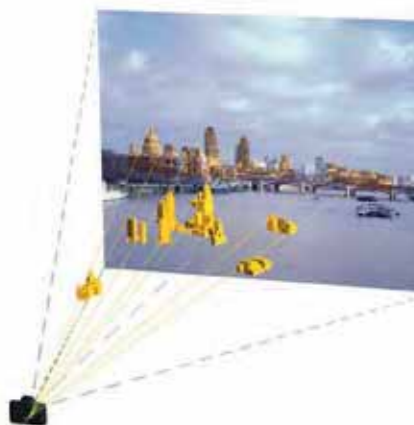
17



20



21



22





6.0 POST PRODUCTION

6.1 Post production

Finally the rendered image of the scheme model is inserted and positioned against the camera matched background plate. Once in position the rendered images are edited using Adobe Photoshop^{®8}. Masks are created in Photoshop where the line of sight to the rendered image of the proposed scheme is interrupted by foreground buildings (as shown in Figure 29).

The result is a verified image or view of the proposed scheme (as shown in Figure 30).

⁸ Adobe Photoshop[®] is the industry standard image editing software.



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30

28 Background plate

29 Process Red area highlights the Photoshop mask that hides the unseen portion of the render

30 Shows a photo-realistic verified image



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