EUSTON TOWER

ES Volume 2 – Townscape, Visual and Built Heritage Assessment

December 2024

British Land

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1 Introduction

1.1 This Townscape, Visual and Built Heritage Assessment (TVBHA) forms part of a detailed planning application for proposals to redevelop Euston Tower, Regent's Place, 338 Euston Road, London NW1 3DP (the 'Amended Proposed Development'). It is submitted on behalf of British Land Property Management Limited ('the Applicant').

1.2 The assessment has been undertaken by the Tavernor Consultancy Ltd ('Tavernor Consultancy'). It is based on architectural drawings and the Design and Access Statement (DAS) by 3XN which forms part of the application, and accurate visual representations by visualisation firm Cityscape Digital, which are included in the Assessment in Section 6.

1.3 An ES Review Report was prepared by CBRE (on behalf of LBC) following the submission of the December 2023 ES. The following comments were provided:

- The Applicant should confirm what, if any, assumptions/ limitations exist (No assumptions/limitations not otherwise already stated have been made, this has been confirmed in correspondence with CBRE);
- Further assessment of deconstruction and construction phase impacts should be provided (this has been addressed in Section 6 and Appendix E of this report)
- The Regent's Park Conservation Area Advisory committee (RPCAAC) requested two further views from within Regents Park. The Royal Parks requested an additional view from the Greenwich Park One Tree Hill viewpoint and night views from all three parks (the Regent's Park and One Tree Hill views are included as Views A25, A26 and B25 in this report respectively, and the request for nighttime views from Regent's Park, Kensington Gardens and Greenwich Park has been addressed at para. 6.100 of this report);
- The Applicant should provide the cumulative assessment relating to townscape, otherwise provide justification as to why this is not needed. The cumulative assessment for the townscape is provided at the end of Section 6, and as noted by CBRE it is only the Network Building that is considered relevant to the townscape cumulative assessment and it is assessed that it does not result in any change to the effect of the Amended Proposed Development in the cumulative scenario in respect of the Townscape Character Area. This clarification response was noted and accepted by CBRE in the Review of Additional Information Submitted July 2024).

1.4 This document replaces the TVBHA submitted in December 2023. It assesses the revised design of the December 2023 Proposed Development – the Amended Proposed Development and includes a number of new verified and non-verified views prepared in response to post-submission consultation on the December 2023 application. Verified wireline Views 8 and 9 have been replaced with renders at the request of London Borough of Camden (LBC) officers. In Appendix A, View A8 is shown in render rather than wireline at the request of Greater London Authority (GLA) officers, Views A25 – A29 are new verified renders from Tottenham Court Road requested by LBC officers and from Regent's Park by the Regent's Park Conservation Area Advisory committee RPCAAC. In Appendix B, View B25 is a new non-verified wireline from the Greenwich Park One Tree Hill viewpoint requested by The Royal Parks. Changes to the text in this replacement TVBHA are shown in blue, save from in instances where references to the 'Proposed Development' have been amended to the 'Amended Proposed Development'.

1.5 This TVBHA considers potential changes as a result of the Amended Proposed Development to:

- The character and quality of the townscape on and surrounding the Site;
- The visual amenity of viewers in relation to protected views and selected representative local views; and.
- The significance, or appreciation of the significance, of designated heritage assets as a result of changes to their settings.

1.6 While the height of the Amended Proposed Development remains unchanged, its mass, form and articulation has been revised in consultation with stakeholders following the December 2023 submission.

1.7 The revised 2024 Description of Development is as follows:

"Redevelopment of Euston Tower comprising retention of parts of the existing building (including central core, basement and foundations) and erection of a new building incorporating these retained elements, to provide a 32-storey mixed-use building providing offices and research and development floorspace (Class E(g)) and office, retail, café and restaurant space (Class E) and Enterprise space (Class E/ F) at ground and first, and associated external terraces; public realm enhancements, including new landscaping and provision of new publicly accessible steps and ramp; short and long stay cycle storage; servicing; refuse storage; plant and other ancillary and associated work."

2 Planning Policy Context

National Legislation, Planning Policy and Guidance

Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) (Ref. 1-1)

2.1 Most of the principles that should be adhered to when determining planning applications that affect the historic environment are set out in policy and guidance. However, local planning authorities must also comply with important statutory duties when weighing the planning balance, as set out within the Planning (Listed Buildings and Conservation Areas) Act 1990 (the "Act"). The principle statutory tests of relevance within the Act are as follows:

a. Section 66(1) 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 or historic interest which it possesses*"

b. Section 72 (1) states that *"In the exercise, with respect to any buildings or other land in a conservation area, of any of the provisions mentioned in subsection (2) special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area."* Sub-section (2) explains that the provisions referred to within subsection (1) include the Planning Acts.

***Levelling-up and Regeneration Act, 26 October* (2023)** (Ref. 1-2)

2.2 The Levelling-up and Regeneration Bill was introduced to Parliament on 11 May 2022. The Bill received Royal Assent on 26 October 2023 and is now an Act. Part 3 of the Act deals with Planning, and Chapter 3 addresses Heritage. The Act includes (at section 102(1)) a new, proposed section 58B, "*Duty of regard to certain heritage assets in granting permissions*", to be inserted into the Town and Country Planning Act 1990. This provides (in sub-section (1)) as follows: "*In considering whether to grant planning permission or permission in principle for the development of land in England which affects a relevant asset or its setting, the local planning authority or (as the case may be) the Secretary of State must have special regard to the desirability of preserving or enhancing the asset or its setting."* This includes *"preserving or enhancing any feature, quality of characteristic of the asset or setting that contributes to the significance of the asset"* (sub-section (2)). *"Relevant assets"* and their *"significance"* are identified in sub-section (3), and for example, a World Heritage site is a *"relevant asset"* and its *"significance"* is the outstanding universal value referred to in the UNESCO World Heritage List.

***National Planning Policy Framework (NPPF)* (2023)** (Ref. 1-3)

2.3 The National Planning Policy Framework (NPPF) sets out the Government's overarching planning policies on the delivery of sustainable development through the planning system. The NPPF was last updated on 5 September 2023, replacing the earlier 2021 update of the original 2012 Framework. At the time of writing, the 30 July 2024 updated NPPF is still in consultation form and as yet not a material consideration.

2.4 The NPPF identifies three dimensions to sustainable development: economic, social and environmental (para.8). It notes the key role of planning in the creation of sustainable communities: communities that will stand the test of time, where people want to live, and which will enable people to meet their aspirations and potential. At the heart of the Framework is *"a presumption in favour of sustainable development"* (para.10). However, *"The presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision-making."* (para.12).

2.5 Chapter 12 of the NPPF is entitled 'Achieving well-designed places'. Paragraph 130 of the NPPF notes that *"Planning policies and decisions should ensure that developments:*

a. *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;*

b. *are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*

c. *are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*

d. *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;*

e. *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*

f. *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."*

2.6 Paragraph 134 of the NPPF states that *"Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes. Conversely, significant weight should be given to:*

a. *development which reflects local design policies and government guidance on design, taking into account any local design guidance and supplementary planning documents such as design guides and codes; and/or*

b. *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."*

2.7 Policy and guidance relating to conservation and enhancement of the historic environment is set out in Chapter 16 of the NPPF. It sets out the Government's overarching planning policies put in place to conserve the historic environment and its heritage assets so that they may be enjoyed by this and future generations. It gives guidance relating to designated heritage assets - listed buildings, conservation areas, World Heritage Sites (WHS) and Registered Parks and Gardens (RPGs) - and undesignated heritage assets, buildings positively identified as having a degree of heritage significance meriting consideration during the planning process, such as locally listed buildings.

2.8 In order to assess the nature and degree of likely impacts on the significance of heritage assets, the NPPF requires "*an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.*" (para.194)

2.9 The NPPF Glossary (Annex 2) defines 'significance' 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.*" (p.79).

2.10 When determining applications, the NPPF requires Local Planning Authorities to account for:

- *"the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- *The desirability of new development making a positive contribution to local character and distinctiveness."* (para.197).

2.11 When assessing the likely impact of a development, "*great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be).*" (para.199). Paragraph 200 notes that heritage significance can be harmed or lost through alteration or destruction, or from development within its setting.

2.12 Any harm to, or loss of, the significance of a designated heritage asset should require clear and convincing justification. It further notes that substantial harm to or loss of Grade II listed buildings, or Grade II registered parks or gardens, should be *"exceptional"* and for assets of the highest significance, including Grade I and II* listed buildings, Grade I and II* registered parks and gardens, and World Heritage Sites, should be *"wholly exceptional."*

2.13 Less than substantial harm to the significance of a designated heritage asset *"should be weighed against the public benefits of the proposal"* (para.202). Substantial harm to significance will only be permitted when the harm is necessary to achieve substantial public benefits that outweigh that harm or loss (para.201) or all of the following criteria apply:

- *"the nature of the heritage asset prevents all reasonable uses of the site; and*
- *no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*

- *conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and*
- *the harm or loss is outweighed by the benefit of bringing the site back into use."*

2.14 Paragraph 203 states that "*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.*"

2.15 When considering proposals for development within a conservation area, WHS or setting of a heritage asset, Local Planning Authorities are required to seek opportunities for enhancement and to treat favourably proposals which "*preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance)*" (para.206).

Planning Practice Guidance (PPG) (First published March 2014; thereafter continuously updated) (Ref. 1-4)

2.16 The PPG, published by the Department for Levelling Up, Housing and Communities (DLUHC), is an online resource providing guidance on implementing the policies of the NPPF (Ref. 1-3). There are two sections of the PPG that are of particular relevance to this assessment:

- Design: process and tools (updated 1 October 2019); and
- Historic environment (updated 23 July 2019).

2.17 The PPG on 'Design: process and tools', which supports Section 12 of the NPPF, states that local planning authorities are required to take design into consideration, stating that: *"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."*

2.18 The guidance further provides details of tools for assessing and improving design quality, including: the National Design Guide; local design guides and codes; design review; and assessment frameworks. (para.016; Reference ID: 26-016-20191001).

2.19 The PPG on 'Historic environment' supports Section 16 of the NPPF. "*Heritage assets may be affected by direct physical change or by change in their setting. Being able to properly assess the nature, extent and importance of the significance of a heritage asset, and the contribution of its setting, is very important to understanding the potential effect and acceptability of development proposals.*" (para.007; Reference ID: 18a-007-20190723). Significance derives not only from a heritage asset's physical presence, but also from its setting therefore a thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset under consideration and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.

2.20 When identifying harm and assessing its degree, the PPG advises that:

"*What matters in assessing if a proposal causes substantial harm is the impact on the significance of the heritage asset... Whether a proposal causes substantial harm will be a judgment for the decision taker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework. In general terms, substantial harm is a high test, so it may not arise in many cases... While the impact of total destruction is obvious, partial destruction is likely to have a considerable impact but, depending on the circumstances, it may still be less than substantial harm or conceivably not harmful at all, for example, when removing later additions to historic buildings where those additions are inappropriate and harm the buildings' significance. Similarly, works that are moderate or minor in scale are likely to cause less than substantial harm or no harm at all. However, even minor works have the potential to cause substantial harm, depending on the nature of their impact on the asset and its setting.*" (para.018; Reference ID: 18a-018-20190723).

2.21 The avoidance and minimisation of harm to heritage assets is attributed to a clear understanding of the significance of a heritage asset and its setting. The PPG advises that "*Early appraisals, a conservation plan or targeted specialist investigation can help to identify constraints and opportunities arising from the asset at an early stage. Such appraisals or investigations can identify alternative development options, for example more sensitive designs or different orientations, that will both conserve the heritage assets and deliver public benefits in a more sustainable and appropriate way.*" (para.008; Reference ID: 18a-008-20190723)

National Design Guide (2021) (Ref. 1-5)

2.22 First published on 1 October 2019 and updated in March 2021, the National Design Guide (NDG) sets out the characteristics of well-designed places and demonstrates what good design means in practice. It forms part of the government's collection of planning practice guidance and should be read alongside the separate planning practice guidance on 'Design: process and tools'. The guidance is intended to support the NPPF which sets out that achieving high quality places and buildings is fundamental to the planning and development process. The NDG outlines the Government's priorities for well-designed places in the form of ten characteristics. The guidance states that: 'In a well-designed place, an integrated design process brings the ten characteristics together in a mutually supporting way. They interact to create an overall character of place.' (p.4)

2.23 The NDG outlines the key components of good design, including: layout; form; scale; appearance; landscape; materials; and detailing. The document states that: '*All developments are made up of these components put together in a particular way. The choices made in the design process contribute towards achieving the ten characteristics and shape the character of a place.*' (p.5). The ten characteristics that contribute towards well-designed places and are intended to foster local character, community and be sensitive to climate change, are:

- Context – enhances the surroundings;
- Identity – attractive and distinctive;
- Built form – a coherent pattern of development;
- Movement – accessible and easy to move around;
- Nature – enhanced and optimised;
- Public spaces – safe, social and inclusive;
- Uses – mixed and integrated;
- Homes and buildings – functional, healthy and sustainable;
- Resources – efficient and resilient; and
- Lifespan – made to last.

2.24 Within 'Context' and 'Identity', the guidance emphasises the importance of understanding place, noting that new development should respond positively to the site itself and its local and wider context. The NDG further highlights the importance of understanding the history of how a place has evolved, noting that well-designed places and buildings are influenced positively by the significance and setting of heritage assets and any other specific features that merit conserving and enhancing. This does imply mimicking, copying or repeating all aspects of the context: the NDG states "*Well-designed places do not need to copy their surroundings in every way*" (para.44) and "*Well-designed places contribute to local distinctiveness. This may include: ...introducing built form and appearance that adds new character and difference to places...*" (para.56).

2.25 The section on Built Form (p.18-21) describes well-designed places as compact walkable development, which brings people together at density appropriate to support local facilities and services and makes efficient use of land. It states that "*the appropriate density will result from the context, accessibility, the proposed building types, form and character of the development*" (para.66). "*Well-designed places use the right mix of building types, forms and scale of buildings and public spaces for the context and the proposed density...*" (para.67). This section notes that "*Well-designed tall buildings play a positive urban design role in the built form. They act as landmarks, emphasizing important places and making a positive contribution to views and the skyline.*" (para.70) and that "*Proposals for tall buildings (and other buildings with a significantly larger scale or bulk than their surroundings) require special consideration. This includes their location and siting; relationship to context; impact on local character, views and sight lines; composition - how they meet the ground and the sky; and environmental impacts, such as sunlight, daylight, overshadowing and wind. These need to be resolved satisfactorily in relation to the context and local character.*" (para.71)

Historic England Advice Note 4: Tall Buildings (2022) (Ref. 1-6)

2.26 This guidance updates the first edition of Advice Note 4, published in 2015. The advice notes that "*tall building proposals that take account of the historic environment and are designed to avoid or effectively mitigate harm to it, would constitute sustainable development in heritage terms*" (para.2.2). It recognises that "*Good design can ensure that tall buildings respond positively to the character of the surrounding area and the historic environment and can be used creatively to achieve sustainable outcomes.*" (para.2.7), "*In the right locations tall buildings can support major change or regeneration while positively influencing place-shaping and conserving the historic environment*" (para.3.1). However, "*If a tall building is not in the right place, by virtue of its size and widespread visibility, it can seriously harm the qualities that people value about a place. There will be locations where the existing qualities of place are so distinctive and the level of significance of heritage assets so great that tall buildings will be too harmful, regardless of the perceived quality of the proposal's design and architecture.*" (para.3.2)

2.27 The guidance does not define a tall building, stating that the London Plan (Ref. 1-10) requires boroughs to define what is tall based on local context and, for situations where there is not possible, there is a minimum threshold that can be applied contained in London Plan Policy D9.

2.28 Section 4 of the guidance provides a list of the factors that should inform the approach to tall building design:

1. The response to local context: this includes considering how the tall building relates to its neighbours. It is helpful to consider the relationship between the top, middle, and base of a tall building with its neighbours and the potential impact on streetscape and skyline. There may be opportunities to improve local character through design.
2. The impact on the local environment: the experience of local character and the historic environment can be affected by micro-climatic factors such as wind and overshadowing. In some cases, this has the potential to impact the physical fabric of heritage assets.
3. Architectural quality: consideration can be given to whether a distinctive landmark design or a restrained architectural response is more appropriate. High-quality tall buildings are designed 'in the round' to be coherent from all directions taking account of scale, form, massing, proportions, silhouette, façade materials and detailed surface design.
4. Functional design: façade treatment and finishes, external lighting, placement of plant and servicing are all important considerations. The design of tall buildings should reflect or reference local street-based qualities, such as active frontages and human scale design at street level.
5. Sustainable design and construction: opportunities to enhance the appearance of an area and reduce harm to the historic environment through the re-development or retrofit of a tall building can be explored.
6. A well-designed inclusive environment: tall buildings can have a significant impact on the historic streetscape and public realm. In some cases, redevelopments may create opportunities to enhance elements of the significance of heritage assets by opening lost views or revealing historic street patterns.

2.29 The guidance describes the distinction between setting and views:

"***Setting** is more comprehensive and can include contextual elements which deal with the relationship of an asset to its surroundings both in the present and in the past. This includes the way a heritage asset or place is experienced and perceived today."*

***Views** are a more defined element of setting, and not every heritage*

asset will have significant views associated with it. Nonetheless, views can make a vital contribution to the setting of heritage assets and constitute part of an asset's significance, for example Liverpool's Cathedrals, Oxford's 'dreaming spires' or London's protected views of St Paul's Cathedral, the Palace of Westminster and the Tower of London." (para.4.8)

2.30 At paragraph 4.14, the guidance states that *"When planning for regeneration or exploring redevelopment opportunities, the presence of an existing tall building that has been proven to have harmful impacts will not necessarily justify its replacement with a new tall building of the same or greater scale. Evidence may show that an area can be improved, or a heritage asset enhanced, by the replacement of a tall building with a lower building or a different solution altogether which re-integrates development into the historic street pattern and responds to the significance of nearby heritage assets. Alternatively, refurbishment of an existing tall building may be more appropriate than demolition and new building depending on local context and impact on the historic environment."*

2.31 The guidance recommends that LPAs consider cumulative impacts of tall building proposals with other existing tall buildings, to ensure that:

- *"Where harm already exists, it is not compounded;*
- *The positive relationships that exist between existing tall buildings and the wider area are not compromised by new tall buildings; and*
- *Legibility does not become confused and tall landmarks do not begin to compete."* (para.6.5)

Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015) (Ref. 1-7)

2.32 The advice set out in this document and published by Historic England is intended to *"...provide information to assist local authorities, planning and other consultants, owners, applicants and other interested parties in implementing historic environment policy in the National Planning Policy Framework (NPPF) and the related guidance given in the Planning Practice Guidance (PPG)."* It states that it does not *"...seek to prescribe a single methodology or particular data sources."*

2.33 The document sets out a series of stages for managing significance which are as follows:

- *"Understand the significance of the affected assets*
- *Understand the impact of the proposal on that significance*
- *Avoid, minimise and mitigate impact in a way that meets the objectives of the NPPF*
- *Look for opportunities to better reveal or enhance significance*
- *Justify any harmful impacts in terms of the sustainable development objective of conserving significance and the need for change*
- *Offset negative impacts on aspects of significance by enhancing others through recording, disseminating and archiving archaeological and historical interest of the important elements of the heritage assets affected."*

Historic Environment Good Practice Advice in Planning Note 3 (2nd Edition): The Setting of Heritage Assets (2017) (Ref. 1-8)

2.34 The Setting of Heritage Assets is a guidance document published by Historic England in December 2017. It supersedes the previous Historic England Guidance publications on Setting that were published in October 2011 and March 2015. The document provides general advice on understanding setting, and how it may contribute to the significance of heritage assets and allow that significance to be appreciated, as well as advice on how views contribute to setting and setting out means of assessing the effects of a development on the setting of a heritage asset.

2.35 The Guidance notes that *"The contribution of setting to the significance of a heritage asset is often expressed by reference to views, a purely visual impression of an asset or place which can be static or dynamic, long, short or of lateral spread, and include a variety of views of, across, or including that asset."* (para.10)

2.36 Paragraph 19 sets out a five-step process which forms a broad approach to assessment of potential effects on settings, which is followed in this assessment:

"Step 1: Identify which heritage assets and their settings are affected;

Step 2: Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated;

Step 3: Assess the effects of the proposed development, whether beneficial or harmful, on the significance or on the ability to appreciate it;

Step 4: Explore ways to maximise enhancement and avoid or minimise harm;

Step 5: Make and document the decision and monitor outcomes."

2.37 The Guidance notes (highlighted box, p8) that *"Each of the stages may involve detailed assessment techniques and complex forms of analysis such as viewshed analyses, sensitivity matrices and scoring systems. Whilst these may assist analysis to some degree, as setting and views are matters of qualitative and expert judgement, they cannot provide a systematic answer. Historic England recommends that [...] technical analyses of this type should be seen primarily as material supporting a clearly expressed and non-technical narrative argument that sets out 'what matters and why' in terms of the heritage significance and setting of the assets affected, together with the effects of the development upon them."*

Historic England Advice Note 12 - Statements of Heritage Significance: Analysing Significance in Heritage Assets (2019) (Ref. 1-9)

2.38 This advice note provides guidance on analysing the significance of heritage assets, building on the policy, guidance and advice set out in the NPPF and national PPG. It notes that an understanding of significance must stem from the interest(s) of the heritage asset and *"...should be sufficient, though no more, for an understanding of the impact of the proposal on significance both positive and negative..."* (para.5). It goes on to suggest a staged approach to decision making (para.6), including understanding the form, materials and history of the affected heritage asset; understanding the significance of the asset; understanding the impact of the proposal on that significance; avoiding, minimising and mitigating negative impacts; and looking for opportunities to better reveal or enhance significance.

Regional Policy and Guidance

The London Plan 2021: Spatial Development Strategy for Greater London (2021) (Ref. 1-10)

2.39 The London Plan 2021 was formally published by the Mayor on 2 March 2021. The London Plan is the overall strategic plan for London, which sets out the economic, environmental, transport and social framework for development over the next 20-25 years. The Plan continues the GLA's support of high-quality design which relates successfully to its context. The following policies are relevant to this assessment and relevant elements of their content are summarised below:

Chapter 3 Design:

- Policy D1 London's form, character and capacity for growth
- Policy D3 Optimising site capacity through the design-led approach
- Policy D4 Delivering good design
- Policy D8 Public realm
- Policy D9 Tall buildings

Chapter 7 Heritage and Culture:

- Policy HC1 Heritage conservation and growth
- Policy HC3 Strategic and Local Views
- Policy HC4 London View Management Framework

2.40 **Policy D1 London's form, character and capacity for growth** notes that Boroughs should undertake area assessments to define the characteristics, qualities and value of different places within the plan area. This includes assessment of urban form and structure (for example townscape, block pattern, urban grain, extent of frontages, building heights and density), heritage assets, views and landmarks.

2.41 **Policy D3 Optimising site capacity through the design-led approach** states that *"All development must make the best use of land by following a design-led approach that optimises the capacity of sites, including site allocations. Optimising site capacity means ensuring that development is of the most appropriate form and land use for the site. The design-led approach requires consideration of design options to determine the most appropriate form of development that responds to a site's context and capacity for growth, and existing and planned supporting infrastructure capacity"* and *"Higher density developments should generally be promoted in locations that are well connected to jobs, services, infrastructure and amenities by public transport, walking and cycling"* and continues that development proposals 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*".

2.42 **Policy D4 Delivering good design** states that where appropriate, visual, environmental and movement modelling/assessments should be undertaken to analyse potential design options for an area, site or development proposal. Design review panels should be used to assess and inform design options early in the planning process. Development proposals referable to the Mayor must have undergone at least one design review early on in their preparation before a planning application is made, if they are above the applicable density in Policy D6 or propose a building defined as a tall building by the borough or one that is more than 30m in height where there is no local tall building definition. It is important that design quality is maintained throughout the development process from the granting of planning permission to completion of a development so the design quality of development should be protected by having a sufficient level of design information provided as part of the application, and conditioning the ongoing involvement of the original design team should be considered. For masterplans, the policy suggests design codes should be used to help bring forward development and ensure it delivers high quality design and place-making.

2.43 **Policy D8 Public realm** states that development proposals should *"encourage and explore opportunities to create new public realm where appropriate"*, and *"ensure the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain."* The public realm should be seen as a series of connected routes and spaces that help to define the character of a place. Its design should be based on an understanding of how the public realm in an area functions and creates a sense of place.

2.44 **Policy D9** Tall buildings states that while high density does not need to imply high rise, "*tall buildings can form part of a plan-led approach to facilitating regeneration opportunities and managing future growth, particularly in order to make optimal use of the capacity of sites which are well-connected by public transport and have good access to services and amenities. Tall buildings can help people navigate through the city by providing reference points and emphasising the hierarchy of a place such as main centres of activity, and important street junctions and transport interchanges. Tall buildings that are of exemplary architectural quality, in the right place, can make a positive contribution to London's cityscape, and many tall buildings have become a valued part of London's identity. However, they can also have detrimental visual, functional and environmental effects if in inappropriate locations and/or of poor-quality design*" (para.3.9.1).

2.45 The policy states that development plans should define what is considered a tall building for specific localities. The supporting text notes that "*Tall buildings are generally those that are substantially taller than their surroundings and cause a*

significant change to the skyline." (para. 3.9.3). Based on local context, what is considered a tall building will vary but Policy D9 Part A states that this should not be less than 6 storeys or 18m from ground floor to the floor level of the uppermost storey. Policy D9 Part B states that boroughs should determine if there are locations where tall buildings may be an appropriate form of development. Any such locations and appropriate tall building heights should be identified on maps in development plans.

2.46 Policy D9 part C states that the visual impacts of proposed tall buildings need to be considered in: long range views, in which a new tall building should make a positive contribution to the existing and emerging skyline and not adversely affect local or strategic views; mid-range views in which the proposal should make a positive contribution to the local townscape in terms of legibility proportions and materiality; and immediate close views from the surrounding streets in which the base of the building should have a direct relationship with the human scale and character of the street. "*The function of the base should be to frame the public realm and streetscape, articulate entrances, and help create an attractive and lively public realm which provides a safe, inclusive, interesting, and comfortable pedestrian experience. The base should integrate with the street frontage of adjacent buildings and, where appropriate, enable the building to transition down in height.*" (Paragraph 3.9.8) Whether part of a group or stand-alone, tall buildings should reinforce the spatial hierarchy of the local and wider context and aid legibility and wayfinding. Architectural quality and materials should be of an exemplary standard; "*The higher the building the greater the level of scrutiny that is required of its design.*" (para.3.9.4) Tall buildings should positively contribute to the character of the area. Proposals should take account of, and avoid harm to, the significance of London's heritage assets and their settings; proposals resulting in harm will require clear and convincing justification, demonstrating that alternatives have been explored and there are clear public benefits that outweigh that harm. Publicly accessible areas should be incorporated into tall buildings where appropriate, particularly more prominent tall buildings.

2.47 **Policy HC1 Heritage conservation and growth** explains the role of the London Borough's in forming relevant planning policy that integrates London's heritage in regenerative change. As such, utilising heritage significance of a site or nearby site in the design process is of importance, as is integrating the enhancement of the setting of heritage assets through creative contextual architectural responses that contribute to their significance and the sense of place they provide. Part C of Policy HC1 notes that *"development proposals affecting heritage assets and their settings should conserve their significance by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process."*

2.48 **Policy HC3 Strategic and Local Views** outlines a list of designated Strategic Views and states that *"Development proposals must be assessed for their impact on a designated view if they fall within the foreground, middle ground or background of that view."* The Site and Amended Proposed Development does not, and would not, fall within the foreground, middle ground or background of any of London's designated Strategic Views. Part G of Policy HC3 states that boroughs should clearly identify important local views in their Local Plans and strategies; it states that local views should be protected and managed in a similar manner as Strategic Views.

2.49 **Policy HC4 London View Management Framework** relates specifically to London's designated Strategic Views. This states that development proposals should not harm, and should seek to make a positive contribution to, the characteristics and composition of Strategic Views and their landmark elements. They should also preserve or enhance viewers' ability to recognise and to appreciate Strategically Important Landmarks in these views and, where appropriate, protect the silhouette of landmark elements of World Heritage Sites as seen from designated viewing places.

London View Management Framework Supplementary Planning Guidance (LVMF SPG) (2012) (Ref. 1-11)

2.50 The LVMF SPG was published in March 2012. It was created to provide additional clarity and detail to the sections of the adopted London Plan (Ref. 1-10) that deal with the management of important London views.

2.51 The LVMF SPG includes thirteen Protected Vistas - of St Paul's Cathedral, the Palace of Westminster and the Tower of London - which replace the ten Strategic Views of RPG3A (1991). The Protected Vistas are geometrically defined and place additional consultation and referral requirements on development which exceeds the defined threshold plane. The Protected Vistas are included within views from a total of twenty-seven Viewing Places identified in the LVMF SPG. The views are separated into four categories 'London Panoramas', 'River Prospects', 'Townscape Views' and 'Linear Views'. All of the views in the LVMF SPG are subject to Qualitative Visual Assessment, as outlined in the Management Plan for each designated view provided in the Framework.

2.52 Development on the Site would have potential to affect the Protected Silhouette of the Westminster WHS seen in River Prospects downstream from Lambeth Bridge. The existing Euston Tower is clearly visible in London Panoramas from Parliament Hill and Primrose Hill. The LVMF views are described in more detail in Section 4 Baseline Conditions.

Local Planning Policy

LBC, Camden Local Plan (2017) (Ref. 1-12)

2.53 The Camden Local Plan adopted in July 2017 sets out the Council's planning policies and replaced the Core Strategy and Development Policies adopted in 2010. The following policies are of particular reference to this assessment:

- Policy D1 Design
- Policy D2 Heritage

2.54 **Policy D1 Design** states that LBC will seek to secure high quality design and "*will require that Development:*

a. *respects local context and character;*
b. *preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;*
c. *is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;*
d. *is of sustainable and durable constriction and adaptable to different activities and land uses;*
e. *comprises details and materials that are of high quality and complement the local character;*
f. *integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage;*
g. *is inclusive and accessible for all;*
h. *promotes health;*
i. *is secure and designed to minimise crime and antisocial behaviour;*
j. *incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping;*
k. *incorporates outdoor amenity space;*
l. *preserves significant and protect views;*
m. *for housing, provides a high standard of accommodation; and*
n. *carefully integrates building services equipment.*

Tall buildings

All of Camden is considered sensitive to the development of tall buildings. Tall buildings in Camden will be assessed against the design criteria set out above and we will also give particular attention to:

o. *how the building relates to its surroundings, both in terms of how the base of the building fits in with the streetscape and how the top of a tall building affects the skyline;*
p. *the historic context of the building's surroundings;*
q. *the relationship between the building and hills and views;*
r. *the degree to which the building overshadows public spaces, especially open spaces and watercourses; and*
s. *the contribution a building makes to pedestrian permeability and improved public accessibility.*

In addition to these design considerations tall buildings will be assessed against a range of other relevant policies concerning amenity, mixed use and sustainability" (pp.224-25)

2.55 The supporting text states that the council will welcome high quality contemporary design which responds to its context.

2.56 The supporting text describes strategically important views that originate in or extend into the borough, including LVMF views of St Paul's and the Palace of Westminster. The document also lists 'locally important views that contribute to the interest and character of the borough'. These include:

- views of and from large public parks and open spaces, such as Hampstead Heath, Kenwood Estate, Primrose Hill and Regent's Park, including panoramic views, as well as views of London Squares and historic parks and gardens;
- views relating to Regent's Canal;
- views into and from conservation areas; and
- views of listed and landmark buildings, monuments and statues (for example, Centrepoint, St Stephen's, Rosslyn Hill and St George's, Bloomsbury).

2.57 The document also states: "*The Council will seek to ensure that development is compatible with such views in terms of setting, scale and massing and will resist proposals that we consider would cause harm to them. Development will not generally be acceptable if it obstructs important views or skylines, appears too close or too high in relation to a landmark or impairs outlines that form part of the view.*" (para.7.30) Further guidance on important local views is set out in individual conservation area statements.

2.58 **Policy D1 Design** also covers tall buildings. The document defines tall buildings as those "*which are substantially taller than their neighbours or which significantly change the skyline.*" (para.7.35). The supporting text states that "*While tall buildings offer the opportunity for intensive use, their siting and design should be carefully considered in order not to detract from the nature of surrounding places and the quality of life for living and working around them*" (para.7.35) The policy does not provide assessment criteria for the suitability of tall buildings within the borough but refers to London Plan Policy 7.7 (now superseded by London Plan Policy D9) on the location of tall and large buildings and the Historic England Advice Note 4 on Tall Buildings (Ref. 1-6). The Local Plan does not identify areas of the borough which might be suitable for tall buildings but states that "*the entire borough is considered as being within the 'sensitive' category, as defined by the English Heritage / CABE Guidance on Tall Buildings. Tall building proposals in Camden will therefore merit detailed design assessments.*" (para.7.36).

2.59 **Policy D2 Heritage**, outlines LBC's obligation to preserve listed buildings and preserve or enhance the character and appearance of conservation areas. LBC "*will not permit the loss of or substantial harm to a designated heritage asset […] unless it can be demonstrated that substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss*". In decision making, the Council will take into consideration the scale of the harm and the significance of the asset. The Council will also seek to preserve non-designated heritage assets including London Squares and those on and off the local list. The document notes that LBC has a general presumption in favour of retaining buildings that make a positive contribution to the character or appearance of a conservation area, whether they are listed or not, so as to preserve this character and

appearance. The document also states that Development will not be permitted which causes the loss of trees or garden space where this is important to the character and appearance of a conservation area.

2.60 LBC adopted Camden Site Allocations Local Development Document (Ref. 1-13) in 2013, which sets out the Council's approach to future development on key sites across the borough. This does not include the Euston Tower as a site allocation. Work has started on the review of the adopted site allocations and a consultation on the draft Site Allocations Local Plan (SALP) (Ref. 1-13A) took place between February 2020 and January 2022. This does not include the Euston Tower as a potential site allocation.

2.61 Work has started on the review of the adopted Camden Local Plan. A Local Development Scheme (Ref. 1-12A) was published in October 2022 that provides information on the documents that the Council intends to produce to form its development plan and sets out the anticipated timetable and programme for their production. Work on the new Site Allocations Local Plan will now be progressed alongside the Local Plan Review.

LBC, Euston Area Plan (EAP) (2015) (Ref. 1-14)

2.62 The Euston Area Plan (EAP) was adopted in January 2015 as a long-term planning framework to guide transformational change in the area, focused on the redevelopment of Euston Station. The Regent's Park Estate is defined as one of the character areas in the plan and this includes the Site. The Draft Euston Planning Brief (Ref. 1.15) published in January 2020 has been prepared to provide further guidance to the policies in the EAP, but it is more tightly focussed on Euston Station itself and its boundary does not include the Site. A proposed update to the EAP was published in January 2023 for consultation (Ref. 1-14A); it does not include any proposed changes of relevance to the remodelling of the Euston Tower.

2.63 EAP Section 3.3 Design Strategy includes **Strategic Principle EAP 2: Design**:

a. *Development and change will create an integrated, well connected and vibrant place of the highest urban design quality, which builds on existing character and provides an attractive and legible environment for local people, workers and visitors.*

b. *Any proposals should fully address the following key urban design principles:*

- *Improving connectivity by enhancing existing and providing new east-west and north-south links, reinstating the historic Euston area street pattern and improving wayfinding;*
- *Transforming the public realm through improvements to streets and the buildings that front them;*
- *Providing active frontages along key streets to enliven streetscapes and make them attractive and safe routes;*
- *Creating a network of new and improved open spaces and squares;*
- *Ensuring that development is of the highest architectural quality and designed to be accessible to all;*
- *Responds to the viewing corridors, scale and character of existing buildings, and context;*
- *Protecting and enhancing heritage assets and their settings that are sensitive to change; and*
- *Ensuring world class station design and a comprehensive approach to above station development.*

c. *While the strategic viewing corridors will limit development heights in the Euston area there may be some opportunities for taller buildings subject to design, heritage and policy considerations.*"

2.64 The more detailed guidance on design states that: *"Opportunities should also be taken to provide more active frontages where sites and buildings currently fail to address the street, both in terms of improved building design and, where appropriate, more active land uses that generate additional activity and overlooking of the street.*" (p.56)

2.65 The further detail on Building heights, massing and scale on pages 49-50 of the guidance states: "*Euston's potential role as a major economic driver within the Central Activities Zone (CAZ) and its function as a major transport hub make it a suitable location for maximising development opportunities. However, development must be of the highest architectural quality.*" (p.57). Indicative massing is shown in Figure 3.4, which maps the LVMF viewing corridors and indicates building heights for selected sites within the EAP area.

2.66 The guidance on Building heights, massing and scale states that "*A detailed view assessment should be conducted through the use of Accurate Visual Representation (AVR) that shows location of the proposed development and also illustrates the degree to which the development will be visible, its detailed form and the proposed use of materials. It should demonstrate that the proposal does not unacceptably impact on strategic and local views (including views from adjoining boroughs, such as those from Regent's Park and views identified in the EAP Background Report), the character of the surrounding area including the settings of heritage assets (see English Heritage Guidance on the Setting of Heritage Assets, 2011), and that it contributes positively to the London skyline.*" (p.49) and "*Tall buildings should be designed to have a minimum impact on neighbouring properties and have a clearly defined relationship with the streets, buildings and uses around it.*" (p.57).

2.67 The guidance on conserving and enhancing heritage assets on page 51 states that: "*The London Borough of Camden and the Mayor of London will seek to ensure that new development in the Euston area is of excellent design quality and complements local character and scale whilst making the best possible use of land.*" It notes that key heritage assets and issues, including areas of sensitivity and opportunities to enhance historic character, are identified for each character area in Section 4 of the EAP.

2.68 The EAP is accompanied by the Euston Area Plan Background Report (Ref. 1-16), which provides the context for the EAP including key issues and existing policies and guidance which are relevant to the plan and its development, including further detail on built heritage urban design and views.

2.69 An EAP Historic Area Assessment (Ref. 1-17) was also published in October 2014 to provide a deeper understanding of the historical development of the Euston area to inform the production of the EAP. It identifies and describes townscape character areas, assesses their relative architectural and historic importance and provides an evidence base for retaining areas of distinctive character.

3 Assessment Methodology

Introduction

3.1 Townscape and visual and built heritage assessments are separate, although related. The townscape and built heritage baseline analysis contributes to the scope of the baseline for the Visual Assessment – and the Visual Assessment of change to the content and character of views in turn informs the assessment of potential effects on townscape and built heritage assets. Although the assessment of townscape and views and built heritage is clearly inter-related, each topic is distinguished in this report. The assessment of townscape effects considers how the Amended Proposed Development will affect the aesthetic and perceptual aspects of the townscape and its distinctive character. The visual assessment considers the composition and character of views, including both protected views and representative views and how change is likely to be experienced by people within the townscape. The effects on the heritage significance of built heritage assets have been considered in proportion to the value of each heritage asset and the susceptibility to change of the heritage asset and /or its setting.

3.2 The methodologies for the townscape assessment, visual assessment and built heritage assessment are set out separately below. These assessments have taken into account the nature of the existing physical fabric of the area, the settings of designated heritage assets in the vicinity of the Site, the appropriateness of the form of the Amended Proposed Development and the architectural character and quality of its design. Structured, informed and reasoned professional judgement has been used to take account of quantitative and qualitative factors. This is widely accepted as best practice and has been based on an analysis of desk research and field assessment. It is recognised that the townscape character of London is one of contrasts, of historic and modern buildings, and that modern buildings of high design quality do not necessarily or by definition harm the character of historic townscape or views including historic townscape.

Defining the Study Areas

3.3 In accordance with standard practice, the townscape, visual and built heritage study areas have been defined in relation to the scale and massing of the Amended Proposed Development and the scale, character, layout and sensitivity of the existing townscape context around the Site. Using computer modelling to determine the theoretical Zone of Visual Influence (ZVI) of the Amended Proposed Development, with site observation and more detailed testing of potential impacts within the ZVI, a study area for each assessment topic has been defined within which significant effects could be expected on the identified townscape, visual and built heritage receptors. It is normal to identify a potential study area informed by a ZVI, but especially in built-up urban environments, the actual area within which there may be potentially significant effects is usually much more contained. The ZVI in Appendix C, which does not include trees, shows the potential for widespread visual impacts within approximately 1.5km of the Site. More detailed testing of views in the 3-d model (including the test views modelled in Appendix A) has demonstrated that there would be potential for significant townscape, visual and built heritage impacts within a radius of approximately 500m of the Site. Outside this area, while tall development on the Site could be visible, impacts would not generally be 'significant', although there are more distant areas of potential higher visibility outside the study area, for example along aligned streets or across open spaces, which vary in their potential for significant effects according to the sensitivity of the intervening townscape, and which reduce in scale with distance from the Site. This has informed the extent of the study area considered to be sufficient to understand the range of likely significant effects of the Amended Proposed Development for each topic. Each study area is considered to be reasonable and proportionate in relation to the anticipated effects of the Amended Proposed Development and the sensitivity to change of its townscape, visual and built heritage context.

Defining the Baseline Conditions

3.4 The baseline assessment of the TVBHA will include an account of:

- The history of the Site and surrounding area;
- The character of the townscape on and around the Site;
- The significance and settings of relevant heritage assets;
- The existing characteristics of the agreed verified views; and
- The sensitivity of the townscape and views and heritage assets, based on an understanding of their 'value' and the 'susceptibility to change' of the receptors.

3.5 The baseline assessment of townscape character and visual amenity and built heritage is informed by an understanding of the history of the Site and its context. The baseline assessment will therefore include an account of the history of the Site and surroundings, with reference to historic maps and archival material. This historical study will inform the analysis of the existing character of the Site and its context, the significance of relevant heritage assets and the character of the views.

Assumptions and Limitations

3.6 The assessment of effects is informed by relevant policy and guidance and also by professional judgement. Judgements on the scale and nature of effects, while they follow the clear process of sub-assessments set out in this methodology, are always subjective to an extent, as acknowledged in the GLVIA in respect of townscape and visual effects (paras.2.23-2.25). The assessment narratives in this volume have been set out as clearly and transparently as possible with descriptions of the factors and judgements that have informed the assessment.

3.7 The cumulative assessment is an assessment of the likely effects of the Amended Proposed Development in the context of the Cumulative Schemes. It assumes that all Cumulative Schemes are of high quality because they have been approved or submitted following a period of design development in consultation with LB Camden officers (or the relevant LPA officers where Cumulative Schemes are located outside of the LB Camden).

3.8 The identification of relevant heritage assets and their heritage interest is based on publicly available records maintained by Historic England and the London Borough of Camden, and it has been assumed that the information contained in these records is accurate.

Townscape Assessment Methodology

Guidance for the Assessment of Townscape Effects

3.9 The available guidance for assessing the effects of a development on townscape is as follows:

- *Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA)* (2013) (Ref. 1-18) produced jointly by the Landscape Institute and the Institute of Environmental Management and Assessment.

3.10 The GLVIA (Ref. 1-18) provides advice on good practice in relation to the requirements of the EIA Regulations (Ref. 1-19) and, although developed for the assessment of landscape impacts, is broadly applicable to all forms of landscape (including townscape). The GLVIA states that an assessment should address potential effects on the character and distinctiveness of the landscape. The methodology employed for this assessment is based on approaches recommended in the GLVIA. It should be noted that the guidance states that its methodology is not prescriptive in that it does not provide a detailed universal methodology that can be followed in every situation (Ref. 1-18, para.1.20); the assessment should be tailored to the particular circumstances in each case with an approach that is in proportion to the scale of the project that is being assessed and the nature of its potential effects. The guidance recognises that much of the assessment must rely on professional judgement (paras.2.23-2.26).

General Approach to the Assessment of Townscape Effects

3.11 As required by the EIA Regulations (Ref. 1-19), this assessment considers the likely significant effects that result directly from the Amended Proposed Development itself (direct) or from consequential change (indirect) and whether likely significant effects are caused by the Amended Proposed Development in isolation or in the context of other consented and submitted development, 'Cumulative Schemes'.

3.12 The assessment of effects on townscape is carried out through a process which is summarised below:

1. Identify the townscape receptors;
2. For each townscape receptor consider its value and susceptibility to change and combine those judgements to assess its **Sensitivity;**
3. For each townscape receptor consider the size and scale of the change and its geographic extent to assess the **Magnitude of Impact** as a result of the Amended Proposed Development;
4. Combine the judgements of Sensitivity of the receptor and

Magnitude of Impact as a result of the Amended Proposed Development to assess the **Scale of the Effect**; and assess the qualitative **Nature of the Effect.**

3.13 Simple word scales are used as a means of summarising judgements at each stage of the assessment sequence described above, with detailed narrative describing the reasoning for each judgement in the accompanying text. The word scales for each step of the assessment contain between three and five categories, and in each case a mid-point between two categories may also be chosen (e.g. 'low-medium' could be chosen as a mid-point between 'low' and 'medium'). As stated in the GLVIA (Ref. 1-18, para.3.29) combining judgements, (e.g. of sensitivity and magnitude to assess the scale of effect), should be as transparent as possible. This assessment uses sequential combination. For unweighted judgments the criteria are simply combined e.g. a townscape receptor of low value with high susceptibility to change would have medium sensitivity. For weighted judgements a matrix is used; in this assessment sensitivity is weighted in the combination of sensitivity and magnitude of impact as shown in the matrix in Table 3.4A.

The Townscape Study Area

3.14 As a result of site visits and testing, a townscape study area has been defined which generally extends up to approximately 500m from the Site and is shown in Figure 4.13. This is the area within which it is judged that there may be significant townscape effects. Due to the differing scale and form of development within the local area and the consequent variation in the potential for significant effects as a result of the Amended Proposed Development, the distance that the study area extends from the Site in different directions varies; in particular, the study area extends considerably further from the Site to the north-west in recognition of the extensive potential visibility of the Amended Proposed Development within the open space of the Grade I listed Regent's Park and the cohesive character of the Park and its surroundings as a whole. Areas of designated townscape are also assessed separately in the Built Heritage Assessment.

Baseline Assessment of Townscape Sensitivity

3.15 The existing townscape character in the area around the Site has been appraised and divided into areas of broadly similar character and quality; these 'townscape character areas' (TCAs) are the townscape receptors for assessment, and together they form the study area described above.

3.16 The characterisation of the TCAs is based on desk top research and site survey and has been made with reference to guidance in the GLVIA and the GLA's *Character and Context Supplementary Planning Guidance* (2014) document (Ref. 1-20). The local authority's *Euston Area Plan* (2015) (Ref. 1-14) has been consulted and drawn on where appropriate in the characterisation of the TCAs. It should be noted that townscape character almost invariably forms part of a continuum and that character area boundaries are often not distinct. In Section 5, the extent of each character area has been identified in Figure 4.13 and its character described in Table 4.2.

3.17 Criteria for assessing townscape value are based on any designation of the townscape and individual features within it, and qualitative aspects of the townscape character. Attributes which are generally agreed to influence the aesthetic and perceptual quality of the townscape are described in the GLVIA (Ref. 1-18, Box 5.1). Townscape value has been allocated to one of five categories in Table 4.1.

Table 3.1: TCA Townscape Value

Value	Criteria
Very high	A site of acknowledged international townscape importance likely to be designated as a World Heritage Site; an internationally recognisable designated conservation area with exceptional distinctiveness, coherence and integrity, exhibiting unity, richness and harmony, and an exceptionally strong sense of place and likely to contain a high proportion of Grade I listed buildings; or an internationally recognisable Grade I registered landscape with associated Grade I listed structures.
High	A designated conservation area of outstanding townscape interest with a strong townscape structure, considerable attractiveness and coherence and a high proportion of listed buildings.
Medium	Good quality townscape. Designated conservation areas or undesignated townscapes of local importance with notable coherence and integrity and listed or unlisted buildings that contribute to an attractive townscape with distinctive character and sense of place.
Low	Ordinary quality townscape; typical, unremarkable undesignated areas of townscape with distinguishable structure but modest integrity, architectural character or distinctiveness. That may include some individual buildings of heritage interest, but also potentially detracting features.
Very low	Poor quality townscape of negligible architectural or historic merit, lacking legible townscape structure and coherence and likely to contain significant detracting or intrusive features.

3.18 As the GLVIA (Ref. 1-18) states, a highly valued designated townscape does not automatically or by definition have a high sensitivity. Townscape susceptibility to change, as defined in the GLVIA (paras.5.40-5.42), is the ability of the townscape receptor to accommodate the Proposed Development without "*undue consequences for the maintenance of the baseline situation*" (para.5.40); in other words, a judgement as to whether the townscape could absorb the Proposed Development without harming its baseline character and quality with specific reference to the particular type of development that is being proposed. As noted at paragraph 5.42 of the GLVIA, the assessment of susceptibility relates specifically to the type of development proposed as townscape effects are "*... particular to both the specific landscape in question and the specific nature of the proposed development...*". Judgements of susceptibility to change are described for each townscape character area and recorded on a simple scale of **High, Medium or Low** as shown in Table 3.2.

Table 3.2: TCA Susceptibility to change

Susceptibility to change	Criteria
High	The TCA has limited ability to accommodate change of the type proposed without undue consequences for its character.
Medium	The TCA has some ability to accommodate change of the type proposed without undue consequences for its character.
Low	The TCA can accommodate change of the type proposed without undue consequences for its character.

3.19 While the factors relevant to the assessment of susceptibility will vary for each TCA, guidance as to the likely characteristics for each category is provided below:

- **High** susceptibility to change is likely to arise where townscape character is of high quality and consistency or where the townscape has high quality elements which are defining features of the TCA, and where the type of development proposed has the potential to significantly erode the consistency and/or quality of the townscape character and/or reduce the presence of key features.
- **Medium** susceptibility to change is likely to be where townscape character is mixed in quality and consistent in a number of attributes in only part of the TCA or with limited consistency in character across the TCA; or where the townscape character is of good quality and consistency overall but the type of development proposed is an established aspect of the townscape. Parts of the TCA may be more able to accommodate the type of change proposed than others, and some characteristics of the TCA may be more able to accommodate change than others.
- **Low** susceptibility to change is likely to arise where townscape character is mixed in character and low in quality overall (with detracting features and lacking coherence or distinctiveness) and where planning policy encourages change of the type proposed and/or the type of development proposed is in keeping with that of the TCA.

3.20 The value and susceptibility to change of each TCA are described in Section 4.0, Table 4.2 Those judgements are combined (in an unweighted manner) to produce an assessment of the overall **sensitivity** of the TCA as **Very High, High, Medium, Low** or **Very Low.**

Assessment of Magnitude of Impact to Townscape

3.21 The overall magnitude of change (impact) resulting from the Proposed Development on each TCA is assessed as **High, Medium, Low, Very Low** or **None.** This assessment takes into account a number of factors (with reference to guidance in the GLVIA) which are likely to include some or all of the following – the extent to which existing townscape features within the Site boundary would be lost, and their contribution to the character of that townscape (whether positive or negative); the overall size and scale of the Proposed Development (including in relative terms compared to that of existing developments); the geographic extent of the Proposed Development's impact; the urban design changes introduced by the Proposed Development; how far the Proposed Development integrates with the surrounding townscape character (including how consistent it is with existing relationships between different areas of townscape); the duration and reversibility of the Proposed Development's effect; and the degree to which the aesthetic or perceptual aspects of the townscape would be altered as a result of the above. This assessment is informed by consideration of changes to representative views of or from the TCA in question. A broad summary of the magnitude criteria is set out in Table 3.3 below.

Table 3.3 – Magnitude of townscape impact

Magnitude	Description
None	No change to townscape character.
Very Low	A change to townscape character and/or features that would be barely perceptible.
Low	A slight change to townscape character and/or features that may not be immediately noticeable.
Medium	A clear change that would not dominate townscape character and/or features which would be noticeable.
High	A change to townscape character which would be immediately apparent.

3.22 For the assessment of the completed and operational Proposed Development the duration of all change is assumed to be long term and, in terms of reversibility, it is assumed to be permanent. For the assessment of deconstruction and construction effects the duration of change is considered to be short term and, in terms of reversibility, it is assumed to be temporary.

3.23 The geographical area over which the changes would be experienced, i.e. how widely the townscape character area would be affected by the Proposed Development, is considered. In most cases the size or scale of change would not be experienced consistently across the extent of the character area. Where the changes to a TCA as a result of the Proposed Development would be localised to one part of the townscape character area or would vary across the extent of the character area, this would result in the magnitude of impact being expressed as a range for that TCA.

Assessment of Scale and Nature of Townscape Effects

3.24 The final assessment of the **scale** of the townscape effect on each of the TCAs is based on the combination of the judgements of sensitivity of the TCA and the magnitude of impact as a result of the Proposed Development. The rationale for the judgement is clearly and transparently explained in the narrative to demonstrate how the assessment has been derived, and is summarised based on the broad categories set out in Table 3.4A. A Proposed Development with no magnitude of impact would result in 'no effect' in respect of scale of effect.

Table 3.4A – Scale of effects

Sensitivity	Magnitude of Impact None	Very low	Low	Medium	High
Very High	No effect	Minor	Moderate	Major	Very major
High	No effect	Negligible / minor	Minor / moderate	Moderate / major	Major / very major
Medium	No effect	Negligible	Minor	Moderate	Major
Low	No effect	Negligible	Negligible / minor	Minor / moderate	Moderate / major
Very Low	No effect	Negligible	Negligible	Minor	Moderate

3.25 The matrix in Table 3.4A provides an explanation, in line with GLVIA (Ref. 1-18, para.5.53), of how the magnitude of impact is combined with sensitivity to produce an assessment of the scale of effect. The matrix is weighted at both the upper and lower ends such that it moderates the resulting scale of effect for lower magnitude impacts on lower sensitivity receptors, and amplifies that of higher magnitude impacts on higher sensitivity receptors. Where the scale of effects are given a range in the table above, professional judgement is used to choose either of the categories shown, or a mid-point between them e.g. a low magnitude impact on a receptor of high sensitivity could result in a minor scale of effect, a minor-moderate scale of effect, or a moderate scale of effect. These broad categorisations are accompanied by a narrative that describes the effects in more detail. As outlined in ES Volume 1, Chapter 2 EIA Methodology, effects that are lower than moderate in scale (i.e. negligible, negligible-minor, minor or minor-moderate) are not considered 'significant', and effects that are moderate or greater in scale (i.e. moderate, moderate-major, major, major-very major or very major) are considered to be significant in ES terms.

3.26 The qualitative **nature** of each effect is assessed as **beneficial, adverse** or **neutral** (in line with Table 3.4B) using professional judgement and considering each TCA on a case by case basis.

Table 3.4B: Nature of effects

Nature of effect	Description
Adverse	The quality of the townscape is diminished.
Neutral	The quality of the townscape is preserved or there is a balance of adverse and beneficial effects.
Beneficial	The quality of the townscape is improved.

3.27 In the qualitative assessment of the nature of effects, there are likely to be a number of different positive and / or negative impacts that contribute to an overall assessment of effect. A neutral effect may result from a balance of positive and negative impacts, or may reflect a situation in which there is no appreciable beneficial or adverse effect.

3.28 The nature of effect is described in the detailed narrative. While the exact form of the qualitative effect will vary from TCA to TCA, and the following is by no means exhaustive, some examples of the form that beneficial, adverse and neutral effects could take are provided below.

3.29 A beneficial effect could arise, for example, from the manner in which the form and appearance of the Proposed Development positively reinforce high quality aspects of the TCA's existing character, or from the Proposed Development's provision of significant urban design benefits such as enhanced permeability and legibility. An adverse effect could arise, for example, from the removal of an element on the Site that contributes positively to the quality of the existing townscape, or from the introduction of a form of development that disrupts high quality aspects of the existing townscape's character. A neutral effect could arise in a situation in which both beneficial and adverse effects such as those noted above are evident in a manner which balance each other; it is therefore capable of being applied to effects which are either significant or non-significant in ES terms.

Deconstruction and Construction

3.30 The assessment of the effects of deconstruction and construction of the Proposed Development has taken into account the works and processes set out in ES Volume 1, Chapter 5: Deconstruction and Construction. The assessment has taken into account the same receptors as for the assessment of the completed and operational Proposed Development, and the same methodology set out above.

3.31 The assessment considers the temporary changes to townscape character arising from deconstruction and construction activities, including the use of machinery and the appearance of buildings at an advanced stage of construction, without the complete application of external cladding. The extent and detail of the assessment is proportionate to the temporary nature of the effects and is focused on potentially significant effects. The assessment is based on the maximum potential effect on each TCA across the deconstruction and construction process as a whole.

Cumulative Assessment

3.32 The townscape assessment considers the effect on the identified TCAs of the Proposed Development considered on its own. The cumulative townscape assessment contained in Section 6 considers the additional effect of the Proposed Development on TCAs, on top of those effects that would arise from other 'cumulative' schemes that have been proposed or consented i.e. the effect of the Proposed Development if the cumulative schemes were already in place and formed a 'cumulative baseline'.

3.33 The Cumulative Schemes relevant to this assessment are listed at paragraph 6.99. The cumulative assessment distinguishes between the more certain cumulative development scenario (which would include all consented but unbuilt schemes), and the less certain cumulative development scenario (which would include all undetermined planning applications, as well as consented but unbuilt schemes). In the cumulative assessment narrative, the Cumulative Schemes are named and their interaction with the Proposed Development is described where relevant to the assessment.

Visual Assessment Methodology

Guidance for the Assessment of Visual Effects

3.34 The available guidance for assessing the effects of a development on views is as follows:

- *Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA)* (2013) (Ref. 1-18) produced jointly by the Landscape Institute and the Institute of Environmental Management and Assessment; and
- *London View Management Framework Supplementary Planning Guidance (LVMF SPG)* (2012) (Ref. 1-11).

3.35 The GLVIA (Ref. 1-18) provides advice on good practice in relation to the requirements of the EIA Regulations (Ref. 1-19) and, although developed for the assessment of landscape impacts, is broadly applicable to all forms of landscape (including townscape). The GLVIA states that an assessment should address potential effects on the character and distinctiveness of the landscape and effects on observers through their experience of views. The methodology employed for this assessment is based on approaches recommended in the GLVIA. It should be noted that the guidance states that its methodology is not prescriptive in that it does not provide a detailed universal methodology that can be followed in every situation (Para.1.20); the assessment should be tailored to the particular circumstances in each case with an approach that is in proportion to the scale of the project that is being assessed and the nature of its potential effects. The guidance recognises that much of the assessment must rely on professional judgement (paras.2.23-2.26).

3.36 The LVMF SPG (Ref. 1-11) identifies and sets out policy to protect a number of strategic views within London and provides guidance on the qualitative visual assessment of the designated views. It is also applicable to the assessment of effects on undesignated views within London more generally.

General Approach to the Assessment of Visual Effects

3.37 As required by the EIA Regulations (Ref. 1-19), this assessment considers the likely significant effects that result directly from the Proposed Development itself (direct) or from consequential change (indirect) and whether likely significant effects are caused by the Proposed Development in isolation or in the context of other consented and submitted development, 'Cumulative Schemes'.

3.38 The assessment of visual effects is carried out through a process which is summarised below:

1. Identify the visual effects to be assessed through identification of a range of views, including sensitive and representative views, and the people who would experience them (the visual receptors);
2. For each view consider its value and the susceptibility to change of the visual receptor and combine those judgements to assess the **Sensitivity;**
3. For each view consider the size and scale of the change and its geographic extent to assess the **Magnitude of Impact** as a result of the Proposed Development;
4. Combine the judgements of Sensitivity of the receptor and Magnitude of Impact as a result of the Proposed Development to assess the **Scale of the Effect**; and assess the qualitative **Nature of the Effect.**

3.39 Simple word scales are used as a means of summarising judgements at each stage of the assessment sequence described above, with detailed narrative describing the reasoning for each judgement in the accompanying text. The word scales for each step of the assessment contain between three and five categories, and in each case a mid-point between two categories may also be chosen (e.g. 'low-medium' could be chosen as a mid-point between 'low' and 'medium'). As stated in the GLVIA (Ref. 1-18, para.3.29) combining judgements, (e.g. of sensitivity and magnitude to assess the scale of effect), should be as transparent as possible. This assessment uses sequential combination. For unweighted judgments the criteria are simply combined e.g., a view of low value with high susceptibility to change would have medium sensitivity. For weighted judgements a matrix is used; in this assessment sensitivity is weighted in the combination of sensitivity and magnitude of impact as shown in the matrix in Table 3.8A.

The Visual Assessment Study Area

3.40 The visual assessment study area, which is informed by site observation and testing of visual changes as a result of the Proposed Development, is not defined by a radius from the Site because differences in the scale and alignment of the existing townscape result in variation in the distance from which the Proposed Development would be visible - for example there is usually greater visibility along aligned routes and across open spaces.

3.41 A total of 23 verified views for assessment were selected in consultation with the local authority through scoping and pre-application discussion. A set of views was selected following testing of the developing proposal in a three-dimensional digital model. All views assessed in this volume have been carefully selected in order to consider effects on specific designated views and representative and illustrative views that demonstrate the range of ways in which the Proposed Development would be seen and the resultant visual effects on "*the general amenity experienced by people*" described in the GLVIA (Ref. 1-18, paras.2.21). The agreed viewpoints cover well visited areas, local communities, users of important open spaces and footpaths, and designated areas that fall within the ZVI.

3.42 The views selected allow a methodical 360-degree view analysis of near, middle and distant views of the Proposed Development on representative visual receptors in the area likely to be affected by the visibility of the Proposed Development. The visual assessment is not an exhaustive assessment of all potential visual effects but an assessment of a sufficient number of views from a variety of distances and directions that allow a proportionate and representative assessment of changes to visual amenity. The viewpoints have been mapped onto the ZVI in Appendix C so that the relationship between the areas of visibility and representative viewpoints can be seen. The detailed location of each assessment viewpoint has been carefully considered to be typical or representative of the view likely to be experienced by a visual receptor in this location and agreed with local authority officers as part of a full Candidate Views Study (CVS) at pre-application stage.

3.43 Public views are generally attributed greater value than views from private property because they are experienced by a greater number

of people and therefore represent a greater proportion of the visual receptor community. All verified views have therefore been taken from publicly accessible land. Changes to visual amenity from inside buildings that are not publicly accessible or from private land have not been considered in this assessment.

3.44 Views have generally been assessed using photographs taken during the winter where foliage might obscure visibility towards the Site in spring, summer and autumn (photography dates are included for each view on the relevant page) and the baseline assessment describes how the composition and quality of the view would vary with seasonal change, and changes in atmospheric conditions where applicable. Views are often kinetic or sequential, therefore where appropriate, consideration and explanation of how a view would change as the observer moves around or through the viewing position is included in the baseline description.

3.45 The 23 verified views in the Visual Assessment and 29 supplementary verified views in Appendix A (which are not individually assessed) have been used to inform the assessment of effects on heritage assets and townscape, where relevant. 24 additional views tested during the design development process but not verified or assessed are included in Appendix B. They have not been verified because the potential effects were not considered significant or because other viewing positions were selected in preference to demonstrate the likely visual or townscape effects or effects on the settings of built heritage assets, but they may be referred to in the assessments. Following the original submission in December 2023, verified wireline Views 8 and 9 have been replaced with renders at the request of LBC officers. In Appendix A, View A8 is modelled in render rather than wireline at the request of GLA officers, Views A25 – A29 are new verified renders from Tottenham Court Road requested by LBC officers and from Regent's Park by the RPCAAC. In Appendix B, View B25 is a new non-verified wireline from the Greenwich Park One Tree Hill view point requested by The Royal Parks.

Baseline Assessment of Sensitivity

3.46 The baseline characteristics of each view, including the attributes described in the GLVIA (Ref. 1-18, para. 6.24) and the LVMF SPG (Ref. 1-11, p.7), and the contributions of any heritage assets to the view have been described where relevant. The value of each view is assessed on a case by case basis, and using professional judgement as appropriate. The assessment takes account of any designation of the view in planning policy, the quality of the townscape seen in the view including heritage assets that may be visible in or from the viewing position, and the composition and scenic quality of the view. Table 3.5 sets out broad guidance on the categories that different types of view are likely to fall under; exceptions to this guidance are explained in the narrative accompanying the view in question.

Table 3.5: Existing Value of the View

Value	Criteria
Very high	Designated views of national or international importance; elements of a World Heritage Site within designated WHS views; the Protected Vista or Protected Silhouette of a designated LVMF view.
High	Designated views of regional importance: LVMF or Borough views.
Medium	Valued local views noted in planning policy or conservation area appraisals; significant views of designated heritage assets or noted local landmarks; well composed representative views though townscape of good or high value.
Low	Representative views through townscape of ordinary or low value and incidental views through townscape of good or high value.
Very low	Incidental views through townscape of low or very low value.

3.47 The assessment of sensitivity, as recommended in the GLVIA (Ref. 1-18), considers the visual receptors to be the people experiencing each view. The susceptibility to change of the visual receptors to changes in their visual amenity, and the value of the view, are combined to give a judgement of the view's sensitivity.

3.48 The assumptions made in the GLVIA do not cover an exhaustive range of the visual receptors. There are limitations to this approach: the GLVIA defines 'visual effects' as "*effects on specific views and on the general visual amenity experienced by people*" (Ref. 1-18, para.2.21). The glossary of the GLVIA defines 'visual amenity' as "*the overall pleasantness of the views people enjoy of their surroundings, which provides an attractive visual setting or backdrop for the enjoyment of activities of the people living, working, recreating, visiting or travelling through an area*". It does not expand on what might amount to 'pleasantness' or what might be conducive to the 'enjoyment of activities', presumably because the measuring of psychological effects such as these are inevitably beyond the scope of the landscape/townscape professional. The 'pleasantness' of the view and 'enjoyment' of the viewer is influenced by individual perception and taste, which is hard to judge, may vary dramatically from person to person and therefore has limited validity.

3.49 The GLVIA advises that the baseline visual assessment should include "*the type and relative number of people (visual receptors) likely to be affected, making clear the activities that they are likely to be involved in*" (para.6.24) and goes on to categorise the susceptibility to change of these types of people to changes in their visual amenity (paras.6.32-4). Furthermore, the assessment of susceptibility to change should consider the extent to which the attention of any likely visual receptors would be focused on views and visual amenity. Assessing visual effects is not a quantitative process and in a busy urban townscape context it is not practical to provide even approximate numbers of visual receptors; the relative busyness of a viewing position is however described where appropriate.

3.50 Assumptions as to the susceptibility to change of various groups of visual receptors are described in paras.6.33-6.36 of the GLVIA. The susceptibility of change of visual receptors is described for each view and recorded on a scale of **low, medium** or **high,** as shown in Table 3.6.

Table 3.6: Susceptibility to change of visual receptors

Susceptibility to change	Criteria
High	The receptor has limited ability to accommodate change without altering their visual amenity.
Medium	The receptor has some ability to accommodate change without altering their visual amenity.
Low	The receptor can accommodate change without altering their visual amenity.

3.51 While the factors relevant to the assessment of susceptibility will vary for each view, guidance as to the likely characteristics for each category of receptor is provided below:

- **High** susceptibility to change is likely to include residents at home (although private visual amenity is not assessed within this document so will rarely apply) and in shared private amenity space; people engaged in outdoor recreation relating to landscape and/or views; visitors to a heritage asset, visitor attraction or landscape/townscape where views are important to the experience; people in communities where views contribute considerably to the landscape or townscape setting enjoyed by residents; and travellers on scenic routes where awareness of views is high.
- **Medium** susceptibility to change is likely to include people travelling through townscape where views make some contribution to the experience but are not a key part of or purpose of the travel; people in communities where views contribute to a limited extent to the landscape or townscape setting enjoyed by residents; and visitors to a heritage asset, visitor attraction or landscape/ townscape where views may contribute to the experience incidentally but are not a key part of or purpose of the visit.
- **Low** susceptibility to change is likely to include people engaged in outdoor sport, at their place of work, or moving through townscape where views do not contribute to the enjoyment of townscape.

3.52 Judgements of susceptibility to change of the visual receptors are combined with a judgement on the value of a view to arrive at the overall **sensitivity** of the view, which is categorised as **Very High, High, Medium, Low** or **Very Low.**

Lens Selection for Verified Views

3.53 As acknowledged by the Landscape Institute's Technical Guidance Note, Visual Representation of Development Proposals (Ref. 1-21), in reality no static photography is able to fully capture the richness and depth of the human viewing experience. Only the central 6-10 degrees of a view is seen in detail by the human eye but the scene beyond this can be appreciated in peripheral vision without moving the eyes – or by moving the eyes or rotating the head the focal point of the view can be changed. Both the clarity of the focal point, or multiple focal points of a view, and the appreciation of the wider context, contribute to our appreciation of the environment and for most urban views both aspects need to be equally well understood for a view to be robustly assessed.

3.54 Perspective is uniquely determined by the viewpoint position and direction of view, so cannot be altered by the use of different camera lenses. The scale of the buildings in a photographic image is a factor only of the size of the print or the image on screen. The choice of lens used to photograph a view, and consequently the horizontal field of view (HFoV), is therefore made on the basis of the requirements for assessment, which may vary from view to view. The human eye has a HFoV of about 110°. 'Normal', or 'Standard' lenses (36–60mm in 35mm film format) cover between 62° and 40° so in an urban situation frequently do not provide the necessary context for a full appreciation of the human experience of the view.

3.55 Where the wider context of the view should be considered – and in most situations a viewer would naturally make use of peripheral vision in order to understand the whole – it is logical to use a wider angle lens (24–35mm in 35mm film format) which would cover a FoV between 84° and 64°. The Landscape Institute Technical Guidance Note (Ref. 1-21) states that *"A 'standard' lens (50mm FL on a FFS Camera) typically captures a HFoV of just under 40 degrees. This may be suitable for some purposes, but a single-frame photograph based on this FoV may not convey the breadth of visual information required to represent a Proposed Development and relevant context... the general requirement is to capture enough of the scene to represent the landscape/townscape setting and the likely visibility of the proposal"* (Appendix 4, paras.4.2.3-4.2.5). Where the viewing point is studied at rest and the eye is free to roam over a very wide field of view and the whole setting of the view can be examined by turning the head, it may be appropriate to provide a panorama comprising a number of photographs placed side by side to cover an even wider field of view. It will also be necessary to provide a wider HFoV for close viewpoints in order to capture the entire proposal; as stated in the Landscape Institute guidance *"Views should include the full extent of the site/development and show the effect that it has upon the receptor location"* (Appendix 4, para.4.1.5)

3.56 Para.3.8.4 of the Landscape Institute Guidance states that *"A 'mathematically correct' image is established for a 50mm FL [Focal Length] approximately 39.6 Horizontal Field of View (HFoV) image, printed at a size of 390mm x 260mm on an A3 sheet, and held at 542mm from the eye."* 500-550mm is approximately at arm's length. Both proposed and cumulative images in the Visual Assessment are provided in A3 landscape format with crop marks to indicate the extent of a 50mm focal length if the image has been shot with a larger focal length. This enables the reader to view an image on screen at approximately arm's length and zoom in to the 50mm view digitally if desired, while also being able to appreciate the peripheral parts of the view which are relevant to the appreciation of the townscape context outside the narrow area of focus.

Assessment of Visual Magnitude of Impact

3.57 In order to demonstrate the change to visual amenity as a result of the Proposed Development, three separate images have been prepared from each viewing location selected:

1. **Existing Baseline** – the view as it exists currently;
2. **Proposed** – the Existing Baseline view with the Proposed Development inserted in render or blue wireline form; and
3. **Cumulative** – the Proposed view with consented Cumulative Schemes inserted as black wirelines and submitted cumulative schemes inserted as orange wirelines.

3.58 The three images for each viewpoint are intended to inform the assessment of change to visual amenity that would result from the Proposed Development. The assessment in this report in respect of views is not of the effect on the images, which are restricted in terms of what they can show as noted in the consideration of the lens selection set out above; rather, they are assessments of the effect of the Proposed Development as it would be experienced by a viewer at the relevant viewpoint location, informed by the images, as well as by site visits.

3.59 The Proposed Development has been shown fully 'rendered' or in a blue 'wireline' in the proposed and cumulative views. A 'wireline' image shows the scale and massing of the Proposed Development represented as a blue outline within the baseline photograph; a 'render' image illustrates the Proposed Development in photorealistic form, showing the detailed articulation and materials that are proposed, as well the Proposed Development's scale and massing. Where the Proposed Development would not be visible, its position relative to the foreground of the existing view may be shown with a dashed outline. The methodology employed by the visualisation firm, Cityscape, to create the verified views is provided in Appendix F. The Visual Assessment, in Section 6.0 of this volume is based on the images prepared by Cityscape which are, in turn, based on the computer-generated model of the Proposed Development prepared by the architects, 3XN, who have confirmed the accuracy of the visualisations in relation to their design proposals before the Tavernor Consultancy have assessed them.

3.60 One rendered dusk view has been included to allow an assessment of the illuminated Proposed Development after dark. The internal lighting of the Proposed Development as shown in these views is indicative.

3.61 The overall magnitude of change resulting from the Proposed Development with respect to each view is assessed as **High, Medium, Low, Very Low** or **None.** The judgement on the magnitude of change to a view is based on a professional appraisal of interrelated factors set out in para 6.39 of the GLVIA (Ref. 1-18), which are described in the narrative accompanying the proposed view where relevant. Consideration is given to the size and scale of the effect, including factors such as the loss or addition of features, changes in view composition, the proportion of the view occupied by the Proposed Development, the extent of its visibility, and the consistency or contrast of the Proposed Development with the existing townscape character in the view; the geographical extent of the visual effect, which reflects the distance of the viewing position from the visible parts of the Proposed Development and any kinetic or seasonal changes to its visibility from this distance; and the duration and reversibility of the Proposed Development's effect. A broad summary of the magnitude criteria is set out in Table 3.7 below.

3.62 For the assessment of the completed and operational Proposed Development the duration of all change is assumed to be long term and in terms of reversibility, it is assumed to be permanent. For the assessment of deconstruction and construction effects the duration would be short term and in terms of reversibility it is assessed as temporary.

Table 3.7: Magnitude of visual impacts

Magnitude	Description
None	No change to the view.
Very low	A barely perceptible change to the view.
Low	A slight change to the view.
Medium	A clear change to the view.
High	An immediately apparent change to the view.

3.63 Each overall assessment of the magnitude of change will result from a combination of different factors of varying levels of relevance, and it is likely that no two assessments will be the same. It is nonetheless possible to provide broad guidance on some of the main features that may be found at each level of magnitude of change, and this is set out below:

- **High** magnitude of change is likely to arise in views where the Proposed Development creates new focal points, removes key features from the existing view and/or results in substantial changes in composition in which the proposal would become dominant. The Proposed Development is likely to be extensively visible, at a scale as large or larger than existing elements within the view, or forming a considerable contrast with the existing character of the view. The high change may also reflect the close distance of the viewpoint from the site where there is likely to be no or little intervening development.
- **Medium** magnitude of change is likely to arise in views where there is a noticeable loss or addition of features, a change in composition, or the degree of integration/contrast, but in which the Proposed Development would not dominate the view in the proportion of the view it occupies or due to its effects on the composition. The Proposed Development is likely to be visible partially and/or visible at a comparable apparent scale to existing elements within the view, or to form a noticeable contrast with the existing character of the view. The medium change may also reflect the medium range distance of the viewpoint from the site and its part obscuration by other elements in the view.
- **Low** magnitude of change is likely to arise in views where the Proposed Development results in limited loss or addition of features, changes in composition, and degree of integration/contrast in the view. The Proposed Development is likely to be visible to a small extent, and/or at a lesser apparent scale than existing elements in the view, or at a similar or greater apparent scale but echoing the prevalent character of other elements in the view such that it may not be immediately noticeable. The slight change may also reflect the distance of the viewpoint from the Proposed Development and its part obscuration by other elements in the view.
- **Very low** magnitude of change is likely to relate to the negligible loss or addition of features, changes in composition, or degree of integration/contrast in the view. The Proposed Development is likely to be visible to a minimal extent, appearing fleetingly, or in a part of the view that is peripheral/not the focus. A change may reflect the significant distance of the viewpoint from the Proposed Development and its part obscuration by other elements in the view.

Assessment of Scale and Nature of Visual Effects

3.64 The final assessment of the **scale** and **nature** of the visual effect with reference to each of the verified views is based on the combination of the judgements of sensitivity of the baseline view (as experienced by a visual receptor) and magnitude of impact as a result of the Proposed Development. The rationale for the judgement is clearly and transparently explained to demonstrate how the final assessment has been derived, and is summarised based on the broad categories set out in Tables 3.8A and B. A Proposed Development with no magnitude of impact would result in 'no effect' in respect of scale of effect. The nature of effect is assessed using professional judgement, considering each view on a case by case basis, and is described in the detailed narrative.

3.65 The views in the visual assessment have been used to inform the assessment of effects on heritage assets and townscape, where relevant.

Table 3.8A – Scale of effects

	Magnitude of Impact				
Sensitivity	None	Very low	Low	Medium	High
Very High	No effect	Minor	Moderate	Major	Very major
High	No effect	Negligible / minor	Minor / moderate	Moderate / major	Major / very major
Medium	No effect	Negligible	Minor	Moderate	Major
Low	No effect	Negligible	Negligible / minor	Minor / moderate	Moderate / major
Very Low	No effect	Negligible	Negligible	Minor	Moderate

3.66 The matrix in Table 3.8A provides an explanation, in line with GLVIA (Ref. 1-18, para.6.42), of how the magnitude of impact is combined with sensitivity to produce an assessment of the scale of effect. The matrix is weighted at both the upper and lower ends such that it moderates the resulting scale of effect for lower magnitude impacts on lower sensitivity receptors, and amplifies that of higher magnitude impacts on higher sensitivity receptors.

3.67 Where the scale of effects are given a range in the table above, professional judgement is used to choose either of the categories shown, or a mid-point between them e.g. a low magnitude impact on a receptor of high sensitivity could result in a minor scale of effect, a minor-moderate scale of effect, or a moderate scale of effect. These broad categorisations are accompanied by a narrative that describes the effects in more detail. As outlined in ES Volume 1, Chapter 2 EIA Methodology, effects that are lower than moderate in scale (i.e. negligible, negligible-minor, minor or minor-moderate) are not considered 'significant', and effects that are moderate or greater in scale (i.e. moderate, moderate-major, major, major-very major or very major) are considered to be significant in ES terms.

3.68 The qualitative **nature** of each effect is assessed as **beneficial, adverse** or **neutral** (in line with Table 3.8B) using professional judgement and considering each view on a case by case basis.

Table 3.8B: Nature of effects

Nature of effect	Description
Adverse	The quality of the view is diminished.
Neutral	The quality of the view is preserved or there is a balance of adverse and beneficial effects.
Beneficial	The quality of the view is improved.

3.69 In the qualitative assessment of the nature of effects, there are likely to be a number of different positive and / or negative impacts that contribute to an overall assessment of effect. A neutral effect may result from a balance of positive and negative impacts, or may reflect a situation in which, while there is change to the view, there is no appreciable beneficial or adverse effect.

3.70 The nature of effect is described in the detailed narrative. While the exact form of the qualitative effect will vary from view to view, and the following is by no means exhaustive, some examples of the form that beneficial, adverse and neutral effects could take are provided below.

3.71 A beneficial effect could arise from the Proposed Development, for example, removing a negative aspect of the view, or from it positively consolidating the compositional qualities of a view, or through its introduction of high quality new architecture to the view. An adverse effect could arise, for example, from the removal of an element on the Site that contributes positively to a view, or from the introduction to the view of new development of low visual quality, or that detracts from an existing high quality composition or element/ feature of the composition. A neutral effect could arise in a situation in which both beneficial and adverse effects such as those noted above are evident in a manner which balance each other; it is therefore capable of being applied to effects which are either significant or non-significant in ES terms.

Deconstruction and Construction

3.72 The assessment of the effects of deconstruction and construction of the Proposed Development has taken into account the works and processes set out in ES Volume 1, Chapter 5: Deconstruction and Construction. The assessment has taken into account the same receptors as for the assessment of the completed and operational Proposed Development. However, due to the complexity in accurately predicting the constantly evolving numerous different visual changes during the deconstruction and construction process,

and the temporary nature of the effects, verified views have not been prepared to inform the assessment and receptors have been assessed in broad qualitative terms.

3.73 The assessment considers the temporary changes to views arising from deconstruction and construction activities, including the use of machinery and the appearance of buildings at an advanced stage of construction, without the complete application of external cladding. The extent and detail of the assessment is proportionate to the temporary nature of the effects and is focused on potentially significant effects. The assessment is based on the maximum potential effect on each view across the deconstruction and construction process as a whole.

Cumulative Assessment

3.74 The visual assessment considers the effect on the identified views of the Proposed Development considered on its own. The cumulative visual assessment contained in Section 6 considers the additional effect of the Proposed Development on views, on top of those effects that would arise from other 'cumulative' schemes that have been proposed or consented i.e. the effect of the Proposed Development if the cumulative schemes were already in place and formed a 'cumulative baseline'.

3.75 All Cumulative Schemes agreed for consideration in the ES have been modelled in the cumulative views where relevant to this assessment and are listed at paragraph 6.99. The cumulative views distinguish between all consented but unbuilt schemes on the one hand, and all undetermined planning applications on the other hand by illustrating them with different wireline colours in the views, black for consented and orange for undetermined respectively. Informed by this, the cumulative assessment in the text distinguishes between the more certain cumulative development scenario (which would include all consented but unbuilt schemes only), and the less certain cumulative development scenario (which would include all undetermined planning applications, in addition to the consented but unbuilt schemes). In the cumulative assessment narrative, the Cumulative Schemes are named and their interaction with the Proposed Development is described where relevant to the assessment.

Built Heritage Assessment Methodology

Guidance for the Assessment of Built Heritage Effects

3.76 The available guidance for assessing the effects of a development on built heritage assets and their settings is as follows:

- *Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment* (Ref. 1-7), produced by Historic England;
- *Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets* (2017) (Ref. 1-8), produced by Historic England;
- *Statements of Heritage Significance: Analysing Significance in Heritage Assets Historic England Advice Note 12* (2019) (Ref. 1-9), produced by Historic England;
- *Guidance and Toolkit for Impact Assessments in a World Heritage Context* (2022) (Ref. 1-22) produced by UNESCO, ICCROM, ICOMOS and IUCN;
- *Principles of Cultural Heritage Impact Assessment in the UK* produced by the IEMA (2021) (Ref. 1-23); and
- *Conservation Principles: Policies and Guidance* (2008) (Ref. 1-24), produced by Historic England.

3.77 Historic England's *Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment* (Ref. 1-7) provides information to assist in implementing historic environment policy, including guidance on assessing the significance of heritage assets. Historic Environment *Good Practice Advice in Planning Note 3 (2nd Edition): The Setting of Heritage Assets* (Ref. 1-8) advises on the management of change within the surroundings of heritage assets. Historic England's *Advice Note 12 – Statements of Heritage Significance: Analysing Significance in Heritage Assets* (Ref. 1-9) provides guidance for assessing the heritage significance of heritage assets. Although the ICOMOS Guidance (Ref. 1-22) was developed for assessing effects on World Heritage Sites (WHS) it also provides useful guidance for the assessment of effects on heritage assets more generally. *Principles of Cultural Heritage Impact Assessment in the UK* (Ref. 1-23) sets out a framework for the assessment of change with an Environmental Impact Assessment. Historic England published *Conservation Principles: Polices and Guidance* (Ref. 1-24) in 2008 to provide guidance on the assessment and management of heritage significance and, while more recent advice is available, it is still considered to form a useful guidance document.

General Approach to the Assessment of Effects

3.78 As required by the EIA Regulations (Ref. 1-19), this assessment considers the likely significant effects that result directly from the Proposed Development itself (direct) or from consequential change (indirect) and whether likely significant effects are caused by the Proposed Development in isolation or in the context of other consented and submitted development, 'Cumulative Schemes'.

3.79 The assessment of effects on heritage assets is carried out through a process which is summarised below:

1. Identify the heritage receptors;
2. For each receptor consider its value and susceptibility to change (taking into account heritage significance) and combine those judgements to assess its **Sensitivity.**
3. For each heritage receptor, consider the Proposed Development's effect on its heritage significance, if any, to assess the Magnitude of Impact as a result of the Proposed Development;
4. Combine the judgements of Sensitivity of the receptor and Magnitude of Impact as a result of the Proposed Development to assess the **Scale of the Effect**; and assess the qualitative **Nature of the Effect.**

3.80 Simple word scales are used as a means of summarising judgements at each stage of the assessment sequence described above, with detailed narrative describing the reasoning for each judgement in the accompanying text. The word scales for each step of the assessment contain between three and five categories, and in each case a mid-point between two categories may also be chosen (e.g. 'low-medium' could be chosen as a mid-point between 'low' and 'medium'). This assessment uses sequential combination. For unweighted judgments the criteria are simply combined e.g. a heritage asset of low value with high susceptibility to change would have medium sensitivity. For weighted judgements a matrix is used; in this assessment sensitivity is weighted in the combination of sensitivity and magnitude of impact as shown in the matrix in Table 3.12A.

Identification of receptors

3.81 The built heritage assessment provides an assessment of the likely significant effects of the Proposed Development on the heritage significance or appreciation of the heritage significance of above-ground heritage assets. The 'receptors' are the identified 'built heritage assets', which potentially comprise listed buildings (LBs); above-ground scheduled monuments (SMs); registered parks and gardens of special historic interest (RPGSHI); conservation areas (CAs); and non-designated heritage assets (NDHAs), which in most cases are locally listed buildings (LLBs) identified by the relevant local authority. The National Heritage List for England (HE's database of nationally designated heritage assets, (Ref. 1-25) and the local authority's website and Local List (Ref. 1-26) have been consulted to identify nationally and locally identified designated and non-designated assets. The Greater London Historic Environment Record (GLHER) (Ref. 1-27) has been consulted and no further heritage assets have been identified as a result. A walkover survey of the Site and environs has not identified any hitherto unrecorded above-ground heritage assets in the study area.

The Built Heritage Study Area

3.82 In accordance with Step 1 of the methodology set out in *The Setting of Heritage Assets* (Ref. 1-8), site inspection and testing has identified which heritage assets and their settings could be affected by the Proposed Development. Accordingly, a built heritage study area extending approximately 500m from the boundary of the Site has been defined for the assessment of designated heritage assets, as shown in Figure 4.12 (including designated heritage assets where all or part fall within the 500m radius).

3.83 A number of designated heritage assets within the 500m study area have been scoped out of assessment as it was considered clear that the Proposed Development would have no effect on their heritage significance – these are set out and the reasons for scoping out further explained in Section 4, Baseline Conditions. Conversely, a number of heritage assets beyond the initial 500m study have been added to the assessment, as explained in Section 4, Baseline Conditions.

3.84 In respect of non-designated heritage assets, where there are NDHAs on or adjacent to the Site they will be individually assessed in the built heritage assessment, as part of a proportionate approach to assessment in line with the NPPF. As NDHAs in the wider 500m study area are noted for their contribution to the character of the local townscape, they will not otherwise be individually assessed but will be described in the assessment of relevant CAs where appropriate (as well as in the separate townscape and visual assessments in this ES Volume, where relevant). This is considered to be a proportionate approach to the built heritage assessment of non-designated heritage assets. The building on the Site is not considered to be an NDHA, nor are there any adjacent to the Site.

3.85 Where testing demonstrates that designated heritage assets outside the study areas would be affected to a potentially significant extent, for example due to the alignment of streets and open spaces in the intervening townscape, these have been included in the assessment in addition to those in the defined study area. As a result of this consideration, a number of heritage assets have been added to the assessment, and these are set out in the Section 4, Baseline Conditions section.

Baseline Assessment of Sensitivity of Heritage Assets

3.86 A proportionate summary of the history and character, and an appraisal of the heritage significance of each heritage asset or group of listed structures, including any contribution made to heritage significance by their settings, is provided in Section 4, Baseline Conditions. Appraisal of the significance of each heritage asset is based on Historic England (HE) listing descriptions (LBs and RPGSHI) and local authority appraisals (for CAs) and, where appropriate, supplementary desk-based and archival research and site inspections. HE's *Statements of Heritage Significance: Analysing Significance in Heritage Assets* (Ref. 1-8) provides a methodology for assessing heritage significance by considering the three 'heritage values': archaeological interest, architectural or artistic interest and historic interest. This assessment does not cover below-ground heritage assets. An assessment of heritage significance is made by considering the architectural/artistic interest and historic interest of the asset using professional judgement; the balance between the interests will vary. All designated heritage assets are considered to be of high value — or very high value where they are of international significance. The baseline value of heritage assets is set out in Table 3.9.

Table 3.9: Existing Heritage Value

Value	Criteria
Very high	A site of acknowledged international importance. Likely to be a World Heritage Site, an internationally recognised Grade I listed structure with exceptional cultural value; an internationally valued conservation area with exceptional coherence and integrity, exhibiting unity, richness and harmony, and an exceptionally strong sense of place and likely to contain a high proportion of Grade I listed buildings or a Grade I registered landscape with associated Grade I listed structures.

Value	Criteria
High	All nationally designated structures and landscapes not included in the Very High value category, and conservation areas.
Medium	Formally identified non-designated heritage assets e.g. locally listed buildings.
Low	Non-designated heritage assets which have not been formally identified.
Very Low	Undesignated buildings and townscapes.

3.87 Susceptibility to change of a heritage asset is considered through an understanding of the heritage significance of the heritage asset and the contribution of setting (if any) to its heritage significance, or to the appreciation of that heritage significance. It is assessed in line with the categories and broad criteria set out in Table 3.10. Designated heritage assets of the same value may vary quite significantly in their susceptibility to change, or that of their settings.

3.88 In accordance with Step 2 of the methodology set out in *The Setting of Heritage Assets* (Ref. 1-8), a description of the existing setting and an appraisal of its contribution (if any) to the significance, or appreciation of the significance, of each heritage asset or group of heritage assets is provided in Section 4, Baseline Conditions, informed by the townscape and visual baseline assessments and site inspections of the existing settings. Setting is defined in the NPPF (Ref. 1-3) as the "*surroundings in which a heritage asset is experienced*". The setting of a heritage asset is not itself a heritage asset or a heritage designation, but its value lies in what it contributes, if anything, to the heritage significance of the heritage asset or the appreciation of its heritage significance. Some aspects of a setting may contribute more than others to the heritage significance of an asset so there may also be variation across a setting in its capacity to accommodate change. Therefore, settings vary in their capacity to accommodate change ('susceptibility to change') without harm to the heritage significance of the asset or the appreciation of that heritage significance. The baseline assessment of susceptibility to change is therefore considered on a case by case basis focusing on "*those elements of the setting that make a positive contribution to the asset (or which better reveal its significance)*" (Ref. 1-3, para. 206). The relevant aspects of setting will be considered in the assessment.

Table 3.10: Susceptibility to change

Susceptibility to change	Criteria
High	The heritage receptor has limited ability to accommodate change without altering its heritage significance or ability to appreciate that significance
Medium	The heritage receptor has some ability to accommodate change without altering its significance or ability to appreciate that significance
Low	The heritage receptor can accommodate change without altering its significance or ability to appreciate that significance

3.89 The value and susceptibility to change of each heritage asset is assessed in Section 4, and in Table 4.1. Those judgements are combined to assess its overall **sensitivity**, which is categorised as **Very High, High, Medium, Low or Very Low.**

Assessment of Magnitude of Impact on Built Heritage

3.90 Assessment of the magnitude of impact on the heritage significance or appreciation of the heritage significance of the asset as a result of the Proposed Development is informed by the assessment of changes to views of or from the heritage asset, as well as consideration of other potential effects on setting such as noise, lighting, odour and patterns of movement, if relevant. In accordance with Step 3 of *The Setting of Heritage Assets* (Ref. 1-8), the assessment describes the degree to which the heritage asset or its setting would be changed by the removal of existing townscape elements or the addition of new ones and the resultant contribution that this change would make to the significance or appreciation of the heritage significance of the heritage asset. The assessment will vary for each individual heritage asset but will consider the location and siting, form and appearance and wider effects of the Proposed Development in relation to the heritage asset including the more detailed potential attributes affecting setting listed in the Assessment Step 3 Checklist in *The Setting of Heritage Assets* (Ref. 1-8, p.6). A summary of the categories of magnitude of change is set out in Table 3.11. A high magnitude of impact would include complete removal of heritage significance through demolition (or through effects on setting which result in almost total loss of significance, which occurs exceptionally).

Table 3.11: Magnitude of change

Magnitude	Description
None	No change to heritage significance or its appreciation
Very Low	A minimal change to the heritage significance of the receptor/ a change to appreciation of heritage significance that would be barely perceptible.
Low	A limited change that would have a slight effect on the heritage significance of the receptor/ a change to appreciation of heritage significance that would not be immediately noticeable.
Medium	A moderate change to the heritage significance of the receptor/ a noticeable change to the ability to appreciate the significance of a heritage asset.
High	A considerable change to the heritage significance of the receptor or an immediately noticeable change to the ability to appreciate the heritage significance of the receptor.

Assessment of Effects on Built Heritage Assets

3.91 The separate judgements of the sensitivity of the heritage asset, and the magnitude of the change to the heritage significance or appreciation of the heritage significance of the heritage asset (as a result of the changes to the heritage asset or the setting of that heritage asset made by the Proposed Development) are combined to allow a final judgement to be made of the likely **scale** and **nature** of the effect on the heritage significance or appreciation of the heritage significance of the heritage asset. As recommended by *The Setting of Heritage Assets* (Ref. 1-8), the assessment is not carried out solely through the use of tables or matrices: the rationale for the judgement is clearly and transparently explained in the text to demonstrate how the final assessment has been derived and is summarised based on the broad categories set out in Tables 3.12A and 3.12B.

3.92 The scale of effect for built heritage assets results from the combination of the magnitude of impact and the sensitivity of the receptor and this is summarised in a series of broad categories as set out in Table 3.12A. The matrix in Table 3.12A provides an explanation of how the magnitude of impact is combined with sensitivity to produce an assessment of the scale of effect. The matrix is weighted at both the upper and lower ends such that it moderates the resulting scale of effect for lower magnitude impacts on lower sensitivity receptors and amplifies that of higher magnitude impacts on higher sensitivity receptors. These broad categorisations are accompanied by a narrative that describes the effects in more detail. Where effects are given a range in Table 3.12A, professional judgement will be used to judge the scale of the effect within that range. 'Very major' effects are only applicable where a receptor is of 'very high' value with a 'high' or 'very high' sensitivity. As outlined in ES Volume 1, Chapter 2 EIA Methodology of the December 2023 ES, effects that are lower than moderate in scale (i.e. negligible, negligible-minor, minor or minor-moderate) are not considered 'significant', and effects that are moderate or greater in scale (i.e. moderate, moderate-major, major, major-very major or very major) are considered to be significant in ES terms.

Table 3.12A: Scale of Effect

	Magnitude of Impact				
Sensitivity	None	Very Low	Low	Medium	High
Very High	No effect	Minor	Moderate	Major	Very major
High	No effect	Negligible / minor	Minor / moderate	Moderate / major	Major / very major
Medium	No effect	Negligible	Minor	Moderate	Major
Low	No effect	Negligible	Negligible / minor	Minor/ moderate	Moderate / major
Very Low	No effect	Negligible	Negligible	Minor	Moderate

3.93 The nature of effect is assessed as **beneficial, adverse** or **neutral** (in line with Table 3.12B) using professional judgement, considering each heritage asset on a case by case basis, and with a description provided in the detailed narrative. Adverse effects are those that detract from the value of the receiving environment; this would equate to 'harm' to the heritage significance in NPPF terms. Beneficial effects are those that contribute positively to the value of the receiving environment. This may be through the introduction of new, positive attributes; for example, through improvements to the setting of a heritage asset that would enhance the appreciation of the heritage significance of that heritage asset such as opening up new views of that asset. A neutral effect is one where, regardless of the scale of the effect, the nature of the change has no qualitative effect on the receiving environment for example through a balance of beneficial and adverse effects. This equates to the heritage significance or appreciation of heritage significance of a heritage asset being 'sustained' in NPPF (Ref. 1-3) terms. This approach is consistent with the statutory duties under the Planning Act (Ref. 1-1) to have special regard to the desirability of preserving a listed building or its setting, or any features of special architectural or historic interest which it possesses (equivalent to a neutral effect), and the requirement that special attention is paid to the desirability to preserve or enhance the character and appearance of a conservation area (equivalent to a neutral or beneficial effect). Where the effect is minor, moderate, major or very major, good design can reduce or remove potential adverse effects or provide enhancement and, in some cases, design quality may be the main consideration in determining the balance of positive and negative effects.

3.94 The qualitative judgement of the nature of the effect is further considered in relation to the NPPF (Ref. 1-3, paras.201 and 202). Any adverse effects on the heritage significance of designated heritage assets (i.e. effects that cause 'harm' in NPPF terms) are further assessed as causing 'substantial' or 'less than substantial' harm to heritage significance or the appreciation of heritage significance. Where the scale of harm would be 'less than substantial' this is further assessed on a spectrum of low to high, with low being a very slight degree of harm and high being close to but lower than the almost total loss of significance consistent with 'substantial harm', at its upper end.

Table 3.12B: Nature of Effect

Nature of effect	Description
Adverse	The heritage significance of the asset or appreciation of it is reduced/eroded.
Neutral	The heritage significance of the asset or appreciation of it is preserved or sustained or there is a balance of adverse and beneficial effects
Beneficial	The heritage significance of the asset or appreciation of it is enhanced.

3.95 The potential effect of the Proposed Development on the heritage significance of relevant heritage assets has been taken into account during the design development process and, in line with Step 4 of the process outlined in the HE guidance *The Setting of Heritage Assets* (Ref. 1-8), options for designing out or reducing harm, where applicable, have been considered.

Deconstruction and Construction

3.96 The assessment of the effects of deconstruction and construction of the Proposed Development has taken into account the works and processes set out in ES Volume 1, Chapter 5: Deconstruction and Construction and the subsequent amendments summarised within ES Addendum Volume 1, Chapter 1: Proposed Design Amendment and ES Addendum Approach. The assessment has taken into account the same receptors as for the assessment of the completed and operational Proposed Development, and the same methodology set out above.

3.97 The assessment considers the temporary changes to heritage significance arising from deconstruction and construction activities,

including the use of machinery and the appearance of buildings at an advanced stage of construction, without the complete application of external cladding. The extent and detail of the assessment is proportionate to the temporary nature of the effects and is focused on potentially significant effects. The assessment is based on the maximum potential effect on each heritage asset and its setting across the deconstruction and construction process as a whole.

Cumulative Assessment

3.98 The heritage assessment considers the effect on the heritage receptors of the Proposed Development considered on its own. The cumulative heritage assessment contained in Section 6 considers the additional effect of the Proposed Development on heritage receptors, on top of those effects that would arise from other 'cumulative' schemes that have been proposed or consented i.e. the effect of the Proposed Development if the cumulative schemes were already in place and formed a 'cumulative baseline'. This consideration is informed by the cumulative views in Section 6.

4 Baseline Conditions

Introduction

4.1 The urban development of London has resulted from a combination of careful foresight and planning, and a pragmatic, sometimes expedient response to opportunities and events. It is not the result of a comprehensive unified vision. Consequently, it is a city of many distinctive parts. These have combined to create a rich urban environment. Through complex interactions London's fabric has become highly stratified and is represented by a great variety of architectural styles and building types. These have been built over many centuries in response to changing opportunities, and to the expectations and demands of London's citizens.

4.2 Successive eras – Georgian, Victorian, Edwardian and Modern – have all added to the City's building stock within the existing framework of streets. Therefore, the City has not been defined physically by any single overriding architectural idea or stylistic era: its buildings and places are multi-layered palimpsest, having been constructed across the ages. This is key to appreciating the qualities of the City's urban character, and herein lies its potential for developmental flexibility and continued economic success into the future.

History of the Site and surrounding area

Early history

4.3 Until the late 18th century was pastureland, in the vicinity of the manor of Tottenham Court on the rural fringes of London. Strype's updated 1720 edition of the 1694 Blome map extended the 17th century survey to include the wider area at the fringes of the City (Fig. 4.1). It shows the area now occupied by the Euston Road on the edge of the urban fringe of London, close to the village of 'St Mary Le Bon', with a route north marked as 'the way to Hamstead' [sic] from Tottenham Court (Fig. 4.1). The area now occupied by Regent's Park is occupied by enclosed fields. Urban London is to the south, extending as far north as modern-day Marylebone from 'Tiburn Road', now Oxford Street. The 1746 Rocque map shows some further development north of Oxford Street (Fig. 4.2). Tottenham Court Road is shown with buildings at its southern junction with Oxford Street.

18th century change and 19th century development

4.4 Horwood's map of 1799 (Fig. 4.3) shows The New Road (now Euston Road), built in the mid-18th century to enable the driving of livestock to Smithfield and labelled on the map as 'New Road from Paddington to Islington'. Until the late 18th century this route marked the northern extent of urban London. The construction of the New Road was the catalyst for the urbanisation of this part of London. By the time of Horwood's map published at the end of the century in 1799, there is some development extending northwards from the New Road in the area of the Site: a ribbon of development is shown fronting the Hampstead Road, and part of what is now Regent's Place has been developed around the former manor of Tottenham Court. The early street patterns captured in the Horwood map persist today. Fitzroy Square is also shown in the process of development to the south of the New Road.

4.5 Just 30 years later the 1828 Greenwood map (Fig. 4.4) shows a more comprehensively built-up townscape. Dense residential streets were constructed between Regent's Park and Hampstead Road, during this period, much of which was developed as a service quarter as part of John Nash's masterplan for Regent's Park. Regent's Park itself was first conceived by the Prince Regent (King George IV) and developed by James Burton and John Nash in the early 19th century. Originally intended as an estate of exclusive houses within a private parkland setting, Regent's Park was opened as a public park in 1835, and only a small number of the villas were ever built.

4.6 Euston Station, to the east of the Site, also opened in 1837. This area is shown as cleared open space, in anticipation of the station construction, on the Greenwood map (Fig. 4.4). In the 1860s the first underground line opened beneath the New Road, the Metropolitan line from Paddington to Farringdon. Another piece of major local infrastructure to be developed during this period was the Regent's Canal, which opened between Paddington to Camden in 1816 and is seen on the map skirting the northern edge of Regent's Park.

4.7 By the first OS map in the 1870s the rapid dense growth of London north of Euston Road is apparent (Fig. 4.5). Euston Station is now completed to the east of the Site. The area of the Site comprises tightly packed residential streets and pockets of industry. Charles Booth's Poverty Map of 1886-1903 (Fig. 4.6) shows the area around the Site as being occupied by a large number of working class households, and several streets represented by the 'Lowest Class. Vicious, Semi-Criminal' and 'Poor or Very Poor' households. Wealthier households lined Hampstead Road, Euston Road, the garden squares to the south of Euston Road and the edges of Regent's Park.

20th century

4.8 The 1910s OS map (Fig. 4.7) shows changes to the urban grain to the south of Euston Road, as a result of expansion of University College and University College Hospital. To the north of the Site there was smaller scale consolidation of industrial buildings to the west on Stanhope Street. Later in 1936, the White House, a purpose built 10-storey block of apartments, introduced a new taller scale of development between the park and Hampstead Road.

4.9 The 1945 LCC Bomb Damage Map (Fig. 4.8) shows the damage suffered during WWII in the area around the Site. In the area now occupied by Regents Place several buildings were damaged beyond repair, and blast damaged. More considerable damage was experienced to University College and University College Hospital and the streets to the south of Fitzroy Square. Nash terraces on the edge of Regent's Park buildings were also impacted – and later restored as or rebuilt.

4.10 Slum clearance of poor quality housing began in the 1930s. Its continuation, in combination with WWII bomb damage and clearance, resulted in comprehensive redevelopment of an extensive area to the north and west of the Site in the immediate post-war period, which profoundly changed its townscape character. The development of the Regent's Park Estate between 1951 and 1959 replaced the regular grid of 19th century terraced houses with a larger scale, coarser grained layout of low medium and tall residential blocks to the north of Drummond Street between Stanhope Street and Albany Street. This transition is partly captured in the 1950s OS map (Fig. 4.9), with prefab buildings also still shown at Munster Square.

4.11 The Euston Centre, a speculative development of commercial blocks of varying heights between Euston Road and Drummond Street to the west of Hampstead Road, linked together by an upper level walkway. Developer DE&J Levy gradually bought up parcels of land after World War II and first secured planning permission for a site on the north side of Euston Road in 1952 and the Euston Centre was developed in stages between 1962 and 1972. In a controversial deal with the London County Council (LCC), the Euston Centre was allowed to exceed accepted plot ratios in return for providing the land needed to widen the adjacent Euston Road and build the Euston Underpass.

4.12 The original designs proposed three or four equal mid-rise commercial blocks along Euston Road. However, concerns voiced by the Royal Fine Art Commission about the potential impact of the development on Regent's Park led to a reduction in scale to the west and the concentration of much of the commercial space into a single taller block at the junction of Euston Road and Hampstead Road, where it was considered an appropriate marker. The resulting 36-storey Euston Tower, designed in the 'International Style' by Sidney Kaye of Sidney Kaye, Eric Firmin and Partners, was completed in 1970; its pinwheel plan is clad in aluminium curtain walling with green reflective tinted glazing. The Euston Centre received little coverage in journals and no critical acclaim at the time of its construction. Pevsner, describing the entire Euston Centre stated: "*The tall cross-shaped curtain walled tower and the lower blocks stretching bleakly beside the widened road and underpass were early intrusions of large-scale offices into the West End…*" (Ref. 1-28A, p.375-376). The altered townscape is seen in the 1980s OS map, in great contrast to the former townscape (Fig. 4.10). The redevelopment Tolmers Square and large-scale 250 Euston Road are also visible to the east of Hampstead Road.

Redevelopment of the Euston Centre

4.13 British Land purchased Euston Centre in 1984 and its regeneration began in the late 1980s when the area was renamed 'Regent's Place'. Many of the original Euston Centre buildings have been demolished and replaced, with others extensively refurbished; No.338 Euston Road was the first to be redeveloped in 1989-1990. The north-east quadrant of the Euston Centre to the north of the Euston Tower was replaced by the 16-storey commercial building, 10 Brock Street designed by Wilkinson Eyre and completed in 2013, and 20 and 30 Brock Street, which includes the 26-storey residential Triton Building on Drummond Street and mid-rise commercial buildings fronting Brock Street and Hampstead Road, designed by Stephen Marshall Architects and completed in 2013. To the west are the large footprint seven-storey commercial buildings 1 and 2 Triton Square, originally part of the Euston Centre and more recently redeveloped by British Land. Regent's Place now forms a distinct large scale modern commercial quarter to the north and west of the Euston Tower. Only the Euston Tower now remains in its original form from the post-war Euston Centre (though its base was remodelled by Hawkins Brown in 2003).

Fig. 4.1 1720 Strype map

Fig. 4.2 1746 Rocque map

Fig. 4.3 1799 Horwood map

Fig. 4.4 1828 Greenwood map

Fig. 4.5 1870s OS map

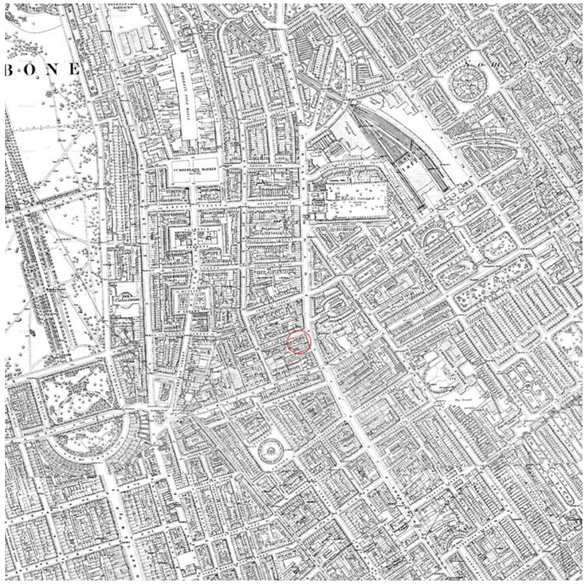


Fig. 4.6 Charles Booth Poverty map

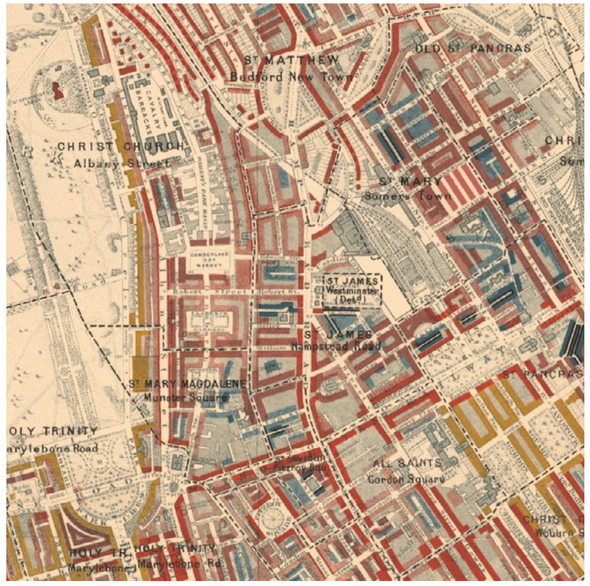


Fig. 4.7 1910s OS map

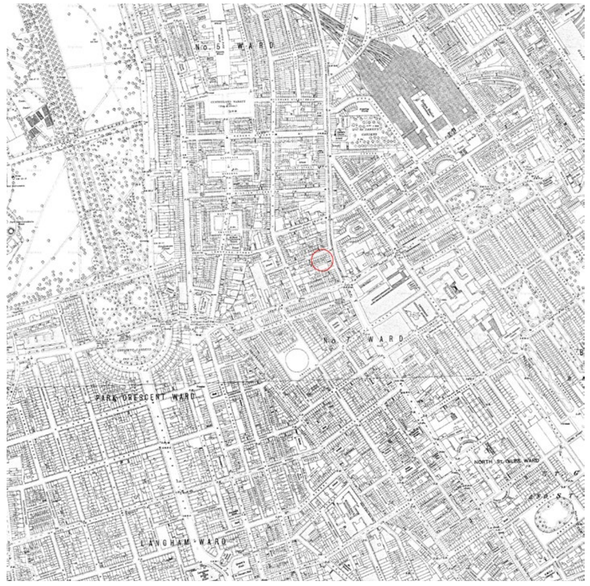
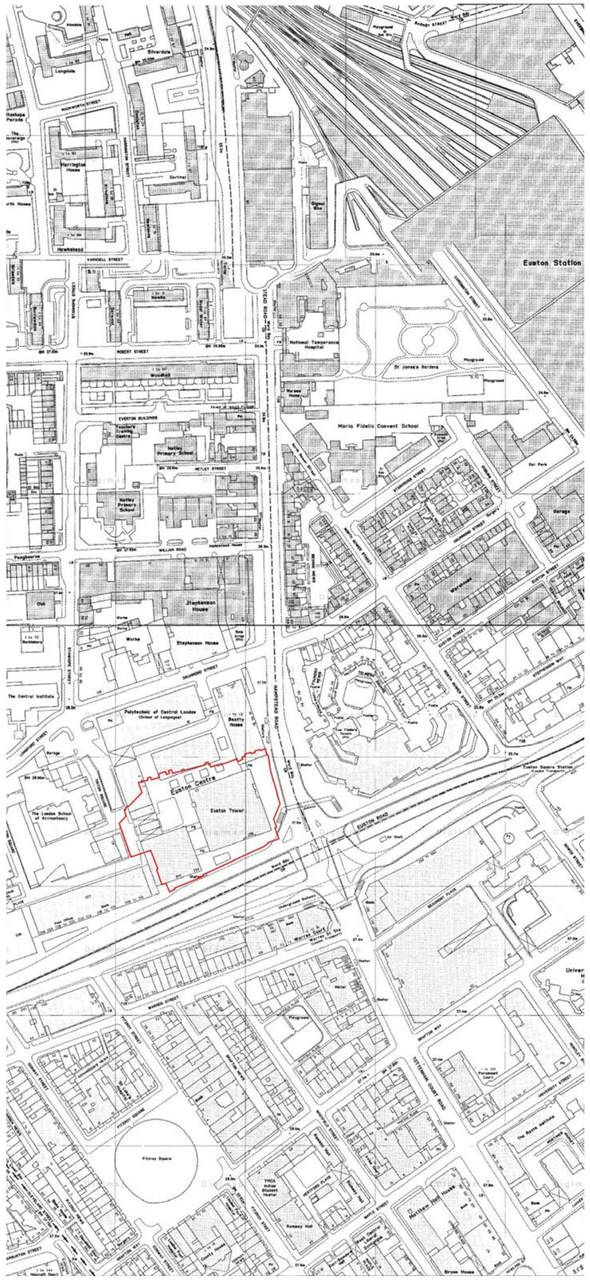


Fig. 4.8 1945 LCC Bomb Damage map

Fig. 4.9 1950s OS map

Fig. 4.10 1980s OS map



Built Heritage Baseline

Introduction and scoping

4.14 The Site does not lie within a designated conservation area and does not include any listed buildings or non-designated heritage assets (NDHAs). The National Heritage List for England (Historic England's database of nationally designated heritage assets) and the local authority's website have both been consulted to identify designated and non-designated assets that lie beyond the Site boundary. The following paragraphs will outline the scope of the built heritage assessment.

4.15 A digital Zone of Visual Influence (ZVI) was prepared at an early stage of the project and again upon design freeze to test the extent of potential visibility of the December 2023 Proposed Development. The ZVI was overlaid with designated heritage assets. Potential areas of impact highlighted by the ZVI were tested in the 3-d digital model. Together with site visits, this visual analysis has been used to determine the scope of the built heritage assessment. As there is already a tall building of substantial scale on the Site, and no proposed increase in its height, the potential changes to the settings of heritage assets are limited to the impacts of the increase in the mass of the Proposed Development in comparison to the existing building and of the change in its appearance. The scope of the heritage assessment is therefore limited to those heritage assets for which a change in the form and appearance of the Euston Tower has the potential for significant effects. A digital ZVI was prepared again following the post-submission changes to the design (Appendix C).

4.16 A number of listed structures on the HE National Heritage List for England have been demolished or moved as part of the enabling works for the Euston HS2 Station to the west of the existing Euston Station: Nos.14 and 15 Melton Street (both Grade II listed) have been demolished. The Monument to the Christie Family and the Obelisk to Baron Southampton, both Grade II listed, which were located in St James Gardens, have been moved into storage for future relocation. These have not been included in the built heritage assessment.

4.17 There are no Scheduled Monuments within the 500m study radius. The closest Scheduled Monument is the sub-terranean commercial ice well to the south of Park Crescent West (Ref. 1-25, List Entry Number: 1427239), which is largely buried and approximately 600m to the south-west of the Site.

4.18 The existing Euston Tower is visible as a well-established part of the setting of numerous heritage assets. Many would consider the contrast between historic townscape and taller post war development visible within its setting to be inherently harmful to the appreciation of its significance. Certainly, the generic 'International Style' design of the Euston Tower is a-contextual and not highly site specific. While the massing of the existing tower was pushed eastwards on the Euston Centre development site away from Regent's Park on the recommendation of the Royal fine Art Commission, there was no attempt in its design to otherwise respond to its context or to activate and enrich the surrounding streetscape. The use of curtain walling on the existing Euston Tower results in large areas of glazing and flat unmodulated façades without visual richness or human scale, which do not complement the materiality or rhythms of the historic streetscapes of the local area.

4.19 Historic England's GPA3 (Ref. 1-8, para.8) notes that understanding the history of change will help to determine how further development within a heritage asset's setting is likely to affect the contribution made by setting to the significance of that asset. It notes that settings which closely resemble the setting at the time that the asset was constructed are likely to contribute particularly strongly to significance. In para.9 it goes on to stats that where the significance of a heritage asset has been compromised by past unsympathetic development, consideration needs to be given as to whether additional change could further detract from significance – or could reverse some of that harm and actually enhance the significance of the heritage asset. There is a significant capacity for improvement of the architectural quality of this landmark building, and the opportunity for a new design to respond to its local context at street level and its wider context in longer views, and potentially mitigate some of the harmful impacts of the existing tower.

4.20 Examination of the ZVI, the visual relationship between the Site and the heritage assets and subsequent site visits informed a core study area of 500m for designated heritage assets. Some listed buildings within this large study radius have been scoped out as a result of a lack of intervisibility with the Site. This is on the basis that the potential for significant impacts arises only as a result of the appreciation of the significance of the heritage assets being sensitive to change in the form and appearance of an existing tall building, rather than the development of a new tall building where one does not already exist. Where appropriate heritage assets have also been scoped into the assessment beyond the 500m core study area radius.

4.21 Conservation areas and a selection of other heritage assets of particular note and relevance in relation to the changes proposed on the Site have been assessed in detail in the text below. The baseline assessment of the remaining listed buildings is included Table 4.1. The listed buildings have been categorised into three groups as result of their geographical location in relation to the Site.

The Existing Euston Tower

4.22 The Euston Tower is a mediocre and very late example of an International Style office building. While some effort has been made by the architect to architecturally emphasise verticality, its design and façade construction were primarily driven by commercial gain rather than placemaking. The Euston Centre as a whole, described by Pevsner as 'bleak' seems to have been universally disliked, and its incremental redevelopment by British Land has not been opposed. The Euston Tower is not critically acclaimed as a distinguished work of architecture and has never been considered in detail for listing by HE (it did not even make the long list when Historic England considered post-war commercial buildings for potential listing in 2015). The interest of the Euston Tower is mainly for its role in the speculative commercial development boom of the 1960s. Architecturally it has some limited interest for its surviving original curtain walling and unusual pinwheel plan but its architectural quality is, at best, unremarkable.

4.23 We do not consider therefore that this post-war commercial building has the special architectural or historic interest to meet the criteria for listing. The existing building is not locally listed by LBC and is not included in a conservation area. An application for a Certificate of Immunity from Listing (CoI) was submitted by the applicant to Historic England in July 2023. A Certificate of Immunity from Listing was subsequently granted on 3 July 2024. The report submitted to HE as prepared by Tavernor Consultancy and the following HE Notification Report are included for reference in Appendix D.

4.24 The existing building is not judged to be a non-designated heritage asset and the impact of the Amended Proposed Development on the existing building is not therefore assessed as such in Section 6.

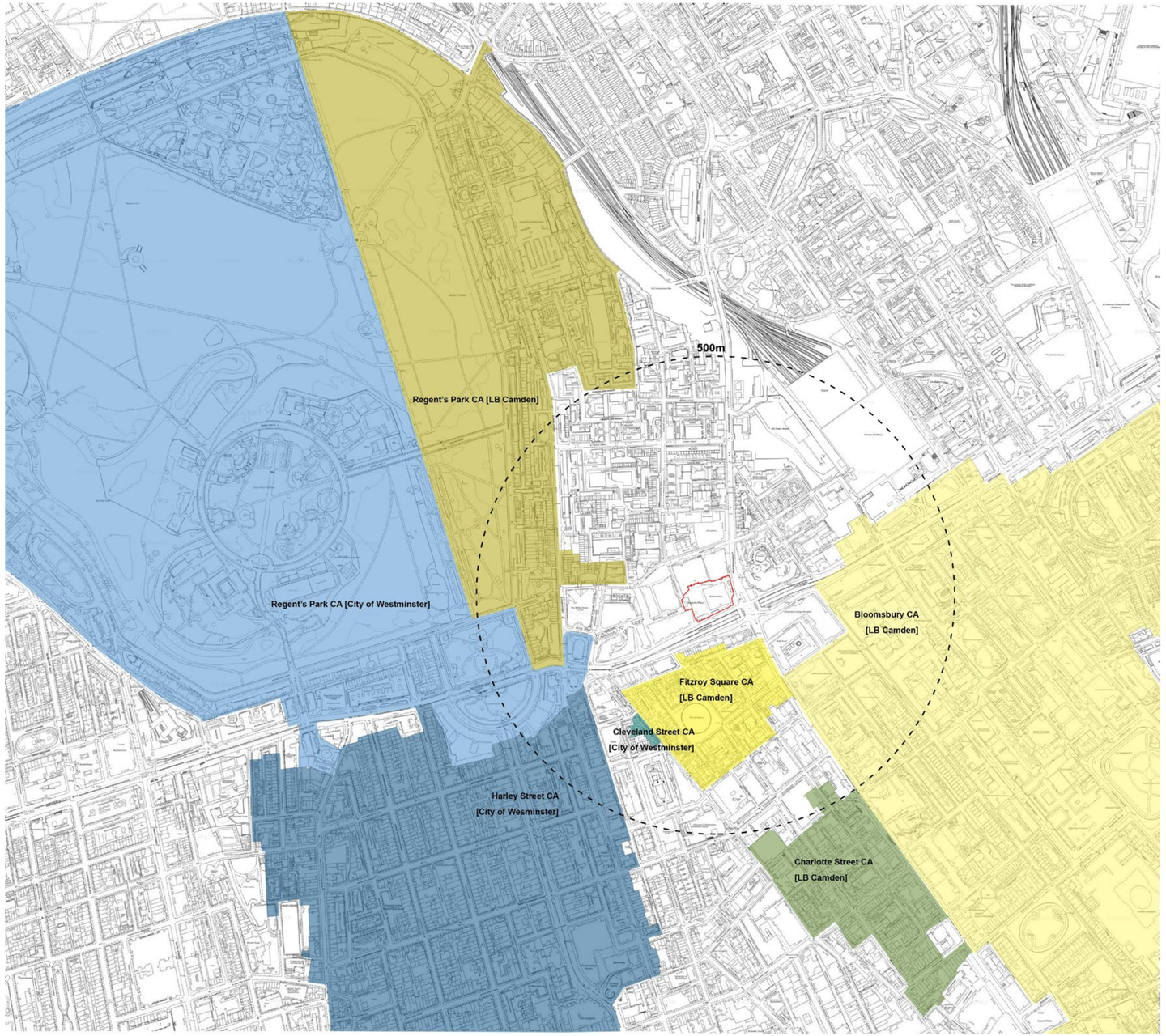
Designated Heritage Assets

Conservation Areas

4.25 The Site is not within a designated conservation area. However, within the 500m study radius, there are seven conservation areas – as seen on Figure 4.11. These surrounding conservation areas lie within both LBC and, to the west, the Westminster City Council (WCC):

- Fitzroy Square Conservation Area *(LBC)*
- Bloomsbury Conservation Area *(LBC)*
- Regent's Park Conservation Area *(LBC)*
- Charlotte Street Conservation Area *(LBC)*
- Regent's Park Conservation *(WCC)*
- Cleveland Street Conservation Area *(WCC)*
- Harley Street Conservation Area *(WCC)*

Figure 4.11: CAs MAP



4.26 The two conservation areas which cover Regent's Park and its environs, either side of the borough boundary between the WCC and the LB Camden, are covered together as part of the examination of the Park as a whole, including its designation as a RPGSHI. The following paragraphs examine the remaining five conservation areas:

Fitzroy Square Conservation Area (LBC)

Introduction

4.27 The Fitzroy Square Conservation Area was initially designated in 1968 as part of the Bloomsbury Conservation Area. In 1980 Fitzroy Square and its environs were designated in its own right as the Fitzroy Square Conservation Area. A Conservation Area Appraisal and Management Strategy (CAAMS) was adopted in March 2010 (Ref. 1-29).

4.28 The Fitzroy Square Conservation Area, whose northern edge is approximately 60m to the south of the Site, comprises the buildings and landscape of Fitzroy Square and includes the neighbouring and aligning streets of similar Georgian fabric to the north at Warren Street, to the east on Whitfield Street, to the south along Fitzroy Street, Conway Street and Maple Street, and to a western boundary along Cleveland Street. The small WCC Cleveland Street Conservation Area adjoins the conservation area to the west. The north-west corner of The Bloomsbury Conservation Area adjoins the conservation area to the east at Tottenham Court Road. The 20th century landscape of the garden square is not an RPG but the buildings which surround Fitzroy Square itself are all Grade I or Grade II* listed.

History and character

4.29 The land within the Conservation Area was part of the manor of Tottenhall, whose manor house, Tottenham Court, was located around the junction of the current Euston Road and Tottenham Court Road. Development at Fitzroy Square was first enabled in 1768 following an Act of Parliament which permitted Charles Fitzroy (the later Lord Southampton) to speculatively develop the land he had inherited from the Earl of Arlington. This land, close to the northernmost extent of the area between Oxford Street to the south and the New Road to the north, was some of the last in this area to be developed in this manner.

4.30 At the heart of the designation is the formal set piece townscape of Fitzroy Square, a speculative planned residential development, built between 1794-1835. The square was laid out in 1790. The southern and eastern enclosing terraces, built between 1794-1798, were designed by Robert and James Adam (now Grade I listed). The Napoleonic Wars temporarily stopped development of the square and the north and western enclosing terraces were subsequently built between 1827-1835 (now Grade II* listed). The south side suffered bomb damage during World War II and was partly rebuilt in facsimile. The square was relandscaped and pedestrianised in the 1970s, to the landscape design of Sir Geoffrey Jellicoe.

4.31 Fitzroy Square forms the principal focus of the area. It is a well-proportioned space, enclosed by fine four-storey terraces faced in Portland Stone (to the east and south sides) or stucco (to the later north and west sides). The remainder of the area comprises streets of varying width, which are enclosed by continuous frontages of three and four storey townhouses, predominantly also dating from the late 18th century and early 19th century, and faced in stucco or brick. The buildings of the Fitzroy Square Conservation Area are arranged on a typical Georgian gridded street pattern. Beyond the grandest terraces of Fitzroy Square are narrower terraced houses of a lower secondary status – more modest examples of their typology – on the streets leading into the square, and smaller scale rear mews areas.

Heritage significance

4.32 The heritage significance of the Fitzroy Square Conservation Area lies in the relatively intact survival of a coherent area of the original late 18th century buildings of both the square and its immediate surroundings. As noted in the CAAMS: "*Fitzroy Square Conservation Area is a distinctive and consistent area of late 18th and early 19th century speculative development. Owing to the relatively short period of its development, the area generally retains a homogenous character. It is an excellent example of Georgian town planning which combined dwellings with ancillary uses and services. It is an excellent example of Georgian town planning which combined dwellings with ancillary uses and services.*" (para.3.1). It is also noted that "*Whilst there are subtle variations in the townhouses within the surrounding streets, there is a general uniformity and consistency in their character and detailing*" (p.17).

Setting and its contribution to significance

4.33 The conservation area forms part of a swathe of Georgian townscape with the Cleveland Street and Harley Street Conservation Areas to the west and the Bloomsbury Conservation Areas to east. These congruent areas of contemporary setting contribute particularly strongly to the appreciation of the significance of the conservation area as part of the coherent wider Georgian townscape of the early 19th century.

4.34 The setting of the conservation area is also characterised by the visibility of taller more modern townscape, to the north along Euston Road and to the south with the visibility of the BT Tower (Grade II listed), which is adjacent to the southern edge of the conservation area, which legibly place the conservation area within the heart of the modern city but contribute in a much more limited way to the appreciation of the heritage significance of the conservation area. The northern setting of the conservation area comprises a very mixed group of much larger scale post-war buildings lining Euston Road. This includes the existing Euston Tower and other buildings in Regent's Place, and the University College Hospital. It is also noted in the CAA that "[Tottenham Court Road] has a notably different scale and spatial character, being wider and enclosed by generally taller buildings" (para.3.1).

4.35 The contrast of the conservation area with parts of its now well established post-war and modern setting highlights the fine grain and historic character of the Georgian townscape of the conservation area but the modern setting is not judged to make any material contribution to the appreciation of the heritage significance of the conservation area. The loss of the contemporary Georgian townscape to the north and south, and in the wider area more generally, has reduced the ability to appreciate the heritage significance of the conservation area as part of a wider area of largely late Georgian townscape to an extent. The scale and proximity of the modern setting seen above the rooflines of the terraces in characterising views through the conservation area, particularly across Fitzroy Square, has eroded the ability to appreciate the uniformity of the townscape and the formal set piece quality of the square as a complete composition and is considered to detract from the ability to appreciate the significance of the conservation area.

4.36 The susceptibility to change of the setting to the north of the conservation area is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the conservation area there is also the potential for some of the existing harm (caused in particular by the existing Euston Tower) to be mitigated by the design of the Amended Proposed Development.

Value: High

Susceptibility to change: Low to medium

Sensitivity: Medium

Bloomsbury Conservation Area (LBC)

Introduction

4.37 The Bloomsbury Conservation Area was first designated in 1968. The original designation covered only pre Victorian parts, and subsequent extensions to the conservation area were made to protect the Victorian and Edwardian development in the area. The Conservation Area Appraisal and Management Strategy (CAAMS) (Ref. 1-30) was adopted in April 2011.

4.38 The large Bloomsbury Conservation Area extends from Euston Road to the north, High Holborn to the south, Tottenham Court Road to the west and Gray's Inn Road to the east. It lies to the east and south-east of the Site. It is a large area of approximately 160 hectares and is a significant surviving example of 17th, 18th and early 19th century town planning.

History and character

4.39 Bloomsbury represents the expansion of London northwards starting as early as the 17th century, following the Plague of 1665 and the Great Fire of London in 1666, on what had until then been mainly agricultural land belonging to a series of medieval manors. The area now known as Bloomsbury was developed from the mid-17th century, as urban London grew northwards and the land between Tottenham Court Road and Gray's Inn Road - owned by the Duke of Bedford, was speculatively developed. This development evolved broadly from south to north, which is reflected in the higher concentration of 19th century buildings to the north of the conservation area. The hierarchical differences between the wider major arterial routes which define and cross the conservation area, the grid of primary, relatively spacious, intersecting streets and garden squares, narrower secondary streets, rear mews and narrow connecting lanes. The grain of streets is generally smaller scale in the older, southern part of the Conservation Area.

4.40 In the 19th century the wealthy residents of the Bloomsbury estate began to move out, which allowed new uses to develop including the establishment of specialist hospitals and University College London, hotel developments around the new Euston, St Pancras and Kings Cross railway termini. Further expansion of the institutional uses occurred in the 20th century as well as renewal and replacement of bomb damaged buildings.

Heritage significance

4.41 The heritage significance of the Bloomsbury Conservation Area lies in its internationally recognised historic interest as a large area of surviving late-17th to early 19th century townscape, broadly characterised by its Georgian gridded townscape centred around formal squares and more modest side streets. As stated in the CAAMS "*Bloomsbury is noted for its formally planned arrangement of streets and the contrasting leafy squares. The urban morphology comprises a grid pattern of streets generally aligned running north-west to south-east and south-west to north-east, with subtle variations in the orientation of the grid pattern. The quintessential character of the Conservation Area derives from the grid of streets enclosed by mainly three and four storey development which has a distinctly urban character of broad streets interspersed by formal squares which provide landscape dominated focal points*." (para.3.8).

4.42 There is further historic and social interest in the connection the area holds with literary and society figures of the early 20th century.

Setting and its contribution to significance

4.43 Generally Bloomsbury was not planned to create formal vistas to architectural set pieces. It was the views northwards to the hills of Highgate and Hampstead, now lost though development of terminus railway stations and development to their north, that were reportedly prized by early residents and developers. Visual characteristics of the conservation area therefore generally derive from the experience of moving between streets and spaces and the contrast between enclosure and open space. However, a few notable views to landmarks are identified in the CAAMS (para.3.15). Relevant to this assessment are "*Views east and west along Euston Road to St Pancras Church*"; the existing Euston Tower is visible in westerly views of the church from Euston Road.

4.44 The Site forms part of the setting of, approximately 200m from, the north-west corner of the extensive Bloomsbury Conservation Area. The northern and north-westerly setting of the conservation area comprises a very mixed group of larger scale post-war buildings lining Euston Road. This includes the existing Euston Tower and other buildings in Regent's Place, the University College Hospital to the west of Euston Station, Euston Station itself to the north, and tall commercial and hotel buildings lining Euston Road to the east

of Euston Station. The existing Euston Tower is a visible element to the north-west of the conservation area and is prominent in views westwards through the northern part of the conservation area along Euston Road. Its visibility is much more limited from within the heart of the conservation area, with some notable visibility across garden squares which is however relatively distant and well screened by foreground foliage. The BT Tower is visible in the westerly setting, particularly from the western edge of the conservation area along Tottenham court Road.

4.45 The contrast of the conservation area with parts of its now well established post-war and modern setting along Euston Road highlights the fine grain and historic character of the historic townscape of the conservation area but the modern setting is not judged to make any material contribution to the appreciation of the heritage significance of the conservation area. Where visible, the modern setting seen above the rooflines of the terraces in characterising views through the conservation area has eroded the ability to appreciate the uniformity of the townscape and the formal set piece quality of the garden squares and is considered to detract from the ability to appreciate the significance of the conservation area.

4.46 The susceptibility to change of the setting to the north of the conservation area is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the conservation area there is also the potential for some of the existing harm (caused in particular by the existing Euston Tower) to be mitigated by the design of the Amended Proposed Development.

Value: High

Susceptibility to change: Low

Sensitivity: Medium

Charlotte Street Conservation Area (LBC)

Introduction

4.47 The Charlotte Street Conservation Area was first designated in 1974, and has been subsequently extended in 1981, 1985 and 1999. A Conservation Area Appraisal and Management Plan was published in July 2008 (Ref. 1-31).

4.48 The conservation area is bounded by Tottenham Court Road and the Bloomsbury Conservation Area to the east and Cleveland Street and the East Marylebone Conservation Area to the west; to the north is a pocket of undesignated townscape separating it from the Fitzroy Conservation Area to the north, which contains the base of the BT Tower (Grade II listed). Visibility of the existing Euston Tower is confined to the linear views north along Tottenham Court Road along the Conservation Area's eastern edge and from Whitfield Street on the conservation area's northern edge.

History and character

4.49 Before the 18th century, this area was largely agricultural and part of the Manor of Tottenhall (Tottenham Court). Tottenham Court Road was a recognisable route with the same name on Rocque's map of 1746, and the same map shows the earlier development closer to Oxford Street, at Rathbone Place and the Cavendish Estate of the 1720s. Following the construction of the New Road in 1756 to the north, suburban growth expanded rapidly including across the Conservation Area; Charlotte Street was named for Queen Charlotte (1744-1818) wife of King George III. Unlike much of the development in the area, the of the Charlotte Street Conservation Area was developed in a more piecemeal fashion with townhouse terraces and lacked the formal set piece garden squares. By the 19th century Tottenham Court Road was a centre for furniture, particularly cabinet making, and the residential area of the conservation area was a poorer one. WWII bomb damage altered the streetscape and permitted larger-scale redevelopments. The CAAMS notes that "*Tottenham Court Road is notable for the variety of heights, building styles and materials along the frontage*." (p.20).

Heritage significance

4.50 The heritage significance of the Charlotte Street Conservation Area derives from its earlier Georgian era townscape, and the evolution of the area across the 19th and 20th centuries, into the 21st, which reflect the changes in building typology and architectural styles. The well-preserved elements of Georgian development, with the consistency and regularity of the townhouse typology representative of the area's history, are of particular historic interest. The characteristic street patterns within which these surviving buildings exist, is of historic interest for its Georgian roots, and its relationship to neighbouring areas of contemporary townscape in the Bloomsbury and Harley Street Conservation Areas close to the east and west respectively. The changes wrought as a result of the poorer status of the area in the nineteenth and twentieth centuries are of further interest, and as noted in the CAAMS "*this mix of uses and small scale constitute a delicate balance and are integral to the character and appearance of the conservation area.*" (p.19).

Setting and its contribution to significance

4.51 The Site forms part of the setting of, approximately 440m from, the north-west corner of the Charlotte Street Conservation Area. The northern setting of the conservation area comprises taller modern development lining Howland Street and between Howland Street and Maple Street, which includes mid-rise late 20th century commercial and university development and the Grade II listed BT Tower. Further to the north the Euston Tower is visible in aligned views north along Tottenham Court Road and is partly visible with other tall development at Regents Place from Whitfield Street. The visibility of the Euston Tower is much more limited from within the heart of the conservation area.

4.52 The contrast of the conservation area with parts of its now well established post-war and modern setting along Euston Road highlights the fine grain and historic character of the historic townscape of the conservation area but the modern setting is not judged to make any material contribution to the appreciation of the heritage significance of the conservation area. Where visible, the modern setting seen above the rooflines of the terraces in characterising views through the conservation area has eroded the ability to appreciate the fine scale and grain of the townscape and is considered to detract from the ability to appreciate the significance of the conservation area. The existing Euston Tower contributes to this modern setting but is appreciated only at the edges of the conservation area seen in relation to a well-established mixed townscape character within and outside the conservation area with much less noticeable impact than the BT Tower.

4.53 The susceptibility to change of the setting to the north of the conservation area is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the conservation area there is also the potential for some of the existing harm (caused in particular by the existing Euston Tower) to be mitigated by the design of the Amended Proposed Development.

Value: High

Susceptibility to change: Low

Sensitivity: Medium

Cleveland Street Conservation Area (WCC)

Introduction

4.54 The Cleveland Street Conservation Area is a very small conservation area, first designated in 1990. A Conservation Area Audit was published in April 2006 as Supplementary Planning Guidance (Ref. 1-32).

4.55 The Conservation Area adjoins the Fitzroy Street Conservation Area within the LB Camden to the east along Cleveland Street. It incorporates a small stretch of the western side of Cleveland Street between Carburton Street and Greenwell Street, at the borough boundary with LBC. It extends slightly to the rear of the buildings lining Cleveland Street to include the All Souls Clubhouse (unlisted). Nos.139, 141 and 143-149 Cleveland Street are Grade II listed late 18th century terraced houses. The George and Dragon public house dating from 1850 at No.151 is also Grade II listed.

History and character

4.56 Until the 18th century, the conservation area was open marshland and fields. The route which became Cleveland Street was known as 'Green Lane', and separated St Pancras and St Marylebone. The Southampton Estate, which was owned by the Fitzroy family, abutted this route to the east. The Southampton Estate was developed rapidly in the latter years of the 18th century in anticipation of the growth of London northwards. The aim was to attract wealthy and upper class society. As the area failed to its initially fashionable aspiration a decline in the social status of the area changed the character of the area during the 19th century. As the area became less affluent and more commercially focused, industrial buildings began to fill rear yards. In addition, the Victorian period saw Georgian terraced houses replaced by mansion blocks, such as that at Nos. 127-133 Cleveland Street. The vicinity flourished as a district for artists, writers, poets and musicians and became known as the 'Old Latin Quarter'. During the 1930s the area became known as 'Fitzrovia' and home to numerous residents of social and artistic importance. Cleveland Street itself has significant associations; Charles Dickens lived on the street as a child and returned to live there as a young man.

4.57 The architecture of Cleveland Street Conservation Area can be divided into three sections with differing styles and building ages. At the centre is a stretch of Grade II listed Georgian terraced houses. In contrasting style, on the corner with Greenwell Street, is a Grade II listed, mid-19th century public house. To the south the large plot on the corner with Carburton Street is occupied by a late Victorian mansion block in Queen Anne Style noted as unlisted buildings of merit in the CAA (Ref. 1-32, Figure 25). The All Souls Clubhouse, set back behind Cleveland Street in the centre of the urban block, is a small Victorian industrial infill development now in use as a church (also an unlisted building of merit).

Heritage significance

4.58 The very small Cleveland Street Conservation Area is characterised by its survival as a historic fragment of the original late 18th and early nineteenth century townscape. The CAA notes that "*This Conservation Area is particularly important as part of the setting of the London Borough of Camden's Bloomsbury Conservation Area.*" (p.11). Note that since publication of the CAA the area of Fitzroy Square formerly in the Bloomsbury Conservation Area has been redesignated as a separate conservation area.

4.59 The CAA notes that "*This district has significance as a physical record of social and cultural history, which in turn has contributed to a great sense of community pride*." (p.10).

4.60 The CAA has notable associations with writer, Charles Dickens and artist and inventor, Samuel Morse, developer of Morse Code in the mid-19th century.

Setting and its contribution to significance

4.61 The conservation area forms part of the contemporary setting of the Fitzroy Conservation Area to the west of Cleveland Street. This congruent area of contemporary setting contributes particularly strongly to the appreciation of the significance of the conservation area as part of the coherent wider Georgian townscape of the early 19th century.

4.62 The northern setting of the conservation area comprises taller modern development lining Euston Road at the western end of Regent's Place. The existing Euston Tower, approximately 280m from, the north-west corner of the conservation area is fleetingly visible from Greenwell Street at the northern edge of the conservation area looking out of the conservation area. To the south-west the Grade II listed BT Tower rises above the streetscape in the immediate setting of the conservation area.

4.63 The contrast of the conservation area with parts of its now well established post-war and modern setting along Euston Road highlights the fine grain and historic character of the historic townscape of the conservation area but the modern setting is not judged to make any material contribution to the appreciation of the heritage significance of the conservation area. Where visible, the modern setting seen above the rooflines of the terraces in characterising views through the conservation area has eroded the ability to appreciate the fine scale and grain of the townscape and is considered to detract from the ability to appreciate the significance of the conservation area. The existing Euston Tower contributes to this modern setting but is only fleetingly visible from the edge of the conservation area with a much less noticeable impact than the BT Tower.

4.64 The CAA notes that "*Cleveland Street is a small Conservation Area and there are few long views from within it. No Metropolitan Views have been identified in this area. However, the BT Tower is 619 meters high and, as such, is a dominant feature on the skyline. Although not fully visible from Cleveland Street, its height allows views of upper levels as it overshadows the noticeably domestic townscape scale of Cleveland Street and surrounding areas. Despite being out of scale with the rest of the area, the Tower is significant landmark of 20th century design and engineering and hence forms an important local view*." (para.4.29) Views of the BT Tower would not be affected by the Amended Proposed Development.

4.65 The susceptibility to change of the setting to the north-east of the conservation area is limited by the existing well established taller modern setting and the limited fleeting visibility of the existing Euston Tower on the Site.

Value: High

Susceptibility to change: Low

Sensitivity: Medium

Harley Street Conservation Area (WCC)

Introduction

4.66 The Harley Street Conservation Area was first designated in 1968. A Conservation Area Audit was published in June 2008 as a Supplementary Planning Document (Ref. 1-33).

4.67 The Harley Street Conservation Area is a large one, it borders Marylebone Road to the north, Bolsover Street to the east, extends as far south as Oxford Street to the south and Marylebone High Street to the west, extending as far as Paddington Street Gardens. It is bound by several other WCC conservation areas, namely the East Marylebone Conservation Area to the east, the Portman Estate Conservation Area to the west, and the Regent Street's Park Conservation Area to the north. The Site is 280m to the north-east of the north-east corner of the conservation area. The existing Euston Tower is not visible from the conservation area.

History and character

4.68 This area remained as part of the rural outskirts of London until the early 18th century when John Holles, Duke of Northumberland purchased the land from the crown. During the 18th century the land was laid out by the surveyor John Prince to centre on a large open square – Cavendish Square. Development was slow as a result of economic conditions and the estate was gradually built out over a period of about fifty years.

4.69 The heart of the conservation area along Harley Street and Wimpole Street is still characterised by its dense fine grained network of terraced houses, and regular grid street layout. In the part of this large conservation area closest to the Site, Portland Place includes much more 20th century redevelopment, particularly in the early 1900s, with the finer grain of residential plots consolidated to create larger footprint commercial developments. The character of this part of the conservation area feels considerably less residential. On the very eastern edge towards Great Portland Street, within the 18th century street grid, the townscape is largely late Victorian and Edwardian also with a commercial character.

Heritage significance

4.70 The heritage significance of the Harley Street Conservation Area derives from its well-preserved late 18th and early 19th century layout and townscape character.

Setting and its contribution to significance

4.71 The conservation area forms part of a swathe of Georgian townscape with the Portman Estate, Mayfair and East Marylebone Conservation Areas to the west, south and east respectively and with the Regent's Park Conservation Area to the north, with the route along Portland Place, forms part of John Nash's Regent Street masterplan. These congruent areas of contemporary setting contribute particularly strongly to the appreciation of the significance of the conservation area as part of the coherent wider Georgian townscape of the early 19th century.

4.72 The existing Euston Tower is not visible from within the conservation area. It is visible in its close setting at the junction of Portland Place and Park Crescent just outside the edge of the conservation area but does not contribute in a meaningful way to the setting of the conservation area. Susceptibility to change of the conservation area's setting to the north-east is therefore judged to be low

Value: High

Susceptibility to change: Low

Sensitivity: Medium

Listed Buildings and Registered Parks and Gardens

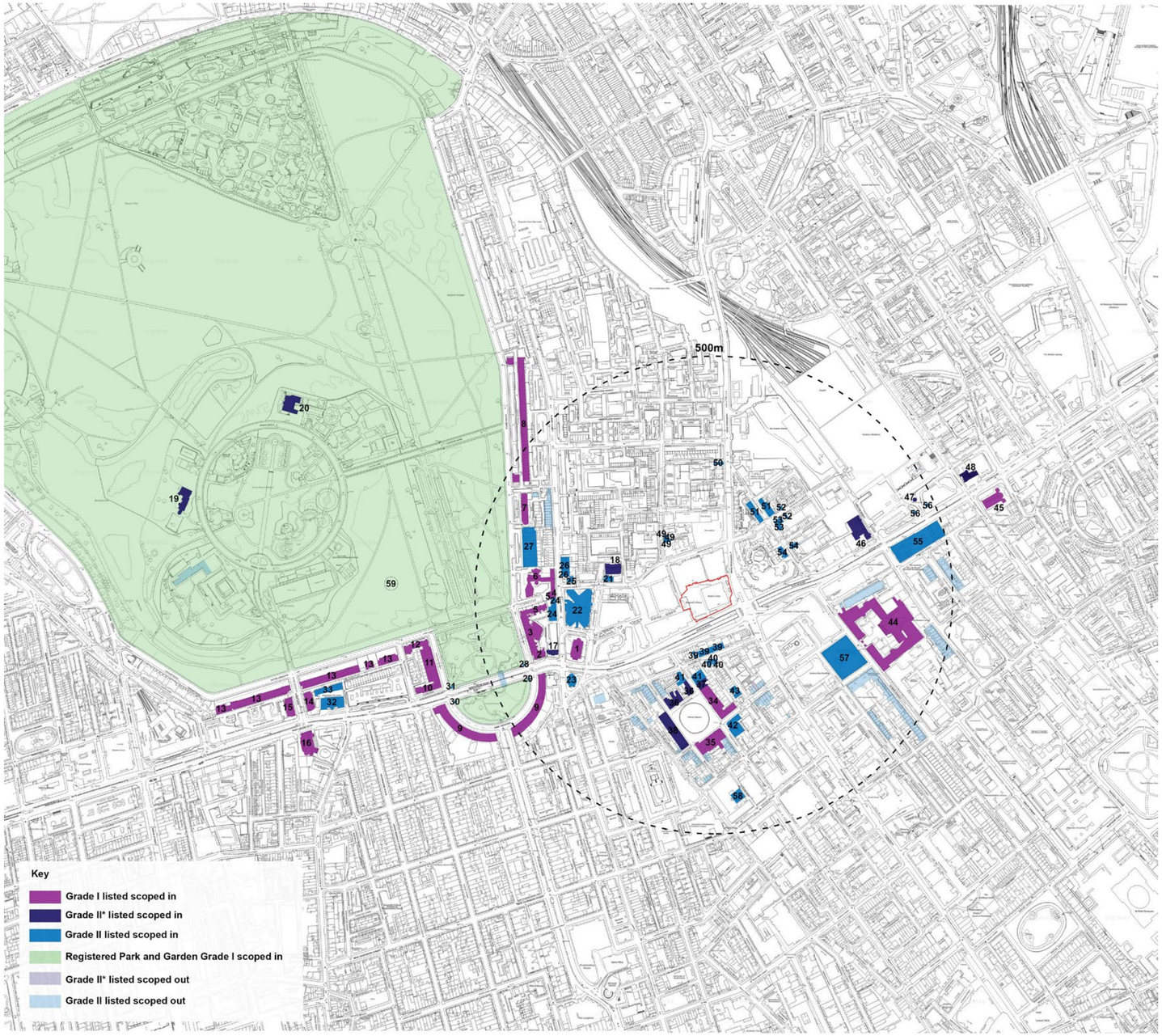
4.73 Heritage assets of particular note and relevance in relation to the changes proposed on the Site have been assessed in detail in the text below. These are as follows:

- Regent's Park
- The listed buildings of Fitzroy Square
- The listed buildings and RPGSHI of Bedford Square
- The BT Tower

4.74 The baseline assessment of the remaining listed buildings is included Table 4.1. Listed buildings and Registered Parks and Gardens of Special Historic Interest (RPG) within the chosen study radius are shown on Figure 4.12.

4.75 Regent's Park has several heritage designations. It is covered by two conservation area designations either side of the borough boundary between the WCC and the LBC. It is Grade I listed on the Historic England Register of Parks and Gardens of Special Historic Interest (RPGSHI) and includes within its bounds a number of listed buildings. The baseline assessment considers the park as a whole covering the RPG and conservation area designations. Listed buildings surrounding the park are assessed separately in Table 4.1

Fig. 4.12: Listed Buildings And RPGSHI Map



Regent's Park

Heritage designations and guidance

4.76 The landscape of Regents Park (officially known as The Regent's Park) was added to the HE RPG in 1987. The designation covers the landscape of Regent's Park within both the WCC and the LBC and includes Park Square Gardens and Crescent Gardens to the south-east of the main area of the park. The HE listing description dates from 2000 and was last amended in August 2020 (Ref. 1-25, List Entry Number: 1000246).

4.77 The LBC Regent's Park Conservation Area was designated in 1969 and its Appraisal and Management Strategy (Ref. 1-35) was adopted in July 2011; it was extended to include the Church of St Mary Magdalene in 1985. The conservation area covers the eastern edge of the Regent's Park, within LBC, to the east of the Broad Walk, and the residential area to the east of park that includes the Grade I listed Nash terraces and the Grade I listed Royal College of Physicians to the west of Albany Street. It also includes the Grade II* listed Church of St Mary Magdelene. These listed buildings are separately assessed in Table 4.1. The Site lies approximately 320m to the east of the majority of the conservation area (and 175m at its closet point: the eastward extension to include the Church of St Mary Magdelene); the existing Euston Tower is visible from much of the park within the conservation area as a result of its height and the open space of the park with more localised visibility from the streets included in the conservation area to the east of the park.

4.78 The WCC Regent's Park Conservation Area was designated in 1969 and a Conservation Area Directory was published in 1968 (Ref. 1-36). A brief General Information Leaflet (Ref. 1-37) was published in 2004. The conservation area covers the landscape of Regent's Park to the west of the Broad Walk, within WCC, buildings to the south of the park between the Outer Circle and Park Road to the west of the Park and townscape to the south and south-east of the Park that includes Park Square and Park Crescent, the Grade I listed Holy Trinity Church and the Grade II listed Great Portland Street Underground Station – and it includes the eastern end of Marylebone Road. The Site lies approximately 600m to the east of the majority of the park within the conservation area and approximately 260m to the east of the conservation area at its closest point at the Church of Holy Trinity. The existing Euston Tower is visible from much of the park within the conservation area as a result of its height and the open space of the Park and also visible in aligned views through the Nash Terraces and along Marylebone Road to the south.

4.79 The Regent's Park and Primrose Hill Conservation Management Plan (updated 2015) prepared by The Royal Parks (Ref. 1-38) provides further information on the heritage context, character and heritage significance of the park. It includes key views from and across Regent's Park.

History

4.80 Marylebone Park, later renamed The Regent's Park, was formerly part of the manor of Marylebone, held by the nunnery of Barking. In the 16th century, the land passed to the Crown and was enclosed as

a deer park. It continued in use as a hunting ground until the reign of King James I, with the surrounding area in continued uses as open grazing land, rural in character. During the 17th and 18th centuries the area was leased as farmland, principally for cattle grazing and was latterly consolidated by the Duke of Portland, before reverting to the Crown in 1811.

4.81 To the south of the park, Portland Place was developed from 1776 onwards by the Adam brothers originally intended to be an exclusive enclave out of the city. By 1809, the Duke of Portland published a plan to show a landscaped park with villas and terraces north of the Marylebone Road on farmland that was owned by the King and would form part of the Regent's Park. In 1811, John Nash won a competition to be the Prince Regent's architect; his proposal, produced in March 1811, was for a private residential estate set in parkland surrounded by grand inward-facing terraces, and was strongly influenced by the work of Humphry Repton, with whom he had worked between 1795 and 1802. Nash's design for the park was part of a wider masterplan for 'Metropolitan Improvements' that embraced Regent's Park and St James's Park to the south and a new or improved route connecting the two.

4.82 Regent's Park and its surrounding buildings took 21 years to construct. Work began in 1811 with planting as well as excavations for the lake and ground modelling and continued until 1832 – with the design continuing to evolve during this period. The original intended focus of the scheme, a large central double circus of houses, the Great Circus and the Inner Circus was omitted, and the forty villas shown on the 1811 plan were reduced to eight by 1827. The extensive water network shown in the original plans was restricted to the implementation of the ornamental lake and the Regent's Canal at the northern edge. The emerging park lacked formal structure, consisting of large areas of sweeping lawns and open grazing land, punctuated by scattered trees, and groups of trees planted to screen the villas which had never been constructed. Only one formal avenue of trees, Broad Walk Avenue, was created. This ran between Park Square and Chester Road connecting to the Inner Circle which been reduced to a single circus without the proposed enclosing terraces.

4.83 Even before completion of the park there had been considerable pressure from the public for access to the parkland and in the 1830s Nash was asked by the Park Commissioners to review public access to the park: in response he extended the Broad Walk northwards, and from 1835 the park progressively opened to the public. Later additions to the Broad Walk included lodges, a bandstand and shelter, drinking fountains and numerous seats. Such public amenities continued to be created in response to demand and the public area of Regent's Park was expanded along the eastern and western sides. Features and amenities began to extend beyond the Broad Walk including ornamental planting around entrances, sports fields centred upon the timber Prince's Pavilion and provision of toilet facilities and refreshment kiosks.

4.84 During the First World War the park was requisitioned by the Ministry of Defence, land to the north-west and along the east side being used as a military camp and drill ground. At the end of the war the buildings in these areas were demolished and replaced with sports fields. The Cumberland Basin spur of the Regent's Canal was closed in the 1930s. The area of canal basin and warehouses that served Cumberland Market to its south and formed part of Nash's service quarter was subsequently redeveloped as a housing estate, part of the 'homes fit for heroes' housing programme for war veterans and key workers.

4.85 The park and its surroundings were badly damaged during WWII. Many of the Nash terraces and the houses in the Park Villages were restored or rebuilt in the post-war period, following bomb damage. Albany Street was much altered by post-war reconstruction of mews and modest terraced housing, and the building of new infill houses and flats.

Character

4.86 The 147 hectares of Regent's Park enclosed by the highway of Outer Circle, slope gently to the south. Regent's Park is largely laid to grass, some of which is set aside for recreational sports including grass pitches for football, rugby, softball and cricket to the north of the Inner Circle and all weather courts for tennis netball to its south. A number of tarmacked paths, which radiate from the entrances and from points within the site, cut across the grass.

4.87 The most significant and widest of these routes is the Broad Walk. Defining the boundary between Camden and Westminster, the Broad Walk passes over the Grand Union Canal at its northern end, then runs south from the Outer Circle. To the west of the Broad Walk at its northern end is the triangular site of London Zoo dating from 1828, which contains a number of listed enclosures. Walking south at the southern tip of the zoo, the walk divides around an ornate marble and granite drinking fountain dating from 1896 (listed Grade II), before continuing for approximately 500m where it is crossed by Chester Road, which leads west to the Inner Circle and east to the Grade I listed Chester Terrace. The final section of the walk runs through the formal Italian Garden. The Italian Garden was created in 1864 by William A. Nesfield, at the direction of Prince Albert; it become grassed over by the late 20th century. The restoration of the Italian Garden was completed in 1996. The informal English Garden to its east, was created in 1865-67 by Nesfield's son Markham, who used mounded grass and planting to create informal glades. The English Garden was renowned for its concerts. The renewal of planting in the English Garden was completed in the 1990s. The Broad Walk is lined with trees screening views of tall development at to the south-east of the park.

4.88 Within the Inner Circle are Queen Mary's Gardens. To the south and south-west the ornamental gardens are largely laid out with roses introduced by Duncan Campbell in around 1932. Within the Inner Circle a central path leads north from ornamental gates (listed Grade II), erected to commemorate King George V and Queen Mary's Jubilee in 1935, to a pool and fountain (listed Grade II), which replaced a 19th century conservatory. To the north-west is the open-air theatre and café. Two sets of heavily gilded gates decorate the entrances to the gardens. The eastern gates, from Chester Road, were provided by Sigismund Goetze, a wealthy local artist, in 1932.

4.89 On the south-west side of the park to the west of the Inner Circle is the Boating Lake a Y-shaped lake with a number of islands, The east and west arms of the lake are crossed by ornamental footbridges, the southern arm being crossed by York Bridge (Grade II listed) which carries cars between the Outer and Inner Circle. In 1930 a small children's boating pool was added about 50m to the west of the western arm of the lake.

4.90 The few recent additions to Regent's Park include the London Central Mosque designed by Sir Frederick Gibberd (Grade II* listed) on its western edge, Sir Denys Lasdun's Royal College of Physicians (Grade I listed) and, more recently, three classical villas by Quinlan Terry.

4.91 Nash's original vision included a full circus to provide a grand entrance to the new Crown Estate at its south-east corner closest to the Site, but only the southern semi-circle, Park Crescent, was constructed. There are small lodges in the Greek Doric style at the north-east and north-west corners of the Garden matched, across Marylebone Road (beneath which runs a curving underpass, connecting the two Gardens), by identical lodges at the top corners of Park Square Gardens. All are of 1823-5 and by John Nash, and all are listed Grade II. Ventilating shafts dating from 1976 inside the north edge of the gardens are disguised as summer houses. The landscaping is informal, with shrubberies and mature trees around the perimeter, broad gravel paths, and a lawned interior. The northern half of the planned circus was replaced by Park Square, with two Grade I listed terraces designed by Nash facing each other across a grass square enclosed by railings (Grade II listed). The present path layout and planting, with shrubberies, a number of mature trees, and a lawned interior, is little changed from the original layout.

4.92 The LBC Regent's Park Conservation area also includes the barracks and Park Villages originally developed as part of part of Nash's wider scheme for Regent's Park. At the northern end of Albany Street are the Park Villages East and West, which have a less formal plan than the terraces to the west of Albany Street, and comprise picturesque villas set in an Arcadian landscape. The Park Villages are a distinct and distinctive. They are clearly of different form and layout from the other areas of the Park. Individually composed of a mix of villas, paired houses, and groups of smaller terraced houses, their design ranges from 'Italianate' to gothic. The buildings are unified by the setting, a picturesque landscape which largely survives. They were once divided by the canal and today are set apart from each other by their wooded landscape setting. Albany Street was designed as service street and has a hard-edged austerity. South of Park Villages East and West are the Barracks and Cumberland Market Estate. The operational barracks (much altered and partly listed), on the site of original barracks built in 1816, survive on Albany Street behind a high brick wall but does not have a visible presence from the street. To the south of the barracks the conservation area is much more mixed in quality and includes a larger proportion of 20th century development. The Cumberland Market Estate dates from the interwar period.

4.93 A small extension to the LBC conservation area at its southern end contains an early 19th century terrace on Albany Street, a corner pub, a block of flats in arts and crafts style on Longford Street and the Grade II listed St Mary Magdalene's Church. It is a remnant of the former historic layout of the area, and the surrounding historic townscape has been comprehensively redeveloped in post-war years; Regent's Place to the south and east (including the existing Euston Tower) and the post-war Regent's Park Estate to the north. This is the closest part of the LBC Regent's Park Conservation Area to the site. With the exception of the Park Villages, the townscape is now very mixed in age within the conservation area along Albany Street and to its east.

Significance

4.94 Regent's Park is a significant, large, piece of open public space within central London. Its long associations with the monarchy and the 18th century expansion of London contributes to its significance. This is further enhanced through the relationships with John Nash whose vision for the park was part of a wider masterplan for 'Metropolitan Improvements'. The landscape was intended to be naturalistic, as though it was a piece of countryside or landscaped park belonging to a country house, the design of which was influenced by Nash's professional acquaintance with Humphry Repton, the eminent landscape designer and protagonist of the picturesque school.

4.95 The HE listing description (Ref. 1-25, List Entry Number: 1000246) provides the following summary of heritage significance:

Regent's Park is included on the Register of Historic Parks and Gardens for the following principal reasons:

- *as a key element of John Nash's major improvement scheme of 1811-28 for north-west London which also included Regent Street;*
- *as one of the most ambitious urban parks of the early C19;*
- *for the specific interest of some of its designed landscape elements such as WA Nesfield's Italian Garden of 1864 and the near-contemporary English Garden by his son Markham;*
- *as the setting for a large number of listed structures within it including early C19 villas and those of the Zoological Gardens, and the surrounding terraces"*

4.96 The LBC Regent's Park CAAMS (Ref. 1-35) described the special character of the LBC conservation area as follows:

"*The Regent's Park Conservation Area covers the eastern segment of John Nash's early 19th century Regent's Park development. It is a small part of a greater scheme that extends to the west into the City of Westminster, and comprises a unique planned composition of landscape and buildings, at once classical and picturesque.*

The significance of the Regent's Park area is of national and international importance. The comprehensive masterplanning of the park, terraces, villas and the (largely redeveloped, but still appreciable in plan form) working market and service area served by canal to the east was on an unprecedented scale of urban design in London. The integration of all elements of a living area, from aristocrat to worker, from decorative to utilitarian, in a single coherent scheme were exhibited here.

On approaching the conservation area from the Park the terraces emerge over the trees; here is the city in the country. On approaching from the south Regent's Park is the culmination of Regent's Street, Portland Place and the wineglass shape of Park Square; here is the country in the city.

Park Village East and Park Village West are picturesque precedents for the small suburban villa, closely set in a variety of styles that were to become so popular with the Victorians.

The service area, whilst largely redeveloped in the 20th century, is preserved in the layout of later development, and the physical remains of the canal and basin to the east of Albany Street.

Control over development has been in place from the start when the concept of Regent's Park development was established after a design competition; after which John Nash sold building leases for approved designs." (Ref. 1-35, p.5)

4.97 The Regent's Park and Primrose Hill Conservation Management Plan (2015) published by The Royal Parks (Ref. 1-38) includes a Statement of Significance from which the following excepts are relevant:

"Regent's Park and Primrose Hill are individually and collectively highly valued by many people (over eight million visitors a year). Their prime significance is due to their:

- *Internationally renowned historic landscape (recognised in numerous national historic and landscape designations including the Grade 1 listing of Regent's Park on the English Heritage Register of Parks and Gardens and the presence of several listed buildings);*
- *Royal origin and connections (from Marylebone Park and the Prince Regent to Queen Mary and The Royal Parks);*
- *Grand and elegant early nineteenth century design by John Nash with Regency terraces and villas, set around and within a spacious picturesque parkland.*
- *Later design layers such as the Avenue Gardens, English Gardens, Queen Mary's Gardens and associations with ZSL London Zoo, which are all now important historic features in their own right: distinctive character areas within the park, supported with intentionally differentiated furniture.*
- *Large number of high quality sculptures and artefacts that enrich the visual quality and intimacy of the parkland landscape without cluttering it.*
- *Historically important intervisibility between the Nash terraces and the historic parkland; important internal views over the Ornamental Water, Queen Mary's Gardens, and key Broad Walk vista; and the contrasting characters between the refined ambience of Regent's Park with the naturalistic landscape of Primrose Hill, with its panoramic views over the city of London, St Paul's Cathedral and Westminster Abbey that are protected by statute.*
- *Importance as a formal and informal public recreational landscape, including children's play, with extensive provision for many sports (including football, rugby, cricket, softball and tennis"* (p.105)

4.98 Park Village East and Park Village West are significant as picturesque precedents for the small suburban villa, closely set in a variety of styles that were to become so popular in the later 19th century.

4.99 The small extension to the conservation area on Longford Street is a remnant of the former historic layout of the Nash service quarter to the east of Albany Street, which has otherwise been comprehensively redeveloped.

Setting and its contribution to significance

4.100 Beyond the perimeter of the park, modern tall buildings including the Euston Tower and the BT Tower are a clearly legible aspect of the setting to the south-east, signifying the park's location now in the heart of the modern city.

4.101 The LBC CAAMS identifies key views, emphasising the relationship of city to green space and states "*The park and buildings are such a complete and integrated composition, handled with absolute thoroughness, that all views from within the park have significance.*" (Ref. 1-35, p.19). The existing Euston Tower is widely visible across the open space of the park.

4.102 The Regent's Park and Primrose Hill Conservation Management Plan notes the following in relation to views from Regent's Park: "*The historic terraces bordering the park and the villas within the park are integral to the design and layout of the park. The majority of views from the park are truncated by buildings: for the most part historic views of the elegant terraces as Nash intended... Some of these are also being adversely affected by views to tall modern buildings located behind the terraces, such as at Sussex Place... Large areas of the park are currently unaffected by the impacts of modern high buildings beyond the terraces, preserving an illusion of the nineteenth century character.*" (Ref. 1.38, p.73). In relation to views within the park it notes the following "*Within Regent's Park the views were historically intended to provide seclusion for the residents of villas whilst allowing a view out. However, today many of the remaining villa sites are enveloped in vegetation and views in are limited to strategic pencil-line views... In general the north of the park is more open with 'pastoral' views punctuated by trees. In the south views tend to be shorter and more intimate... There are no formal axial vistas designed by Nash within the landscape, although the long view up the Broad Walk to the Ready Money Fountain is, perhaps, the most orchestrated view.*" (Ref. 1-38, p.74). Figure 16 (Ref. 1-38, p.76) in the plan shows key historic and modern views including the broad intervisibility between the park and the historic terraces and lodges. There are no specific views noted of relevance to this assessment.

4.103 The setting of the park is characterised by the visibility of taller more modern townscape, to the south-east outside the park, which includes the existing Euston Tower and other development at Regent's Place, the University College Hospital tower and the BT Tower (Grade II listed), which legibly place the park within the heart of the modern city but contribute in a much more limited way to the appreciation of the heritage significance of the park. The contrast of the park and its enclosing Nash terraces with the now well established cluster of taller post-war and modern buildings in its close setting to the south-east highlights the openness and historic character of the landscape and the fine grain and regularity of the Georgian terraces but the modern setting is not judged to make any material contribution to the appreciation of the heritage significance of the park. The scale and proximity of the modern setting seen above the treeline of the park, and the rooflines of the historic terraces in characterising views across the park, has eroded the ability to appreciate the pastoral, picturesque intent of the original design and is considered to detract from the ability to appreciate the significance of the park.

4.104 The susceptibility to change of the setting to the south-east of the park (including the RPG and conservation area designations) is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the park, this is limited by its integration in an existing tall building cluster and there is also the potential for some of the existing harm (caused in particular by the existing Euston Tower) to be mitigated by the design of the Amended Proposed Development.

Value: High

Susceptibility to change: Low

Sensitivity: Medium

Fitzroy Square

Introduction

4.105 As described in the baseline assessment of the Fitzroy Square Conservation Area, Fitzroy Square is enclosed on all sides by Grade I and Grade II* listed, late 18th century and early 19th century buildings – apart from No.14 on the northern side, which is an unlisted, 20th century infill building. The central landscape dates from the 1970s and is not a designated RPG. The listed buildings which surround the Square are as follows:

- Nos.1, 1A and 2-8 Fitzroy Square (Grade I)
- The London Foot Hospital (Nos.33-40 Fitzroy Square) (Grade I)
- Nos.20-32 Fitzroy Square (Grade II*)
- Nos.11, 12 and 15-19 Fitzroy Square (Grade II*)

History and character

4.106 Fitzroy Square was laid out in 1790. The southern and eastern enclosing terraces, built between 1794-1798, have façades designed by Robert and James Adam (now Grade I listed). The Napoleonic Wars temporarily stopped development of the square and the north and western enclosing terraces were subsequently built between 1827-1835 (now Grade II* listed). The south side suffered bomb damage during World War II and was partly rebuilt in facsimile.

4.107 The eastern side of square (Nos.1, 1A and 2-8) designed by the Adam brothers is a range of eight terraces, four storeys in height with basements. It was the first side to be built in c.1792-1794 and was one of the last major works of Robert Adam, who died in 1792. The symmetrical appearance of the range was designed to address the square itself, and the plan form behind the elevation does not correspond with the main architectural features of the façade. The eastern elevation to the square is clad in Portland stone with a rusticated ground floor with round arched ground floor openings. Five centre bays and three bays at each end are projecting. Each end has a recessed semicircular central section with a tripartite window, and Diocletian window above. All first floor windows have cast iron balconies. The return to Grafton Way is faced in London Stock Brick Pevsner remarks that the unified composition of the elevation with subdued relief is more reminiscent of Adam's Edinburgh work than his earlier London terraces (Ref. 1-28A, p.336). Nos. 1 and 1A were restored following WWII bomb damage.

4.108 The elevation to the southern side of the square (Nos.33-40) built in c.1792-1798, is also designed by the Adams brothers. It is similarly a symmetrical terrace of eight four-storey houses with basements clad in Portland stone, with rusticated ground floors, and shallow projecting bays in the centre and to each end. Round arched ground floor openings. Sash windows in shallow, plain recesses. The central projecting bay has two recessed columns in antis and a Diocletian window above a tripartite window akin to the eastern side. The central bay has an attic storey with five oculi, two enriched with swags. There is a decorative cornice with enriched moulding above the second floor, with a parapet above the third floor smaller openings. Two further Diocletian windows at either end projection at the attic storeys. Cast-iron balconies span the whole first floor. The returns to Conwy street and Fitzroy Street are faced in London Stock Brick with some blind windows. Parts of the terrace were converted to use by the London Foot Hospital from 1929, originally expanding from No.33. The terrace was badly damaged in WWII and the façades to Nos.36, 37 and 38 are post-WWII restorations in facsimile by the Rolfe Judd dating from c.1980. The London Foot Hospital closed in 2003 and since then the buildings have been partly returned to residential use and some remain in private clinical use.

4.109 The northern and western sides of the square date from the 1820s following a long hiatus in construction caused by the Napoleonic Wars. The HE List Descriptions for the northern and western sides of the Square note that "*These houses complement the Adam blocks, though very different in design.*" (Ref. 1-25, List Entry Numbers: 1112995 and 1112996 respectively).

4.110 Enclosing the northern side is a terrace of seven houses, constructed in c.1827-1828. Originally symmetrical in composition, it now includes a slightly taller projecting a 20th century replacement at Nos.13-14, which Pevsner describes as "*an intrusion*" (Ref. 1-28A, p.336). Nos. 11, 12 and 15-19 are Grade II* listed; No.13-14 is unlisted. The listed buildings are four storeys, with basements, simpler in composition than the earlier Adam façades on the south and east sides of the square. They are faced in stucco rather than Portland Stone, but with projecting central and end bays, rusticated ground floors round arched openings to the ground floor and cast-iron balconies to first floor to complement the Adam façades. The returns to Fitzroy Street and Conway Street are faced in London Stock Brick above ground level and windows are largely blind. The unlisted Nos.13-14 was built in the 1920s for St Luke's Hospital for the Clergy and is taller at five storeys with a noticeably larger mansard roof extent and projects forward of the building line of the original terrace. It is clad in stone with slender vertical windows.

4.111 The western side of the square (Nos.20-32) comprises a terrace of thirteen houses, built c.1832-1835. Like the north side the terrace is four storeys with basement, and again simpler in composition than the earlier Adam elevations and faced in stucco with rusticated

ground floors. It forms a symmetrical composition with a slightly projecting central bay with Ionic columns and projecting end pavilions. Cast-iron balconies span below the entire first floor. The return to Grafton Way is faced in London Stock Brick above ground level and windows are largely blind.

Heritage significance

4.112 The heritage significance of the Fitzroy Square Conservation Area lies in the relatively intact survival of a coherent Georgian Square. It is an excellent example of Georgian town planning. Whilst there are subtle variations between the individual terraces and changes in materiality and richness between the earlier Adam façades to the south and west of the square and the later terraces on the north and west sides, there is a general uniformity and consistency in their character and detailing. The terraces have significant group value and have therefore been considered as a group.

4.113 The key characteristics of the square are the uniformity of design of its terraces. It is not so much the individual buildings, but the overall effect of their uniform design, colour, appearance and massing that characterises the square. Although many of the individual houses have been altered, their heritage significance comes largely from the completeness of the wider square, and from the ability therefore to appreciate a relatively intact example of late Georgian urban planning, which exhibits the rhythm and repetition of the typical urban streetscape of the early 19th century.

4.114 The south and west sides of the square have significance for their association with the Adam brothers, in particular Robert Adam. Robert Adam (1728-92) was a significant and influential British neoclassical architect and interior designer and furniture designer. His development of the neo-classical style drew inspiration from Ancient Greece and Rome based on his classical architectural studies in Europe, including under Piranesi. He was the developer of the distinctive 'Adam style' which was applied to all elements of interior decoration.

4.115 The square has had a number of other associations with notable residents, some marked by blue plaques, including No.29 which was the home of George Bernard Shaw from 1887 until 1898 and later of Virginia Woolf from 1907 to 1911. No.19 belonged to architect James Lockyer until 1875 and was the home of Bloomsbury Group artist Duncan Grant in the early 20th century.

Setting and its contribution to significance

4.116 The square forms part of a swathe of Georgian townscape with the remainder of the Fitzroy Square Conservation Area and the Cleveland Street and Harley Street Conservation Areas to the west and the Bloomsbury Conservation Areas to east. These congruent areas of contemporary setting contribute particularly strongly to the appreciation of the significance of the square within a coherent wider Georgian townscape of the early 19th century.

4.117 The setting of the square is also characterised by the visibility of taller more modern townscape, to the north along Euston Road and to the south with the visibility of the BT Tower (Grade II listed), which is adjacent to the southern edge of the conservation area, which legibly place the square within the heart of the modern city but contribute in a much more limited way to the appreciation of its heritage significance. The northern setting of the conservation area comprises a very mixed group of much larger scale post-war buildings lining Euston Road. This includes the existing Euston Tower and other buildings in Regent's Place, and the University College Hospital.

4.118 The contrast of the square with parts of its now well established post-war and modern setting highlights the fine grain and historic character of the Georgian townscape but the modern setting is not judged to make any material contribution to the appreciation of the heritage significance of the listed building group. The scale and proximity of the modern setting seen above the rooflines of the terraces in characterising views across Fitzroy Square, has eroded the ability to appreciate the uniformity of the townscape and the formal set piece quality of the square as a complete composition and is considered to detract from the ability to appreciate the significance of the listed buildings.

4.119 The susceptibility to change of the setting to the north of the listed buildings forming the square is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the square there is also the potential for some of the existing harm (caused in particular by the existing Euston Tower) to be mitigated by the design of the Amended Proposed Development.

Value: High

Susceptibility to change: Low to medium

Sensitivity: Medium

BT Tower

Introduction

4.120 The Grade II listed BT Tower is approximately 430m to the south of the Site. It was commissioned by the General Post Office (GPO) as a microwave aerial for transmission of telecommunications between London and the rest of the UK and was originally known as the Museum Radio Tower or GPO Tower, and subsequently as the Post Office Tower. When completed it was tallest structure in London and remained so until 1980 when the NatWest Tower in the City of London was completed. The BT Tower remains a prominent landmark building seen across much of central London's West End. The tower was listed Grade II in 2003.

History and character

4.121 The BT Tower is a 177m radio tower, originally proposed in 1954 as the centre for national and international telephone communications via ultra-high frequency (UHF) microwave transmission. It was constructed between 1961-1965 and designed by architects Eric Bedford and G. R. Yeats of the Ministry of Public Buildings and Works Architect's Department, alongside engineers SG Silhan, JJ Taylor and Kenneth Holloway. It was opened by Prime Minister Harold Wilson in October 1965 and officially opened to the general public in May 1966 by Postmaster General Tony Benn. The building was a classified location covered by the Official Secrets Act; it is thought that it was part of a planned microwave telecommunications network designed to provide secure communications between strategic government locations and resilient communications in the event of nuclear war.

4.122 The BT Tower is a reinforced concrete cylinder, with a 40ft mast on top. Its height was based on the need for it to be taller than other tall buildings being erected in London at the time. Its distinctive form was largely the result of the technical requirements for transmission, particularly the need for a very stable structure; the circular form provides less wind resistance and minimises wind deflection. It has a central chimney-like shaft of reinforced concrete which tapers outwards at the base. The lower 17 floors of the structure contain equipment rooms, ventilation plant and offices with a triple curtain wall, which is clad externally with stainless steel with anti-sun glazing. Above this, aerials were mounted on circular galleries fixed to the concrete core. Until 1980 there were six larger publicly accessible floors above which included an observation floor and a revolving restaurant and cocktail lounge run by Billy Butlin – the tower was a popular tourist attraction. In October 1971 an IRA bomb exploded in the restaurant toilets. The restaurant remained closed for several months afterwards and the observation deck was permanently closed. The tower was entirely closed to the public in 1981 when the restaurant's lease expired.

4.123 The ground floor entrance to the tower is on Maple Street. The office building at the base of the tower, which fronts onto Cleveland Street and Maple Street and forms the plinth to the tower is not considered to be of special interest by Historic England and is therefore excluded from the Grade II listing. The interiors have been entirely refurbished.

4.124 Today the BT Tower remains a key part of the UK's modern communications infrastructure though most of the tower's original microwave aerials have been removed as digital transmissions replaced microwave. It is mainly used for the transmission of digital TV signals and also used to measure London's air quality. A 360-degree coloured LED screen, the 'infoband', displaying news and the BT logo at the top of the tower was installed in 2009, when it started showing the countdown to the 2012 Olympics; it is the largest the largest display of its type in the world. In 2011 the last remaining satellite dishes were removed from the tower. As of 2024, the BT Tower has been sold by the BT Group and bought by MCR Hotels with the intention of its being redeveloped as a hotel.

Heritage significance

4.125 The architectural and historic interest of the BT Tower derives from its distinctive form, representative of its use and function as a transmission tower. It is an iconic and widely recognised structure which quickly became a symbol of London, both in the UK and overseas. It is widely visible across central London, including in broad panoramic views of the London skyline from Regent's Park and Primrose Hill, and closer street views through Bloomsbury Marylebone and Fitzrovia in particular, where it is a distinctive instantly recognisable landmark.

4.126 The BT Tower is significant for its representation of twentieth century communications infrastructure. It was innovative for its telecommunications technology for example in comparison to similar contemporary communications towers in Dortmund and Stuttgart. The tower also required a structurally innovative solution to the need to minimise deflection in challenging foundation conditions. It remains in use as part of the UKs communications infrastructure.

4.127 The tower has multiple associations with notable people and events: it was a symbol of London associated with the 'Swinging Sixties' visited by many famous names of the era, the IRA mainland bombing campaign from the 1970s to the early 1990s and more recently the London 2012 Olympics.

Setting and its contribution to significance

4.128 The BT Tower can be seen across London and, since its construction, has been and continues to be, one of the most prominent landmarks in the West End. It is seen in conjunction with London's tall buildings as part of the iconic skyline in panoramic views across the city. Its instantly recognisable landmark status contributes to its significance.

4.129 The base of the BT Tower is surrounded by historic townscape including the Fitzroy Square Conservation Area adjacent to the north, the Cleveland Street Conservation Area adjacent to the west, the Bloomsbury Conservation Area, which is close to the east, the Charlotte Street Conservation Area close to the south and the Harley Street Conservation Area close to the west. The singular form of the BT Tower has always stood in stark and intentional contrast to its local townscape context as result of its scale and its functional modern design. The historic late 17th and 18th century townscape forms the original close setting of the listed tower and the intentional contrast in character with the historic setting contributes to its significance.

4.130 The Euston Tower was completed in 1970, just five years after the BT Tower, so is broadly contemporary with the listed building. The existing Euston Tower has been a long-standing part of the BT Tower's setting to the north. It is often seen in conjunction with the BT Tower in views from the north and north-east from Primrose Hill and Regents Park, the two buildings being the tallest elements in the townscape of this part of London. The two buildings define the landmark Viewing Corridor of the Protected Vista in LVMF View 2A.2 – indicative of their paired appearance on the skyline seen from the north. The contrast between the distinctive slender silhouette of the BT Tower and the broader simpler form of the existing Euston Tower contributes to the legibility of the Protected Vista from Assessment Point 2A.2 but otherwise does not contribute meaningfully to the significance of the listed tower. The susceptibility to change of the setting to the north of the listed building is judged to be low.

Value: High

Susceptibility to change: Low

Sensitivity: Medium

Table 4.1: Baseline Listed Structures

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
Regent's Park Group				
Grade I				
1	Holy Trinity Church *Grade I*	Church of 1825-7 designed by Sir John Soane with an added apse and remodelled chancel of 1878 by G. Somers Clarke. One of three Soane churches designed for the Church Commissioners which was set up in 1818 in order to build new churches; this being the most expensive of those built, with a budget of £25,000 which included extra funding from the local landowner, the Duke of Portland. The church is in Portland stone, with its principal elevation to the south, with a slightly projecting Ionic four column portico and no pediment. The tower above the portico has a square belfry and pairs of Corinthian columns, terminating with a stone cupola and weathervane. Notably also used as the headquarters for the new Penguin Books Company in 1936. The building was converted to offices in 1955-6. The building has remodelled interiors; only some of the original Soane interiors are readable.	Exceptional architectural and historic interest: Sir John Soane is internationally famous as one of Britain's most significant architects, known for influential neo-classical buildings including the Bank of England, Dulwich Picture Gallery and his former home at No.13 Lincoln's Inn Fields – all also Grade I listed. Holy Trinity is noted in the listing description as being *"...of exceptional special interest as an outstanding church by one of the greatest British architects, Sir John Soane."* (Ref. 1-25, List Entry Number: 1267658). Its landmark quality, close to Regent's Park and at a prominent site on the Marylebone Road opposite the distinctive Great Portland Street Station (Grade II listed) contributes to its significance.	The listed building is at the SE corner of the WCC Regent's Park CA on the busy Marylebone Road close to its junction with Euston Road. The built context of the listed building is very varied, including both neighbouring listed Nash terraces and landscape of Regent's Park to the W (which is contemporary with the church), the C20 and C21 commercial buildings of Regent's Place (and formerly the post-war development of the Euston Centre) close to the E, the early C20 Great Portland Street Station and the Harley Street CA to the S and the distinctive backdrop of early C20 White House to the N. Tall buildings with a contrasting architectural character have been long-standing elements of the established E setting of the church. The relationship of the Church to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The development of the Euston Centre (with the Regent's Park Estate to the N) after WWII comprehensively altered the townscape character of a large swath of the close setting to the E, which has eroded the contribution of setting to significance in this area. The most significant landmark views of the church in which the Soanian features of the primary façade can be best appreciated are those to its S facing portico and tower from Bolsover St, the N end of Great Portland St and from outside Great Portland St Station across Marylebone Road. From the N the church is largely screened by the tall White House and its visibility is more localised. The distinctive tower is a landmark on Euston Road seen from the E, but all but the very top is screened by foreground foliage in views from the W and where visible is seen against the backdrop of mid-rise and tall modern commercial development, which includes the very top of the existing Euston Tower (as seen in View 32). While the setting to the E makes a limited contribution to significance there is potential for further erosion of the ability to recognise the landmark tower in views from Marylebone Road to the W, the susceptibility to change of the E setting is considered to be *low to medium.* *Value:* **High** *Susceptibility to change:* **Low - Medium** **Sensitivity: Medium to high**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
2	Nos.1-3 Albany Terrace and attached railings *Grade I*	Short symmetrical terrace of three 4-storey stucco houses with basements, rusticated ground floors, continuous cast iron balcony at first floor level, and slightly projecting end bays with ionic pilasters, c.1823-25 by John Nash. The terraces were originally part of a longer version of Albany Terrace; however, Nos. 4-6 have since been converted into one building – No.2 Marylebone Road (Grade II*). The cast-iron forecourt railings, c.1823-25 are also listed at Grade II.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. Nash was commissioned by the Prince Regent to design Regent St and 'Marylebone Park'. Nash created a masterplan for the area, which was realised by property developer James Burton. Regent's Park and its surrounding buildings took 21 years to construct. Work began in 1811 for a residential estate set in private parkland, with the design continuing to evolve during this period. With Regent Street this was an early example of large scale masterplanning in England. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. The terraces contribute to a high surviving level of historic coherence to the park perimeter. The terraces are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE listing description to Nash himself.	The listed building is at the SE corner of the LBC Regent's Park CA on the busy Marylebone Road close to its junction with Euston Road. The built context of the listed building is very varied, including both neighbouring contemporary listed Nash terraces and landscape of Regent's Park to the N and W the C20 and C21 commercial buildings of Regent's Place (and formerly the post-war development of the Euston Centre) to the E, the early C20 Great Portland Street Station and the WCC Regent's Park and Harley Str CAs to the S. Tall buildings with a contrasting architectural character have been long-standing elements of the established E setting of the listed building. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The development of the Euston Centre (with the Regent's Park Estate to the N) after WWII comprehensively altered the townscape character of a large swath of the close setting to the E, which has eroded the contribution of setting to significance in this area – separated from the listed building by the adjacent Holy Trinity Church and its tree-ed setting. The most significant views of the terrace are from Marylebone Rd where the composition and detailed design of the terrace can be appreciated in relation to its listed neighbours as it is seen in relation to the contemporary close setting of the LBC and WCC Regent's Park CAs. The modern E setting (including limited visibility of the very top of the existing Euston Tower) is peripheral to the terrace and does not intrude on the ability to appreciate the terrace within its contemporary historic close setting. The susceptibility to change of the E setting is considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
3	Nos.13-24 Park Square East including The Diorama and attached railings *Grade I*	Symmetrical terrace of 12 stucco houses, c.1828-35 by John Nash fronting Park Square, a large garden square to the SE of Regent's Park. Nos. 13-16 and 20-24 were converted to flats in the 1980s, destroying original features. The terrace is symmetrical with three bays at each end, and a central seven window projecting bay. The central bay is four storeys, flanked by lower three storey bays. The central bay was once The Diorama, a rear polygonal building on Peto Place which housed a picture show designed by Augustus Charles Pugin, later a Baptist Chapel before being converted in 1922 to hospital usage.		The listed buildings are at the SE corner of the LBC Regent's Park CA on E side of Park Square. The built context of the listed buildings is largely characterised by the neighbouring contemporary listed Nash terraces, the landscape of Park Square to the W and Regent's Park to the N, and the WCC Regent's Park and Harley St CAs to the S and W. The C20 and C21 commercial buildings of Regent's Place (and formerly the post-war development of the Euston Centre) are to the E and tall buildings with a contrasting architectural character have been long-standing elements of the established E setting of the listed building. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The development of the Euston Centre (with the Regent's Park Estate to the N) after WWII comprehensively altered the townscape character of a large swath of the close setting to the E, which has eroded the contribution of setting to significance in this area of the setting. The most significant views of the terrace are close ones from Park Square East where the composition and detailed design of the terrace can be appreciated in relation to its listed neighbours as it is seen in relation to the contemporary close setting of the LBC and WCC Regent's Park CAs. In these views the modern setting is not visible and does not intrude on the ability to appreciate the terrace within its contemporary historic close setting. The taller modern E setting (including the existing Euston Tower) is more visible in the aligned views E along Outer Circle where the Euston Tower and One Osnaburgh St are visible in the backdrop of the park peripheral to the listed building. Buildings in Regent's Place are also visible in views across Park Square from Park Square West and from the W side of the garden square, particularly in winter, but the dense planting of the square at the lower levels screens the terrace itself which cannot be appreciated easily from here. The susceptibility to change of the E setting is considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
4	Nos.31 and 33 Albany Street and attached railings *Grade I*	Two terraced houses, c.1826, built by George Thompson. Originally connected with No.19 Albany Street to the rear of Nos.9-10 St Andrew's Place. Four storeys, with basements, a six window main range with flat pediment above the four leftmost windows on the second floor. Round-arched ground floor openings, recessed sash windows.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. Nash was commissioned by the Prince Regent to design Regent St and 'Marylebone Park'. Nash created a masterplan for the area, which was realised by property developer James Burton. Regent's Park and its surrounding buildings took 21 years to construct. Work began in 1811 for a residential estate set in private parkland, with the design continuing to evolve during this period. With Regent Street this was an early example of large scale masterplanning in England. Thanks to their age and distinctive elegant composition, the houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. The terraces contribute to a high surviving level of historic coherence to the park perimeter. Albany Street was laid out by Nash to divide the prestigious homes fronting Regent's Park from the working-class housing and commercial district servicing them to the E (the majority of which was redeveloped after WWII). The design of the listed building is attributed in the HE listing description to George Thompson, architect and builder, but not an architect of particular renown in the period.	The listed building is at the SE edge of the LBC Regent's Park CA on. The built context of the listed building on Albany St is very varied, including both neighbouring simpler contemporary listed Nash terraces to the S, the austere rear of the modernist Royal College of Physicians and later C19 terraces to the N, the and the early C20 10-storey White House and beyond that Regent's Place to the E. Taller buildings with a contrasting architectural character have been long-standing elements of the established E setting of the listed building. The relationship to the contemporary Regent's Park scheme to the W contributes strongly to the contribution of setting to significance. The development of the White House and Euston Centre (with the Regent's Park Estate to the N) after WWII comprehensively altered the townscape character of a large swath of the close setting to the E, which has eroded the contribution of setting to significance in this area of the setting. The most significant views of the terrace are close ones from Albany St where the composition and detailed design of the listed building can be appreciated in relation to its listed neighbours as it is seen in relation to the contemporary close setting of the LBC Regent's Park CA. In these views the modern setting is behind the viewer and does not intrude on the ability to appreciate the terrace within its contemporary historic close setting to the south. The taller modern E setting is visible in views from the listed building but with a limited impact on the ability to appreciate the significance of the listed building. The susceptibility to change of the E setting is considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
5	Nos.1-8 St Andrew's Place and attached railings; Nos.9 and 10 St Andrew's Place *Grade I*	Nos. 1-8: symmetrical terrace of eight 3-storey houses with attics and basements, dating from c.1823 and designed by John Nash. The terrace has distinctive paired bowed bays of 3 windows each at either end and a slate mansard roof. Nos.9 and 10: two terraced stucco houses, with a rusticated ground floor and five window composition, c.1826 by George Thompson. A symmetrical arrangement over three storeys, with a pedimented Corinthian portico above the base. The rear was originally formed by Nos.19, 31 and 33 Albany St.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. Nash was commissioned by the Prince Regent to design Regent St and 'Marylebone Park'. Nash created a masterplan for the area, which was realised by property developer James Burton. Regent's Park and its surrounding buildings took 21 years to construct. Work began in 1811 for a residential estate set in private parkland, with the design continuing to evolve during this period. With Regent Street this was an early example of large scale masterplanning in England. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. The terraces contribute to a high surviving level of historic coherence to the park perimeter. Nos.1-8 are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE listing description to Nash himself. The design of Nos.9 and 10, like Nos.31 and 33 Albany St, are attributed in the HE listing description to George Thompson, architect and builder, but not an architect of particular renown in the period.	The listed buildings are at the SE corner of the LBC Regent's Park CA on to the NE of Park Square. The built context of the listed building is largely characterised by the landscape of Regent's Park and Park Square to the W and the sculptural form and landscape of the post-war Royal College of Physicians to the N. The C20 and C21 commercial buildings of Regent's Place (and formerly the post-war development of the Euston Centre) are to the E and tall buildings with a contrasting architectural character have been long-standing elements of the established E setting of the listed buildings. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The development of the Euston Centre (with the Regent's Park Estate to the N) after WWII comprehensively altered the townscape character of a large swath of the close setting to the E, which has eroded the contribution of setting to significance in this area of the setting. While it is Grade I listed in its own right, the Royal College of Physicians replaced contemporary historic townscape with modern development of strongly contrasting character and has also eroded the contribution of the contemporary setting to the significance of the listed buildings. The most significant views of the listed buildings are close ones from St Andrew's Place where their composition and detailed design can be appreciated in relation to each other and within the contemporary close setting of the LBC and WCC Regent's Park CAs. The taller modern E setting is visible in views E along Outer Circle and St Andrew's Place where the Euston Tower, the closer One Osnaburgh St and the top of Bucklebury on the Regent's Park Estate are visible in the backdrop of the listed buildings, with the modern Royal College of Physicians seen to the N. While the setting to the N and E makes a limited contribution to significance there is potential for further erosion of the ability to appreciate the significance of the listed buildings, through additional infilling and coalescence of the skyline behind them, and the susceptibility to change of the E setting is considered to be **low to medium**. *Value:* **High** *Susceptibility to change:* **Low to medium** **Sensitivity: Medium to high**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
6	Royal College of Physicians *Grade I*	College of 1960-1964 by Denys Lasdun, extended 1995-1996 also by Lasdun. It stands on the site of Someries House, a villa of 1824. It is a T-plan building over 3 storeys with the main entrance from Regent's Park and a plainer range of offices on Albany Street. The design concept is sculptural with the constituent parts of the college individually expressed both in form and materials. The building is clad in pre-stressed concrete, with areas of blue engineering brick and pale grey mosaic. On Regent's Park 2 slender pillars support a cantilevered flat roofed library gallery with narrow paired windows. Extending towards St Andrews Place is a partially sunken lecture theatre with a shallow, pyramidal roof. Pevsner describes the exterior as *"forceful, inventive and aggressive with its many hard angles"* (Ref. 1-28B, p.173)	Exceptional architectural and historical interest as an important award winning work by Denys Lasdun, one of the most important British post-war architects. The building is described by Pevsner as *"one of the most distinguished buildings of its decade"* (Ref. 1-28B, p.173). It is further described in its listing description as being listed Grade I for its *"powerful, elegant and rational statement of early 1960s architectural design"*. The listing description describes the interiors as an *"impressive sequence of spaces, centred on a large, white marble-clad, full height stair-hall with two tiers of galleries and a modern baroque marble staircase"* (Ref.1-25, List Entry Number: 1246159).	The Royal College of Physicians sits in stark contrast to its predominantly early C19 surroundings within Regent's Park – and this was an intentional aspect of its design. Pevsner describes the Nash terrace on St Andrews Place (Nos.1-8) as *"a calm foil"* to the building (Ref. 1-28B, p.173). Nash's Regent's Park scheme forms the original setting of the listed building and the intentional contrast in character with the historic setting contributes to its significance. The listed building is well screened by trees lining Outer Circle and is best appreciated in close views. The Euston Centre was built in the late 1960s with the Euston Tower completed in 1970, so is broadly contemporary with the listed building. The existing Euston Tower has been a long-standing part of the College's local setting to the E and is seen, screened by foreground trees, in the backdrop in close views from Outer Circle with the Triton Building, One Osnaburgh St and the tops of mid-rise buildings at Regent's Place. The existing E setting does not noticeably detract from the ability to appreciate the powerful contrasting architectural sculptural form within its closer historic setting of Regent's Park. The susceptibility to change to the E is therefore considered to be *low*. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
7	Nos.1-10 Cambridge Terrace *Grade I*	Terrace of ten stucco, four storey houses, rusticated at ground floor, of 1825 by John Nash. The northern half, Nos.7-10 were rebuilt as offices, but externally in facsimile, in 1986 following bomb damage in the Second World War. Projecting bays have Doric columns and an entablature and balustrade at first floor level; tripartite sashes with segmental arches above and upper floors with architraved sashes and a continuous cast iron balcony to the first floor windows. Attached are cast-iron foliated railings to the garden forecourt dating from c.1828, also listed at Grade II.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. The terraces contribute to a high surviving level of historic coherence to the park perimeter. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. They are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE listing description to Nash himself.	The listed terrace is within the LBC Regent's Park CA on the park's eastern perimeter. The context of the listed building is characterised by the Grade I landscape of Regent's Park to the W and the varied scale and contrasting architectural style of the post-war Regent's Park Estate to the E beyond Albany St. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The development of the Regent's Park Estate with the Euston Centre to the S after WWII comprehensively altered the townscape character of a large swath of the close setting to the E, which has eroded the contribution of setting to significance in this area of the setting. While it is Grade II listed in its own right, the later C19 Cambridge Gate to the S, replaced contemporary historic townscape with later development of differing character and has eroded the contribution of the contemporary setting to the significance of the listed buildings to an extent. The most significant views of the listed buildings are close ones from the Outer Circle where their composition and detailed design can be appreciated in relation to the contemporary close setting of the LBC and WCC Regent's Park CAs. The taller modern E setting is visible in longer views from the park through and between foreground trees where the Euston Tower, the Regent's Park Estate and the BT Tower are visible in the backdrop of the terrace but recede from view in the closest most significant views. While the setting to the N and E makes a limited contribution to significance there is potential for further erosion of the ability to appreciate the significance of the listed buildings, through additional height and infilling and coalescence of the skyline behind them, and the susceptibility to change of the E setting is considered to be **low to medium**. *Value:* **High** *Susceptibility to change:* **Low to medium** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
8	No.1-42 Chester Terrace and attached railings and linking arches *Grade I*	Palace-style long terrace of 37 houses and five semi-detached houses, c.1825 by John Nash for the Commissioners of Woods, Forests and Land Revenues. Crema stucco with slate mansard roofs and attic dormers, over three to four storeys in the main block, with three windows to each house. Chester Terrace is the longest unbroken façade in Regent's Park. To either end are projecting pavilion blocks which connect via thin triumphal arches. A complex alternating system of 99 bays are marked by giant Corinthian columns attached and detached in groups which rise from ground floor level. Balconies run continuously between and behind the columns.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. The terraces contribute to a high surviving level of historic coherence to the park perimeter. They are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE listing description to Nash himself.	The listed terrace is within the LBC Regent's Park CA on the park's eastern perimeter. The context of the listed building is characterised by the Grade I landscape of Regent's Park to the W and the varied scale and contrasting architectural style of the post-war Regent's Park Estate to the E beyond Albany St. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The development of the Regent's Park Estate with the Euston Centre to the S after WWII comprehensively altered the townscape character of a large swath of the close setting to the E, which has eroded the contribution of setting to significance in this area of the setting. However the scale of the E setting has left the roofline relatively unaltered in views from the park, contributing to the ability to experience and appreciate the terrace as part of the original composition of the Regent's Park scheme without post WWII intrusions. The most significant views of the listed buildings are formal long channelled views from Chester Road and close ones from the Outer Circle where their composition and detailed design can be appreciated in relation to the contemporary close setting of the LBC and WCC Regent's Park CAs. The Euston Tower is not visible in relation to the terrace from Chester Road. While the relatively unaltered skyline of the terrace makes a contribution to significance the existing Euston Tower is peripheral to the alignment and not visible in these views – and the susceptibility to change of the E setting is considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
9	Nos.1-6 Park Crescent, 8-14 Park Crescent and 98 Portland Place; Nos.18-26 Park Crescent (including the former No.27), 83 Portland Place *Grade I*	Park Crescent is a crescent of stucco town houses, c.1812. It was originally designed as the southern half of a circus, with its northern half later replaced by Park Square. Nos.1-14 and 98 Portland Place were restored following WWII war damage. The terraces are four storeys with basements and attics, each with a three window wide front. A ground floor colonnade spans both sides of the crescent. The houses have simple Grecian detailing. The end houses vary with slightly projecting fronts.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. The crescent has additional interest as the earliest feature within Nash's Regent's Park development, and its entrance from the SW; Pevsner describes this as the *"ideal introduction to the grand display to follow. The gesture of its two wide, embracing, one-storeyed Ionic colonnades is irresistible"* (Ref. 1-28B, p.173). John Summerson describes Park Crescent as *"very lovely, unpretentious, neatly detailed"* (Ref. 1-34, p.183). The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. The crescent, with Park Square contributes to a high surviving level of historic coherence to the SW edge of the park. It is significant for its association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE listing description to Nash himself. The post-war restoration is also of architectural interest: the elevations to the crescent were reconstructed in facsimile in 1960-3 with new interiors, which Pevsner describes as a 'trail blazer' (Ref. 1-28B, p.173) for the post-war reconstruction of other terraces damaged during WWII.	The listed buildings are at the SE corner of the WCC Regent's Park CA. The built context of the listed building is largely characterised by the landscape of Regent's Park and Park Square to the N and the contemporary Georgian townscape of the Harley St CA to the S The C20 and C21 commercial buildings of Regent's Place (and formerly the post-war development of the Euston Centre) are to the E and tall buildings with a contrasting architectural character have been long-standing elements of the established E setting of the listed buildings. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The development of the Euston Centre (with the Regent's Park Estate to the N) after WWII comprehensively altered the townscape character of a large swath of the close setting to the E, which has eroded the contribution of setting to significance in this area of the setting. The most significant views of the listed buildings are close ones from Park Crescent itself where their composition and detailed design can be appreciated in relation to each other and within the contemporary close setting of the LBC and WCC Regent's Park CAs. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The development of the Euston Centre (with the Regent's Park Estate to the N) after WWII comprehensively altered the townscape character of a large swath of the close setting to the E, which has eroded the contribution of setting to significance in this area of the setting. The most significant views of the terrace are close ones from Park Crescent where the composition and detailed design of the terraces can be appreciated. The top of the existing Euston Tower is glimpsed fleetingly above the roofline of the E side of the crescent from the junction of Portland Place and Park Crescent and is visible with the BT Tower through winter trees in views across the gardens as part of the modern E backdrop to the E crescent. While the setting to the N and NE makes a limited contribution to significance there is potential for further erosion of the ability to appreciate the significance of the listed buildings, on the east side of the crescent through additional height and infilling and coalescence of the skyline behind them, and the susceptibility to change of the NE setting is considered to be **low to medium**. *Value:* **High** *Susceptibility to change:* **Low to medium** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
10	14-26 Ulster Place *Grade I*	Terrace of town houses, c.1824 by John Nash as part of the Regent's Park Estate development. Four storeys in stucco with rusticated ground floors. Nos.14-22 are part of a balanced row, with the end houses marked by Greek Ionic pilasters, Nos.24 and 26 are set back as a plain extension to the W. They have three to four window wide frontages, with square headed doorways and window openings, with sash windows with glazing bars. Continuous first floor Grecian cast iron balcony across the whole row. Chimneys visible above a parapet. Converted to offices in 1975 with a large rear extension.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. The terraces contribute to a high surviving level of historic coherence to the park perimeter. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. They are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE listing description to Nash himself.	The listed terrace is at the S edge of the WCC Regent's Park CA fronting onto the busy Marylebone Road where it passes between Park Crescent and Park Square. To the south is the contemporary townscape of the WCC Harley St CA. The immediate setting is varied dating from the early and later C19 and including the busy post-war highway. The wider setting to the E is more varied and includes the modern commercial townscape of Regent's Place and the existing Euston Tower. The relationship to the neighbouring contemporary historic Regent's Park scheme close to the E contributes strongly to the contribution of setting to significance. The development of the Euston Centre (with the Regent's Park Estate to the N) after WWII comprehensively altered the townscape character of a large swath of the setting to the E, which is visible lining Euston Road to the E. The most significant views of the terrace are from Ulster Place and Marylebone Rd where the composition and detailed design of the terrace can be appreciated in relation to its listed neighbours as it is seen in relation to the contemporary close setting of the LBC and WCC Regent's Park CAs. The wider modern E setting (including visibility of the existing Euston Tower) is peripheral to the terrace but clearly visible in oblique views in the more distant E setting along Euston Road. While the relatively unaltered skyline of the terrace makes a contribution to significance the existing Euston Tower is peripheral to the alignment and not visible in these views – and the susceptibility to change of the E setting is considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
11	Nos.1-12 Park Square West *Grade I*	Terrace of town houses, 1823-25 by John Nash as part of the Regent's Park Estate development. Three to four storeys, in stucco with a symmetrical character in mirror to the opposite Park Square East, and part of the formal approach to Regent's Park also alongside Park Crescent.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. The terraces contribute to a high surviving level of historic coherence to the park perimeter. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. They are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE listing description to Nash himself.	The listed terrace is at the SE corner of the WCC Regent's Park CA at the W side of Park Square. The built context of the terrace is characterised by the neighbouring contemporary listed Nash terraces, the landscape of Park Square to the E and Regent's Park to the N, and the WCC Regent's Park and Harley St CAs to the S and W respectively. The relationship to the neighbouring contemporary historic Regent's Park scheme, in particular the townscape of Park Square (the E part in the LBC CA) and Park Crescent to the S, contributes strongly to the contribution of setting to significance. The most significant views of the terrace are close ones from Park Square West where the composition and detailed design of the terrace can be appreciated in relation to its listed neighbours and the green landscapes. In these views the modern setting is not visible and does not intrude on the ability to appreciate the terrace within its contemporary historic close setting. The existing Euston Tower is visible from the listed terrace in views from Marylebone Road and through trees looking west across Park Square but does not impact on the ability to appreciate the significance of the listed terrace. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
12	Nos.1-17 Ulster Terrace *Grade I*	Terrace of town houses, c.1824 by John Nash as part of the Regent's Park Crown Estate development. Symmetrical character with an Ionic colonnaded ground floor, with pairs of three storey bows at the end pairs of terraces. Three storeys with mansards and basements, round arched openings at ground floor and square headed windows to second and third floors. Identical to St Andrew's Place to the E of Park Square.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. The terraces contribute to a high surviving level of historic coherence to the park perimeter. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. They are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE Listing description to Nash himself.	The listed terrace is within the WCC Regent's Park CA on the park's S perimeter fronting the Outer Circle. The context of the listed building is characterised by the Grade I landscape of Regent's Park to the N, the contemporary GI listed terraces to the S and W and the taller modern backdrop seen within the treeline in the wider setting to the E of the park. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The most significant views of the listed buildings are close ones from the Outer Circle where their composition and detailed design can be appreciated in relation to the contemporary close setting of the LBC and WCC Regent's Park CAs and views from the SE on the path between the main park and Park Square in which the relationship to the Park Square terraces can be appreciated. The taller modern E setting is visible in longer views from the Outer Circle through and between foreground trees where the Euston Tower, the Regent's Park Estate and the BT Tower are visible in the peripheral setting of the terrace and do not intrude on the most significant views. The modern setting to the E makes no meaningful contribution to significance and due to the dense planting and scale of the visibility of the modern wider setting from this part of the park susceptibility to change to the E is very limited. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
13	Nos.21 and 22 York Terrace East; Doric Villa; Nos.1-18 York Terrace East; Nos.1-33 York Terrace West; No.34 York Terrace West; Nos.35-46 York Terrace West *all Grade I*	Nos.21 and 22 York Terrace East are a pair of houses, rebuilt following the Second World War in exact facsimile of the original c.1821 John Nash design. Channelled stucco with a Graeco-Roman Corinthian composition, four storeys and 13 windows wide with a central three bays and advanced penultimate bays. Listed for the facsimile facades only. The Doric Villa is a semi-detached, two storey stucco villa, c.1821-1826 by John Nash as part of the Regent's Park Crown Estate development. The main elevation fronts the park, entrances to the rear on York Terrace East - a unified temple composition with a Greek Doric pedimented portico. Nos.1-18 and 1-33 are long terrace blocks, c.1820-6 by John Nash. They are four storeys in stucco with an attic storey and slate roofs and designed as "palace" illusions – the entrances are hidden from park view to the rear. No.34 York Terrace West is a terraced town house of four storeys, c.1824-26 by John Nash and adjoining but recessive to Nos.35 to 46. It is in stucco with a slate roof, part of a balanced composition with Nos.35-47 when viewed from a distance - the entrance is hidden from park view to the rear. Nos.35-46 comprise the centre of the Nash terrace flanked on either side by recessed adjoining single townhouses. Similarly in stucco, over four storeys.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. The terraces contribute to a high surviving level of historic coherence to the park perimeter. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. They are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE listing description to Nash himself.	The listed terraces are within the WCC Regent's Park CA on the park's S perimeter fronting the Outer Circle. The context of the listed buildings is characterised by the Grade I landscape of Regent's Park to the N, the contemporary GI listed terraces to the E and W and the taller modern backdrop seen within the treeline in the wider setting to the E of the park. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. The most significant views of the listed buildings are close ones from the Outer Circle where their composition and detailed design can be appreciated in relation to the contemporary close setting of the LBC and WCC Regent's Park CAs and the continuity of the early C19 built form to the S perimeter of the park. The taller modern E setting is visible in longer views from the Outer Circle through and between foreground trees where the Euston Tower, the Regent's Park Estate and the BT Tower are visible in the peripheral setting of the terrace and do not intrude on the most significant views. Moving W the modern setting increases in relative height and becomes more prominent on the skyline but still distant and peripheral to the terraces The modern setting to the E makes no meaningful contribution to significance and due to the distance, dense planting and scale of the visibility of the modern wider setting from this part of the park susceptibility to change to the E is very limited. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
14	1-5 Regent's Park (York Gate) *Grade I*	Unified stucco terrace block of four storeys, c.1821-22 by John Nash as part of the Regent's Park Crown Estate development. Since rebuilt internally as one building, with entrances to the rear to maintain the illusion as one big building. Grecian details with giant Ionic orders, matching those at York Terrace. 11 window frontage onto York Gate, with slightly projecting end bays. Balustraded at first floor between the projecting bays and cast iron balconies at either end. Balanced by the identical block opposite at Nos.8-12. Galleried interior.	Exceptional architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. The terraces contribute to a high surviving level of historic coherence to the park perimeter. Further architectural interest as key elements in the sequence of buildings channelling towards the park and the Church of St Marylebone to the south. John Nash refined the layout of the Regent's Park scheme to include views towards the portico of the Church to the south. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. They are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash – but these are attributed in the HE listing description to Nash himself.	The listed terraces are within the WCC Regent's Park CA on the park's S perimeter lining the route from the park to the Church of St Marylebone. The context of the listed buildings is characterised by the Grade I landscape of Regent's Park to the N, the contemporary neighbouring GI listed terraces and the Grade I listed church to the S. The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. John Nash refined the layout of the Regent's Park scheme to include views towards the portico of the Church to the south. These designed views contribute strongly to significance The taller modern E setting is visible in long channelled aligned views along York Terrace East to the N where the Euston Tower, and One Osnaburgh St are visible. However, the modern setting does not intrude on the most significant views of the Church of St Marylebone framed by the listed buildings along York Gate. The modern setting to the E makes no meaningful contribution to significance and due to the distance and scale of the visibility of the modern wider setting susceptibility to change to the E is very limited. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
15	8-12 Regent's Park (York Gate) *Grade I*	Unified stucco terrace block of four storeys, c.1821-22 by John Nash as part of the Regent's Park Crown Estate development. Since rebuilt internally as one building, with entrances to the rear to maintain the illusion as one big building. Grecian details with giant Ionic orders, matching those at York Terrace. 11 window frontage onto York Gate, with slightly projecting end bays. Balustraded at first floor between the projecting bays and cast-iron balconies at either end. Balanced by the identical block opposite at 1-5.		
16	Church of St Marylebone *Grade I*	Parish church in Portland stone, designed by Thomas Hardwick and built 1813-18, with a remodelled chancel by Thomas Harris of 1883-84. It is the third site for the parish church of St Marylebone, for which the area takes its name. The main elevation to Marylebone Road is a giant hexastyle Corinthian portico and pediment and a central architraved doorway, with flanking gallery doors, the portico wraps around flanking the church on either side; to the rear, diagonal porches either side of the domed apse. The tower is in three stages, including a clock and a peri-styled belfry with a domed cupola and caryatids. The later chancel is in an Italian Renaissance style. John Nash refined the layout of the Regent's Park scheme to include views towards the portico of the Church to the south. Galleried interior.	Architectural and historic interest as an early C19 church by Thomas Hardwick. Further historical interest as a result of the contemporary townscape relationship with John Nash's Regent's Park scheme – views towards the church's portico were planned in relation to York Gate and the view N towards the Park.	The listed church is within the WCC Regent's Park CA on the park's S perimeter. The context of the listed building is characterised by the Grade I landscape of Regent's Park and the GI listed Nash Terraces to the N, and the busy Marylebone Rd which separates the church from Regent's Park The relationship to the neighbouring contemporary historic Regent's Park scheme contributes strongly to the contribution of setting to significance. John Nash refined the layout of the Regent's Park scheme to include views towards the portico of the Church to the south. These designed views contributes strongly to the appreciation of the significance of the church. The existing Euston Tower is not visible in designed views of the church from Regent's Park along York Gate and is peripheral to views of the church – and largely screened by trees – from this part of Marylebone Road. The modern setting to the E makes no meaningful contribution to significance and due to the distance, and limited visibility of the modern wider setting susceptibility to change to the E is very limited. The susceptibility to change to the E is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
*Grade II**				
17	No.2 Marylebone Road and attached railings *Grade II**	Three stucco terraced houses, over four storeys, dating from the early C19 with later alterations and now amalgamated into one property with a large, C21 extension to the rear. The houses have a symmetrical façade with slightly projecting end bays and bowed corners, a projecting Doric loggia at ground floor and continuous cast-iron balconies on the first floor either side of stucco balcony above the entrance loggia.	Important architectural and historic interest: the terraces are contemporary with Nash's Regent's Park scheme and contribute to a high surviving level of historic coherence to the park perimeter. They are listed for their group value with the Nash Terraces (Ref. 1-25, List Entry Number: 1113114).	The element of setting which contributes to the heritage significance and ability to appreciate its significance arises from the group value provided by the neighbouring Regent's Park Estate, and buildings to the N along Albany Street which also date from the early C19. The wider setting, which is more varied in architectural character and age, includes larger scale buildings such as the 1930s The White House and tall buildings to the E - the post-war Euston Tower and redeveloped post-war Euston Centre buildings, inform a taller context to the E. This has been a long-standing element of the close setting of No.2 Marylebone Road and does not inform or detract from its heritage significance. The susceptibility to change to the E is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
18	St Mary Magdalene Church *Grade II**	Built between 1849 and 1852 by R. C. Carpenter with later alterations by the same architect in 1866-7 and a crypt added in 1883-4. The building is constructed from snecked Kentish ragstone with Bath stone dressings. It has a tiled pitched roof with ornamental ridge tiles. The church is large, with a six-bay nave with two aisles on the interior. The building is highly ornamental, with an octagonal bell turret terminating in gabled louvres under a conical roof with finial. The aisles are defined by buttresses with traceried windows. The E window is of particular interest being one of Pugin's last designs before his death. Further windows include two memorial windows to Sir Edward Hall Anderson (1857) by Clayton and Bell, under the supervision of William Butterfield.	Important architectural and historic interest: The plan of the church with its nearly equal nave, aisles and intended tall tower, together with the English Gothic Revival style, are of the influence of Pugin. On its consecration in 1852, the magazine The Ecclesiologist described the church as *"the most artistically correct new church yet consecrated in London"; Norman Shaw worshipped here for 42 years and described the church as the "beau ideal of a town church"*. The church has associations with Pugin and Butterfield in both its design and the windows attributed to their hands. Richard Cromwell Carpenter was a prolific English architect chiefly known for his ecclesiastical work and association with Anglo-Catholicism; a large number of his new church designs and restorations are listed; St Mary Magdalene is considered to be one of his finest works; the north aisle and north chapel were added by his son.	The immediate setting has changed significantly since the church's inception when this part of London was at the NW edge of a rapidly expanding London. On its completion, the building was described as a "town church". The setting of the Church changed dramatically in the second half of the C20, the modest stucco cottages that lined Munster Square to the N were bomb damaged in WWII and redeveloped as part of the Regent's Park Estate in 1957-59 with four-storey precincts of maisonettes designed by Armstrong & McManus; the 18 and 19 storey towers Bucklebury and The Combe are located just outside the square. To the E side of the Church and School, the Euston Tower and BT Tower are visible to the SE. The Church was listed in 1954 prior to the redevelopment of Muster Square. The loss of the contemporary early C19 townscape setting of the church has reduced the ability to appreciate its heritage significance within its original C19 setting. The Church and School form a group with a functional historic relationship that contributes to the heritage significance of both buildings. Built to serve the new working class quarter proposed as part of Nash's masterplan for Regent's Park and its environs the church and school also have a historic relationship to the Park and Nash Terraces to the W and are included within the LBC Regent's Park CA. The predominantly post-war setting to the N, S and E however makes no material contribution to the appreciation of the church's heritage significance. Given the existing character of the setting to the E and SE at Regent's Place, and its lack of contribution to the appreciation of heritage significance, the susceptibility of the setting in the direction of the Site, whereby a tall building is already well-established, the susceptibility to change is **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
19	The Holme *Grade II**	Villa of c.1819 by Decimus Burton when aged only eighteen for his father, noted builder James Burton. Stucco with a four column Corinthian portico. Described in Pevsner as *"chaste in design"* (Ref. 1-28B, p.173). Wings, a ballroom, billiard room and gazebo added in 1911 by Bertie Crewe and further alterations by Paul Phipps in 1935. The original central dome has been lost and the original staircase which had been removed in 1930s was reinstated during restoration of the 1980s by Donald Insall & Partners. It has notable 1935 Boudin decoration in the dining room. The 1930s garden terrace is by Geoffrey Jellicoe. Occupied during the Second World War and then by Bedford College. It is today a private residence.	Important architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. One of the Regent's Park Villas, one of only two to have been built. The HE listing description notes that The Holme *"most faithfully preserves the Reptonesque landscape setting for the villas intended by Nash"* in its sloping lawn to the lake below (Ref. 1-25, List Entry Number: 1231804). The villa derives a high level of group value from its relationship to and intervisibility with other buildings and the designed landscape of the park. Significant for its associations with John Nash, one of the most notable British architects of the Georgian and Regency periods, builder James's Burton and his son, Decimus Burton.	The setting of The Holme is primarily informed by its location within Regent's Park itself, and more specifically adjacent to the Inner Circle within the Park. It maintains its near original setting as designed by Nash, with very minimal changes to the Park since its creation. However, it was once to be one of many more villas within the Park, and as such has been somewhat anomalous since its construction. There is an element of group value therefore with St John's Lodge, also at the Inner Circle and the only other individual Park villa to be built. To the S of The Holme is the Bedford College and the Regent's University London campus, both more modern educational buildings of larger scale, but similar height. The existing Euston Tower is seen close to the backdrop of The Holme in views E from the opposite side of the lake (View A13), through the thick tree cover. In winter months this visibility is more prominent. It appears as a recessive, distant element however and does not impact the ability to appreciate the heritage significance of The Holme within its immediate contemporary setting of Regent's Park. The susceptibility to change to the existing Euston Tower at the Site to the SE is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
20	St John's Lodge *Grade II**	Villa of 1818-1819 by John Raffield for Charles Augustus Tulk MP, with alterations by Decimus Burton, 1831-32 for Lord Wellesley which added wings, entrance and attic storey. Further remodelling by Charles Barry and Ambrose Poynter 1846-48 for Isaac Goldsmith, including the extension of the wings to add a library and ballroom, and further interior alterations by Robert Weir Schulz and H. W. Lonsdale for the 3rd Marquis of Bute 1892-95. One of just two surviving villas from Nash's Regent's Park Scheme. Stucco with a slate roof, a Grecian style villa with a three bay entrance front between wings and a west front with a central bow. The ground floor and entrance are screened by a colonnaded loggia, with a large Venetian entrance porch framed by panelled piers and a pediment. The interiors largely date to the work of Barry and Lonsdale. Following the Second World War the house was used as the Institute of Archaeology and latterly Bedford College until 1985. It is today a private house and was remodelled as such in the 1990s.	Important architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. One of the Regent's Park Villas, one of only two to have been built. The HE listing description notes that The Holme *"most faithfully preserves the Reptonesque landscape setting for the villas intended by Nash"* in its sloping lawn to the lake below (Ref. 1-25, List Entry Number: 1231804). The villa derives a high level of group value from its relationship to and intervisibility with other buildings and the designed landscape of the park. Significant for its associations with John Nash, one of the most notable British architects of the Georgian and Regency periods, Decimus Burton, and with Charles Barry, architect of the Palace of Westminster.	The setting of St John's Lodge is primarily informed by its location within Regent's Park itself. It maintains its near original setting as designed by Nash, with very minimal changes to the Park since its creation. However, it was once to be one of many more villas within the Park, and as such has been somewhat anomalous since its construction. There is an element of group value therefore with The Holme, also at the Inner Circle and the only other individual Park villa to be built. The existing Euston Tower is not seen in the backdrop of close views towards St Jonn's Lodge from the NW. It appears as a recessive, distant element however in views from the Inner Circle and the wider Park to the NW - it does not impact the ability to appreciate the heritage significance of St John's Lodge within its immediate contemporary setting of Regent's Park. The susceptibility to change to the SE is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
Grade II				
21	St Mary Magdalene School Annexe and attached railings *Grade II*	A school associated with the neighbouring church of the same name, designed by Philip Robson, and dating from 1901. The building is built with Art Nouveau and Queen Anne influences, with red brick and stone dressings detailing the façade. It is two storeys with a semi-basement. It is three windows wide, with the entrance to the left, with a full height canted oriel window above. Other details include cast-iron balustrades in an Art Nouveau style. The school has a modern red brick extension to the E.	Architectural and historic interest: It has architectural interest in its successful fusion of what were at the time contemporary and historically imagined designs. There is also a historic and functional relationship to the Grade II* listed church and the two buildings form a pocket of historic townscape in an otherwise post-war and C21 townscape.	St Mary Magdalene School is to the S of Grade II* St Mary Magdalene Church at Longford Street. It is to the S of the Regent's Park Estate, the C20 redevelopment of the previous early C19 estate of worker's accommodation built to support Nash's Regent's Park Crown Estate. It is comprised of low-rise elements and 19-storey tower elements. The S side of Longford Street is informed by larger buildings, of a more modern date, namely The White House to the SW, 20-storey One Osnaburgh Street opposite to the S, the wider Regent's Place campus to the SE which includes the 36-storey 1970s Euston Tower at the Site to the furthest E. To the E, the recently constructed Longford House at six to nine storeys also informs a slightly taller context to the street. The element of setting which contributes to, and impacts the heritage significance of the School Annexe, is its relationship to the Church, which provides group value. Changes to the SE, at the Site, the other side of Regent's Place within the area of long-established larger buildings of a C20 and C21 architectural character and scale, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
22	The White House *Grade II*	Former block of luxury serviced flats, nine storeys, now operational as a hotel. Designed by Robert Atkinson and dating from 1936. A steel frame clad in pale cream faience tiles, with darker tiling to ground floor and bands. A distinct star shaped plan to provide optimal lighting and ventilation without the use of light wells. Originally with Crittal windows, some survive although many replaced by UPVC in the early 1990s. Main entrance to Osnaburgh Terrace, with a subsidiary entrance on Albany Street.	Architectural and historic interest as a large-scale block of luxury flats from the 1930s. Degree of further architectural interest as a work by the architect Robert Atkinson (designer of RIBA Medal award winning (1946) Barber Institute of Fine Arts, University of Birmingham and the interior lobby of the Daily Express Building, London).	The setting of The White House is informed by the LBC Regent's Park Conservation Area and the largely Nash buildings to the W, and by the contrasting in scale, tall and large floorplate buildings of Regent's Place to the E, including the existing Euston Tower at the Site. The White House is a distinctive 1930s building in an otherwise late C18 and early C19 group of buildings in the environs of Regent's Park. More modern buildings in its close setting do not inform its heritage significance. A tall building at the Site, at the easternmost edge of Regent's Place is a long-established element in the E setting of The Whtie House. The susceptibility to change to the E is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
23	Great Portland Street Underground Station *Grade II*	Underground Station in a Free Classical style with shops, 1929-1931 for the Metropolitan Line, designed by the Metropolitan Railway architect C. W. Clark. Cream faience tiled faced exterior with a slate mansard roof, on an elliptical plan with entrances in slight projecting pavilions. Perimeter shops surround the booking hall concourse. Below ground station dating from the C19.	Architectural and historic interest as an Underground Station representative of the 1920s and 30s programme of station upgrading and modernisation.	The setting of Great Portland Street Underground Station is principally informed by its location on Euston Road, at the junction between several main routes. It lies within the WCC Regent's Park CA. The Station occupies an island site and its distinctive from is therefore prominently appreciable within the local townscape. It has an element of group value with the 1930s building The White House to the N, as a pair of earlier C20 buildings within an otherwise late C18/early C19 and later C20/21 townscape context. To its rear, to the S, are the large mid-C20 buildings of The Portland Hospital, and smaller scale, finer grain, red and stock brick buildings of a two storey scale more similar in height to the Underground Station. The tall and larger scale buildings of Regent's Place on the opposite side of Euston Road are an established part of the Underground Station's setting. The susceptibility to change to the E is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
24	Nos.1-17 Albany Street and attached railings; No.19 Albany Street *Grade II*	Terrace of 17 houses in stucco, c.1826 by M Crake. All four storeys with basements and two windows per terrace. Round-arched doorways and pilaster jambs with cornice heads, radial fanlights above panelled doors, recessed sash windows, and a first floor continuous cast-iron balcony. Main cornice at the third floor. Terraced stucco house, over four storeys and a basement, two windows wide, formerly an individual residence with No.31 Albany Street, built c.1826 by George Thompson. Round-arched doorways and ground floor openings, radial fanlight and a panelled door. Recessed sash windows, cornice and a blocking course.	Architectural and historic interest: the terraces are contemporary with Nash's Regent's Park scheme and contribute to a high surviving level of historic coherence to the park perimeter. They have group value with the Nash Terraces	Nos.1-17 Albany Street and No.19 Albany Street form the W side of the street, opposite is The White House (also Grade II listed) – a much larger scale apartment block of the 1930s. Further E, beyond The White House is Regent's Place, the campus of tall, modern buildings of the C20 and C21 formerly known as the Euston Centre. This includes the existing 36-storey Euston Tower at the Site. To the W of the Nos.1-19, are further early C19 buildings of a similar scale, those of the Nash Estate and neighbouring Regent's Park. The element of their setting which contributes to their heritage significance is the contemporaneous setting of the Nash and Burton buildings within the Regent's Park Estate. These Albany Street buildings have lost their original context to the E, whereby there was once a large area of townscape also informed by early C19 terraces - although of a less grand typology, these were the houses for the workers who supported the Park side development. This area to the E is occupied by the mid-C20 Regent's Park Estate which includes taller buildings. Likewise, The White House introduced a large step-up in scale on the E side of Albany Street and the C20/C21 Regent's Place campus beyond is of an entirely different scale and character. The susceptibility to change at the Site to the E, where taller and contrasting buildings form a long-standing part of the eastern setting of the Albany Street early C19 buildings, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
25	Walton House *Grade II*	1906 Free Arts and Crafts style block of flats designed by Percy Burnell Tubbs; four storeys in red brick with a terracotta oriel window to the main elevation fronting Longford Street. Mullion and transom fenestration, three large tripartite windows with semi-circular heads with brick and terracotta voussoirs.	Architectural and historic interest as a good example of the Edwardian 'free style', as well as for its group value with The White House (1936) to the S which demonstrates a later, larger-scale speculative apartment building design.	Walton House is within the LBC Regent's Park CA on Longford Street close to the junction with Albany Street. Its setting is very varied, with early C19 terraces of Albany Street to the W, much larger scale The White House to the S, similar scale late C20 buildings to the immediate E and much larger scale, more modern buildings to the E and SE at Regent's Place. One Osnaburgh forms the X-storey NW corner of the campus of taller buildings, and introduces the step-up in scale and contrast in architectural style from the finer grain, older buildings such as Walton House to the W, and the glazed, commercial buildings of Regent's Place, including also the tall residential Triton Building and the existing 36-storey Euston Tower at the Site further E. The susceptibility to change to the E within Regent's Place is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
26	No.34 Albany Street and attached railings; Nos.36-48 Albany Street and attached railings *Grade II*	No.34 is a yellow stock brick, with stucco ground floor, a four storey terraced house, c.1812, noted in the listing description as 'altered'. Round-arched doorway and fanlight, gauged flat brick arches to the sash windows, recently added cast iron balcony to first floor. Nos.36-48 constitutes a late C20 altered row of early C19 row of six terraced houses. Brick and stucco, all four storeys with basements.	Architectural and historic interest: the terraces are contemporary with Nash's Regent's Park scheme and contribute to a high surviving level of historic coherence to the park perimeter. They have group value with the Nash Terraces.	Nos.34-48 Albany Street are on the E side of the street, N of The White House and Walton House and opposite the Royal College of Physicians (Grade I). They form part of the relatively consistent streetscape on Albany Street characterised by a three to five storey datum, with some notable outliers such as The White House to the S. The buildings all sit within the LBC Regent's Park Estate CA. Looking towards the buildings from the W pavement of Albany Street – the best view of these buildings, the wider setting is minimally visible. Contrasting, more modern architectural buildings are seen on Albany Street to the N, S and W and to the E and SE at the mid-C20 Regent's Park Estate and Regent's Place (formerly the Euston Centre). The White House to the S introduced a large step-up in scale on the E side of Albany Street and the C20/C21 Regent's Place campus beyond is of an entirely different scale and character. The susceptibility to change at the Site to the SE, where taller and contrasting buildings form a long-standing part of the SE setting of this part of Albany Street, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
27	Nos.1-10 Cambridge Gate and attached railings *Grade II*	Terrace of ten houses, 1875-1877 designed by T. Archer and A. Green, built by Stanley G. Bird. The terrace was built on the site of Burton's 1827 Colosseum (1824-26), which once housed Thomas Hornor and E. T. Parris' huge-scale painted panorama of London, and which was demolished in 1875 following financial difficulties. The terrace is built from Bath stone with slate mansard roofs, large slab chimney stacks in a French Renaissance style with projecting end bays.	Architectural and historic interest as later C19 townscape, contrasting in architectural style with the stucco neo-classical buildings of earlier Regent's Park scheme by Nash.	The Cambridge Gate terraces are on the Outer Circle at the W of Regent's Park, neighboured by Cambridge Terrace to the N, the Royal College of Physicians to the E, St Andrew's Place to the S and the landscape of Regent's Park to the W. The terraces is within the LBC Regent's Park CA. The heritage significance of the Cambridge Gate terraces is enhanced by the group value with its neighbouring Nash buildings, the datum of which informed the treatment of the later C19 Cambridge Gate. The wider setting of Cambridge Gate to the E is informed by taller and tall buildings of the C20 and C21, including the existing 36-storey Euston Tower at the E edge of Regent's Place. In closer proximity, One Osnaburgh and the commercial buildings at the E side of Regent's Place inform a step-up in height from the Park side buildings. At a mid-rise height, The White House of the 1930s similarly contrasts to the SE. There is a long-established contrasting context to the wider setting of the Regent's Park buildings. The susceptibility to change to the E within Regent's Place is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
28	South East Lodge in Park Square *Grade II*	Single storey lodge with openings on each side, part of John Nash's original Estate, c.1812-1925. Cream stucco with a slate roof, a pair with the South West Lodge; identical also to the Park Crescent Lodges. The listing description mentions the South East Lodge as having been repositioned in 1961 (Ref. 1-25, List Entry Number: 1265994).	Architectural and historic interest: buildings of John Nash's original Regent's Park scheme. With Regent Street this was an early example of large scale masterplanning in England. The elegantly composed well-proportioned houses have significance in their own right but derive a high level of group value from their relationship to and intervisibility with other buildings and the designed landscape of the estate. They are significant for their association with John Nash, one of the most notable British architects of the Georgian and Regency periods. He did not design all the buildings within the masterplan – many of these were designed by James's Burton's son, Decimus Burton, overseen by Nash.	The setting of the Park Square Lodges is informed by their location in Park Square, which is at the SE corner of Regent's Park, N of Marylebone Road. They stand at the SW and SE corners respectively, adjacent to Marylebone Road. The element of setting which relates to their significance is their position within Park Square and the association with Regent's Park as part of John Nash's original Estate development. The modern busy-ness of Marylebone Road and the view towards tall and modern buildings both to the NE, E, W and S, including the existing Euston Tower at the Site, does not detract from the ability to appreciate their significance as part of the Nash Park and Estate. The susceptibility to change to the E within Regent's Place is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
29	South West Lodge in Park Square *Grade II*			
30	East Lodge in corner of Crescent Gardens *Grade II*	Single storey lodges with openings on each side, part of John Nash's original Estate, 1812. Cream stucco with a slate roof, a pair with the South West Lodge; identical also to Park Square Lodges.		The setting of the Crescent Gardens Lodges is informed by their location in Crescent Gardens, which lies to the S of Marylebone Road, below Park Square Gardens and Regent's Park. It forms the centrepiece of the grand Park Crescent at the N end of Portland Place. The two lodges are at the NW and NE corners, opposite the respective Park Square Lodges to the N. As above, the element of setting which informs their heritage significance and ability to appreciate this significance is their immediate location within the Gardens, the Nash Estate and Park. Visibility more widely, in particular to the E and the existing Euston Tower at the Site beyond the other larger-scale buildings of Regent's Place, does not impact their heritage significance. The susceptibility to change to the E within Regent's Place is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
31	West Lodge in corner of Crescent Gardens *Grade II*			

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
32	Royal Academy of Music *Grade II*	Five storey, grand-scale building housing the Royal Academy of Music. The building has a symmetrical composition, with a large central bay and projecting wings in the manner of an English baroque country house. Red brick, with stone dressings and a channelled stone ground floor and a stone faced centrepiece topped with a segmental pediment. Many chimneys in red brick with stone bands. The building was designed by Sir Ernest George and Alfred B Yeates and built in 1910-1911. The Duke's Hall is housed in the right wing.	Architectural and historic interest as a grand scale building of the early C20, purpose built as the Royal Academy of Music by the renowned architect Sir Ernest George and his former pupil Alfred B. Yeates.	The Royal Academy of Music is slightly set back from Marylebone Road, behind a small forecourt drive. It sits between the Nash terraces of York Gate to the W and Harley House to the E, a late C19 mansion block. To the N is York Terrace East and the Outer Circle at the S end of Regent's Park. To the S is Ferguson House, a mid-C20 block of a similar height and to the SW the Church of St Marylebone, although set back and screened by large trees. The width of the seven lane Marylebone Road largely truncates the townscape to either side., this separation further realised by the thick tree cover. There are minimal views E towards the Site, as a result of the large trees lining both sides of Marylebone Road. However, the tall and more modern buildings of Regent's Place are glimpsed at the termination of this view E from outside of the Academy. They are background elements of the wider townscape. The susceptibility to change to the E, at Regent's Place is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
33	Nos.42-48 York Terrace East *Grade II*	A terrace of modest houses designed in c.1822 by Decimus Burton as service accommodation for Nash's Regent's Park scheme. Stucco elevations to the front, brick to the rear. A unified composition for monumentality, with a slightly recessed central portico (once the former York Baths), and slightly projecting end pavilions which have small rectangular tripartite attic windows. Two storeys, with dormered mansards.	Architectural and historical interest in their embodiment of typical modest Georgian residential buildings of their period, as early C19 auxiliary elements of Nash's Regent's Park scheme, and for their association with architect Decimus Burton.	Nos.42-48 York Terrace East lie to the S of the street, adjacent to the Royal Academy of Music which is to the immediate S, and the principal York Terrace East buildings to the N which address the Outer Circle. The buildings lie within the WCC Regent's Park CA. Their setting is informed principally by their inclusion within the original Nash Estate, these Burton terraces were built to accompany the higher status and quality Nash buildings. As such, they have a strong group value with their Nash neighbours. The S setting, informed by the Edwardian Academy building informs a step-up in height towards Marylebone Road. There are clear views E along York Terrace East towards the existing 36-storey 1970s Euston Tower which occupies the Site within the Regent's Place campus of tall and taller buildings, formerly the Euston Centre. The susceptibility to change in the direction of the Site further to the E is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
Fitzroy Square Group				
Grade I				
34	Nos.1, 1A and 2-8 Fitzroy Street and attached railings *Grade I*	*See main text (pp.26-27)*		
35	The London Foot Hospital and attached railings *Grade I*	*See main text (pp.26-27)*		

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
*Grade II**				
36	Nos.11, 12 and 15-19 Fitzroy Square N and attached railings *Grade II**	*See main text (pp.26-27)*		
37	Nos.9-10 Fitzroy Square and attached railings *Grade II**	*See main text (pp.26-27)*		
38	Nos.20-32 Fitzroy Square W and attached railings *Grade II**	*See main text (pp.26-27)*		
Grade II				
39	No.56 Warren Street; Nos.58-62 Warren Street and attached railings; Nos.63-68 Warren Street and attached railings; *Grade II*	Terrace of six houses, c.1792 and restored in 1985, including the refronting of No.64. Darkened stock brick construction, four storeys with a plain stucco band at the first floor sill level. No. 68 has a mansard roof with dormers. Round arched ground floor openings with fan lights above the doors, flat headed sash windows to the upper storeys. Much restoration works evident.	Architectural and historic interest as surviving late C18 terraces within the wider Georgian streetscape surrounding Fitzroy Square, and just S of the New Road from Paddington to Islington (now Euston Road).	Nos. 56-68 Warren Street line the N side of the street, at the N extent of the LBC Fitzroy Square CA. They form part of the pocket of late C18 and early C19 townscape S of Euston Road. Immediately to the N of these terraces are the much more varied buildings bordering the CA, which line the S side of the Euston Road. This includes some larger scale, taller C20 commercial buildings. On the N side of the Euston Road are the much taller commercial buildings of Regent's Place, including the existing 36-storey 1970s Euston Tower at the Site. The setting which informs and contributes to the heritage significance of the late C18th Warren Street terraces is their neighbouring historic context, at the S side of Warren Street and further S, at and around, Fitzroy Square. The backdrop in views towards these buildings, of the tall buildings at Regent's Place, does not impact the ability to appreciate the late C18 character of the fine grain terraces. The susceptibility to change in the direction of the Site to the N, of a similar scale to the existing N context, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
40	No.15 Warren Street; Nos.16 and 17 Warren Street; Nos.159 and 161 Whitfield Street *Grade II*	No.15 is a late C18 terraced house, c.1792. Darkened stock brick over four storeys, three windows wide with a two window return to Whitfield Street. A C20 restaurant front at ground floor. Gauged brick flat arched to the windows on the upper storeys, recessed sashes. Nos.16-17 are also late C18 terraces, c.1792. Yellow stock brick with rebuilt upper floors, stucco ground floors over four storeys also with three windows each. Round arched doorways with fanlights. Gauged brick, flat arched sashes on all storeys. Mansard roof extension post-2012. Nos.159-161 are two further late C18, c.1792, terraces over four storeys. Also, with C20 ground floor shop fronts. Gauged brick, flat arched sashes to the upper storeys.		Nos. 15 -17 Warren Street and Nos. 159-161 Whitfield Street are within the LBC Fitzroy Square CA, at its northern edge. They are therefore within the cohesive group of late C18 and early C19 terraces, and the group value afforded by the contemporary surrounding buildings contributes to their heritage significance and enhances the ability to appreciate the individual buildings within their originally planned Georgian townscape. To the N is Euston Road, and the Site at Regent's Place. Tall buildings are a long-established element of the wider setting of the Warren Street and Whitfield Street buildings, and there is prominent visibility of the existing 36-storey 1970s Euston Tower in views N along Whitfield Street from the S, seen to the NE beyond the roofline of the Warren Street terraces. The susceptibility to change in the direction of the Site to the NE, of a similar scale to the existing northern and wider context, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
41	Nos.39-45 Fitzroy Street and attached railings; Nos.46, 48 and 50 Fitzroy Street and attached railings *Grade II*	Nos. 39-45 Fitzroy Street is a terrace of four storey houses on the W side of the street, all of a late C18 date. They are built from a darkened multi-coloured brick, with areas of later infill. A plain stucco band to the first floor, and cast-iron individual balconies at the first floor. Nos. 46, 48 and 50 on the E side of Fitzroy Street, are further late C18 terraces. Also in multi-coloured stock brick with a plain stucco sill band at first floor to Nos. 46 and 48. They have round-arched doorways. Nos.46 and 48 have cast-iron balconies at the first floor windows, and Nos.50 has a continuous first floor cast-iron balcony.	Architectural and historic interest as surviving late C18 terraces and as part of the wider Georgian streetscape surrounding Fitzroy Square.	The setting of these Fitzroy Street buildings is informed by Fitzroy Square to the S, and Warren Street to the immediate N – both areas of contemporary Georgian townscape. Alongside this close setting of further historic buildings, prominent buildings in the wider setting informs a more modern context. Buildings are more varied at Warren Street and include some larger floorplate C20 buildings, particularly at the W end of the street. The BT Tower is very prominent to the S, and the glazed and larger-scale character of the commercial buildings at Euston Road and Regent's Place are seen to the N beyond Warren Street. The existing 36-storey Euston Tower at the Site is close by to the NE of these Fitzroy Street buildings. These larger scale, more modern buildings in the close and wider setting of Fitzroy Street do not detract from the heritage significance and group impact of the Fitzroy Square and environs Georgian streetscape. It is this element of their setting which contributes to the ability to appreciate their group value and heritage significance, reading as they do as a complete C18 and early C19 piece of townscape. Susceptibility to changes at the Site to the N, whereby there is already a tall, juxtaposing 36-storey building, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
42	Indian Young Men's Christian Association, 41 Fitzroy Square *Grade II*	1952 building designed by Ralph Tubbs as the YMCA Indian Students Union and hostel. A five storey concrete and red brick building clad partly in in Portland stone, with a largely flat roof and curved corner feature. Circular piloti at the ground floor, the first floor has a continuous band of windows, middle floors with expressed square windows and upper floor with a recessed windows within a concrete box frame. Described by Historic England as *"A well-designed early post-war building with adventurous internal spaces"* (Ref.1-25, List Entry Number: 1113000).	Architectural interest as a good example of a 1950s designed building, also by the architect Ralph Stubbs, known for his Dome of Discovery at the Festival of Britain in 1951. Historical interest for the connection with the Indian Students Union, which was founded in 1902 by K. T. Paul. The foundation stone was laid by V. K. Krishna Menon, of the India League and campaign for Independence. An important location for high profile cultural and political events since its completion, continuing in this role from the previous site of the YMCA in Gower Street.	The setting of the Indian YMCA Student's Union and Hostel is informed by its location at the SE corner of Fitzroy Square, at the junctions with Fitzroy Street and Grafton Way onto which the building fronts. The similar heights of the neighbouring C18 and C19 buildings, whilst contrasting in architectural design and expression, allows the 1950s building to sit comfortably within the generally low-rise local streetscapes of the historic square. The BT Tower is close by to the SE of the YMCA and contributes a contrasting character and height context to the local setting of the hostel. Likewise, the existing Euston Tower at the Site to the N, informs a much larger scale wider setting at Euston Road and Regent's Place, outside of the Fitzroy Square Conservation Area. Susceptibility to changes at the Site to the N, whereby there is already a tall, juxtaposing 36-storey building, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
43	Nos.131-137 Whitfield Street and attached railings *Grade II*	A terrace of four houses and shops, dating from the late C18 although altered. Stock brick with areas of later infill evident. Each terrace is two windows wide, with gauged flat brick arches. Parapets to the roof. No.131 has a wooden double shopfront, with small windowpanes and a modillion cornice - altered and restored. No.133 is evidently a later rebuilding, without a shopfront and with a round-arched door opening with fanlight; the listing description notes that No.133 is *"mostly rebuilt late C20; included for group value"* (Ref.1-25, List Entry Number: 1379191). No.135 has a bowed double fronted shop front with a central shop door, and side residential door; dentil cornice above shop front and side entrance. No.137 has another double wooden shop front, restored and altered, with C20 infill glazing.	Architectural and historic interest as surviving late C18 terraces representative of the speculative development of this area of London. The listing description notes *"these houses and shops are, with Nos. 159 and 161 Whitfield Street, the only original buildings to survive of a terraced street, all with early shopfronts, associated with the former Fitzroy Market."* (Ref.1-25, List Entry Number: 1379191).	Nos. 131-137 Whitfield Street are within the LBC Fitzroy Square CA, to the W of Fitzroy Square itself. Whitfield Street is a lined within terraces of the same scale along its W side, with a more varied E side, including a large gap informed by a small park and a sports court. The strong element of group value afforded by the proximity to other late C18 and early C19 terraces enhances the heritage significance of the individual terraces, and increases the ability to appreciate their heritage significance as a set-piece of surviving Georgian townscape. To the N beyond Warren Street is Euston Road, and the Site at Regent's Place. Tall buildings are a long-established element of the wider setting of Whitfield Street, and there is prominent visibility of the existing 36-storey 1970s Euston Tower in views N along Whitfield Street from the S especially in the winter months when the trees at the pocket park on the E side of the Street are without foliage. The susceptibility to change in the direction of the Site to the NE, of a similar scale to the existing northern and wider context, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
Remaining Listed Structures				
Grade I				
44	University College London and attached railings to N and S wings *Grade I*	The institution opened in 1828. The complex comprises stone-clad buildings in a Neo-Grecian style enclosing a quadrangle. The central range (the Wilkins Building) was designed by William Wilkins and John Peter Gandy-Deering and built c.1827-29. The main façade is of two storeys with an attic; it has a Corinthian pedimented portico on a tall podium approached by Imperial steps and a solid stone balustrade and piers. An enriched copper dome behind the pediment, with a blind stone lantern. The Flaxman Gallery and Library dates from c.1848 by T. L. Donaldson. The library block is of three storeys in brick, with a stone arcade of paired columns to the ground floor. The South Wing, c.1869-76 and North Wing c.1870-1881 both by Thomas Hayter Lewis. North and South wings are of two storeys, with projecting semi-rotundas with Corinthian columns in the centre bays. The NW wing by F. M. Simpson dates from 1912-13, the SW Wing by Albert E. Richardson dates c.1923. The NW and SW Wings are in a similar style to the North and South Wings but without the rotundas. The South Junction Block, North Junction Block and the Physics Building are also by Richardson with Eric Arthur Scholefield Houfe, all dating from 1950-52.	Exceptional architectural and historic interest: Neo-Classical educational building of the early C19 on a grand-scale, with connections to many eminent architects of the C19 and early C20 as the buildings expanded and evolved. It was the first of the colleges of London University and the first college founded to provide university education without religious bias or connection. The Grecian neo-classical style of the early buildings was at the time associated with religious non-conformity and Pugin pointedly noted that the architecture of the college was in character with the principles of the institution (Ref. 1-28A, p.271)	The UCL buildings lie within the LBC Bloomsbury CA, at its northern end close to Euston Road. To the N is the large-scale Wellcome Trust building and neighbouring early C20 Wellcome Collection building. To the E, and in contrast to both the scale and style of the UCL building, are the late C20 and early C21 buildings of the University College London Hospital (UCLH). The existing Euston Tower is visible in the wider setting of the listed building from the SE part of the quadrangle seen in relation to and beyond the closer more prominent tower of UCLH and long lower form of the Welcome Trust building, which characterise the close N setting of the building. The impact of the existing Euston Tower on views from Gower Street is peripheral to the listed building and very limited. The interrelationships of the various parts of the listed building and their relationship to the complementary contemporary townscape of the northern part of the Bloomsbury CA contributes to the ability to appreciate heritage significance The most significant views are those formal designed axial views from the street entrance on Gower Street across the quad to the grand composition of steps, portico and dome of the Wilkins Building, in which the existing composition is seen against open sky, framed by the N and S ranges enclosing the quad. The existing Euston Tower is not visible in these views. The tall modern N and NW setting of the listed building along Euston Road makes a limited contribution to significance and susceptibility to change to the NW in the area of the site is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
45	Church of St Pancras *Grade I*	Church (also known as St Pancras New Church) by William and Henry William Inwood built 1819-22 to serve the expanding suburb of Bloomsbury, and restored following bomb damage by R. N. Vanes 1951-3. Portland stone with stone coloured terracotta details in a Greek Revival style, a single storey on a rectangular plan. Enriched hexastyle Ionic portico at the west end. Four stage tower above the vestibule, which is a free adaptation of the Tower of the Winds, with an octagonal ashlar drum, and columns supporting an octagonal entablature. W front combination of portico and tower likely modelled on the similar arrangement by Gibbs at St Martin in the Fields. Four terracotta caryatids to the rear tribunes, copies from the Erechtheum in Athens by John Rossi. 1860s and 1880s stained glass by Clayton and Bell. When it was built its grand west front faced into the SE corner of Euston Square.	Exceptional architectural and historic interest for its age and rarity and as the earliest Greek Revival church in London. John Summerson describes the church as *"a brilliant building which stands today very much as it was left by Inwood"* (Ref. 1-34, p.217). It is significant for its association with local architect William Inwood who was surveyor to Kenwood and other estates in the area, and his elder son, with whom he also designed Westminster Hospital on Broad Sanctuary (now converted to flats) and 3 other churches in Camden. Summerson considers the younger Henry Inwood to be the more skilful designer of the pair and attributes the design primarily to him. The landmark effect of the church's grand portico and tower has been somewhat eroded by the loss of the S half of Euston Square in 1923.	The church is within the LBC Bloomsbury CA, at its northern end close to Euston Road. To the S of Euston Road the setting of the church is generally within the CA but includes the 10-storey post-war Somerton House immediately to the E. To the N is the busy Euston Road, with the large-scale Euston Station, tall post-war commercial buildings (Evergreen House and One Eversholt Street) and the Grade II* listed Euston Fire Station dating from the early C20 close to the N of the church. The existing Euston Tower is visible in the wider setting of the church when viewing its W end from Euston Road, seen in relation to the closer more prominent Evergreen House directly N of the church and the UCLH tower to the W. The W end of the church is set within trees and well screened even in winter. The relationship to the complementary contemporary townscape of the northern part of the Bloomsbury CA contributes to the ability to appreciate heritage significance. The most significant views of the church are those from Upper Woburn Place and the E end of Endsleigh Gardens to the grand composition of the entrance portico and tower at the E end of the church, originally addressing Euston Square, in which the existing composition is seen against open sky, framed by mature trees. The existing Euston Tower is not visible in these views. The tall modern NW setting of the listed building along Euston Road makes a limited contribution to significance and susceptibility to change to the NW in the area of the site is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
*Grade II**				
46	No.30 Euston Square and attached railings *Grade II**	Four storey offices built in 1906-08 to designs by A. Beresford Pite for the headquarters of the London, Edinburgh and Glasgow Assurance Company. Portland stone and brick masonry, with a rusticated ground floor, slate roofs, steel and timber casement windows; a roof extension of 1913 also by Pite. Overall, in a Greek style with a main long rectangular block facing Euston Square of nine main bays to the east, including a giant order of attached fluted Ionic columns in the Bassae Order (inspired by the interior of the Temple of Apollo Epicurius at Bassae) and a shorter south elevation onto Euston Road, with a rear wing to the N side thus forming an L-plan. A further 1923 extension of three storeys with a set-back attic and mansard roof, two bay façade.	Important architectural and historic interest as a turn of the C20 office building, purpose built for the London, Edinburgh and Glasgow Assurance Company. The HE listing description notes its reasons for designation as follows "*Architectural interest: a distinctive Edwardian office building designed in a scholarly and inventive Greek manner * Authorship: a major work by the distinguished architect A Beresford Pite * Materials and craftmanship: fine-quality stonework with carved decoration by Farmer & Brindley, the noted firm of architectural sculptors; elaborate ironwork * Interiors: the entrance hall is one of the most remarkable tiled interiors in an Edwardian commercial building; good office fittings, chimneypieces and stairs; extensive survival of tiled finishes *The 1923 extension, also by Pite, is a carefully considered adjunct to the earlier block, with the same high-quality stonework and ironwork*" (Ref. 1-25, List Entry Number: 1113131).	The setting of No.30 Euston Square has greatly changed since its construction, most notably with the loss of the original Euston Station and the changes to the layout of Euston Square. The C20 Euston Station forms its N and NE setting, set back from Euston Road. Directly opposite to the S is the large-scale Wellcome Trust Building, of a similar age to No.30, the neighbouring Hopkins Gibbs Building (2004) for the Wellcome Trust is a larger scale modern, C21 glazed neighbour. To the SW are then the large scale C21 buildings of UCLH. Further to the W is Regent's Place, including the existing Euston Tower seen in relation to No. 30 in views from the E. The character of more modern taller, and tall buildings to the S and W is a long-established element of No.30's local and wider setting. The tall modern NW setting of the listed building along Euston Road makes a limited contribution to significance and susceptibility to change to the NW in the area of the site is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
47	War Memorial *Grade II**	First World War Memorial designed by Reginald Wynn Owen, the architect to the London and North Western Railway Company; erected in 1921. Four bronze figures modelled by Ambrose Neale the chief artist of R. L. Boulton and Sons on a Portland Stone pedestal, atop a grey granite circular stepped base. Paid for and in memory of LNWR staff. Both WWI and WWII plaques affixed.	Important architectural interest and significance in the unusual, high quality composition of the large-scale bronze figures. Historic interest and significance in the connection to the LNWR Company. Further historic group value with the two surviving C19 lodges in Euston Square.	The War Memorial sits within Euston Square, now the forecourt to Euston Station, but included in the Bloomsbury CA at its N edge. It is one of only three remaining elements of the pre-existing C19 station, surviving alongside the two C19 lodges at Euston Road. The setting of the War Memorial is highly localised and relates primarily to the station and the approach from Euston Road; it positively relates to the two flanking C19 lodges on either side. It has little relationship with the 1960s Euston Station. It is not visible from the wider townscape. The tall modern NW setting of the listed building along Euston Road makes a limited contribution to significance and susceptibility to change to the NW in the area of the site is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
48	Euston Fire Station *Grade II**	Fire station, designed by H.F.T. Cooper of the Fire Brigade Branch of the LCC Architects' Department in an Arts and Crafts domestic style, built 1901-2 and extended in the 1920s, with additional later C20 developments. Red brick, with Portland stone dressings and ashlar ground and third floors, and a basement in yellow stock brick. An L-shape plan with the main elevation facing Euston Road to the south, over five principal storeys with attics.	The HE listing description describes the reasons for designation as follows: " * *It is widely regarded as the masterpiece of a remarkable group of fire stations built by the LCC between 1896-1914, and stands at the summit of achievement of LCC civic architecture of this rich and prolific period; * A highly original interpretation of the Arts and Crafts style, expressed through its dynamic façades and bold, skilful massing, coupled with high-quality materials and detailing; its romantic silhouette is a prominent landmark; * Well preserved externally, with original boundary walls and ironwork.*" (Ref.1-25, List Entry Number: 1342074). The 1920s extension and other modern elements are noted as not being of special interest.	The setting of the fire station has greatly changed since its construction, most notably with the loss of the original Euston Station and the changes to the layout of Euston Square. The C20 Euston Station forms its W setting, set back from Euston Road. To the S are the Grade I listed Church of St Pancras and Edwardian development on the site of what was formerly the S half of Euston Square. Further to the W is Regent's Place, including the existing Euston Tower, seen with the UCLH tower in the peripheral more distant setting of the listed building in views from the E. The character of more modern taller, and tall buildings to the E and W is a long established element of the listed buildings local and wider setting. The tall modern W setting of the listed building along Euston Road makes a limited contribution to significance and susceptibility to change to the W in the area of the site is therefore considered to be **low**. *Value:* **High** *Susceptibility to change in the direction of the Site:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
Grade II				
49	No.48 (Lord Nelson PH); No.50 Stanhope Street; No.52 Stanhope Street *Grade II*	Terraced former public house, c.1899 of 4 storeys in red brick with stucco ground floor and first floor, Nos.50 and 52 are adjoining modest 3-storey terraced houses dating from c.1804.	Architectural and historic interest as a group of three C19 buildings, particular group value in the pair of c.1804 residential terraces at Nos.50 and 52. Overall historic interest in their age – now relatively rare survivors of historic fabric in this location. The Lord Nelson PH has architectural interest in its flamboyant exterior façade, and as an example of the more distinctive public house design of the later C19 of which it is a good example. Nos. 50 and 52 have architectural interest in their embodiment of typical modest Georgian residential buildings of their period. They are primarily listed for their age and have no further known associations with any architect or builders of note, they are typical pattern book designs.	The setting of these Stanhope Street buildings is characterised by the mixed character of Stanhope Street. They lie outside of any conservation areas and are appreciated as a fragment of the former C19 townscape of the area now within a predominantly modern setting. There is a strong element of group value between the individual C19 buildings, which as a group contrast to the mid-C20 buildings of the Regent's Park Estate to the W and the larger scale commercial buildings of Regent's Place, formerly the Euston Centre, to the S. The interrelationships of the listed buildings on Stanhope St contribute to their significance but the wider setting makes a limited contribution to the ability to appreciate their significance. The tall modern S setting of the listed buildings which includes the existing Euston Tower and other large scale modern development makes no contribution to significance and susceptibility to change to the S in the area of the site is therefore considered to be **low**. *Value:* **High** *Susceptibility to change:* **Low** **Sensitivity: Medium**
50	Prince of Wales PH *Grade II*	The Prince of Wales is a public house located at the corner of Prince of Wales passage and Hampstead Road. There has been a pub in this location since at least 1807 although the current building was constructed in the mid-1860s from stock brick, with stucco bands and dressings. The building is four bays wide with sash windows punctuating architraved surrounds and pilasters to each side articulating the verticals in the elevation. At ground floor there is projecting ground floor bar to Hampstead Road with a carriage entrance to its N. The building is topped out by a slate roof and party wall stacks to create a distinctive roofline. These pilasters rise to visually support a curved pediment with the Prince of Wales's feathers central to the piece. On the first floor, there is a large projecting bow supported by a cornice line below which extends to the right and over the original carriage entrance which remains.	Architectural and historic interest: the PH has historic interest in illustrating the growth and development of the Euston Area in the C19. It retains an original carriage entrance, evidence of its use as a coaching inn on this major route into London from the north. The pub also has architectural interest, and is noted for its interior, which the listing description refers to as being a "*remarkable survival… Included as an example of a mid-C19 public house which retains an unusual number of later C19 fittings*." (Ref.1-25, List Entry Number: 1378717).	The PH has two unlisted buildings to its south that appear to date from the C19, though they are much altered. Other buildings in the close setting of this part of Hampstead Road are very varied and date largely from the C20. The listed building is appreciated as an isolated C19 survival and is best appreciated in closer views directly across Hampstead Road from the E. The appreciation of its interior which contributes significantly to its heritage significance would not be affected by any changes to the wider setting. Views S along Hampstead Road from the location of the listed building are terminated by the Triton Building and the existing Euston Tower at the Site, with the BT Tower seen more distantly beyond marking the northern edge of central London in this important approach from the N. Changes to the existing Euston Tower at the Site, which already informs a 36-storey tall building context to the S would not alter the taller modern character of the PH's setting and would not impact on the most significant close views of the pub; or the historical significant interior. Change at the Site to the S of Hampstead Road would not alter the character of the PH's long-established existing wider setting, and the landmark quality of the Euston Tower at the S extent of Hampstead Road; the susceptibility to change is therefore considered to be **low**. *Value:* **High** *Susceptibility to change in the direction of the Site:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
51	Nos.211-229 North Gower Street and attached railings; The North Gower Hotel, Nos.190-198 and 200-204 North Gower Street and attached railings *Grade II*	Nos.211-229 North Gower Street is a terrace of ten four-storey, two bay Regency houses with basements dating from the early C19. The houses are constructed in yellow stock brick with incised stucco to the ground floors that gives a rusticated appearance. The round-arched doorways have fanlights; Nos.211 and 213 have arched ground floor windows; above ground floor window openings have gauged brick flat arches; the first floors have cast iron balconies (except No. 211). The attached cast-iron railings enclosing basement areas have acorn finials. All except No.211 have had their original 'London' roofs replaced with modern flat roofs. Nos.190-198 is a terrace of eight four-storey two bay Regency houses with basements dating from the early C19, built by I. Bryant. The houses are constructed in multi-coloured stock brick with incised stucco to the ground floors that gives a rusticated appearance. The round-arched doorways have fanlights and there is a mixture of round and square headed windows at ground floor level; above ground floor window openings have gauged brick flat arches; the first floors have cast iron balconies (except No.204). The attached cast-iron railings enclosing basement areas have acorn and spear head finials. All retain a butterfly 'London' roof form. Number 204 fronts North Gower Street, but to Starcross Street has a three bay return with a round headed door and blind windows above. Nos.20-204 have taller floor to floor heights and a higher parapet than the remainder of the terrace.	Architectural and historic interest: Although the N end of Nos. 211-229 (Nos.231-233) has been lost, both terraces contribute to what Pevsner describes as a "*surprisingly complete residential area built up by the Southampton Estate c.1820 with modest terraces and small shops*" (Ref. 1-28A, p.378). Both terraces have historic interest in illustrating the growth and development of the Southampton Estate in the Euston Area in the early C19. Both terraces have architectural interest in their embodiment of typical modest third rate pattern book Georgian houses of the period. The houses are plainly detailed but elegantly proportioned They are not considered to be significant or innovative examples of the type. They retain a significant proportion of their original fabric and, dating from earlier than 1850, the buildings will have been listed primarily for their age and rarity and their group value with each other and other terraces and partial terraces to the south, also Grade II listed, and on Drummond Street to the east, parts of which are Grade II listed.	The terraces are not within a conservation area. The terraces are part of a relatively complete section of early C19 streetscape along North Gower Street. The group value of these individual terraces together, which are viewed in relation to each other in the views N and S along North Gower Street contributes to the appreciation of their heritage significance. The North Gower Hotel at nos.190-198 and nos.200-204 on the E side of the street are neighboured by the Maria Fidelis Convent School to the N, on a diagonal plan, and more contemporary C19 fabric to the S at Drummond Street. The Site, and the existing Euston Tower and Regent's Place, lie to the rear of the viewing positions which looked towards these listed buildings on the E side of North Gower Street. The 26-storey Triton Building lies approximately 140m to the SW of the terraces and the 36-storey Euston Tower, at the Site, is approximately 180m to the SW. Tall buildings contrast with the historic townscape but do not interrupt the historic streetscape of North Gower Street, or neighbouring Drummond Street to the E, or prevent the appreciation of the interrelationships of the various terraces and listed buildings. The backdrop of Nos.211-229 is already characterised by tall buildings to the W in longer views. Changes at the Site to the W, which has bene occupied by the 36-storey Euston Tower since the early 1970s, would not alter the taller modern character of the W setting and would not impact on the most significant views up and down North Gower Street; susceptibility to change of the setting of the listed buildings to development of the scale proposed in the area of the Site is therefore **low**. *Value:* **High** *Susceptibility to change in the direction of the Site:* **Low** **Sensitivity: Medium**
52	No.116 Drummond Street and attached railings; No.131 Drummond Street and attached railings *Grade II*	Three storey terraced house, with basement, partly also forming the entrance to Charles Place to the rear, c.1802-25. Stock brick built with a channelled stucco ground floor, two window range to the house with a further window above the entrance passage, one on both the second and third floors, recessed within a shallow segmental brick arch. Round arched entrance with fanlight and round arched window openings at first floor, gauged brick heads at the upper floors, sash windows throughout. Three storey terraced house, with basement, c.1820-25. Yellow stock brick built; the listing description notes "later patching" (List Entry Number: 1342085). Two window frontage, with a wooden shopfront at ground floor.	Architectural and historic interest as surviving early C19 terraces and part of the group of surviving early C19 buildings to the E of Hampstead Road, W of Euston Station, and N of Euston Road. Collectively there is strong group value.	The setting of these terraces is largely informed by their close setting on Drummond Street, a street comprised of largely three storey brick buildings. The wider setting is informed by the Euston Centre, with views towards the Euston Tower and surrounding tall buildings to the W. To the E the setting is in flux as part of the Euston Station redevelopment. The more modern buildings to the SW, at Regent's Place and Euston Road, are a long-established part of the close setting of the Drummond Street listed buildings. They are in total contrast to the fine grain, brick character of the early C19 street and as such are appreciated as background elements, which do not prevent eh ability to appreciate the obvious heritage interest of the foreground terraces and PH. The susceptibility to change at the Site, where the 36-storey existing 1970s Euston Tower already provides a juxtaposing backdrop to North Gower Street, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change in the direction of the Site:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
53	Crown and Anchor PH *Grade II*	The Crown and Anchor is an early C19 public house, although much altered. Three storey stucco building with a wooden C20 ground floor pub frontage. A two window front to North Gower Street and a three window return to Drummond Street. Architraved sash windows, dentil cornice and blocking course. The ground floor interiors were modified in the 1990s.	Architectural and historic interest as an early C19 pub and part of the group of surviving early C19 buildings to the E of Hampstead Road, W of Euston Station, and N of Euston Road. Collectively there is strong group value.	The setting of The Crown and Anchor PH and neighbouring Nos. 184, 186 and 188 North Gower Street, and just to the S Nos.168-170 and 185-191 can be considered together due to their close proximity and group value as a pocket of surviving older townscape to the E of Hampstead Road and the W of Euston Station, N of Euston Road. Nos. 184, 186 and 188, and nos.168-170 and 185-191 are on the E side of North Gower Street. Nos.185-191 North Gower Street are on the W side of the street, to the immediate N of the large-scale commercial building at 250 Euston Road which wraps around the 1980s Tolmers Square development. Together these buildings are appreciated as a group of historic buildings, each individual terrace's heritage significance positively informed by the cohesive context of the early C19 townscape viewed and appreciated as a broad group. The existing Euston Tower at the Site lies to the SW, and the other tall C20 and C21 buildings of Regent's Place inform a contrasting scale and architectural style in the wider setting of these surviving early C19 buildings. To the S are the similarly contrasting in scale buildings of UCLH, seen across Euston Road in the termination of the views S along North Gower Street. The Euston Road truncates North Gower Street from Gower Street to the S and as such these listed buildings are largely appreciated separately from the more contemporary townscape in their wider setting to the S. To the E is the ongoing redevelopment of Euston Station, and the E setting is one in flux. However, prior to the station site are the perpendicular Drummond Street and Euston Street which in parts further contribute to the early C19 townscape character and positively contribute to the ability o appreciate the North Gwer Street buildings within a more complete original context. The more modern buildings to the W, at Regent's Place, and to the S at Euston Road, are a long-established part of the close setting of the North Gower Street listed buildings. They are in total contrast to the fine grain, brick character of the early C19 street and as such are appreciated as background elements, which do not prevent eh ability to appreciate the obvious heritage interest of the foreground terraces and PH. The susceptibility to change at the Site, where the 36-storey existing 1970s Euston Tower already provides a juxtaposing backdrop to North Gower Street, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change in the direction of the Site:* **Low** **Sensitivity: Medium**
53	Nos.184, 186 and 188 North Gower Street and attached railings *Grade II*	Nos.184, 186 and 188 North Gower Street are three early C19 yellow stock brick terraces on North Gower Street adjoining The Crown and Anchor PH. Four storeys, with a basement, each terrace is two windows wide with round-arched ground floor openings, doorways with fanlights. Channelled stucco ground floors. Nos. 184 and 186 have fluted quarter columns with cornice heads. Gauged flat brick arches above windows, windows are recessed sash windows with glazing bars. Cast-iron balconies to the first floor windows. Parapet to roof.	Architectural and historic interest as early C19 terraces to the E of Hampstead Road, the W of Euston Station, and N of Euston Road. They inform a pocket of surviving historic townscape within an otherwise redeveloped C20 area close to the junction of Hampstead Road and Euston Road, collectively there is strong group value. Further historic interest at No.185 North Gower Street as a result of the association to former resident Giuseppe Mazzini (1805-1872), a key political figure of the Risorgimento.	
54	Nos.168-170 North Gower Street and attached railings; Nos.185-191 North Gower Street and attached railings *Grade II*	Nos. 168-170 are two terraced houses, four storeys in yellow stock brick with channelled stucco ground floors, dating from the early C19. Round arched ground floor openings, fanlights and panelled doors. Nos. 185-191 are a row of five terraces dating from the early C19, in stock brick with channelled stucco ground floors. Round-arched doorways at nos. 185 and 187, square-headed at nos.189 and 191, some with surviving fan lights. Square headed window openings across all floors and terraces, with sash windows. Shop fronts at nos. 187 and 191. First floor continuous cast-iron balconies.		
55	Friends House, Drayton House, walls, railings, and garden to E *Grade II*	Quaker Meeting House with offices and the library of the Quakers in Britain. Built in 1924-28 to designs by Hubert Lidbetter in a neo-Georgian style it also includes Drayton House, a lettable accommodation building. A three storey, steel building clad in grey Luton brick with Portland stone dressings and basement. Awarded the RIBA Bronze Medal in 1927. A number of evolutionary alterations, namely following bomb damage in 1941 whereby the building was directly hit. Further internal rearrangements in the latter decades of the C20 and into the C21. Drayton House currently occupied by UCL.	Architectural interest and significance as a distinguished work by Hubert Lidbetter, on a monumental scale in a restrained detailed design, and the good survival of the original fixtures and fittings both internally and externally. Historical interest and significance as the administrative centre of the Quakers in Britain, importance as the location for the Yearly Meeting, the Quaker Library and its archive. Also, for the group value "*with the two listed late-C19 Classical lodges belonging to Euston Station, opposite, and with 30 Euston Square, Beresford Pite's office building of 19086-8, listed Grade II**" (List Entry Number: 1078321).	The setting of Friends House today is informed by large-scale buildings on Euston Road and is surrounded by buildings of a wide range of architectural styles and ages. The more modern buildings to the W at Regent's Place, and along Euston Road, are a long-established part of the close setting of these listed buildings. The development of the Eustpn Centre in the 1960s alongside the widening of the road and the construction of the underpass all changed the setting of these earlier C20 buildings, informing a more giant-scale townscape. The relationship to the group of late C19 and early C20 buildings at this section of the Euston Road informs a more broadly contemporary close setting, with references to the neo-classical architectural style. The susceptibility to change at the Site to the W, where the 36-storey existing 1970s Euston Tower already provides a landmark building of a much larger scale, is therefore considered to be **low**. *Value:* **High** *Susceptibility to change in the direction of the Site:* **Low** **Sensitivity: Medium**

Table 4.1: Baseline Listed Structures (continued)

Ref.	Designated structure	Summary description	Heritage significance	Setting and contribution of setting to heritage significance; resulting sensitivity
56	Two Lodges in Euston Square Gardens *Grade II*	Two single storey detached lodges to the former Euston Station, c.1870 and designed by J. B. Stansby a London and North Western Railway company engineer. In Portland Stone with leaded roofs, on rectangular plans with symmetrical facades on each face. Plain ashlar podiums with blind central arches. Rusticated quoins decorated with the names of the stations served by the railway. Allegorical figures in the N and S façade pediments pertaining to England, Scotland, Ireland and Wales by Joseph Putts. A statue of Robert Stephenson, formerly located between the Lodges and now located within the C20 station, is also listed as Grade II.	Architectural and historic interest as belonging and corresponding to the former C19 Euston Station; now, alongside the relocated statue of Robert Stephenson, the only remaining built fabric relating to the historic 1870s layout of the former station.	The setting of the two lodges is informed by the partially surviving layout of the approach landscaping to Euston Station, i.e. the relationship between Euston Road and the station. These two lodges formerly related to the C19 station and as such their original context has been lost. Nevertheless, it is the enduring station element of their close setting which most contributes to their heritage significance. There is added group value with the Grade II* listed War Memorial between the two lodges. More modern, and taller buildings, inform their wider setting, most closely Evergreen House to the E, One Eversholt Street above the station and until recently several other taller buildings which once stood to the W of the main station building. The lodges sit within a broadly C20 built environment which varies in scale but includes several tall buildings, including the landmark Euston Tower to the further W. The lodges are best seen in close views towards the station from the S, they are considerably obscured in longer range views from the E and W. As such changes to the W at the Site would not impact this close setting and the significance of these heritage assets, nor the ability to appreciate them. Regent's Place to the W, and the existing Euston Tower which occupies the Site, are more distant elements in the wider townscape. The susceptibility to change at the Site, which is already occupied by a landmark 36-storey building and which sits within a group of larger-scale, C20 and C21 buildings is resultingly considered to be **low**. *Value:* **High** *Susceptibility to change in the direction of the Site:* **Low** **Sensitivity: Medium**
57	University College Hospital General Block only and attached railings *Grade II*	Hospital block of 1897-1906 designed by Alfred and Paul Waterhouse. Red brick with horizontal terracotta bands and dressing, four main storeys with steeply pitched slate roofs and dormers on a distinctive cross shaped plan diagonal to Gower Street. A central entrance lodge of three bays over two storeys with terracotta bands. Bell tower with a spire, lancet windows to staircase projection. Tall chimney stacks and pots. Wings terminating in bays of balconies to each floor, and towers with turrets at the end of each wing. Operating theatres at the centre, with the wards in the wings as part of Dr G. V. Poore's promotion of the isolation and ventilation of wards. No longer a hospital, the building was refurbished in 1997 by HLM Architects and is now a teaching space.	Architectural and historic interest and significance as the first English hospital design which went against Florence Nightingale's long-standing pavilion hospital plan design theory. It was the first representation of the American ideology of "towers of healing" at city locations. Further architectural interest as a building by the renowned C19 architects Alfred and Paul Waterhouse. Pevsner describes the building as "*spectacular*" (Ref. 1-28B, p.264).	The setting of the University College Hospital General Block is informed by similar scale buildings between Tottenham Court Road and Gower Street which also occupy whole urban blocks, and by the taller UCLH building to the N at Euston Road. The setting is also informed by further C19 fabric, most notably the main UCL buildings to the immediate E of the Hospital Block and the terraces to the S on Gower Street. The diagonal form of the UCL Hospital block has group value with neighbouring UCL main campus building, not only in its institutional relationship but in the contrasting but considered plan forms and the meeting of the diagonal Hospital building with the gates and Gower Street front of the UCL courtyard to the immediate E. The Site is close to the NW on the opposite side of the Euston Road, it is currently occupied by the 36-storey 1970s Euston Tower. This setting of tall buildings to the N and NW of the listed building is an established one. The cruciform building remains a striking element within its local setting. The Euston Tower is not seen in relation to the building as a result of the tight gridded street pattern around the building, and the neighbouring intermediary mid-rise buildings. The susceptibility to change at the Site, in an area of existing large-scale C20 and C21 buildings, which includes the 36-storey existing Euston Tower at the Site, is considered to be **low**. *Value:* **High** *Susceptibility to change in the direction of the Site:* **Low** **Sensitivity: Medium**
58	BT Communication Tower *Grade II*	*See main text (p.27)*		
Registered Park and Gardens of Special Historic Interest				
Grade I				
59	Regent's Park *Grade I*	*See main text (pp.24-26)*		

Townscape Baseline

4.131 The Site is located on the north-west corner of the junction between Euston Road, a major east-west route within central London, and Hampstead Road/ Tottenham Court Road, which together form an important north-south central London route. It lies within the Regent's Place area of post-war and modern development, as previously described, at its eastern edge and south-east corner.

4.132 The townscape in the locality of the Site as it stands today can be broadly separated into a number of areas, Townscape Character Areas (TCAs), which are identified on Figure 4.13. These TCAs are outlined in Table 4.2, typically up to a distance of about 500m from the Site, in terms of the quality and distinctive character of their townscape and their sensitivity to change. Heritage assets that have been scoped in for the Built Heritage Assessment are noted in the table under the TCAs within which they fall. Views which are relevant to the assessment of effect on the TCA are also identified.

4.133 The characterisation of the TCAs is based on desk top research and site survey. The LB Camden's Euston Area Plan produced in 2015 (Ref. 1-14) has been consulted and drawn on where appropriate in the characterisation of the TCAs; however, while similar, the identified TCAs in this assessment have been altered compared to those in the EAP to reflect the particular relationship of the Site to its surroundings, and changes to the local area since 2015. It should be noted that townscape character invariably forms part of a continuum and that the TCA boundaries are not always distinct.

4.134 The townscape baseline assessment also extends the townscape characterisation beyond the boundary of the EAP to include the full extent of the study area considered appropriate for the Amended Proposed Development; in particular, the study area extends south of Euston Road, and the TCA covering Regent's Park and its surroundings extends considerably beyond the main 500m study area. The considerable size of the Regent's Park TCA is due to the fact that this TCA is largely formed by public space with a relatively high degree of openness (as shown by the ZVI, see Appendix C) and the coherent character of the included area as a largely planned design including the park and surrounding buildings.

Fig. 4.13: Map of Townscape Character Areas (TCAs)

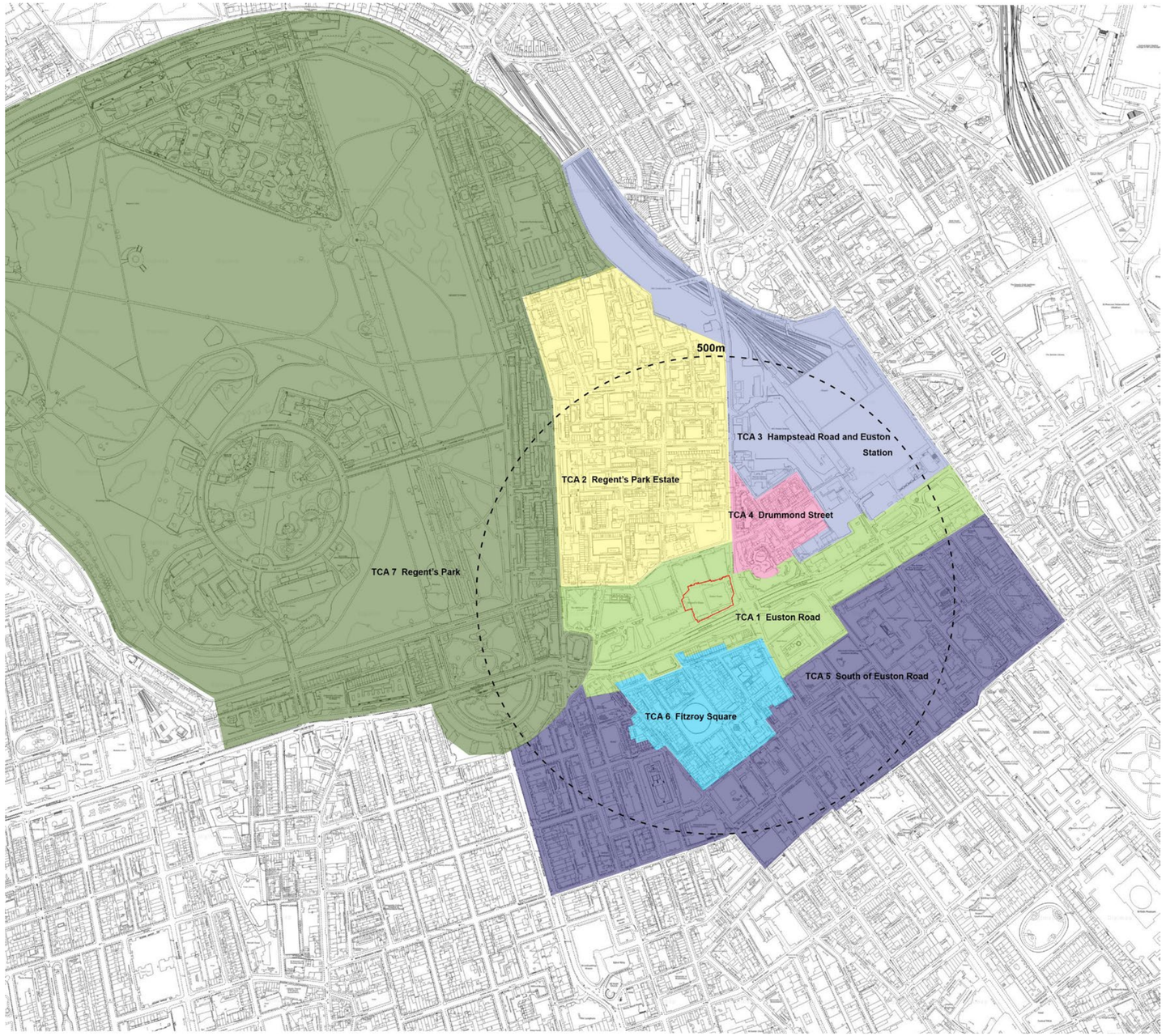


Table 4.2: Townscape Character Areas (TCAs) Baseline

Ref.	Character Area	Description	Value and Susceptibility to change	Sensitivity
TCA 1	Euston Road	*Heritage designations (assets scoped in for built heritage assessment)* *Conservation areas* – Bloomsbury Conservation Area (LB Camden). Listed buildings (Grade II unless otherwise stated) – The White House; No.30 Euston Square and attached railings (II*); Friends House and Drayton House, with walls, railings and garden to east; Two Lodges in Euston Square Gardens; War memorial (II*). *Relevant views* Views: 14, A23, A24. *TCA character* Euston Road is a major route in central London, set on an approximately east-west alignment and forming part of a longer route leading out of London (via the Westway and the A40, further west of the TCA). This TCA takes in the section of Euston Road between Euston Station at its eastern end and the junction with Great Portland Street/ Osnaburgh Street at its western end, and the largely commercial or institutional development to the north and south of it. This section of Euston Road is wide, up to nine lanes in front of the Site (including an underpass), and heavily trafficked, such that it is a dominant presence within the townscape, as well as a generally hostile environment for pedestrians. The important north-south route of Hampstead Road/ Tottenham Court Road forms a major junction with Euston Road towards the centre of the TCA, and immediately south-east of the Site. The development to the north and south of Euston Road is varied but largely comprises medium-rise early 20th century commercial buildings, tall post-war and modern commercial buildings, and a few fragments of historic terraced development. At the eastern end of the TCA, Euston Square Gardens form an open space on the northern side of Euston Road, south of Euston Station, albeit it is currently in use as a construction site and surrounded by hoardings. A group of early 20th century buildings is located at this eastern end of the TCA, all in brick and/ or stone, from four to six storeys in height, and sharing a linear form with long frontages to Euston Road. This group includes Friends House and Drayton House (Grade II listed) - a brick and stone building in neo-Georgian style which dates from 1924-8 - and the Wellcome Building, constructed in 1931-2 with stone frontages in classical style. The Gibbs Building adjoins the Wellcome Building to its west – this dates from 2004 and was designed by Hopkins Architects. It is ten storeys tall, in glass and grey cladding and topped with a curved roof, and it marks the beginning of a run of modern and post-war buildings heading west along Euston Road. The University College Hospital, opened in 2005 and including a tower of 17 storeys and a podium to Euston Road of five floors, lies to the west of the Gibbs Building. A large building clad with mirrored glass, 250 Euston Road, lies on the opposite side of the road and is also occupied by University College London Hospital. Regent's Place, which includes the Site, occupies the urban block to the north-west of the Euston Road and Hampstead Road/ Tottenham Court Road junction and forms the most comprehensively redeveloped part of the TCA. It is entirely occupied by large scale, medium to high rise modern or post-war development, set within a series of pedestrianised routes and incorporating a significant open space, Regent's Place Plaza, to the west of the Site. These modern developments include the 16 storey 10 Brock Street development - an extensively glazed commercial building designed by Wilkinson Eyre - and the 26 storey residential tower of the Triton Building on Drummond Street. The Grade II listed White House lies to the north-east of Regent's Place. This is a nine storey building from the 1930s with a robust appearance, originally built as an apartment block and now in use as a hotel. The southern side of Euston Road, opposite Regent's Place, includes a mixture of medium rise 20th century commercial buildings and fragments of low scale terraces, and the seven storey apartment block of Lizmans House. Other than the open space in front of Euston Station, the TCA has a relatively enclosed quality, with the main opportunity for long views along Euston Road; the tall building on the Site, and that of the UCL Hospital, are prominent from many points along it.	*Value* While this TCA includes some listed buildings and the eastern end lies within the Bloomsbury Conservation Area, the townscape overall is varied in character and of mixed quality, with the busy Euston Road dominating through the centre of it. Overall, the value of the TCA is **low-medium**. *Susceptibility to change:* The character of the TCA is mixed and includes numerous modern buildings, with several that are tall and seen in close proximity to historic buildings within the TCA, including the existing Euston Tower. As such the susceptibility to change of the TCA in respect of the Site is judged to be **low**.	**Low-medium**

Table 4.2: Assessment of Townscape Character Areas (TCAs) (continued)

Ref.	Character Area	Description	Value and Susceptibility to change	Sensitivity
TCA 2	Regent's Park Estate	*Heritage designations (assets scoped in for built heritage assessment)* *Conservation areas* - Regent's Park Conservation Area (LB Camden). *Listed buildings (Grade II unless otherwise stated)* – St. Mary Magdalene Church (II*); St. Mary Magdalene School Annexe and attached railings; Walton House; No. 34 Albany Street and attached railings; Nos. 36-48 Albany Street and attached railings; Lord Nelson Public House; No. 50 and attached railings (Stanhope Street); No. 52 and attached railings (Stanhope Street); The Prince of Wales Public House. *Relevant views* Views: A16, B6, B7. *TCA character* This TCA covers an area north of Longford Street/ Drummond Street, south of the Regent's Park Barracks, east of Albany Street and west of Hampstead Road. It is largely occupied by the Regent's Park Estate, an area of post-war local authority housing. The housing takes a number of different forms, including two storey terraces, low to mid-rise linear blocks, taller 'T' shaped blocks, and tower blocks. These buildings are typically set within open space or around courtyard spaces. The differences in the forms of the buildings, and of their arrangements in respect of streets and spaces, makes for a townscape which lacks overall coherence. Many of the buildings are drab in appearance, and some of the linear blocks have a relentless quality due to the length and unrelieved nature of their frontages. More positively, infill apartment blocks built in relatively recent years - such as the Caudale, Kirkfell and Kentmere buildings by Mae Architects and the Roswick, Ravenglass, Bowfell, Lindale and Mardale blocks by Matthew Lloyd Architects - are of considerably higher architectural quality than the post-war blocks preceding them. Numerous mature street trees in the TCA also add to the overall quality of the environment. An area in the northern part of the TCA falls within the Regent's Park Conservation Area – this includes the allotments located in a former canal basin and early 20th century neo-Georgian housing blocks within the Cumberland Market Estate. There is also a small area in the south-west of the TCA which falls within Regent' Park Conservation Area which includes a low scale historic terrace and corner public house on Albany Street, a church on Osnaburgh Street, and various other buildings. The southern edge of the TCA includes mid-rise post-war and modern commercial buildings along the western section of Drummond Street. Long views from within the TCA are possible along the main north-south routes of Hampstead Road, Stanhope Street and Albany Street, and the east-west route of Robert Street. Elsewhere, however, the irregular street pattern, large scale of many of the buildings and mature trees tend to prevent such views and give the TCA a largely self-contained quality.	*Value* The townscape includes pockets of historic townscape (including two areas within the Regent's Park Conservation Area) and some high quality new architecture. It is largely dominated by drab post-war buildings, however, arranged in an irregular manner, and the townscape lacks a general sense of cohesion. The overall value of the townscape is **low-medium.** *Susceptibility to change:* Large scale modern and tall buildings are an established feature of the area to the south of the TCA, including the Site. As such the susceptibility to change of the TCA in this direction is judged to be **low**.	**Low-medium**
TCA 3	Hampstead Road and Euston Station	*Heritage designations (assets scoped in for built heritage assessment)* *Conservation areas* – none. *Listed buildings (Grade II unless otherwise stated)* – none. *Relevant views* Views: 9, 10, A17, A18, B8, B9. *TCA character* This TCA lies north of TCA 1 and development along Euston Road, and east of TCAs 2 and 4. It includes Euston Station, which is a major terminus for National Rail services and incorporates a London Underground Station on the Victoria and Northern lines. At the time of writing (December 2023), it is expected to form the London terminus for HS2, and much of the land around it - including almost the entirety of the rest of the TCA - has been cleared in anticipation of associated redevelopment. The existing development at Euston Station includes a short post-war tower and linear range in front of the forecourt, platforms and train sheds, all set back from Euston Road, such that the station and associated buildings do not have a great visual impact from it. The remaining built development elsewhere in the TCA includes the former Euston London Underground Station, set on the corner of Melton Street and Drummond Street and faced in glazed red brick; the Exmouth Arms pub and the red brick Maria Fidelis Convent School on Starcross Street; and the red brick 108 Hampstead Road to their north-west (former Saint Pancras Female Orphanage). While these buildings have a coherent context to their south and west (TCAs 4 and 2), the vacant land to their north and east is such that they currently appear as isolated fragments of development in these directions. The vacant nature of much of the TCA is such that the TCA has a relatively open character, with frequent opportunities for medium to long range views out of it. The existing tower on the Site, together with the UCL Hospital tower and the Triton Building, are prominent in many such views.	*Value* This TCA is currently an area in flux, dominated by cleared land awaiting redevelopment, and building sites. The overall value is **very low**. *Susceptibility to change:* Large scale modern and tall buildings are an established feature of the area to the west of the TCA, including the Site. As such the susceptibility to change of the TCA in this direction is judged to be **low**.	**Low**

Table 4.2: Assessment of Townscape Character Areas (TCAs) (continued)

Ref.	Character Area	Description	Value and Susceptibility to change	Sensitivity
TCA 4	Drummond Street	*Heritage designations (assets scoped in for built heritage assessment)* *Conservation areas* – none. *Listed buildings (Grade II unless otherwise stated)* - Nos. 211-229 North Gower Street and attached railings; the North Gower Hotel (Nos. 190-198), and Nos. 200-204 North Gower Street and attached railings; No. 116 Drummond Street and attached railings; No. 131 Drummond Street and attached railings; the Crown and Anchor Public House; Nos. 184, 186 and 188 North Gower Street and attached railings; Nos. 168 and 170 North Gower Street and attached railings; Nos. 185-191 North Gower Street and attached railings to Nos. 185 and 189. Relevant views Views: 11, 12 *TCA character* This is a small area bounded by Cobourg Street to the east, Hampstead Road to the west, Starcross Street to the north, and buildings along the southern side of Euston Street to the south. The streets within the eastern part of the TCA are set on a grid and are largely lined by historic terraced development, of three or four storeys and in brick and stucco, accommodating residential and commercial uses. Many of these buildings are listed. There are post-war buildings set within these largely historic terraced streets, most notably on Euston Street and the southern part of North Gower Street; these buildings follow the prevalent height and building lines of the older terraced properties such that the overall townscape is coherent in nature. There are also post-war red brick apartment blocks at the western edge of the TCA, at Tolmer's Square and George Mews, which are of a low to medium scale and include considerable articulation of form such that they are relatively sympathetic with the historic terraced development near them. The relatively low height of the buildings in this TCA and the gridded layout of part of it allow for numerous views out of the TCA, with the existing Euston Tower on the Site, Triton Building, 10 Brock Street and the UCL Hospital tower highly visible from many points.	*Value* This TCA contains a considerable number of listed buildings and, due to the grid layout of part of it and the relative uniformity of the scale and building line of the development, it has a high degree of coherence within its townscape. It is of **medium** value. *Susceptibility to change:* This TCA is relatively open and there is widespread visibility of tall and modern large scale development, including on the Site and within Regent's Place to the west. As such the susceptibility to change of the TCA in this direction is judged to be **low**.	**Low-medium**
TCA 5	South of Euston Road	*Heritage designations (assets scoped in for built heritage assessment)* *Conservation areas* – Bloomsbury Conservation Area (LB Camden), Charlotte Street Conservation Area (LB Camden), Harley Street Conservation Area (Westminster City Council). *Listed buildings (Grade II unless otherwise stated)* - University College London and attached railings to north and south wings (I); University College Hospital General Block only and attached railings; BT Communication Tower. *Relevant views* Views: 17, 22, 22N, B17, B21. *TCA character* This TCA lies south of the development along Euston Road, east of Portland Place, west of Tavistock Square and north of New Cavendish Street/ Torrington Place/ Gordon and Tavistock Squares. It is characterised by a grid layout, with historic terraces and more modern buildings forming perimeter blocks fronting streets, and with garden squares in places. Much of the eastern part of the TCA is occupied by large scale institutional buildings occupied by University College London. While of a larger scale than many other buildings within the TCA, and in some cases of post-war or modern origin, these buildings nonetheless remain set within the same gridded layout seen elsewhere in the TCA, such that they contribute to a relatively coherent streetscape. Large footprint buildings continue west through the TCA, interspersed with pockets of smaller scale historic buildings. The BT Communication Tower is a notable landmark set towards the centre of the TCA. Development with a finer grain and of more consistently historic origin becomes more prevalent towards the western edge of the TCA, between Great Portland Street and Portland Place, albeit typically medium scale. The gridded layout of the TCA allows for medium and long range views along many streets, although the medium scale of many buildings makes for a strong sense of enclosure in many places. Post-war and modern development beyond the TCA is apparent in many views, including the existing tower on the Site and the UCL Hospital tower.	*Value* A substantial part of this TCA lies within one of three conservation areas, most notably the Bloomsbury Conservation Area. While the TCA includes many modern large footprint buildings, the arrangement of development on grid layouts lends the townscape a high degree of coherence overall. It is of **medium** value. *Susceptibility to change:* The TCA includes many modern large scale buildings which are robust in appearance, and the tall structure of the BT Communication Tower. Tall and modern development along Euston Road, beyond the TCA, is seen in many views looking north. As such the susceptibility to change of the TCA in this direction is judged to be **low**.	**Low-medium**

Table 4.2: Assessment of Townscape Character Areas (TCAs) (continued)

Ref.	Character Area	Description	Value and Susceptibility to change	Sensitivity
TCA 6	Fitzroy Square	*Heritage designations (assets scoped in for built heritage assessment)* *Conservation areas* – Fitzroy Street Conservation Area (LB Camden), Cleveland Street Conservation Area (Westminster City Council). *Listed buildings (Grade II unless otherwise stated)* – Nos. 63-68 Warren Street and attached railings; Nos. 58-62 Warren Street and attached railings; No. 56 Warren Street; No. 15 Warren Street; Nos. 16 and 17 Warren Street; Nos. 159 and 161 Whitfield Street; Nos. 39-45 Fitzroy Street and attached railings; Nos. 46, 48 and 50 Fitzroy Street and attached railings; Indian Young Men's Christian Association, 41 Fitzroy Square; Nos. 131-137 Whitfield Street and attached railings; Nos. 11, 12 and 15-19 Fitzroy Square N and attached railings (II*); Nos. 9-10 Fitzroy Square and attached railings (II*); Nos. 20-32 Fitzroy Square W and attached railings (II*); Nos. 1, 1A and 208 Fitzroy Street and attached railings (I); the London Foot Hospital and attached railings (I).Relevant views Views: 19 *TCA character* This TCA is centred around Fitzroy Square Garden and takes in surrounding streets in all directions. It largely corresponds to the Fitzroy Square and Cleveland Street Conservation Areas. Fitzroy Square comprises a hard landscaped square within which is set an oval shaped central garden, laid to lawn and with mature trees and shrubs arranged around its perimeter. The streets addressing the square are lined with stucco and stone terraced buildings. The square forms a coherent and attractive composition overall. The surrounding streets are largely lined by terraced development with a fine grain, with buildings typically in brick and stucco, and rising to three or four storeys in height. The buildings are typically set on a grid. There are many opportunities for views that take in development beyond the TCA, along the line of the gridded streets and across Fitzroy Square. Such views include tall and modern development, including the existing building on the Site and the BT Communication Tower to the south.	*Value* This TCA is almost entirely covered by conservation areas and includes many listed buildings, and the townscape has a high degree of coherence and attractiveness. It is of **medium** value overall. *Susceptibility to change:* While this TCA has a coherent and composed quality, a number of modern large scale buildings beyond the TCA are prominent from it, including the existing Euston Tower on the Site to the north. As such the susceptibility to change of the TCA in this direction is judged to be **low-medium**.	**Medium**

Table 4.2: Assessment of Townscape Character Areas (TCAs) (continued)

Ref.	Character Area	Description	Value and Susceptibility to change	Sensitivity
TCA 7	Regent's Park	*Heritage designations (assets scoped in for built heritage assessment)* *Conservation areas –* Regent's Park Conservation Area (LB Camden), Regent's Park Conservation Area (Westminster City Council). *Listed buildings (Grade II unless otherwise stated) –* Holy Trinity Church (I), Nos. 1-3 Albany Terrace and attached railings (I); Nos. 13-24 Park Square East including the Diorama and attached railings (I); Nos. 31 and 33 Albany Street and attached railings (I); Nos. 1-8 St. Andrew's Place and attached railings (I); 9 and 10 St Andrew's Place (I); Royal College of Physicians (I); Nos. 1-10 Cambridge Terrace (I); Nos. 1-42 Chester Terrace and attached railings and linking arches (I); Nos. 1-6 Park Crescent, Nos 18-26 Park Crescent (I); Nos. 14-26 Ulster Place (I); Nos. 1-12 Park Square West (I); Nos. 1-17 Ulster Terrace (I); Nos. 21 and 22 York Terrace East (I); Doric Villa (I); Nos. 1-18 York Terrace East (I); Nos. 1-33 York Terrace West (I); No. 34 York Terrace West (I); Nos. 35-46 York Terrace West (I); Nos. 1-5 Regent's Park (York Gate) (I); Nos. 81- Regent's Park (York Gate) (I); Church of St. Marylebone (I); No. 2 Marylebone Road and attached railings (II*); Great Portland Street Underground Station; Nos. 1-17 Albany Street and attached railings; No. 19 Albany Street; Nos. 1-10 Cambridge Gate and attached railings; South East Lodge in Park Square; South-west Lodge in Park Square; East Lodge in corner of Crescent Gardens; West Lodge in corner of Crescent Gardens. RPGSHI – Regent's Park (I) *Relevant views* Views: 4, 5, 6, 7, 8, 16, A13, A14, A15, A20, A21, B2, B3, B4. *TCA character* This TCA lies north of Marylebone Road, east of the western part of the Outer Circle, west of Albany Street/ Osnaburgh Street/ Park Village East and south of Prince Albert Road. It is largely occupied by Regent's Park and development immediately to the east and south of it. The TCA lies entirely within two conservation areas, the LB Camden's Regent's Park Conservation Area and the Westminster City Council's Regent's Park Conservation Area. Regent's Park covers 147 hectares, largely enclosed by the highway of the Outer Circle. It is largely laid to grass, including areas for sports, with a network of paths across it. A boating lake is located towards the south-west corner of the park, and London Zoo occupies a site in the northern part of it. While largely designed in a naturalistic manner, there are a number of distinct areas within Regent's Park, including formal Italian gardens. The eastern part of Regent's Park within the LB Camden Conservation Area is bounded by the north-south path of Broad Walk to the west. It largely comprises large open grassed areas, with trees along the edges of the park and in pockets elsewhere. The area south of Chester Road is notably more filled with trees throughout it than that to the north. The Broad Walk is the widest path within the park and it is lined by continuous rows of trees which form a significant visual barrier between the rest of the park to the west and the townscape to the park's east (albeit there are areas to the west from which longer range views out of the park are possible). As a result, and due to its closer proximity, it is this part of the park which is of greatest relevance to development to the east, including on the Site. Regent's Park and much of the adjoining development to the east and south on the Outer Circle, and to the south on Park Square East, Park Square West, and York Terrace, form part of a comprehensive planned development, dating from the early 19th century and designed by John Nash. The buildings facing the park are largely grand terraces with a palatial appearance. While there are obvious differences in the form and appearance of the terraces, the overall impression is one of coherence and of very high visual quality in respect of the individual buildings. There are also stucco villas set between the north-east part of Regent's Park and the railway lines into Euston, at Park Village West and Park Village East. More modest terraces are located on Albany Street, further east of the park than the Outer Circle. These include Nos. 30-48 Albany Terrace (a stucco terrace of four storeys above basement) and the red brick terrace of Colosseum Terrace (four storeys above basement). While not on the scale or ambition of the buildings directly facing the park, the buildings along Albany Street are nonetheless coherent and attractive. Holy Trinity Church and Great Portland Street Underground Station sit at the eastern edge of the TCA on Euston Road/ Marylebone Road. While marking a change in the scale and appearance of the townscape at the entrance to the TCA, they are seen more widely in the context of large scale modern development to their east, with Regent's Place directly opposite the Church. In terms of townscape context, the palatial terraces along and adjoining the Outer Circle, and on Park Square East/ West, form the principal element of townscape visible from the park looking east, and they can clearly be appreciated as part of a coherent composition with it from the part of the park to the east of the Broad Walk. There is considerable visibility of the existing Euston Tower on the Site further in the middle distance, as well as other buildings within Regent's Place and the BT Communication Tower, looking in this direction. From other parts of the park, the wider context of central London is visible from many points.	*Value* Regent's Park and the surrounding terraces form a planned composition of outstanding quality, entirely covered by conservation areas and including many listed buildings, as well as the Grade I listed RPGSHI of Regent's Park. It is of **high** value. *Susceptibility to change:* The wider context of dense and varied modern development within central London, including tall modern development, is evident from many places within the park and wider TCA, including looking east in the direction of the Site. Nonetheless, the composed quality of the park and surrounding terraces in combination with each other is such that they do not have a high ability to accommodate further change without negatively impacting their character. As such, the TCA is of **medium** susceptibility to change overall.	**Medium-high**

Visual Baseline

LVMF Views

4.135 The LVMF SPG (Ref. 1-11) sets out the regionally important views which are protected by the GLA. It was updated and published in March 2012. It was created to provide additional clarity and detail to the sections of The London Plan (Ref 1-6) that deal with the management of important London views. The LVMF SPG includes 13 Protected Vistas - of St Paul's Cathedral, the Palace of Westminster and the Tower of London. The Protected Vistas are geometrically defined and place additional consultation and referral requirements on development which exceeds the defined threshold plane. The Protected Vistas are included within views from a total of 27 Viewing Places identified in the LVMF SPG. The views are separated into four categories: 'London Panoramas', 'River Prospects', 'Townscape Views' and 'Linear Views'. All of the views in the LVMF SPG are subject to Qualitative Visual Assessment, as outlined in the Management Plan for each designated view provided in the Framework.

4.136 The existing Euston Tower is clearly visible in the following LVMF views and therefore the Amended Proposed Development would also be clearly visible:

- LVMF 2A.2: Parliament Hill: the summit; defining the left hand site of the Protected Vista
- LVMF 2B.1: Parliament Hill: east of the summit; outside the Protected Vista
- LVMF 4A.2: Primrose Hill: the summit; outside the Protected Vista

4.137 Development on the Site is also potentially visible, and highly sensitive, in views upstream from Lambeth Bridge, in which the Westminster WHS is within a Protected Silhouette. There are two assessment points upstream from the bridge 19A.1 and 19A.2. A Protected Silhouette of the Palace of Westminster is applied at and at all points between Assessment Points 19A.1 and 19A.2. The existing Euston Tower is technically visible but not perceptible close to the east of Assessment Point 19A.1; the very top of the existing Euston Tower is technically visible at a low point between pinnacles on the Palace of Westminster, but is seen at a distance of approximately 3.5km, and the potential visibility is well screened by foreground trees even in winter.

4.138 The existing Euston Tower is also glimpsed at distance, but is not a noticeable element of the composition, from the following LVMF Assessment Points in which there is potential for additional impact as a result of the Amended Proposed Development:

- LVMF 5A.2: Greenwich Park
- LVMF 11A.1: London Bridge
- LVMF 12A.1: Southwark Bridge
- LVMF 21B.1: Jubilee Gardens

Borough and Local Views

4.139 LBC does not have a list of designated borough-wide viewpoints. However, Section 7 of the LBC Local Plan 2017 (Ref. 1-12) lists '*locally important views that contribute to the interest and character of the borough*'. The locally important views are as follows:

- *Views of and from large public parks and open spaces, such as Hampstead Heath, Kenwood Estate, Primrose Hill and Regent's Park, including panoramic views, as well as views of London Squares and historic parks and gardens;*
- *Views relating to Regent's Canal;*
- *Views into and from conservation areas; and*
- *Views of listed and landmark buildings, monuments and statues[sic] (for example, Centrepoint, St Stephen's, Rosslyn Hill and St George's Bloomsbury).*

4.140 Such 'locally important views' have been considered in the selection of the views for assessment and with other representative townscape views have been agreed in pre-application consultation with LBC officers. A selection of views has been assessed in the visual assessment. Other supplementary views have informed the visual, townscape and built heritage assessments but have not been individually assessed in the visual assessment.

Visual Receptors

4.141 This assessment, as recommended in the GLVIA (Ref. 1-18), considers the visual receptors to be the people experiencing the view. The susceptibility to change of potential viewers for each of the assessed view are described as part of the baseline characteristics of that view in Section 6. The baseline character, value and susceptibility to change of the designated and representative local views agreed for assessment is described in Section 6, alongside the assessment.

5 Visual Characteristics Of the Amended Proposed Development

The Amended Proposed Development

5.1 This planning application seeks approval for the redevelopment of the existing Euston Tower into a new office-led mixed-use development with associated public realm improvements.

5.2 The redevelopment of the existing Euston Tower would include the retention of existing core, foundations and basement, and disassembly, reuse and extension of the existing building, to provide a 32-storey building. At the upper levels the building would provide office and research and development enabled floorspace. The podium base would comprise six levels. Its design would respond to the local townscape and its location at the key junction of Tottenham Court Road, Euston Road and Hampstead Road. At ground, first to sixth floors within this podium base there would be office, retail, café and restaurant space alongside learning and community space, as well as research and development enabled floorspace.

5.3 The Amended Proposed Development would include enhancing the public realm to Regent's Place Plaza to the west, Euston Road to the south, Hampstead Road and Brock Street to the east and north of the Site.

5.4 An increase in height in comparison to the existing Euston Tower is limited by the LVMF Protected Silhouette of the Westminster WHS in views from Lambeth Bridge. Through careful detailed testing in the LVMF views from Lambeth Bridge it was established that, while very small changes of less than 1m would not be perceptible at this distance (approximately 3.5km), no material increase in height would be possible without impacting on the Protected Silhouette. The proposed increase in height of 0.92m would not be perceptible in relation to the Protected Silhouette. Wider testing has demonstrated that this would not result in a perceptible increase in height in longer views of the Amended Proposed Development. The Amended Proposed Development is 125.470m in height (+153.300m AOD) compared to the existing Euston Tower at 124.550m (+152.380m AOD) the same height as the December 2023 Proposed Development.

5.5 The Amended Proposed Development would expand the floorplate of the existing Euston Tower to create usable modern office floorspace.

5.6 The massing of the Amended Proposed Development would comprise four quadrants, breaking down its mass and emphasising the building's verticality. An inset vertical 'breathing spine' in the centre of each elevation operating as functional louvres would create clear separation between the four quadrants. The early adoption of the four quadrants approach to the expanded floor plate was inspired by the pinwheel form of the existing Euston Tower and was designed to minimise the visual impact of the increased breadth of the expanded tower's form. The curved corners at the building edges and at the breathing spines would soften the form, reduce the width of the broader tower and create further distinction of each quadrant. Double-height cuts in the massing, responding in part to the heights of adjacent buildings, would spiral counter-clockwise up the building to create four subtly different elevations that respond to their immediate surroundings.

5.7 The Amended Proposed Development would have a distinct base, middle and top. The six-storey podium at the base would ground the building and respond to the major junction of Euston Road, Hampstead Road and Tottenham Court Road. It would act as a transition between the tower and the street and allow the Amended Proposed Development to relate to the local context at a more human scale whilst also addressing the scale of the road intersection, and the local character of buildings extending southwards along Tottenham Court Road. The visual terminus of the route south is marked by Centre Point, with which the Euston Tower visually forms a pair of complementary towers at either end of Tottenham Court Road. As such, the tower and the podium of the Amended Proposed Development would respond simultaneously to both of these important contextual townscape elements. The increased depth of the breathing spines at the crown would accentuate the separation of the four quadrants. The double-height building crown, echoing the appearance of the double-height cuts in the lower parts of the building, would create a deliberate top to the building and conceal the plant. The plant would be setback at roof level to achieve the double-height expression of the crown on all four elevations, allowing the Amended Proposed Development to address each direction equally, congruent with its singular position as a uniquely tall building in its context.

5.8 In contrast to the generic post-war design of the existing Euston Tower, the Amended Proposed Development would have a tactile and sculpted façade, inspired by Camden's architectural heritage and the building's local townscape context. An increase in solidity and a finer grain of façade treatment would more effectively anchor the Amended Proposed Development in its immediate context. A carefully crafted façade to both the tower elements and the podium base in glass reinforced concrete (GRC), detailed to accentuate a cast three-dimensionality, would reflect the architectural language found elsewhere in Camden (for example Centre Point) and therefore create a landmark building with a tangible Camden identity. The solidity of this material approach would inform a more sculptural architecture and respond to the minerality and more earthy tones found across the borough.

5.9 Taking cues from both the light cool tones of Camden's tall concrete buildings and the stucco of historic terraces, and the warmer colour palette and tactile materiality of the local red and brown brick, the Amended Proposed Development's approach to materiality would relate to the architectural history and townscape character of the area. The tower would be clad in an off-white GRC reflecting the cooler lighter tones of tall buildings in the wider context, with a terracotta-coloured aggregate to give a very subtle warmth and texture to the elevations. The podium would be clad in a light terracotta coloured GRC, reflecting the materiality of Tottenham Court Road in the closer local context, and would contain an off-white aggregate and include off-white accents, for example to frame windows. While each material character reflects different aspects of the Amended Proposed Development's context, the interrelationship of the two palettes would help to reinforce the visual relationship between the tower and podium and the synergy with the neighbouring townscape context.

5.10 The connection between Euston Tower and the public realm of the existing Regent's Place Plaza would be enhanced by the introduction of a terraced landscape at the first level of the podium to the west of the tower, which would act as an extension to the plaza. The public realm to Euston Road and Hampstead Road would be widened. Landscape mounds placed to respond to micro-climatic conditions would buffer pedestrians from the adjacent traffic. Brock Street would become a gateway to the Regent's Place Plaza, with landscape mounds acting as bookends to the street.

Embedded Mitigation

5.11 During the pre-application design development process for the December 2023 planning application the following key changes were made in response to visual impact testing and stakeholder engagement:

- A series of two-storey elements were added to provide additional amenity space that would further break down the mass and provide points of visual focus and interest in longer views.
- The tower footprint was pulled back by approximately 2.8m from the west side of the Site boundary to remove any perceptible impact on the LVMF Protected Vista from Parliament Hill.
- Vertical 'Breathing Spines' were introduced at the junction of each quadrant, to express the building's natural ventilation strategy and the reinforce the legibility of the four massing quadrants.
- The alignment of the tower was altered along Hampstead Road to reduce the length of the northern elevation and consequently reduce the breadth of the Proposed Development seen from the north and north-west and minimise the impact on the legibility of the BT Tower in views from Hampstead Road.
- The façade composition was changed to enhance the difference between the two quadrants on each elevation. A straight pattern was maintained on the inclined façades with a staggered pattern introduced on the vertical façades, which follows the bracing to the vertical façades.
- Various treatments of the crown were tested as this element of the design evolved; slight variation in height of the quadrants and the levels of solidity and articulation at the top of the tower were tested. Following testing and discussion with LBC, a top edge frame was introduced the two top floors were standardised in height across all four quadrants minimize complexity. The enhanced solid edge is echoed at podium level, tying the building together from top to bottom.
- Initial podium designs featured a single box massing for the upper levels of the podium. This design evolved into a series of four floating boxes with a push and pull of their front faces so that the boxes stood apart from one another. The proposed design for the podium features a simplified massing with the upper floor boxes aligned on their front faces and lifted up on the northeast corner at Hampstead Road and on the northwest corner facing Regent's Place Plaza to express public entrances more legibly. The ground floor glazing is pushed in strategically at entrances along both Euston Road and Hampstead Road, again to enhance the legibility of the entrances.
- The podium articulation was simplified so that the geometry of vertical elements and the horizontal slab lines reflect the

geometrical principles of the tower façade design above.

- The light terracotta tone proposed for the façades was desaturated to reduce the contrasts with areas of lighter stucco and Portland stone materiality in the Camden context, for example at Fitzroy Square Conservation Area and the Nash Terraces on the edges of Regent's Park.

5.12 Following the December 2023 submission the following changes have been made to the design in response to further stakeholder engagement:

- The building form was simplified and regularised to remove the inclined façades and the staggered alignment on inclined elevations;
- The breathing spines were inset to accentuate the separation of the four quadrants;
- The building corners were curved to reduce the perceived width of the tower and the edges of the quadrants where they meet the breathing spines were curved to reinforce the perception of separation of the mass into four distinct quarters;
- The depth of the horizontal elements was increased to accentuate the sculpting and modulation of the elevations
- A clearly defined crown was added to create a distinct top to the tower; the language of the double height cuts in the tower was reflected and exaggerated in the crown, with increased height and a stronger, more sculpted horizontal termination; the breathing spines were inset more deeply at the crown to accentuate the distinction between the four quadrants;
- The height of the podium was increased from four to six storeys to create a stronger relationship to the adjacent streetscape;
- The tone of the tower was further desaturated to a lighter off-white to reflect the materiality of Camden's taller buildings (for example, Centre Point) and to appear more recessive seen against the sky; a contrasting terracotta tone was used to differentiate the relationship of the podium to the local streetscape context.

6 Assessment Of Effects

Deconstruction and Construction

6.1 The deconstruction and construction proposed works are set out in detail in ES Volume 1, Chapter 5: Deconstruction and Construction.

6.2 The construction of the Amended Proposed Development would have the potential to affect townscape character, views and the settings of built heritage assets as a result of the following processes:

- Movement of heavy plant and material both within, to and from the Site;
- Erection of construction infrastructure e.g., scaffolding, application site lighting and siting of workers welfare facilities; and
- Construction of the buildings.

6.3 In accordance with standard practice, mitigation measures relevant to effects on townscape character and views would be employed, including hoarding and other measures set out in a Construction Environmental Management Plan (CEMP) submitted with the planning application. An outline of these measures is presented in ES Volume 1, Chapter 5: Deconstruction and Construction and the subsequent amendments summarised within ES Addendum Volume 1, Chapter 1: Proposed Design Amendment and ES Addendum Approach.

6.4 In terms of noise, as set out in ES Volume 1, Chapter 5: Deconstruction and Construction of the December 2023 ES and the subsequent amendments summarised within ES Addendum Volume 1, Chapter 1: Introduction, Proposed Design Amendment and ES Addendum Approach, normal hours of operation would be set within which noisy work would take place, and works outside those hours are anticipated to be within noise limits set by LBC (paragraphs 5.84-5.86). ES Volume 1, Chapter 9: Noise and Vibration of the December 2023 ES considers noise effects specifically during Deconstruction and Construction; it identified no significant deconstruction and construction effects on surrounding receptors (Table 9.27), with the exception of a minor adverse effect (i.e. not a significant effect) to the adjacent 1 Triton Square development (not listed or within a conservation area).

6.5 In respect of construction vehicles, as set out in Chapter 5: Deconstruction and Construction, and the subsequent amendments summarised within ES Addendum Volume 1, Chapter 1: Proposed Design Amendment and ES Addendum Approach, the three main routes to be used are Euston Road, Hampstead Road, and Drummond Street/ Longford Street (paragraph 5.74). In ES Volume 1, Chapter 9: Noise and Vibration of the December 2023 ES, road traffic noise effects on Euston Road, Hampstead Road, Tottenham Court Road and Longford Street during Deconstruction and Construction are assessed as negligible (Table 9.22).

6.6 The likely magnitude of impact to townscape character, views and settings of built heritage assets would vary according to the nature of the enabling, deconstruction and construction works over time, with certain operations having more perceptible effects than others. The likely scale and nature of effects identified as part of this assessment represent a precautionary worst-case based on the maximum potential effect on each receptor across the deconstruction and construction process as a whole, including the assumption that under-construction buildings have the same magnitude of impact as that of the finished buildings. The appearance of under-construction buildings is taken to be without full external cladding, and therefore generally adverse in nature.

6.7 Due to the transient nature of deconstruction and construction activities, all deconstruction and construction related effects are considered to be temporary and short-term, lasting for the duration of the deconstruction and construction only. A summary of the effects as a result of the deconstruction and construction activities are set out below; a full breakdown of the levels of sensitivity, magnitude of impact, scale of effect and nature of effect for each receptor is set out in Table H.1 in Appendix H.

6.8 In respect of the heritage assets, while the deconstruction process and under-construction building would clearly not enhance the ability to appreciate the significance of any heritage assets, it is also considered that this commonplace and temporary situation would not detract from the appreciation of any heritage assets. This is particularly the case as there is already an existing building on Site of an equivalent size to that of the under-construction. In respect of the non-visual considerations of noise and traffic movements, there are no heritage assets immediately bordering the Site, and it is considered that the closest listed buildings are sufficiently far away and set beyond intervening development such that noise would not affect their appreciation. The additional vehicular movements along Euston Road, Hampstead Road, Albany Street, and Drummond Street/ Longford Street would pass some listed buildings and pass through parts of the Regent's Park Conservation Areas in LBC and City of Westminster; however, these heritage assets are located on urban roads, including the very busy Euston Road in the case of some (such as the Grade I listed Holy Trinity Church), and they do not currently have or depend on a sense of tranquillity for appreciation of their heritage significance. Taking into account the factors set out above, it is therefore assessed that there would be no effect on the significance or appreciation of the significance of the identified heritage assets.

6.9 Deconstruction and construction activity would have a temporary moderate scale of effect (significant) on TCA 1 (Euston Road), TCA 4 (Drummond Street) and TCA 6 (Fitzroy Square). These effects would be adverse in nature. There would not be significant effects (i.e. the effects would be lower than moderate in scale) for all other TCAs. For TCAs 2 (Regent's Park Estate) and 7 (Regent's Park), the scale of effect would be minor-moderate (not significant) and adverse in nature. For TCA 3 (Hampstead Road and Euston Station), the scale of effect would be minor (not significant) and adverse in nature. For TCA 5 (South of Euston Road), the scale of effect would range from 'no effect' and 'neutral' where there is no visibility of the deconstruction and construction process, to 'negligible' and 'neutral' in respect of open spaces in the east of the TCA, and to a 'minor-moderate' effect that would be 'adverse' in nature for Tottenham Court Road.

6.10 In terms of views, for Views 5, 11, 12, 14, 19, 21, 22 and 22N, the scale of effect would be moderate (significant) and 'adverse' in nature. For Views 3, 4, 6, 7, 8, 9, 10, 13, and 20, the scale of effect would be minor-moderate (not significant) and 'adverse' in nature. For Views 2, 15, 16 (winter), 17 (winter), the scale of effect would be minor (not significant) and 'neutral' in nature. For Views 1, 16 (summer), 17 (summer) and 18, the scale of effect would be negligible or negligible-minor (not significant), and neutral in nature.

The Completed Proposed Development

6.11 All likely effects from the completed and operational Amended Proposed Development would be long-term and permanent.

Built Heritage Assessment

6.12 The built heritage assessment considers the magnitude of potential impacts on the heritage significance or appreciation of heritage significance of each heritage asset (as a result of the changes to the heritage asset or setting of that heritage asset made by the Proposed Development) and the resulting effect on heritage significance or appreciation of heritage significance, when the magnitude of impact is combined with the sensitivity of that heritage asset (as assessed in Section 4).

6.13 The potential effects on local conservation areas, Regents Park (as an RPG and its conservation area designations in LBC and WCC) the listed building group forming Fitzroy Square and the BT Tower are set out below. The potential effects on the remaining listed buildings within the study area of 500m are assessed in Table 6.1.

6.14 The assessments have been informed by consideration of the visual assessment that follows, and by the assessment of the architectural and urban design qualities of the Amended Proposed Development, and aspects of embedded mitigation as set out in Section 5. The Amended Proposed Development is judged to be of high architectural quality in Section 5, with materials including and architectural detail and articulation which relate sympathetically to local historic buildings, and it is considered to have a positive urban design impact at street level through its provision of more visually rich and active street frontages to its perimeter.

6.15 In respect of heritage assets, the effect of the Amended Proposed Development in the cumulative situation would be the same as that considered on its own for each heritage asset, as the cumulative developments would not change the relationship between the Amended Proposed Development and the heritage assets.

6.16 In summary, the built heritage assessment concludes that, while there would be noticeable visual changes to the settings of some of the heritage assets assessed as a result of the proposed change in the form and architectural appearance of the tower, there would be no resulting changes to the heritage significance or appreciation of heritage significance of those heritage assets. The effects on these built heritage assets would not be significant in EIA terms. Heritage significance would be preserved and there would be no additional 'harm' caused in NPPF terms.

Fitzroy Square Conservation Area (LBC)

6.17 Congruent areas of contemporary setting contribute particularly strongly to the appreciation of the significance of the conservation area as part of the coherent wider Georgian townscape. However,

the setting of the conservation area is also characterised by the visibility of taller more modern townscape, to the north along Euston Road (which includes the existing Euston Tower and other buildings in Regent's Place, and the University College Hospital), and to the south with the visibility of the BT Tower.

6.18 The sensitivity to the north of the conservation area is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the conservation area there is also the potential for some of the existing harm to be mitigated by the design of the Amended Proposed Development. The sensitivity as assessed in Section 4 is **Medium**.

Impacts on setting

6.19 As the ZVI in Appendix C indicates the Amended Proposed Development would be visible, as the existing Euston Tower is, from the majority of Fitzroy Square at the heart of the conservation area, where there is the greatest concentration of listed buildings. As demonstrated by View 19, as for the existing Euston Tower, the Amended Proposed Development would be a prominent feature in views across the square, partly screened by trees in winter and more heavily obscured by foliage in spring autumn and winter. It would also be visible from Tottenham Court Road on the eastern edge of the conservation area (as demonstrated by View 22), where the existing Euston Tower already forms a strong termination to views northwards. Like the existing Euston Tower, it would be partly visible above the existing townscape in views north from Whitfield Street and its top would appear above the foreground terraces on the north side of Warren Street seen from the south side of the street on the northern edge of the conservation area.

6.20 Where visible, the Amended Proposed Development would appear at close range in views from the conservation area. It would contrast with the scale, grain and character of the historic townscape of the conservation area. It would however be consistent with the existing character of northerly setting of the conservation area, appearing as part of the background group of post-war and modern development within Regent's Place, separate and distinct from the lower scale historic buildings of the conservation area.

6.21 The Amended Proposed Development would appear slightly broader than the existing Euston Tower. Its height would be equivalent to that of the existing building but would appear slightly greater due to its enlarged footprint at the upper levels. While the proposed increase in mass would be perceptible, the Amended Proposed Development would appear of equivalent scale to the existing Euston Tower from the conservation area and the architectural approach to the massing and its sub-division into four slender quadrants, as well as the light tone of the materiality (further desaturated in comparison to the December 2023 application), would help to mitigate the visual impact of the increased breadth.

6.22 There would be a clear change in the visual impact of the Amended Proposed Development on the conservation area in comparison to the existing Euston Tower as a result of its marked difference in architectural appearance. The treatment of the Amended Proposed Development's façades would be appreciated in detail at this relatively short distance; the fine grained, regular bays would provide the façades with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural, carved character. The proposed solidity and modulation of the façades, and the off-white tone of the solid GRC to the tower elements, have drawn inspiration from the materials and architectural context of Camden and the local townscape, including the material palette of the buildings of the Fitzroy Square Conservation Area. The fine grained well-modulated façades would appear visually rich and site specific, complementing the fine grained historic façades within the conservation area – in contrast to the flat and generic International Style architectural treatment of the existing building.

6.23 While the enclosing building façades to Fitzroy Square itself are in Portland Stone and stucco, warmer brick tones characterise the flanks of the listed terraces and numerous terraces within the conservation area outside Fitzroy Square. The material palette of the Amended Proposed Development has been tested during the design development and as a result of discussion with LBC and HE officers its tone has changed from the light terracotta tone of the December 2023 submission, to a more neutral, cooler off-white tone that would complement the existing townscape in the borough in contrast to the grey, highly glazed commercial palette of the existing 'International Style' building. The off-white GRC to the tower element of the Amended Proposed Development would be complementary to the stucco and stock brick terraces within the conservation area. In views from Fitzroy Square the distinction between the light-coloured listed terraces and the Amended Proposed Development beyond would remain clear through the change in tone.

Resulting effect on significance

6.24 As described in Section 4, the modern setting to the north of the conservation area is not judged to make any material contribution to the appreciation of the heritage significance of the conservation area. The scale and proximity of the modern setting seen above the rooflines of the terraces in characterising views through the conservation area, particularly across Fitzroy Square, has eroded the ability to appreciate the uniformity of the townscape and the formal set piece quality of the square as a complete composition and is considered to detract from the ability to appreciate the significance of the conservation area.

6.25 The Amended Proposed Development would not alter the taller modern character of the setting visible from the conservation area and would not noticeably increase the scale of the tall building.

6.26 The Amended Proposed Development would noticeably differ in appearance. The fine grained well-modulated façades would appear visually rich and site specific, complementing the fine-grained historic façades within the conservation area – in contrast to the flat and generic International Style architectural treatment of the existing building. The tone of the Amended Proposed Development's façade materiality has been tested in sensitive views. The off-white colour of the GRC with the subtle warmth of the additional terracotta aggregate (further desaturated and refined in comparison to the December 2023 application) would ensure a neutral, light appearance and a tone that would complement rather than contrast with the conservation area, and one that would not increase the level of visual distraction that the existing tower has already created. This materiality has also been carefully considered in light of discussions with, and feedback from, various stakeholders and statutory authorities following the December 2023 submission. The appearance of the tower would be enhanced by the Amended Proposed Development but, given the scale and proximity of visibility, particularly from the square at the heart of the conservation area, this would not make a meaningful difference to the impact of the tower on the ability to appreciate the significance of the conservation area.

6.27 While the Amended Proposed Development would not enhance the ability to appreciate the significance of the conservation area it would also not further erode the ability to appreciate the significance of the conservation area. There would be no material impact on the significance of the conservation area and therefore no increased effect. While the Amended Proposed Development would make a change to the setting of the conservation area, its significance would be preserved.

Sensitivity: Medium

Magnitude of impact: None

Effect: no effect

Bloomsbury Conservation Area (LBC)

6.28 Generally Bloomsbury was not planned to create formal vistas to architectural set pieces. Congruent areas of contemporary setting contribute particularly strongly to the appreciation of the significance of the conservation area as part of the coherent wider Georgian townscape. However, the setting of the conservation area is also characterised by the visibility of taller more modern townscape, including to the north-west along Euston Road. The existing Euston Tower is a visible element to the north-west of the conservation area and is prominent in views westwards through the northern part of the conservation area along Euston Road. Its visibility is much more limited from within the heart of the conservation area. The sensitivity to the north-west of the conservation area is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the conservation area there is also the potential for some of the existing harm to be mitigated by the design of the Amended Proposed Development. The sensitivity as assessed in Section 4 is **Medium**.

Impacts on setting

6.29 As shown in the ZVI in Appendix C, the Amended Proposed Development, like the existing Euston Tower, would be visible in westerly views from Euston Road at the northern end of the conservation area including views to the Grade I listed St Pancras Church identified in the CAAMS (Ref. 1-30, para.3.15). It would also be visible from Tottenham Court Road on the eastern edge of the conservation area (as demonstrated by Views 20, 21 22), where the existing Euston Tower already forms a strong termination to views northwards. While its visual impact on the majority of the conservation area would be much more limited, the Amended Proposed Development, like the existing Euston Tower would be visible in views across several of the conservation area's garden squares including Bedford Square and from South Crescent on Store Street.

6.30 Where visible, the Amended Proposed Development would appear at medium range in views from the conservation area. It would contrast with the scale, grain and character of the historic townscape of the conservation area. It would however be consistent with the existing character of north-westerly setting of the conservation area, appearing as part of the background group of post-war and modern development within Regent's Place, separate and distinct from the lower scale historic buildings of the conservation area.

6.31 As demonstrated by View 29, the Amended Proposed Development would be clearly visible in views east along Euston Road to the south of Euston Square at the northern end of the conservation area. As for the existing Euston Tower, the Amended Proposed Development forms part of the backdrop to views of the Grade I listed St Pancras Church seen from the edge of and from outside the conservation area. As shown by View 29, the Amended Proposed Development would appear slightly broader than the existing Euston Tower. Its height would not exceed that of the existing building but would appear slightly greater due to its enlarged footprint. While the increase in scale would be perceptible, the Amended Proposed Development would appear of equivalent scale to the existing Euston Tower. The increase in scale would be barely perceptible and not noticeable: the Amended Proposed Development would appear of equivalent scale to the existing Euston Tower and the architectural approach to the massing and its sub-division into four slender quadrants would break up the mass – echoing the pinwheel form of the existing building. There would be a marked difference in architectural appearance of the Amended Proposed Development in comparison to the existing Euston Tower as demonstrated by the rendered views. The fine grained well-modulated façades would appear visually rich and site specific – in contrast to the flat and generic International Style architectural treatment of the existing building.

6.32 As demonstrated by View 18 from the south-west corner of Bedford Square, the Amended Proposed Development, like the existing Euston Tower, would be visible with the tensile roof of the Imagination Building to its left, but would not be a noticeable element of the setting of the square. As shown by View 18, while the Amended Proposed Development would be equivalent in height to the existing building, it would appear slightly taller, thanks to its larger footprint, infilling a little more of the roofline between existing foreground chimney stacks. However, this very slight increase in visibility would not draw the eye, intrude above the predominant roof line or otherwise interrupt the ordered enclosure of the square. The distinct double-height crown of the Amended Proposed Development, with rooftop plant concealed, would celebrate the 360° nature of the building's top and would give a light recessive appearance of the uppermost parts of the building glimpsed from the square. The visibility from Bedford Square would be localised: moving eastwards along the southern edge of the square the visibility of the Amended Proposed Development would quickly disappear behind the foreground

roofline as demonstrated by View A22. Moving southwards out of the square there is fleetingly greater visibility of the top of the existing Euston Tower, and therefore also the Amended Proposed Development, beyond the Imagination Building, which recedes moving into the square itself as demonstrated by View 18.

6.33 From Tottenham Court Road, the Amended Proposed Development would not appear noticeably broader than the existing Euston Tower. From other locations the tower would appear slightly broader than the existing tower. Its height would not exceed that of the existing building but from some locations would appear slightly greater due to its enlarged footprint. The Amended Proposed Development would appear of equivalent scale to the existing Euston Tower and the architectural approach to the massing and its sub-division into four slender quadrants would help to enhance its verticality and distinctiveness.

6.34 There would be a clear change in the visual impact of the Amended Proposed Development on the conservation area in comparison to the existing Euston Tower as a result of its marked difference in architectural appearance. The fine grained, regular bays would provide the façades with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural, carved character. The proposed solidity and modulation of the façades, and the material palette of off white light GRC to the tower element, with the subtle warmth of the additional terracotta tone aggregate, and the light terracotta tone of the podium visible in more local views, have drawn inspiration from the materials and architectural context of Camden and would be indicative of its location within that Borough. The Amended Proposed Development would enhance the architectural quality and legibility of the Euston Tower, marking the major junction of Tottenham Court Road with Euston Road.

6.35 In views from the heavily planted Russell Square, Gordon Square and Tavistock Square, the Amended Proposed Development, like the existing Euston Tower, would be visible in north-westerly views across the squares in relation to the closer UCH Tower. As demonstrated by Views 17 and B21, the Amended Proposed Development would be well screened by trees in views across the square and the impact of its change in form and architectural treatment would not be as noticeable.

Resulting effect on significance

6.36 As described in Section 4, the modern setting to the north of the conservation area is not judged to make any material contribution to the appreciation of the heritage significance of the conservation area. The contrast of the conservation area with parts of its now well established post-war and modern setting along Euston Road is not judged to make any material contribution to the appreciation of the heritage significance of the conservation area. Where clearly visible, the modern setting seen above the rooflines of the terraces in characterising views through the heart of the conservation area, has eroded the ability to appreciate the uniformity of the townscape and the formal set piece quality of the garden squares and is considered to detract from the ability to appreciate the significance of the conservation area.

6.37 The Amended Proposed Development would not alter the taller modern character of the setting visible from the conservation area and would not noticeably increase the scale of the tall building visible. In the most sensitive views from Bedford Square, the additional visibility of the Amended Proposed Development would be fleeting and very limited; it would not draw the eye or meaningfully impact on the appreciation of the well preserved ordered enclosure to the square – with no effect therefore on its significance.

6.38 Where clearly visible the Amended Proposed Development would noticeably differ in appearance. The fine grained well-modulated façades would appear visually rich and site specific, complementing the fine-grained historic façades within the conservation area – in contrast to the flat and generic International Style architectural treatment of the existing building. The tone of the Amended Proposed Development's façade materiality has been tested in sensitive views and selected appropriately to ensure a neutral, light appearance and a tone that would complement rather than contrast with the conservation area, and one that would not increase the level of visual distraction that the existing tower has already created but that would appear recessively against the sky. The appearance of the tower would be enhanced by the Amended Proposed Development but, given the scale of visibility, particularly from some of the squares at the heart of the conservation area where it would be well screened by foliage, this would not make a meaningful difference to the impact of the tower on the ability to appreciate the significance of the conservation area.

6.39 While the Amended Proposed Development would not enhance the ability to appreciate the significance of the conservation area it would also not further erode the ability to appreciate the significance of the conservation area. There would be no material impact on the significance of the conservation area and therefore no increased effect. While the Amended Proposed Development would make a change to the setting of the conservation area, its significance would be preserved.

Sensitivity: Medium

Magnitude of impact: None

Effect: no effect

Charlotte Street Conservation Area (LBC)

6.40 The close northern setting of the conservation area comprises taller mid-rise modern development and the Grade II listed BT Tower. Further to the north the Euston Tower is visible with other tall development at Regents Place from Tottenham Court Road and Whitfield Street. The visibility of the Euston Tower is much more limited from within the heart of the conservation area. Where visible, the modern setting seen above the rooflines of the conservation area has eroded the ability to appreciate the fine scale and grain of the townscape and is considered to detract from the ability to appreciate the significance of the conservation area. The sensitivity of the conservation area in relation to its northerly setting is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the conservation area there is also the potential for some of the existing harm to be mitigated by the design of the Amended Proposed Development. The sensitivity as assessed in Section 4 is **Medium**.

Impacts on setting

6.41 From Tottenham Court Road, the Amended Proposed Development would not appear noticeably broader than the existing Euston Tower. From other locations the tower would appear slightly broader than the existing tower. Its height would be equivalent to that of the existing building but would appear slightly greater due to its enlarged footprint at the upper levels. While an increase in mass would be perceptible, the Amended Proposed Development would appear of equivalent scale to the existing Euston Tower. The architectural approach to the massing and its sub-division into four slender quadrants would help to enhance verticality and distinctiveness. The double-height crown of the Amended Proposed Development, with rooftop plant concealed to ensure the appearance of a distinct crown, would celebrate the 360˚ nature of the buildings top and would give a light, recessive appearance to the uppermost parts of the building, which alongside the light, off-white tone of the GRC would further ensure that the Amended Proposed Development above the podium base would be appreciated recessively against the sky.

6.42 There would be a clear change in the visual impact of the Amended Proposed Development on the conservation area in comparison to the existing Euston Tower as a result of its marked difference in architectural appearance. The fine grained, regular bays would provide the façades with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural, carved character. The proposed solidity and modulation of the façades, and the material palette of off-white light GRC to the tower element, with the subtle warmth of the additional terracotta tone aggregate and the contrasting terracotta tone of the podium, have drawn inspiration from the materials and architectural context of Camden and would be indicative of its location within that Borough. The Amended Proposed Development would enhance the architectural quality and legibility of the Euston Tower, marking the major junction of Tottenham Court Road with Euston Road, while its human scale podium would anchor the building within this historic townscape node and more local street level context.

Resulting effect on significance

6.43 As described in Section 4, the modern setting to the north of the conservation area is not judged to make any material contribution to the appreciation of the heritage significance of the conservation area. The contrast of the conservation area with parts of its now well-established post-war and modern setting along Euston Road is not judged to make any material contribution to the appreciation of the heritage significance of the conservation area. Where clearly visible, the modern setting seen above the rooflines of the terraces in characterising views through the heart of the conservation area, has eroded the ability to appreciate the uniformity of the townscape and the formal set piece quality of the garden squares and is considered to detract from the ability to appreciate the significance of the conservation area.

6.44 The Amended Proposed Development would not alter the taller modern character of the setting visible from the conservation area and would not noticeably increase the scale of the tall building visible.

6.45 The Amended Proposed Development would noticeably differ in appearance. The fine grained well-modulated façades would appear visually rich and site specific, complementing the fine-grained historic façades within the conservation area – in contrast to the flat and generic International Style architectural treatment of the existing building. The tone of the Amended Proposed Development's façade materiality has been tested in sensitive views and would ensure a neutral, light appearance that would complement rather than contrast with the conservation area, and one that would appear recessive against the sky and would not increase the level of visual distraction that the existing tower has already created The appearance of the tower would be enhanced by the Amended Proposed Development but, given the scale of visibility, this would not make a meaningful difference to the impact of the tower on the ability to appreciate the significance of the conservation area.

6.46 While the Amended Proposed Development would not enhance the ability to appreciate the significance of the conservation area it would also not further erode the ability to appreciate the significance of the conservation area. There would be no material impact on the significance of the conservation area and therefore no effect. While the Amended Proposed Development would make a change to the setting of the conservation area, its significance would be preserved.

Sensitivity: Medium

Magnitude of impact: None

Effect: no effect

Cleveland Street Conservation Area (WCC)

6.47 The conservation area forms part of the contemporary setting of the Fitzroy Conservation Area to the west of Cleveland Street. This congruent area of contemporary setting contributes particularly strongly to the appreciation of the significance of the conservation area. The existing Euston Tower is not visible from the conservation area. The susceptibility to change of the setting to the north-east of the conservation area is limited by the existing well established taller modern setting and the limited fleeting visibility of the existing Euston Tower on the Site. The sensitivity as assessed in Section 4 is **Medium**

Impacts on setting

6.48 Like the existing Euston Tower the top of the Amended Proposed Development would be fleetingly visible from the northern edge of the conservation area on Greenwell Street. The Amended Proposed Development would appear slightly broader than the existing Euston Tower. Its height would be equivalent to that of the existing building but would appear slightly greater due to its enlarged footprint at the upper levels. While the increase in mass would be perceptible, the Amended Proposed Development would appear of equivalent scale to the existing Euston Tower. There would be a clear change in the visual impact of the Amended Proposed Development on the

conservation area in comparison to the existing Euston Tower as a result of its marked difference in architectural appearance.

Resulting effect on significance

6.49 The Amended Proposed Development would not alter the taller modern character of the setting visible from the conservation area to the north and would not noticeably increase the scale of the tall building visible.

6.50 The Amended Proposed Development would noticeably differ in appearance. The fine grained well-modulated façades would appear visually rich and site specific, complementing the fine-grained historic façades within the conservation area – in contrast to the flat and generic International Style architectural treatment of the existing building. The tone of the Amended Proposed Development's façade materiality has been tested in sensitive views and would ensure a neutral, light appearance that would complement rather than contrast with the conservation area, and not increase the level of visual distraction that the existing tower has already created. The appearance of the tower would be enhanced by the Amended Proposed Development but, given the contrast in character with the conservation area, this would not make a meaningful difference to the impact of the tower on the ability to appreciate the significance of the conservation area.

6.51 While the Amended Proposed Development would not enhance the ability to appreciate the significance of the conservation area it would also not further erode the ability to appreciate the significance of the conservation area. There would be no material impact on the significance of the conservation area and therefore no effect. While the Amended Proposed Development would make a change to the setting of the conservation area, its significance would be preserved.

Sensitivity: Medium

Magnitude of impact: None

Effect: no effect

Harley Street Conservation Area (WCC)

6.52 The existing Euston Tower is not visible from within the conservation area. It is visible in its close setting at the junction of Portland Place and Park Crescent just outside the edge of the conservation area but does not contribute in a meaningful way to the setting of the conservation area. Susceptibility to change of the conservation area's setting to the north-east is therefore judged to be low. The sensitivity as assessed in Section 4 is **Medium**.

Impacts on setting

6.53 As demonstrated by View A20, the Amended Proposed Development, like the existing Euston Tower, would be visible from Park Crescent at the junction with Portland Place but its visibility would not be noticeably increased in comparison with the existing Euston Tower. The Amended Proposed Development would be visible from the very north-east corner of the conservation area, where the existing Euston Tower is not currently visible, due to the increased footprint of the Amended Proposed Development towards Euston Road and it would be therefore slightly more visible from the very northern end of Great Porland Street in relation to other tall modern development at Regent's Place, in particular No.338 Euston Road. While there would therefore be a slight increase in the impact of the Amended Proposed Development on the setting of the conservation area this would be a very limited impact on its edge looking out of the conservation area and the vast majority of the conservation area would remain unaffected.

6.54 Where visible the Amended Proposed Development would have an equivalent scale of impact to the existing Euston Tower or be seen beyond the existing well-established taller modern townscape of Regent's Place to the north of the conservation area and would not materially change the character of its setting. The fine grained well-modulated façades would appear visually rich and site specific, complementing the fine-grained historic façades within the conservation area.

Resulting effect on significance

6.55 The Amended Proposed Development would have very limited visibility from the north-eastern edge of the conservation area with very limited impact on its setting.

6.56 There would be no material impact on the significance of the conservation area and therefore no effect. While the Amended Proposed Development would make a change to the setting of the conservation area, its significance would be preserved.

Sensitivity: Medium

Magnitude of impact: None

Effect: no effect

Listed Buildings and Registered Parks and Gardens

Regent's Park

6.57 This assessment covers the landscape of Regent's Park within both the WCC and the LBC and includes Park Square Gardens and Crescent Gardens to the south-east of the main area of the park.

6.58 Beyond the perimeter of the park, modern tall buildings including the Euston Tower and the BT Tower are a clearly legible aspect of the setting to the south-east, signifying the park's location now in the heart of the modern city. The contrast of the park and its enclosing Nash terraces with the now well-established cluster of taller post-war and modern buildings in its close setting to the south-east is not judged to make any material contribution to the appreciation of the heritage significance of the park. The scale and proximity of the modern setting seen above the treeline of the park, and the rooflines of the historic terraces in characterising views across the park, has eroded the ability to appreciate the pastoral, picturesque intent of the original design and is considered to detract from the ability to appreciate the significance of the park. The sensitivity of the park in relation to its sensitivity to the south-east of the park is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the park, this is limited by its integration in an existing tall building cluster and there is also the potential for some of the existing harm to be mitigated by the design of the Amended Proposed Development.

Impacts on setting

6.59 As demonstrated by the ZVI in Appendix C, the Amended Proposed Development, like the existing Euston Tower, would be widely visible across the park, and from Park Square and Park Crescent. The ZVI does not allow for trees but as demonstrated by modelled views from the park, the Amended Proposed Development would be screened by trees within and on the perimeter of the park from some locations and would be less widely visible than suggested by the ZVI. The ZVI indicates some potential visibility from the eastern part of the LBC Regents Park Conservation Area to the east of Albany Street.

6.60 Where visible, the Amended Proposed Development would appear at medium range in views from the park. As for the existing Euston Tower, it would contrast with the open character of the historic landscape and with scale, grain and character of the historic townscape on the perimeter of the park. It would however be consistent with the existing character of south-easterly setting of the park, appearing as part of the background group of post-war and modern development within Regent's Place and around the junction of Euston Road and Tottenham Court Road-Hampstead Road, separate and distinct from the historic character of the park and its enclosure.

6.61 The Amended Proposed Development would appear slightly broader than the existing Euston Tower. Its height would be equivalent to that of the existing building. In views from the north-west of the Site across Regent's Park the increased breadth of the northern face of the Amended Proposed Development where the footprint has been extended to address Hampstead Road would be visible and it is from this direction that the Amended Proposed Development appears at its broadest. The architectural approach to the massing and its sub-division into four distinct and slender quadrants would help to mitigate the visual impact of the increase in breadth – echoing the pinwheel form of the existing tower but, through the strong verticality of the 'breathing spines', accentuating the legibility of the vertical sub-division of the form in comparison to the existing building. While the increase in the breadth of the tower would be perceptible, the scale of the impact of the Amended Proposed Development on the park would not be materially increased.

6.62 There would be a clear change in the visual impact of the Amended Proposed Development on the park in comparison to the existing Euston Tower as a result of its marked difference in architectural appearance. The sub-division of the mass of the Amended Proposed Development into four slender quadrants, separated by clearly defined vertical 'breathing spines', would effectively break up its overall scale and provide a vertical emphasis to the massing. The larger scale expression of the double height cut-outs would provide additional legible points of visual focus in middle distance views. Likewise, the distinct double-height crown would celebrate the 360° visibility of a landmark tall building but would appear light and recessive against the sky and would not increase the level of visual distraction created by the existing Euston Tower. The fine grained well-modulated façades would appear visually rich and textured – in contrast to the flat and generic International Style architectural treatment of the existing building. The Amended Proposed Development would enhance the architectural quality on the Site.

6.63 The sub-division of the form would mitigate the increased breadth of the Amended Proposed Development and create a distinctive form with vertical emphasis on the skyline. The fine grained well-modulated façades would appear visually rich and site specific – in contrast to the flat and generic International Style architectural treatment of the existing building. The Amended Proposed Development would enhance the architectural quality and legibility of the Euston Tower, marking the major junction of Euston Road and Hampstead Road/ Tottenham Court Road.

6.64 The Park Villages are set in densely wooded landscape that screens views of development beyond. As demonstrated by View 8, on the eastern edge of the estate there are clear views southwards along Park Village East in which the Amended Proposed Development, like the existing Euston Tower, would be visible seen with the Triton Building and the BT Tower.

Resulting effect on significance

6.65 As described in Section 4, the modern setting to the north of the conservation area is not judged to make any material contribution to the appreciation of the heritage significance of the park. The scale and proximity of the modern setting seen above the treeline of the park, and the rooflines of the historic terraces in characterising views across the park, has eroded the ability to appreciate the pastoral, picturesque intent of the original design and is considered to detract from the ability to appreciate the significance of the park.

6.66 The Amended Proposed Development would not alter the taller modern character of the setting visible from the park and would not noticeably increase the scale of the impact of the Amended Proposed Development in comparison to the existing Euston Tower.

6.67 However, the Amended Proposed Development would noticeably differ in appearance. The fine grained well-modulated façades would appear visually rich and site specific, in contrast to the flat and generic International Style architectural treatment of the existing building. The tone of the Amended Proposed Development's façade materiality (further desaturated in comparison to the December 2023 application) has been tested in sensitive views and would ensure a neutral, light appearance that would complement rather than contrast with the conservation area, and would not increase the level of visual distraction that the existing tower has already created The appearance of the tower would be enhanced by the Amended Proposed Development but, given the scale and widespread visibility of the Amended Proposed Development from the park, this would not make a meaningful difference to the impact of the tower on the ability to appreciate the significance of the park.

6.68 While the Amended Proposed Development would not enhance the ability to appreciate the significance of the park it would also not further erode the ability to appreciate the significance of the conservation area. There would be no material impact on the significance of the park and therefore no effect. While the Amended Proposed Development would make a change to the setting of the park, its significance would be preserved.

Sensitivity: Medium

Magnitude of impact: None

Effect: no effect

Fitzroy Square

6.69 Congruent areas of contemporary setting contribute particularly strongly to the appreciation of the significance of the listed building group forming the square as part of the coherent wider Georgian townscape within the Fitzroy Square Conservation Area. However, the setting of the square is also characterised by the visibility of taller more modern townscape, to the north along Euston Road (which includes the existing Euston Tower and other buildings in Regent's Place, and the University College Hospital), and to the south with the visibility of the BT Tower. The sensitivity to the north of the square is limited by the existing well established taller modern setting. While there is the potential for the Amended Proposed Development to further detract from the ability to appreciate the significance of the listed buildings enclosing the square there is also the potential for some of the existing harm to be mitigated by the design of the Amended Proposed Development. The sensitivity of the listed buildings enclosing the square as assessed in Section 4 is **Medium**.

Impacts on setting

6.70 As the ZVI in Appendix C indicates the Amended Proposed Development would be visible, as the existing Euston Tower is, from the majority of Fitzroy Square. As demonstrated by View 19, as for the existing Euston Tower, the Amended Proposed Development would be a prominent feature in views across the square, partly screened by trees in winter and more heavily obscured by foliage in spring autumn and winter.

6.71 Where visible, the Amended Proposed Development would appear at close range in views from the square rising well above the roofline of the foreground terraces. It would strongly contrast with the scale, grain and character of the late 18th and early 19th century classical terraces enclosing the of the square. It would however be consistent with the existing character of northerly setting of the square, appearing as part of the background group of post-war and modern development within Regent's Place, separate and distinct from the lower scale historic terraces.

6.72 The Amended Proposed Development would appear slightly broader than the existing Euston Tower. Its height would be equivalent to that of the existing building but would appear slightly greater due to its enlarged footprint at the upper levels. While the increase in scale would be perceptible, the scale of the impact of the Amended Proposed Development on the square would be equivalent to that of the existing Euston Tower. The architectural approach to the massing and its sub-division into four slender quadrants would help to mitigate the visual impact of the tower's increased breadth.

6.73 There would be a clear change in the visual impact of the Amended Proposed Development on the square in comparison to the existing Euston Tower as a result of its marked difference in architectural appearance. The treatment of the Amended Proposed Development's façades would be appreciated in detail at this relatively short distance; the fine grained, regular bays would provide the façades with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural, carved character. The proposed solidity and modulation of the façades, and the material palette and light off white tone of the GRC of the tower element, has drawn inspiration from the stucco and stock brick terraces enclosing the square. The fine-grained well-modulated façades would appear visually rich and site specific, complementing the fine grained historic façades within the conservation area – in contrast to the flat and generic International Style architectural treatment of the existing building. A clearly defined double height crown would lighten the appearance of the top of the tower.

6.74 While the enclosing building façades to Fitzroy Square itself are in Portland Stone and stucco, warmer stock brick tones characterise the flanks of the listed terraces and numerous terraces within the wider conservation area outside Fitzroy Square. The material palette of the Amended Proposed Development has been tested during the design development and, as a result of discussion with LBC and HE officers, its palette above the podium has been desaturated in comparison to the December 2023 application to a light neutral off-white tone that would complement the stone and stucco of the listed terraces enclosing Fitzroy Square.

Resulting effect on significance

6.75 As described in Section 4, the modern setting to the north of the square is not judged to make any material contribution to the appreciation of the heritage significance of the listed buildings enclosing the square. The scale and proximity of the modern setting seen above the rooflines of the terraces in characterising views across Fitzroy Square, has eroded the ability to appreciate the uniformity of the townscape and the formal set piece quality of the square as a complete composition and is considered to detract from the ability to appreciate its significance.

6.76 The Amended Proposed Development would not alter the taller modern character of the setting visible from the square and, while some change would be perceptible, it would not noticeably increase the scale of the tall building visible.

6.77 The Amended Proposed Development would noticeably differ in appearance. The fine grained well-modulated façades would appear visually rich and site specific, complementing the fine-grained historic façades of the listed buildings – in contrast to the flat and generic 'International Style' architectural treatment of the existing building. The light, neutral tone of the Amended Proposed Development's façade materiality would complement rather than contrast with the listed buildings and the complementary texture and visual richness of the Amended Proposed Development would decrease the level of contrast between the square and its setting. As a result, while still clearly visible from the square as a contrasting modern building beyond, the Amended Proposed Development would not increase the level of visual distraction that the existing tower has already created. The appearance of the tower would be enhanced by the Amended Proposed Development but, given the scale and proximity of visibility of the tower from the square, this would not make a meaningful difference to the impact of the tower on the ability to appreciate the significance of the listed buildings.

6.78 While the Amended Proposed Development would not enhance the ability to appreciate the significance of the listed buildings enclosing the square it would also not further erode the ability to appreciate the significance of the listed buildings. There would be no material impact on the significance of the conservation area and therefore no increased effect. While the Amended Proposed Development would make a change to the setting of the listed buildings enclosing the square, their significance would be preserved.

Sensitivity: Medium

Magnitude of impact: None

Effect: no effect

BT Tower (Grade II)

6.79 The BT Tower is widely visible across north London, one of the most prominent landmarks in the West End. It is seen in conjunction with London's tall buildings as part of the iconic skyline in panoramic views across the city. Its instantly recognisable landmark status contributes to its significance. Such is the distinctiveness of the form that the BT Tower is recognisable even when its entire silhouette is not revealed. The existing Euston Tower has been a long-standing part of the BT Tower's setting to the north. It is often seen in conjunction with the BT Tower in views from the north and north-east from Primrose Hill and Regents Park, the two buildings being the tallest elements in the townscape of this part of London. The two buildings are visible together in views from Hampstead Road.

6.80 To the north of the railway line on Hampstead Road the BT Tower is concealed behind the existing Euston Tower. Crossing the railway line, the BT Tower is progressively revealed from behind the silhouette of the closer existing Euston Tower, as demonstrated by the views in Figure 6.1. As demonstrated by the ZVI analysis of the BT Tower in Figure 6.2, the Amended Proposed Development would reduce the visibility of the BT Tower from the northern part of Hampstead Road. The increase in the footprint of the Amended Proposed Development in comparison to the existing tower would reduce the visibility of the BT Tower over a length of about 100m of Hampstead Road and the BT Tower would be progressively revealed in views from Hampstead Road to the south of the railway crossing approximately 100m to the south of where this happens now – this statement has been analysed by Cityscape in light of the Amended Proposed Development and analysis has shown that the effect of the Amended Proposed Development with regard to visibility of the BT Tower from Hampstead Road is comparable to the change assessed as a result of the December 2023 Proposed Development. The BT Tower would retain its visibility and legibility from the southern end of Hampstead Road at the locations of the likely exit points from the future Euston HS2 Station – as demonstrated by Views 9, 10 and 11 in the visual assessment, selected in agreement with LBC officers.

6.81 The form and appearance of the Amended Proposed Development would be altered in views in which the BT Tower and Euston Tower are seen together on the skyline. The loss of the existing form of the Euston Tower, dating from 1970, would remove a contemporary tall building from the setting of the listed tower.

Resulting effect on significance

6.82 The BT Tower would remain widely visible. The loss of its visibility behind the Amended Proposed Development from a short stretch at the railway crossing on Hampstead Road would not affect any significant designated views. The stretch of Hampstead Road at which visibility would be lost is very mixed in townscape quality, the existing BT Tower does not contribute strongly to the composition of the views here and therefore it is the closer more prominent existing Euston Tower that creates a strong focal point in views southwards towards central London.

6.83 There would be a clear change in the appearance of the Amended Proposed Development in comparison to the existing Euston Tower. The proposed solidity and modulation of the façades, and the material palette and light off white tone of the GRC of the tower element and the contrasting terracotta tone of the podium, has drawn inspiration from the materials and architectural context of Camden. It would enhance the architectural quality, distinctiveness and legibility of the Euston Tower, marking the major junction of Tottenham Court Road with Euston Road. The distinct double-height crown of the Amended Proposed Development, with rooftop plant concealed, would ensure the appearance of a light top which would celebrate the 360° nature of the building's top, appropriate to its landmark status, whilst also giving a recessive appearance of the uppermost part of the building seen against the sky. The Amended Proposed Development would be a worthy replacement landmark building.

6.84 At the future HS2 exits from Euston Station, where there will be the greatest need for the legibility of the BT Tower with the Amended Proposed Development, together marking a point of arrival into central London, the BT Tower would remain visible with its full silhouette legible.

6.85 The existing Euston Tower is a mediocre and very late example of an International Style office building; its architectural quality is, at best, unremarkable. The Euston Tower is not critically acclaimed as a distinguished work of architecture, has limited skyline presence and has not achieved the iconic status of other better examples of tall structures from this period. It does not have the instant recognisability of the BT Tower as a landmark for London. The loss of the contemporary relationship between the Euston Tower and the BT Tower would not be significant.

6.86 In conclusion while some visibility of the BT Tower would be lost, its visibility and recognisability at the key wayfinding points of the future HS2 station exits would be maintained. The erosion of visibility to a stretch of Hampstead Road where the existing Euston Tower is

actually the focal point and wayfinding marker, is not considered to be significant in the context of the extent of the wider visibility of the BT Tower as a whole and in my view not be materially harmful to the significance of the BT tower as a listed building.

6.87 While the Amended Proposed Development would make a change to the setting of the BT Tower, there would be no material impact on the significance of the listed building and therefore no effect. The significance of the BT Tower would be preserved. Sensitivity: Medium

Magnitude of impact: None

Effect: no effect

Figure 6.1: The BT tower is revealed beyond the existing Euston Tower

Figure 6.2: ZVI of the BT Tower with existing Euston Tower on the left and with the Amended Proposed Development on the right

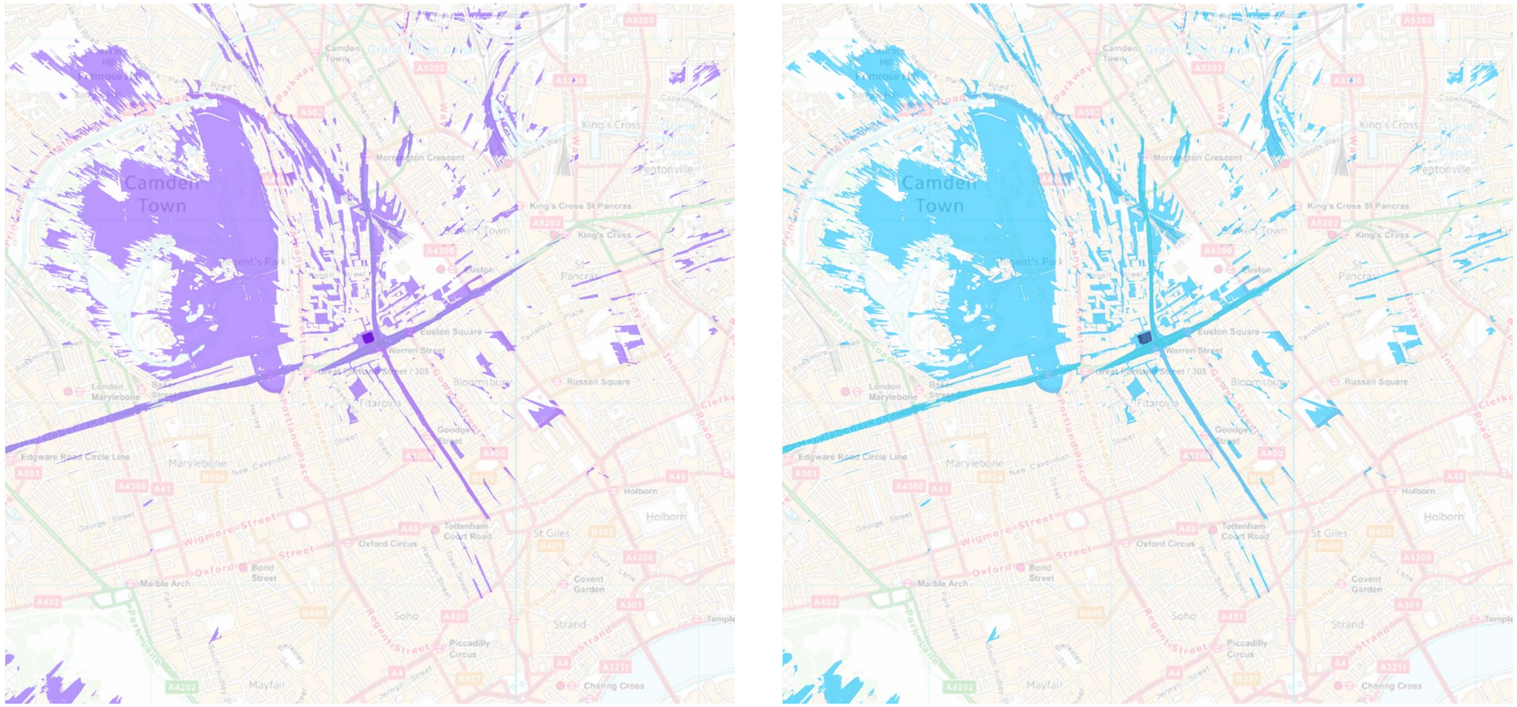


Table 6.1: Assessment of Listed Structures

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
Regent's Park Group				
Grade I				
1	Holy Trinity Church *Sensitivity:* **Medium to high**	The Amended Proposed Development would be located to the E of the Church, at the eastern edge of Regent's Place, replacing the existing 36-storey 1970s Euston Tower with a building which would have a slightly increased perceived breadth and height. However, the Amended Proposed Development would not alter the character of the more modern setting of the Church E along Euston Road at Regent's Place. This is appreciated in View 16, and View A21, in which the top of the Amended Proposed Development is seen behind the Church from the junction of Marylebone Road and Euston Road, appearing slightly taller than the existing Euston Tower, and seen beyond existing large modern buildings within Regent's Place which lie closer to the Church. The Amended Proposed Development would introduce a neutral, light tone building in the backdrop of the view E, the off-white tone of the GRC to the tower element of the Amended Proposed Development would be more complementary to the local setting within Camden and would inform a calm element within the background of the Church. The sculptural richness of the Amended Proposed Development in a more harmonious material palette, would improve the wider setting of the Church. It would relate more positively to the stone church in comparison to the existing dark, grey tones of the heavily glazed International Style Euston Tower. This would be appreciated in the longer range views, such as View B13 which demonstrates how the warmer tone of the building would contrast more calmly in the backdrop of the views E. The close setting of the Church would be unchanged, and in the best and principal views directly towards its front portico, the Proposed Development, as currently, would not be seen. The character of the church's setting would be maintained.	The relationship between Holy Trinity Church and Nash's Regent's Park Estate as part of a contemporary early C19 townscape would be maintained. The Proposed Development, like the existing Euston Tower, would be peripheral to the most significant views of the primary elevation of the church on Euston Road. The slight increase in the perceived height and breadth of the Amended Proposed Development in the more incidental views W to E in comparison to the existing Euston Tower, as a result of the increase in the footprint of the building, would not change the taller modern character of the E setting of the church or the existing relationship between the early C19 church and its more modern, juxtaposing setting to the E on Euston Road, outside of the historic Nash townscape. In View 16, while the increase in scale would be perceptible, the Amended Proposed Development would remain within the treeline and below the height of the cupola. The scale of the impact of the Amended Proposed Development on the Holy Trinity Church would be equivalent to that of the existing Euston Tower. For much of the year, trees on Euston Road would obscure the upper elements of the Church and the Amended Proposed Development to the E when viewed from this position. The ability to recognise and appreciate the key features of Soane's Holy Trinity Church that contribute to its significance would be preserved. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of Holy Trinity Church, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
2	Nos.1-3 Albany Terrace and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of Nos.1-3 Albany Terrace, at the eastern edge of Regent's Place, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. The Amended Proposed Development would not alter the character of the more modern setting to the E along Euston Road which has been long-established by the campus of large-scale redeveloped buildings at Regent's Place, formerly the Euston Centre. The change in width and breadth of the building would not alter that existing character and eastern setting of Nos.1-3 Albany Terrace. The close setting of Nos.1-3 Albany Terrace would be unchanged, and in the best and principal views directly towards the terraces, the Proposed Development, as currently, would not be seen. The character of the setting of Nos.1-3 Albany Terrace would be maintained.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of Nos.1-3 Albany Terrace, beyond and distinct from these listed buildings, the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and Regent's Park. The relationship between Nos. 1-3 Albany Terrace and Nash's Regent's Park Estate as part of a contemporary early C19 townscape would be maintained. The Proposed Development, like the existing Euston Tower at the Site, would be peripheral to the most significant views to the primary elevation of Nos.1-3 Albany Terrace at Euston Road. The slight increase in the perceived height and breadth of the Amended Proposed Development in the more incidental views W to E in comparison to the existing Euston Tower, as a result of the increase in the footprint of the building, would not change the taller modern character of the E setting. The scale of the impact of the Amended Proposed Development on Nos.1-3 Albany Terrace would be equivalent to that of the existing Euston Tower. The ability to recognise and appreciate the key features of No.1-3 Albany Street, and to appreciate the terrace's relationship with the wider Nash Estate that contribute to its significance would both be preserved. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of Nos. 1-3 Albany Terrace, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
3	Nos.13-24 Park Square East including The Diorama and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of Nos.13-24 Park Square East and The Diorama which line the E edge of Park Square Gardens, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. Although slightly larger than the existing Euston Tower at the Site, it would not change the character of the wider setting of these Nash Regent's Park Estate buildings, which has a long-established more modern, and larger scale wider setting. In long views across Regent's Park, where these terraces are glimpsed through the perimeter trees, the Amended Proposed Development would introduce a slightly broader background element, as it would in View 7 looking along the southern side of the Park and including these listed buildings to a small extent in the middle distance.	The Amended Proposed Development would not alter the existing wider setting of tall and taller post-war and modern buildings to the E of Park Square East and The Diorama, beyond and distinct from these listed buildings, the group of other Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and Regent's Park itself. This is shown in views such as View 7, in which the Amended Proposed Development - as is the case with the existing Euston Tower - would be visible in the middle distance, forming part of a group of post-war and modern buildings which would be clearly separate from Nos. 13-24 Park Square East including the Diorama (seen to a very small extent in this view, in the middle distance through trees), as well as Regent's Park and the other buildings associated with it. The relationship of Nos. 13-24 Park Square East including the Diorama to these other heritage assets which form an important aspect of their setting would be unaffected by the Proposed Development. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact*: None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
4	Nos.31 and 33 Albany Street and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would be located at Regent's Place to the E of the Albany Street listed buildings, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. In direct views looking west towards the main frontages of Nos.31 and 33 Albany Street, the Amended Proposed Development would be to the rear and so not seen in conjunction with the listed buildings. The Amended Proposed Development at the Site would be of an equivalent height to the existing 36-storey 1970s Euston Tower, and as such would not introduce a new tall building to the wider setting of Albany Street. The increased perceived scale of the Amended Proposed Development would introduce a broader building in the Albany Street listed building's E setting, although this would be within the existing character of a contrasting wider setting. The existing character of the wider setting would be maintained.	The Amended Proposed Development would not alter the existing wider setting of tall and taller post-war and modern buildings to the E of Nos.31-33 Albany Street, beyond and distinct from these listed buildings, the group of largely Nash and Burton terraces which comprise the immediate setting of these George Thompson terraces adjacent to the Regent's Park Crown Estate development of the early C19, and Regent's Park. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
5	No.9 and 10 St Andrew's Place; Nos.1-8 St Andrew's Place and attached railings *Sensitivity:* **Medium to high**	The Amended Proposed Development would be located to the E of St Andrew's Place at Regent's Place, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. It would be seen, as the existing Euston Tower is, beyond the area of St Andrew's Place in views from the Outer Circle and west along St. Andrew's Place, as well as in more distant views from within Regent's Park to the W. In the closer views, the Amended Proposed Development would appear directly behind the listed buildings, in the middle distance and beyond the closer modern taller building at One Osnaburgh Street. In longer views, the Park-side and adjacent terraces are glimpsed beyond the perimeter tree line with a backdrop of taller and tall buildings, including the towers of the Regent's Park Estate, the Triton Building, the existing Euston Tower, One Osnaburgh Street and the BT Tower in the background of the views. The change at the Site would not alter this long-established, existing character of tall, modern buildings in the backdrop to the Park side terraces, which includes St Andrew's Place.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of St Andrew's Place, beyond and distinct from these George Thompson and John Nash designed houses, the wider group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and Regent's Park itself. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
6	Royal College of Physicians *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of the Royal College of Physicians at Regent's Place, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. In views from the Outer Circle and St. Andrew's Place, the Amended Proposed Development would appear in the middle distance, behind the listed building in some cases, seen beyond the closer modern taller building at One Osnaburgh Street. In views towards the College from Albany Street, which is not the principal and best view of the building, the Amended Proposed Development would be to the rear and so not seen in conjunction with the listed building. The change at the Site would be similar to the scale of the existing 36-storey 1970s Euston Tower, and as such would not introduce a new character to the wider setting of the College. The extent of the visual relationship between the setting of the College and the Amended Proposed Development would not differ from that with the existing Euston Tower at the Site.	The Royal College of Physicians is a post-war building of robust appearance, already seen in the wider context of tall modern development. The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of the Royal College of Physicians, beyond and distinct from the listed building's immediate setting within the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and Regent's Park itself. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
7	Nos.1-10 Cambridge Terrace *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the SE of Cambridge Terrace at Regent's Place, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height It would be seen, as the existing Euston Tower is, from points to the south of the Terrace on the Outer Circle - where it would be seen in the middle distance, with a considerably lower apparent height than the Terrace and further away than One Osnaburgh Street - and would be seen beyond the roofline of the Terrace in more distant views from Regent's Park. In these latter views, the Park terraces are glimpsed beyond the perimeter tree line with a backdrop of taller and tall buildings, including the towers of the Regent's Park Estate, the Triton Building, the existing Euston Tower, One Osnaburgh Street and the BT Tower. As such the changes at the Site, would not alter this long-established, existing character of tall, modern buildings in the backdrop to the Park side terraces, which includes Cambridge Terrace. This relationship is seen in View 5.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the SE of Cambridge Terrace, beyond and distinct from these listed buildings, the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and Regent's Park. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
8	No.1-42 Chester Terrace and attached railings and linking arches *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the SE of Chester Terrace at Regent's Place, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. It would be seen, as the existing Euston Tower is, beyond the roofline of the Terrace in more distant views from Regent's Park. In these views, the Park terraces are glimpsed beyond the perimeter tree line with a backdrop of taller and tall buildings, including the towers of the Regent's Park Estate, the Triton Building, the existing Euston Tower, One Osnaburgh Street and the BT Tower. As such the changes at the Site, would not alter this long-established, existing character of tall, modern buildings in the backdrop to the Park side terraces, which includes Chester Terrace. This relationship is seen in View 5.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the SE of Chester Terrace, beyond and distinct from the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, of which these are part, and Regent's Park. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
9	Nos.1-6 Park Crescent, 8-14 Park Crescent and 98 Portland Place; Nos.18-26 Park Crescent (including the former No.27), 83 Portland Place *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of Park Crescent, at Regent's Place. It would be visible in the backdrop of some views of these listed buildings, in a similar manner to the existing 1970s Euston Tower at the Site. It would introduce a building which would have a slightly increased perceived breadth and height compared to the existing Euston Towerand this would slightly increase its level of visibility above the roofline of the terraces in the view E, as shown in View A20. The Amended Proposed Development would not introduce a wholly new element in the background of the view E, it would maintain the existing backdrop of tall, modern C20 and C21 buildings seen beyond Park Crescent and the CA to the E.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of Park Crescent, beyond and distinct from the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, of which these are part, and Regent's Park. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
10	14-26 Ulster Place *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of Ulster Place, beyond the junction of Marylebone Road and Euston Road at Regent's Place, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. The Amended Proposed Development would be visible in the middle distance in conjunction with Ulster Place in views E, seen in a similar manner to the existing Euston Tower. The Amended Proposed Development would not introduce a wholly new element in the background of the views E, it would maintain the existing backdrop of tall, modern C20 and C21 buildings seen to the E of Ulster Place.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of Ulster Place, beyond and distinct from the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, of which these listed buildings are part, and Regent's Park. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
11	Nos.1-12 Park Square West *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of the Park Square West terraces, beyond the junction of Marylebone Road and Euston Road at Regent's Place. It would replace the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. The Site is to the rear of the views towards the main frontages of Park Square West, as such the Amended Proposed Development would not be visible in conjunction with the main frontages of the listed terraces of Park Square West in direct views towards them. The Amended Proposed Development would be, in a similar manner to the existing 1970s Euston Tower at the Site, a tall building in the wider setting to the E.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of Park Square West, beyond and distinct from the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, of which these listed buildings are part, and Regent's Park. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
12	Nos.1-17 Ulster Terrace *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of Ulster Terrace, visible – as the existing 36-storey 1970s Euston Tower is – in the views E along the Outer Circle adjacent to Regent's Park and within the WCC Regent's Park CA. This is seen in View 7, whereby the Amended Proposed Development is seen at the termination of the view, with the Ulster Terrace buildings to the right. The Amended Proposed Development would maintain the presence of a tall building in the wider setting to the E, equivalent in the scale of its impact to the existing Euston Tower on the Site. The Amended Proposed Development would introduce a more neutral tone to the backdrop of the Regent's Park terraces, the light off-white tone of the GRC to the tower element in reference to the building's Camden location and a more complimentary colour in relation to the warm cream stucco of the Nash terraces.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of Ulster Terrace, beyond and distinct from the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, of which these listed buildings are part, and Regent's Park. As shown in View 7, the visibility of the Amended Proposed Development in the middle distance as part of an established cluster of taller modern development, clearly separate and distinct from Regent's Park and Ulster Terrace on its perimeter in the foreground, would be consistent with the existing character of such views in which the nature of the local and wider modern context outside the Park can be appreciated. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
13	21 and 22 York Terrace East; Doric Villa; 1-18 York Terrace East; 1-33 York Terrace West; 34 York Terrace West; 35-46 York Terrace West *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of the York Terrace East and West buildings. As demonstrated by the ZVI (Appendix C), the Amended Proposed Development would be visible looking east along York Terrace East and West, and along the Outer Circle, as is the existing Euston Tower on the Site. View A15 illustrates the appearance of the Amended Proposed Development in views with these listed buildings looking east along the Outer Circle; it would appear in the middle distance and, while it would represent a slight increase in the perceived breadth and height of the building on the Site as seen in this view, it would be consistent with the existing character of the view. It would be seen to lie within the existing group of tall buildings that includes One Osnaburgh Street and the Triton Building at Regent's Place. The character of the wider setting of the York Terrace East buildings would be sustained, as the C20 and C21 buildings form a long-established townscape contrast to the Regent's Park Nash buildings.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of York Terrace East and York Terrace West, beyond and distinct from the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, of which these buildings are part, and Regent's Park. There would be no change to the close setting of these listed buildings. The Amended Proposed Development would maintain the character of taller buildings of a modern architectural design, within Regent's Place at Euston Road beyond the Nash park-side estate. The ability to appreciate the heritage significance of the listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
14	1-5 Regent's Park (York Gate) *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of these listed buildings, beyond the junction of Marylebone Road and Euston Road at the E edge of Regent's Place. In the most direct views towards 1-5 Regent's Park, immediately in front of them from York Gate, the Amended Proposed Development would not be seen – as demonstrated in the ZVI (Appendix C). In other views that would include these listed buildings and the Proposed Development, e.g. from York Terrace West, the Amended Proposed Development would maintain the character of the existing wider setting to the E at Regent's Place, whereby the existing 36-storey Euston Tower occupies the Site. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site as seen in such views, compared to the existing Euston Tower.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of 1-5 York Gate, beyond and distinct from the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, of which these listed buildings are part, and Regent's Park. There would be no change to the close setting of the 1-5 York Gate, and the character of the wider setting to the E, whereby there is already a tall building at the Site, would be maintained. The ability to appreciate the heritage significance of the listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
15	8-12 Regent's Park (York Gate) *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of these listed buildings, beyond the junction of Marylebone Road and Euston Road at the E edge of Regent's Place. In the best, direct views towards the main frontages of 8-12 Regent's Park from York Gate, the Site is to the rear and as such would not be seen in conjunction with them. In views looking east and taking in the listed buildings more obliquely, the Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site as seen in such views, compared to the existing Euston Tower. The Amended Proposed Development would maintain the character of the existing wider setting to the E at Regent's Place, whereby the existing 36-storey Euston Tower occupies the Site.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of 8-12 York Gate, beyond and distinct from the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, of which these listed buildings are part, and Regent's Park. The Amended Proposed Development would not be seen in conjunction with direct views towards the main frontages of 8-12 Regent's Park. There would be no change to the close setting of the 8-12 York Gate, and the character of the wider setting to the E, whereby there is already a tall building at the Site, would be maintained. The ability to appreciate the heritage significance of the listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
16	Church of St Marylebone *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of this listed building, beyond the junction of Marylebone Road and Euston Road at the E edge of Regent's Place. In views E, the Amended Proposed Development would introduce a new termination to the view in the middle distance, although it would maintain the landmark quality of the 36-storey 1970s building already at the Site. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site as seen in such views, compared to the existing Euston Tower.	There would be no change to the close setting of the Church, and the character of the wider setting to the E, whereby there is already a tall building at the Site, would be maintained. The ability to appreciate the heritage significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
*Grade II**				
17	No.2 Marylebone Road and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of this listed building, beyond the junction of Marylebone Road and Euston Road at the E edge of Regent's Place. In views E, such as Views 16 and A21, the top of the Amended Proposed Development would be seen behind the Holy Trinity Church, beyond existing large modern buildings within Regent's Place which lie closer to the listed building.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of No.2 Marylebone Road, beyond and distinct from this listed building, the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19 to its west, and Regent's Park. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
18	St Mary Magdalene Church *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the SE of the Church, replacing the existing Euston Tower. Although not taller than the maximum height of the existing Euston Tower, the increased footprint of the building would result in a slight increase in the perceived breadth and height of the Proposed Development. However, the Amended Proposed Development would not alter the character of the more modern setting of the Church SE along Euston Road and within Regent's Place, or the close setting of the Church at Munster Place. This is appreciated in View A16, whereby the Amended Proposed Development is seen to the rear of the Church from this position at Munster Square, appearing slightly taller than the existing Euston Tower. The Amended Proposed Development would introduce a more neutral coloured building in the backdrop of the view SE, the light off-white tone of the GRC to the tower element of the Amended Proposed Development would be more complementary to the local setting within Camden. It would relate more positively to the stone church and adjacent red brick school annexe in comparison to the existing dark, grey tones of the heavily glazed International Style 1970s Euston Tower at the Site.	The Amended Proposed Development would not alter the existing local setting of tall and taller buildings to the SE of St Mary Magdalene Church. The Amended Proposed Development would maintain the juxtaposing and varied setting of the church, informed by the largely Nash and Burton early C19 townscape of Regent's Park to the W, the post-war Regent's Park Estate to the N, and the post-war larger-scale townscape of Regent's Place – which includes the existing Euston Tower - to the SE. The ability to appreciate the heritage significance of the Church would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
19	The Holme *Sensitivity:* **Medium**	The Amended Proposed Development would be seen in relation to The Holme as a background element, beyond the perimeter of the Park to the E in the middle distance, and replacing the existing Euston Tower on the Site. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site as seen in such views, compared to the existing Euston Tower. This visibility in conjunction with The Holme is impacted by the foreground trees of the Inner Circle and Park, and for much of the year the visibility of the listed building and the Amended Proposed Development would be obscured or much reduced. This is seen in View A13, looking E across the lake and the Inner Circle. The Amended Proposed Development would not alter the character and visual relationship between The Holme and the Site.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the SE of The Holme, beyond and distinct from this listed building by Decimus Burton, the wider group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and the designated landscape of Regent's Park. The ability to appreciate the heritage significance of The Holme would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
20	St John's Lodge *Sensitivity:* **Medium**	The Amended Proposed Development would be seen in the background of glimpsed views towards St John's Lodge from the NW within Regent's Park, as appreciated in View 4, in a similar manner to the existing 1970s Euston Tower at the Site. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site as seen in such views, compared to the existing Euston Tower. The Amended Proposed Development would remain a background element in relation to the Park and St John's Lodge at the Inner Circle. The landmark character of the Euston Tower would be maintained, and the existing contrast between the Regent's Park villas and terraces and the wider, modern townscape setting would be maintained.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the SE of St John's Lodge, beyond and distinct from this listed building, the wider group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and the designated landscape of Regent's Park. The ability to appreciate the heritage significance of St John's Lodge be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
Grade II				
21	St Mary Magdalene School Annexe and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the SE of the School Annexe, replacing the existing Euston Tower. As seen in View A16, the Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site. The Amended Proposed Development would not alter the character of the more modern setting of the listed building to the SE at Euston Road within Regent's Place - the increased scale would not alter the existing character of the School Annexe's close setting neighbouring the Grade II* Church, Longford Street and Laxton Place. The Amended Proposed Development would introduce a more neutrally coloured building in the backdrop of views E, the light off-white tone of the GRC of the tower element of the Amended Proposed Development would be more complementary to the local setting within Camden.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the SE of St Mary Magdalene School Annexe building. The Amended Proposed Development would maintain the juxtaposing and varied setting of the church, informed by the largely Nash and Burton early C19 townscape of Regent's Park to the W, the post-war Regent's Park Estate to the N, and the post-war larger-scale townscape of Regent's Place – which includes the existing Euston Tower to the SE. The ability to appreciate the heritage significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
22	The White House *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of The White House, at the eastern edge of Regent's Place, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. However, the Amended Proposed Development would not alter the character of the more modern setting of the listed building to the E further along Euston Road and at Regent's Place - the increased scale would not alter that existing character of The White House's setting, or the close setting of the building at Albany Street, Osnaburgh Street and Longford Street. The Amended Proposed Development would introduce a more neutrally coloured building in the backdrop of views E, the light off-white tone of the GRC of the tower element of the Amended Proposed Development would be more complementary to the local setting within Camden.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of The White House. The Amended Proposed Development would maintain the juxtaposing and varied setting of the church, informed by the largely Nash and Burton early C19 townscape of Regent's Park to the immediate W, the post-war Regent's Park Estate to the N, and the post-war larger-scale townscape of Regent's Place – which includes the existing Euston Tower to the SE. The heritage significance of The White House as an interesting and large example of purpose built luxury apartments would be unaltered by the change at the Site. The ability to appreciate the heritage significance of The White House would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
23	Great Portland Street Underground Station *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the NE of Great Portland Street Underground Station, at the eastern edge of Regent's Place, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. The contrasting scale and character of the two storey 1930s Underground Station and the buildings N of Euston Road at Regent's Place would be maintained by the Proposed Development. The Amended Proposed Development would introduce a more neutrally coloured building in the backdrop of views E, the light off-white tone of the GRC of the tower element of the Amended Proposed Development would be more complementary to the local setting within Camden.	The Amended Proposed Development would not alter the existing, contrasting wider setting of tall and taller buildings to the E of Great Portland Street Underground Station. The Amended Proposed Development would maintain the juxtaposing and varied setting of the Underground Station, informed by the largely Nash and Burton early C19 townscape of Regent's Park to the immediate W and N, the post-war Regent's Park Estate to the N, and the post-war larger-scale townscape of Regent's Place – which includes the existing Euston Tower to the E. The heritage significance of Great Portland Street Underground Station as an early C20 station modernisation would be unaltered by the change at the Site. The ability to appreciate the heritage significance of Great Portland Street Underground Station would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
24	Nos.1-17 Albany Street and attached railings; No.19 Albany Street *Sensitivity:* **Medium**	The Amended Proposed Development would be located at Regent's Place to the E of the Albany Street listed buildings, replacing the existing Euston Tower with a building which would have a slightly increased perceived breadth and height. In views towards the main frontages of Nos.1-17 and 19 Albany Street, the Amended Proposed Development would be to the rear and so not seen in conjunction with them. The Amended Proposed Development at the Site would be of a similar scale to the existing 36-storey 1970s Euston Tower, and as such would not introduce a new character to the wider setting of Albany Street. The ZVI in Appendix C indicates that there would be no direct visual relationship between the Amended Proposed Development and Nos.1-17 and 19 Albany Street from the part of Albany Street they directly address.	There would be no change to the close setting of these listed buildings. The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. The ability to appreciate the heritage significance of the listed buildings at Albany Street would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
25	Walton House *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the SE of Walton House, replacing the existing Euston Tower. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site seen in views looking east and taking in the listed building, compared to the existing Euston Tower. The Amended Proposed Development would be no more than a peripheral presence in direct views looking north towards the main frontage of Walton House from Longford Street. The Amended Proposed Development would not alter the character of the more modern setting of the listed building to the SE at Euston Road within Regent's Place and would not alter the existing character of the wider C20 and C21 townscape within which Walton House now sits.	There would be no change to the close setting of the listed building. The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. The ability to appreciate the heritage significance of Walton House would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
26	No.34 Albany Street and attached railings; Nos.36-48 Albany Street and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would be located at Regent's Place to the E of the Albany Street listed buildings. The Amended Proposed Development would be visible to a similar extent to the existing Euston Tower from the area around No.34 and 36-48 Albany Street– as demonstrated by the combined ZVI in Appendix C - albeit it would be seen with a slight increase in its perceived breadth and height, compared to the existing Euston Tower. The Amended Proposed Development would not introduce a new character to the wider setting to the SE of these Albany Street buildings.	There would be no change to the close setting of the listed buildings. The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. The ability to appreciate the heritage significance of the listed buildings at Albany Street would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
27	Nos.1-10 Cambridge Gate and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would be located at the Site to the SE, at Regent's Place, beyond the intermediary townscape of the post-war Regent's Park Estate, and replacing the existing 1970s Euston Tower. The close setting of the terraces, and the relationship to the neighbouring Grade I listed terraces along the Outer Circle would be maintained. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site where visible in views with these listed buildings, compared to the existing Euston Tower, and there would be a marked difference in its architectural appearance and materiality; however, it would not change the character of this setting.	The strong relationship of Cambridge Gate to the other historic buildings lining Regent's Park as part of John Nash's wider development would be maintained. The slightly increased perceived scale of the Amended Proposed Development would, as now, be appreciated in the context of the wider tall modern setting of the listed building to the SE. The relationship with the earlier Nash buildings at the Outer Circle would not be impacted by the changes at the Site within the long-established contrasting Regent's Place (formerly the Euston Centre). While the Amended Proposed Development would slightly change the wider setting of Cambridge Gate, there would be no resulting effects on the ability to appreciate the significance of the listed buildings; the ability to appreciate the significance of the listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the wider setting of Cambridge Gate, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
28	South East Lodge in Park Square *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of the Park Square Lodges, at Regent's Place beyond the junction with Euston Road, replacing the existing Euston Tower. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of the building on the Site as seen in views looking east and including these listed buildings, compared to the existing Euston Tower, and there would be a marked difference in its architectural appearance and materiality. In such views, the upper part of the Amended Proposed Development would be visible, beyond existing modern buildings within Regent's Place. The close setting of the lodges, and their relationship to Park Square Gardens and the neighbouring Grade I listed terraces at and around the Outer Circle, would be maintained.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of the Nash-designed Park Square Lodges, beyond and distinct from these listed buildings, the group of Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and Regent's Park. The strong relationship of the two lodges in Park Square to the buildings which collectively make up John Nash's Regent's Park landscape and associated estate would be maintained. The slight perceived increased scale of the Amended Proposed Development would, as now, be appreciated in the context of the wider tall modern setting of the listed buildings to the E. The relationship with the earlier Nash buildings at the Outer Circle would not be impacted by the changes at the Site within the long-established contrasting Regent's Place (formerly the Euston Centre). While the Amended Proposed Development would slightly change the wider setting of the Park Square Lodges, there would be no resulting effects on the ability to appreciate the significance of the listed buildings. The close setting of the Lodges, as appreciated from Marylebone Road and within the Gardens would be unchanged by the Amended Proposed Development to the E; the ability to appreciate the significance of the listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
29	South West Lodge in Park Square *Sensitivity:* **Medium**			No effect
30	East Lodge in corner of Crescent Gardens *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the E of the Crescent Gardens Lodges, at Regent's Place beyond the junction with Euston Road, replacing the existing Euston Tower. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of the building on the Site as seen in views looking east and including these listed buildings, compared to the existing Euston Tower, and there would be a marked difference in its architectural appearance and materiality. In such views, the Amended Proposed Development would be partially visible, in the middle distance and beyond existing modern buildings within Regent's Place. The close setting of the lodges, and their relationship to Crescent Gardens and the neighbouring Grade I listed terraces at Park Crescent and to the N at the Outer Circle would be maintained.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of the Crescent Gardens Lodges, beyond these listed buildings, the group of Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and Regent's Park. The strong relationship of the two lodges in Park Square to the buildings which collectively make up John Nash's Regent's Park landscape and associated estate would be maintained. The slight perceived increased scale of the Amended Proposed Development would, as now, be appreciated in the context of the wider tall modern setting of the listed buildings to the E. The relationship with the earlier Nash buildings at the Outer Circle would not be impacted by the changes at the Site within the long-established contrasting Regent's Place (formerly the Euston Centre). While the Amended Proposed Development would slightly change the wider setting of the Crescent Garden Lodges, there would be no resulting effects on the ability to appreciate the significance of the listed buildings. The close setting of the Lodges, as appreciated from Marylebone Road and within the Gardens would be unchanged by the Amended Proposed Development to the E; the ability to appreciate the significance of the listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or on the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
31	West Lodge in corner of Crescent Gardens *Sensitivity:* **Medium**			No effect
32	Royal Academy of Music *Sensitivity:* **Medium**	The Amended Proposed Development would be located at Regent's Place to the E of Marylebone Road and the Royal Academy of Music, replacing the existing Euston Tower. The Amended Proposed Development would not be seen in the best views towards the Royal Academy from the S, and would only be seen obliquely in relation to the building, through thick tree cover in the long-range views towards Euston Road from Marylebone Road. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site in such views, compared to the existing Euston Tower. The close setting of the listed building would be unchanged, and the character of the wider setting of tall buildings similarly unchanged. The more complementary light off-white tone of the GRC of the tower element of the Proposed Development, in contrast to the existing International Style grey and dark glazing of the existing Euston Tower, would introduce a more neutral and natural tone building in the wider setting of the Royal Academy of Music, adding interest to the wider setting and a more harmonious townscape context to the E.	The close setting of the Royal Academy of Music at Marylebone Road would be maintained. The slight perceived increased scale of the Amended Proposed Development would, as now, be appreciated in the context of the wider tall modern setting of the listed building to the E at Regent's Place and Euston Road. While the Amended Proposed Development would slightly change the wider setting of the building, there would be no resulting effects on the ability to appreciate the significance of the listed building; the ability to appreciate the significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the wider setting of the listed building, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
33	42-48 York Terrace East *Sensitivity:* **Medium**	The Amended Proposed Development would be located within Regent's Place to the E of these listed buildings, replacing the existing 36-storey Euston Tower. The Amended Proposed Development would be seen in the middle distance in views looking east including the listed buildings along York Terrace East, and it would represent a slight increase in the perceived breadth and height of building on the Site, compared to the existing Euston Tower. The close setting of the listed buildings would be unchanged, and the character of the wider setting of tall buildings similarly unchanged. The complementary light off-white tone of the GRC to the tower element of the Proposed Development, in contrast to the existing International Style grey and dark glazing of the Euston Tower, would introduce a more neutral tone building in the wider setting of the Regent's Park Estate development, adding visual richness to the wider setting of the York Terrace East buildings and a more harmonious townscape context to the E.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the E of 42-48 York Terrace East, beyond and distinct from these listed buildings, the group of largely Nash and Burton terraces which comprise the Regent's Park Crown Estate development of the early C19, and Regent's Park itself. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
Fitzroy Square Group				
Grade I				
34	Nos.1, 1A and 2-8 Fitzroy Street and attached railings *Sensitivity:* **Medium**	*See main text (p.62)*		
35	The London Foot Hospital *Sensitivity:* **Medium**	*See main text (p.62)*		
Grade II*				
36	Nos.11, 12 and 15-19 Fitzroy Square N and attached railings *Sensitivity:* **Medium**	*See main text (p.62)*		
37	Nos.9-10 Fitzroy Street and attached railings *Sensitivity:* **Medium**	*See main text (p.62)*		
38	Nos.20-32 Fitzroy Square W and attached railings *Sensitivity:* **Medium**	*See main text (p.62)*		
Grade II				
39	Nos.63-68 Warren Street and attached railings; Nos.58-62 Warren Street and attached railings; No.56 Warren Street *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the N of Nos.63-68, 58-62 and 56 Warren Street, replacing the existing Euston Tower. Although the Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site as seen in views looking north and including these listed buildings, compared to the existing Euston Tower, and there would be a marked difference in its architectural appearance and materiality, it would be consistent with the long-established context of taller and tall buildings at Euston Road and the former Euston Centre, now Regent's Place to the N. In the clearest views towards the group of listed buildings on Warren Street, the Amended Proposed Development would appear behind the listed buildings, in a similar manner to the existing Euston Tower. The close setting of these listed buildings would be unaltered, and the character of the wider setting would be maintained.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the N of Warren Street, beyond and distinct from the group of late C18 and early C19 buildings of the Fitzroy Square and environs development, of which these listed buildings are part. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
40	No.15 Warren Street; Nos.16 and 17 Warren Street; Nos.159 and 161 Whitfield Street *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the NE of Nos.15-17 Warren Street and Nos.159-161 Whitfield Street, replacing the existing Euston Tower. These listed buildings on Warren Street and Whitfield Street are located on the southern side of Warren Street and western side of Whitfield Street and in the clearest views towards them, the Amended Proposed Development would be either behind the viewer and not visible, or located to the side and, at most, a peripheral presence. In views looking north, the Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site, compared to the existing Euston Tower; however, the Amended Proposed Development would be consistent with the long-established context of taller and tall buildings at Euston Road and the former Euston Centre, now Regent's Place to the N. The close setting of these listed buildings would be unaltered, and the character of the wider setting would be maintained.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the N of Warren Street, beyond and distinct from the group of late C18 and early C19 buildings of the Fitzroy Square and environs development, of which these listed buildings are part. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
41	Nos.39-45 Fitzroy Street and attached railings; Nos.46, 48 and 50 Fitzroy Street and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the NE of Nos.39-45 and Nos.46-50 Fitzroy Street, replacing the existing Euston Tower. Although the Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site, compared to the existing Euston Tower, and there would be a marked difference in its architectural appearance and materiality, the Amended Proposed Development would be consistent with the long-established context of taller and tall buildings at Euston Road and the former Euston Centre, now Regent's Place to the N. In views towards these listed buildings on Fitzroy Street, the Amended Proposed Development would in many instances be behind the viewer, most notably in views towards neighbouring Fitzroy Square. In views towards the N which also includes these buildings, only a small element of the Amended Proposed Development would be seen above the rooflines of the intermediary buildings to the N. The close setting of these listed Fitzroy Street buildings would be unaltered, and the character of the wider setting would be maintained.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the N of Fitzroy Street, beyond and distinct from the group of late C18 and early C19 buildings of the Fitzroy Square and environs development of which these listed buildings are part. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
42	Indian Young Men's Christian Association, 41 Fitzroy Square *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the NE of Fitzroy Square and the Indian Young Men's Christian Association building at its SE corner, replacing the existing Euston Tower. Although the Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site compared to the existing Euston Tower, and there would be a marked difference in its architectural appearance and materiality, the Amended Proposed Development would not exceed the existing maximum height and would be consistent with the long-established context of taller and tall buildings at Euston Road and the former Euston Centre, now Regent's Place. The most direct views towards the listed building at the SE corner of Fitzroy Square are not in the direction of the Site, and the Amended Proposed Development would not be visible in these views. Its close setting would be unaltered. The character of the wider setting would be similarly unchanged.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the N of Fitzroy Street, beyond and distinct from the group of late C18 and early C19 buildings of the Fitzroy Square and environs development. The close setting of the Indian Young Men's Christian Association at the SE corner of Fitzroy Square would be maintained, and the Amended Proposed Development would not be seen in relation to the listed building in the principal views. Its relationship as a contrasting but similarly scaled C20 building within an older setting of late C18 townscape would not be changed. The slight perceived increased scale of the Amended Proposed Development would, as now, be appreciated in the context of the wider tall modern setting of the listed building to the NE at Regent's Place and Euston Road, where the existing Euston Tower forms a greatly contrasting landmark building. While the Amended Proposed Development would slightly change the scale of the Euston Tower in the wider setting of the building to the N, there would be no resulting effects on the ability to appreciate the significance of the listed building; the ability to appreciate the significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
43	Nos.131-137 Whitfield Street and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would be located to the NE of Nos.131-137 Whitfield Street, replacing the existing Euston Tower. Although the Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site as seen in views looking north and including these listed buildings, compared to the existing Euston Tower, it would be consistent with the long-established context of taller and tall buildings at Euston Road and the former Euston Centre, now Regent's Place to the N of Whitfield Street. In the clearest views towards the main frontages of this group of listed buildings at Whitfield Street, looking directly west, the Amended Proposed Development would be peripheral to the focus of the view. In views towards the N which also includes these buildings, the Amended Proposed Development would be seen in the near to middle distance, above the intermediary buildings at the northern side of Warren Street and Euston Road beyond. The close setting of these listed buildings would be unaltered, and the character of the wider setting would be maintained.	The Amended Proposed Development would not alter the existing wider setting of tall and taller buildings to the N of Whitfield Street and Warren Street, beyond and distinct from the group of late C18 and early C19 buildings of the Fitzroy Square and environs development. The close setting of Nos.131-137 Whitfield Street to the E of Fitzroy Square and S of Warren Street within the contemporary townscape designated within the Fitzroy Square CA would be maintained; the Amended Proposed Development would not be seen in relation to the listed buildings in the principal direct views towards them from the E side of the street. The increased scale of the Amended Proposed Development would, as now, be appreciated in the context of the wider, tall modern setting of the listed buildings to the N at Regent's Place and Euston Road, where the existing Euston Tower already represents a greatly contrasting landmark building. While the Amended Proposed Development would slightly change the perceived scale of the Euston Tower in the wider setting of the listed buildings to the N, there would be no resulting effects on the ability to appreciate the significance of the listed buildings; the ability to appreciate the significance of the listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
Remaining Listed Structures				
Grade I				
44	University College London and attached railings to N and S wings *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower to the NW of the UCL building. It would be seen and appreciated from within the courtyard of the C19 UCL building in the same manner as the existing 1970s building, albeit with a slight increase in its perceived breadth and height and a much different appearance, seen beyond the foreground UCLH buildings on the S side of Euston Road. It would maintain the contrasting, more modern setting to the N at Euston Road. The Amended Proposed Development would moreover introduce a higher quality building in the wider setting, with greater reference to the architectural landscape and characteristics of Camden architecture and materiality.	The close setting of University College London to the SE of the Site would be unchanged by the Proposed Development. The Amended Proposed Development would maintain the existing relationship between the C19 UCL building and the 1970s Euston Tower at the Site, whereby its tall 36-storey form is a long-established element in the college buildings wider setting, and prominent in views out of the courtyard to the NW – as indicated by the ZVI in Appendix C. The slight perceived increased scale of the Amended Proposed Development would not change this wider context of tall, modern buildings in the close vicinity of the listed building, and which includes the neighbouring UCLH buildings, the Wellcome Collection building and the Site. While the Amended Proposed Development would slightly change the scale of the Euston Tower in the wider setting of the listed buildings to the NW, there would be no resulting effects on the ability to appreciate the significance of the listed building; the ability to appreciate the significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
45	Church of St Pancras *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower, to the W of the Church of St Pancras. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site as seen in views looking west and including this listed building, compared to the existing Euston Tower. The Amended Proposed Development would appear in the middle distance, at the termination of the view W in a similar manner to the existing – as appreciated in View 13. The character of the setting of the Church of St Pancras would not be altered by the Proposed Development. The Amended Proposed Development would introduce a higher quality building in the wider setting of the Church, with greater reference to the architectural landscape and characteristics of Camden.	The close setting of the Church of St Pancras to the E of the Site would be unchanged by the Proposed Development. The Amended Proposed Development would maintain the existing relationship between the C19 Church and the 1970s Euston Tower at the Site, whereby its tall 36-storey form is a long-established element in the Church's wider setting, and prominent in views looking west. The increased scale of the Amended Proposed Development would not change this wider context of tall, modern buildings in the close vicinity of the listed building, and which includes the closer UCLH buildings and the taller buildings at the Regent's Place campus and the Site. While the Amended Proposed Development would slightly change the scale of the Euston Tower in the wider setting of the listed building to the W, there would be no resulting effects on the ability to appreciate the significance of the listed building; the ability to appreciate the significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
*Grade II**				
46	No.30 Euston Square and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower, to the W of No.30 Euston Square. The existing Euston Tower is seen in relation to No.30 Euston Square in long range views W along Euston Road – as in View 13. In this view, the visibility of No.30 Euston Square is heavily obscured by the trees lining Euston Road, even without foliage as in the view photography for View 13, the building is only glimpsed through dense branch cover. The close setting within which No.30 Euston Square is appreciated would be unchanged; in many more direct views towards to the listed building the Site would not be seen in relation to the building, out of view to the W. The character of the wider setting to the W at Regent's Place would be maintained, the backdrop of a tall building at the Site would remain the background in views which include No.30 from the E. The Amended Proposed Development would introduce a higher quality building in the wider setting of the listed building, with greater reference to the architectural landscape and characteristics of Camden and the foreground buildings of Euston Road.	The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. In close views towards No.30 Euston Square, where visible the Amended Proposed Development typically would be seen to a partial extent to the W, as currently with the existing 1970s Euston Tower at the Site. The Amended Proposed Development would not alter the contrasting character of the post-war, and now largely C21 redevelopments at Regent's Place to the W on Euston Road, with the group of earlier C20 buildings around modern Euston Station. The relationship and group value with Friends House and Drayton House, and the Wellcome Trust building opposite would be unaltered by the changes at the Site further W. The heritage significance of No.30 as a good example of a Neo-classical office building of the early C20 would be sustained, and the ability to appreciate the heritage significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
47	War Memorial *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower to the W of the War Memorial. The War Memorial is a relatively small scale structure, appreciated at close range, and this close setting would be unchanged as a result of the Proposed Development, and the character of the wider setting to the W at Regent's Place would be maintained.	There would be no change to the close setting of this listed building and the character of the wider setting, whereby there is already a tall building at the Site, would be maintained. The ability to appreciate the heritage significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
48	Euston Fire Station *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower to the W of Euston Fire Station. The existing Euston Tower is seen obliquely in relation to the Fire Station in long range views W along Euston Road – as in View 13. In these views, the visibility of the Fire Station is obscured by the trees lining Euston Road, even without foliage as in the view photography for View 13, the building is only glimpsed. The close setting within which the Fire Station is appreciated would be unchanged, and in more direct views towards the listed building the Amended Proposed Development would not be seen when looking east and in the opposite direction to the Site, or would be out of view to the W. The character of the wider setting to the W at Regent's Place would be maintained.	The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. In close views towards Euston Fire Station, the Amended Proposed Development would be appreciated only obliquely to the W, as currently with the existing 1970s Euston Tower at the Site. The Proposed Development, with a slightly increased perceived breadth and height than the existing building, would not alter the contrasting character of the post-war, and now largely C21 redevelopments at Regent's Place to the W on Euston Road, with the Euston Fire Station building beyond Euston Station. The heritage significance of Euston Fire Station as a remarkable example of an LCC Fire Station of the early C20 would be sustained, and the ability to appreciate the heritage significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
49	Lord Nelson PH; No.50 Stanhope Street; No.52 Stanhope Street *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower, to the SE of the listed buildings. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site, compared to the existing Euston Tower, where visible with these listed buildings; however, the character of the wider setting of the Lord Nelson PH and the Nos.50 and 52 to the SE of Stanhope Street would be unaltered by the Proposed Development, which would maintain the contrasting scale typical of the wider setting of the PH to the SW closer to Euston Road. The close setting of the PH and Nos. 50 and 52 would be unchanged.	The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. The Proposed Development, while of a slightly increased perceived height and breadth than the existing Euston Tower, would not alter the contrasting character of the post-war, and now largely C21 redevelopments at Regent's Place to the SE at Euston Road. The heritage significance of the Stanhope Street buildings as a group of surviving C19 and early C20 buildings would be sustained, and the ability to appreciate the heritage significance of these listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
50	Prince of Wales PH *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower to the south of the listed building. This is illustrated in View 10 from Hampstead Road; the Amended Proposed Development would be visible in the middle distance in this view, partially screened by the closer Triton Building. It would be consistent with the existing character of the view, forming part of a background townscape layer of large scale modern development at the junction with Euston Road, separate and distinct from the listed building on the western side of the road. Direct views looking west towards the main frontage of the listed building would include the Amended Proposed Development as no more than a peripheral presence. As such, the character of the wider setting of the Prince of Wales PH to the N on Hampstead Road would be unaltered by the Proposed Development. The Amended Proposed Development would maintain the contrasting scale typical of the wider setting of the PH to the S closer to Euston Road. The close setting of the PH would be unchanged.	The visibility of the Amended Proposed Development in the middle distance along Hampstead Road, forming part of the existing Regent's Place development and appearing in a similar manner to the existing Euston Tower, would be consistent with the existing character of the listed building's local setting. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
51	Nos.211-229 North Gower Street and attached railings; The North Gower Hotel, Nos.190-198 and 200-204 North Gower Street and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower to the south-west of the listed buildings. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site, compared to the existing Euston Tower, where visible with these listed buildings; however, the character of the wider setting of North Gower Street to the W at Hampstead Road, and SW and S at Euston Road would be unaltered by the Proposed Development. The Amended Proposed Development would maintain the contrasting scale typical of the wider setting of these North Gower Street listed buildings, closer to Euston Road and at the junction with Hampstead Road. The close setting of the North Gower Street buildings would be unchanged.	The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. In most of the direct views towards these North Gower Street listed buildings, the Amended Proposed Development would not be seen, as currently with the existing 1970s Euston Tower at the Site. In others, its slightly increased scale would have an equivalent impact to that of the existing Euston Tower and would not alter the contrasting character of the post-war, and now largely C21 redevelopments at Regent's Place to the SW at Euston Road. The heritage significance of the North Gower Street buildings as a group of surviving C19 buildings would be sustained, and the ability to appreciate the heritage significance of these listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
52	No.116 Drummond Street and attached railings; No.131 Drummond Street and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower to the south-west of the listed buildings. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site, compared to the existing Euston Tower, in views such as View 12 which include these listed buildings, and there would be a marked difference in its architectural appearance and materiality However, the character of the wider setting of Drummond Street to the W at Hampstead Road would be unaltered by the Proposed Development. The Amended Proposed Development would maintain the contrasting scale typical of the wider setting of these Drummond Street listed buildings, closer to Euston Road and at the junction with Hampstead Road. The close setting of the Drummond Street buildings would be unchanged.	The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. As shown by View 12, in views towards these Drummond Street listed buildings, the Proposed Development's slightly increased perceived breadth and height would have an equivalent impact to that of the existing 1970s Euston Tower at the Site. The Amended Proposed Development would not alter the contrasting character of the post-war, and now largely C21 redevelopments at Regent's Place to the SE at Euston Road, which appear distinct and separate from the listed terraced buildings. The heritage significance of the Drummond Street buildings as a group of surviving C19 buildings would be sustained, and the ability to appreciate the heritage significance of these listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or on the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
53	Crown and Anchor PH; Nos.184-188 North Gower Street and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower to the south-west of the listed buildings. The Amended Proposed Development would represent a slight increase in the perceived breadth and height of building on the Site, compared to the existing Euston Tower, where visible with these listed buildings, and there would be a marked difference in its architectural appearance and materiality. However, the character of the wider setting of North Gower Street to the W at Hampstead Road, and SW and S at Euston Road would be unaltered by the Proposed Development. The Amended Proposed Development would maintain the contrasting scale typical of the wider setting of these North Gower Street listed buildings, closer to Euston Road and at the junction with Hampstead Road. The close setting of the North Gower Street buildings would be unchanged.	The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. As shown by View 12 in respect of the Crown and Anchor Public House, the Proposed Development's slightly increased perceived breadth and height would have an equivalent impact to that of the existing 1970s Euston Tower at the Site. The Amended Proposed Development would not alter the contrasting character of the post-war, and now largely C21 redevelopments at Regent's Place to the SE at Euston Road, which appear distinct and separate from these listed buildings. The heritage significance of the Crown and Anchor Public House and North Gower Street buildings as a group of surviving C19 buildings would be sustained, and the ability to appreciate the heritage significance of these listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
54	Nos.168-170 North Gower Street and attached railings; Nos.185-191 North Gower Street and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower to the west of the listed buildings. The most direct views towards the main frontages of Nos. 168-170, which are located on the eastern side of the road, would be in the opposite direction to the Site and would not include the Proposed Development. Views from around these buildings looking west, and looking west at Nos. 185-191 on the western side of the road, would include the Amended Proposed Development in a similar manner to the existing Euston Tower. The Proposed Development's slightly increased perceived breadth and height would have an equivalent impact to that of the existing 1970s Euston Tower at the Site in such views. As such, the character of the wider setting of North Gower Street to the W at Hampstead Road, and SW and S at Euston Road would be unaltered by the Proposed Development. The Amended Proposed Development would maintain the contrasting scale typical of the wider setting of these North Gower Street listed buildings, closer to Euston Road and at the junction with Hampstead Road. The close setting of the North Gower Street buildings would be unchanged.	The character of the wider setting, whereby there is already a tall building at the Site, would be maintained. The Amended Proposed Development would not alter the contrasting character of the post-war, and now largely C21 redevelopments at Regent's Place to the SW at Euston Road. The heritage significance of the North Gower Street buildings as a group of surviving C19 buildings would be sustained, and the ability to appreciate the heritage significance of these listed buildings would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or on the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect

Table 6.1: Assessment of Listed Structures (continued)

Ref.	Designated structure	Change to setting of designated structure	Resulting impacts and effects on heritage significance or appreciation of heritage significance	Effect
55	Friends House, Drayton House, walls, railings, and garden to E *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower to the west of this listed building. The Amended Proposed Development would not alter the character of the Site to the W of Friends House and Drayton House, and as such would be consistent with the same wider context as existing for this early C20 building of C20 and C21 larger-scale, tall buildings. The close setting of this early C20 listed building would not be altered by the Proposed Development, and the character of its wider setting to the W along Euston Road would be maintained. The architectural quality of the building at the Site would be improved - the sculptural quality of the Proposed Development, alongside the materiality references of the light off white GRC to the tower element and the principally light terracotta tone of GRC of the podium base to the local character of Camden would be more cohesive and interesting within the local Euston Road setting.	The slightly increased perceived breadth and height of the Amended Proposed Development compared to the existing Euston Tower, located to the W of the listed building on Euston Road, would not change the close setting of Friends House and Drayton House. The Amended Proposed Development would maintain the existing character of a larger scale building in the wider setting to the W at Regent's Place. The relationship between the Neo-Georgian early C20 Friends House and nearby No.30 Euston Square, also of the early C20, to the N, and the two classical Euston Square Lodges of the C19 – both mentioned in the HE list description as providing group value - would be maintained. The ability to appreciate the significance of the listed building would be sustained. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of this listed building, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
56	Two Lodges in Euston Square Gardens *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing Euston Tower, set to the west of these listed buildings. The close setting of the lodges, and their relationship to Euston Square Gardens and Euston Station, and more specifically the layout informed by the former Euston Station, would be maintained. The Amended Proposed Development would introduce a building with a slightly increased perceived breadth and height than the existing Euston Tower in the wider townscape setting along Euston Road, and there would be a marked difference in its architectural appearance and materiality; however, it would not change the character of this setting, nor would it change the close setting from which the lodges are appreciated and seen.	The strong relationship of the two lodges in Euston Square Gardens to the station would be maintained. The slightly increased perceived scale of the Amended Proposed Development would, as now, be appreciated in the context of the wider tall modern setting of the listed buildings to the W. The relationship of the listed buildings with Euston Square Gardens and Euston Station, in particular the historic reference to the former C19 iteration of the station, would not be altered by the proposed changes at the Site. While the Proposed Development would slightly change the wider setting of the Euston Square Garden Lodges, there would be no resulting visual or other effects on the ability to appreciate the significance of the listed buildings. The group value with the Station, and the War Memorial would be unchanged by the changes at the Site. The close setting of the Lodges, as appreciated from Euston Road and from within the Gardens and station forecourt would be unchanged by the Amended Proposed Development to the W. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
57	University College Hospital General Block only and attached railings *Sensitivity:* **Medium**	The Amended Proposed Development would replace the existing 36-storey Euston Tower to the north-west of the listed building. Although it would represent a slight increase in the perceived breadth and height of the building on the Site compared to the existing Euston Tower, and there would be a marked difference in its architectural appearance and materiality, the Amended Proposed Development would not alter the character of the Site to the NW of Gower Street, and as such would be consistent with the same wider context to the C19 University College Hospital General Block of C20 and C21 larger-scale, tall buildings. The close setting of the former hospital would not be altered by the Proposed Development.	The slightly increased perceived scale of the Amended Proposed Development would, as now, be appreciated in the context of the wider tall modern setting of the listed buildings to the N at Euston Road and at the Site to the NW. The relationship of the listed building with UCL opposite would be maintained, in particular the reference in plan form to the similarly C19/early C20 main UCL building and courtyard which would not be altered by the proposed changes at the Site. While the Amended Proposed Development would slightly change the wider setting of the UCL Hospital Block, there would be no resulting visual or other effects on the ability to appreciate the significance of the listed building. The group value with the main UCL building would be unchanged by the changes at the Site. The close setting of the building, as appreciated principally from Gower Street would be unchanged by the Amended Proposed Development to the NW. While there would be a change to the form and appearance of the Euston Tower, and therefore to the setting, there would be no change to the heritage significance of these listed buildings, or to the ability to appreciate that heritage significance, as a result of the Proposed Development. *Magnitude of impact:* None	No effect
58	BT Communication Tower	*See main text (p.62-64)*		
Registered Park and Gardens of Special Historic Interest				
Grade I				
59	Regent's Park	*See main text (pp.61-62)*		

NPPF Assessment

6.88 For the reasons detailed in the individual assessments, supported by the narrative accompanying the relevant verified views, it is considered that the Amended Proposed Development's design would minimise the perceptible increase in the footprint of the tower and enhance its architectural appearance to better completement the historic townscape in its setting. While the enhanced architectural treatment would mitigate the visual and townscape effects of the Amended Proposed Development in comparison to the existing Euston Tower, effects on the significance of heritage assets would not be altered in comparison to the existing tower in EIA terms.

6.89 However, the existing levels of 'harm' to significance in NPPF terms, caused by the existing Euston Tower, would not be removed or materially reduced by the Amended Proposed Development. The Amended Proposed Development would therefore continue to give rise to 'harm' in NPPF terms to the significance of heritage assets in the study area. This harm is in all instances judged to be at the same scale as that caused by the existing Euston Tower, which is 'less than substantial', generally at the lower end of the scale but in some instances at the middle of that scale.

6.90 The Amended Proposed Development would continue to give rise to less than substantial harm in the middle of the range to the following assets:

- Fitzroy Square Conservation Area
- Nos.1,1A, 2-8 Fitzroy Square and the London Foot Hospital (Nos.33-40 Fitzroy Square) (Grade I)
- Nos.11, 12, 15-19, 20-32 Fitzroy Square (Grade II*)
- Nos.1-8 and 9 and 10 St Andrew's Place (Grade I)

6.91 The Amended Proposed Development would continue to give rise to less than substantial harm at the lower end of the range to the following assets:

- LBC Bloomsbury Conservation Area
- LBC Regent's Park Conservation Area
- WCC Regent's Park Conservation Area
- Regent's Park RPG (Grade I)
- Nos.1-10 Cambridge Terrace (Grade I)
- Nos.1-6 Park Crescent (east side) (Grade I)
- Church of St Mary Magdalene (Grade II*)
- Nos.1-10 Cambridge Gate (Grade II*)
- Nos.56, 58-62 and 63-68 Warren Street (Grade II)

6.92 The remaining heritage assets would not be harmed by the Amended Proposed Development.

Townscape Assessment

6.93 The potential changes to the character and quality of the townscape on the Site and in its surrounding context, and the resulting effects of the Amended Proposed Development on each of the townscape character areas (with a particular focus on the main study area of 500m) are described in Table 6.2.

6.94 In summary the Amended Proposed Development would have significant effects on the character and quality of TCA 1 (Euston Road), TCA 4 (Drummond Street), and TCA 6 (Fitzroy Square). In respect of TCA 1, the Amended Proposed Development would represent a considerable degree of direct change to the character and quality of this TCA in which it is located. It would reinforce its existing character as a TCA containing modern large scale and tall buildings as part of a mix of development and would enhance the townscape character of the TCA through its architectural quality and site-specific design, urban design benefits, and landmark role.

6.95 The significant effects in respect of TCA 4 Drummond Street and TCA 6 Fitzroy Square would arise due to the noticeable visibility of the Amended Proposed Development as a townscape element at short to medium range from these TCAs containing generally coherent townscape. The appearance of the Amended Proposed Development would be consistent with the existing relationship between these TCAs and development on the Site, and in TCA 1 more generally, and there would be a beneficial effect overall resulting from the high architectural quality and enhanced landmark role of the Amended Proposed Development.

6.96 There would not be significant effects in respect of TCAs 2, 3, 5 and 7. In the case of TCAs 2 (Regent's Park Estate) and 3 (Hampstead Road and Euston Station), the visibility of the Amended Proposed Development from these TCAs of low or largely ordinary quality would be patchy, albeit widely distributed. In respect of both TCAs, the Amended Proposed Development would be consistent with the existing townscape relationship between these TCAs and the Site, and TCA 1 in general, and the overall nature of the effect would be beneficial as a result of the high architectural quality of the Amended Proposed Development.

6.97 In the case of TCA 5 (South of Euston Road), there would be no visibility of the Amended Proposed Development across most of the TCA (with a neutral nature of effect), with largely minimal visibility from some open spaces in the east of the TCA, and with noticeable visibility limited to Tottenham Court Road. In views along Tottenham Court Road in which the Amended Proposed Development is most visible, it would appear as a high quality landmark at the junction of Tottenham Court Road/ Hampstead Road and Euston Road (with a beneficial effect as a result).

6.98 In the case of TCA 7 (Regent's Park), while there would be noticeable visibility from some parts of this TCA of high townscape quality, this would be in the middle distance or distance, comparable in scale to that of the existing Euston Tower, and in many cases screened by trees to a considerable extent. There would be no change to appreciation of the TCA in the foreground, and the changed appearance of the Amended Proposed Development, with its high quality design drawing inspiration from its location in Camden, would represent a beneficial effect overall.

Table 6.2: Assessment of Townscape Character Areas (TCAs)

TCA		Sensitivity	Magnitude of Impact	Scale and Nature of Effect	Effect
1	Euston Road	Low-medium	The Site is located towards the centre of the TCA, on a prominent corner at the junction of the major east-west route of Euston Road and the important north-south route of Tottenham Court Road/ Hampstead Road. The current building is the tallest within an urban block, Regent's Place, which has been developed in a comprehensive manner for large scale buildings, some of which are tall. There would be an increase in the breadth of the Amended Proposed Development relative to the existing Euston Tower, albeit the impact of its overall scale would be equivalent, and it would have a noticeably different appearance. Given its prominent position within the TCA and the Regent's Place urban block, it would represent an important change to the TCA. As demonstrated by the ZVI, visibility of the Amended Proposed Development within the TCA would be high along Euston Road (albeit filtered in practice by mature street trees) and along Tottenham Court Road/ Hampstead Road. There would be less or no visibility from many of the side roads leading off Euston Road. View 14, from a representative position on the southern side of Euston Road, shows that the Amended Proposed Development would be seen to address the major crossroads formed by Euston Road and Hampstead Road/ Tottenham Court Road. From some locations it would appear broader than the existing Euston Tower and from other angles the breadth would not be noticeably increased. While it would be equivalent in height to the existing building, it would appear taller in some views due to its increased footprint at the upper levels. The distinct podium base to the Proposed Development, with contrasting materiality to the tower element, would anchor the building within the local streetscape and better address the nodal point at the key, and historic, junction between Euston Road and Hampstead Road, and Tottenham Court Road. The appearance of the Proposed Development, including its form, treatment of the facades and materiality, would be positively changed by the increased modulation, human scale and visual richness of the facades compared to the existing Euston Tower. While the impact of the overall scale of the Amended Proposed Development would be equivalent to that of the existing Euston Tower, the change in form and appearance represented by the Amended Proposed Development would result in a noticeable direct impact on the TCA. The magnitude of impact on townscape character and quality within this TCA is therefore considered to be 'medium'. **Magnitude of impact: Medium**	The Amended Proposed Development would be consistent with the existing character of this TCA, which includes modern large-scale and tall buildings as part of a mix of development set along Euston Road. While bigger in scale than other buildings within Regent's Place, this is the case with the existing building on the Site and it appropriately reflects the Site's landmark position on the major junction of Euston Road with Tottenham Court Road/ Hampstead Road. The Amended Proposed Development would be of high architectural quality with well-articulated facades - comprised of a grid projecting beyond the glazing - that would enliven close and medium range views from within the TCA. It would replace the existing Euston Tower, which is in a generic International Style, with a building that has drawn inspiration from the materials and architectural context of Camden in its proposed approach to the solidity and modulation of the facades, and the material palette and tone. The podium would form a distinct base for the Proposed Development, at a scale that would relate well to the local streetscape addressing the major junction and intersection of townscape characters. The position of the eastern building line of the podium would better define the street, the set back of the building line would allow for a more generous area of public realm and pavement to the east of the Amended Proposed Development along Hampstead Road. Its height would likewise relate well to the mid-building datum of the neighbouring lower block of the Triton Building. The uses within the podium would provide animation and activation of surrounding streets and spaces. The datum and character of the distinct and visually rich, light terracotta tone of the six storey podium has been derived from analysis of the local streetscapes, particularly that to the south of TCA 1 along Tottenham Court Road. View 14 shows that the scale and architectural quality of the Amended Proposed Development would be commensurate with that of a central London landmark. Its vertically emphasised proportions would form a welcome contrast with the horizontally emphasised 250 Euston Road to its east. While the increase in breadth compared to the existing Euston Tower would be clearly perceptible from some locations, the architectural approach to the massing of the Amended Proposed Development – in including its sub-division into four slender quadrants - would mitigate the visual impact of the increased breadth. The Amended Proposed Development would be consistent with the existing townscape context in which heritage assets in this TCA are experienced, including the Bloomsbury Conservation Area and the Grade II* No. 30 Euston Square, and would not change the character of that townscape context. The nature of the effect of the Amended Proposed Development would be beneficial.	**Scale: Moderate** **Nature: Beneficial** **Significant**
2	Regent's Park Estate	Low-medium	The existing building on the Site, and Regent's Place more generally, forms a large area of modern development to the south of this TCA, and there is a clear division between this TCA to the north of Longford Street/ Drummond Street and Regent's Place to the south. The ZVI demonstrates that, while patchy, visibility of the Amended Proposed Development would be widespread and distributed in a relatively even manner across the TCA. The greatest visibility would be across open spaces, along roads aligned north-south (particularly Stanhope Street) and looking east along Longford Street. The Amended Proposed Development would be visible in some views from this TCA. View A16 is located south and west within the TCA, and looks towards the Grade II* listed Church of St. Mary Magdalene. The existing Euston Tower appears behind the Church and post-war apartment blocks within TCA 2 in the existing view. The Amended Proposed Development would appear in a similar manner in the backdrop of these buildings; while it would have a slightly greater breadth, the impact of its overall scale would be equivalent to the existing, and it would have a much different appearance. Views B6 and B7 from Stanhope Street and Harrington Street respectively are located further north within the TCA; the Amended Proposed Development would appear in the middle distance in such views. The overall scale of the Amended Proposed Development as seen from this TCA would be a equivalent in impact to that of the existing Euston Tower, while the change in form and appearance represented by the Amended Proposed Development would result in a noticeable change to the surrounding context of the TCA. The magnitude of impact on townscape character and quality within this TCA as a whole is therefore considered to be 'low-medium'. **Magnitude of impact: Low-medium**	The overall appearance of the Amended Proposed Development from this TCA – seen as part of a distinct layer of townscape formed by Regent's Place, separate and distinct from the low, medium and high rise post-war and more modern residential buildings within the Regent's Park Estate – would be consistent with the existing townscape relationship between TCA 2 and TCA 1. While the slightly increased breadth of the Amended Proposed Development as typically seen from this TCA would be perceptible, this would be mitigated by the architectural approach to the massing of the Proposed Development, and would not fundamentally change the character of views from this TCA in which it is seen. The Amended Proposed Development would appear as a focal point in the views from within this TCA which are aligned on the Site, along north-south streets, such as views B6 and B7. Its dynamic form and articulated facades would be such that the Amended Proposed Development would terminate these views in a visually interesting manner, and with an appearance drawing inspiration from its location in Camden. The Amended Proposed Development would be consistent with the existing townscape context in which heritage assets in this TCA are experienced, including the Regent' Park Conservation Area and Grade II* listed St. Mary Magdalene Church, and would not change the character of that townscape context. The nature of the effect of the Amended Proposed Development would be beneficial, for the townscape reasons set out above.	**Scale: Minor-moderate** **Nature: Beneficial** **Not significant**

Table 6.2: Assessment of Townscape Character Areas (TCAs) (continued)

TCA		Sensitivity	Magnitude of Impact	Scale and Nature of Effect	Effect
3	Hampstead Road and Euston Station	Low	The ZVI demonstrates that visibility of the Amended Proposed Development would be widespread and distributed in a relatively even manner across the TCA. The greatest visibility would be across currently vacant sites within the TCA and along roads aligned east-west, such as Melton Street, Starcross Street and Stephenson Street. View B9 from Melton Street is an example of a view from this TCA, which shows that the Amended Proposed Development would be visible in the middle distance, beyond fragments of built form and sites currently cleared within the TCA. It would appear at with a slightly greater breadth than the existing building on the Site. Views 9 and 10, and views A17 and A18, are from the western edge of the TCA along Hampstead Road. These show the Amended Proposed Development would be visible in the near to middle distance, forming a focal point at the end of the road. Views B8 and B9 towards the eastern edge of the TCA similarly show that the Amended Proposed Development would be visible in the near to middle distance, and would clearly form part of a background townscape group comprising the modern large scale development in Regent's Place (TCA 1). While the impact of its overall scale would be equivalent with the existing Euston Tower in all these views, the Proposed Development's appearance would be noticeably different. The magnitude of impact on townscape character and quality within this TCA is therefore considered to be 'low-medium'. **Magnitude of impact: Low-medium**	As shown in Views 9, 10, A17 and A18, the Amended Proposed Development would form a landmark effectively denoting the important junction of Euston Road and Tottenham Court Road/ Hampstead Road in views from the latter street, in a similar manner to the existing Euston Tower. It would appear as a high quality building with a distinctive sculptural form, and the depth and articulation of the facades would make it a visually interesting townscape element within such views. In views such as Views B8 and B9 from the east of the TCA, which is largely occupied by redevelopment sites, the Amended Proposed Development would form a coherent addition to the existing background townscape element formed by Regent's Place. The nature of the effect of the Amended Proposed Development would be beneficial as a result of its architectural quality and enhanced landmark role as seen from this TCA.	**Scale: Minor** **Nature: Beneficial** **Not significant**
4	Drummond Street	Low-medium	The ZVI demonstrates that visibility of the Amended Proposed Development would be widespread and distributed in a relatively even manner across the TCA. The greatest visibility would be along roads aligned east-west, particularly Drummond Street and Euston Street, as well as close to the Site along the north-south route of Hampstead Road. View 12 from Drummond Street shows that in this view the Amended Proposed Development would appear as part of Regent's Place, in the near to middle distance, with a slightly greater breadth than the existing Euston Tower. View 11 is from a position further west at the junction of Drummond Street and Hampstead Road, close to the Site, and in this view the Amended Proposed Development would be seen behind the Triton Building, in a view where modern development within Regent's Place is dominant. While the impact of its overall scale would be equivalent with the existing Euston Tower in these views, the Proposed Development's appearance would be noticeably different. The magnitude of impact on townscape character and quality within this TCA is therefore considered to be 'medium'. **Magnitude of impact: Medium**	The Amended Proposed Development would typically be seen together with other large and tall modern buildings in TCA 1 in views from this TCA. It would appear in the near to middle distance and distinct from the lower scale terraces within TCA 4; as such, it would be consistent with the existing relationship between the two TCAs. View 12 demonstrates this; it shows that the Amended Proposed Development would appear behind the foreground terraced development on the southern side of Drummond Street from this viewpoint, appearing as part of an existing background group of post-war and modern development within Regent's Place, separate and distinct from the lower scale and generally more historic buildings, including those which are listed, further in the foreground. View 11, at closer range to the Proposed Development, similarly shows the Amended Proposed Development as part of a townscape group with the other buildings in Regent's Place, separate and distinct from the lower scale terraced development within the TCA on the opposite side of the road. The treatment of the facades would be appreciated in detail from both these views, with the projection of the gridded façade beyond the glazing providing substantial depth and articulation and a sculptural solidity to the Amended Proposed Development. The Amended Proposed Development would appear as a high quality townscape element in such views from this TCA, with a dynamic form and visually rich articulated facades, and marking the major junction of Euston Road and Hampstead Road/ Tottenham Court Road. The Amended Proposed Development would be consistent with the existing townscape context in which heritage assets in this TCA are experienced, including listed buildings along Drummond Street and North Gower Street, and would not change the character of that townscape context. The nature of the effect of the Amended Proposed Development would be beneficial, for the townscape reasons set out above.	**Scale: Moderate** **Nature: Beneficial** **Significant**

Table 6.2: Assessment of Townscape Character Areas (TCAs) (continued)

TCA		Sensitivity	Magnitude of Impact	Scale and Nature of Effect	Effect
5	South of Euston Road	Low-medium	The ZVI indicates that there would be no visibility of the Amended Proposed Development from most of this TCA, and particularly the central and western parts of it. The Amended Proposed Development would be visible along Tottenham Court Road, which is aligned north-south, and from a limited number of areas in the eastern part of the TCA, principally open spaces which afford the opportunity for longer range views. View 22, at the junction of Tottenham Court Road with Grafton Way, illustrates that the Amended Proposed Development would be highly visible from this position on the eastern side of Tottenham Court Road, as is the existing Euston Tower on the Site. While there would be a slight increase in breadth compared to the existing building, the impact of the Proposed Development's overall scale would be equivalent to that of the existing Euston Tower, while its form and architecture would be noticeably different. While the Amended Proposed Development would also be visible from the western side of Tottenham Court Road, as shown by the ZVI, in practice this visibility would typically be more limited due to the alignment of the road and buildings in relation to the position of the Site, and due to the screening effect of street trees. This is demonstrated in View B17. View 17 from Tavistock Square and View B21 from Gordon Square illustrate representative points of visibility from the eastern part of the TCA, each looking across an open space. In both cases, the visibility of the Amended Proposed Development is partial, comprising the upper part of it seen behind the UCL Hospital building, and screened to a considerable extent by trees, even in winter. The magnitude of impact would therefore be none across this TCA, other than Tottenham Court Road (where it would be low-medium) and open spaces in the eastern part of the TCA (where it would be very low). **Magnitude of impact: range from none to low-medium**	The Amended Proposed Development would have no effect across most of the TCA. Its visibility from parts of open spaces in the eastern part of the TCA would have a low or very low visual impact in general, due to the partial nature of that visibility, the distance of the Amended Proposed Development from the viewpoints, and the screening effect of trees (even in winter). The greatest effect would be from Tottenham Court Road, from which the existing building on the Site is already highly visible and fulfils a landmark role. While the slight increase in the breadth of the Amended Proposed Development in comparison to the existing Euston Tower would be perceptible, the architectural approach to the massing of the Amended Proposed Development would effectively break up its overall scale. The change in the appearance of the Amended Proposed Development would be readily noticeable, with the dynamic form and articulated appearance of the Amended Proposed Development ensuring that it forms a high quality focal point within views from this TCA. It would continue to fulfil a landmark role, set on the major central London junction of Tottenham Court Road/ Hampstead Road and Euston Road. The light off-white GRC of the tower element of the Amended Proposed Development would be read neutrally in the background of the more historic townscapes within TCA 5, the pale tone would ensure that the building would appear recessive against the sky and in less stark contrast to its surrounding context than is the case with the existing, dark glazed Euston Tower. The Amended Proposed Development would be consistent with the existing townscape context in which heritage assets in this TCA are experienced, including Bloomsbury Conservation Area, and would not change the character of that townscape context. The nature of the effect of the Amended Proposed Development where most visible would be beneficial for the townscape reasons set out above, and neutral where not seen or seen partially.	**Scale: range from no effect to minor-moderate** **Nature: neutral – beneficial** **Not significant**
6	Fitzroy Square	Medium	The ZVI indicates visibility of the Amended Proposed Development across most of Fitzroy Square, and large areas of visibility along Whitfield Street, Warren Street and the western side of Tottenham Court Road. There would be more limited visibility along many east-west routes and from Cleveland Street, which has a particularly enclosed character. View 19 illustrates that the Amended Proposed Development would be highly visible from this part of Fitzroy Square, seen behind Grade I and II* listed buildings in a similar manner to the existing building. It would have a slightly greater breadth than the existing Euston Tower, and a noticeably different appearance. The magnitude of impact on townscape character and quality within this TCA is considered to be 'low-medium'. **Magnitude of impact: Low-medium**	As shown by View 19 from Fitzroy Square, and as is the case with the existing building on the Site, the Amended Proposed Development would be seen in the middle distance and with a scale, form and appearance dramatically different to that of the listed buildings further in the foreground of the view, which have a strong sense of cohesion and enclosure in combination with the central space of the Square. As a result, the Amended Proposed Development would appear distinct and separate from the historic townscape of this TCA. It would typically be seen as part of a layer of background townscape also including other buildings within Regent's Place, as well as the UCL Hospital development. While the slight increase in the breadth of the Amended Proposed Development in comparison to the existing Euston Tower would be perceptible, the impact of its overall scale would be equivalent, and the architectural approach to the massing of the Amended Proposed Development would effectively break up its overall scale. The change in the appearance of the Amended Proposed Development would be readily noticeable, with the dynamic form and articulated appearance of the Amended Proposed Development ensuring that it forms a high quality townscape element in views from this TCA. The light off-white GRC of the tower element of the Amended Proposed Development would be read more neutrally in the background of the historic townscape of Fitzroy Square, the pale materiality would ensure that the building would appear recessive against the sky and in less stark contrast to the historic enclosure of Fitzroy Square than the existing, dark glazed Euston Tower. The off-white GRC would provide a more complementary and recessive backdrop to the stone and stucco of the square's listed terraces. The Amended Proposed Development would be consistent with the existing townscape context in which heritage assets in this TCA are experienced, including the Grade I and II* listed buildings around Fitzroy Square and the wider Fitzroy Square Conservation Area, and would not change the character of that townscape context. The nature of the effect of the Amended Proposed Development would be beneficial as a result of its architectural quality and for the townscape reasons set out above.	**Scale: Moderate** **Nature: Beneficial** **Significant**

Table 6.2: Assessment of Townscape Character Areas (TCAs) (continued)

TCA		Sensitivity	Magnitude of Impact	Scale and Nature of Effect	Effect
7	Regent's Park	Medium-high	The ZVI indicates widespread visibility of the Amended Proposed Development across Regent's Park; however, the ZVI does not take account of trees, and in practice visibility would be greatest from the part of the park east of the Broad Walk and, albeit at a greater distance, from the more open grassed areas of the park, including the north-west area which includes many sports pitches. There would be patchy visibility of the Amended Proposed Development along Park Square East, the Outer Circle, Albany Street, Park Village East and West, and York Terrace, albeit this visibility would be relatively evenly distributed. View 5 is from the area east of the Broad Walk. It demonstrates that the relationship between the park and the terraces addressing it can be readily appreciated from this part of the park. The Amended Proposed Development would appear in the middle distance and beyond the park/ terrace composition. Views 4 and 6 are located within open areas further west in the park, from the Hub and Queen Mary's Gardens respectively. They show the Amended Proposed Development appearing in the distance, seen above the treeline (with the eastern terraces not visible to any significant extent). Views A13 and A14 demonstrate the screening effect of trees along the Broad Walk, even in winter. Views B2, B3, and B4 are located further east within the park and demonstrate the limited visibility of the Amended Proposed Development through trees from these positions. Views 7 and A15 from the southern section of the Outer Circle, and View 8 from Park Village East, show the Amended Proposed Development appearing in the middle distance to the east (7 and A15) and south (8) of the viewpoints respectively, together with other development in Regent's Place and the BT Tower in the latter case. View A20, on the south-west part of Park Crescent, illustrates the partial visibility of the Amended Proposed Development from this viewpoint, behind the Grade I listed 1-6 Park Crescent, and seen together with other modern development in Regent's Place. Views 16 and A21 are at closer range to the Site, from Park Crescent East and looking across Euston Road/ Marylebone, from which point the Amended Proposed Development would be partially visible behind the Grade I listed Holy Trinity Church and existing large scale development at Regent's Place. While the Proposed Development's breadth would be slightly increased, the impact of its overall scale would be equivalent to that of the existing Euston Tower in the views described above, while its form and architecture would be noticeably different. The magnitude of impact on townscape character and quality within this TCA is considered to be 'low'. **Magnitude of impact: Low**	The Proposed Development's appearance in the middle distance or distance from this TCA would be consistent with the existing character of such views. As with the existing building on the Site, the Amended Proposed Development would continue to be seen as separate to and distinct from the TCA, and as part of a background layer of townscape also typically including other buildings (particularly within Regent's Place, and in some cases including the City Cluster and BT Communication Tower). Trees would screen visibility of the Amended Proposed Development to a considerable extent in views from the park, even in winter. While the increase in the breadth of the Amended Proposed Development in comparison to the existing Euston Tower would be perceptible, the architectural approach to the massing of the Amended Proposed Development would effectively break up its overall scale. The change in the appearance of the Amended Proposed Development would be noticeable, with the dynamic form, articulated gridded appearance of the facades, and materiality and tone of the facades appreciable to some extent at this distance. The light off-white GRC of the tower element of the Amended Proposed Development would be read more neutrally in the background of Regent's Park and its surrounding stucco terraces, the pale materiality would ensure that the building would appear recessive against the sky and in less stark contrast to the 19th century listed buildings at the park's perimeter than the existing, dark glazed Euston Tower. The off-white GRC would provide a more complementary backdrop to the stucco of the listed terraces. The Amended Proposed Development would form a high quality townscape element in views from this TCA as a result, replacing a building with a flat and generic International Style appearance with a building drawing inspiration from the architecture of Camden. Appreciation of the relationship between the different elements within the TCA – most notably between the park and the associated terraces addressing it – would be unaffected by the change in scale and appearance from that of the existing Euston Tower to that of the Proposed Development. View 5 in particular illustrates this relationship. The Amended Proposed Development would be consistent with the existing townscape context in which heritage assets in this TCA are experienced, including the Grade I RPGSHI of Regent's Park, the listed buildings surrounding it, and the conservation areas covering it, and would not change the character of that townscape context. The nature of the effect of the Amended Proposed Development would be beneficial for the townscape reasons set out above.	**Scale: Minor-moderate** **Nature: Beneficial** **Not significant**

Visual Assessment

6.99 23 views have been selected in agreement with LB Camden officers to assess the potential effects of the Amended Proposed Development on visual amenity and townscape character and to inform the built heritage assessment. This includes one view of the Amended Proposed Development rendered after dark (View 22N) to demonstrate the effects of lighting. The selection of a final set of views was informed by the preparation of a ZVI of the Amended Proposed Development, a review of relevant planning documents including conservation area appraisals, a review of the locations of designated heritage assets, by physical site visits, and through discussion with LB Camden officers throughout the pre-application process. The views selected for assessment are listed in Table 6.3 below. The views assessment has been undertaken in accordance with the methodology set out in Section 3 earlier in this report.

6.100 A further 29 supplementary verified views are included in Appendix A, with the Amended Proposed Development included as a wireline or render. These are listed in Table 6.4 and are referred to in the views assessment where relevant. A further 25 supplementary unverified views, in wireline or model view, are contained within Appendix B, and listed in Table 6.5, and referred to in the views assessment where relevant.

6.101 Verified wireline Views 8 and 9 have been replaced with renders at the request of London Borough of Camden (LBC) officers. In Appendix A, View A8 is shown in render rather than wireline at the request of Greater London Authority (GLA) officers, Views A25 – A29 are new verified renders from Tottenham Court Road requested by LBC officers and from Regent's Park by the Regent's Park Conservation Area Advisory committee (RPCAAC). In Appendix B, View B25 is a new non-verified wireline from the Greenwich Park One Tree Hill viewpoint requested by The Royal Parks.

6.102 The request by The Royal Parks for nighttime views from Kensington Gardens, Greenwich Park and Regent's Park was not carried out since access to all of these parks closes at dusk. As such there is no public viewing potential from within these spaces after dark. This was included by Gerald Eve in the post-submission Consultation Response to The Royal Parks, no response was received on this topic.

6.103 For each of the 23 identified assessment views, the view is assessed in three parts:

- **Existing.** The existing scenario in photography.
- **Existing with the Proposed Development.** The Amended Proposed Development within the baseline existing photography, shown as either a fully illustrated render or as a blue wireline.
- **Existing with the Proposed Development and Cumulative Schemes.** The Amended Proposed Development seen within the baseline existing photography, alongside any relevant Cumulative Schemes. Cumulative Schemes are listed in Section 3 and below and are represented in the views by either a black wireline where the schemes are consented, or by an orange wireline where they are still emerging within the planning process.

6.104 The following cumulative schemes have been illustrated in the views where relevant:

- Land to the North of the British Library
- Central Somers Town
- Eastman Dental Hospital Site
- Royal National Throat, Nose and Ear Hospital Site
- 247 Tottenham Court Road, 3 Bayley Street, 1 Morwell Street, 2-3 Morwell Street and 4 Morwell Street
- Network Building
- Belgrove House

Table 6.3: Verified Views for Assessment

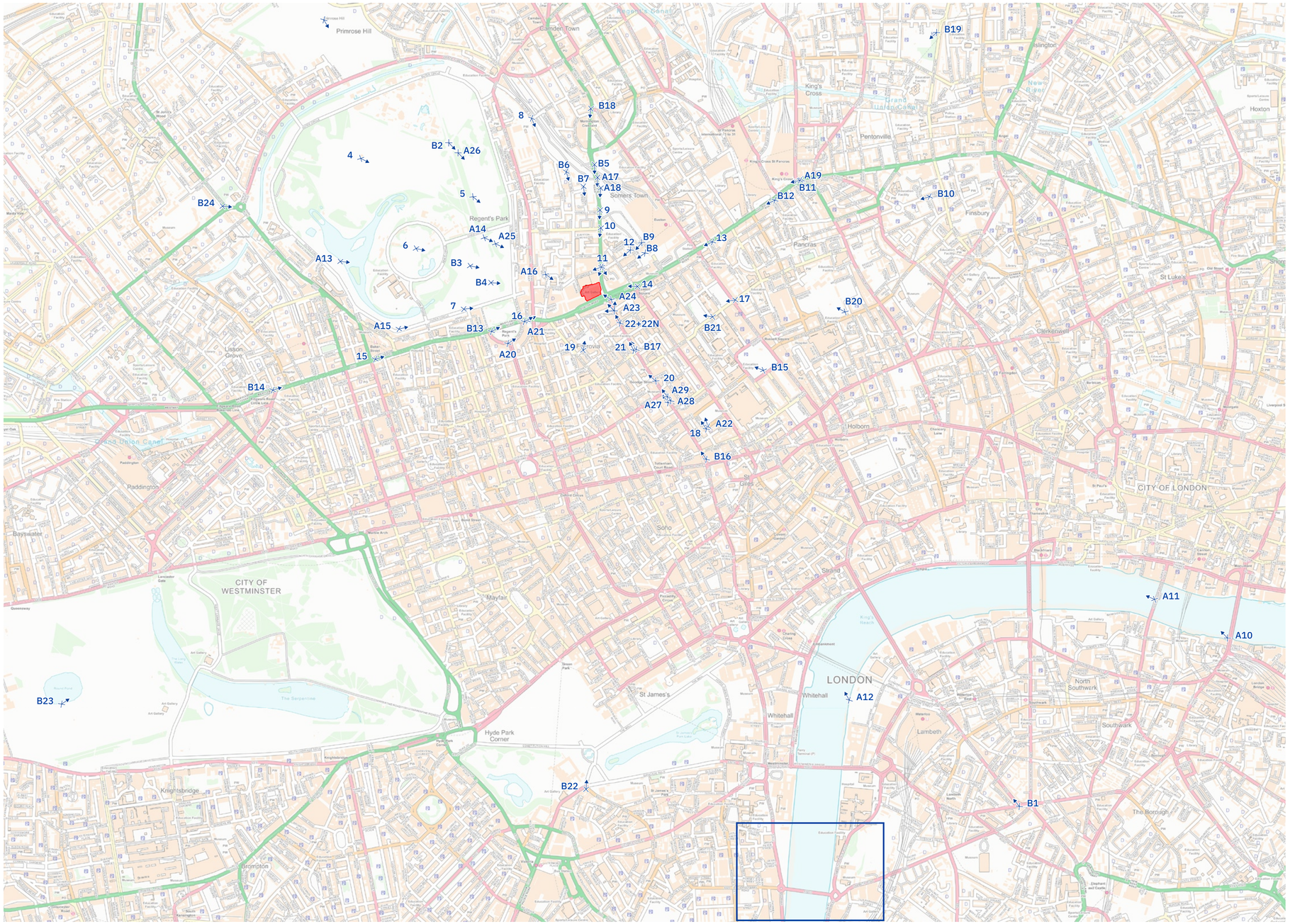
View No.	Viewing position	Wireline / Render
1	Lambeth Bridge – Views 19A.1 to 19A.2	W
2	LVMF 2A.2: Parliament Hill: the summit LVMF 2A.2: Parliament Hill: the summit (TELEPHOTO)	R
3	LVMF 4A.2: Primrose Hill: the summit – looking towards the Palace of Westminster	R
4	The Regent's Park: Terrace of The Hub (EAP View 28)	R
5	The Regent's Park: East of Broad Walk (EAP View 22)	R
6	The Regent's Park: Queen Mary's Gardens	R
7	Outer Circle, junction with Harley Street (EAP View 25)	R
8	Park Village East (EAP View 12)	R
9	Hampstead Road, opposite junction with Varndell Street	R
10	Hampstead Road, junction with North Gower Street	R
11	Hampstead Road, junction with Drummond Street	R
12	Drummond Street, junction with Cobourg Street	R
13	Euston Road, junction with Duke's Road	W
14	Euston Road, junction with Gower Street	R
15	Marylebone Road, junction with Baker Street	W
16	Park Crescent East	W
17	Tavistock Square	W
18	Bedford Square	R
19	Fitzroy Square (EAP View 18)	R
20	Tottenham Court Road, junction with Tottenham Street	R
21	Tottenham Court Road, junction with Capper Street	R
22	Tottenham Court Road, junction with Grafton Way (day)	R
22N	Tottenham Court Road, junction with Grafton Way (dusk)	R

Table 6.4: Supplementary Verified Appendix Views (Appendix A)

View No.	Viewing position	Wireline / Render
A1	Lambeth Bridge: LVMF 19A.1 (+ SUMMER REF.)	W
A2	Lambeth Bridge: Point A (+ SUMMER REF.)	W
A3	Lambeth Bridge: Point B (+ SUMMER REF.)	W
A4	Lambeth Bridge: Point C (+ SUMMER REF.)	W
A5	Lambeth Bridge: Point D (+ TELEPHOTO) (+ SUMMER REF.)	W
A6	Lambeth Bridge: Point E (+ TELEPHOTO) (+ SUMMER REF.)	W
A7	Lambeth Bridge: LVMF 19A.2 (+ SUMMER REF.)	W
A8	LVMF 2B.1: Parliament Hill: east of the summit – at the prominent oak tree	W
A9	LVMF 5A.2: Greenwich Park: the General Wolfe statue – north-east of the statue	W
A10	LVMF 11A.1: London Bridge: the upstream movement – looking across the Southwark Bridge	W
A11	LVMF 12A.1: Southwark Bridge: the upstream pavement – at the centre of the bridge	W
A12	LVMF 21B.1: Jubilee Gardens – opposite Whitehall Court	W
A13	The Regent's Park: east of the Boating Lake (+ SUMMER REF.)	R
A14	The Regent's Park: Playing fields east of Inner Circle	R
A15	Outer Circle, opposite No.22 Cornwall Terrace	W
A16	Munster Square	R
A17	Hampstead Road, south of View 17 (centre)	W
A18	Hampstead Road	W
A19	Pentonville Road, western end	W
A20	Portland Place, junction with Park Crescent	R
A21	Marylebone Road, junction with Great Portland Street	W
A22	Bedford Square	W
A23	Tottenham Court Road, opposite Warren Street Station	R
A24	Tottenham Court Road, junction with Euston Road	R
A25	Regent's Park, view across Chester Place	R
A26	Regents Park, view across Cambridge Terrace	R
A27	Tottenham Court Road, west pavement outside No.55	R
A28	Tottenham Court Road, east pavement outside No.220	R
A29	Tottenham Court Road, east pavement outside Nos.213-215	R

Table 6.5: Supplementary Non-verified Appendix Views (Appendix B)

View No.	Viewing position	Wireline / Render
B1	Waterloo Road, junction with Westminster Bridge Road	W
B2	The Regent's Park: The Broad Walk, north of 'Ready Money' drinking fountain	W
B3	The Regent's Park: The Broad Walk, Marylebone Green	W
B4	The Regent's Park: The Broad Walk, south end	W
B5	Hampstead Road, outside northern steps of Greater London House	W
B6	Stanhope Street, junction with Granby Terrace	W
B7	Harrington Street, north of Mackworth Street	W
B8	Euston Street, east	M
B9	Melton Street, junction with Euston Street	W
B10	Great Percy Street, junction with Lloyd Street	W
B11	Euston Road, junction with Grays Inn Road	W
B12	Euston Road, junction with Argyle Street	W
B13	Park Crescent, west	W
B14	Euston Road, junction with Old Marylebone Road	W
B15	Russell Square	W
B16	Tottenham Court Road, at The Dominion Theatre	W
B17	Tottenham Court Road, junction with Howland Street	W
B18	Camden High Street at the Cobden Statue, junction with Hampstead Road	W
B19	Barnard Park, north-east corner	W
B20	Coram's Fields, eastern edge	W
B21	Gordon Square, south-east corner	W
B22	Spur Road, St James's Park, south of Buckingham Palace	W
B23	Kensington Gardens, the Round Pound	W
B24	Wellington Road, St John's Wood	W
B25	Greenwich Park, One Tree Hill Viewpoint	W


B19
B18
8
B2
A26
4
B6
B5
B7
A17
A18
A19
B11
B12
B10
5
B24
9
10
A14
A25
12
B9
B8
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6
A13
B3
11
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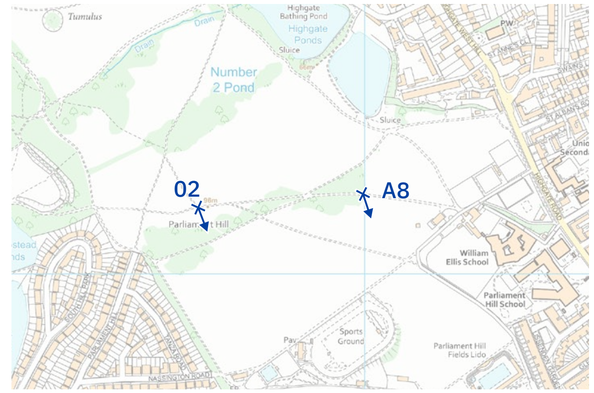
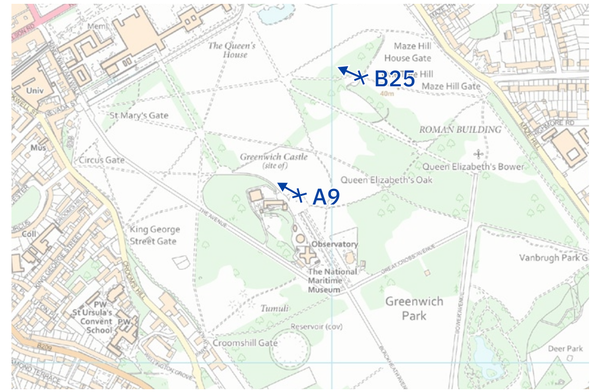
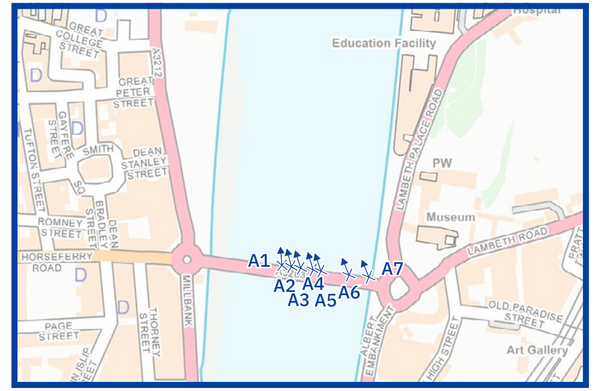
A28
A27
A22
18
B16
CITY OF LONDON
CITY OF WESTMINSTER
A11
A10
LONDON
A12
B23
B22
B1


02
A8


B25
A9
Greenwich Park


Education Facility
Museum
A1
A2
A3
A4
A5
A6
A7

View	Location	Page	Style	Render/Wireline	Verified	Ref	OS-E	OS-N	Height (AOD)	Heading	Lens	Field of View	Film	Date	Time
01	Lambeth Bridge Sequence	88	–	–	–	–	–	–	–	–	–	–	–	–	–
02	LVMF 2A.2 | Parliament Hill: the summit	91	AVR3	Render	Yes	D16111x50	527665.4	186131.5	96.5	159	50mm	39.59775271	Digital	15/02/18	16:03
02	LVMF 2A.2 | Parliament Hill: the summit Telephoto	94	AVR3	Render	Yes	D16111x200	527665.4	186131.5	96.5	159	200mm	10.28552912	Digital	15/02/18	16:11
03	LVMF 4A.2 | Primrose Hill: the summit - looking toward the Palace of Westminster	97	AVR3	Render	Yes	D27338x50	527657.3	183893	66.7	150	50mm	39.59775271	Digital	15/02/23	14:20
04	The Regent's Park: terrace of The Hub (EAP View 28)	100	AVR3	Render	Yes	D28938x24	527865.581	183108.62	37.358	117	24mm	73.73979529	Digital	28/09/23	08:43
05	The Regent's Park: East of Broad Walk (EAP View 22)	103	AVR3	Render	Yes	D27977x24	528500.746	182891.37	36.784	129	24mm	73.73979529	Digital	02/04/23	14:43
06	The Regent's Park: Queen Mary's Gardens	106	AVR3	Render	Yes	D27389x24	528178.661	182598.730	38.780	103	24mm	73.73979529	Digital	20/02/23	10:08
07	Outer Circle, junction with Harley Street	109	AVR3	Render	Yes	D27329	528448.828	182255.552	29.329	84	24mm	73.73979529	Digital	14/02/23	14:50
08	Park Village East	112	AVR1	Render	Yes	D27986	528832.779	183335.904	34.567	157	24mm	73.73979529	Digital	02/04/23	16:50
09	Hampstead Road, opposite junction with Varnell Street	118	AVR1	Render	Yes	D27979	529219.85	182817.015	23.094	184	24mm	73.73979529	Digital	02/04/23	15:43
10	Hampstead Road, junction with North Gower Street	121	AVR3	Render	Yes	D28546	529224.386	182715.804	24.093	188	24mm	73.73979529	Digital	11/05/23	12:32
11	Hampstead Road, junction with Drummond Street	124	AVR1	Wireline	Yes	D27982L	529228.984	182494.092	26.721	148	24mm	73.73979529	Digital	02/04/23	11:17
12	Drummond Street, at junction with Cobourg Street	127	AVR3	Render	Yes	D28952	529391.85	182590.318	24.322	229	24mm	73.73979529	Digital	07/10/23	09:12
13	Euston Road, at Duke's Road	130	AVR1	Wireline	Yes	D27368	529856.692	182636.312	22.098	245	24mm	73.73979529	Digital	15/02/23	12:39
14	Euston Road, at Gower Street	133	AVR3	Render	Yes	D27370	529432.025	182383.415	26.113	272	24mm	73.73979529	Digital	15/02/23	15:02
15	Marylebone Road, at Baker Street	136	AVR1	Wireline	Yes	D27331x50	527947.476	181971.758	27.261	73	24mm	73.73979529	Digital	14/02/23	14:27
16	Park Crescent East	139	AVR1	Wireline	Yes	D27326	528790.997	182184.935	28.278	62	24mm	73.73979529	Digital	14/02/23	13:05
17	Tavistock Square	142	AVR1	Wireline	Yes	D27371	529985.628	182307.221	24.695	261	24mm	73.73979529	Digital	15/02/23	12:13
18	Bedford Square	145	AVR3	Render	Yes	D27373	529821.033	181576.949	27.136	326	24mm	73.73979529	Digital	15/02/23	13:21
19	Fitzroy Square, south-west corner (EAP View 18)	148	AVR3	Render	Yes	D27345	529124.899	182022.816	27.91	9	24mm	73.73979529	Digital	15/02/23	10:27
20	Tottenham Court Road, at Tottenham Street	154	AVR3	Render	Yes	D27374	529535.393	181848.566	27.747	310	24mm	73.73979529	Digital	15/02/23	14:15
21	Tottenham Court Road, at Capper Street	157	AVR3	Render	Yes	D27375	529423.97	182026.395	27.734	328	24mm	73.73979529	Digital	15/02/23	14:24
22	Tottenham Court Road, at Grafton Way	160	AVR3	Render	Yes	D27377	529333.838	182175.49	27.469	329	24mm	73.73979529	Digital	15/02/23	14:45
22N	Tottenham Court Road, at Grafton Way (dusk)	163	AVR3	Render	Yes	D28883	529333.838	182175.49	27.469	330	24mm	73.73979529	Digital	05/09/23	20:18

View 01

Lambeth Bridge Sequence between 19A.1 and 19A.2

Existing

The downstream pavement LVMF Viewing Location from Lambeth Bridge provides important views to the north-west and towards the Palace of Westminster. Two Assessment Points, 19A.1 in the centre of the bridge and 19A.2 close to the Lambeth bank, have been designated. A Protected Silhouette of the Palace of Westminster is applied at, and at all points between, Assessment Points 19A.1 and 19A.2. The river dominates the foreground and middle ground of the view, with the Palace of Westminster forming the focus. Other important elements in the view are the mature trees on both sides of the river. The setting of the Palace of Westminster is largely unaffected by modern development when seen in views from Lambeth Bridge. The LVMF states that "*The qualities of this setting must remain in order that the Outstanding Universal Value of the World Heritage Site, in townscape and visual terms, can be recognised and appreciated by the viewer*." (Ref. 1-11, para.335) and "*The Protected Silhouette should not be altered by development appearing in its background at or between Assessment Points 19A.1 and 19A.2*." (para.339).

The existing Euston Tower is technically visible, but not perceptible, between the two fixed Assessment Points close to the east of Assessment Point 19A.1. It's very top is technically visible, at a distance of approximately 3.5km, at a low point in the silhouette between pinnacles on the Palace of Westminster. This potential visibility is well screened by foreground trees even in winter and is not perceptible. Development on the Site is therefore potentially visible – and highly sensitive – as any impacts on these views could affect the setting of the Westminster WHS. Pre-existing masts on top of the existing Euston Tower have already been removed; these technically breached the Protected Silhouette to a greater extent – though seen at a distance of approximately 3.5km, they were not in reality perceptible in the views from Lambeth Bridge.

Early testing identified the points on the kinetic path between LVMF Assessment Points 19A.1 and 19A.2 at which the existing Euston Tower is technically visible, and low points in the silhouette of the Palace of Westminster at which there would be the greatest risk of visibility of the Amended Proposed Development. Small images of the views from the fixed assessment points and the identified points of sensitivity between them are shown here, with large scale images from each point included in Appendix A. All views have been photographed with a 50mm lens to give an accurate impression of the level of clarity and detail perceptible by the human eye. For the points of sensitivity that are not screened by trees, additional photography has been taken with a 200mm lens.

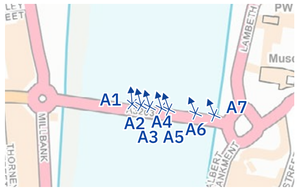
Value attached to the views: This is a high value view designated in regional LVMF policy. The value of the views is generally **high**, with the area within the Protected Silhouette being **very high.**

Visual receptors affected: Moderate numbers of visitors to the scenic viewpoint focusing their full attention on the views and moderate numbers of traveller crossing the bridge whose attention would not be solely focused on the views.

Susceptibility to change of visual receptors: This view contributes fundamentally for those visiting the scenic viewpoint to experience the view and is a point of orientation on the River Thames more widely. Susceptibility to change overall is therefore judged to be **very high.**

Sensitivity: **Very High**

View location



LVMF View 19A, Assessment Point 19A.1 (Appendix A View A1)

LVMF View 19A, Point A (Appendix A View A2)

LVMF View 19A, Point B (Appendix A View A3)

LVMF View 19A, Point C (Appendix A View A4)

LVMF View 19A, Point D (Appendix A View A5)

LVMF View 19A, Point E (Appendix A View A6)

LVMF View 19A, Assessment Point 19A.1 (Appendix A View A7)

View 01

Lambeth Bridge Sequence between 19A.1 and 19A.2

Proposed

It was established as an early design principle that the Amended Proposed Development should not increase the existing Euston Tower's imperceptible breaches of the Protected Silhouette. The maximum height for the Amended Proposed Development has therefore been effectively capped by the constraint of these designated views from Lambeth Bridge in order to avoid increased, perceptible impacts on the Protected Silhouette of the Palace of Westminster.

Like the existing Euston Tower the Amended Proposed Development would not be visible or breach the Protected Silhouette at Assessment Point 19A.1 at the centre of the bridge (View A1 in Appendix A). Neither would it be visible at intermediate point A (View A2). At intermediate points B and C (Views A3 and A4) the top of the existing Euston Tower is technically visible beyond the roofline of the Palace of Westminster but not perceptible in the view even in winter. The maximum height of the Amended Proposed Development would not exceed that of the existing Euston Tower and the technical impact of the existing Euston Tower would not be altered at intermediate point B (View A3). At intermediate point C (View A4), the width of the top of the Amended Proposed Development would very slightly increase the level of technical visibility of the existing Euston Tower but again this would not be perceptible in the view.

Intermediate points D and E (Views A5 and A6 respectively) are low points in the silhouette of the Palace of Westminster at which the existing Euston Tower is just hidden. These points therefore have sensitivity to any increase in height of the Amended Proposed Development. At neither of these points would the Amended Proposed Development be visible or breach the Protected Silhouette. These views have been modelled in 200mmm photography in Appendix A for absolute clarity.

Like the existing Euston Tower the Amended Proposed Development would not be visible or breach the Protected Silhouette at Assessment Point 19A.2, close to the Lambeth bank of the bridge (View A7 in Appendix A).

Overall, there would be no perceptible change to the composition of LVMF River Prospect 19A or the ability to recognise and appreciate the OUV of the Westminster WHS in these views and therefore no impact or effect.

Magnitude of impact: **None**

Scale and Nature of Effect: **No effect (not significant)**

LVMF View 19A, Assessment Point 19A.1 (Appendix A View A1)

LVMF View 19A, Point A (Appendix A View A2)

LVMF View 19A, Point B (Appendix A View A3)

LVMF View 19A, Point C (Appendix A View A4)

LVMF View 19A, Point D (Appendix A View A5)

LVMF View 19A, Point E (Appendix A View A6)

LVMF View 19A, Assessment Point 19A.1 (Appendix A View A7)

View 01

Lambeth Bridge Sequence between 19A.1 and 19A.2

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **None**

Scale and Nature of Effect: **No effect (not significant)**

LVMF View 19A, Assessment Point 19A.1 (Appendix A View A1)

LVMF View 19A, Point A (Appendix A View A2)

LVMF View 19A, Point B (Appendix A View A3)

LVMF View 19A, Point C (Appendix A View A4)

LVMF View 19A, Point D (Appendix A View A5)

LVMF View 19A, Point E (Appendix A View A6)

LVMF View 19A, Assessment Point 19A.1 (Appendix A View A7)

View 02

LVMF 2A.2 | Parliament Hill: the summit

D16111x50 / 50mm / 15/02/18 / 16:03

Existing

This view is one of six London Panoramas designated as part of the LVMF SPG (Ref. 1-11). Parliament Hill forms part of the prominent ridge that crosses Hampstead Heath. From the summit there are excellent panoramic views towards the City of London, St Paul's Cathedral and the Palace of Westminster, framed by planting in the foreground. Two Assessment Points are identified at the summit, 2A.1 and 2A.2. They are orientated in different directions, although they share the same position: one looks towards St Paul's Cathedral and the other looks towards the Victoria Tower of the Palace of Westminster within the Westminster World Heritage Site. This view is the panorama from Assessment Point 2A.2, directed towards the Palace of Westminster which is located between the existing Euston Tower and the BT Tower, and set within a Protected Vista. The red Landmark Viewing Corridor (LVC) of the Protected Vista is marked on the image, between the Euston Tower and the BT Tower. This is a partial view of the Palace of Westminster with only the Victoria Tower visible at a distance of approximately 7.2km from the viewing position.

Bucklebury, a 19-storey tower within the Regent's Park Estate close to the west of the Site, breaches the LVC in the foreground of the view and partially obscures the Victoria Tower; it was constructed in 1959 well before designation of the view. A taller element within the No. 10 Brock Street development at Regent's Place (designed by Wilkinson Eyre), is also visible rising above the Threshold Plane of the LVC further to the left. 10 Brock Street was consented in 2008 after the introduction of the LVMF in 2007 but prior to designation of Assessment Point 2A.2 in 2010, but it was not completed until 2013 so does not appear in the LVMF (2012) Management Guidance. The existing Euston Tower forms a focal point as a relatively distant landmark within an overall panorama containing numerous points of interest. The existing Euston Tower forms a contrasting counterpart to the slender articulated silhouette of the taller BT Tower defining the right hand edge of the Protected Vista and together these buildings help to create a distinctive focal point in the view that frames the Palace of Westminster.

The western edge of the existing Euston Tower defines the left hand side of the Protected Vista. Due to its alignment in relation to the viewing cone of the Protected Vista, the existing Euston Tower technically breaches the geometrically defined coordinates of the LVC. As Assessment Point

View location

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View 02

LVMF 2A.2 | Parliament Hill: the summit

D16111x50 / 50mm / 15/02/18 / 16:03

2A.2 was designated to protect the view of the Palace of Westminster set within the sky gap between the Euston Tower and the BT Tower, this technical breach of the LVC is immaterial.

London Plan Policy 7.12 states: "*where there is a Protected Vista: a development that exceeds the threshold height of a Landmark Viewing Corridor should be refused*". This is because development that exceeds the Threshold Plane is considered likely to harm the viewer's ability to 'recognise and appreciate' the protected landmark in the view, in this case, the Palace of Westminster. Regarding development in the foreground of the view, the LVMF view management guidance for View 2A states "*New development should preserve or enhance the viewer's ability to recognise and appreciate the Palace of Westminster in this view.*" (Ref. 1-11, para.101).

Value attached to the view: This is a high value view designated in regional LVMF policy. The value of the view is generally high, with the area within the Protected Vista being **very high.**

Visual receptors affected: High numbers of visitors to the scenic viewpoint focusing their full attention on the view and moderate numbers of visitors and local residents engaged in outdoor recreation, whose attention would not be solely focused on the view.

Susceptibility to change of visual receptors: This view contributes fundamentally for those visiting the scenic viewpoint to experience the view and is a point of orientation within the park more widely. Susceptibility to change overall is therefore judged to be **high**.

Sensitivity: **High**

Proposed

The Amended Proposed Development would appear in the distance, behind the existing Triton Building and 10 Brock Street developments.

The Amended Proposed Development's western building line would maintain the same position as that of the existing Euston Tower, in order to preserve the existing framing of the LVC towards the Palace of Westminster, and the sky gap between the Amended Proposed Development and the BT Tower. However, the articulation of the Amended Proposed Development's western façade would be deeper than that of the existing building to provide shading, and therefore at its maximum extent this would increase the existing very slight breach of the LVC by 273mm in a localised area at the south-west corner of the Amended Proposed Development. In practice, this is not discernible in the 200mm lens magnified view, which exaggerates the clarity and detail with which the view can be appreciated and would therefore not be discernible to the naked eye of a viewer The composition of the most sensitive part of the view, the Protected Vista, would therefore be preserved by the Amended Proposed Development and the immediate setting of the Palace of Westminster would remain unchanged.

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View 02

LVMF 2A.2 | Parliament Hill: the summit

D16111x50 / 50mm / 15/02/18 / 16:03

The Amended Proposed Development's increased breadth would not be noticeable in this view. The Amended Proposed Development's sub-division into four slender quadrants, separated from each other by clearly defined 'breathing spines', would effectively break up its overall scale and provide it with vertical emphasis that could be appreciated to some extent at this distance. The off-white tone of the Amended Proposed Development (desaturated in comparison to the December 2023 application) would appear lighter and more recessive on the skyline than the existing dark curtain wall glazing of the existing Euston Tower. The Amended Proposed Development would continue to act as a contrasting counterpart to the slender articulated silhouette of the taller BT Tower defining the right hand edge of the Protected Vista.

Overall, the Amended Proposed Development would enhance the appearance of the Euston Tower and would form a high quality landmark of equivalent scale to the existing tower within the panorama. In accordance with the LVMF guidance, the Amended Proposed Development would preserve, and would not harm, the viewer's ability to 'recognise and appreciate' the Palace of Westminster as seen in this view.

Magnitude of impact: **Very low-low**

Scale and Nature of Effect: **Minor in scale, beneficial in nature (not significant)**

Cumulative

The consented Network Building cumulative scheme on Tottenham Court Road and Whitfield Street would be partially visible, seen to a very minor extent behind the Amended Proposed Development, and with no significant impact on the view.

The British Library Extension (resolution to grant), Central Somers Town scheme (consented) and Belgrove House (consented) would be visible further east, all located well to the left of the Amended Proposed Development within this image and having no meaningful visual relationship with it.

The effect in the cumulative situation would remain the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Very low-low**

Scale and Nature of Effect: **Minor in scale, beneficial in nature (not significant)**

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View 02

LVMF 2A.2 | Parliament Hill: the summit Telephoto

D16111x200 / 200mm / 15/02/18 / 16:11

See previous pages for assessment text.

200mm – 10.145° Image scalling factor = 309% at A3 *200mm – 10.145°*

View location

View 02

LVMF 2A.2 | Parliament Hill: the summit Telephoto

D16111x200 / 200mm / 15/02/18 / 16:11

See previous pages for assessment text.

200mm – 10.145° Image scalling factor = 309% at A3 *200mm – 10.145°*

View 02

LVMF 2A.2 | Parliament Hill: the summit Telephoto

D16111x200 / 200mm / 15/02/18 / 16:11

See previous pages for assessment text.

200mm – 10.145° Image scalling factor = 309% at A3 *200mm – 10.145°*

View 03

LVMF 4A.2 | Primrose Hill: the summit - looking toward the Palace of Westminster

D27338x50 / 50mm / 15/02/23 / 14:20

Existing

The view from the summit of Primrose Hill is designated in the LVMF SPG as a London Panorama from Assessment Point 4A.2 looking towards the Palace of Westminster. There is a Protected Vista from the assessment point towards the Palace, comprising a Landmark Viewing Corridor (LVC), indicated in red); the Site lies well outside this. The existing Euston Tower appears well to the east (left) of the LVC from this location. It appears as part of a group of large scale modern buildings within the Regent's Place development, at the junction of Euston Road and Hampstead Road/ Tottenham Court Road, and with the UCL Hospital building to its east.

The LVMF gives the following description of the view:

"The foreground and much of the middle ground of the panorama is dominated by open space, with only London Zoo introducing significant urban content. The panorama is wide, extending into Islington in the east, and as far as the Trellick Tower, beyond Paddington, in the west. To the east, there is residential development of brick and painted stucco, pitched slate and tile roofs, complemented occasionally by church spires, blocks of flats and trees" (Ref. 1-2, p.4).

The LVMF SPG notes in respect of the foreground and middle ground that *"New development should preserve or enhance the viewer's ability to recognise and appreciate the Palace of Westminster within the panorama."* (Ref. 1-2, p.4)

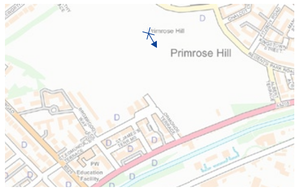
Value attached to the view: A designated LVMF SPG view of generally high value. The part of the view within a Protected Vista is very high, however the Site is outside the LVC.

Visual receptors affected: High numbers of visitors to the scenic viewpoint focusing their full attention on the view and moderate numbers of visitors and local residents engaged in outdoor recreation, whose attention would not be solely focused on the view.

Susceptibility to change of visual receptors: This view contributes fundamentally for those visiting the scenic viewpoint to experience the view and is a point of orientation within the park more widely. Susceptibility to change overall is therefore judged to be high.

Sensitivity: **High**

View location



50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View 03

LVMF 4A.2 | Primrose Hill: the summit - looking toward the Palace of Westminster

D27338x50 / 50mm / 15/02/23 / 14:20

Proposed

The Amended Proposed Development would appear in the middle distance, behind the existing 10 Brock Street and Triton Building developments. It would appear well outside the Protected Vista and, in line with the LVMF guidance, it would preserve the viewer's ability to recognise and appreciate the Palace of Westminster as seen in this view.

The Amended Proposed Development would appear marginally taller and slightly broader than the existing Euston Tower but retaining the sky gap between the Euston Tower and the Triton Building. There would be a perceptible, but not immediately noticeable, increase in the breadth of the Amended Proposed Development in comparison to the existing tower: the Amended Proposed Development would appear as a building of equivalent scale to the existing Euston Tower in the view.

The architectural approach to the form and massing of the Amended Proposed Development would help to mitigate the visual impact of the increased breadth. The Amended Proposed Development's sub-division into four slender quadrants separated by clearly defined 'breathing spines' would effectively break up its overall scale and enhance its verticality. The off-white tone of the tower element of the Amended Proposed Development would appear light and recessive on the skyline and contrast with the darker materiality of the neighbouring Triton Building and other local taller buildings. The sculptural quality as a result of the increased solidity and modulation of the facades would enhance the richness and distinctiveness of the Euston Tower on the skyline. The clearly defined double-height crown would lighten the appearance of the top of the tower.

In conclusion, the Amended Proposed Development would enhance the appearance of the Euston Tower and would form a high-quality landmark of equivalent scale to the existing tower within the panorama. In accordance with the LVMF guidance, the Amended Proposed Development would preserve, and would not harm, the viewer's ability to 'recognise and appreciate' the Palace of Westminster as seen in this view.

Magnitude of impact: Low

Scale and Nature of Effect: **Minor-moderate in scale, beneficial in nature (not significant)**

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View 03

LVMF 4A.2 | Primrose Hill: the summit - looking toward the Palace of Westminster

D27338x50 / 50mm / 15/02/23 / 14:20

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low**

Scale and Nature of Effect: **Minor-moderate in scale, beneficial in nature (not significant)**

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View 04

The Regent's Park: terrace of The Hub (EAP View 28)

D28938x24 / 24mm / 28/09/23 / 08:43

Existing

This viewpoint is located on the terrace of The Hub café within Regent's Park, and it looks south-east in the direction of the Site. The Hub was built in 2004-2005 as a café and sports facility changing room. This area of Regent's Park is part of the WCC Regent's Park Conservation Area, and Regent's Park is a Grade I RPG. The majority of this view is filled with the foreground green landscape of the Regent's Park sports pitches, with dense tree cover in the middle distance obscuring views of lower scale buildings beyond the park.

The landscape of the park slopes slightly to the south-east from the elevated Hub, affording views of the tall buildings in the wider setting of Regent's Park, which rise above the treeline on the perimeter of the park. The existing Euston Tower appears in the centre of the view, and is one of two distinct landmarks seen from this position, the other being the BT Tower which is seen to the right and emerging from beyond the roofline of the Grade II* listed St John's Lodge within the park. Other tall buildings are also seen beyond the tree line of the park from this position, including the 26-storey Triton Building to the left of Euston Tower, which is part of the Regent's Place group of modern large scale buildings approximately 1.6km from this position, and One Osnaburgh Street, also part of Regent's Place and seen in between Euston Tower and the BT Tower. The pale brick, lower towers of the post-war Regent's Park Estate are also seen in the foreground of the Euston Tower and Triton Building. To the left are other tall buildings on the more distant skyline in the City, with 22 Bishopsgate the most notable tower in this group, approximately 5.5km to the east. These tall buildings are appreciated as lying beyond the Park, visibly distant, and separate from it.

Value attached to the view: This is not a designated conservation area view, and The Royal Parks' Conservation Management Plan does not note the view from The Hub (Ref. 1-38, p. 73-74 and at Figure 16, p.76); nor did John Nash design any formal axial views within the Park itself. However, it is identified as View 28 in the Euston Area Plan (Ref. 1-14) and it provides a representative long view from within the park, designated both as part of the WCC Regent's Park Conservation Area, and the Grade I listed RPG. It affords a good view across the green open space, with glimpses of St John's Lodge and is typical of the Park's contemporary character with views towards local landmarks in the wider townscape. It is considered to have a **high** value.

Visual receptors affected: Visitors to The Hub café, those using the sports pitches, people moving around the park and those resting at their leisure or observing the sports.

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 04

The Regent's Park: terrace of The Hub (EAP View 28)

D28938x24 / 24mm / 28/09/23 / 08:43

Susceptibility to change of visual receptors: This is not a designed viewing point within the Park and this area of the Park does not depend on the appreciation of views, although visual receptors experiencing the view as part of their journey and visitors to the café would have a higher susceptibility to change. The overall susceptibility to change is considered to be **medium**.

Sensitivity: **Medium-high**

Proposed

The Amended Proposed Development would be visible in the middle distance beyond the perimeter treeline. While slightly more of the lower levels would be visible in winter, the primary impact is that of the Amended Proposed Development above the treeline. The Amended Proposed Development, seen as part of the existing group of post-war and modern buildings clearly separate and distinct from the Park would be consistent with the existing taller modern character of the backdrop to the park in this view.

The Amended Proposed Development would appear equivalent in height but slightly broader than the existing Euston Tower. The architectural approach to the form and massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants, separated by clearly defined 'breathing spines', would help to effectively break up the Amended Proposed Development's overall scale and provide it with a vertical emphasis. The articulation of the façades would have an ordered quality, with considerable depth, articulation and visual texture creating a more sculptural form. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The light off-white tone of the tower would appear recessive on the skyline in comparison to the dark appearance of the exiting towers glazed facades and would reduce the perceived visual impact of the building when seen against a light sky. The clearly defined double height crown would lighten the appearance of the tower with roof level plant concealed.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 04

The Regent's Park: terrace of The Hub (EAP View 28)

D28938x24 / 24mm / 28/09/23 / 08:43

Overall, while the breadth of the Amended Proposed Development would be increased, the scale of its impact on the skyline of the park would be equivalent to that of the existing Euston Tower. There would however be a clear change in the visual impact of the Amended Proposed Development on the park in comparison to the existing Euston Tower as a result of its marked difference in architectural appearance, with a low magnitude of impact on the view. The Amended Proposed Development would appear as a high quality central London landmark within the view, with a well-articulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden and the surrounding historic fabric. The nature of the effect would therefore be beneficial.

Magnitude of impact: **Low**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 05

The Regent's Park: East of Broad Walk (EAP View 22)

D27977x24 / 24mm / 02/04/23 / 14:43

Existing

This viewpoint is located in a position close to the east of the Broad Walk, one of the formal routes traversing the Park, and it looks south-east towards the existing Euston Tower. It is identified as EAP View 22 and is a representative view from within the LBC Regent's Park Conservation Area, and the Grade I listed RPG of Regent's Park. The foreground of the view is occupied by an open grassed area within Regent's Park. Trees on the perimeter of the Park appear in the middle ground, with the predominantly stucco Grade I listed Nash terraces addressing the eastern side of the park seen through them. The relationship between the park and terraces can be readily understood from this location.

The existing Euston Tower appears as part of the post-war or modern large scale backdrop to the park seen at relatively close range beyond the historic terraces. From this location, it forms part of a distinct group of taller modern buildings on the skyline also comprising buildings towards the eastern end of Regent's Place, the UCL Hospital Tower, and the Bucklebury and Combe towers within the Regent's Park Estate. It appears as the tallest element within this grouping, marking the junction of Euston Road and Hampstead Road to the south-east of the park. The existing Euston Tower appears as one of two key landmarks beyond the Park, together with the BT Tower, the latter appearing as the tallest building in the view.

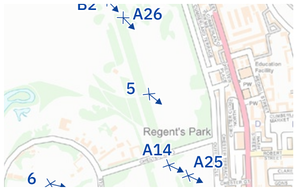
Value attached to the view: this is a view identified in local planning policy, from within a conservation area and Grade I listed RPGSHI. It is of **medium** value.

Visual receptors affected: high numbers of visitors in their leisure time.

Susceptibility to change of visual receptors: many would have the specific expectation of enjoying views as part of their visit and the susceptibility of receptors is assessed as **high**.

Sensitivity: **Medium-high**

View location



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 05

The Regent's Park: East of Broad Walk (EAP View 22)

D27977x24 / 24mm / 02/04/23 / 14:43

Proposed

The Amended Proposed Development would be visible in the middle distance. It would appear beyond the trees within the park, forming part of the group of post-war and modern buildings clearly separate and distinct from the park and the terraces adjacent to it. As such, it would be consistent with the existing character of the view and the nature of the local and wider context in which the Park is appreciated. The relationship with the BT Tower, as the other landmark building on the skyline, would be preserved.

The Amended Proposed Development would appear slightly broader than the existing Euston Tower and, although its height would be equivalent to that of the existing tower, it would appear slightly taller due to its enlarged footprint at the upper levels.

The architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants, separated by strongly articulated vertical 'breathing spines', would help to effectively break up its overall scale and provide the Amended Proposed Development with a vertical emphasis. The articulation of the façades would have an ordered quality, with considerable depth and articulation. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The proposed solidity and modulation of the façades, and the material palette of off-white GRC to the tower element, has drawn inspiration from the materials and architectural context of Camden. The off-white tone of the GRC of the tower (desaturated in comparison to the December 2023 application) would complement the listed 19th century park side terraces in cream stucco and reduce the potential visual distraction of the tower seen beyond them. The clearly defined double height crown would lighten the appearance of the tower's top and accentuate its light recessive appearance in comparison to the existing Euston Tower and the December 2023 application.

The breadth of the Amended Proposed Development would be increased and there would be a marked difference in architectural appearance in comparison to the existing Euston Tower, with a low-medium magnitude of impact on the view. The Amended Proposed Development would appear as a high-quality central London landmark within the view, with a well-articulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden. The nature of the effect would therefore be beneficial.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Moderate in scale; beneficial in nature (Significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 05

The Regent's Park: East of Broad Walk (EAP View 22)

D27977x24 / 24mm / 02/04/23 / 14:43

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Moderate in scale; beneficial in nature (Significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 06

The Regent's Park: Queen Mary's Gardens

D27389x24 / 24mm / 20/02/23 / 10:08

Existing

This viewpoint is located in Queen Mary's Gardens within the Inner Circle in Regent's Park, and the view is looking south-east towards the Site. It is from within the WCC Regent's Park Conservation Area, and the Grade I listed RPG of Regent's Park.

The view is taken from the main path through the gardens. The foreground of the view is occupied by the open grassed area to the east of the main path with a secondary path seen cutting across the grass. Trees to the east of the main path appear in the middle ground. Even in this winter view, the number of evergreen trees is such that the landscape has a high degree of enclosure, and visibility of development beyond is well screened.

The top of existing Euston Tower rises above the undulating varied tree line in the background of the view. A small part of the Triton Building is visible to its left, while the taller, more slender form of the Grade II listed BT Tower is seen further to its right, screened by the branches of deciduous trees from this viewing position – though clearly visible above the treeline at other points. Likewise, the existing Euston Tower remains below the tree line in most other views from St Mary's Gardens.

Value attached to the view: this is a view from within a conservation area and Grade I listed RPG. It is of **medium** value.

Visual receptors affected: high numbers of visitors in their leisure time.

Susceptibility to change of visual receptors: many would have the specific expectation of enjoying views as part of their visit and are of **high** susceptibility.

Sensitivity: **Medium-high**

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 06

The Regent's Park: Queen Mary's Gardens

D27389x24 / 24mm / 20/02/23 / 10:08

Proposed

Like the existing Euston Tower the top of the Amended Proposed Development would be visible in the middle distance, beyond the trees and clearly separate and distinct from Queen Mary's Gardens in the foreground. As such, it would be consistent with the existing character of the view in which the nature of the wider modern context outside the Park can be appreciated, coming in and out of view.

The Amended Proposed Development would appear broader than the existing Euston Tower and its height would be equivalent to that of the existing tower. The architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants, separated by strongly articulated vertical 'breathing spines', would help to effectively break up its overall scale and provide the Amended Proposed Development with a vertical emphasis. The articulation of the façades would have an ordered quality, with considerable depth and modulation. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The proposed off-white tone of the GRC to the tower element would appear recessive on the skyline in comparison to the dark, curtain wall glazing of the 'International Style' existing Euston Tower. The clearly defined double height crown would lighten the appearance of the tower's top and accentuate its light recessive appearance on the skyline. The breadth of the Amended Proposed Development would be increased and there would be a marked difference in architectural appearance in comparison to the existing Euston Tower, with a low magnitude of impact on the view. The Amended Proposed Development would appear as a high-quality central London landmark within the view, with a well-articulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden. The nature of the effect would therefore be beneficial.

Magnitude of impact: **Low**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 06

The Regent's Park: Queen Mary's Gardens

D27389x24 / 24mm / 20/02/23 / 10:08

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 07

Outer Circle, junction with Harley Street (EAP View 25)

D27329 / 24mm / 14/02/23 / 14:50

Existing

This viewpoint is located on the northern pavement of the Outer Circle, bounding the southern side of Regent's Park, looking east. The view is from within the WCC Regent's Park Conservation Area, looking into the LBC Regent's Park Conservation Area, and beyond to the undesignated townscape of Regent's Place on the skyline beyond. It is close to the position of EAP View 25. To the north (left) of the road in the foreground and middle ground of the view is Regent's Park, a Grade I listed RPG, and to the south of the road (right of the view) is the Grade I listed Ulster Terrace with the northern edge of Park Square visible beyond it. Together, the park and stucco terraces form a strong composition. The straight alignment of the road provides the view with a directional quality, enclosed on each side by the Park and the terrace respectively, and terminated by a distant view of Grade I listed buildings at the eastern end of St Andrew's Place

The tall post-war and modern buildings of Regent's Place appear in the background of the view, seen above the distant Nash Terraces on the east side of the Park and the trees in Park Square, and providing a contrasting modern context to the historic foreground of this view. The existing Euston Tower appears as the tallest of these buildings, and a focal point on the skyline of the view. The Triton Building is visible to the left, with One Osnaburgh Street slightly taller in front of it. Lower in front of them is the Grade II listed White House.

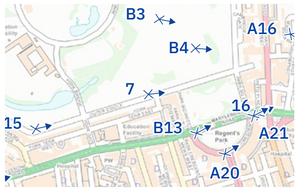
Value attached to the view: This is identified as EAP View 25. It is a representative view from within the WCC Regent's Park Conservation Area. The view towards Regent's Place is representative of the modern-day character of the Park, which is informed by the contrasting wider setting of tall, and 20th and 21st century buildings, both commercial and residential in nature. Overall, the value of this view is considered to be **medium**.

Visual receptors affected: A number of walkers, walking around the Park, travelling both to and from the Park entrances at the southern side; those travelling in and around the Regent's Park Estate of Nash buildings.

Susceptibility to change of visual receptors: Those walking along the Outer Circle are primarily focused on the foreground context of the greenery and treed perimeter landscape of the Park, and the distinctive stucco terraces which line the road. It is not a natural pausing place, or somewhere people will be likely to stop and focus on the long view east. The overall susceptibility to change in this direction is considered to be **medium**.

Sensitivity: **Medium**

View location



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 07

Outer Circle, junction with Harley Street (EAP View 25)

D27329 / 24mm / 14/02/23 / 14:50

Proposed

Like the existing Euston Tower the top of the Amended Proposed Development would be visible in the middle distance as part of the established cluster of taller modern development, clearly separate and distinct Regent's Park and the Nash Terraces on its perimeter in the foreground. As such, it would be consistent with the existing character of the view in which the nature of the local and wider modern context outside the park can be appreciated.

The Amended Proposed Development would appear broader than the existing Euston Tower and its height would be equivalent to that of the existing tower. The architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants, separated by strongly articulated vertical 'breathing spines', would help to effectively break up its overall scale and provide the Amended Proposed Development with vertical emphasis in harmony with the verticality of the terraced rhythm of the 19th century buildings within the streets adjacent to Regent's Park. The articulation of the façades would have an ordered quality, with considerable depth and modulation. The more sculptural appearance of the Amended Proposed Development would enhance the visual richness and landmark quality of the building within its wider context. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The off-white tone of the GRC of the tower (desaturated in comparison to the December 2023 application) would complement the listed 19th century park side terraces of the Outer Circle in cream stucco and would minimise the contrast and potential visual distraction of the Amended Proposed Development seen beyond. The clearly defined double height crown would lighten the appearance of the tower's top and accentuate its light recessive appearance in contrast to the existing Euston Tower.

The breadth of the Amended Proposed Development would be increased and there would be a marked difference in architectural appearance in comparison to the existing Euston Tower, with a low-medium magnitude of impact on the view. The Amended Proposed Development would appear as a high-quality central London landmark within the view, with a well-articulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden – in comparison to the generic glazed commercial form of the existing tower. The nature of the effect would therefore be beneficial.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 07

Outer Circle, junction with Harley Street (EAP View 25)

D27329 / 24mm / 14/02/23 / 14:50

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 08

Park Village East (EAP View 12)

D27986 / 24mm / 02/04/23 / 16:50

Existing

This viewpoint is located on the western pavement of Park Village East, close to its junction with Mornington Street, and the view looks south towards the Site and the existing Euston Tower. This viewing position lies within the LBC Regent's Park Conservation Area, at its eastern boundary. It is close to the position of EAP View 12, directed towards the Site.

The hoarded cutting of the railway lines approaching Euston Station are to the left in the view – this area is part of the ongoing HS2 Euston Station redevelopment project. In the foreground to the right of the view are the lower-scale, historic Grade II* listed buildings of Park Village East, which are within the conservation area These buildings are part of a series of twelve semi-detached villas, designed by John Nash for the Commissioners of Woods, Forest, and Land Revenues. Seen beyond these more historic buildings in the middle ground is Silsoe House - a 20th century red brick building which aligns with the two to three storey datum of the neighbouring Nash villas to its north. Further south, and neighbouring Silsoe House, is pale cream stucco of the 20th century Richmond House. Both of these buildings are considered to be 'neutral contributors' to the Conservation Area (Ref. 1-35, p.40).

The termination of the view south in the background is formed by two landmark buildings, the existing Euston Tower and the Grade II listed BT Tower. Other tall buildings are also visible in this view, including the Triton Building in the foreground of the Euston Tower, and 10 Brock Street in between the two landmarks; however, it is Euston Tower and the BT Tower which are the tall focal points on the skyline.

While this view is towards the Site, the more significant views from a heritage perspective are those looking north from this position and across towards Park Village East from Mornington Street as noted in the CAA (Ref. 1-35, p.18).

Value attached to the view: This is a representative view through the more varied quality eastern side on the edge of the LBC Regent's Park Conservation Area. It is not a designated Conservation Area view. The view of Park Village East that is noted in the Conservation Area Appraisal is that from 'Mornington Street to Park Village East' (Ref. 1-35, 18). The overall value of the view is considered to be **medium**.

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 08

Park Village East (EAP View 12)

D27986 / 24mm / 02/04/23 / 16:50

Visual receptors affected: A small number of residents and those walking through the local area, possibly having traversed the railway from Mornington Street.

Susceptibility to change of visual receptors: This is not a natural resting point, or viewing position, and the views along Park Village East are experienced kinetically with no particular focal point. The overall susceptibility to change is considered to be **medium**.

Sensitivity: **Medium**

Proposed

The Amended Proposed Development would be visible in the middle distance, beyond 20th century buildings on Park Village East in the middle ground. It would form part of a background townscape group, clearly separate and distinct from the historic buildings in the foreground. As such, it would be consistent with the existing contrasting character of the backdrop to the view and the nature of the local and wider modern context in which that historic development is appreciated.

The Amended Proposed Development would not appear noticeably broader than the existing Euston Tower from this location. Although its height would be equivalent to that of the existing building, it would appear slightly taller (due to its enlarged footprint at the upper levels) but would not noticeably increase the scale of the impact on the view.

The sub-division of the building into four slender quadrants separated by clearly defined vertical 'breathing spines', would help to effectively break up its overall scale and provide the Amended Proposed Development with a vertical emphasis. The articulation of the façades would have an ordered quality, with considerable depth and modulation. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The off-white tone of the GRC of the tower (desaturated in comparison to the December 2023 application) would complement the listed 19th century villas in cream stucco and would minimise the contrast and potential visual distraction of the Amended Proposed Development seen beyond. The clearly defined double height crown would lighten the appearance of the tower's top and accentuate the light recessive appearance of the tower in comparison to the dark glazing of the existing Euston Tower.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 08

Park Village East (EAP View 12)

D27986 / 24mm / 02/04/23 / 16:50

While its scale within the view would be equivalent to that of the existing Euston Tower, the Amended Proposed Development would have a distinctly different architectural appearance that would be readily appreciable, with a low-medium magnitude of impact on the view. It would appear as a high quality landmark for the gateway to central London from Hampstead Road within the view, with a visually rich appearance that has drawn inspiration from its location within the Borough of Camden in contrast to the generic curtain wall glazed envelope of the existing tower. The nature of the effect would therefore be beneficial.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

Views from Hampstead Road

The existing Euston Tower and the Grade II listed BT Tower are visible together in views from Hampstead Road signalling arrival in central London from Camden Town.

To the north of the railway line on Hampstead Road the BT Tower is concealed behind the existing Euston Tower. Crossing the railway line, the BT Tower is progressively revealed from behind the silhouette of the closer existing Euston Tower, as demonstrated by the views in Figure 6.1. As demonstrated by the ZVI analysis of the BT Tower in Figure 6.2, the Amended Proposed Development would reduce the visibility of the BT Tower from the northern part of Hampstead Road.

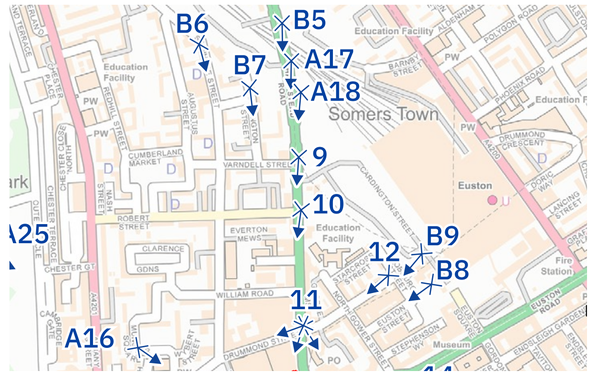
The increase in the footprint of the Amended Proposed Development in comparison to the existing Euston Tower would reduce the visibility of the BT Tower over a length of about 100m of Hamstead Road and the BT Tower would be progressively revealed in views from Hampstead Road to the south of the railway crossing approximately 100m to the south of where this happens now. The stretch of Hampstead Road at which visibility would be lost is very mixed in townscape quality, the existing BT Tower does not contribute strongly to the composition of the views and here therefore it is the closer more prominent existing Euston Tower that creates a strong focal point in views southwards towards central London. As demonstrated by Views 9, 10 and 11, individually assessed on the following pages, at the future HS2 exits from Euston Station, where there will be the greatest need for the legibility of the BT Tower, which with the Amended Proposed Development would mark a point of arrival into central London, the distinctive silhouette of the BT Tower would remain clearly legible.

The selected viewing positions are based on consultation material from November 2022. There is no consented or submitted design for the Euston HS2 Station but the viewing positions have been agreed with LBC officers as appropriate locations for the purposes of assessing the likely impact of the Amended Proposed Development on the visibility of the BT Tower. The locations of Views 9, 10 and 11 are restricted by existing HS2 site hoarding and the exits from any station are likely to be much more generous areas of public realm in which the BT Tower would be more clearly separated from, rather than more concealed by, the Amended Proposed Development. Views 9, 10 and 11 therefore represent the worst case level of visibility and legibility of the BT Tower from the future Euston HS2 Station exit points on Hampstead Road.

There would be a clear change in the appearance of the Amended Proposed Development in comparison to the existing Euston Tower. The proposed solidity and modulation of the façades, and the material palette of off-white GRC for the tower element and a light terracotta tone GRC for the podium, have drawn inspiration from the materials and architectural context of Camden and would enhance the architectural quality and legibility of the Euston Tower, marking the major junction of Tottenham Court Road with Euston Road.

The effect on the heritage significance of the BT Tower as a Grade II listed building is separately assessed in the built heritage assessment. The architectural and historic interest of the BT Tower derives from its distinctive form, representative of its use and function as a transmission tower. It is an iconic and widely recognised structure that is widely visible across central London. While some visibility of the BT Tower would be lost, its visibility and recognisability at the key wayfinding points of the future HS2 station exits would be maintained. The erosion of visibility of the BT Tower on a limited stretch of Hampstead Road from which the existing Euston Tower is actually the focal point and wayfinding marker, is not considered to be significant in the context of the extent of the wider visibility of the BT Tower as a whole and as set out in the built heritage assessment is not considered materially harmful to the significance of the BT Tower as a listed building.

View location



Existing

View B5

View A17

View A18

View 9

View 10

View 11

Proposed

View B5

View A17

View A18

View 9

View 10

View 11

View 09

Hampstead Road, opposite junction with Varnell Street

D27979 / 24mm / 02/04/23 / 15:43

Existing

This viewpoint is located on Hampstead Road, approximately 500m north of the Site, and the view is looking south. It can be considered to form part of a kinetic sequence of views along Hampstead Road, along with Views 10 and 11.

In the foreground to the left in the image, behind hoarding in this view, is the HS2 Euston Station redevelopment site. In the foreground on the right side of the view, a long linear unremarkable post-war apartment block, The Tarns, part of the Regent's Park Estate, set back from the pavement behind a strip of landscape. The more recent seven storey Mardale block is visible beyond it, set at the back of pavement.

Development further in the middle ground of the view is varied and not particularly coherent, although generally low to medium scale. It includes the early 20th century red brick and stone building of the former Saint Pancras Female Orphanage on the eastern side of the road (left), seen beyond the large gap site adjacent to the railway lines into Euston, and appearing as a fragmentary building as a result.

Terminating the view on the approach to the junction with Euston Road are the Triton Building and the existing Euston Tower, forming part of the modern Regent's Place development. The Euston Tower appears as a landmark and primary focal point within the view, at the major junction of Hampstead Road and Euston Road. The distinctive silhouette of the Grade II listed BT Tower appears at greater distance beyond, forming another landmark element within the view and drawing the viewer southwards into central London

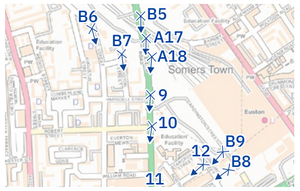
Value attached to the view: this is a representative townscape view, from a location of no particular significance. The varied form and appearance of the buildings within it, together with the presence of the large gap site on the left side of the view and the inconsistent building line on the right side of the view, result in it having an incoherent townscape quality. The view is of **low** value overall.

Visual receptors affected: local residents, workers and users of local businesses.

Susceptibility to change of visual receptors: receptors would be typically on the move along this main road and not particularly focused on the view. They would be of **low-medium** susceptibility to change overall.

Sensitivity: **Low**

View location



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 09

Hampstead Road, opposite junction with Varnell Street

D27979 / 24mm / 02/04/23 / 15:43

Proposed

The Amended Proposed Development would be visible in the middle distance, behind the Triton Building. It would be consistent with the existing character of the view, forming part of a distinct area of modern development at the junction of Hampstead Road and Euston Road.

The Amended Proposed Development would be broader than the existing Euston Tower and although its height would be equivalent to that of the existing building, it would appear slightly taller due to its enlarged footprint at the upper levels. The increase in breadth would close the sky gap and partly obscure the BT Tower from this position on the extreme edge of the pavement. However, the distinctive form of the BT Tower would remain legible and recognisable beyond the Amended Proposed Development. In reality the future public realm associated with an exit from the Euston HS2 Station is anticipated to be much more generous than the existing narrow hoarded pavement and the BT Tower would be therefore become more visible beyond the Euston Tower upon exit from the HS2 Station.

As the closer Views 10 and 11 also demonstrate, the architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four slender quadrants separated by clearly defined vertical 'breathing spines', would help to effectively break up its overall scale and provide the Amended Proposed Development with a vertical emphasis and slender proportions. Curved corners would soften the form, decrease its overall width and accentuate the vertical sub-division of the tower. The articulation of the façades would have an ordered quality, with considerable depth and modulation creating a sculptural architecture. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The clearly defined double height crown would lighten the appearance of the tower's top. The material palette of light terracotta tone GRC to the podium (which is just visible in this view) and off-white GRC to the tower elements have both drawn inspiration from the materials and architectural context of Camden. The terracotta tone of the podium would anchor the tall building within in the streetscape, reflecting its more local context, with a lighter more recessive tower on the skyline above.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 09

Hampstead Road, opposite junction with Varnell Street

D27979 / 24mm / 02/04/23 / 15:43

The scale of the Amended Proposed Development in comparison to the existing Euston Tower would be slightly greater and the Amended Proposed Development would have a noticeably different architectural appearance with a low-medium magnitude of impact on the view. It would appear as a high quality well-articulated tall building marking the major junction of Euston Road and Hampstead Road-Tottenham Court Road. Its well-modulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden, in comparison to the generic dark glazed appearance of the existing tower. The nature of the effect would be beneficial.

Magnitude of impact: Low-medium

Scale and Nature of Effect: Minor-moderate in scale; beneficial in nature (not significant)

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 10

Hampstead Road, junction with North Gower Street

D28546 / 24mm / 11/05/23 / 12:32

Existing

This viewpoint is located on Hampstead Road, approximately 250m north of the Site forward of View 9, and the view is looking south. It can be considered to form part of a kinetic sequence of views along Hampstead Road, along with Views 9 and 11.

In the foreground to the left in the image, behind hoarding in this view, is the Euston HS2 development Site. The early 20th century red brick and stone building of the former Saint Pancras Female Orphanage is visible on the left beyond the hoarding. In the foreground and middle ground on the right side of the view, development lining the western side of Hampstead Road is of varied age, form and appearance, without townscape coherence, although it shares a generally low to medium scale. The Grade II listed Prince of Wales Public House is seen obliquely on this side of the road, partially obscured by the low-rise modern brick building at the right edge of the image; the listed building is seen to better effect at closer range and particularly in views looking directly west.

Terminating the view approaching the junction with Euston Road, the Triton Building, part of 10 Brock Street and the existing Euston Tower are visible. The Euston Tower is a prominent focal point within the view, at the major junction of Hampstead Road and Euston Road, which acts as a gateway to central London. The distinctive slender form of the Grade II listed BT Tower appears beyond, at greater distance as a secondary focal point.

Value attached to the view: this is a representative view through largely unremarkable townscape, outside any conservation area and from a position of no particular significance. The view is of **low** value overall.

Visual receptors affected: local residents, workers and users of local businesses.

Susceptibility to change of visual receptors: receptors would be typically on the move along this main road and not particularly focused on the view. They would be of **low** susceptibility to change overall.

Sensitivity: **Low**

View location

24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View 10

Hampstead Road, junction with North Gower Street

D28546 / 24mm / 11/05/23 / 12:32

Proposed

The Amended Proposed Development would be visible in the middle distance, partially screened by the closer Triton Building. It would be consistent with the existing character of the view, forming part of a background townscape layer of large scale modern development at the junction with Euston Road, separate and distinct from the varied foreground development (including the grade II listed Prince of Wales pub).

The Amended Proposed Development would appear broader than the existing Euston Tower and, although its height would be equivalent to that of the existing building, it would appear slightly taller due to its enlarged footprint at the upper levels. The increase in breadth of the Amended Proposed Development would close the sky gap and obscure the right-hand edge of the BT Tower, however the BT Tower would remain a clearly legible and immediately recognisable landmark within the view. This location is at one of the future exits from the future Euston HS2 Station. In reality the future public realm associated with this exit from the Euston HS2 Station is anticipated to be much more generous than the existing narrow hoarded pavement and the entire silhouette of the BT Tower is therefore likely to be visible for those exiting the future station at this point.

The architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the building into four quadrants separated by clearly defined vertical 'breathing spines', would effectively break up its overall scale and provide the Amended Proposed Development with a dynamic form. Curved corners would soften the form, decrease its overall width and accentuate the vertical sub-division of the tower. The articulation of the façades would be clearly appreciated at this proximity; they would have an ordered quality, with considerable depth and articulation provided by the horizontal projecting bands and sculptural modulation to the elevations. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The material palette of light terracotta tone GRC to the podium (which is just visible in this view) and off-white GRC to the tower elements have both drawn inspiration from the materials and architectural context of Camden. The terracotta tone of the podium would anchor the tall building within in the streetscape, reflecting its more local context, with a lighter more recessive tower on the skyline above in contrast to the existing dark highly glazed existing Euston Tower. The clearly defined double-height crown would lighten the appearance of the tower's top.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 10

Hampstead Road, junction with North Gower Street

D28546 / 24mm / 11/05/23 / 12:32

The scale of the Amended Proposed Development in comparison to the existing Euston Tower would be slightly greater and the Amended Proposed Development would have a noticeably different architectural appearance with a low-medium magnitude of impact on the view. It would appear as a high quality well-articulated tall building marking the major junction of Euston Road and Hampstead Road-Tottenham Court Road. Its well-modulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden, in comparison to the generic glazed appearance of the existing tower. The nature of the effect would be beneficial.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 11

Hampstead Road, junction with Drummond Street

D27982L / 24mm / 02/04/23 / 11:17

Existing

This viewpoint is located on Hampstead Road, approximately 100m north of the Site, forward of Views 9 and 11, looking south. It can be considered to form part of a kinetic sequence of views along Hampstead Road, along with Views 9 and 10.

In the foreground to the left in the image, the four storey Camden People's Theatre (former The Lord Palmerston public house) forms part of a short run of 19th century development along this part of the southern side of Drummond Street; a similarly scaled brick and stucco building can be seen to its east (left). Otherwise, the view is dominated by modern and post-war large scale buildings. At the right edge of the image, is the newly redeveloped The Lantern at 75 Hampstead Road. The Triton Building and associated lower block, and part of 10 Brock Street, within the Regent's Place development, can be seen to its south. The existing Euston Tower to their south, marks the major junction with Euston Road; from this position its low two-storey podium is visible forming a rather weak definition of the junction, it appears lower. The existing Euston Tower appears lower than the Triton Building closer to the viewing position. The Grade II listed BT Tower appears beyond, visibly distant, partly screened by winter street trees from this location, but drawing the viewer onwards into central London and contributing to the legibility of the view.

Value attached to the view: this is a representative view through townscape of variable ordinary to good quality, from a position of no particular significance, outside any conservation area. The view is of **low** value overall.

Visual receptors affected: local residents, workers and users of local businesses.

Susceptibility to change of visual receptors: receptors would be typically on the move along this main road and not particularly focused on the view. They would be of **low** susceptibility to change overall.

Sensitivity: **Low**

View location

View 11

Hampstead Road, junction with Drummond Street

D27982L / 24mm / 02/04/23 / 11:17

Proposed

The Amended Proposed Development would appear at close proximity to the viewpoint, partially behind the lower part of the Triton Building. It would be consistent with the existing character of the view, forming part of an urban block, Regent's Place, which has been comprehensively redeveloped with modern, large scale development to the north of Euston Road.

The Amended Proposed Development would appear broader than the existing Euston Tower. Its height would be equivalent to that of the existing building but would appear slightly greater due to its enlarged footprint at the upper levels.

The taller podium of the Amended Proposed Development would enhance the definition of the important junction with Hampstead Road and contribute greater activity and human scale and visual interest at street level. The podium, seen defining Hampstead Road, would have a different expression and material tone to the main body of the Amended Proposed Development, appearing as a distinct base to the Amended Proposed Development, and relating in height to the mid-building datum on the lower part of the adjacent Triton Building -- and the scale of the buildings to the south at Euston Road and along Tottenham Court Road. The terracotta toned GRC of the podium would contrast with the much lighter off-white tone of the tower anchoring the base of the building within its local street level context. Active uses would animate surrounding streets and spaces. The full silhouette of the BT Tower would still be clearly legible beyond, with sky gap between it and the Euston Tower; the pair forming a distinctive pair of landmark buildings within the local, and more distant townscape.

The architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: its sub-division of the mass of the Amended Proposed Development into four slender quadrants, separated by clearly defined vertical 'breathing spines', would effectively break up its overall scale. and provide the building with vertical emphasis. The larger scale expression of the double height amenity floors would provide further points of visual focus and further break up the massing. The clearly defined double height crown with the sculpted form of the parapet, complementing the modulation of the facades at the lower levels, would visually terminate the tower form and lighten the appearance of the tower's top.

The treatment of the façades would be appreciated in detail at this proximity; the fine grained, regular bays would provide the façades with a strongly ordered quality, verticality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural,

carved highly modulated character. The louvres of the breathing spines – expressing the functional requirement for air circulation - would be

View 11

Hampstead Road, junction with Drummond Street

D27982L / 24mm / 02/04/23 / 11:17

aligned through the height of the building such that they would appear as grooves, adding to the visual richness of the façades and reinforcing the verticality of the Amended Proposed Development.

The slight increase in scale and the distinct change in the architectural appearance of the Euston Tower would result in a medium-high magnitude of impact on the view. The sub-division of the tower into four quadrants would create a distinctive form on the skyline and the fine grained well-modulated façades would appear visually rich and site specific – the sculptural appearance of the architecture in contrast to the flat and generic 'International Style' architectural treatment of the existing building. The Amended Proposed Development would enhance the architectural quality and legibility of the Euston Tower as a high quality landmark for the major junction of Euston Road and Hampstead Road-Tottenham Court Road. The nature of the effect would therefore be beneficial.

Magnitude of impact: **Medium-high**

Scale and Nature of Effect: **Moderate in scale; beneficial in nature (significant)**

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Medium-high**

Scale and Nature of Effect: **Moderate in scale; beneficial in nature (significant)**

View 12

Drummond Street, at junction with Cobourg Street

D28952 / 24mm / 07/10/23 / 09:12

Existing

This viewpoint is located on the northern side of Drummond Street and the view looks south-west towards the Site. Euston Station and a cleared area which is part of the proposed station extension and HS2 line lies immediately to the rear of this viewing position; the overall townscape in this area to the east of the Site is currently in flux.

The foreground of the view is occupied by the terraced development along Drummond Street, a mixture of historic houses (some listed at Grade II) and more modern reproduction housing, all of which shares a broadly consistent height, building line and appearance. Similar development can be seen to continue east along Drummond Street into the middle distance.

The existing Euston Tower is seen beyond the foreground terraces on the southern side of Drummond Street, including behind the Grade II listed buildings at 131 Drummond Street and the Crown and Anchor Public House. Other modern buildings within Regent's Place – the Triton Building and 10 Brock Street – also appear prominently in the background of the view, and partly behind the Crown and Anchor. Their scale and architectural form contrasts with the foreground smaller terraced buildings on Drummond Street – a juxtaposition which is characteristic of this townscape in the northern environs of Euston Road. The Euston Tower is the tallest element in this view and forms a focal point for it, set on the major junction of Euston Road and Hampstead Road/ Tottenham Court Road.

Value attached to the view: This is a view towards a generally ordinary townscape, albeit with some cohesive quality in the foreground and including some listed buildings on Drummond Street, towards an area of taller buildings at Regent's Place. It is considered to have a **low-medium** value.

Visual receptors affected: local residents, workers and users of local businesses travelling through the local area.

Susceptibility to change of visual receptors: while those passing though would have a lower susceptibility to change, local residents are considered to have a **high** susceptibility to change.

Sensitivity: **Medium**

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 12

Drummond Street, at junction with Cobourg Street

D28952 / 24mm / 07/10/23 / 09:12

Proposed

The Amended Proposed Development would appear at medium range from the viewpoint, behind the foreground terraced development on the southern side of Drummond Street. It would be consistent with the existing character of the view, appearing as part of the background group of post-war and modern development within Regent's Place, separate and distinct from the lower scale and generally more historic buildings, including those which are listed, further in the foreground.

The Amended Proposed Development would appear broader than the existing Euston Tower. Its height would be equivalent to that of the existing building but would appear slightly greater (due to its enlarged footprint bringing the building line closer to the viewer). While the increase in scale would be perceptible, the architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth.

The sub-division of the mass of the Amended Proposed Development into four slender quadrants, separated by clearly defined inset vertical 'breathing spines', would effectively break up its overall scale and provide a vertical emphasis to the massing. Curved corners would soften the form, decrease its overall width and accentuate the vertical sub-division of the tower. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The clearly defined double height crown would terminate the tower form and lighten its appearance

The treatment of the façades would be appreciated in detail at this relatively short distance; the fine grained, regular bays would provide the façades with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural, carved character. The louvres of the breathing spines – expressing the functional requirement for air circulation - would be aligned through the height of the building such that they would appear as grooves, adding to the visual richness of the façades and reinforcing the verticality of the Amended Proposed Development.

The proposed solidity and modulation of the façades and the material palette and light off-white tone of the solid elements have drawn inspiration from the materials and architectural context of taller buildings in Camden and would be indicative of its location within that Borough. The light off-white tone would appear recessive against the sky in comparison to the dark glazed facades of the existing tower. The finer grain of the sculpted modulated elevations would complement the historic buildings in the foreground.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 12

Drummond Street, at junction with Cobourg Street

D28952 / 24mm / 07/10/23 / 09:12

The contrast between the fine-grained historic buildings lining Drummond Street and the tall modern development beyond to the west at Regent's Place would be maintained. While its scale as a larger contrasting element in the view would be equivalent to that of the existing tower, the architectural appearance of the Euston Tower would be noticeably changed with a medium magnitude of impact on the view. The fine grained well-modulated façades would appear visually rich and site specific – in contrast to the flat and generic 'International Style' architectural treatment of the existing building. The Amended Proposed Development would enhance the architectural quality and legibility of the Euston Tower, marking the major junction of Euston Road and Hampstead Road/ Tottenham Court Road. The nature of the effect would therefore be beneficial.

Magnitude of impact: **Medium**

Scale and Nature of Effect: **Moderate in scale; beneficial in nature (significant)**

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Medium**

Scale and Nature of Effect: **Moderate in scale; beneficial in nature (significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 13

Euston Road, junction with Duke's Road

D27368 / 24mm / 15/02/23 / 12:39

24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

Existing

This viewpoint is located on the southern pavement of Euston Road, at the junction with Duke's Road which is seen to the left of the view, and the view is looking west along Euston Road in the direction of the Site. The viewpoint is located outside, but looking through, the northern end of the LBC Bloomsbury Conservation Area.

The Euston Road is a wide busy post-war highway. It is lined with mature trees, seen in winter conditions in this view photography. To the left of the view, beyond Duke's Road in the foreground, is the Grade I listed Church of St Pancras which is seen though the branches on the winter trees which form the close setting of its small churchyard. From this position the east end of the church and its north elevation to Euston Road are visible with the tower at the western end rising on the skyline. This is a secondary view of the church: the most significant views are those looking east to the grand entrance portico topped by the tower at its western end. Seen beyond the Church, and similarly part through the foreground branches, is the neighbouring early 20th century red brick building at 161 Euston Road but on the site of the south side of Euston Square. The right foreground of this view is occupied most prominently by Evergreen House, framing the right edge of the image, and, in contrast to its west, the Grade II* listed early 20th century Euston Fire Station, seen through the trees. The entrance to Euston Station is also seen, the station itself set back from the road and largely out of view.

The view is channelled towards the existing Euston Tower, a focal point in the middle distance marking the junction with Hampstead Road and Tottenham Court Road. The existing Euston Tower is less visible in summer when it would be partly screened by foreground foliage

Value attached to the view: This viewing position is not within a designated conservation area; however, it looks into the Bloomsbury Conservation Area, the northern perimeter of which includes the townscape beyond Duke's Road on both the north and south sides of Euston Road. It is a mixed quality townscape. The value of the view is considered to be **low-**

View location

View 13

Euston Road, junction with Duke's Road

D27368 / 24mm / 15/02/23 / 12:39

medium.

Visual receptors affected: Pedestrians, workers and those travelling along the Euston Road including to and from the major stations at Euston and King's Cross/St Pancras. It is not a natural pausing place, and the views west are experienced kinetically by visual receptors moving along the road.

Susceptibility to change of visual receptors: Workers, and those in transit are considered to have a **low** susceptibility to change.

Sensitivity: **Low-medium**

Proposed

The Amended Proposed Development would remain a middle distance focal point for the important junction with Hampstead Road. It would be consistent with the existing mixed townscape character of the view, which includes a number of post-war and modern towers.

The increased mass of the Amended Proposed Development in comparison to the existing tower would not be noticeable and the scale of its impact on the view would be equivalent. Its sub-division into four slender quadrants separated by clearly defined vertical 'breathing spines', would effectively break up its overall scale and provide the Amended Proposed Development with a vertical emphasis. The proposed solidity and modulation of the façades, and the light, neutral tone of the off white tone GRC to the tower element, has drawn inspiration from the materials and architectural context of Camden and would create a lighter more recessive appearance on the skyline than the dark glazed facades of the existing tower. The clearly defined double-height crown would lighten the appearance of the tower's top and accentuate its light recessive appearance on the skyline.

The increased mass of the Amended Proposed Development in comparison to the existing Euston Tower would not be noticeable from this location but it would have a noticeably different architectural appearance with a low-medium magnitude of impact on the view. It would appear as a high quality well-articulated tall building marking the major junction of Euston Road and Hampstead Road-Tottenham Court Road. Its well-modulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden, in comparison to the generic glazed appearance of the existing tower. The nature of the effect would be beneficial.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 13

Euston Road, junction with Duke's Road

D27368 / 24mm / 15/02/23 / 12:39

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor-moderate in scale; beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 14

Euston Road, junction with Gower Street

D27370 / 24mm / 15/02/23 / 15:02

Existing

This viewpoint is located on the southern pavement of Euston Road, close to the junction with Gower Street, and it looks north-west towards the Site. The viewpoint is located at the edge of the LBC Bloomsbury Conservation Area, looking out of it towards undesignated townscape.

The view looks across the bust post-war highway of Euston Road and towards the glazed, 1980s office building, 250 Euston Road on the northern side of Euston Road at the junction with Hampstead Road. To its west (left) is the existing Euston Tower on the west side of the junction with Hampstead Road. The tower sits on a low two-storey base that creates weak definition of the junction in closer views. To the left, the view is framed by the UCL Hospital building. Euston Road is tree lined towards the centre of this view, and for much of the year foliage would screen the view west towards buildings in Regents Place seen beyond Euston Tower.

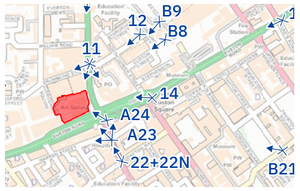
Value attached to the view: The view looks out of the Bloomsbury Conservation Area, and is characterised by post-war, more modern 20th and 21st century buildings lining Euston Road. It is a representative view through a townscape of generally low value. As such, the value of this view is considered to be **low**.

Visual receptors affected: Pedestrians, workers, and those travelling along the Euston Road including to and from Euston Station. It is not a natural pausing place, and the views west are experienced kinetically by visual receptors moving along the road.

Susceptibility to change of visual receptors: Workers, and those in transit are considered to have a **low** susceptibility to change.

Sensitivity: **Low**

View location



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 14

Euston Road, junction with Gower Street

D27370 / 24mm / 15/02/23 / 15:02

Proposed

The Amended Proposed Development would be seen at relatively close range marking the major junction Euston Road and Hampstead Road/ Tottenham Court Road.

The Amended Proposed Development would appear broader than the existing Euston Tower. Its height would be equivalent to that of the existing building but would appear slightly greater due to its enlarged footprint at the upper levels.

The architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of the mass into four slender quadrants, separated by clearly defined vertical 'breathing spines', would effectively break up its overall scale and provide the building with a vertical emphasis. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The clearly defined double height crown would terminate the tower form and lighten the appearance of the tower's top.

The treatment of the façades would be appreciated in detail at this relatively close range; the fine grained, regular bays would provide the façades with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural, carved character. The louvres of the breathing spines – expressing the functional requirement for air circulation - would be aligned through the height of the building such that they would appear as grooves, adding to the visual richness of the façades and reinforcing the verticality of the Amended Proposed Development. The proposed solidity and modulation of the façades, and the material palette of light terracotta tone GRC to the podium and off-white GRC to the tower element have both drawn inspiration from the materials and architectural context of Camden.

The podium of the Amended Proposed Development would ground the Amended Proposed Development strongly in comparison to the existing tower, forming a clear base for the building; that would relate more appropriately to the scale of Euston Road and the importance of the major junction on which it is located. Its datum would correspond to the scale of the buildings to the south of Euston Road and along Tottenham Court Road. The light terracotta tone of the GRC of the podium would further anchor the base in its local streetscape context. The off-white tone of the GRC to the tower would appear lighter and more recessive on the skyline.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 14

Euston Road, junction with Gower Street

D27370 / 24mm / 15/02/23 / 15:02

The scale of the Amended Proposed Development in comparison to the existing Euston Tower would appear slightly greater and the Amended Proposed Development would have a noticeably different architectural appearance with a medium magnitude of impact on the view. It would appear as a high quality well-articulated tall building marking the major junction of Euston Road and Hampstead Road-Tottenham Court Road. Its well-modulated visually rich appearance that has drawn inspiration from its location within the Borough of Camden, in comparison to the generic glazed appearance of the existing tower. The nature of the effect would be beneficial.

Magnitude of impact: **Medium**

Scale and Nature of Effect: **Moderate in scale, beneficial in nature (significant)**

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Medium**

Scale and Nature of Effect: **Moderate in scale, beneficial in nature (significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 15

Marylebone Road, junction with Baker Street

D27331x50 / 24mm / 14/02/23 / 14:27

Existing

This viewpoint is located on a central pedestrian crossing in Marylebone Road, and it looks east towards Houston Road. To the right of this view is the junction with Baker Street. The viewpoint is located at the boundary of two conservation areas - to the right the Portman Estate Conservation Area and to the left the Dorset Square Conservation Area.

The central part of the view, from the foreground moving into the middle ground, is dominated by the carriageway and associated traffic paraphernalia of Marylebone Road, the busy western continuation of Euston Road. Both sides of the road are occupied by mid-rise buildings of various ages, scales and architectural styles. While varied, these buildings together enclose the view to a considerable extent and, combined with the straight alignment of this part of Marylebone Road, this results in a view with a channelled quality.

The existing Euston Tower forms the focal point in the middle distance, appearing in the sky gap between building and trees, and marking an identifiable stage on the journey through central London at the major junction of Euston Road and Tottenham Court Road. The road is tree lined and for much of the year large parts of the Euston Tower would be obscured by dense foreground foliage.

Value attached to the view: this is a representative viewpoint through townscape of mixed quality, although it is located on the boundary of two conservation areas. The value is **low-medium**.

Visual receptors affected: local residents, workers, users of local businesses on the move across this busy road.

Susceptibility to change of visual receptors: receptors are likely to be on the move within the local area at this location and would have a **low** susceptibility to change.

Sensitivity: **Low**

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 15

Marylebone Road, junction with Baker Street

D27331x50 / 24mm / 14/02/23 / 14:27

Proposed

The Amended Proposed Development would be seen in the middle distance and would remain a focal point in this channelled view eastwards along Marylebone Road.

The Amended Proposed Development would appear equivalent in mass to the existing building from this location. While its increase in overall scale compared to that of the existing Euston Tower would be just perceptible it would not be appreciable from this position to the west.

As demonstrated by the rendered views, the sub-division of the building into four slender quadrants separated by clearly defined, vertical 'breathing spines', would effectively break up its overall scale and provide the Amended Proposed Development with a vertical emphasis. The articulation of the façades would have an ordered quality, with considerable depth and articulation resulting in a more sculpted architecture. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The off-white tone of the tower facades would appear light and recessive on the skyline in comparison to the dark glazed elevations of the existing Euston Tower. The clearly defined double height crown would lighten the appearance of the tower's top and accentuate its recessive appearance.

The scale of the Amended Proposed Development would appear equivalent to the existing Euston Tower but it would have a noticeably different architectural appearance with a low-medium magnitude of impact on the view. It would appear as a high quality well-articulated tall building marking the major junction of Euston Road and Hampstead Road-Tottenham Court Road. Its well-modulated, visually rich and distinctive appearance that has drawn inspiration from its location within the Borough of Camden would enhance its role as a landmark building in comparison to the generic highly glazed appearance of the existing tower. The nature of the effect would be beneficial.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor in scale, beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 15

Marylebone Road, junction with Baker Street

D27331x50 / 24mm / 14/02/23 / 14:27

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **Low-medium**

Scale and Nature of Effect: **Minor in scale, beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 16

Park Crescent East

D27326 / 24mm / 14/02/23 / 13:05

Existing

This viewpoint is located at the eastern edge of Park Crescent and Park Square at the junction between the Marylebone Road and Euston Road, and the view looks east towards the Site. It is at the junction of the WCC and LBC Regent's Park Conservation Areas.

The foreground of the view is largely occupied by the carriageway of Euston Road and pavement on its southern side. Early 19th century stucco terraces frame the view. The Grade II listed No. 2 Marylebone, formerly part of Albany Terrace, is to the left (west, and within the LB Camden Regent's Park Conservation Area) and the edge of the Grade I listed Park Crescent east is the right.

In the middle ground of the view, the Grade I listed Holy Trinity Church by Soane can be seen on the northern side of Euston Road; this lies within the City of Westminster Regent's Park Conservation Area. Holy Trinity Church is partly obscured by trees from this location. This is a secondary view of the church: the most significant views are those looking towards the grand south front and tower framed by trees, best appreciated from the northern ends of Great Portland Street and Bolsover Street or from outside the Grade II listed Great Porland Street underground station opposite the church.

Modern, taller buildings within Regent's Place (10 Triton Street and 20 Triton Street) are seen beyond and directly behind the Church, and these lie outside the conservation area boundaries. The very top of the existing Euston Tower is visible behind the church tower, albeit heavily screened by tree branches even in this winter view.

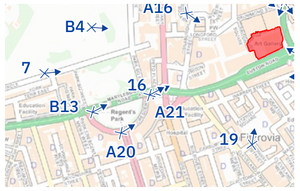
Value attached to the view: this is a representative view from the conservation areas. While it is from a conservation area and includes listed buildings, the view has a well-established taller modern backdrop. Overall, the value of the view is **low-medium**.

Visual receptors affected: pedestrians, workers, and those travelling along the Euston Road including to and from Euston Station. It is not a natural pausing place, and the views east are experienced kinetically by visual receptors moving along the road.

Susceptibility to change of visual receptors: Workers, and those in transit are considered to have a **low** susceptibility to change.

Sensitivity: **Low-medium**

View location



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 16

Park Crescent East

D27326 / 24mm / 14/02/23 / 13:05

Proposed

The top of the Amended Proposed Development would be visible behind the modern 10 Triton Street building and the tower of Holy Trinity Church. It would appear broader than the top of the existing Euston Tower and, although its height would be equivalent to that of the existing building, it would appear to rise to a slightly greater height (due to its enlarged footprint at the upper levels bringing the building line closer to the viewer).

The slightly greater mass of the Amended Proposed Development would remain considerably lower in apparent height than the church tower and would remain within the treeline and therefore screened by tree branches, even in winter. The off-white tone to the GRC of the tower element would appear light and recessive on the skyline. The double height expression of the crown would likewise lighten the appearance of the uppermost part of the Amended Proposed Development.

For much of the year, the Amended Proposed Development would be barely discernible through the dense tree foliage, with just the south-western corner of the uppermost element discernible. The Amended Proposed Development would be a perceptible but not noticeable element of the backdrop to the church, seen beyond the more prominent closer buildings of 10 Triton Street.

In winter the Amended Proposed Development would appear as an incidental background element within the Regent's Place development, consistent with the existing character of the view, and distinct and separate from the Church and other historic buildings further in the foreground of the view with a low magnitude of impact. In summer it would be barely visible and its impact would be reduced.

Magnitude of impact: **very low (summer), low (winter)**

Scale and Nature of Effect: **negligible (summer), minor (winter) in scale, neutral in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 16

Park Crescent East

D27326 / 24mm / 14/02/23 / 13:05

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **very low (summer), low (winter)**

Scale and Nature of Effect: **negligible (summer), minor (winter) in scale, neutral in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 17

Tavistock Square

D27371 / 24mm / 15/02/23 / 12:13

Existing

This viewpoint is located at the south-eastern corner of Tavistock Square, on the southern side of Woburn Place, looking north-west towards the Site. It is from within the LBC Bloomsbury Conservation Area.

The garden in the centre of the square contains many mature trees which screen views beyond to a considerable extent, even in winter. The buildings on the opposite (western) side of the square to the viewpoint are visible to some extent through the trees and under their canopies; these are Grade II* listed terraces, c.1825-1826 by Lewis Vulliamy. The other three sides of the Square are not formed by listed buildings and are 20th century in date.

The upper part of the existing Euston Tower appears in the distance, to the right of centre in the image, behind the top of the UCL Hospital tower on Euston Road and the aforementioned listed 19th century terraces; however, it is not easily noticed due to the screening effect of the tree branches. Similarly, the BT Tower appears behind the terraces on the left side of the image, seen through the trees.

Value attached to the view: This is a representative view across the square but not a noted conservation area view. The value of the view is **medium**.

Visual receptors affected: Those travelling in and around the streetscape, including a number of workers and residents.

Susceptibility to change of visual receptors: This view would be experienced kinetically and does not have one particular focus. The susceptibility to change would be **low-medium**.

Sensitivity: **medium**

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 17

Tavistock Square

D27371 / 24mm / 15/02/23 / 12:13

Proposed

The top of the Amended Proposed Development would be visible behind the UCL Hospital tower and the listed terraces on the western side of Tavistock Square. In reality, the Amended Proposed Development would not be easily noticed due to the screening effect of the dense network of tree branches even in winter, and for much of the year, it would be barely discernible, if at all, through dense foliage.

To the extent it would be seen, the Amended Proposed Development would appear as a relatively distant townscape element, distinct and separate from Tavistock Square and the listed buildings and conservation area further in the foreground of the view and seen in a similar manner to other large scale buildings including the UCL Hospital and BT Tower. While the mass of the Amended Proposed Development would be slightly greater than that of the existing building, the off-white materiality of the tower element and the double height crown would create a recessive character lightening its appearance on the distant skyline. The overall impact would not be noticeably changed in comparison to the existing tower.

Magnitude of impact: **very low (summer), low (winter).**

Scale and Nature of Effect: **negligible (summer), minor (winter) in scale, neutral in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 17

Tavistock Square

D27371 / 24mm / 15/02/23 / 12:13

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **very low (summer), low (winter).**

Scale and Nature of Effect: **negligible (summer), minor (winter) in scale, neutral in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 18

Bedford Square

D27373 / 24mm / 15/02/23 / 13:21

Existing

This viewpoint is located on the southern side of Bedford Square, at the junction with Adeline Place, and it looks north across Bedford Square in the direction of the Site. It lies within the LBC Bloomsbury Conservation Area.

The foreground of the view is largely occupied by the hard landscaping and garden space in the centre of Bedford Square, and the Grade I listed 18th century terrace on the western side of the Square. The central garden is densely planted with shrubs and has many mature trees, screening views beyond in this winter view.

Grade I listed terraces define the northern side of the square in the centre of the view. The very top of the existing Euston Tower is seen to a small extent above the roofline of these terraces at the northern side of the Square, glimpsed beyond the foreground tented roof structure and associated rooftop plant and servicing structures of the Imagination Building, which lies directly north of Bedford Square at South Crescent on Store Street. The focus of the view is the foreground, and the formal townscape of Bedford Square, within the Bloomsbury Conservation Area, and these modern structures appear as incidental elements beyond.

Value attached to the view: this is a view within a Conservation Area, including Grade I listed buildings, and with a well composed quality. It is of **medium** value.

Visual receptors affected: local residents, workers and users of local businesses.

Susceptibility to change of visual receptors: receptors are likely to be on the move within the local area at this location but may pause to take in the view as they enter the square. The susceptibility to change is **medium-high**.

Sensitivity: **medium**

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 18

Bedford Square

D27373 / 24mm / 15/02/23 / 13:21

Proposed

Part of the very top of the Amended Proposed Development would be seen behind the rooftop structures on the Imagination London building and the Grade I listed terraces along the northern side of Bedford Square. While the Amended Proposed Development would be equivalent in height of the existing Euston Tower, it would appear slightly taller, thanks to its larger footprint, at the upper levels and would therefore infill a little more of the roofline between existing foreground chimney stacks. The part visible would be very small and would be clearly distinct and separate from the historic townscape in the foreground. The visibility of the Amended Proposed Development would not intrude above the predominant foreground roof line or otherwise interrupt the ordered enclosure of the square. Moreover, the light off-white tone of the GRC of the tower element, alongside the double height glazed crown, would ensure that this uppermost part of the building would appear recessive on the distant skyline. It would not draw the eye or be a noticeable element in the backdrop of the square.

Visibility from Bedford Square would be localised: moving eastwards along the southern edge of the square the visibility of the Amended Proposed Development would quickly disappear behind the foreground roofline as demonstrated by View A22. Moving southwards out of the square there is fleetingly greater visibility of the top of the existing Euston Tower, and therefore also the Amended Proposed Development, beyond the Imagination Building, which recedes moving into the square itself as demonstrated by this view.

Magnitude of impact: **very low-low**

Scale and Nature of Effect: **negligible-minor in scale, neutral in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 18

Bedford Square

D27373 / 24mm / 15/02/23 / 13:21

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **very low-low**

Scale and Nature of Effect: **negligible-minor in scale, neutral in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 19

Fitzroy Square, south-west corner (EAP View 18)

D27345 / 24mm / 15/02/23 / 10:27

Existing

This viewpoint is located at the south-west corner of Fitzroy Square and looks north-east towards the existing Euston Tower. The viewpoint is identified as View 18 in the EAP, and it lies within the LBC Fitzroy Square Conservation Area.

The foreground of the view is occupied by the modern hard landscaping and central oval garden within Fitzroy Square which both dated form the late 20th century The latter is largely laid to lawn with shrub planting, and mature trees are located around its perimeter which screen views beyond to some extent. The middle ground of the view is occupied by the Grade I and II* listed late 18th and early 19th century terraces on the northern and eastern sides of Fitzroy Square. Their consistent scale, appearance and building line are such that they provide a strong sense of enclosure to the square and the view.

The existing Euston Tower rises above the roofline of the listed terraces in the background of the view Its tall architectural form and generic glazed appearance, seen at close range from here, are in contrast to the solidity and finer-grain, Georgian character of the foreground listed townscape, and it appears distinct and separate from them. It forms part of background layer of post-war and modern large scale development within this winter view, also including the Triton Building, 338 Euston Road to the left (west), which is seen behind Grade II* listed buildings on the northern side of the Square, and the UCLH buildings to the right (east), which is seen behind Grade I listed buildings on the eastern side of the Square. For much of the year, the foliage of the central garden obscures some of the visibility of the Euston Tower, and much of the visibility of the other post-war and modern buildings. The setting of the square is characterised by tall modern development seen in close proximity. The Grade II listed BT Tower characterised the modern setting to the south of the square.

Value attached to the view: this is a characteristic view within a Conservation Area, including Grade I and II* listed buildings, and with a well composed quality. It is of **medium** value.

Visual receptors affected: local residents, workers and users of local businesses.

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 19

Fitzroy Square, south-west corner (EAP View 18)

D27345 / 24mm / 15/02/23 / 10:27

Susceptibility to change of visual receptors: receptors are likely to be on the move within the local area at this location but may pause to take in the view as they enter the square. The susceptibility to change is **medium-high**.

Sensitivity: **medium**

Proposed

Like the existing Euston Tower the Amended Proposed Development would be a close and prominent contrasting modern feature in the backdrop of Fitzroy Square, behind Grade I and II* listed buildings at the Square's north-east corner. The Amended Proposed Development would appear distinct and separate from the historic townscape in the foreground.

The Amended Proposed Development would appear broader than the existing Euston Tower. Its height would be equivalent to that of the existing building but would appear slightly greater due to its enlarged footprint at the upper levels bringing the building line closer to the viewer. While the increase in scale would be clearly perceptible, the Amended Proposed Development would be a feature of equivalent scale in the backdrop of this view.

The architectural approach to the massing of the Amended Proposed Development would mitigate the visual impact of the increased breadth: the sub-division of its mass into four slender quadrants, separated by clearly defined vertical 'breathing spines', would effectively break up its overall scale and create vertical emphasis.

The architectural treatment of the façades would be appreciated in detail at this relatively short distance; the fine grained, regular bays would provide the façades with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a fine-grained character. The material palette of the Amended Proposed Development has been tested during the design development and, as a result of discussion with LBC and HE officers, its palette has been desaturated in comparison to the December 2023 application to a light neutral off-white tone that would complement the stone and stucco of the listed terraces enclosing Fitzroy Square. The off-white tone of the tower facades would appear light and recessive on the skyline, minimising visual distraction with the historic foreground of the view. The clearly defined double height crown would lighten the appearance of the tower's top and accentuate its recessive appearance.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 19

Fitzroy Square, south-west corner (EAP View 18)

D27345 / 24mm / 15/02/23 / 10:27

While the scale of its impact on the view would be equivalent, the appearance of the Euston Tower would be noticeably changed with a medium magnitude of impact on the view. The contrast between the historic buildings around Fitzroy Square and the tall modern development beyond to the north-east would be maintained. However, the proposed façade treatment would mitigate the impact of the blank generic highly glazed existing tower to an extent by echoing and complementing the fine grained, sculptural façade quality and lighter material palette of the square and would help integrate the Amended Proposed Development more comfortably in its historic Camden context. The nature of the effect would therefore be beneficial.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

Views from Tottenham Court Road

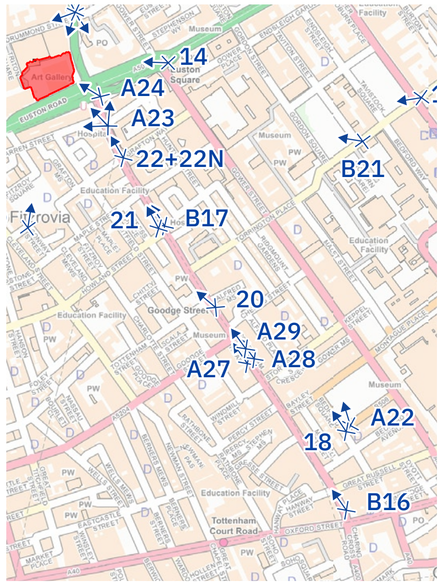
Tottenham Court Road provides long aligned views of the existing Euston Tower from the south along this major north-south route from Soho and Covent Garden to Euston. It has a mixed age and architectural character along its length. The street is bordered by parts of the Fitzroy, Charlotte St and Bloomsbury Conservation Areas, which are separately assessed in the built heritage assessment. The highest concentration of listed buildings is at the very southern end of the street. Towards its centre, at the junction with Torrington Place, the Heal's Department Store is Grade II* listed and Glen House to its south is Grade II listed; both date from the early 20th century. To their north closer to the Site at the northern end of the street are 11 Grade II listed lampposts but no listed buildings. North of the junction with Maple Street the mid-19th century public house at No.108 is locally listed.

The existing Euston Tower is a prominent terminating landmark building in northerly views marking the important junction with the Euston Road and marking a gateway to north London along Hampstead Road. The tower acts as a counterpart to the Grade II listed Centre Point at the southern end of Tottenham Court Road, which marks the equally significant junction with Oxford Street-New Oxford Street and Charing Cross Road. Also visible at some points looking west is the distinctive tall form of the Grade II listed BT Tower. The Euston Tower is a mediocre and very late example of an International Style office building, which has never been critically acclaimed as a distinguished work of architecture and provides a somewhat disappointing, generic post-war building at such an important location.

A sequence of views along the street from various positions moving from south to north from both sides of the street have been prepared at locations agreed with LBC officers. Several of those have been individually assessed in the visual assessment and others are included as supplementary views in the appendices.

Although the footprint of the Amended Proposed Development would be increased in comparison to the existing Euston Tower the increased mass would not be noticeable in views from Tottenham Court Road, and it would appear as a building of equivalent height and breadth to the existing Euston Tower. There would be a clear change in the appearance of the Amended Proposed Development in comparison to the existing Euston Tower. The proposed solidity and modulation of the façades, and the material palette of off-white GRC to the tower element and terracotta tone GRC at the podium, have drawn inspiration from the materials and architectural context of Camden. The site-specific design, drawing on its context, would enhance the perception of a building of Camden – in contrast to the generic 'International Style' architecture of the existing tower. The visual richness and human scale in the well-modulated elevations, particularly appreciated in the closer views, as one moves north towards the Site, would provide an architecture that would complement rather than contrast with the existing townscape, as the existing highly glazed tower does. The Amended Proposed Development would enhance the architectural quality and legibility of the Euston Tower at this major junction.

View locations



Existing

View B16

View A27

View A28

View A29

View 20

View 21

View B17

View 22

View A23

View A24

Proposed

View B16

View A27

View A28

View A29

View 20

View 21

View B17

View 22

View A23

View A24

View 20

Tottenham Court Road, junction with Tottenham Street

D27374 / 24mm / 15/02/23 / 14:15

Existing

This viewpoint is located on the eastern side of Tottenham Court Road, just south of its junctions with Alfred Mews and Tottenham Street, and the view is looking north in the direction of the Site. The viewpoint is located within the Bloomsbury Conservation Area, which covers the eastern side of the street (right) as far north as Grafton Way. Part of the western side of the street close to the viewpoint lies within the Charlotte Street Conservation Area.

The Grade II* listed Heal and Son Building, a grand department store and warehouse built originally between 1914-17, dominates the foreground on the eastern side of the street, right in this image. Buildings beyond on this side of the street are seen only obliquely; they and the Heals Building fall within the Bloomsbury Conservation Area.

On the western side of the street, three and four storey historic buildings are separated by a small open space to the north of the junction with Tottenham Street. These buildings, together with the open space and a small Church building beyond, are covered by the Charlotte Street Conservation Area. The BT Tower (Grade II listed) appears prominently in the background in this part of the view. Further along the western side of the street, and beyond the Charlotte Street Conservation Area, larger post-war and more modern buildings with a linear form can be seen.

Tottenham Court Road runs through the centre of the view and its straight alignment lends the view a directional quality. The existing Euston Tower terminates the view in the middle distance, marking the major central London crossroads formed by Tottenham Court Road/ Hampstead Road and Euston Road.

Value attached to the view: this is a view with a directional quality looking through two conservation areas and prominently including a Grade II* listed building. The general character and quality of the townscape is, however, relatively varied. The overall value of the view is **medium.**

Visual receptors affected: shoppers, commuters, workers and local residents on the move through this area.

Susceptibility to change of visual receptors: it is likely that receptors would not be particularly focused on views, although the directional nature of the view would encourage some attention to be paid to the end of the vista. The overall susceptibility to change is **low-medium.**

Sensitivity: **medium**

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 20

Tottenham Court Road, junction with Tottenham Street

D27374 / 24mm / 15/02/23 / 14:15

Proposed

The Amended Proposed Development would appear in the middle distance, beyond the end of Tottenham Court Road and terminating this directional view in a decisive manner. As with the existing Euston Tower, the tower element of the Amended Proposed Development would be seen as a focal point beyond, and distinct from, the development in the foreground and middle ground of the view, including that which is historic in nature. It would form a high quality landmark at the major junction of Tottenham Court Road/Hampstead Road with Euston Road, the northerly counterpart to Centre Point to the south of Tottenham Court Road and the rear of this view. The podium of the Amended Proposed Development, however, has been designed to integrate with its local streetscape context.

The Amended Proposed Development would not appear noticeably broader than the existing Euston Tower and, although its height would not exceed the maximum height of the existing building, it would appear slightly taller (due to its enlarged footprint bringing the building line closer to the viewer). While a slight increase in height and breadth compared to that of the existing Euston Tower would be perceptible it would not be noticeable. The approach to massing, with the sub-division of the building into four slender quadrants separated by clearly defined 'breathing spines', would help to effectively break up its overall scale and provide the Amended Proposed Development with a vertical emphasis.

The articulation of the façades would have an ordered quality, with considerable depth and articulation. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The off-white tone of the tower element would appear light and recessive on the skyline in comparison to the dark glazing of the existing Euston Tower. The clearly defined double height crown would terminate the tower and lighten the appearance of its top accentuating the recessive appearance against the sky.

Overall, while its scale within the view would be similar to that of the existing Euston Tower, the Amended Proposed Development would have a different appearance that would be appreciable at this distance, with a low-medium magnitude of impact on the view. It would appear as a high quality central London landmark within the view, set on the major crossroads formed by Euston Road and Tottenham Court Road/ Hampstead Road, with a visually rich appearance that would draw inspiration from its location within the Borough of Camden. The nature of the effect would therefore be beneficial.

Magnitude of impact: **low-medium**

Scale and Nature of Effect: **minor-moderate in scale, beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 20

Tottenham Court Road, junction with Tottenham Street

D27374 / 24mm / 15/02/23 / 14:15

Cumulative

The Network Building cumulative scheme (consented), which would be eight storeys above ground floor, would appear in the middle distance. It would coherently add to the series of buildings with a linear form on the western side of Tottenham Court Road.

Magnitude of impact: **low-medium**

Scale and Nature of Effect: **minor-moderate in scale, beneficial in nature (not significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 21

Tottenham Court Road, junction with Capper Street

D27375 / 24mm / 15/02/23 / 14:24

Existing

This viewpoint is located on the eastern side of Tottenham Court Road, at the junction with Capper Street, and the view is looking north in the direction of the Site. The viewpoint is located within the Bloomsbury Conservation Area, which also covers the visible part of the eastern side of Tottenham Court Road within this view (right side of image). Some smaller historic buildings further along the western side of Tottenham Court Road fall within the Fitzroy Square Conservation Area, but they are not seen to good effect from this viewpoint.

The wide pavement and the road surface at this point along Tottenham Court Road occupy the foreground of the view, with the Fitzrovia Belle Public House framing the view on the right. Linear modern buildings of around six storeys lie further north of the viewpoint on both sides of the street, providing it with a strong sense of enclosure. A row of mature street trees on the western side of the street add to this. Combined with the straight alignment of Tottenham Court Road, this enclosure results in a strongly channelled view towards the Site, and the existing Euston Tower terminates the view in the middle distance.

Value attached to the view: a representative view from a conservation area but in practice largely dominated by modern development with a robust character. The value of the view is **low-medium**.

Visual receptors affected: shoppers, commuters, workers and local residents on the move through this area.

Susceptibility to change of visual receptors: it is likely that receptors would not be particularly focused on views, although the directional nature of the view would encourage some attention to be paid to end of the vista. The overall susceptibility to change is **low-medium.**

Sensitivity: **low-medium**

View location

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 21

Tottenham Court Road, junction with Capper Street

D27375 / 24mm / 15/02/23 / 14:24

Proposed

The Amended Proposed Development would appear in the near to middle distance, beyond the end of Tottenham Court Road and terminating this channelled view in a decisive manner. As with the existing Euston Tower, the Amended Proposed Development would be seen as a focal point beyond and separate from the development further in the foreground of the view, including that within conservation areas, and it would form a high quality landmark at the major central London junction of Tottenham Court Road/Hampstead Road with Euston Road.

The Amended Proposed Development would not appear noticeably broader than the existing Euston Tower in views from Tottenham Court Road. Although its height would not exceed the maximum height of the existing building, it would appear slightly taller (due to its enlarged footprint bringing the building line closer to the viewer).

The sub-division of the mass of the Amended Proposed Development into four slender quadrants, separated by clearly defined 'breathing spines', would effectively break up its overall scale and provide the building with vertical emphasis. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The clearly defined double height crown would terminate the tower form and lighten the appearance of the tower's top.

The treatment of the façades would provide the building with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural, carved character. The louvres of the breathing spines – expressing the functional requirement for air circulation - would be aligned through the height of the building such that they would appear as grooves, adding to the visual richness of the façades and reinforcing the verticality of the Amended Proposed Development.

The proposed solidity and modulation of the façades, alongside the material palette of the solid elements of the Amended Proposed Development – the off-white GRC of the tower element and contrasting tone of the terracotta coloured podium base, have drawn inspiration from the materials and architectural context of Camden and would be indicative of its location within that Borough. The contrasting tone of the podium base would further anchor the building within its local streetscape context. The continuation of the datum along Tottenham Court Road with the podium of the Amended Proposed Development would improve the sense of connectivity between the two. The lighter, off-white tone of the tower element would appear more recessive on the skyline above the foreground streetscape and relate to Centre Point at the southern end of Tottenham Court Road.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 21

Tottenham Court Road, junction with Capper Street

D27375 / 24mm / 15/02/23 / 14:24

Overall, while its scale within the view would be similar to that of the existing Euston Tower, the Amended Proposed Development would have a different appearance that would be appreciable at this distance, with a medium magnitude of impact on the view. It would appear as a high quality central London landmark within the view, set on the major crossroads formed by Euston Road and Tottenham Court Road/ Hampstead Road, with a visually rich appearance that would draw inspiration from its location within the Borough of Camden. The nature of the effect would therefore be beneficial.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**

Cumulative

The Network Building cumulative scheme (consented), which would be eight storeys above ground floor, would appear in the foreground on the western side of Tottenham Court Road, at the left edge of the image. It would coherently add to the series of buildings with a linear form on the western side of Tottenham Court Road.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 22

Tottenham Court Road, junction with Grafton Way

D27377 / 24mm / 15/02/23 / 14:45

Existing

This viewpoint is located on the eastern side of Tottenham Court Road, at the junction with Grafton Way, and the view is looking north in the direction of the Site. It is located at the northern edge of the Bloomsbury Conservation Area, with buildings north of Grafton Way on the eastern side of Tottenham Court Road lying outside the Conservation Area (on the right side of the view).

The building immediately north of the junction is Maple House, a robust eight storey building with a linear form and faced in granite, built in the 1970s to the designs of Richard Seifert. The red brick building on the western side of the street, which falls within the Fitzroy Square Conservation Area, is a hotel with ground floor retail units, built at the turn of the 20th century. It also provides a linear frontage to the street. These linear frontages frame and enclose this part of Tottenham Court Road, which has a straight alignment, and lend the view a channelled quality.

The existing Euston Tower appears in the near distance beyond the end of Tottenham Court Road and directly behind the red brick hotel within the Fitzroy Square Conservation Area. It forms a landmark at the major junction between the important central London routes of Euston Road (running east-west) and Tottenham Court Road/ Hampstead Road (running north-south), and its vertically emphasised proportions form a dramatic contrast with the linear form of the foreground buildings.

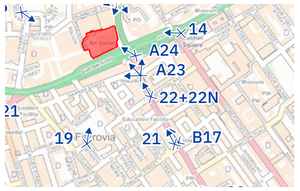
Value attached to the view: a representative view from the boundary of a conservation area and including a substantial stretch of buildings within another conservation area, but including considerable post-war and modern development with a robust character. The overall value of the view is **low-medium**.

Visual receptors affected: shoppers, commuters, workers and local residents on the move through this area.

Susceptibility to change of visual receptors: it is likely that receptors would not be particularly focused on views, although the directional nature of the view would encourage some attention to be paid to the end of the vista. The overall susceptibility to change is **low-medium.**

Sensitivity: **low-medium**

View location



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 22

Tottenham Court Road, junction with Grafton Way

D27377 / 24mm / 15/02/23 / 14:45

Proposed

The Amended Proposed Development would terminate this channelled view in a decisive manner and would form a high quality landmark at the major junction of Tottenham Court Road/Hampstead Road with Euston Road.

The Amended Proposed Development would appear slightly broader than the existing Euston Tower in this close view and, although its height would not exceed the maximum height of the existing building, it would appear slightly taller (due to its enlarged footprint bringing the building line closer to the viewer). While its increase in overall scale compared to that of the existing Euston Tower would be perceptible, it would not be noticeable.

The sub-division of the mass of the Amended Proposed Development into four slender quadrants, separated by clearly defined 'breathing spines', would effectively break up its overall scale, mitigating the increase in breadth, and provide the building with vertical emphasis. The larger scale expression of the double height cut-outs would provide additional points of visual focus and further break up the massing. The clearly defined double height crown would terminate the tower and lighten the appearance of its top.

The treatment of the façades would have a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural, carved character. The louvres of the breathing spines – expressing the functional requirement for air circulation - would be aligned through the height of the building such that they would appear as grooves, adding to the visual richness of the façades and reinforcing the verticality of the Amended Proposed Development. The proposed solidity and modulation of the façades, and the material palette have drawn inspiration from the materials and architectural context of Camden and would be indicative of its location within that Borough.

The podium of the Amended Proposed Development would be partially visible, forming a clear base for the building. Its greater scale compared to the existing Euston Tower base would more appropriately relate to the scale of the major junction on which it is located, and to the height of the mid-building datum on the lower block within the neighbouring Triton Building. The active uses it would contain would be seen to animate the streets and space which it addresses. The terracotta toned GRC to the podium would contrast with the off-white GRC to the tower, anchoring the base within the local streetscape. The off-white materiality of the tower would appear more recessive on the skyline above street level and would relate to Centre Point at the southern end of Tottenham Court Road.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 22

Tottenham Court Road, junction with Grafton Way

D27377 / 24mm / 15/02/23 / 14:45

Overall, while its scale within the view would be similar to that of the existing Euston Tower, the Amended Proposed Development would have a different appearance that would be appreciable at this distance, with a medium magnitude of impact on the view. It would appear as a high quality central London landmark within the view, set on the major crossroads formed by Euston Road and Tottenham Court Road/ Hampstead Road, with a visually rich appearance that would draw inspiration from its location within the Borough of Camden. The nature of the effect would therefore be beneficial.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 22N

Tottenham Court Road, junction with Grafton Way (dusk)

D28883 / 24mm / 05/09/23 / 20:18

Existing

This view is as previously described but taken at night. The most notable light sources are from streetlights along Tottenham Court Road, the soffit of Maple House, and the fascia and internal lighting of ground floor shop units.

The office floors of the existing Euston Tower on the Site are currently unoccupied and therefore exhibit an artificially low level of internal lighting in this photograph.

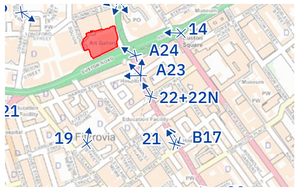
Value attached to the view: a representative view from the boundary of a conservation area and including a substantial stretch of buildings within another conservation area but including considerable post-war and modern development with a robust character. The overall value of the view is **low-medium**.

Visual receptors affected: shoppers, commuters, workers and local residents on the move through this area.

Susceptibility to change of visual receptors: it is likely that receptors would not be particularly focused on views, although the directional nature of the view would encourage some attention to be paid to the end of the vista. The overall susceptibility to change is **low-medium.**

Sensitivity: **low-medium**

View location



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 22N

Tottenham Court Road, junction with Grafton Way (dusk)

D28883 / 24mm / 05/09/23 / 20:18

Proposed

In general, the Amended Proposed Development would have a similar effect to during the daytime. At night, the consistent internal lighting of office floors would be evident and where this illuminates the light off-white tone of the tower exterior, the resulting effect would be soft and warm in character. The clearly defined double height crown would be softly illuminated after dark, terminating the tower form and lightening its top. The illumination of the podium base by virtue of its internal uses would add a dynamism to the lower levels of the Amended Proposed Development marking the nodal location of the junction and visual terminus of Tottenham Court Road, at its junction with Euston Road and Hampstead Road. The streetlights, soffit of Maple House and ground floor retail units would remain the dominant sources of light within the view.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View 22N

Tottenham Court Road, junction with Grafton Way (dusk)

D28883 / 24mm / 05/09/23 / 20:18

Cumulative

There would be no cumulative schemes visible in this view and the effect would be the same as that for the Amended Proposed Development considered on its own.

Magnitude of impact: **medium**

Scale and Nature of Effect: **moderate in scale, beneficial in nature (significant)**

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

Cumulative assessment

Deconstruction and construction

6.105 The effects of the deconstruction and construction process for the Amended Proposed Development on views, townscape and heritage assets, taking into account cumulative schemes, would be the same as for the Amended Proposed Development considered on its own (as set out previously in this Section).

Completed Proposed Development

6.106 In respect of heritage assets, the effect of the Amended Proposed Development in the cumulative situation would be the same as that considered on its own for each heritage asset, as the cumulative developments would not change the relationship between the Amended Proposed Development and the heritage assets.

6.107 With regard to TCAs, the Network Building (consented) lies within TCA 5. As shown in Views 21 and 22, this cumulative scheme would be consistent with the overall character of TCA 5 and its existing relationship to the Site, and it would have no effect on the visibility of the Amended Proposed Development in these views towards it from Tottenham Court Road. The Network Building would not result in any change to the effect of the Amended Proposed Development in the cumulative scenario in respect of TCAs. The other cumulative schemes lie beyond the identified TCAs and would have no effect. The overall effect of the Amended Proposed Development taking into account the cumulative scenario would therefore be unchanged compared to that of the Amended Proposed Development considered on its own.

6.108 In respect of views, a number of the cumulative schemes would be visible in combination with the Amended Proposed Development in the long range view from Parliament Hill. Most of these – the British Library Extension (resolution to grant), Central Somers Town scheme (consented) and Belgrove House (consented and implemented) - would be visible further east of the Amended Proposed Development and would have no meaningful visual relationship with it. The consented Network Building cumulative scheme on Tottenham Court Road and Whitfield Street would be partially visible, seen to a very minor extent behind the Amended Proposed Development, and with no significant impact on the view.

6.109 In medium and short range views from Tottenham Court Road, the consented Network Building cumulative scheme on Tottenham Court Road and Whitfield Street would be visible in some views (as shown in Views 20, 21 and 22). It would coherently add to the series of buildings with a linear form on the western side of Tottenham Court Road, in the foreground of the view. There would be no change to the visibility of the Amended Proposed Development in the assessed views, and its magnitude of change, scale of effect and nature of effect would not be altered as a result.

6.110 With regard to individual views, the overall effect of the Amended Proposed Development taking into account the cumulative scenario is set out in the ‘Views and visual impact assessment’ above. In summary, the effect would be unchanged compared to that of the Amended Proposed Development on its own in each case.

7 Conclusions

7.1 The existing Euston Tower is a well-established feature of the townscape setting of Bloomsbury, Fitzrovia and Regent's Park and a prominent landmark in views along Euston Road, Hampstead Road and Tottenham Court.

7.2 The existing Euston Tower is a mediocre and very late example of an International Style office building. It is not critically acclaimed as a distinguished work of architecture and has never been considered in detail for listing by Historic England. The existing building is not locally listed by LBC and is not included in a conservation area. An application for a Certificate of Immunity from Listing was submitted by the applicant to Historic England in July 2023, and a certificate was subsequently issued on 3 July 2024.

7.3 The Amended Proposed Development would retain some structural elements of the existing Euston Tower and redevelop the building with a new larger footprint and a very slight but not material increase in height. The limitation on additional height is based on the potential visibility of a taller building on the Site beyond the Westminster WHS in LVMF views from Lambeth Bridge.

7.4 The form and massing of the Amended Proposed Development has evolved in parallel with iterative testing of its potential effects on the quality of the townscape, on local visual amenity and on the appreciation of the heritage significance of local designated heritage assets. The form of the Amended Proposed Development has been developed in close consultation with the LBC and following consultation with Historic England and the GLA since the submission of the December 2023 application. It has been shaped by careful consideration of the Site constraints, and its proximity to, and potential impacts, on sensitive heritage assets and views along Euston Road, Hampstead Road and Tottenham Court where the existing building already forms an important landmark.

7.5 From some locations the Amended Proposed Development would appear perceptibly broader than the existing Euston Tower. From other locations including Tottenham Court Road its breadth would not be noticeably increased. Its height would be equivalent to that of the existing building but in some closer views would appear slightly greater due to its enlarged footprint at the upper levels bringing the building line closer to the viewer. The architectural approach to the massing of the Amended Proposed Development would help to minimise and mitigate the visual impact of the increased breadth: the sub-division of the mass of the Amended Proposed Development into four slender quadrants, separated by clearly defined vertical 'breathing spines', would effectively break up its overall scale and provide a vertical emphasis to the massing.

7.6 The fine grained, regular bays would provide the façades with a strongly ordered quality and human scale, and the projection of the gridded façade beyond the glazing would provide substantial depth and articulation, giving the façades a sculptural, carved character. The louvres of the breathing spines – expressing the functional requirement for air circulation - would be aligned through the height of the building such that they would appear as grooves, adding to the visual richness of the façades and reinforcing the verticality of the Amended Proposed Development.

7.7 The proposed solidity and modulation of the façades, and the material palette have drawn inspiration from the materials and architectural context of Camden. The contrasting but complementary tones of the light terracotta coloured podium and the light recessive off-white tower, both in GRC, would reflect motifs of architectural expression found across the Borough. The terracotta tone of the podium would anchor the base of the Amended Proposed Development in its local streetscape. The lighter tone of the tower element would appear recessive on the skyline and would complement the stone and stucco palette of sensitive listed buildings seen in the foreground of the tower from some more sensitive locations for example Regent's Park and Fitzroy Square. The sub-division of the form would create a distinctive form on the skyline and the fine grained well-modulated façades would appear visually rich and site specific – in contrast to the generic 'International Style' glazed architectural treatment of the existing building. The Amended Proposed Development would enhance the architectural quality and legibility of Euston Tower, marking the major junction of Euston Road and Hampstead Road/ Tottenham Court Road and celebrating this historic nodal point within the townscape.

7.8 The Amended Proposed Development would have impacts on the local townscape, visual amenity and the settings of designated heritage assets, primarily along aligned routes along Euston Road-Marylebone Road, Hampstead Road and Tottenham Court Road, and across the large open space of Regent's Park. The north of Euston Road there would be widespread impacts within the 500m study area. To the south of Euston Road, due to the alignment of and density of the townscape, impacts would generally be more limited to the aligned views north along Tottenham Court Road and views across squares.

7.9 There would be no effects on the significance of built heritage assets in comparison to the existing Euston Tower. The Proposed Development would not materially increase the height of the existing Euston Tower. The Proposed Development's design would minimise the perceptible increase in the footprint of the existing Euston Tower and enhance its architectural appearance to better completement the historic townscape in its setting, both in form and materiality. While the enhanced architectural treatment would mitigate the visual and townscape effects of the Proposed Development in comparison to the existing Euston Tower, effects on the significance of heritage assets would not be altered in comparison to the existing tower in EIA terms.

7.10 The existing levels of 'harm' to significance of local heritage assets, caused by the existing Euston Tower, would not be removed or materially reduced by the Amended Proposed Development. The Amended Proposed Development would therefore continue to give rise to 'harm' in NPPF terms to the significance of listed buildings in the study area. This harm is in all instances judged to be at the same scale as that caused by the existing Euston Tower, which is 'less than substantial', generally at the lower end of the scale but in some instances at the middle of that scale, for example to Fitzroy Square.

7.11 The Amended Proposed Development's effects on townscape would be significant for TCAs 1 (Euston Road), 4 (Drummond Street) and 6 Fitzroy Square. Thanks to the enhancement of the appearance in comparison to the existing Euston Tower, all effects would be beneficial.

7.12 Visual effects on LVMF views would not be significant. There would be no effect on the Protected Silhouette of the Westminster WHS in views downstream from Lambeth Bridge. The effects on LVMF London panoramas from Parliament Hill and Primrose Hill would be beneficial in nature but would not be significant. The Amended Proposed Development would not have any impact on the ability to recognise and appreciate the Palace of Westminster in either view.

7.13 Effects on non-designated local views would range from negligible to moderate in scale and would be either beneficial or neutral in nature. As a result of the changes in form and appearance of the Amended Proposed Development in comparison to the existing Euston Tower, visual impacts on parts of Regent's Park, parts of Hampstead Road, Drummond Street, parts of Euston Road, Fitzroy Square and parts of Tottenham Court Road would be significant.

7.14 Residual effects of the Amended Proposed Development are summarised in Table 7.1.

Table 7.1: Residual Effects Assessment

Residual Effects Assessment								
Visual Assessment:								
View	**Visual description**	**Sensitivity**	**Magnitude of Impact**	**Effect**	**Residual Effect**	**Significance (in isolation)**	**Cumulative Effect**	**Significance (cumulative)**
1	Lambeth Bridge sequence							
2	LVMF 2A.2: Parliament Hill: the summit	High	Very low-low	Minor, beneficial	Minor, beneficial	Not significant	Minor, beneficial	Not significant
3	LVMF 4A.2: Primrose Hill: the summit – looking towards the Palace of Westminster	High	Low	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
4	The Regent's Park: terrace of the Hub	Medium-high	Low	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
5	The Regent's Park: East of Broad Walk	Medium-high	Low-medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
6	The Regent's Park: Queen Mary's Gardens	Medium-high	Low	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
7	Outer Circle, at junction with Harley Street	Medium	Low-medium	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
8	Park Village East	Medium	Low-medium	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
9	Hampstead Road, opposite junction with Varndell Street	Low	Low-medium	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
10	Hampstead Road, junction with North Gower Street	Low	Low-medium	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
11	Hampstead Road, junction with Drummond Street	Low	Medium-high	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
12	Drummond Street, at junction with Cobourg Street	Medium	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
13	Euston Road, at Duke's Road	Low-medium	Low-medium	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
14	Euston Road, at Gower Street	Low	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
15	Marylebone Road, at Baker Street	Low	Low-medium	Minor, beneficial	Minor, beneficial	Not significant	Minor, beneficial	Not significant
16	Park Crescent East	Low-medium	Very low (summer), low (winter)	Negligible (summer), minor (winter), neutral	Negligible (summer), minor (winter), neutral	Not significant	Negligible (summer), minor (winter), neutral	Not significant
17	Tavistock Square	Medium	Very low (summer), low (winter)	Negligible (summer), minor (winter), neutral	Negligible (summer), minor (winter), neutral	Not significant	Negligible (summer), minor (winter), neutral	Not significant
18	Bedford Square	Medium	Very low-low	Negligible- minor, neutral	Negligible- minor, neutral	Not significant	Negligible- minor, neutral	Not significant
19	Fitzroy Square	Medium	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
20	Tottenham Court Road, at Tottenham Street	Medium	Low-medium	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
21	Tottenham Court Road, at Capper Street	Low-medium	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
22	Tottenham Court Road, at Grafton Way	Low-medium	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
22N	Tottenham Court Road, at Grafton Way (dusk)	Low-medium	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
Townscape Assessment								
TCA	**Description**	**Sensitivity**	**Magnitude of Impact**	**Effect**	**Residual Effect**	**Significance (in isolation)**	**Cumulative Effect**	**Significance (cumulative)**
1	Euston Road	Low-medium	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
2	Regent's Park Estate	Low-medium	Low-medium	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
3	Hampstead Road and Euston Station	Low	Low-medium	Minor, beneficial	Minor, beneficial	Not significant	Minor, beneficial	Not significant
4	Drummond Street	Low-medium	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
5	South of Euston Road	Low-medium	Range from none to low-medium	Range from no effect (neutral) to minor-moderate (beneficial)	Range from no effect (neutral) to minor-moderate (beneficial)	Not significant	Range from no effect (neutral) to minor-moderate (beneficial)	Not significant
6	Fitzroy Square	Medium	Low-medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
7	Regent's Park	Medium-high	Low	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
Built Heritage Assessment:								
Conservation Area	**Visual description**	**Sensitivity**	**Magnitude of Impact**	**Effect**	**Residual Effect**	**Significance (in isolation)**	**Cumulative Effect**	**Significance (cumulative)**
1	Fitzroy Square Conservation Area (LBC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
2	Bloomsbury Conservation Area (LBC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
3	Regent's Park Conservation Area (LBC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
4	Charlotte Street Conservation Area (LBC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
5	Regent's Park Conservation Area (CoW)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant

Table 7.1: Residual Effects Assessment (continued)

6	Cleveland Street Conservation Area (CoW)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
7	Harley Street Conservation Area (CoW)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Listed Building	**Description**	**Sensitivity**	**Magnitude of Impact**	**Effect**	**Residual Effect**	**Significance (in isolation)**	**Cumulative Effect**	**Significance (cumulative)**
Grade I								
1	Holy Trinity Church	Medium-high	None	No effect	No effect	Not signficant	No effect	Not signficant
2	Nos.1-3 Albany Terrace and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
3	Nos.13-24 Park Square East including The Diorama and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
4	Nos.31 and 33 Albany Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
5	Nos.1-8 St Andrew's Place and attached railings; Nos.9 and 10 St Andrew's Place	Medium-high	None	No effect	No effect	Not signficant	No effect	Not signficant
6	Royal College of Physicians	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
7	Nos.1-10 Cambridge Terrace	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
8	No.1-42 Chester Terra¬ce and attached railings and linking arches	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
9	Nos.1-6 Park Crescent; Nos.18-26 Park Crescent	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
10	14-26 Ulster Place	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
11	Nos.1-12 Park Square West	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
12	Nos.1-17 Ulster Terrace	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
13	Nos.21 and 22 York Terrace East; Doric Villa; Nos.1-18 York Terrace East; Nos.1-33 York Terrace West; No.34 York Terrace West; Nos.35-46 York Terrace West	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
14	1-5 Regent's Park (York Gate)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
15	8-12 Regent's Park (York Gate)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
16	Church of St Marylebone	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II*								
17	No.2 Marylebone Road and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
18	St Mary Magdalene Church	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
19	The Holme	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
20	St John's Lodge	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II								
21	St Mary Magdalene School Annexe and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
22	The White House	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
23	Great Portland Street Underground Station	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
24	Nos.1-17 Albany Street and attached railings;	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
25	No.19 Albany Street	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
26	Walton House	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
27	No.34 Albany Street and attached railings;	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
28	Nos.36-48 Albany Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
29	Nos.1-10 Cambridge Gate and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
30	South East Lodge in Park Square	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
31	South West Lodge in Park Square	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
32	East Lodge in corner of Crescent Gardens	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
33	West Lodge in corner of Crescent Gardens	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Fitzroy Square Group								
Grade I								
34	Nos.1, 1A and 2-8 Fitzroy Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
35	The London Foot Hospital and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II*								
36	Nos.11, 12 and 15-19 Fitzroy Square N and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant

Table 7.1: Residual Effects Assessment (continued)

37	Nos.9-10 Fitzroy Square and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
38	Nos.20-32 Fitzroy Square W and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II								
39	No.56 Warren Street; Nos.58-62 Warren Street and attached railings; Nos.63-68 Warren Street and attached railings;	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
40	No.15 Warren Street; Nos.16 and 17 Warren Street; Nos.159 and 161 Whitfield Street	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
41	Nos.39-45 Fitzroy Street and attached railings; Nos.46, 48 and 50 Fitzroy Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
42	Indian Young Men's Christian Association, 41 Fitzroy Square	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
43	Nos.131-137 Whitfield Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Site environs/ Euston Road/ UCL group								
Grade I								
44	University College London and attached railings to N and S wings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
45	Church of St Pancras	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II*								
46	No.30 Euston Square and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
47	War Memorial	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
48	Euston Fire Station	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II								
49	Lord Nelson PH; No.50 Stanhope Street; No.52 Stanhope Street	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
50	Prince of Wales PH	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
51	Nos.211-229 North Gower Street and attached railings; The North Gower Hotel, Nos.190-198 and 200-204 North Gower Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
52	No.116 Drummond Street and attached railings; No.131 Drummond Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
53	Crown and Anchor PH; Nos.184, 186 and 188 North Gower Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
54	Nos.168-170 North Gower Street and attached railings; Nos.185-191 North Gower Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
55	Friends House, Drayton House, walls, railings, and garden to E	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
56	Two Lodges in Euston Square Gardens	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
57	University College Hospital General Block only and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
58	BT Communication Tower	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
RPGSHI	**Description**	**Sensitivity**	**Magnitude of Impact**	**Effect**	**Residual Effect**	**Significance (in isolation)**	**Cumulative Effect**	**Significance (cumulative)**
59	Regent's Park	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant

8 References

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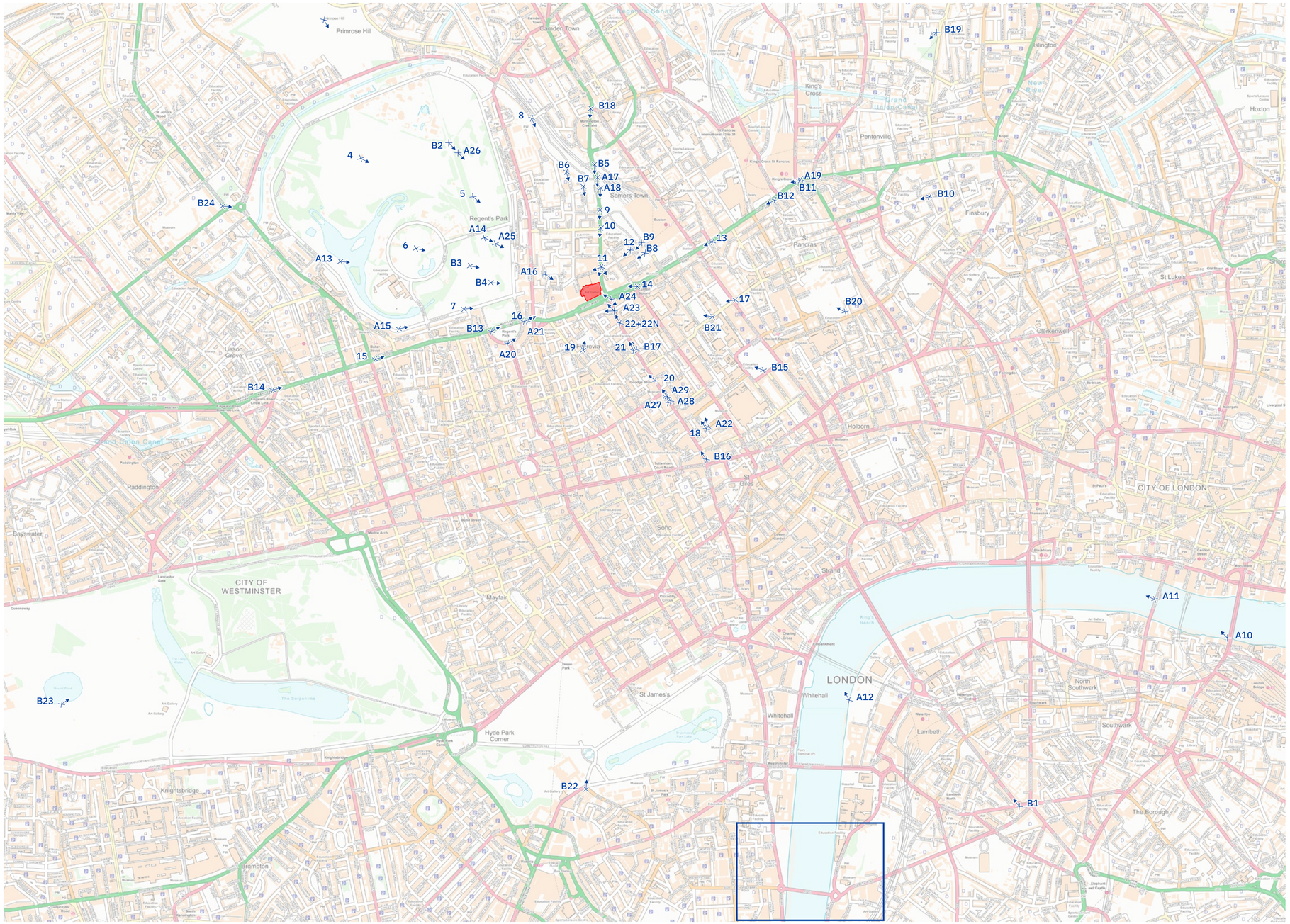
Appendix A Supplementary Verified Views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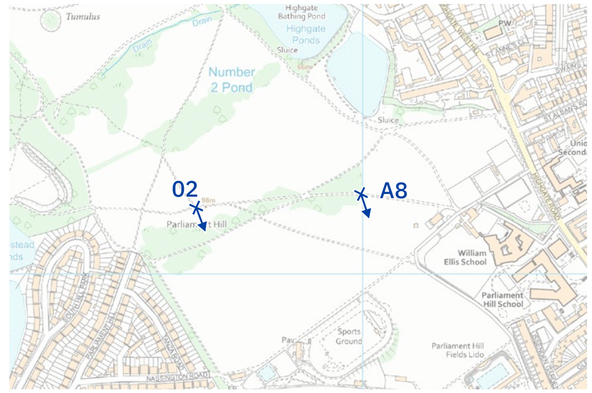
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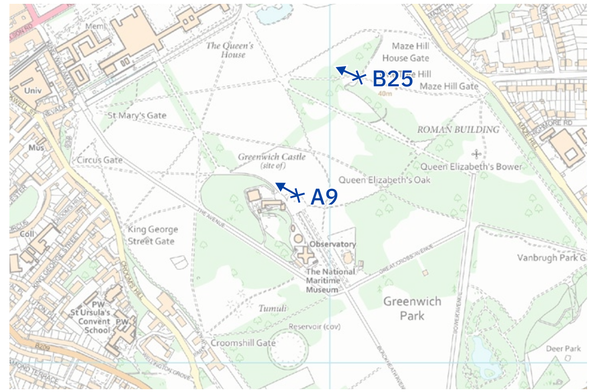
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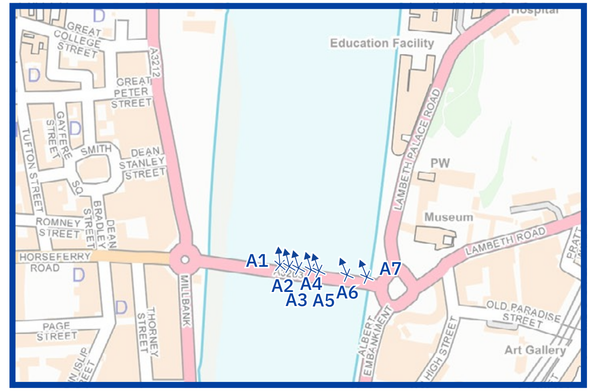
Greenwich Park


Education Facility
Museum
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View	Location	Page	Style	Render/Wireline	Verified	Ref	OS-E	OS-N	Height (AOD)	Heading	Lens	Field of View	Film	Date	Time
A1	Lambeth Bridge: LVMF 19A.1 | Winter	175	AVR1	Wireline	Yes	D27394x50	530382.302	178970.229	11.582	355	50mm	39.29312907	Digital	15/02/23	16:08
A1	Lambeth Bridge: LVMF 19A.1 | Summer	178	–	–	–	D28851x50	–	–	–	–	–	–	–	–	–
A2	Lambeth Bridge: Point A | Winter	179	AVR1	Wireline	Yes	D27395x50	530395.912	178968.137	11.751	346	50mm	39.29312907	Digital	15/02/23	16:14
A2	Lambeth Bridge: Point A | Summer	182	–	–	–	D28846x50	–	–	–	–	–	–	–	–	–
A3	Lambeth Bridge: Point B | Winter	183	AVR1	Wireline	Yes	D27396x50	530409.475	178965.956	11.636	343	50mm	39.29312907	Digital	15/02/23	16:21
A3	Lambeth Bridge: Point B | Summer	186	–	–	–	D28847x50	–	–	–	–	–	–	–	–	–
A4	Lambeth Bridge: Point C | Winter	187	AVR1	Wireline	Yes	D27397x50	530427.624	178963.577	11.168	343	50mm	39.29312907	Digital	15/02/23	16:26
A4	Lambeth Bridge: Point C | Summer	190	–	–	–	D28848x50	530427.624	178963.577	–	–	–	–	–	–	–
A5	Lambeth Bridge: Point D | Winter	181	AVR1	Wireline	Yes	D27398x50	530439.013	178961.804	10.858	341	50mm	37.8915382	Digital	15/02/23	16:30
A5	Lambeth Bridge: Point D | Summer	194	–	–	–	D28849x50	–	–	–	–	–	–	–	–	–
A5	Lambeth Bridge: Point D | Summer - Telephoto	195	AVR1	Wireline	Yes	D28849x200	530439.013	178961.804	10.858	340	200mm	10.28552912	Digital	17/08/23	17:18
A6	Lambeth Bridge: Point E | Winter	198	AVR1	Wireline	Yes	D27399x50	530479.886	178955.943	9.417	338	50mm	39.29312907	Digital	15/02/23	16:44
A6	Lambeth Bridge: Point E | Summer	201	–	–	–	D28850x50	–	–	–	–	–	–	–	–	16:29
A6	Lambeth Bridge: Point E | Summer - Telephoto	202	AVR1	Wireline	Yes	D28850x200	530479.886	178955.943	9.417	339	200mm	10.28552912	Digital	17/08/23	16:34
A7	Lambeth Bridge: LVMF 19A.2 | Winter	205	AVR1	Wireline	Yes	D27400x50	530509.636	178951.866	8.065	336	50mm	39.29312907	Digital	15/02/23	15:51
A7	Lambeth Bridge: LVMF 19A.2 | Summer	208	–	–	–	D28852x50	–	–	–	–	–	–	–	–	–
A8	LVMF 2B.1 | Parliament Hill: east of the summit - at the prominent oak tree	209	AVR1	Wireline	Yes	D25614x50	528043.1	186154.5	70	162	50mm	39.29312907	Digital	10/03/22	17:10
A9	LVMF 5A.2 | Greenwich Park: the General Wolfe statue - north-east of the statue	212	AVR1	Wireline	Yes	D25629x50	538936.1	177334.5	47.2	298	50mm	39.29312907	Digital	31/01/22	11:44
A10	LVMF 11A.1 | London Bridge: the upstream pavement - looking across the Southwark bridge	215	AVR1	Wireline	Yes	D27047x50	532769.2	180394.3	13	316	50mm	39.29312907	Digital	05/07/22	07:55
A11	LVMF 12A.1 | Southwark Bridge: the upstream pavement - at the centre of the bridge	218	AVR1	Wireline	Yes	D27056x50	532357.595	180612.666	13.085	293	50mm	39.29312907	Digital	05/07/22	08:40
A12	LVMF 21B.1 | Jubilee Gardens - opposite Whitehall Court	221	AVR1	Wireline	Yes	D27636Rx50	532358.595	180042.543	5.37	331	50mm	39.29312907	Digital	14/02/23	14:32
A13	The Regent's Park: east of the Boating Lake	224	AVR3	Render	Yes	D27383x50	532359.595	182525.352	29.61	96	50mm	39.59775271	Digital	20/02/23	14:18
A13	The Regent's Park: east of the Boating Lake | Summer	227	–	–	–	D28881x50	–	–	–	–	–	–	–	–	–
A14	The Regent's Park: Playing fields east of Inner Circle	228	AVR3	Render	Yes	D27386x24	528564.692	182659.831	33.121	115	24mm	73.73979529	Digital	20/02/23	13:40
A15	Outer Circle, opposite No. 22 Cornwall Terrace	231	AVR1	Wireline	Yes	D27330	528081.352	182142.883	29.527	77	24mm	73.73979529	Digital	14/02/23	11:47
A16	Munster Square	234	AVR3	Render	Yes	D27344	528911.555	182452.097	28.394	125	24mm	73.73979529	Digital	15/02/23	13:41
A17	Hampstead Road, south of view 17 (centre)	237	AVR1	Wireline	Yes	D28544	529188.021	183073.629	25.589	179	24mm	73.73979529	Digital	11/05/23	11:45
A18	Hampstead Road	240	AVR1	Wireline	Yes	D28547	529214.65	182952.486	24.415	185	24mm	73.73979529	Digital	11/05/23	12:10
A19	Pentonville Road, western end	243	AVR1	Wireline	Yes	D27988	530358.647	182989.064	16.317	252	24mm	73.73979529	Digital	02/04/23	11:39
A20	Portland Place, at junction with Park Crescent	246	AVR3	Render	Yes	D27981	528697.659	182060.687	28.046	58	24mm	73.73979529	Digital	02/04/23	14:15
A21	Marylebone Road, junction with Great Portland Street	249	AVR1	Wireline	Yes	D27325	528808.305	182190.05	28.351	63	24mm	73.73979529	Digital	14/02/23	13:17
A22	Bedford Square	252	AVR1	Wireline	Yes	D18468	529830.188	181590.281	26.978	343	24mm	73.73979529	Digital	14/12/22	14:13
A23	Tottenham Court Road, opposite Warren Street Station	255	AVR3	Render	Yes	D28882M	529300.234	182245.413	27.32	316	24mm	73.73979529	Digital	05/09/23	09:18
A24	Tottenham Court Road, at Euston Road	258	AVR3	Render	Yes	D27378	529283.945	182309.592	27.586	301	24mm	73.73979529	Digital	19/02/23	10:54
A25	Regent's Park, view across Chester Place	261	AVR3	Render	Yes	D29381	528646.039	182625.088	31.486	114	24mm	73.74°	Digital	10/01/24	14:57
A26	Regent's Park, view across Cambridge Terrace	264	AVR3	Render	Yes	D29382	528498.61	183095.577	39.305	135	24mm	73.74°	Digital	10/01/24	14:41
A27	Tottenham Court Road, west pavement outside No.55	267	AVR3	Render	Yes	D29709x50	529589.091	181751.529	27.622	328	50mm	39.29°	Digital	15/02/24	14:10
A28	Tottenham Court Road, east pavement outside No.220	270	AVR3	Render	Yes	D29710x50	529600.638	181754.289	27.834	324	50mm	39.29°	Digital	15/02/24	14:55
A29	Tottenham Court Road, east pavement outside Nos.213-215	273	AVR3	Render	Yes	D29711x50	529591.458	181769.263	27.873	325	50mm	39.29°	Digital	15/02/24	15:08

View A1

Lambeth Bridge: LVMF 19A.1 | Winter

D27394x50 / 50mm / 15/02/23 / 16:08

Existing

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View location

View A1

Lambeth Bridge: LVMF 19A.1 | Winter

D27394x50 / 50mm / 15/02/23 / 16:08

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A1

Lambeth Bridge: LVMF 19A.1 | Winter

D27394x50 / 50mm / 15/02/23 / 16:08

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A1

Lambeth Bridge: LVMF 19A.1 | Summer

D28851x50 / 50mm / 17/08/23 / 18:24

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A2

Lambeth Bridge: Point A | Winter

D27395x50 / 50mm / 15/02/23 / 16:14

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A2

Lambeth Bridge: Point A | Winter

D27395x50 / 50mm / 15/02/23 / 16:14

Proposed

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A2

Lambeth Bridge: Point A | Winter

D27395x50 / 50mm / 15/02/23 / 16:14

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A2

Lambeth Bridge: Point A | Summer

D28846x50 / 50mm / 17/08/23 / 18:05

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A3

Lambeth Bridge: Point B | Winter

D27396x50 / 50mm / 15/02/23 / 16:21

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A3

Lambeth Bridge: Point B | Winter

D27396x50 / 50mm / 15/02/23 / 16:21

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A3

Lambeth Bridge: Point B | Winter

D27396x50 / 50mm / 15/02/23 / 16:21

Cumulative

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A3

Lambeth Bridge: Point B | Summer

D28847x50 / 50mm / 17/08/23 / 17:49

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A4

Lambeth Bridge: Point C | Winter

D27397x50 / 50mm / 15/02/23 / 16:26

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A4

Lambeth Bridge: Point C | Winter

D27397x50 / 50mm / 15/02/23 / 16:26

Proposed

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A4

Lambeth Bridge: Point C | Winter

D27397x50 / 50mm / 15/02/23 / 16:26

Cumulative

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A4

Lambeth Bridge: Point C | Summer

D28848x50 / 50mm / 17/08/23 / 17:30

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A5

Lambeth Bridge: Point D | Winter

D27398x50 / 50mm / 15/02/23 / 16:30

Existing

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View location

View A5

Lambeth Bridge: Point D | Winter

D27398x50 / 52mm / 15/02/23 / 16:30

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A5

Lambeth Bridge: Point D | Winter

D27398x50 / 52mm / 15/02/23 / 16:30

Cumulative

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A5

Lambeth Bridge: Point D | Summer

D28849x50 / 50mm / 17/08/23 / 17:16

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A5

Lambeth Bridge: Point D | Summer - Telephoto

D28849x200 / 200mm / 17/08/23 / 17:18

Existing

200mm – 10.145° Image scalling factor = 309% at A3 *200mm – 10.145°*

View location

View A5

Lambeth Bridge: Point D | Summer - Telephoto

D28849x200 / 200mm / 17/08/23 / 17:18

Proposed

200mm – 10.145° Image scalling factor = 309% at A3 *200mm – 10.145°*

View A5

Lambeth Bridge: Point D | Summer - Telephoto

D28849x200 / 200mm / 17/08/23 / 17:18

Cumulative

200mm – 10.145° Image scalling factor = 309% at A3 *200mm – 10.145°*

View A6

Lambeth Bridge: Point E | Winter

D27399x50 / 50mm / 15/02/23 / 16:44

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A6

Lambeth Bridge: Point E | Winter

D27399x50 / 50mm / 15/02/23 / 16:44

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A6

Lambeth Bridge: Point E | Winter

D27399x50 / 50mm / 15/02/23 / 16:44

Cumulative

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A6

Lambeth Bridge: Point E | Summer

D28850x50 / 50mm / 17/08/23 / 16:29

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A6

Lambeth Bridge: Point E | Summer - Telephoto

D28850x200 / 200mm / 17/08/23 / 16:34

Existing

200mm – 10.145° Image scalling factor = 309% at A3 *200mm – 10.145°*

View location

View A6

Lambeth Bridge: Point E | Summer - Telephoto

D28850x200 / 200mm / 17/08/23 / 16:34

Proposed

200mm – 10.145° Image scalling factor = 309% at A3 *200mm – 10.145°*

View A6

Lambeth Bridge: Point E | Summer - Telephoto

D28850x200 / 200mm / 17/08/23 / 16:34

Cumulative

200mm – 10.145° Image scalling factor = 309% at A3 *200mm – 10.145°*

View A7

Lambeth Bridge: LVMF 19A.2 | Winter

D27400x50 / 50mm / 15/02/23 / 15:51

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A7

Lambeth Bridge: LVMF 19A.2 | Winter

D27400x50 / 50mm / 15/02/23 / 15:51

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A7

Lambeth Bridge: LVMF 19A.2 | Winter

D27400x50 / 50mm / 15/02/23 / 15:51

Cumulative

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A7

Lambeth Bridge: LVMF 19A.2 | Summer

D28852x50 / 50mm / 17/08/23 / 16:53

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A8

LVMF 2B.1 | Parliament Hill: east of the summit - at the prominent oak tree

D25614x50 / 50mm / 10/03/22 / 17:10

Existing

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View location

View A8

LVMF 2B.1 | Parliament Hill: east of the summit - at the prominent oak tree

D25614x50 / 50mm / 10/03/22 / 17:10

Proposed

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A8

LVMF 2B.1 | Parliament Hill: east of the summit - at the prominent oak tree

D25614x50 / 50mm / 10/03/22 / 17:10

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A9

LVMF 5A.2 | Greenwich Park: the General Wolfe statue - north-east of the statue

D25629x50 / 50mm / 31/01/22 / 11:44

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A9

LVMF 5A.2 | Greenwich Park: the General Wolfe statue - north-east of the statue

D25629x50 / 50mm / 31/01/22 / 11:44

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A9

LVMF 5A.2 | Greenwich Park: the General Wolfe statue - north-east of the statue

D25629x50 / 50mm / 31/01/22 / 11:44

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A10

LVMF 11A.1 | London Bridge: the upstream pavement - looking across the Southwark bridge

D27047x50 / 50mm / 05/07/22 / 07:55

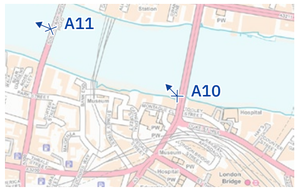
Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location



View A10

LVMF 11A.1 | London Bridge: the upstream pavement - looking across the Southwark bridge

D27047x50 / 50mm / 05/07/22 / 07:55

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A10

LVMF 11A.1 | London Bridge: the upstream pavement - looking across the Southwark bridge

D27047x50 / 50mm / 05/07/22 / 07:55

Cumulative

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A11

LVMF 12A.1 | Southwark Bridge: the upstream pavement - at the centre of the bridge

D27056x50 / 50mm / 05/07/22 / 08:40

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A11

LVMF 12A.1 | Southwark Bridge: the upstream pavement - at the centre of the bridge

D27056x50 / 50mm / 05/07/22 / 08:40

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A11

LVMF 12A.1 | Southwark Bridge: the upstream pavement - at the centre of the bridge

D27056x50 / 50mm / 05/07/22 / 08:40

Cumulative

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A12

LVMF 21B.1 | Jubilee Gardens - opposite Whitehall Court

D27636Rx50 / 50mm / 14/02/23 / 14:32

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A12

LVMF 21B.1 | Jubilee Gardens - opposite Whitehall Court

D27636Rx50 / 50mm / 14/02/23 / 14:32

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A12

LVMF 21B.1 | Jubilee Gardens - opposite Whitehall Court

D27636Rx50 / 50mm / 14/02/23 / 14:32

Cumulative

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A13

The Regent's Park: east of the Boating Lake

D27383x50 / 50mm / 20/02/23 / 14:18

Existing

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View location

View A13

The Regent's Park: east of the Boating Lake

D27383x50 / 50mm / 20/02/23 / 14:18

Proposed

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A13

The Regent's Park: east of the Boating Lake

D27383x50 / 50mm / 20/02/23 / 14:18

Cumulative

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View A13

The Regent's Park: east of the Boating Lake | Summer

D28881x50 / 50mm / 05/09/23 / 15:03

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A14

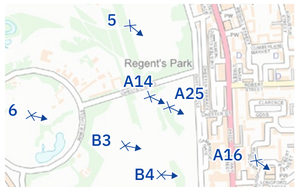
The Regent's Park: Playing fields east of Inner Circle

D27386x24 / 24mm / 20/02/23 / 13:40

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View A14

The Regent's Park: Playing fields east of Inner Circle

D27386x24 / 24mm / 20/02/23 / 13:40

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A14

The Regent's Park: Playing fields east of Inner Circle

D27386x24 / 24mm / 20/02/23 / 13:40

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A15

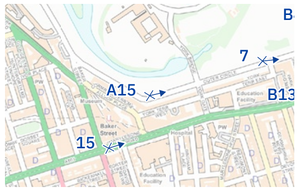
Outer Circle, opposite No. 22 Cornwall Terrace

D27330 / 24mm / 14/02/23 / 11:47

Existing

24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View location



View A15

Outer Circle, opposite No. 22 Cornwall Terrace

D27330 / 24mm / 14/02/23 / 11:47

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A15

Outer Circle, opposite No. 22 Cornwall Terrace

D27330 / 24mm / 14/02/23 / 11:47

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

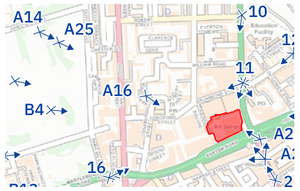
View A16

Munster Square

D27344 / 24mm / 15/02/23 / 13:41

Existing

View location



View A16

Munster Square

D27344 / 24mm / 15/02/23 / 13:41

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A16

Munster Square

D27344 / 24mm / 15/02/23 / 13:41

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A17

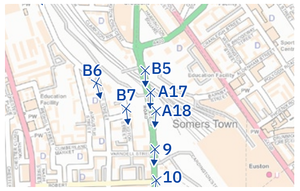
Hampstead Road, south of view 17 (centre)

D28544 / 24mm / 11/05/23 / 11:45

Existing

24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View location



View A17

Hampstead Road, south of view 17 (centre)

D28544 / 24mm / 11/05/23 / 11:45

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A17

Hampstead Road, south of view 17 (centre)

D28544 / 24mm / 11/05/23 / 11:45

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A18

Hampstead Road

D28547 / 24mm / 11/05/23 / 12:10

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View A18

Hampstead Road

D28547 / 24mm / 11/05/23 / 12:10

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A18

Hampstead Road

D28547 / 24mm / 11/05/23 / 12:10

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A19

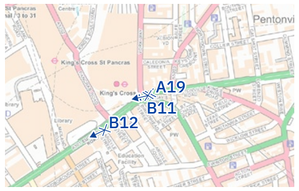
Pentonville Road, western end

D27988 / 24mm / 02/04/23 / 11:39

Existing

24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View location



View A19

Pentonville Road, western end

D27988 / 24mm / 02/04/23 / 11:39

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A19

Pentonville Road, western end

D27988 / 24mm / 02/04/23 / 11:39

Cumulative

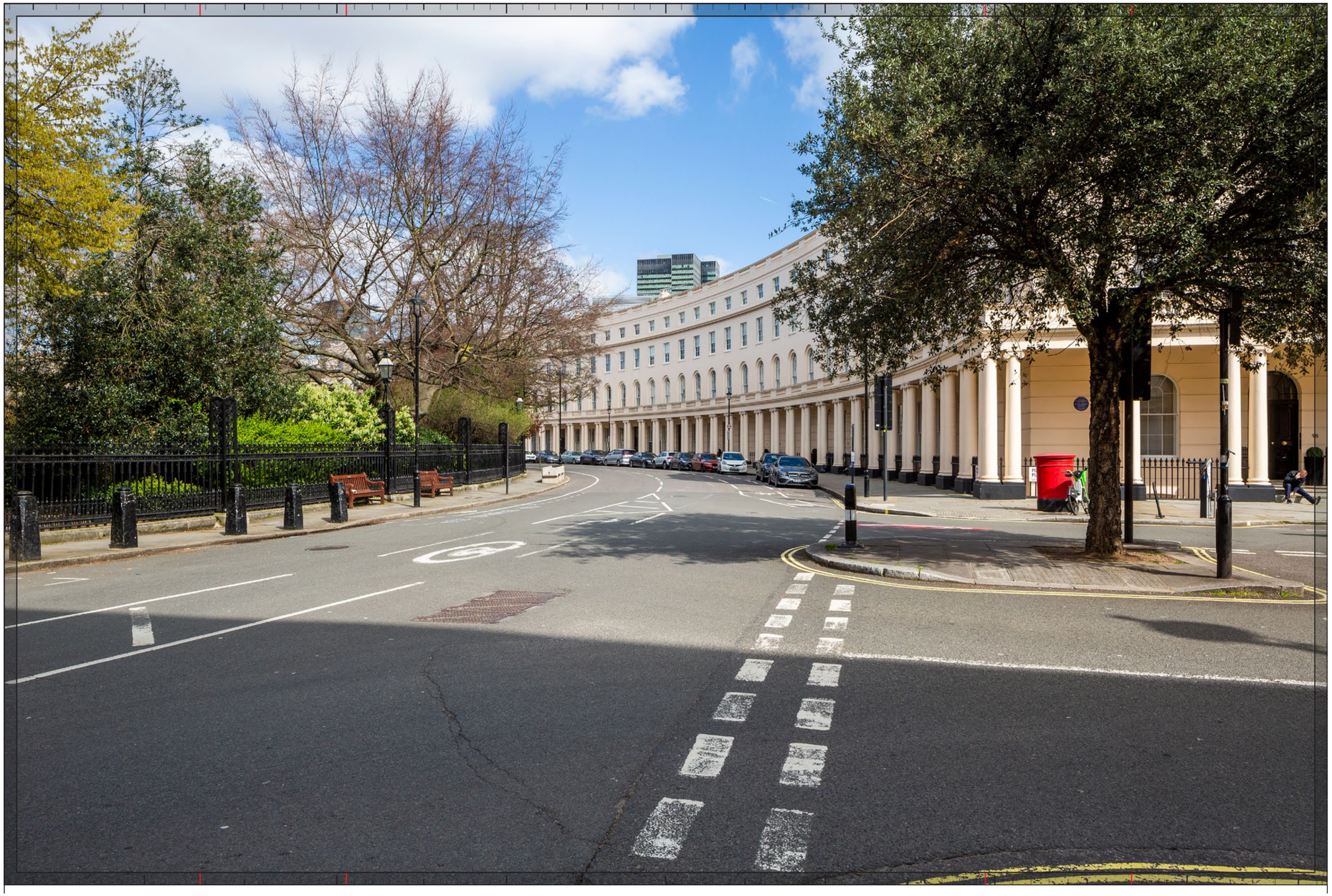
24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A20

Portland Place, at junction with Park Crescent

D27981 / 24mm / 02/04/23 / 14:15

Existing



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

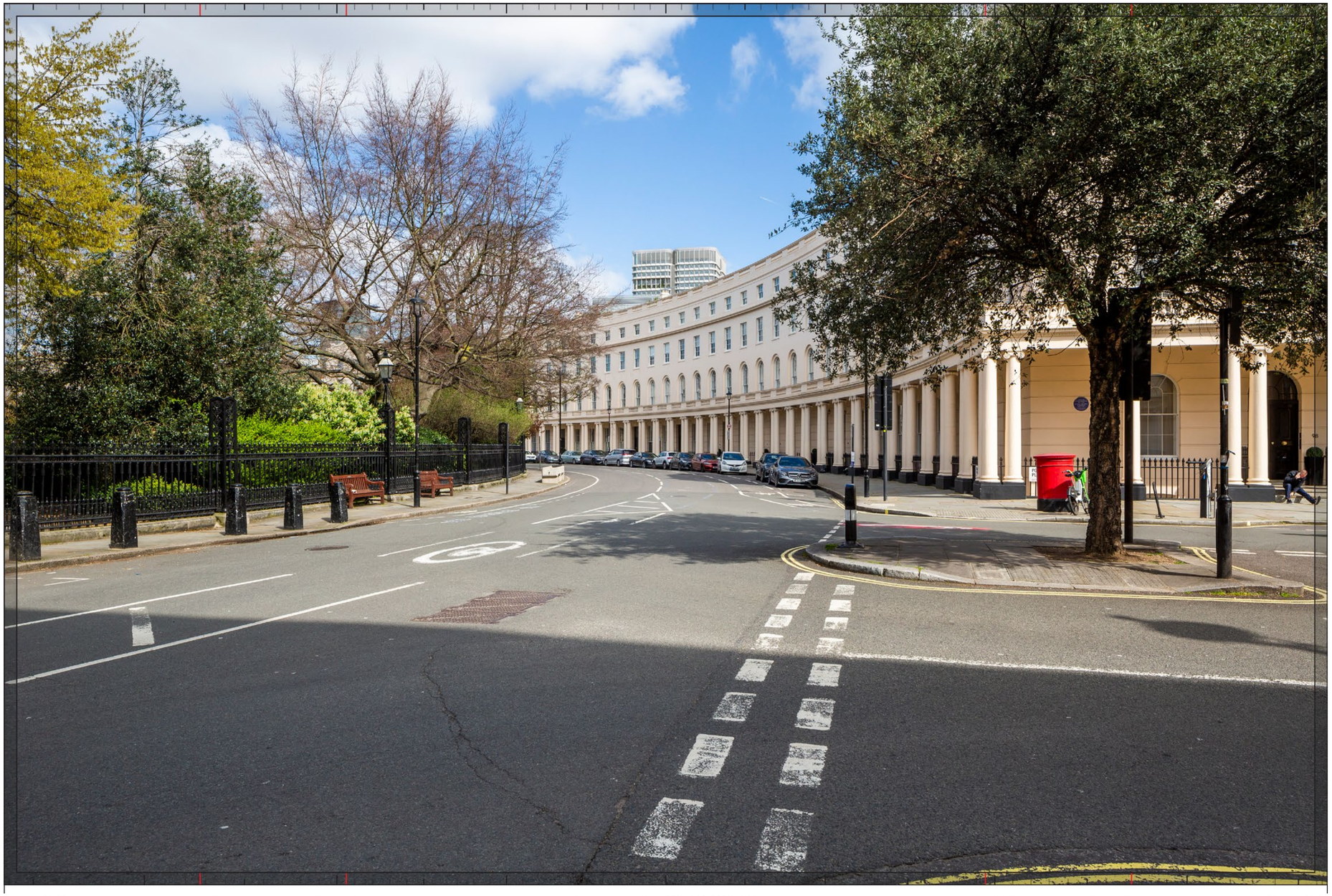
View location

View A20

Portland Place, at junction with Park Crescent

D27981 / 24mm / 02/04/23 / 14:15

Proposed



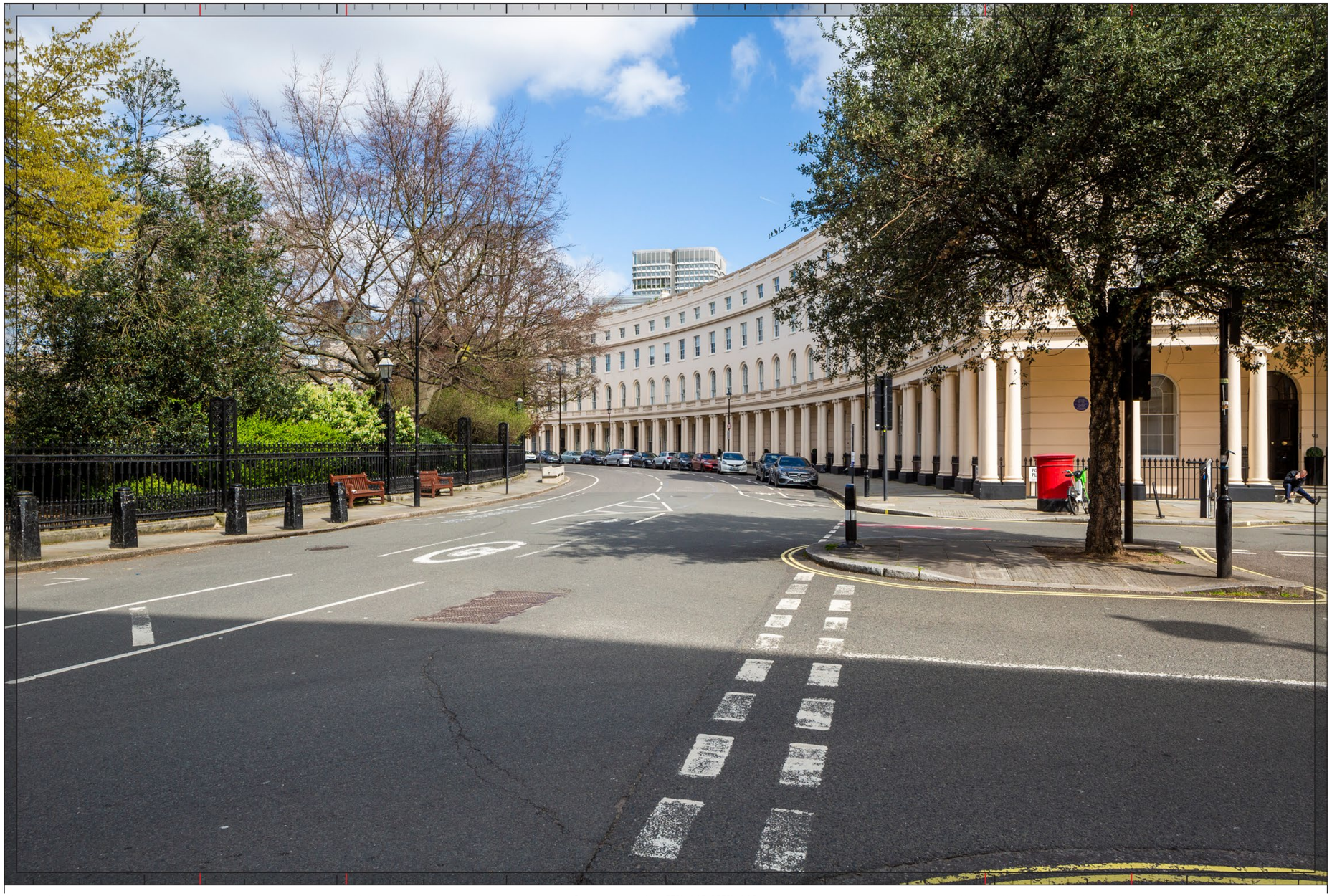
24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A20

Portland Place, at junction with Park Crescent

D27981 / 24mm / 02/04/23 / 14:15

Cumulative



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A21

Marylebone Road, junction with Great Portland Street

D27325 / 24mm / 14/02/23 / 13:17

Existing

24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View location

View A21

Marylebone Road, junction with Great Portland Street

D27325 / 24mm / 14/02/23 / 13:17

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A21

Marylebone Road, junction with Great Portland Street

D27325 / 24mm / 14/02/23 / 13:17

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A22

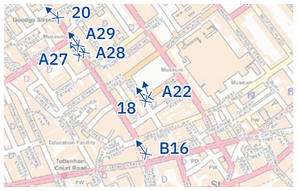
Bedford Square

D18468 / 24mm / 14/12/22 / 14:13:00

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View A22

Bedford Square

D18468 / 24mm / 14/12/22 / 14:13:00

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A22

Bedford Square

D18468 / 24mm / 14/12/22 / 14:13:00

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

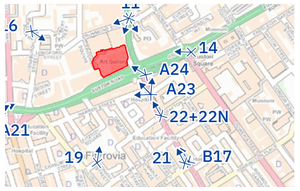
View A23

Tottenham Court Road, opposite Warren Street Station

D28882L / 24mm / 05/09/23 / 09:19

Existing

View location



View A23

Tottenham Court Road, opposite Warren Street Station

D28882L / 24mm / 05/09/23 / 09:19

Proposed

View A23

Tottenham Court Road, opposite Warren Street Station

D28882L / 24mm / 05/09/23 / 09:19

Cumulative

View A24

Tottenham Court Road, at Euston Road

D27378 / 24mm / 19/02/23 / 10:54

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View A24

Tottenham Court Road, at Euston Road

D27378 / 24mm / 19/02/23 / 10:54

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A24

Tottenham Court Road, at Euston Road

D27378 / 24mm / 19/02/23 / 10:54

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A25

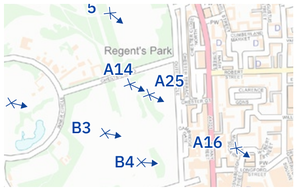
Regent's Park, view across Chester Place

D29381x24 / 24mm / 10/01/24 / 14:57

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View A25

Regent’s Park, view across Chester Place

D29381x24 / 24mm / 10/01/24 / 14:57

Proposed

View A25 is an additional verified render view requested by the RPCAAC during consultation. For assessment of the impact of the Amended Proposed Development on Regent’s Park refer to paras. 6.53-6.64 and para. 6.87 within the Built Heritage Assessment, and the visual assessment of Regent’s Park views at Views 4, 5, 6, and 7.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A25

Regent’s Park, view across Chester Place

D29381x24 / 24mm / 10/01/24 / 14:57

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A26

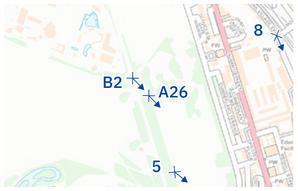
Regent's Park, view across Cambridge Terrace

D29382x24 / 24mm / 10/01/24 / 14:41

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View A26

Regent’s Park, view across Cambridge Terrace

D29382x24 / 24mm / 10/01/24 / 14:41

Proposed

View A26 is an additional verified render view requested by the RPCAAC during consultation. For assessment of the impact of the Amended Proposed Development on Regent’s Park refer to paras. 6.53-6.64 and para. 6.87 within the Built Heritage Assessment, and the visual assessment of Regent’s Park views at Views 4, 5, 6, and 7.

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A26

Regent’s Park, view across Cambridge Terrace

D29382x24 / 24mm / 10/01/24 / 14:41

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View A27

Tottenham Court Road, west pavement outside No.55

D29709x50 / 50mm / 15/02/24 / 14:10

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A27

Tottenham Court Road, west pavement outside No.55

D29709x50 / 50mm / 15/02/24 / 14:10

Proposed

View A27 is an additional verified render view requested by the LBC officers. For assessment of the impact of the Amended Proposed Development on Tottenham Court Road refer to the sequence of views at p.159, now updated to include new Tottenham Court Road Views A27, A28 and A29, and its accompanying assessment at p.158; see also the assessment at Views 20, 21, 22, and 22N.

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A27

Tottenham Court Road, west pavement outside No.55

D29709x50 / 50mm / 15/02/24 / 14:10

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A28

Tottenham Court Road, east pavement outside No.220

D29710x50 / 50mm / 15/02/24 / 14:55

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A28

Tottenham Court Road, east pavement outside No.220

D29710x50 / 50mm / 15/02/24 / 14:55

Proposed

View A28 is an additional verified render view requested by the LBC officers. For assessment of the impact of the Amended Proposed Development on Tottenham Court Road refer to the sequence of views at p.159, now updated to include new Tottenham Court Road Views A27, A28 and A29, and its accompanying assessment at p.158; see also the assessment at Views 20, 21, 22, and 22N.

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A28

Tottenham Court Road, east pavement outside No.220

D29710x50 / 50mm / 15/02/24 / 14:55

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A29

Tottenham Court Road, east pavement outside Nos.213-215

D29711x50 / 50mm / 15/02/24 / 15:08

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View A29

Tottenham Court Road, east pavement outside Nos.213-215

D29711x50 / 50mm / 15/02/24 / 15:08

Proposed

View A29 is an additional verified render view requested by the LBC officers. For assessment of the impact of the Amended Proposed Development on Tottenham Court Road refer to the sequence of views at p.159, now updated to include new Tottenham Court Road Views A27, A28 and A29, and its accompanying assessment at p.158; see also the assessment at Views 20, 21, 22, and 22N.

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View A29

Tottenham Court Road, east pavement outside Nos.213-215

D29711x50 / 50mm / 15/02/24 / 15:08

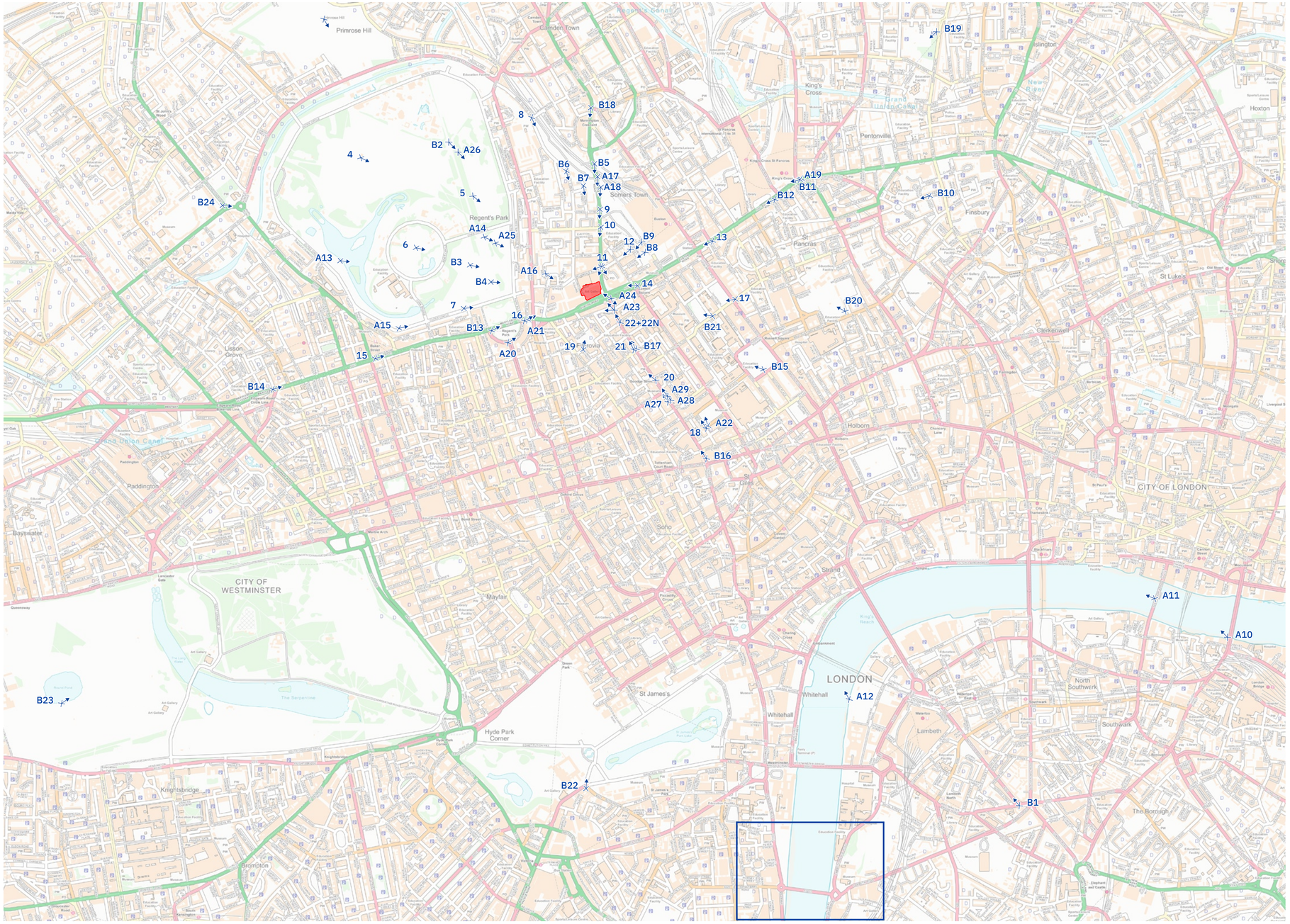
Cumulative

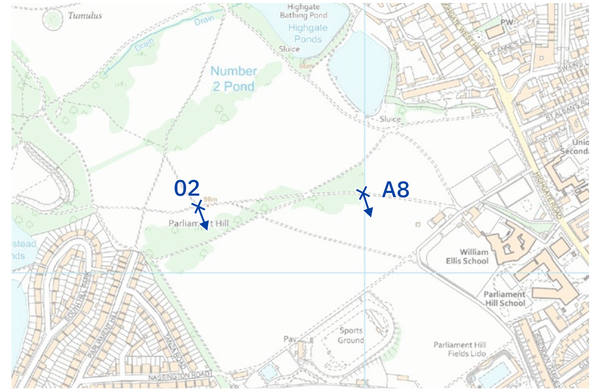
50mm – 19.8°

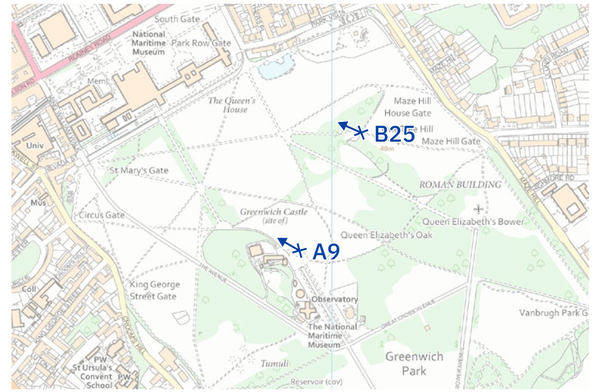
Image scalling factor = 77% at A3, 109% at A2

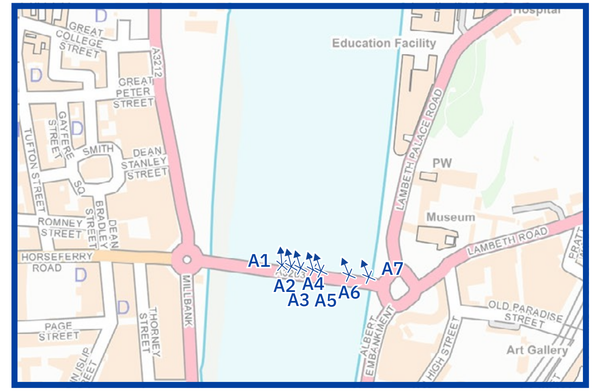
50mm – 19.8°

Appendix B Supplementary Unverified Views


B19
B18
8
B2
A26
4
B6
B5
B7
A17
A18
A19
B11
B12
B10
5
B24
9
10
A14
A25
12
B9
B8
13
6
A13
B3
11
A16
B4
14
A24
A23
17
B20
7
16
22+22N
B21
A15
B13
A21
19
21
B17
15
A20
B15
B14
20
A29
A28
A27
A22
18
B16
CITY OF LONDON
CITY OF WESTMINSTER
A11
A10
LONDON
A12
B23
B22
B1


02
A8


B25
A9
Greenwich Park


Education Facility
Museum
A1
A2
A3
A4
A5
A6
A7
Art Gallery

View	Location	Page	Style	Render/Wireline	Verified	Ref	OS-E	OS-N	Height (AOD)	Heading	Lens	Field of View	Film	Date	Time
B1	Waterloo Road, at Westminster Bridge Road	279	AVR1	Wireline	No	D27364x50	531592.16	179440.954	3.5	321	50mm	39.59775271	Digital	14/02/23	14:05
B2	The Regent's Park: The Broad Walk - north of 'Ready Money' drinking fountain	282	AVR1	Wireline	No	D27384x50	528363.799	183197.073	41.92	136	50mm	39.59775271	Digital	20/02/23	12:51
B3	The Regent's Park: The Broad Walk - Marylebone Green	285	AVR1	Wireline	No	D27387x24	528484.232	182500.035	33.55	101	24mm	73.73979529	Digital	20/02/23	09:13
B4	The Regent's Park: The Broad Walk - south end	288	AVR1	Wireline	No	D27388x24	528602.298	182405.219	31.12	94	24mm	73.73979529	Digital	20/02/23	08:32
B5	Hampstead Road, [outside northern steps of Greater London House] at Amphill Square Estate, just north of railway line	291	AVR1	Wireline	No	D27340	529152.278	183250.828	24.14	176	24mm	73.73979529	Digital	15/02/23	09:36
B6	Stanhope Street, junction with Granby Terrace	294	AVR1	Wireline	No	D27322	529028.867	183033.434	28.05	165	24mm	73.73979529	Digital	14/02/23	15:19
B7	Harrington Street, north of Mackworth Street	297	AVR1	Wireline	No	D27341	529126.2	182949.716	25.35	173	24mm	73.73979529	Digital	15/02/23	09:58
B8	Euston Street, east	300	Massing UV	–	–	–	–	–	–	–	–	–	–	–	–
B9	Melton Street, corner with Euston Street	303	AVR1	Wireline	No	D27343	529455.79	182631.593	23.73	220	24mm	73.73979529	Digital	15/02/23	09:06
B10	Great Percy Street, corner with Lloyd Street	306	AVR1	Wireline	No	D27365	531084.753	182892.331	34.58	253	24mm	73.73979529	Digital	15/02/23	09:50
B11	Euston Road, at Grays Inn Road	309	AVR1	Wireline	No	D27366	530350.81	182984.236	16.51	257	24mm	73.73979529	Digital	15/02/23	10:15
B12	Euston Road, at Argyle Street	312	AVR1	Wireline	No	D27367	530209.631	182872.137	17.58	244	24mm	73.73979529	Digital	15/02/23	10:27
B13	Park Crescent, west	315	AVR1	Wireline	No	D27328	528605.271	182128.779	28	62	24mm	73.73979529	Digital	14/02/23	13:37
B14	Euston Road, at Old Marylebone Road	318	AVR1	Wireline	No	D27332x50	527367.353	181796.951	30.41	73	24mm	73.73979529	Digital	14/02/23	14:10
B15	Russell Square	321	AVR1	Wireline	No	D27372	530144.313	181908.974	24.6	291	24mm	73.73979529	Digital	15/02/23	11:43
B16	Tottenham Court Road, at The Dominion Theatre	324	AVR1	Wireline	No	D27381	529821.253	181405.189	25.44	325	24mm	73.73979529	Digital	19/02/23	10:35
B17	Tottenham Court Road, at Howland Street	327	AVR1	Wireline	No	D27376	529410.774	182021.259	27.78	332	24mm	73.73979529	Digital	15/02/23	14:34
B18	Camden High Street at the Cobden Statue, junction with Hampstead Road - west pavement	330	AVR1	Wireline	No	D27334	529167.529	183390.423	23.83	186	24mm	73.73979529	Digital	14/02/23	10:15
B19	Barnard Park, north-east corner	333	AVR1	Wireline	No	D27346	531123.662	183820.931	40.29	227	24mm	73.73979529	Digital	15/02/23	15:20
B20	Coram's Fields, eastern edge	336	AVR1	Wireline	No	D27393	530606.423	182239.195	21.15	298	24mm	73.73979529	Digital	21/02/23	09:55
B21	Gordon Square, south-east corner	339	AVR1	Wireline	No	D27380	529857.112	182211.861	25.18	279	24mm	73.73979529	Digital	15/02/23	12:22
B22	Spur Road, St James' Park - south of Buckingham Palace	342	AVR1	Wireline	No	D27390	529140.615	179538.191	4.98	4	50mm	39.59775271	Digital	19/02/23	15:47
B23	Kensington Gardens, the Round Pond, south side	345	AVR1	Wireline	No	D27391	526173.084	180020.235	24.6	55	50mm	39.59775271	Digital	19/02/23	16:24
B24	Wellington Road, St John's Wood	348	AVR1	Wireline	No	D27347	527083.736	182838.101	39.52	95	24mm	73.73979529	Digital	15/02/23	13:04
B25	Greenwich Park, One Tree Hill Viewpoint	351	AVR1	Wireline	No	D29806x50	539039.649	177558.712	43.28	296	50mm	39.59775271	Digital	23/02/24	13:31

View B1

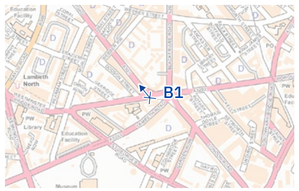
Waterloo Road, at Westminster Bridge Road

D27364x50 / 50mm / 14/02/23 / 14:05

Existing

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View location



View B1

Waterloo Road, at Westminster Bridge Road

D27364x50 / 50mm / 14/02/23 / 14:05

Proposed

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View B1

Waterloo Road, at Westminster Bridge Road

D27364x50 / 50mm / 14/02/23 / 14:05

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View B2

The Regent's Park: The Broad Walk - north of 'Ready Money' drinking fountain

D27384x50 / 50mm / 20/02/23 / 12:51

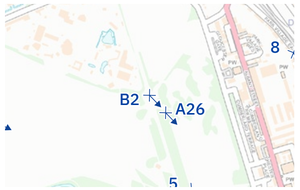
Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location



View B2

The Regent's Park: The Broad Walk - north of 'Ready Money' drinking fountain

D27384x50 / 50mm / 20/02/23 / 12:51

Proposed

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View B2

The Regent's Park: The Broad Walk - north of 'Ready Money' drinking fountain

D27384x50 / 50mm / 20/02/23 / 12:51

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View B3

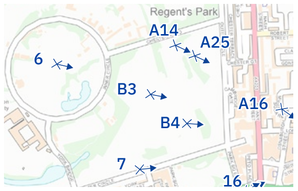
The Regent's Park: The Broad Walk - Marylebone Green

D27387x24 / 24mm / 20/02/23 / 09:13

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View B3

The Regent's Park: The Broad Walk - Marylebone Green

D27387x24 / 24mm / 20/02/23 / 09:13

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B3

The Regent's Park: The Broad Walk - Marylebone Green

D27387x24 / 24mm / 20/02/23 / 09:13

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B4

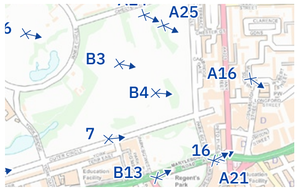
The Regent's Park: The Broad Walk - south end

D27388x24 / 24mm / 20/02/23 / 08:32

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View B4

The Regent's Park: The Broad Walk - south end

D27388x24 / 24mm / 20/02/23 / 08:32

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B4

The Regent's Park: The Broad Walk - south end

D27388x24 / 24mm / 20/02/23 / 08:32

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B5

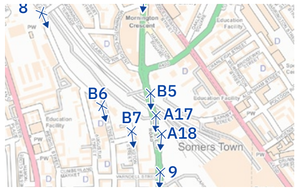
Hampstead Road, at Amphill Square Estate, just north of railway line

D27340 / 24mm / 15/02/23 / 09:36

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View B5

Hampstead Road, at Amphill Square Estate, just north of railway line

D27340 / 24mm / 15/02/23 / 09:36

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B5

Hampstead Road, at Amphill Square Estate, just north of railway line

D27340 / 24mm / 15/02/23 / 09:36

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B6

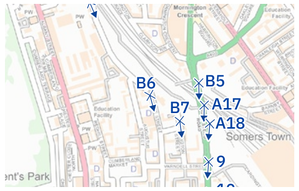
Stanhope Street, junction with Granby Terrace

D27322 / 24mm / 14/02/23 / 15:19

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View B6

Stanhope Street, junction with Granby Terrace

D27322 / 24mm / 14/02/23 / 15:19

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B6

Stanhope Street, junction with Granby Terrace

D27322 / 24mm / 14/02/23 / 15:19

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B7

Harrington Street, north of Mackworth Street

D27341 / 24mm / 15/02/23 / 09:58

Existing

24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View location

View B7

Harrington Street, north of Mackworth Street

D27341 / 24mm / 15/02/23 / 09:58

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B7

Harrington Street, north of Mackworth Street

D27341 / 24mm / 15/02/23 / 09:58

Cumulative

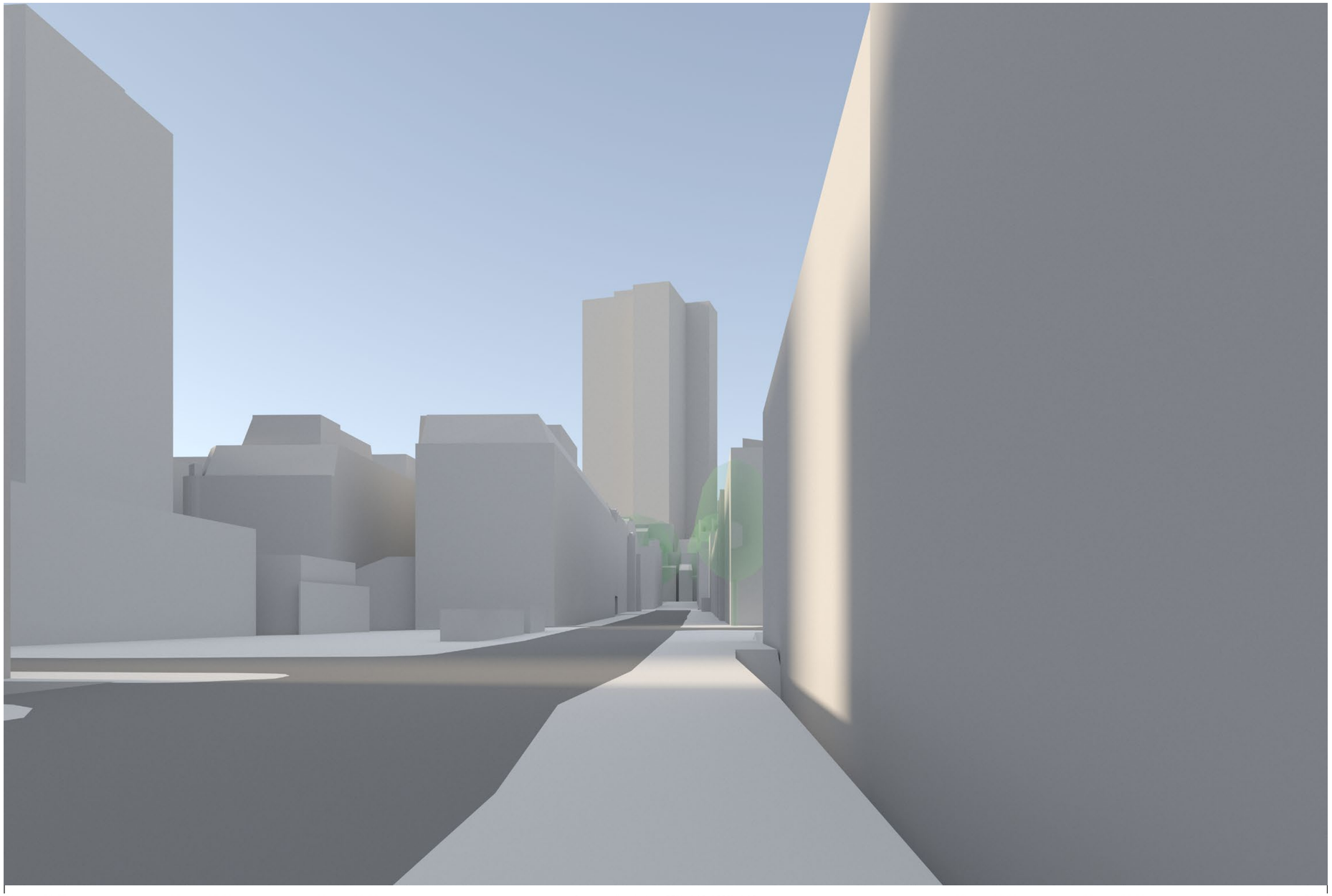
24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B8

Euston Street, east

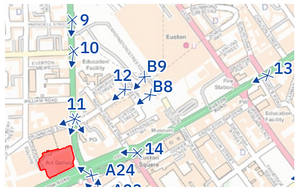
Model view used due to inaccessibility
of the view position within HS2 site area.

Existing



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

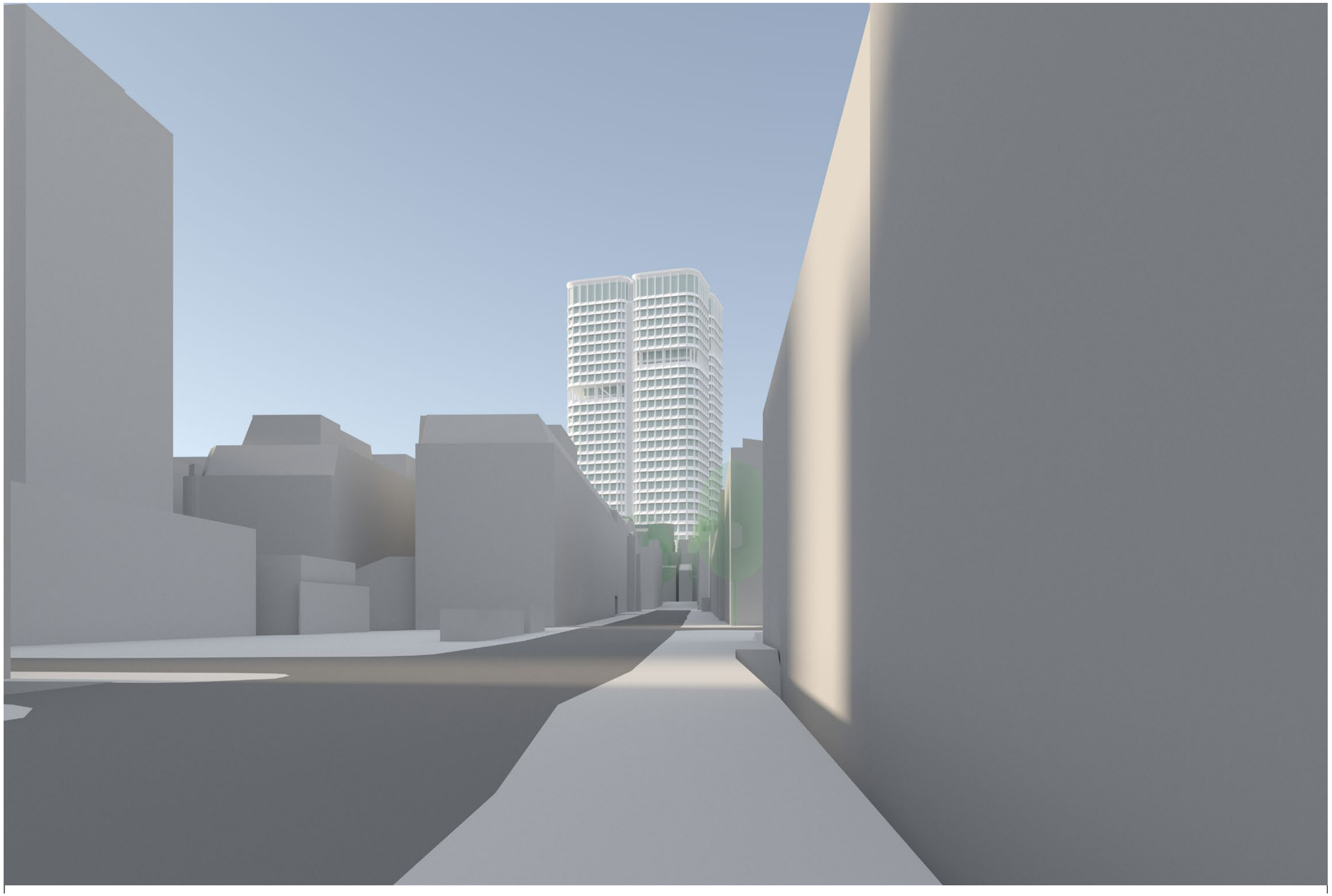


View B8

Euston Street, east

Model view used due to inaccessibility
of the view position within HS2 site area.

Proposed



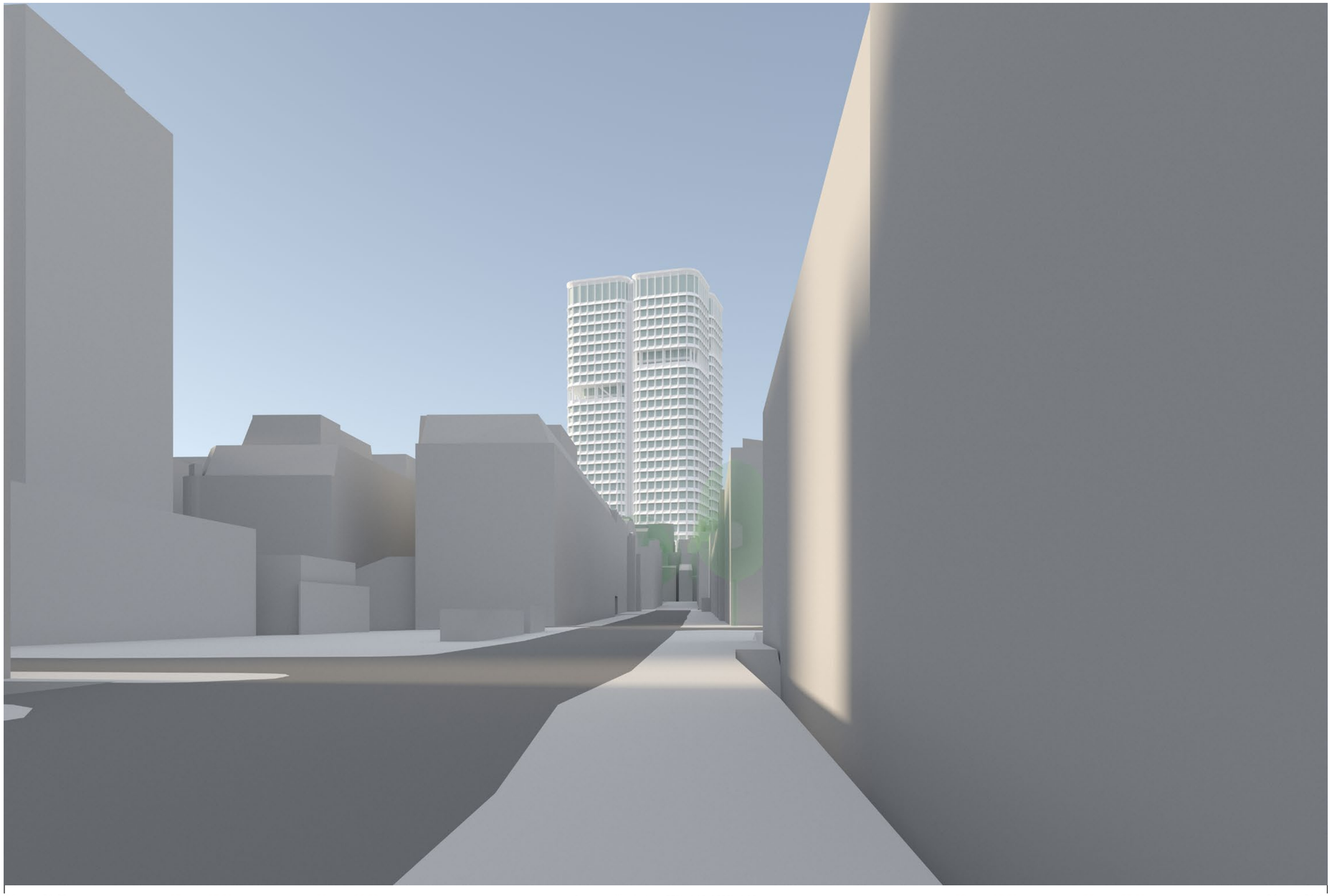
24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B8

Euston Street, east

Model view used due to inaccessibility
of the view position within HS2 site area.

Cumulative



24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B9

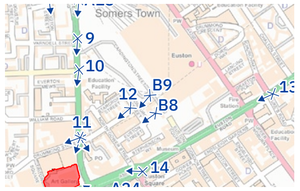
Melton Street, corner with Euston Street

D27343 / 24mm / 15/02/23 / 09:06

Existing

24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View location



View B9

Melton Street, corner with Euston Street

D27343 / 24mm / 15/02/23 / 09:06

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B9

Melton Street, corner with Euston Street

D27343 / 24mm / 15/02/23 / 09:06

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B10

Great Percy Street, corner with Lloyd Street

D27365 / 24mm / 15/02/23 / 09:50

Existing

24mm – 36.9° 35mm – 27.2° 50mm – 19.8° Image scalling factor = 37% at A3, 105% at A0 50mm – 19.8° 35mm – 27.2° 24mm – 36.9°

View location

View B10

Great Percy Street, corner with Lloyd Street

D27365 / 24mm / 15/02/23 / 09:50

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B10

Great Percy Street, corner with Lloyd Street

D27365 / 24mm / 15/02/23 / 09:50

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B11

Euston Road, at Grays Inn Road

D27366 / 24mm / 15/02/23 / 10:15

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View B11

Euston Road, at Grays Inn Road

D27366 / 24mm / 15/02/23 / 10:15

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B11

Euston Road, at Grays Inn Road

D27366 / 24mm / 15/02/23 / 10:15

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B12

Euston Road, at Argyle Street

D27367 / 24mm / 15/02/23 / 10:27

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View B12

Euston Road, at Argyle Street

D27367 / 24mm / 15/02/23 / 10:27

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B12

Euston Road, at Argyle Street

D27367 / 24mm / 15/02/23 / 10:27

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B13

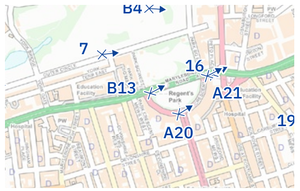
Park Crescent, west

D27328 / 24mm / 14/02/23 / 13:37

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View B13

Park Crescent, west

D27328 / 24mm / 14/02/23 / 13:37

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B13

Park Crescent, west

D27328 / 24mm / 14/02/23 / 13:37

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B14

Euston Road, at Old Marylebone Road

D27332x50 / 24mm / 14/02/23 / 14:10

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View B14

Euston Road, at Old Marylebone Road

D27332x50 / 24mm / 14/02/23 / 14:10

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B14

Euston Road, at Old Marylebone Road

D27332x50 / 24mm / 14/02/23 / 14:10

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B15

Russell Square

D27372 / 24mm / 15/02/23 / 11:43

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View B15

Russell Square

D27372 / 24mm / 15/02/23 / 11:43

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B15

Russell Square

D27372 / 24mm / 15/02/23 / 11:43

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B16

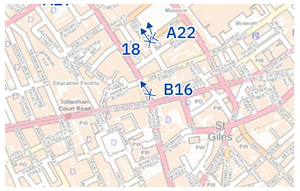
Tottenham Court Road, at The Dominion Theatre

D27381 / 24mm / 19/02/23 / 10:35

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View B16

Tottenham Court Road, at The Dominion Theatre

D27381 / 24mm / 19/02/23 / 10:35

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B16

Tottenham Court Road, at The Dominion Theatre

D27381 / 24mm / 19/02/23 / 10:35

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B17

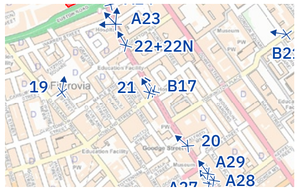
Tottenham Court Road, at Howland Street

D27376 / 24mm / 15/02/23 / 14:34

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location



View B17

Tottenham Court Road, at Howland Street

D27376 / 24mm / 15/02/23 / 14:34

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B17

Tottenham Court Road, at Howland Street

D27376 / 24mm / 15/02/23 / 14:34

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B18

Camden High Street at the Cobden Statue, junction with Hampstead Road - west pavement

D27334 / 24mm / 14/02/23 / 10:15

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View B18

Camden High Street at the Cobden Statue, junction with Hampstead Road - west pavement

D27334 / 24mm / 14/02/23 / 10:15

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B18

Camden High Street at the Cobden Statue, junction with Hampstead Road - west pavement

D27334 / 24mm / 14/02/23 / 10:15

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B19

Barnard Park, north-east corner

D27346 / 24mm / 15/02/23 / 15:20

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View B19

Barnard Park, north-east corner

D27346 / 24mm / 15/02/23 / 15:20

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B19

Barnard Park, north-east corner

D27346 / 24mm / 15/02/23 / 15:20

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B20

Coram's Fields, eastern edge

D27393 / 24mm / 21/02/23 / 09:55

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View B20

Coram's Fields, eastern edge

D27393 / 24mm / 21/02/23 / 09:55

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B20

Coram's Fields, eastern edge

D27393 / 24mm / 21/02/23 / 09:55

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B21

Gordon Square, south-east corner

D27380 / 24mm / 15/02/23 / 12:22

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View B21

Gordon Square, south-east corner

D27380 / 24mm / 15/02/23 / 12:22

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B21

Gordon Square, south-east corner

D27380 / 24mm / 15/02/23 / 12:22

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B22

Spur Road, St James' Park - south of Buckingham Palace

D27390 / 50mm / 19/02/23 / 15:47

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View B22

Spur Road, St James' Park - south of Buckingham Palace

D27390 / 50mm / 19/02/23 / 15:47

Proposed

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View B22

Spur Road, St James' Park - south of Buckingham Palace

D27390 / 50mm / 19/02/23 / 15:47

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View B23

Kensington Gardens, the Round Pond, south side

D27391 / 50mm / 19/02/23 / 16:24

Existing

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View location

View B23

Kensington Gardens, the Round Pond, south side

D27391 / 50mm / 19/02/23 / 16:24

Proposed

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View B23

Kensington Gardens, the Round Pond, south side

D27391 / 50mm / 19/02/23 / 16:24

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View B24

Wellington Road, St John's Wood

D27347 / 24mm / 15/02/23 / 13:04

Existing

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View location

View B24

Wellington Road, St John's Wood

D27347 / 24mm / 15/02/23 / 13:04

Proposed

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B24

Wellington Road, St John's Wood

D27347 / 24mm / 15/02/23 / 13:04

Cumulative

24mm – 36.9° *35mm – 27.2°* *50mm – 19.8°* Image scalling factor = 37% at A3, 105% at A0 *50mm – 19.8°* *35mm – 27.2°* *24mm – 36.9°*

View B25

Greenwich Park, One Tree Hill Viewpoint

D29806x50 / 50mm / 23/02/24 / 13:31

Existing

50mm – 19.8°

Image scalling factor = 77% at A3, 109% at A2

50mm – 19.8°

View location

View B25

Greenwich Park, One Tree Hill Viewpoint

D29806x50 / 50mm / 23/02/24 / 13:31

Proposed

View A29 is an additional verified render view requested by the LBC officers. For assessment of the impact of the Amended Proposed Development on Tottenham Court Road refer to the sequence of views at p.159, now updated to include new Tottenham Court Road Views A27, A28 and A29, and its accompanying assessment at p.158; see also the assessment at Views 20, 21, 22, and 22N.

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

View B25

Greenwich Park, One Tree Hill Viewpoint

D29806x50 / 50mm / 23/02/24 / 13:31

Cumulative

50mm – 19.8° Image scalling factor = 77% at A3, 109% at A2 *50mm – 19.8°*

Appendix C Zone of Visual Influence

Introduction

A ZVI (Zone of Visual Influence) or ZTV (Zone of Theoretical Visibility) provides a visual representation of potential scheme visibility at 1.6m from the ground.

It is classed as “theoretical” due to the unreliable nature and limited accuracy of the commercially available context models and DSM provided to us by external sources.

While due care has been taken to use relevant information as available to us, we cannot guarantee its accuracy.

This report has been produced by Cityscape Digital using ZMapping, Environment Agency’s LiDAR DSM & DTM data (50 cm & 100 cm), the proposed model received on the 29th September 2023 and the model of the existing building on the Euston Tower site Cityscape Digital have on-file as part of their surrounding context assets (ZMapping).

Cityscape Digital have produced two ZVIs, one showing the visibility of the existing building on the Euston Tower site and one with the proposed scheme on the site.

The ZVI study on the Zmapping area was produced without trees and consented developments taken into consideration.

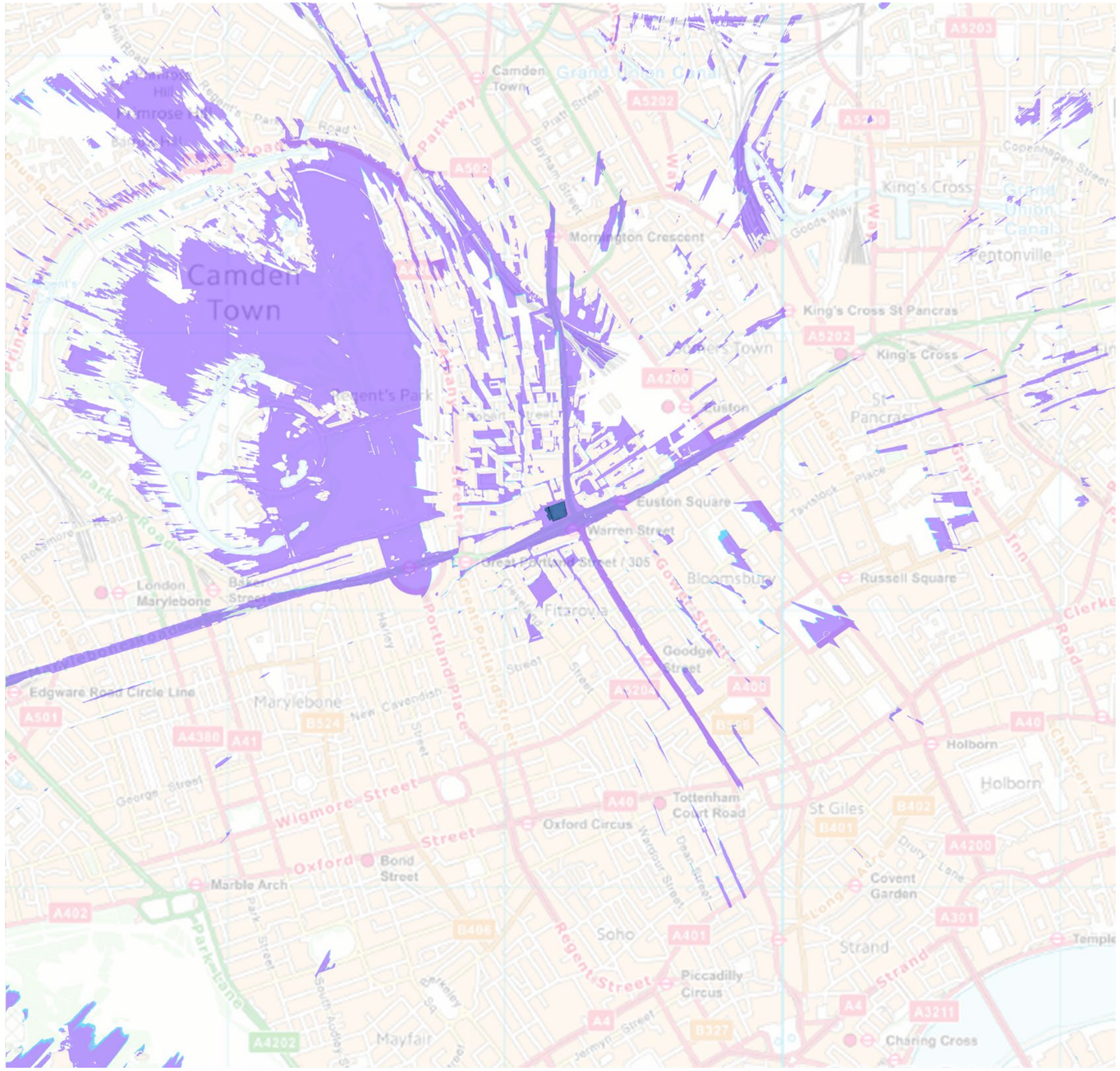
In the areas where LiDAR DSM & DTM data was used, the trees were included in the Viewshed calculations, due to the format of the data received (there is no workflow that can separate the trees from the buildings).

Zone of Visual Influence – Combined

ZVI study was produced without trees taken into consideration in areas where Zmapping has been used.

Where DSM has been used, Cityscape Digital have had to take trees into consideration due to the nature of the data file.

Preliminary, model-based work is only as accurate as the 3D information provided and so we recommend all decisions based on massing are checked using Accurate Visual Representations.



Zone of theoretical visibility – Existing Building

Zone of theoretical visibility – Proposed Scheme

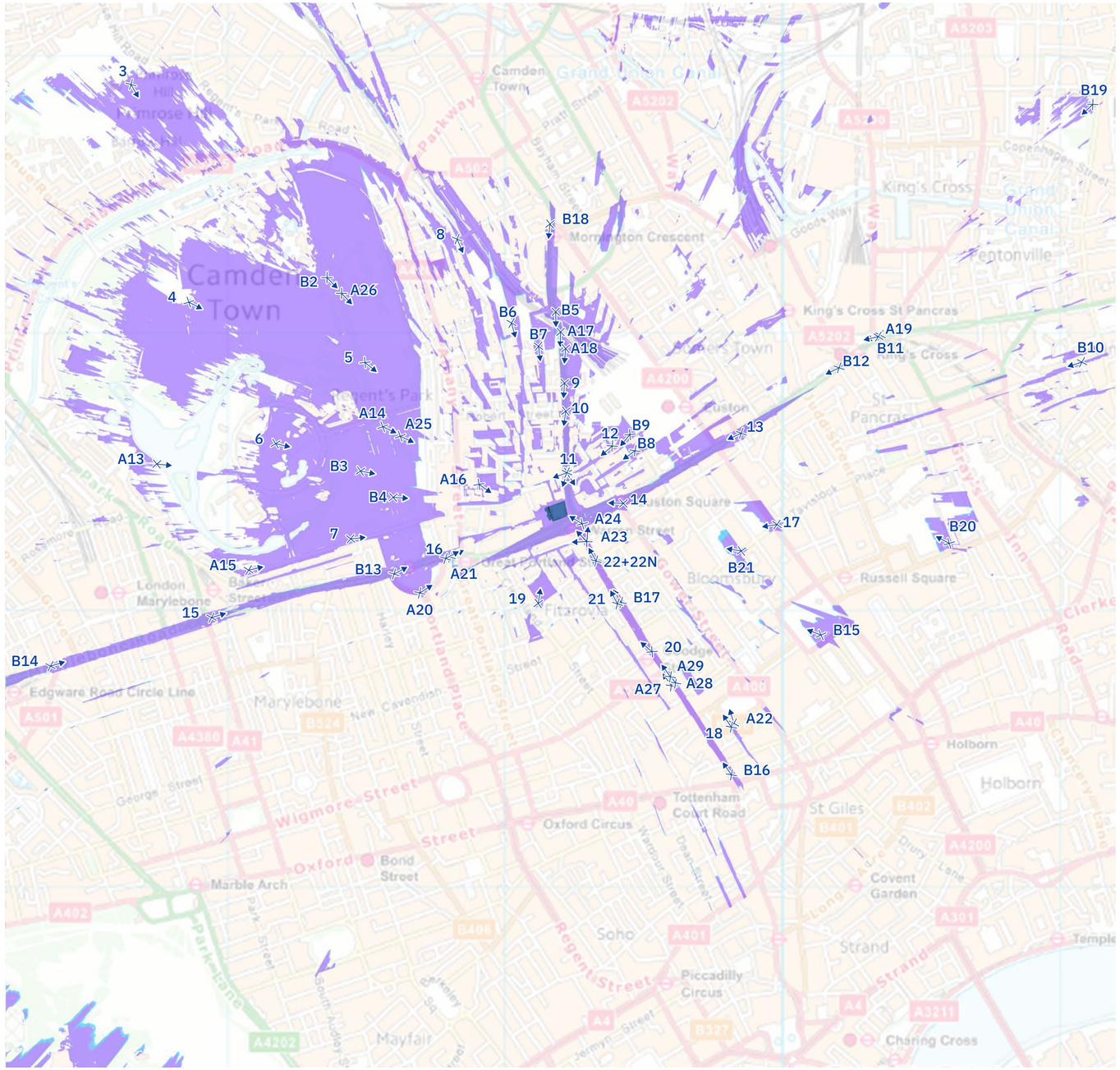
Proposed Scheme

Zone of Visual Influence – Combined, with Viewpoints Overlaid

ZVI study was produced without trees taken into consideration in areas where Zmapping has been used.

Where DSM has been used, Cityscape Digital have had to take trees into consideration due to the nature of the data file.

Preliminary, model-based work is only as accurate as the 3D information provided and so we recommend all decisions based on massing are checked using Accurate Visual Representations.



Zone of theoretical visibility – Existing Building

Zone of theoretical visibility – Proposed Scheme

Proposed Scheme

Appendix D Euston Tower Certificate of Immunity from Listing Report

EUSTON TOWER, REGENT'S PLACE, 286 EUSTON ROAD

APPLICATION FOR A CERTIFICATE OF IMMUNITY FROM STATUTORY LISTING

Prepared by the Tavernor Consultancy on behalf of British Land Property Management Limited

March 2023

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1.0 Introduction

1.1 In accordance with the provisions of the Planning (Listed Buildings and Conservation Areas) Act, 1990 (hereafter, the 'Act') an application is being made to the Secretary of State for Digital, Culture, Media and Sport for the issue of a Certificate of Immunity from Listing (COI) in respect of the Euston Tower, Regent's Place, 286 Euston Road, London NW1 3DP. This Assessment has been undertaken by the Tavernor Consultancy on behalf of British Land to establish whether the Euston Tower has special architectural or historic interest that would make it eligible for statutory listing.

1.2 The Euston Tower is a standalone 36-storey tower dating from 1970, located at the junction of Euston Road, Hampstead Road and Tottenham Court Road. Originally part of a larger post-war redevelopment called the Euston Centre, its surrounding contemporary buildings were redeveloped from the late 1980s and the area is now known as Regent's Place. This report considers the historic and architectural significance of the Euston Tower, based on desktop and archival research, and assesses it against the listing criteria set out in the "*Principles of Selection for Listed Buildings*" issued by the Department for Digital, Culture, Media and Sport (DDCMS, November 2018).

2.0 The Statutory Listing Criteria

2.1 The criteria for the selection of buildings for listing are set out in the "*Principles of Selection for Listed Buildings*" issued by the Department for Digital, Culture, Media and Sport (DDCMS, November 2018). Buildings are listed according to three grades: Grade I (exceptional special interest), Grade II* (particularly important buildings of more than special interest), and Grade II (of special interest, warranting every effort to preserve them).

2.2 The Secretary of State uses the following criteria (at para 16 of the *Principles of Selection for Listed Buildings*) when assessing whether a building is of special architectural or historic interest and therefore should be added to the statutory list:

- **Architectural interest**: to be of special architectural interest a building must be of importance in its architectural design, decoration, or craftsmanship. Special interest may also apply to particularly significant examples of building types or techniques (e.g., buildings displaying technological innovation or virtuosity) and significant plan forms. Engineering and technological interest can be an important consideration for some buildings. For more recent buildings in particular, the functioning of the building (to the extent that this reflects on its original design and planned use, where known) will also be a consideration. Artistic distinction can also be a factor relevant to the architectural interest of buildings and objects and structures fixed to them.
- **Historic Interest**: to be able to justify special historic interest a building must illustrate important aspects of the nation's history and/ or have closely substantiated historical associations with nationally important individuals, groups or events; and the building itself in its current form will afford a strong connection with the valued aspect of history.

2.3 When making a listing decision, the Secretary of State may also take into account (at para 17 of the *Principles of Selection for Listed Buildings*):

- **Group value**: The extent to which the exterior of the building contributes to the architectural or historic interest of any group of buildings of which it forms part, generally known as group value. The Secretary of State will take this into account particularly where buildings comprise an important architectural or historic unity or a fine example of planning (e.g., squares, terraces or model villages) or where there is a historical functional relationship between the buildings. Sometimes group value will be achieved through a co-location of diverse buildings of different types and dates.
- **Fixtures and features of a building and curtilage buildings**: The desirability of preserving, on the grounds of its architectural or historic interest, any feature of the building consisting of a man-made object or structure fixed to the building or forming part of the land and comprised within the curtilage of the building.
- **The character or appearance of conservation areas**: In accordance with the terms of section 72 of the 1990 Town and Country Planning Act, when making listing

decisions in respect of a building in a conservation area, the Secretary of State will pay special attention to the desirability of preserving or enhancing the character or appearance of that area.

2.4 The relevant general principles applied for the listing of buildings (at para 18 of the *Principles of Selection for Listed Buildings)* include:

1. **Age and rarity**: the older a building is, and the fewer the surviving examples of its kind, the more likely it is to have special interest. Careful selection is required for buildings from the period after 1945.

2. **Aesthetic merits**: the appearance of a building (both its intrinsic architectural merit or any group value) is often a key consideration in listing, but the special interest will not always be reflected in obvious external visual quality. Buildings that are important for reasons of technological or material innovation, engineering or as illustrating particular aspects of social or economic history, may have little external visual quality but can still be of special interest.

3. **Selectivity**: where a building qualifies for listing primarily on the strength of its special architectural interest, the fact that there are other buildings of similar or identical quality elsewhere is not likely to be a major consideration. However, a building may be listed primarily because it represents a particular historical type to ensure that examples of such a type are preserved. Listing in these circumstances is largely a comparative exercise and needs to be selective where a substantial number of buildings of a similar type and quality survive. In such cases, the Secretary of State's policy is generally to list only the most representative or most significant examples of the type.

4. **National interest**: the emphasis in the *Principles of Selection for Listed Buildings* is to establish consistency in selection to ensure that not only are all buildings of strong intrinsic national architectural or historic interest included on the statutory list, but also the most significant or distinctive regional buildings that together make a major contribution to the national historic stock. For instance, the best examples of vernacular buildings will normally be listed because they illustrate the importance of distinctive local and regional building traditions.

5. **State of repair**: the general state of repair and upkeep of a building will not usually be a relevant consideration when deciding whether it meets the test of special architectural or historic interest.

3.0 Historic and Architectural Significance

History

3.1 The Euston Centre, a speculative commercial development, was developed in stages between 1962 and 1972 replacing the pre-existing fine grained early 19th century residential townscape. Developer DE&J Levy gradually bought up parcels of land after World War II and first secured planning permission for a site on the north side of Euston Road in 1952. In a controversial deal with the London County Council (LCC), the Euston Centre was allowed to exceed accepted plot ratios in return for providing the land needed to widen the adjacent Euston Road and build the Euston Underpass; it was to become the single most profitable office development in the world. The original designs proposed three or four equal mid-rise commercial blocks along Euston Road. However, concerns voiced by the Royal Fine Art Commission about the potential impact on Regent's Park led to a reduction in scale to the west. This resulted in the concentration of much of the commercial space into a single taller block at the junction of Euston Road and Hampstead Road, where it was considered an appropriate marker. The resulting 36-storey Euston Tower, at 124m, was the centrepiece of the Euston Centre development.

3.2 Redevelopment of the Euston Centre began in the late 1980s when it was renamed Regent's Place; No. 286 Euston Road, the Euston Tower, has been retained and reclad but only the Euston Tower now remains in its original form from the post-war redevelopment. The north-east quadrant of the Euston Centre to the north of the Euston Tower was replaced by the 16-storey commercial building, 10 Brock Street designed by Wilkinson Eyre and completed in 2013, and 20 and 30 Brock Street, which includes the 26-storey residential Triton Building on Drummond Street and mid-rise commercial buildings fronting Brock Street and Hampstead Road, designed by Stephen Marshall Architects and completed in 2013. To the west are the large footprint seven-storey commercial buildings 1 and 2 Triton Square designed by Arup Associates and Sheppard Robson and completed in 2000. Regent's Place now forms a distinct large scale modern commercial quarter to the north and west of the Euston Tower.

Description

3.3 The Euston Tower is a tall building of 36 floors, with a double height glazed podium, designed in the 'International Style'. Above the two-storey podium, the tower has a pinwheel plan clad in aluminium curtain walling with green reflective tinted glazing. The crown of the tower is subtly expressed by the louvred plant screen in a similar manner to that of the Seagram Building by Mies van de Rohe and many other 'International Style' towers that followed it. The tower is prominently visible in longer views and is particularly noticeable rising above the tree line in views across Regent's Park. The articulation of the pin wheel plan and the crown are not highly legible in longer views where the facade appears homogenous. The demolition of the Euston Centre to the north and west, that formed the original setting of the Euston Tower, has created

a standalone tall building. The base of the now stand-alone tower lacks human scale and fails to engage positively with the surrounding public realm.

3.4 The Seagram Building in New York, completed in 1958, is a 38-storey slab clad in a sleek bespoke bronze and glass curtain walling. Unlike the Euston Tower the Seagram Building was conceived as a standalone tower and is a simple rectangular form rising from the plaza without a podium; it was a carefully crafted building using high quality materials. On completion it was the world's most expensive tall building. It was a hugely influential architectural approach at the start of a new era of tall buildings that embraced modernism and celebrated a functional minimalist geometry. Both the simple elegance of the building and the relationship of the tower to the open plaza at its base were innovative and were much emulated, setting a new typology for commercial towers during at least the next 10 years.

3.5 By contrast the Euston Tower is a very late example of a glazed International Style tower. The majority of the International Style commercial buildings in London date from the 1960s. New Zealand House and Millbank Tower (both completed in 1963) are earlier and much more distinguished examples of the International Style in London and are both listed. In 1970 a new building in the International Style would have already appeared quite dated.

3.6 Sidney Kaye in a 1972 article in the Town and Country Planning Journal describes the final form of his own design prosaically: "*With the dispersal of the offices in the form permitted by the various authorities we were left with a substantial bulk of offices that had to go back on this particular corner of the site. The problem confronting us was to produce a good sound commercial building with a floor of approximately 14,000 square feet of gross area, that would look reasonably slim and give a good ratio of net area out of the total gross… the core is neatly worked out, and we have extended the corridors that would run around the core to give us extending arms which help to slim down the building*" (p.446). Kaye also notes in the article that curtain walling was selected for the building's facades to save on structural costs, minimise the encroachment on lettable area and give the building an appearance of lightness. The mullions are in natural anodised aluminium and project from the face of the glass with every third one having a channel guide for a cleaning cradle. The remaining parts of the window surrounds are anodised in dark grey to contrast with the natural anodised mullions to "*enable the vertical effect*" (p.444).

3.7 The International Style is, by its very nature, a generic architectural approach and for this reason the Euston Tower, and the Euston Centre as a whole, reflected an a-contextual response to the site. Furthermore, the history of the site and the architect's narrative confirms that the approach to the development was focused on maximising commercial gain. However, it is known that the massing was influenced by the potential impacts on views from Regent's Park and it is clear from Kaye's 1972 article there was some conscious effort to accentuate the slenderness of the tower's appearance through the pinwheel plan and the palette of the curtain walling, though the effectiveness of this is limited and in many views the façade appears homogenous and the articulation of the legibility of the pinwheel is limited.

The Architects

3.8 The Euston Tower was designed by Sidney Kaye of commercial architects Sidney Kaye, Eric Firmin and Partners. In the post-war period it was unusual for acclaimed architects to work on commercial projects – with some notable exceptions like Ernö Goldfinger and the Smithsons. Sidney Kaye, Eric Firmin and Partners were not renowned architects of the period, and their oeuvre does not include any distinguished buildings. The firm was one of a number of commercial practices that came to prominence during this period following the relaxation of restrictions on commercial development in the 1950s. In 1968, two thirds of London's offices were built by 11 firms, one of which was Sidney Kaye & Partners (Elain Harwood, Space Hope and Brutalism, 2016). The practice's best-known project in London was the Hilton Hotel at Hyde Park Corner, completed in 1963 - a triangular 28-storey tower on a low podium. This was a contentious project due to its impact on the close setting of Hyde Park and was only granted permission following a public inquiry. Like the Euston Tower, it has never been acclaimed as a distinguished work of architecture.

Critical Reception

3.9 The Euston Centre received little coverage in journals and no critical acclaim at the time of its construction – and has received little critical commentary since. References to the Euston Tower or the Euston Centre tend to focus on the interesting development history of the site and the contentious land deal between developers DE&J Levy and the LCC. The architecture of the Euston Tower is rarely mentioned. Despite its prominent location and visibility across Regent's Park, the Euston Tower has not developed into a well-loved London landmark like the more distinctive characterful post-war tall buildings of Centre Point or the Trellick Tower. Aviva House in the City of London is a better example of a pure Miesian dark clad tower rising from ground within a plaza; it has been granted a Certificate of Immunity from listing and its replacement by a new tall building known as One Undershaft was approved in 2016. When Historic England considered post-war commercial buildings for potential listing in 2015, the Euston Tower didn't even make the long list and neither did any other buildings by Sidney Kaye.

3.10 Pevsner, describing the entire Euston Centre in The Buildings of England, London 4: North (1999) (pp.375-376) stated: "*The tall cross-shaped curtain walled tower and the lower blocks stretching bleakly beside the widened road and underpass were early intrusions of large-scale offices into the West End, the result of a notorious post-war property speculation by the Levy Brothers created at the same time as the underpass in front.*" An image in the original sales brochure (in Appendix A) captures the bleakness of the original vision.

3.11 John Grindrod in Concretopia (2014) describes the tower as "*a classic example of one of the most dominant forms of post-war office building: the glass curtain wall*" and notes that "*This scheme for the Greater London Council was a triumph for his* [Joe Levy's] *business even*

though the resulting building manages to mangle Mies' elegant glass box aesthetic" (pp.237-239)

3.12 Townscape consultant Peter Stewart's 2012 blog on London's tall buildings describes the Euston Tower as "*deliberately neutral in its appearance, but without any of the classiness of a Mies van der Rohe skyscraper. Euston Tower is highly visible, but not very noticeable. Mostly, it is just a bit dull - its most interesting aspect is its pinwheel plan, allowing shallow plan accommodation in four blocks spinning off a central core - but this cannot be seen clearly except from directly above it.*"

3.13 Eminent architectural historian Kenneth Powell has stated: "*While the Euston Tower is a large and prominent example of the Miesian manner, it lacks the refinement of the best American work of the period. The Aviva (formerly CU) Tower is arguably a better example of this type but was rejected for listing. There is nothing in the structural agenda of the Tower that is especially innovative. No original interiors of note survive. Significantly, the building lacks the popular appeal of, for example, Centre Point.*" He has also provided a note on the architectural significance of the building (included in Appendix B), which concludes that "*While the status of Euston Tower as "a period piece" is acknowledged its practical failings as a 21st century workplace make a strong case for its recasting. It is clearly not a building of special architectural and/or historic interest. Alterations to the building carried out in recent years, including the remodelling of the entrance lobby in 2003, have diminished its significance as a "period piece"."*

3.14 The Euston Tower has been praised by architect Ken Allison in London's Contemporary Architecture (Fourth Edition) as "*looking rather good (strange what time does)*" (p. 14). While Herbert Wright notes it as "*an outstanding example of a pure sixties International Style Landmark*" in London High (p.122), given its obviously unremarkable architectural quality and tired appearance, it is hard to take this critique seriously.

3.15 These comments are in the minority: the building does not merit more than a passing mention, usually related to the scandal that surrounded the land deal, in most histories of post-war London, architectural guides to London or gazetteers of significant post-war architecture.

4.0 Assessment Against Statutory Listing Criteria

Historic and Architectural Significance

4.1 The existing Euston Tower has some historic interest for its contribution to the speculative commercial property market of the post war period and its association with a scandalous property deal between developer DE&J Levy and the LCC. Although built speculatively, the building is associated with some notable tenants: MI5 and Capital Radio. However, no original interiors survive.

4.2 The Euston Tower is an unremarkable example of late International Style generic commercial architecture by an architect of little renown and very modest skill. Many more distinguished examples of International Style buildings exist in London and a number have been listed. The Euston Tower has some limited architectural interest for its unusual pinwheel plan and original unaltered curtain walling – though the facades are now well below current fire and thermal standards. The building was a late example of the International Style and the use of curtain walling here is not innovative or unique and therefore does not confer more than limited significance. The major part of the Euston Centre, of which the Euston Tower formed part, has been demolished or significantly remodelled and the tower therefore now stands alone without its original designed setting. The podium base of the tower has been significantly remodelled. Therefore, while the upper part of the tower is relatively unaltered, the original set piece of which the tower formed one part, has been much altered.

4.3 The pinwheel plan is a distinctive aspect of the tower's form and appearance. It creates narrow floor plates that can be naturally lit and ventilated and is more commonly associated with buildings of residential use. This floor plan suited the cellular office layouts common at the time as demonstrated by the original typical upper floor plan included in Appendix A.

4.4 Notes on the designation of modern commercial structures are set out in Historic England's Listing Selection Guide: Commerce and Exchange Buildings (April 2011), which expands on the guidance provided in the DCMS's Principles of Selection (updated in 2018). As the latter document makes clear, ever greater discrimination is needed for all building types after 1840, with 'particularly careful selection' required for those post-dating 1945. The Selection Guide charts the rise of the "*US-style office skyscraper*" from the 1950s onwards, describing Sir John Burnet and Partners' New Century House in Manchester, Ronald Ward and Partners' Millbank Tower and Seifert and Partners' Centre Point as exemplars of the type. Particularly significant considerations for this building type noted in the guidance include group value (for example as part of a planned complex), alteration and replacement of fabric and the survival of interiors.

4.5 *Group value:* The major part of the Euston Centre has been demolished or significantly remodelled. The Euston Tower therefore now stands alone without its original designed context. The Euston Centre as a whole seems to have been universally disliked and its incremental redevelopment by British Land has not been opposed.

4.6 *Alteration and replacement of fabric:* Although the podium level was remodelled by Hawkins Brown in 2003, above the podium, the main facade of the Euston Tower is relatively unaltered. The main façade is an anodised aluminium stick curtain walling system, with the structural mullions on the outside of the building creating the slim vertical fins. The clear single glazing has had a reflective film added at a later date to improve the thermal comfort, though the architect describes the anti-sun glazing to the building in his 1972 article so this must have been applied soon after installation of the system. The back painted toughened glass spandrel panels had a security film applied in 2010 following spontaneous breakages. The existing curtain walling is nearing the end of its design life. In addition, its thermal performance and the fire compartmentation between floors are well below current standards.

4.7 *Survival of interiors:* No original interiors of note survive. Refer to images of typical stripped out interiors in Appendix A.

4.8 The Historic England Listing Casework Analysis Team informed us in October 2022 that there is no record of the building having been considered for listing; it did not even make the long list when Historic England considered post-war commercial buildings for potential listing in 2015. It is not included on the London Borough of Camden's Local List.

Conclusion

4.9 The Euston Tower is not judged to be of special historic or architectural significance to be worthy of statutory listing.

5.0 Conclusion

5.1 The Euston Tower is a mediocre and very late example of an International Style office building. While some effort has been made by the architect to architecturally emphasise verticality, its design and façade construction were primarily driven by commercial gain rather than placemaking. The Euston Centre as a whole, described by Pevsner as 'bleak' seems to have been universally disliked, and its incremental redevelopment by British Land has not been opposed. The Euston Tower is not critically acclaimed as a distinguished work of architecture and has never been considered in detail for listing by HE (it did not even make the long list when Historic England considered post-war commercial buildings for potential listing in 2015). The interest of the Euston Tower is mainly for its role in the speculative commercial development boom of the 1960s. Architecturally it has some limited interest for its surviving original curtain walling and unusual pinwheel plan but its architectural quality is, at best, unremarkable.

5.2 We do not consider therefore that this post-war commercial building has the special architectural or historic interest to meet the criteria for listing. Consequently, we conclude that the Euston Tower is eligible for a Certificate of Immunity from Listing.

6.0 References

Principles of Selection for Listed Buildings, Department for Digital, Culture, Media and Sport (2018)

Listing Selection Guide: Commerce and Exchange Buildings (English Heritage, 2011)

Cherry and Pevsner, *The Buildings of England: London 4: North* (Yale University Press, 2002)

Interview with Sidney Kaye in *Town and Country Planning* (October 1970)

Elain Harwood, *Space Hope and Brutalism: English Architecture 1945-1975* (Yale University Press 2014)

John Grindrod, *Concretopia: A Journey Around the Rebuilding of Post-war Britain* (Old Street Publishing, 2014)

The Gutter and the Stars, blog by Peter Stewart, *London's Tall Buildings* (31 January 2012): http://pscpa.blogspot.com/2012/01/londons-tall-buildings.html

Herbert Wright, *London High: A guide to the past, present and future of London's Skyscrapers* (Francis Lincoln, 2006)

Kenneth Allinson and Victoria Thornton, *A Guide to London's Contemporary Architecture* (Butterworth Architecture, 1993)

Appendix A: Relevant images

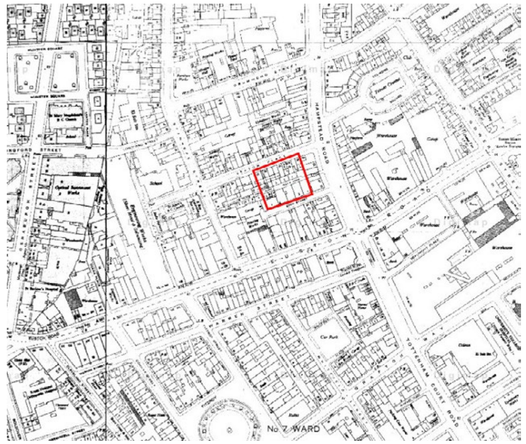

Figure 1: Ordnance Survey map 1950s; location of the Euston Tower in red outline

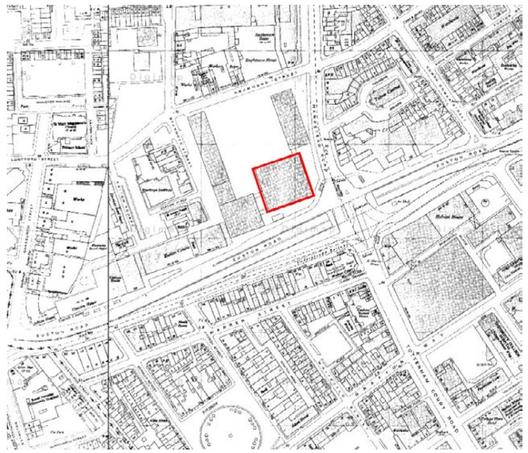

Figure 2: Ordnance Survey map 1970s; location of the Euston Tower in red outline

Figure 3: Architectural model of the original Euston Centre

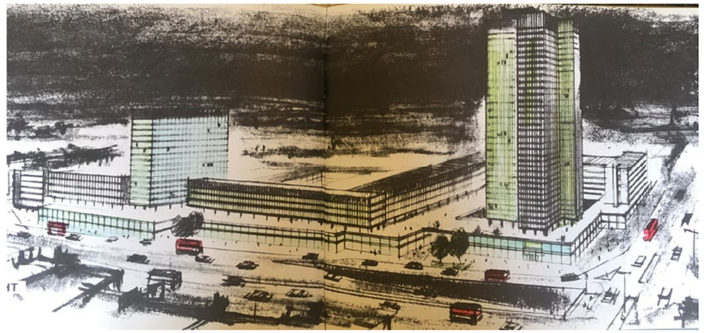

Figure 4: Panoramic view of the Euston Centre from the original sales booklet

Figure 5: The Euston Centre from the original sales booklet

Figure 7: View of the completed Euston Tower within the partly completed Euston Centre from the Post Office Tower in 1970

Figure 8: The original podium (above) and the podium remodelled in 2003 (below)

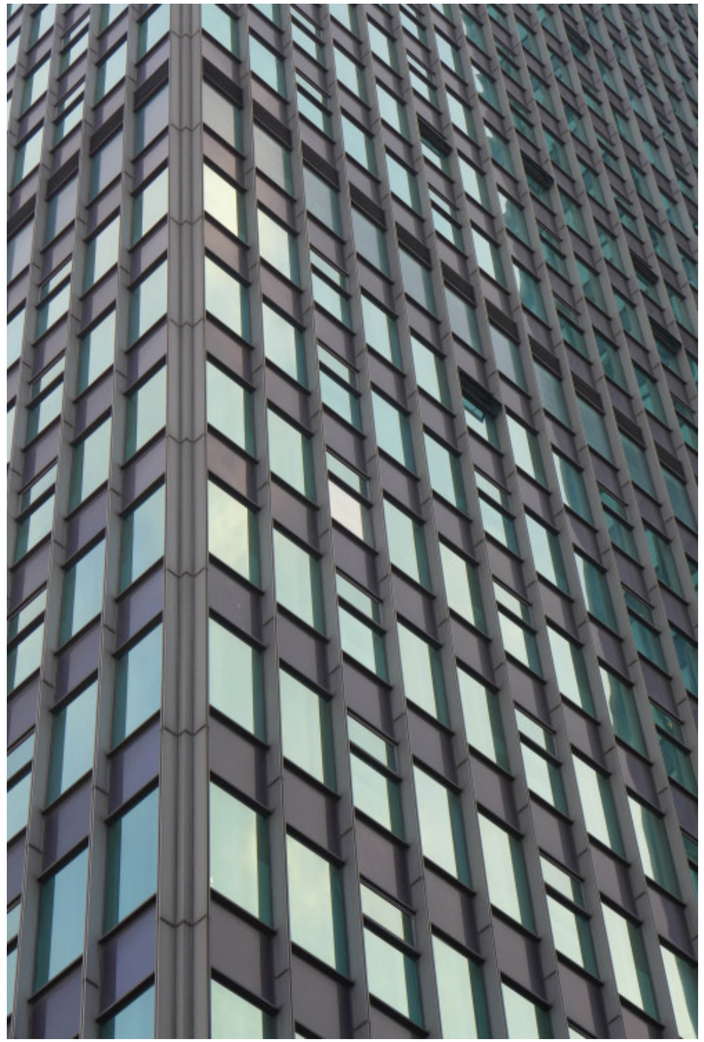

Figure 9: View of the Euston Tower's curtain walled façade

Figure 10: Images of the existing interior

Appendix B: Note on the significance of the Euston Tower by Kenneth Powell

EUSTON TOWER, EUSTON ROAD, LONDON NW1. ASSESSMENT OF ARCHITECTURAL AND HISTORIC SIGNIFICANCE

1.INTRODUCTION

The Euston Tower is a 124m, 36 storey office building located at the Junction of Euston Road and Hampstead Road, London NW1, in the London Borough of Camden. It forms part of a comprehensive office development, begun in 1963 and extending along the north side of Euston Road, undertaken by Euston Centre Properties plc, a company founded by Joe Levy (1906-90). Levy, one of the leading figures on the post-war London development scene, had won a planning consent for the redevelopment of the site a decade earlier and had spent some years acquiring the properties there. The 120,000 sq.m. development replaced a rundown quarter of residential and light industrial properties focussed on Seaton Market and was carried out with the support of the then London County Council. Major road improvements, including an underpass, were an important element of the project, with some 15% of the site allocated for road works. The road project was key to an agreement between the developer and the LCC.

The Euston Tower was completed in 1970, the architects for the entire project being Sidney Kaye, Eric Firmin & Partners, a practice with Victorian origins but recast in the 1950s by Sidney Kaye (1915-92) and Eric Firmin as a major player in the comprehensive redevelopment boom that transformed London in the 1960s. The practice ceased to operate in the 1980s.

2. THE ARCHITECTS

Sidney Kaye, Eric Firmin & Partners was a major player in the property development scene of the 1960s and early 1970s. Its projects included, most famously, the Hilton Hotel, Park Lane, ATV House, Hanover Square, Moor House, London Wall (dem.), and shopping centres in Shepherds Bush, London, and Reading.

The architecture of the practice has won little critical regard. *The Buildings of England, London 4: North* (1988) comments: “the tall, cross-shaped, curtain-walled tower and the lower blocks stretching bleakly beside the widened road and underpass were early intrusions of large-scale offices into the West End, the result of a notorious post-war speculation by the Levy brothers”…

No building by the practice has been statutorily listed despite a programme by Historic England to assess post-war office buildings that resulted in the listing of 14 buildings in 2015. As far is as known, no request for listing has been made in respect of any building by the Kaye, Firmin practice.

The other buildings, apart from the Euston Tower, by the Kaye, Firmin practice that formed part of the comprehensive development on Euston Road have been replaced as part of British Land’s Regents Place mixed-use development, with buildings by Sheppard Robson, Arup Associates and others. The development project has been recognized as setting a high standard in respect of community involvement and environmental performance. No significant objections were made to the demolition of the existing buildings and the redevelopment of the site has won critical approval.

3. CRITICAL ASSESSMENT OF THE EUSTON TOWER

The building has received a sparse and generally negative press. An exception is the comment in Herbert Wright, *London High* (2006), where it is described as “a period piece” and “a pure 60s International Style landmark”. John Grindrod’s *Concreteopia* (2013) comments that the building “manages to mangle Mies’s elegant glass box aesthetic”.

The building, and the work of Kaye, Firmin in general, was not mentioned in the C20th Society’s publication *Building for Business* (2020) which reassesses much of the commercial architecture of the post-war era. While a few tall office buildings of the 1960s - including

Richard Seifert's Centre Point, the Millbank Tower and New Zealand House – have been statutorily listed it appears that Euston Tower has never been considered for or recommended for listing. More distinguished examples including Seifert's Drapers Gardens tower (dem.), the St Helen's (formerly Commercial Union) tower by GMW, and Powell & Moya's Bastion House in the City have been rejected for listing on the advice of Historic England.

While the status of Euston Tower as "a period piece" is acknowledged its practical failings as a 21st century workplace make a strong case for its recasting. It is clearly not a building of special architectural and/or historic interest. Alterations to the building carried out in recent years, including the remodelling of the entrance lobby in 2003, have diminished its significance as a "period piece".

4. CONCLUSIONS

Euston Tower is a survival of the 1960s property boom, a work by an undistinguished practice none of whose buildings has been listed or even put forward for listing. Even when new, the building and the work of its architects received virtually no coverage in the architectural and building press. While it is a large and prominent example of the Miesian manner, it lacks the refinement of the best American work of the period. The St Helens (formerly CU) tower is a better example of this type but was rejected for listing. There is nothing in the structural agenda of the Euston Tower that is especially innovative. No original interiors of note survive. The building has none of the popular appeal of, for example, Centre Point. The Tower is now the only surviving original element in a 1960s development that has been comprehensively and beneficially redeveloped.

I conclude that the building is a suitable candidate for a project that will re-equip it as a viable commercial property in line with current standards.

Historic England Advice Report 15 December 2023

Case Name: Euston Tower, London Borough of Camden

Case Number: 1488199

Background

Historic England has received a Certificate of Immunity (COI) from listing application for Euston Tower.

Asset(s) under Assessment

Facts about the asset(s) can be found in the Annex(es) to this report.

Annex	List Entry Number	Name	Heritage Category	HE Recommendation
1	1488730	Euston Tower	Listing	Do not add to List

Visits

Date	Visit Type
17 October 2023	Partial inspection

Context

Euston Tower is currently largely vacant, and the interior has been stripped out except for the podium level which was reworked and refurbished in 2003 and contains modern retail units, cafes, an art gallery and other space. There are plans for the redevelopment of Euston Tower (see https://euston-tower.co.uk/).

Assessment

CONSULTATION

The owner, owner's representative (Gerald Eve LLP), Camden London Borough Council, Greater London Historic Environment Record and The Twentieth Century Society were consulted. No responses were received.

Gerald Eve LLP provided a detailed (26 page) report written by the Tavernor Consultancy with the initial COI application. In summary, the report made the following concluding points:

* Euston Tower is a mediocre and very late example of an International Style office building. While some effort has been made by the architect to architecturally emphasise verticality, its design and façade construction were primarily driven by commercial gain rather than placemaking.
* Euston Tower is not critically acclaimed as a distinguished work of architecture and its interest is mainly for its role in the speculative commercial development boom of the 1960s.
* Architecturally it has some limited interest for its surviving original curtain walling and unusual pinwheel plan but its architectural quality is, at best, unremarkable.
* We do not consider that Euston Tower has the special architectural or historic interest to meet the criteria for listing and conclude that it is eligible for a Certificate of Immunity from Listing.

DISCUSSION

The statutory criteria for a building being included on the List are that it holds special architectural or historic interest. The Principles of Selection for Listed Buildings (DCMS, November 2018) states that careful selection is required for buildings from the period after 1945, which is a watershed for architecture.

Historic England's Listing Selection Guide Commerce and Exchange Buildings (December 2017) provides further information specifically on office buildings. Relevant factors will include date, rarity, group value, alteration and the replacement of fabric, and the survival of interiors.

Several New York high-rise office buildings designed in the International Style with glass curtain walls proved highly influential in Britain from the 1950s onwards, such as Lever House (built in 1950-1951) and the Seagram Building (1954-1958, Ludwig Mies van der Rohe). A complete curtain wall sheath first appeared in London at the five-storey Electrin House, New Cavendish Street (1955-1956), and many glass curtain wall high-rise buildings were soon built in Britain. Among these were Castrol House (1957-1960, recommended for listing but turned down in 1995 and since altered) and the Millbank Tower (1959-1963, Grade II-listed) in London, and New Century House in Manchester (1959-1962, Grade II-listed).

Euston Tower was built in 1965 to 1970 to the design of the architect Sidney Kaye in International Style, as the tallest element of the Euston Centre. It is of some architectural merit for its distinctive pinwheel plan, overall form and original, largely unaltered, 1960s glass curtain walling. The pinwheel plan created narrow floor plates that could be naturally lit and ventilated, suiting the cellular office layouts which were common at that time, maximising views outwards, and, arguably, slimming down the visual bulk of the structure (at least from the short to medium range viewpoints). The overall form and glass curtain wall gave an appearance of lightness, which was enhanced by the colour palette; projecting aluminium mullions, contrasting with the dark grey spandrel panels, and accentuating the vertical visual effect. Nonetheless, it followed a number of earlier examples of the glass curtain wall type of tall office building, dating from the late 1950s, and is not considered innovative in technological, engineering or structural terms. By this period, the Aviva Tower (1964-1970 (No 1 Undershaft)), for example, was making use of a new form of construction by the architects Gollins, Melvin, Ward and Partners (GMW) in which the floors were hung from steel cantilevered beams coming out of the central core at the top and mid-height of the building, creating large floorplates that suited the open-plan offices which were then just starting to come to the fore. The slightly earlier Centre Point (1961-1966, Grade II-listed) and Space House (1964-1968, Grade II-listed (One Kemble Street)) by Richard Seifert and Partners had also broken new ground in the use of pre-cast concrete panels. These panels were hung from the frame without the use of scaffolding: the first tall buildings in London to be constructed in this way, adopting a bold sculptural approach which was then starting to find favour over the glass curtain wall envelope. Additionally, Centre Point employed a very early use of armour-plate glazing with metal fixings to its link block and had a polished capstone (washed river stone) facing to the panels of the tower enabling it to keep clean and avoid the adverse effects of weathering often associated with exposed concrete.

More generally, in terms of design and architectural quality, Euston Tower was not among the leading office buildings of the period. The contemporary Aviva Tower stood out for its sleek aesthetic in classic Miesian idiom, claimed ‘even purer than Seagram’ in 1970 (Design, No258, June 1970, pp74) but regrettably suffering major IRA bomb damage in 1992 (including to the glass curtain walling) and subsequent alteration and refurbishment, and hence turned down for listing in 2004 and since. Centre Point and Space House were, by the 1960s, employing cantilevers, arches and lozenge-shaped patterns, and a lively rhythm to the tower elevations, to form a distinctive and inventive style that was a deliberate move away from the smooth regularity of the glass curtain wall envelope of International Modernism. Nor was Euston Tower designed by an architect of national repute; whilst, Sidney Kaye was very commercially active in the 1960s and 1970s, he is not considered to be one of the distinguished architects of the period. In addition to the above, it should be noted that Historic England conducted a rigorous strategic project to capture the most architecturally distinguished post-war commercial offices in England in 2014. Fourteen were newly listed including innovative, high-tech offices such as the sculptural (mid-rise) 30 Cannon Street (Whinney, Son and Austen Hall, 1974-1977) and (high-rise) Alpha Tower in Birmingham (George Marsh of Siefert and Partners, 1970-1972) both listed at Grade II. In contrast with listed examples, Euston Tower does not demonstrate the requisite level of architectural and design quality or innovation.

Euston Tower has undergone a considerable degree of alteration and loss of original fabric and no longer exhibits a high degree of survival. The curtain wall envelope to the upper part of the tower, above the podium, does survive well but that is the exception. In 2003, the double-height podium of the tower was remodelled and entirely refurbished and now contains modern retail units. The interior of the tower above this had an internal refit in the 1990s, including secondary glazing installed, before it was stripped out in about 2022, including the office spaces, meeting rooms and main reception and foyer, so that none of the original cellular offices remain and it is essentially a bare structural shell. The rest of the Euston Centre, including the structures that originally adjoined Euston Tower, was largely demolished and redeveloped in several phases from the 1980s onwards, including buildings added in 2000 and 2013; one exception being the 17-storey tower at 338 Euston Road which was remodelled and reclad, bearing little relation to its original appearance. Standing alone without its original designed setting, Euston Tower does not have significant claims to group value.

In summary, Euston Tower does not demonstrate the high degree of architectural quality required of a building of this type and date, has undergone significant alteration and loss of original fabric, including the interiors, and does not have significant claims to group value. It should not, therefore, be added to the List.

CONCLUSION
After examining all the records and other relevant information and having carefully considered the architectural and historic interest of this case, the criteria for listing are not fulfilled. Euston Tower, 1965-1970, is not recommended for listing and a Certificate of Immunity should be granted.

REASONS FOR DESIGNATION DECISION
Euston Tower, built 1965-1970 to the design of Sidney Kaye, is not recommended for listing for the following principal reasons:

Degree of architectural interest:

* whilst of some merit for its distinctive pinwheel plan and form, Euston Tower was not among the leading office buildings of the period in terms of design and architectural quality;
* the building is not considered innovative in technological, engineering or structural terms;
* it was not designed by an architect of national repute;
* the building has undergone a considerable amount of loss of original fabric and alteration, including the remodelling of the double-height podium and the stripping out of the interior of the tower to the bare structural shell, and no longer exhibits a high degree of survival.

Degree of historic interest:

* whilst the development history of the Euston Centre has been widely noted, Euston Tower does not hold strong claims to historic interest in its surviving form.

Group value:

* the rest of the Euston Centre, including the structures that originally adjoined Euston Tower, has been largely demolished and redeveloped and the tower is without its original designed setting and does not have significant claims to group value.

Countersigning comments:

Agreed. 6/12/23

Annex 1

Factual Details

Name: Euston Tower

Location: Regent's Place, 286 Euston Road, London, NW1 3DP

County	District	District Type	Parish
Greater London Authority	Camden	London Borough	Non Civil Parish

History

Private or speculative offices, as a distinct building type, are essentially a development of the Victorian period (Historic England 2017, 9). Providing a smart image remained paramount for the C20 office as it developed. The newest Modern Movement idioms were drawn upon. Frederick Etchells designed what is regarded as the first modernist building in London: the offices of Crawford's Advertising, in Holborn in 1930 (Grade II-listed). Several New York high-rise buildings designed in the International Style with glass curtain walls proved highly influential in Britain from the 1950s onwards: the United Nations Secretariat (1947-1952), Lever House (1950-1951) and, particularly, the Seagram Building (1954-1958) by Ludwig Mies van der Rohe. A complete curtain wall sheath first appeared in London at the five-storey Electrin House, New Cavendish Street (1955-1956) and glass curtain wall high-rise buildings soon followed. Among these were Castrol House (1957-1960, recommended for listing but turned down in 1995 and since altered) and the Millbank Tower (1959-1963, Grade II-listed).

Euston Tower (built 1965-1970) was the tallest element of the Euston Centre (built 1963-1970); at its time proclaimed as the biggest single development pushed through by private enterprise in the country since the Second World War, albeit in contentious circumstances (Marriott 1989: 157). The prime mover behind it was the developer Joe Levy whose firm, D E and J Levy, had initially arranged a scheme for a 120,000 square foot office building, which was granted outline planning permission by the London County Council (LCC) in 1952 (Counter Information Services 1973, 13). The owner of an acre of this land then pulled out before a new deal was done in 1956, allowing Levy to now go to the LCC to discuss the detailed planning permission. In the interim, the LCC had apparently forgotten the outline permission and drawn up plans for a major road-widening scheme in this location. They would now potentially be liable for an estimated £1m in lost development rights if they were to acquire the site compulsorily. A deal was done: if Levy and his clients gave the LCC the part of the site required for the new road for free then the LCC would in return grant planning permission for a large area (11 acres) which could be developed to the same density as though the entire site was being built over, and thus exceed accepted plot ratios (Marriot 1989, 158). The area north of Euston Road was variously occupied by small shops, factories, warehouses, offices, houses and flats, many of which were in dilapidated condition, and the LCC welcomed a single, large, co-ordinated scheme. The next step was for Joe Levy to acquire all of the land without anyone finding out about the scheme. The bulk of the properties, involving around 315 separate deals, were acquired between 1956 and 1960. There was then a delay of a further three years before construction began, partly whilst the LCC finalised its exact plans for Euston Road. During the works and upon completion in 1970, the Euston Centre soared in value. In 1973, it was estimated to be valued at £80m, more than five times its cost, and was subsequently described as the single most profitable office development in the world (Counter Information Services, 1973, 12, and Tavernor Consultancy, 2023, 7).

The Euston Centre design scheme was drawn up by the architect Sidney Kaye (1915-1992) of Sidney Kaye, Eric Firmin and Partners, a major architectural practice during London's commercial development in the 1960s and early 1970s (Harwood 2014, 397). Among other high-rise designs Kaye was involved in were the Hilton Hotel, Park Lane (1960-1962), and Moor House, London Wall (1957-1961). The initial proposals for the Euston Centre included three or four identical 27-storey blocks placed at right angles to Euston Road. However, the LCC and the Royal Fine Art Commission (RFAC) were averse to this grouping for its impact on views from Regents Park. The final form of the Euston Centre comprised ground and first floor shops and showrooms running through much of the site, surmounted by a further five or six storeys in places, as well as one 17 storey block and another 36 storey block at the corner of Hampstead Road and Euston Road; Euston Tower. Both blocks were given a similar treatment in the International Style; an envelope of glass curtain walling that was used to save on structural costs, minimise encroachment on interior spaces and, above all, to give an appearance of lightness (Kaye 1970, 444). The glass was separated by projecting natural anodized aluminium mullions whilst the remainder of the window surrounds and spandrel panels were treated in dark

grey. This colour scheme was intended to accentuate the vertical visual effect and slim down the line of the building (Ibid). The windows were given a green anti-glare film treatment and the interior air conditioning. Euston Tower was notably given a pin-wheel plan: the corridors and office space around the central core extending out into four wings; one on each side. These wings were intended to slim down the visual bulk of the structure but would also serve to maximise views outwards from the cellular offices.

A number of tenants occupied Euston Tower, including MI5, the Inland Revenue, the Department of the Environment, Inmarsat, the Post Office and Capital Radio, among others. According to Wright, MI5 operated a Communications Control Centre on the middle floors from which they ran a toll-free telephone number for agents to call in, as well as telephone-tapping operations (2006, 122). Surveillance operations, including the A4 'Watchers' department, also occupied the building from 1978 (Ibid). Several of the tenants moved out in the 1990s. The tower had an internal refit to accommodate modern plant and services, as well as secondary glazing installed. The podium level was remodelled in 2003. Euston Tower fell vacant in April 2021 and the interiors above the podium were subsequently entirely stripped out. In regard to the rest of the Euston Centre, it was redeveloped in several phases from the 1980s, including buildings added in 2000 and 2013, and the structures that originally adjoined the tower have been entirely removed. The 17-storey block at 338 Euston Road was, however, retained and reclad. There are currently (2023) proposals to redevelop Euston Tower.

Euston Tower has received a mixed architectural reception. Contemporary coverage was largely descriptive or tended to focus on the contentious land deal. In regard to the whole of the Euston Centre, Nikolaus Pevsner stated: 'The tall cross-shaped curtain walled tower and the lower blocks stretching bleakly beside the widened road and underpass were early intrusions of large-scale offices into the West End, the result of a notorious post-war property speculation' (2002, 376). John Grindrod in Concretopia (2014, 238-239) described the tower as 'a classic example of one of the most dominant forms of post-war office building: the glass curtain wall' and a triumph for Joe Levy's business 'even though the resulting building manages to mangle Mies' elegant glass box aesthetic into a bulky cross-shaped lump of a structure'. It was praised by architect Ken Allinson in London's Contemporary Architecture as 'looking rather good (strange what time does)' (2014, 14). Herbert Wright called it 'an outstanding example of a pure sixties International Style landmark' (2006, 12). It is given little mention in a 2002 English Heritage research report on tall buildings and the Twentieth Century Society's more recent journal publication Building for Business (Journal 14, 2020).

Details

High-rise speculative office block. Built in 1965-1970 as part of the Euston Centre in International Style to the design of Sidney Kaye of Sidney Kaye, Eric Firmin and Partners by the builders George Wimpey. Podium remodelled in 2003 by Hawkins Brown architects and the interior to the tower stripped out in about 2022.

MATERIALS: reinforced concrete slab construction with a central service core, glass curtain walls and anodised aluminium mullions and window surrounds.

PLAN: a square double-height podium surmounted by a tower with a pin-wheel plan. The remodelled podium contains modern retail units. The tower has a central service core containing the lifts with the surrounding corridors and office space extending out into four wings; one on each side. Originally there were numerous cellular offices internally, but the interior has been stripped out.

EXTERIOR: Euston Tower is a 36-storey 124m high building that has a double-height podium and a pin-wheel plan tower of reinforced concrete slab construction with a glass curtain-walled external envelope. The podium is glazed and has metal louvres and steel wind baffles. The windows to the tower have a green anti-glare film treatment and the glass is separated by projecting natural anodized aluminium mullions creating slim vertical fins accentuating the height of the tower. Every third mullion has a channel guide for a cleaning cradle. The remainder of the window surrounds and spandrel panels are in dark grey. The crown of the tower has an aluminium louvred plant screen.

INTERIOR: the double-height podium largely contains modern retail units and cafes, as well as an art gallery (Hypha Studios), with early C21 fixtures and fittings throughout. The tower has a central service core with a main bank of lifts, concrete stairs with a steel balustrade and handrail, and a fire fighting lift. There are some small isolated sections of terrazzo flooring surviving in places but the tower, originally compartmentalised into small cellular offices accessed by spine corridors, has been stripped out. The basement contains a car park that originally served the whole of the Euston Centre and extends under Regent's Place.

Selected Sources

Other

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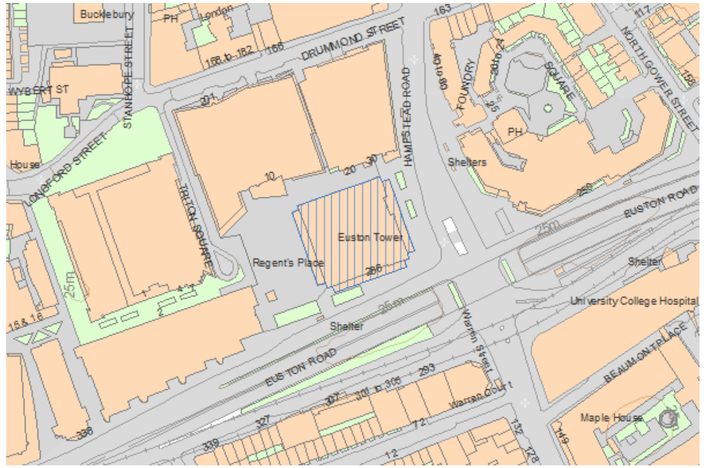
Map

National Grid Reference: TQ2918982358



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The above map is for quick reference purposes only and may not be to scale. For a copy of the full scale map, please see the attached PDF - 1488730_1.pdf

Appendix E Deconstruction and Construction Effects

Appendix E: Deconstruction and Construction Effects

Deconstruction and Construction Effects Assessment

Built Heritage Assessment:

Conservation Area	Description	Sensitivity	Magnitude of Impact	Effect	Residual Effect	Significance (in isolation)	Cumulative Effect	Significance (cumulative)
1	Fitzroy Square Conservation Area (LBC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
2	Bloomsbury Conservation Area (LBC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
3	Regent's Park Conservation Area (LBC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
4	Charlotte Street Conservation Area (LBC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
5	Regent's Park Conservation Area (WCC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
6	Cleveland Street Conservation Area (WCC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
7	Harley Street Conservation Area (WCC)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Listed Building	**Description**	**Sensitivity**	**Magnitude of Impact**	**Effect**	**Residual Effect**	**Significance (in isolation)**	**Cumulative Effect**	**Significance (cumulative)**
Regent's Park Group								
Grade I								
1	Holy Trinity Church	Medium-high	None	No effect	No effect	Not signficant	No effect	Not signficant
2	Nos.1-3 Albany Terrace and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
3	Nos.13-24 Park Square East including The Diorama and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
4	Nos.31 and 33 Albany Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
5	Nos.1-8 St Andrew's Place and attached railings; Nos.9 and 10 St Andrew's Place	Medium-high	None	No effect	No effect	Not signficant	No effect	Not signficant
6	Royal College of Physicians	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
7	Nos.1-10 Cambridge Terrace	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
8	No.1-42 Chester Terra¬ce and attached railings and linking arches	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
9	Nos.1-6 Park Crescent; Nos.18-26 Park Crescent	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
10	14-26 Ulster Place	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
11	Nos.1-12 Park Square West	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
12	Nos.1-17 Ulster Terrace	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
13	Nos.21 and 22 York Terrace East; Doric Villa; Nos.1-18 York Terrace East; Nos.1-33 York Terrace West; No.34 York Terrace West; Nos.35-46 York Terrace West	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
14	1-5 Regent's Park (York Gate)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
15	8-12 Regent's Park (York Gate)	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
16	Church of St Marylebone	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II*								
17	No.2 Marylebone Road and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
18	St Mary Magdalene Church	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
19	The Holme	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
20	St John's Lodge	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II								
21	St Mary Magdalene School Annexe and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
22	The White House	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
23	Great Portland Street Underground Station	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
24	Nos.1-17 Albany Street and attached railings; No.19 Albany Street	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
25	Walton House	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
26	No.34 Albany Street and attached railings; Nos.36-48 Albany Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant

Appendix E: Deconstruction and Construction Effects (continued)

27	Nos.1-10 Cambridge Gate and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
28	South East Lodge in Park Square	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
29	South West Lodge in Park Square	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
30	East Lodge in corner of Crescent Gardens	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
31	West Lodge in corner of Crescent Gardens	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
32	Royal Academy of Music	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
33	Nos.42-48 York Terrace East	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Fitzroy Square Group								
Grade I								
34	Nos.1, 1A and 2-8 Fitzroy Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
35	The London Foot Hospital and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II*								
36	Nos.11, 12 and 15-19 Fitzroy Square N and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
37	Nos.9-10 Fitzroy Square and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
38	Nos.20-32 Fitzroy Square W and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II								
39	No.56 Warren Street; Nos.58-62 Warren Street and attached railings; Nos.63-68 Warren Street and attached railings;	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
40	No.15 Warren Street; Nos.16 and 17 Warren Street; Nos.159 and 161 Whitfield Street	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
41	Nos.39-45 Fitzroy Street and attached railings; Nos.46, 48 and 50 Fitzroy Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
42	Indian Young Men's Christian Association, 41 Fitzroy Square	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
43	Nos.131-137 Whitfield Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Remaining listed structures								
Grade I								
44	University College London and attached railings to N and S wings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
45	Church of St Pancras	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II*								
46	No.30 Euston Square and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
47	War Memorial	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
48	Euston Fire Station	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Grade II								
49	Lord Nelson PH; No.50 Stanhope Street; No.52 Stanhope Street	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
50	Prince of Wales PH	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
51	Nos.211-229 North Gower Street and attached railings; The North Gower Hotel, Nos.190-198 and 200-204 North Gower Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
52	No.116 Drummond Street and attached railings; No.131 Drummond Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
53	Crown and Anchor PH; Nos.184, 186 and 188 North Gower Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
54	Nos.168-170 North Gower Street and attached railings; Nos.185-191 North Gower Street and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
55	Friends House, Drayton House, walls, railings, and garden to E	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
56	Two Lodges in Euston Square Gardens	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
57	University College Hospital General Block only and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
58	BT Communication Tower	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
57	University College Hospital General Block only and attached railings	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
58	BT Communication Tower	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant

Appendix E: Deconstruction and Construction Effects (continued)

RPG	Description	Sensitivity	Magnitude of Impact	Effect	Residual Effect	Significance (in isolation)	Cumulative Effect	Significance (cumulative)
Grade I								
59	Regent's Park	Medium	None	No effect	No effect	Not signficant	No effect	Not signficant
Townscape Assessment								
View	Visual discription	Sensitivity	Magnitude of Impact	Effect	Residual Effect	Significance (in isolation)	Cumulative Effect	Significance (cumulative)
1	Euston Road	Low-medium	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
2	Regent's Park Estate	Low-medium	Low-medium	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
3	Hampstead Road and Euston Station	Low	Low-medium	Minor, beneficial	Minor, beneficial	Not significant	Minor, beneficial	Not significant
4	Drummond Street	Low-medium	Medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
5	South of Euston Road	Low-medium	Range from none to low-medium	Range from no effect (neutral) to minor-moderate (beneficial)	Range from no effect (neutral) to minor-moderate (beneficial)	Not significant	Range from no effect (neutral) to minor-moderate (beneficial)	Not significant
6	Fitzroy Square	Medium	Low-medium	Moderate, beneficial	Moderate, beneficial	Significant	Moderate, beneficial	Significant
7	Regent's Park	Medium-high	Low	Minor-moderate, beneficial	Minor-moderate, beneficial	Not significant	Minor-moderate, beneficial	Not significant
Visual Assessment:								
View	Visual description	Sensitivity	Magnitude of Impact	Effect	Residual Effect	Significance (in isolation)	Cumulative Effect	Significance (cumulative)
1	Lambeth Bridge sequence	Very High	None	Negligible, neutral	Negligible, neutral	Not significant	Negligible, neutral	Not significant
2	LVMF 2A.2: Parliament Hill: the summit	High	Very low-low	Minor, neutral	Minor, neutral	Not significant	Minor, neutral	Not significant
3	LVMF 4A.2: Primrose Hill: the summit	High	Low	Minor-moderate, adverse	Minor-moderate, adverse	Not significant	Minor-moderate, adverse	Not significant
4	The Regent's Park: terrace of the Hub	Medium-high	Low	Minor-moderate, adverse	Minor-moderate, adverse	Not significant	Minor-moderate, adverse	Not significant
5	The Regent's Park: East of Broad Walk	Medium-high	Low-medium	Moderate, adverse	Moderate, adverse	Significant	Moderate, adverse	Significant
6	The Regent's Park: Queen Mary's Gardens	Medium-high	Low	Minor-moderate, adverse	Minor-moderate, adverse	Not significant	Minor-moderate, adverse	Not significant
7	Outer Circle, junction with Harley Street	Medium	Low-medium	Minor-moderate, adverse	Minor-moderate, adverse	Not significant	Minor-moderate, adverse	Not significant
8	Park Village East	Medium	Low-medium	Minor-moderate, adverse	Minor-moderate, adverse	Not significant	Minor-moderate, adverse	Not significant
9	Hampstead Road, opposite junction with Varndell Street	Low	Low-medium	Minor-moderate, adverse	Minor-moderate, adverse	Not significant	Minor-moderate, adverse	Not significant
10	Hampstead Road, junction with North Gower Street	Low	Low-medium	Minor-moderate, adverse	Minor-moderate, adverse	Not significant	Minor-moderate, adverse	Not significant
11	Hampstead Road, junction with Drummond Street	Low	Medium-high	Moderate, adverse	Moderate, adverse	Significant	Moderate, adverse	Significant
12	Drummond Street, junction with Cobourg Street	Medium	Medium	Moderate, adverse	Moderate, adverse	Significant	Moderate, adverse	Significant
13	Euston Road, junction with Duke's Road	Low-medium	Low-medium	Minor-moderate, adverse	Minor-moderate, adverse	Not significant	Minor-moderate, adverse	Not significant
14	Euston Road, junction with Gower Street	Low	Medium	Moderate, adverse	Moderate, adverse	Significant	Moderate, adverse	Significant
15	Marylebone Road, junction with Baker Street	Low	Low-medium	Minor, neutral	Minor, neutral	Not significant	Minor, neutral	Not significant
16	Park Crescent East	Low-medium	Very low (summer), low (winter)	Negligible (summer), minor (winter), neutral	Negligible (summer), minor (winter), neutral	Not significant	Negligible (summer), minor (winter), neutral	Not significant
17	Tavistock Square	Medium	Very low (summer), low (winter)	Negligible (summer), minor (winter), neutral	Negligible (summer), minor (winter), neutral	Not significant	Negligible (summer), minor (winter), neutral	Not significant
18	Bedford Square	Medium	Very low-low	Negligible- minor, neutral	Negligible- minor, neutral	Not significant	Negligible- minor, neutral	Not significant
19	Fitzroy Square	Medium	Medium	Moderate, adverse	Moderate, adverse	Significant	Moderate, adverse	Significant
20	Tottenham Court Road, junction with Tottenham Street	Medium	Low-medium	Minor-moderate, adverse	Minor-moderate, adverse	Not significant	Minor-moderate, adverse	Not significant
21	Tottenham Court Road, junction with Capper Street	Low-medium	Medium	Moderate, adverse	Moderate, adverse	Significant	Moderate, adverse	Significant
22	Tottenham Court Road, junction with Grafton Way (day)	Low-medium	Medium	Moderate, adverse	Moderate, adverse	Significant	Moderate, adverse	Significant
22N	Tottenham Court Road, junction with Grafton Way (dusk)	Low-medium	Medium	Moderate, adverse	Moderate, adverse	Significant	Moderate, adverse	Significant

Appendix F Visualiser's Methodology: Accurate Visual Representations

Table of views

View	Visualisation type	Level of accuracy of location	Render / wireline	Ref	OS-E	OS-N	Height (AOD)	Height (AGL)	Heading	Lens	Lens choice	Field of view	Date	Time
01	–	–	–	–	–	–	–	–	–	–	–	–	–	–
02	Type 4	Better than 0.05m	Render	D16111x50	527665.4	186131.5	96.50 M	1.60 M	159.00°	50mm	Standard lens for open spaces	39.60°	15/2/18	16:03
02	Type 4	Better than 0.05m	Render	D16111x200	527665.4	186131.5	96.50 M	1.60 M	159.00°	200mm	Inclusion of relevant context	10.29°	15/2/18	16:11
03	Type 4	Better than 0.05m	Render	D27338x50	527657.3	183893	66.70 M	1.60 M	150.00°	50mm	Standard lens for open spaces	39.60°	15/2/23	14:20
04	Type 4	Better than 0.05m	Render	D28938x24	527865.581	183108.62	37.36 M	1.60 M	117.00°	24mm	Inclusion of the full context of site	73.74°	28/9/23	08:43
05	Type 4	Better than 0.05m	Render	D27977x24	528500.746	182891.37	36.78 M	1.60 M	129.00°	24mm	Inclusion of the full context of site	73.74°	2/4/23	14:43
06	Type 4	Better than 0.05m	Render	D27389x24	528178.661	182598.73	38.78 M	1.60 M	103.00°	24mm	Inclusion of the full context of site	73.74°	20/2/23	10:08
07	Type 4	Better than 0.05m	Render	D27329	528448.828	182255.552	29.33 M	1.60 M	84.00°	24mm	Inclusion of the full context of site	73.74°	14/2/23	14:50
08	Type 4	Better than 0.05m	Wireline	D27986	528832.779	183335.904	34.57 M	1.60 M	157.00°	24mm	Inclusion of the full context of site	73.74°	2/4/23	16:50
09	Type 4	Better than 0.05m	Wireline	D27979	529219.85	182817.015	23.09 M	1.60 M	184.00°	24mm	Inclusion of the full context of site	73.74°	2/4/23	15:43
10	Type 4	Better than 0.05m	Render	D28546	529224.386	182715.804	24.09 M	1.60 M	188.00°	24mm	Inclusion of the full context of site	73.74°	11/5/23	12:32
11	Type 4	Better than 0.05m	Render	D27982L	529228.984	182494.092	26.72 M	1.60 M	148.00°	24mm	Inclusion of the full context of site	73.74°	2/4/23	11:17
12	Type 4	Better than 0.05m	Render	D28952	529391.85	182590.318	24.32 M	1.60 M	229.00°	24mm	Inclusion of the full context of site	73.74°	7/10/23	09:12
13	Type 4	Better than 0.05m	Wireline	D27368	529856.692	182636.312	22.10 M	1.60 M	245.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	12:39
14	Type 4	Better than 0.05m	Render	D27370	529432.025	182383.415	26.11 M	1.60 M	272.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	15:02
15	Type 4	Better than 0.05m	Wireline	D27331x50	527947.476	181971.758	27.26 M	1.60 M	73.00°	24mm	Inclusion of the full context of site	73.74°	14/2/23	14:27
16	Type 4	Better than 0.05m	Wireline	D27326	528790.997	182184.935	28.28 M	1.60 M	62.00°	24mm	Inclusion of the full context of site	73.74°	14/2/23	13:05
17	Type 4	Better than 0.05m	Wireline	D27371	529985.628	182307.221	24.70 M	1.60 M	261.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	12:13
18	Type 4	Better than 0.05m	Render	D27373	529821.033	181576.949	27.14 M	1.60 M	326.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	13:21
19	Type 4	Better than 0.05m	Render	D27345	529124.899	182022.816	27.91 M	1.60 M	9.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	10:27
20	Type 4	Better than 0.05m	Render	D27374	529535.393	181848.566	27.75 M	1.60 M	310.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	14:15
21	Type 4	Better than 0.05m	Render	D27375	529423.97	182026.395	27.73 M	1.60 M	328.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	14:24
22	Type 4	Better than 0.05m	Render	D27377	529333.838	182175.49	27.47 M	1.60 M	329.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	14:45
22N	Type 4	Better than 0.05m	Render	D28883	529333.838	182175.49	27.47 M	1.60 M	330.00°	24mm	Inclusion of the full context of site	73.74°	5/9/23	20:18
A1	Type 4	Better than 0.05m	Wireline	D27394x50	530382.302	178970.229	11.58 M	1.60 M	355.00°	50mm	Standard lens for open spaces	39.29°	15/2/23	16:08
A1	(Reference)	–	–	D28851x50	–	–	–	–	–	–	–	–	–	–
A2	Type 4	Better than 0.05m	Wireline	D27395x50	530395.912	178968.137	11.75 M	1.60 M	346.00°	50mm	Standard lens for open spaces	39.29°	15/2/23	16:14
A2	(Reference)	–	–	D28846x50	–	–	–	–	–	–	–	–	–	–
A3	Type 4	Better than 0.05m	Wireline	D27396x50	530409.475	178965.956	11.64 M	1.60 M	343.00°	50mm	Standard lens for open spaces	39.29°	15/2/23	16:21
A3	(Reference)	–	–	D28847x50	–	–	–	–	–	–	–	–	–	–
A4	Type 4	Better than 0.05m	Wireline	D27397x50	530427.624	178963.577	11.17 M	1.60 M	343.00°	50mm	Standard lens for open spaces	39.29°	15/2/23	16:26

Table of views (continued)

View	Visualisation type	Level of accuracy of location	Render / wireline	Ref	OS-E	OS-N	Height (AOD)	Height (AGL)	Heading	Lens	Lens choice	Field of view	Date	Time
A4	(Reference)	–	–	D28848x50	530427.624	178963.577	–	–	–	–	–	–	–	–
A5	Type 4	Better than 0.05m	Wireline	D27398x50	530439.013	178961.804	10.86 M	1.60 M	341.00°	52mm	Standard lens for open spaces	37.89°	15/2/23	16:30
A5	(Reference)	–	–	D28849x50	–	–	–	–	–	–	–	–	–	–
A5	Type 4	Better than 0.05m	Wireline	D28849x200	530439.013	178961.804	10.86 M	1.60 M	340.00°	200mm	Inclusion of relevant context	10.29°	17/8/23	17:18
A6	Type 4	Better than 0.05m	Wireline	D27399x50	530479.886	178955.943	9.42 M	1.60 M	338.00°	50mm	Standard lens for open spaces	39.29°	15/2/23	16:44
A6	(Reference)	–	–	D28850x50	–	–	–	–	–	–	–	–	–	–
A6	Type 4	Better than 0.05m	Wireline	D28850x200	530479.886	178955.943	9.42 M	1.60 M	339.00°	200mm	Inclusion of relevant context	10.29°	17/8/23	16:34
A7	Type 4	Better than 0.05m	Wireline	D27400x50	530509.636	178951.866	8.07 M	1.60 M	336.00°	50mm	Standard lens for open spaces	39.29°	15/2/23	15:51
A7	(Reference)	–	–	D28852x50	–	–	–	–	–	–	–	–	–	–
A8	Type 4	Better than 0.05m	Wireline	D25614x50	528043.1	186154.5	70.00 M	1.60 M	162.00°	50mm	Standard lens for open spaces	39.29°	10/3/22	17:10
A9	Type 4	Better than 0.05m	Wireline	D25629x50	538936.1	177334.5	47.20 M	1.60 M	298.00°	50mm	Standard lens for open spaces	39.29°	31/1/22	11:44
A10	Type 4	Better than 0.05m	Wireline	D27047x50	532769.2	180394.3	13.00 M	1.60 M	316.00°	50mm	Standard lens for open spaces	39.29°	5/7/22	07:55
A11	Type 4	Better than 0.05m	Wireline	D27056x50	532357.595	180612.666	13.09 M	1.60 M	293.00°	50mm	Standard lens for open spaces	39.29°	5/7/22	08:40
A12	Type 4	Better than 0.05m	Wireline	D27636Rx50	532358.595	180042.543	5.37 M	1.60 M	331.00°	50mm	Standard lens for open spaces	39.29°	14/2/23	14:32
A13	Type 4	Better than 0.05m	Render	D27383x50	532359.595	182525.352	29.61 M	1.60 M	96.00°	50mm	Standard lens for open spaces	39.60°	20/2/23	14:18
A13	(Reference)	–	–	D28881x50	–	–	–	–	–	–	–	–	–	–
A14	Type 4	Better than 0.05m	Render	D27386x24	528564.692	182659.831	33.12 M	1.60 M	115.00°	24mm	Inclusion of the full context of site	73.74°	20/2/23	13:40
A15	Type 4	Better than 0.05m	Wireline	D27330	528081.352	182142.883	29.53 M	1.60 M	77.00°	24mm	Inclusion of the full context of site	73.74°	14/2/23	11:47
A16	Type 4	Better than 0.05m	Render	D27344	528911.555	182452.097	28.39 M	1.60 M	125.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	13:41
A17	Type 4	Better than 0.05m	Wireline	D28544	529188.021	183073.629	25.59 M	1.60 M	179.00°	24mm	Inclusion of the full context of site	73.74°	11/5/23	11:45
A18	Type 4	Better than 0.05m	Wireline	D28547	529214.65	182952.486	24.42 M	1.60 M	185.00°	24mm	Inclusion of the full context of site	73.74°	11/5/23	12:10
A19	Type 4	Better than 0.05m	Wireline	D27988	530358.647	182989.064	16.32 M	1.60 M	252.00°	24mm	Inclusion of the full context of site	73.74°	2/4/23	11:39
A20	Type 4	Better than 0.05m	Render	D27981	528697.659	182060.687	28.05 M	1.60 M	58.00°	24mm	Inclusion of the full context of site	73.74°	2/4/23	14:15
A21	Type 4	Better than 0.05m	Wireline	D27325	528808.305	182190.05	28.35 M	1.60 M	63.00°	24mm	Inclusion of the full context of site	73.74°	14/2/23	13:17
A22	Type 4	Better than 0.05m	Wireline	D18468	529830.188	181590.281	26.98 M	1.60 M	343.00°	24mm	Inclusion of the full context of site	73.74°	14/12/22	14:13
A23	Type 4	Better than 0.05m	Render	D28882L	529300.234	182245.413	27.32 M	1.60 M	268.00°	24mm	Inclusion of the full context of site	73.74°	5/9/23	09:19
A23	Type 4	Better than 0.05m	Render	D28882M	529300.234	182245.413	27.32 M	1.60 M	316.00°	24mm	Inclusion of the full context of site	73.74°	5/9/23	09:18
A23	Type 4	Better than 0.05m	Render	D28882R	529300.234	182245.413	27.32 M	1.60 M	5.00°	24mm	Inclusion of the full context of site	73.74°	5/9/23	09:19
A24	Type 4	Better than 0.05m	Render	D27378	529283.945	182309.592	27.59 M	1.60 M	301.00°	24mm	Inclusion of the full context of site	73.74°	19/2/23	10:54
A25	Type 4	Better than 0.05m	Render	D29381	528646.039	182625.088	31.49 M	1.60 M	114.00°	24mm	Inclusion of relevant context	73.74°	10/01/24	14:57
A26	Type 4	Better than 0.05m	Render	D29382	528498.61	183095.577	39.31 M	1.60 M	135.00°	24mm	Inclusion of relevant context	73.74°	10/01/24	14:41

Table of views (continued)

View	Visualisation type	Level of accuracy of location	Render / wireline	Ref	OS-E	OS-N	Height (AOD)	Height (AGL)	Heading	Lens	Lens choice	Field of view	Date	Time
A27	Type 4	Better than 0.05m	Render	D29709x50	529589.091	181751.529	27.62 M	1.60 M	328.00°	50mm	Standard lens for open spaces	39.29°	15/02/24	14:10
A28	Type 4	Better than 0.05m	Render	D29710x50	529600.638	181754.289	27.83 M	1.60 M	324.00°	50mm	Standard lens for open spaces	39.29°	15/02/24	14:55
A29	Type 4	Better than 0.05m	Render	D29711x50	529591.458	181769.263	27.87 M	1.60 M	325.00°	50mm	Standard lens for open spaces	39.29°	15/02/24	15:08
B1	Type 3	Better than 1m	Wireline	D27364x50	531592.16	179440.954	3.50 M	1.60 M	321.00°	50mm	Standard lens for open spaces	39.60°	14/2/23	14:05
B2	Type 3	Better than 1m	Wireline	D27384x50	528363.799	183197.073	41.92 M	1.60 M	136.00°	50mm	Standard lens for open spaces	39.60°	20/2/23	12:51
B3	Type 3	Better than 1m	Wireline	D27387x24	528484.232	182500.035	33.55 M	1.60 M	101.00°	24mm	Inclusion of the full context of site	73.74°	20/2/23	09:13
B4	Type 4	Better than 0.05m	Wireline	D27388x24	528602.298	182405.219	31.12 M	1.60 M	94.00°	24mm	Inclusion of the full context of site	73.74°	20/2/23	08:32
B5	Type 3	Better than 1m	Wireline	D27340	529152.278	183250.828	24.14 M	1.60 M	176.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	09:36
B6	Type 3	Better than 1m	Wireline	D27322	529028.867	183033.434	28.05 M	1.60 M	165.00°	24mm	Inclusion of the full context of site	73.74°	14/2/23	15:19
B7	Type 3	Better than 1m	Wireline	D27341	529126.2	182949.716	25.35 M	1.60 M	173.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	09:58
B8	Massing UV	–	–	–	–	–	–	–	–	–	–	–	–	–
B9	Type 3	Better than 1m	Wireline	D27343	529455.79	182631.593	23.73 M	1.60 M	220.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	09:06
B10	Type 3	Better than 1m	Wireline	D27365	531084.753	182892.331	34.58 M	1.60 M	253.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	09:50
B11	Type 3	Better than 1m	Wireline	D27366	530350.81	182984.236	16.51 M	1.60 M	257.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	10:15
B12	Type 3	Better than 1m	Wireline	D27367	530209.631	182872.137	17.58 M	1.60 M	244.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	10:27
B13	Type 3	Better than 1m	Wireline	D27328	528605.271	182128.779	28.00 M	1.60 M	62.00°	24mm	Inclusion of the full context of site	73.74°	14/2/23	13:37
B14	Type 3	Better than 1m	Wireline	D27332x50	527367.353	181796.951	30.41 M	1.60 M	73.00°	24mm	Inclusion of the full context of site	73.74°	14/2/23	14:10
B15	Type 3	Better than 1m	Wireline	D27372	530144.313	181908.974	24.60 M	1.60 M	291.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	11:43
B16	Type 3	Better than 1m	Wireline	D27381	529821.253	181405.189	25.44 M	1.60 M	325.00°	24mm	Inclusion of the full context of site	73.74°	19/2/23	10:35
B17	Type 3	Better than 1m	Wireline	D27376	529410.774	182021.259	27.78 M	1.60 M	332.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	14:34
B18	Type 3	Better than 1m	Wireline	D27334	529167.529	183390.423	23.83 M	1.60 M	186.00°	24mm	Inclusion of the full context of site	73.74°	14/2/23	10:15
B19	Type 3	Better than 1m	Wireline	D27346	531123.662	183820.931	40.29 M	1.60 M	227.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	15:20
B20	Type 3	Better than 1m	Wireline	D27393	530606.423	182239.195	21.15 M	1.60 M	298.00°	24mm	Inclusion of the full context of site	73.74°	21/2/23	09:55
B21	Type 3	Better than 1m	Wireline	D27380	529857.112	182211.861	25.18 M	1.60 M	279.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	12:22
B22	Type 3	Better than 1m	Wireline	D27390	529140.615	179538.191	4.98 M	1.60 M	4.00°	50mm	Standard lens for open spaces	39.60°	19/2/23	15:47
B23	Type 3	Better than 1m	Wireline	D27391	526173.084	180020.235	24.60 M	1.60 M	55.00°	50mm	Standard lens for open spaces	39.60°	19/2/23	16:24
B24	Type 3	Better than 1m	Wireline	D27347	527083.736	182838.101	39.52 M	1.60 M	95.00°	24mm	Inclusion of the full context of site	73.74°	15/2/23	13:04
B25	Type 3	Better than 1m	Wireline	D29806x50	539039.649	177558.712	43.28 M	1.60 M	296.00°	50mm	Standard lens for open spaces	39.29°	23/02/24	13:31

F.0.0 Introduction

F.0.1 Methodology overview

The methodology applied by Cityscape Digital Limited to produce the *'Type 4 Photomontages survey / scale verifiable'*[1] or views contained in this document are described below. In the drafting of this methodology and the production and presentation of the images, guidance has been taken from the 'TGN 06/19 Visual Representation of development proposals' (TGN06/19) from the Landscape Institute published on 17 September 2019 in support of GLVIA3.

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.

F.0.2 View selection

The viewpoints are selected through a process of consultation with relevant statutory consultees by townscape/heritage consultants and having regard to relevant planning policy and guidance.

1 'TGN 06/19 Visual Representation of development proposals.'
Available at: https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2019/09/LI_TGN-06-19_Visual_Representation.pdf
(Accessed: March 2022).pp. 21-2

F.1.0 Photography

F.1.1 Digital photography

High quality digital full frame sensor cameras are being utilised.

F.1.2 Lenses

In accordance with TGN 06/19, Cityscape balances the need to include the extent of the site and sufficient context with the stated preference for 50mm lenses. For local urban views a wide angle lens of 24mm or 35mm is generally used. For more open spaces the default is 50mm, intermediate distance views are photographed with a lens between 35mm to 70mm and occasionally long range views may be required with lens options ranging from 70mm to 1200mm.

As a guide, the following approach is used:

View	Lens options
Relevant foreground, urban context or large site	24mm – 35mm
Open spaces, where proposed development can be included	50mm
800 to 5000 metres – intermediate	35mm – 70mm
5000+ metres – long	70mm – 1200mm

Examples of these views are shown in Figures F.1 and F.2.

F.1.3 TGN 06/19

States that:

"2.2 Baseline photography should: [...] include the extent of the site and sufficient context;"[2]

"1.1.7 If a 50mm FL lens cannot capture the view in landscape or portrait orientation (for example, if the highest point of the development is approaching 18° above horizontal) the use of wider-angled prime lenses should be considered, working through the following sequence of fixed lenses in this order: 35mm FL > 28mm FL > 24mm FL > 24mm FL Tilt-Shift. Tilt-Shift Lenses are considered at Appendix 13. In these unusual situations, the reasoning for the choice and the approach used should be documented, and the agreement of the competent authority should be sought (see Appendix 10 Technical Methodology)."[3] and

"Views should include the full context of the site / development and show the effect it has upon the receptor location.[...]"[4]

2 TGN 06/19 Visual Representation of development proposals.'
Available at: https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2019/09/LI_TGN-06-19_Visual_Representation.pdf
(Accessed: March 2022).pp. 5, Paragraph 2.2

3 TGN 06/19 Visual Representation of development proposals.'
Available at: https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2019/09/LI_TGN-06-19_Visual_Representation.pdf
(Accessed: March 2022).pp. 28, Paragraph 1.1.7

4 'TGN 06/19 Visual Representation of development proposals.'
Available at: https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2019/09/LI_TGN-06-19_Visual_Representation.pdf
(Accessed: March 2022).pp. 35, Paragraph 4.1.5

F.1.4 Digital camera

Cityscape uses high quality professional DSLR (digital single lens reflex) and DSLM (digital single lens mirrorless) cameras. The cameras utilise FFS (full frame sensors) so declared focal lengths require no conversion to be understood in line with TGN 06/19 guidelines.

Cityscape use high quality lenses that are matched to the resolution of the cameras to ensure high contrast and sharp rendition of the images.

F.1.5 Position, time and date recording

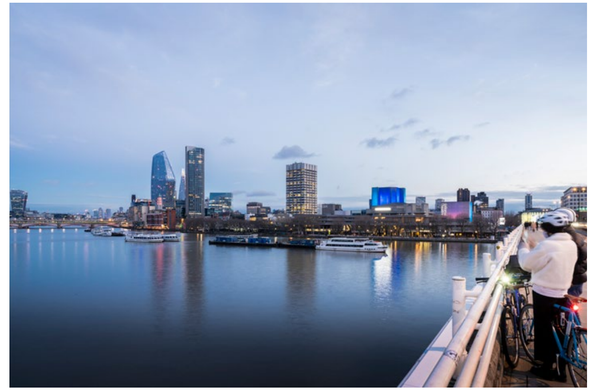
The photographer is provided with (i) an Ordnance Survey map or equivalent indicating the position of each viewpoint from which the required photographs are to be taken, and (ii) a digital mockup rendered with a context model of the desired view. For each viewpoint the camera is positioned at a height of 1.60 metres above the ground level which closely approximates the human eye altitude, and falls into the 1.5-1.65m range provided by TGN 06/19[5].

If local conditions required a deviation to capture the view, the exact height can be found in the Table of Views. A point vertically beneath the entrance pupil of the lens is marked on the ground as a survey reference point and two digital reference photographs are taken of (i) the camera/tripod location and (ii) the survey reference point (as shown in Figures F.3 and F.4). The date and time of the photograph are recorded by the camera.

5 'TGN 06/19 Visual Representation of development proposals.'
Available at: https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2019/09/LI_TGN-06-19_Visual_Representation.pdf
(Accessed: March 2022).pp. 50

Figure F.1: Local view

Figure F.2: Intermediate view



F.1.0 Photography (continued)

Figure F.3: Camera location

Figure F.4: Survey reference point

F.2.0 Digital image correction

F.2.1 Raw file conversion

Professional digital cameras produce a raw file format, which is then processed for both high detail and colour accuracy. The final image is saved as an 8 bit tiff[6] file.

F.2.2 Digital image correction

The digital photographs were prepared for the next stage of camera matching (see Sections F.6 and F.7).

All lenses exhibit a degree of geometric distortion. The most common types are radially symmetrical along the principal axis of the lens, and tend to grow in size towards the perimeter of the image. The outer edges of the images are therefore not taken into consideration to reduce inaccuracies. Figure 5 illustrates the 'safe' or non-distortive area of an image which is marked by a red overlay.

The adjusted or corrected digital image, known as the 'background plate', is then saved ready for the camera matching process (see Sections F.6 and F.7). In preparation for the survey (see Section F.3.2) Cityscape indicates on each background plate the safe area and priority survey points, such as corners of buildings, retained elements and party walls for survey (see Figure F.6).

Figure F.5: Area of interest to be surveyed

Figure F.6: Background plate highlighting critical survey points in green and secondary survey strings in red

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

F.3.0 Type 4 visualisations

F.3.1 Type 4 visualisation

Unless otherwise specified visualisations are completed to TGN 06/19[7] Type 4 Photomontage / Photowire (survey / scale verifiable) standards.

F.3.2 Survey

An independent surveyor is contracted to undertake the survey of (i) each viewpoint as marked on the ground beneath the entrance pupil of the lens at the time the photograph is taken (and recorded by way of digital photograph (see Section F.1 above) and (ii) all the required points on buildings, hard landscape features or immobile permanent objects within the safe zone. The survey is coordinated onto the Ordnance Survey National Grid (OSGB36) by using GNSS (global navigation satellite system such as GPS[8]) equipment (see, for example, Figure F.7) and processing software. The Ordnance Survey National Grid (OSGB36) is 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 is Ordnance Survey Newlyn Datum and is also derived using the GNSS.

Improvements to the real-time position of GNSS data is achieved by RTK (real time kinematic) compensation, which utilises a comparison between known base stations positions and their current position fix to produce correction data to the measurements. The required points on each building are surveyed using conventional survey techniques utilising an electronic theodolite and reflectorless laser technology (shown in Figure F.8). In certain circumstances, a viewpoint may need to be surveyed using conventional survey techniques as opposed to RTK, if, for example, the viewpoint is in a position where GNSS information cannot be received.

F.3.3 False origin

3D modelling programs, unlike CAD/BIM programs, have inherent inaccuracies the further an object is away from the origin. Cityscape decide on and record a local, 'false origin' that is used to move the model closer to the origin. This alleviates the inaccuracies. The 3D model of the proposed development, consented scheme models, and survey data are all moved uniformly to this new false origin. When performing positioning checks (see Section F.5.2) the offset between false origin and OS are added back to the coordinates.

Figure F.7: Field survey being carried out, GNSS receiver

Figure F.8: Field survey being carried out, total station

7 'TGN 06/19 Visual Representation of development proposals.'
Available at: https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2019/09/LI_TGN-06-19_Visual_Representation.pdf
(Accessed: March 2022).pp.11, Table2, pp 21-24.

8 https://www.rics.org/globalassets/rics-website/media/upholding-professional-standards/sector-standards/land/guidelines-for-the-use-of-gnss-in-surveying-and-mapping-2nd-edition-rics.pdf

F.4.0 Type 3 visualisations

F.4.1 Type 3 visualisation

These visualisations are as described in TGN 06/19[9] Type 3 Photomontage / Photowire (not survey / scale verifiable) standards. In contrast to Type 4, Type 3 visualisations rely on good quality data for camera matching, but are not relying on surveys as described in Section F.3.2. Data sources such as GPS, OS Maps, 3D City models, geo-referenced aerial photography, LiDAR or 3D models can be used.

The individual data source used is declared in an accompanying table. The possible angular shift of a 1m lateral displacement of the camera against its actual coordinate depends on the distance of the object from the camera[10]:

Distance from camera	Apparent shift
10m	5.7°
100m	0.57°
1,000m	0.057°
10,000m	0.006°

Cityscape also create 3D DSM (Digital Surface Model) models from publicly available data sources, such as Defra LiDAR scans from the Defra Data Services Platform. We always choose the newest data available at the highest possible resolution, typically at 1m resolution. The data is processed to coordinate onto Ordnance Survey National Grid (OSGB36), and converted to a Square Grid DSM. The square grid is then optimised into a TIN (Triangulated Irregular Network). The optimisation has been validated to produce no loss in usable information of the geometric mesh. This process follows the guidelines set out in 'Guidance – Visual representation of wind farms – Feb 2017'[11].

Digital Surface Model (DSM) source data is typically the Defra LiDAR Composite DSM, 2020, resolution 1m.

F.4.2 False origin

3D modelling programs, unlike CAD/BIM programs, have inherent inaccuracies the further an object is away from the origin. Cityscape decide on and record a local, 'false origin' that is used to move the model closer to the origin. This alleviates the inaccuracies. The 3D model of the proposed development, consented scheme models, and survey data are all moved uniformly to this new false origin. When performing positioning checks (see Section F.5.2) the offset between false origin and OS are added back to the coordinates.

Figure F.11: 1m resolution LiDAR GeoTIFF

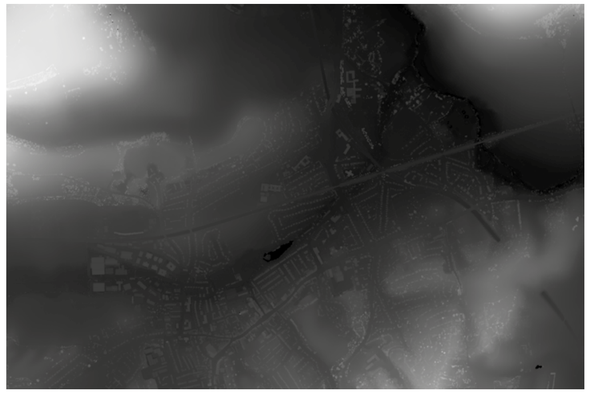


Figure F.12: Resulting 3D TIN mesh

9 'TGN 06/19 Visual Representation of development proposals.'
Available at: https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2019/09/LI_TGN-06-19_Visual_Representation.pdf
(Accessed: March 2022).pp.11, Table2, pp 19-20.

10 'TGN 06/19 Visual Representation of development proposals.'
Available at: https://landscapewpstorage01.blob.core.windows.net/www-landscapeinstitute-org/2019/09/LI_TGN-06-19_Visual_Representation.pdf
(Accessed: March 2022).pp 56-57

11 'Guidance – Visual representation of wind farms – Feb 2017'
Available at: https://www.nature.scot/sites/default/files/2019-09/Guidance%20-%20Visual%20representation%20of%20wind%20farms%20-%20Feb%202017.pdf
(Accessed at March 2022). pp 8-9

F.5.0 Model positioning

Applies to Type 3 and Type 4 visualisation.

F.5.1 Model source

A wireframe 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 pavements etc. provided by the surveyor.

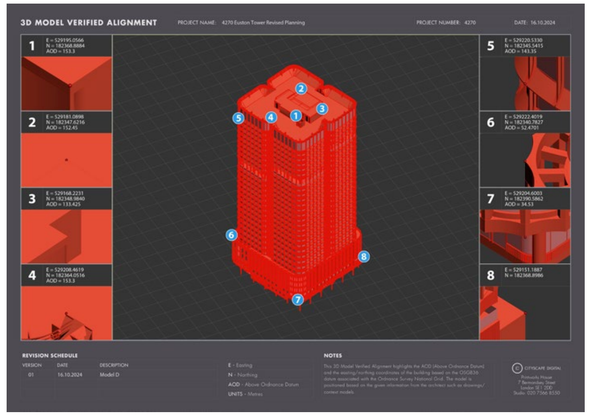
F.5.2 Proposed model position check

The architect supplies a 3D model in OS coordinates that can be used 'as is' for position checks as described below (utilising the false origin as described in Section F.3.3). Alternatively, a non OS located model can be provided together with a floor plan that is positioned in an OS map. The model can then be positioned by way of setting it on the floor plan. Heights are either preserved from the original model if supplied in AOD, or taken from supplied elevations.

Once the model is positioned, confirmation of height and Easting/ Northing Coordinates is requested from the architect.

At least two clear reference points are agreed and used to confirm the placement of the model.

Figure F.13: Proposed model position check



F.6.0 Camera matching – Type 4 visualisations

F.6.1 Cityscape Digital's database

Cityscape Digital has built up a comprehensive database of survey information on buildings and locations in central London; the database contains both GNSS survey information and information regarding the dimensions and elevations of buildings gathered from architects and other sources.

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 GNSS surveyed on the dome of St. Paul's.

The database 'view' (as shown in Figure F.14) is 'verified' as each building is positioned using coordinates acquired from GNSS surveys. In many instances, the various coordinates 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 F.3.2) 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.

Figure F.14: Selected GPS located models (yellow) from Cityscape's database, situated on Cityscape's London digital terrain model

F.6.2 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 F.2);
- The GNSS surveyed viewpoint coordinates (see Section F.3.2);
- The GNSS surveyed coordinates of points within the the background plate (see Section F.3.2);
- Selected models from Cityscape's database (see Section F.6.1);
- The GNSS surveyed coordinates of the site of the proposed scheme (see Section F.3.2);

The data is combined in a 3D software package and is then used to situate Cityscape's virtual camera such that the 3D model aligns exactly over the background plate (as shown in Figures F.15, F.16 and F.17) (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 F.3). This is the camera matching process.

Figure F.15: The background plate matched in the 3D GPS located models

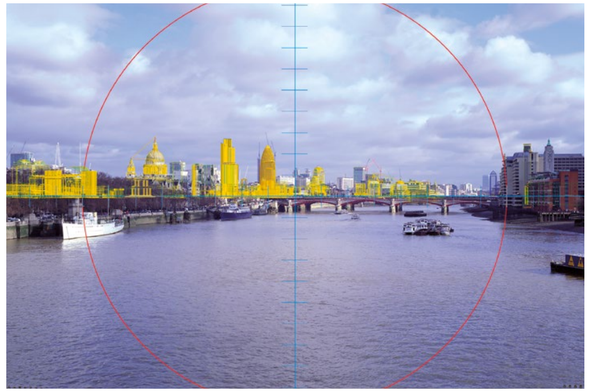
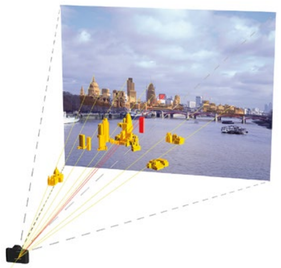


Figure F.16: Background plate matched to the 3D GPS located models

Figure F.17: The camera matched background plate with an example of a proposed scheme included in red



F.7.0 Camera matching – Type 3 visualisations

F.7.1 Cityscape's context models

Cityscape have purchased available 3D city models of large parts ondon and other parts of the UK that are modelled to within 25cm accuracy. Where available this data is used to create camera matches for Type 3 visualisations, or additional data is purchased.

In addition, or where 3D city models are not available, DSM data is used for camera matching (see Section F.4).

F.7.2 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 F.1);
- The adjusted or corrected digital image i.e. the 'background plate' (see Section F.2);
- 3D city model and/or DSM context model (see Section F.4);
- Selected models from Cityscape's database (see Section F.6.1);
- A 3D model of the proposed scheme (see Section F.5)

The data is combined in a 3D software package and is then used to situate Cityscape's virtual camera such that the 3D model/Digital Surface Model (DSM) aligns exactly over the background plate (as shown in Figure F.20) (i.e. a 'virtual viewer' within the 3D model would therefore be standing very close to the same viewpoint from which the original photograph was taken (Figure F.3). This is the camera matching process.

Figure F.18: Background plate: digital photograph, size and bank corrected as described in Section 2

Figure F.19: Render: DSM model render, camera matched

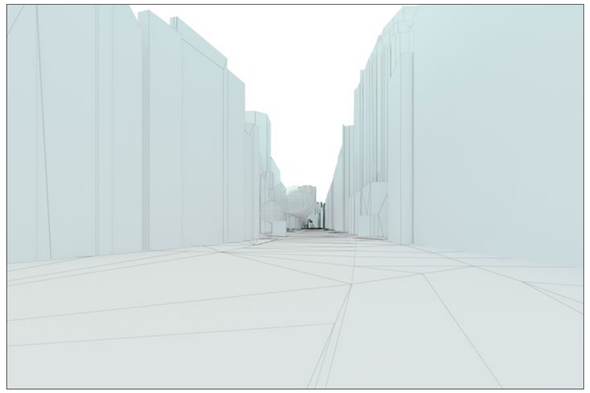


Figure F.20: Camera matching: the background plate matched in DSM TIN mesh

F.8.0 Rendering

F.8.1 Wireline image (AVR 0/1)

The proposed developments are shown using a constant thickness wireline. The line is generated from a computer rendering of the 3D model and follows an 'inside stroke' principle.

Rendering is a technical term referring to the process of creating a two dimensional output image from the 3D model. The 'inside stroke' principle is followed so that the outer edge of the line touches the outline of the render from the inside, fairly representing the maximum visibility.

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.

F.8.2 Rendered image (AVR 3)

In order to assist a more qualitative assessment of the proposals, the output image needs to be a photo-realistic reflection of what the proposed scheme would look like once constructed. This is called an AVR3.

F.8.3 Texturing

The process of transforming the wireframe 3D scheme model into one that can be used to create a photorealistic image is called texturing[12].

Prior to rendering, Cityscape requires details from the architect regarding the proposed materials (e.g. type of glass, steel, aluminium etc.) to be utilised.

Cityscape also use high resolution photographic imagery of real world material samples, supplied by the client or the manufacturer, to create accurate photorealistic textures for use in all our images. This information is used to produce the appearance and qualities in the image that most closely relates to the real materials to be used (as shown in Figure F.21).

F.8.4 Lighting and sun direction

The next stage is to light the 3D model to match the photographic environment. The date, time of the photograph and the latitude and longitude of the city are input (see Figure F.22) into the unbiased physically accurate render engine. Cityscape selects a 'sky' (e.g. clear blue, grey, overcast, varying cloud density, varying weather conditions) from the hundreds of 'skies' held within its database to resemble as closely as possible the sky in the background plate.

The 3D model of the proposed scheme is placed within the selected sky (see Figure F.23) and using the material properties also entered, the computer calculates the effects of the sky conditions (including the sun) on the appearance of the proposed scheme.

Figure F.21: Screenshot of some materials in the 3D rendering package.

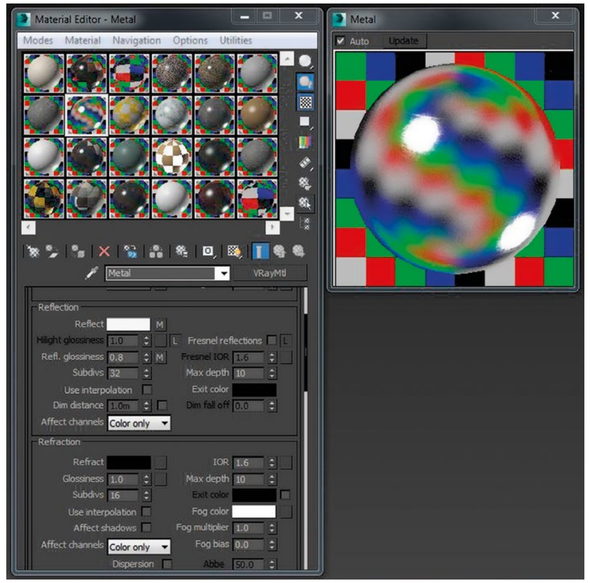


Figure F.22: Screenshot of environment information (time, date and year) entered to locate the sun correctly (see Section 7.

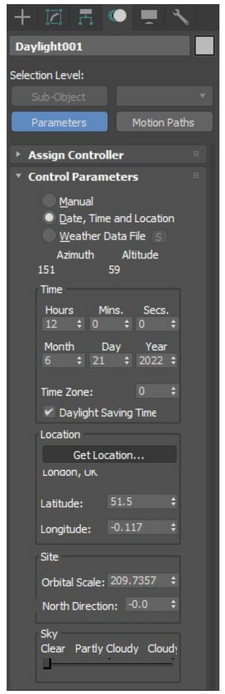
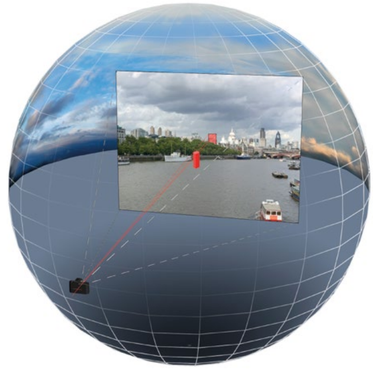


Figure F.23: Example of a proposed scheme highlighted in red within the selected sky and rendered onto the background plate



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

F.9.0 Post production

F.9.1 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®. 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 F.24).

The result is a verified image or view of the proposed scheme (as shown in Figure F.25).

Figure F.24: Process red area highlights the Photoshop mask that hides the unseen portion of the render

Figure F.25: A photo-realistic verified image

Appendix G Camera Position Images

View 2

View 3

View 4

View 5

View 6

View 7

View 8

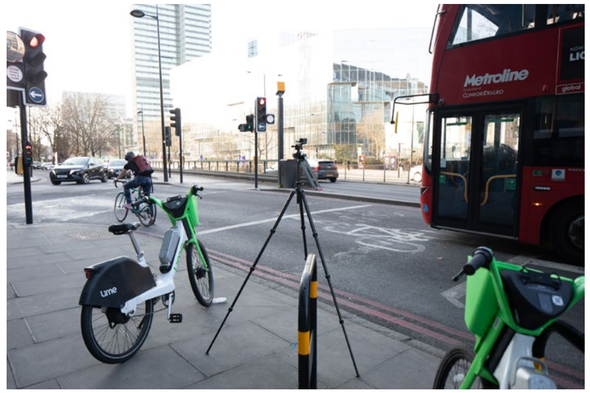
View 9

View 10

View 11

View 12

View 13



View 14

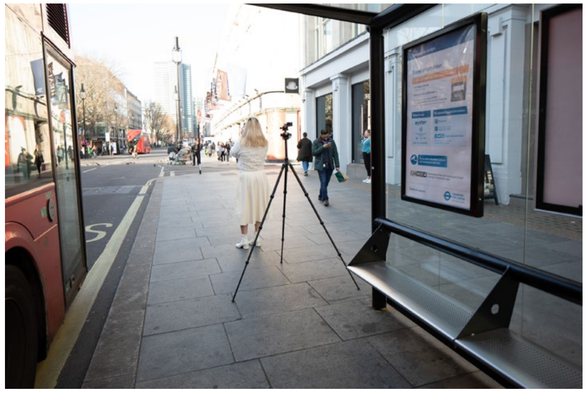
View 15

View 16

View 17

View 18

View 19



View 20

View 21

View 22

View 22N

View A1

View A2

View A3

View A4

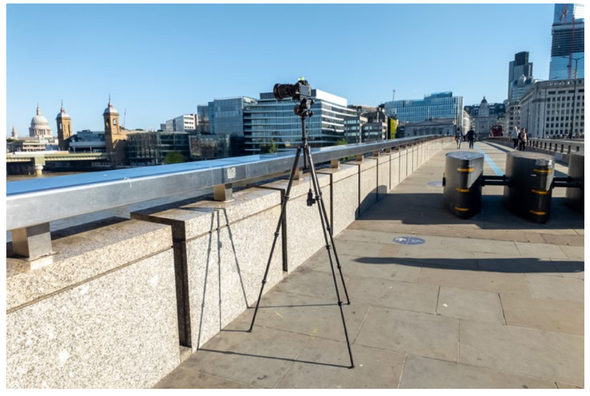
View A5

View A6

View A7

View A8

View A9



View A10

View A11

View A12

View A13

View A14

View A15

View A16

View A17

View A18

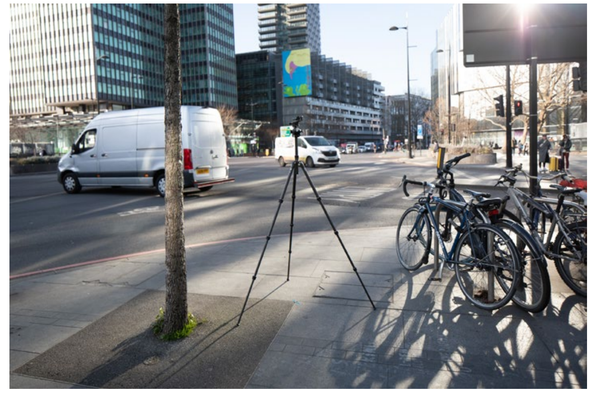
View A19

View A20

View A21

View A22

View A23



View A24

View A25

View A26

View A27

View A28

View A29

View B1

View B2

View B3

View B4

View B5

View B6

View B7

(Model view used due to inaccessibility of the view position within HS2 site area.)

View B8

View B9

View B10

View B11

View B12

View B13

View B14

View B15

View B16

View B17

View B18

View B19

View B20

View B21

View B22

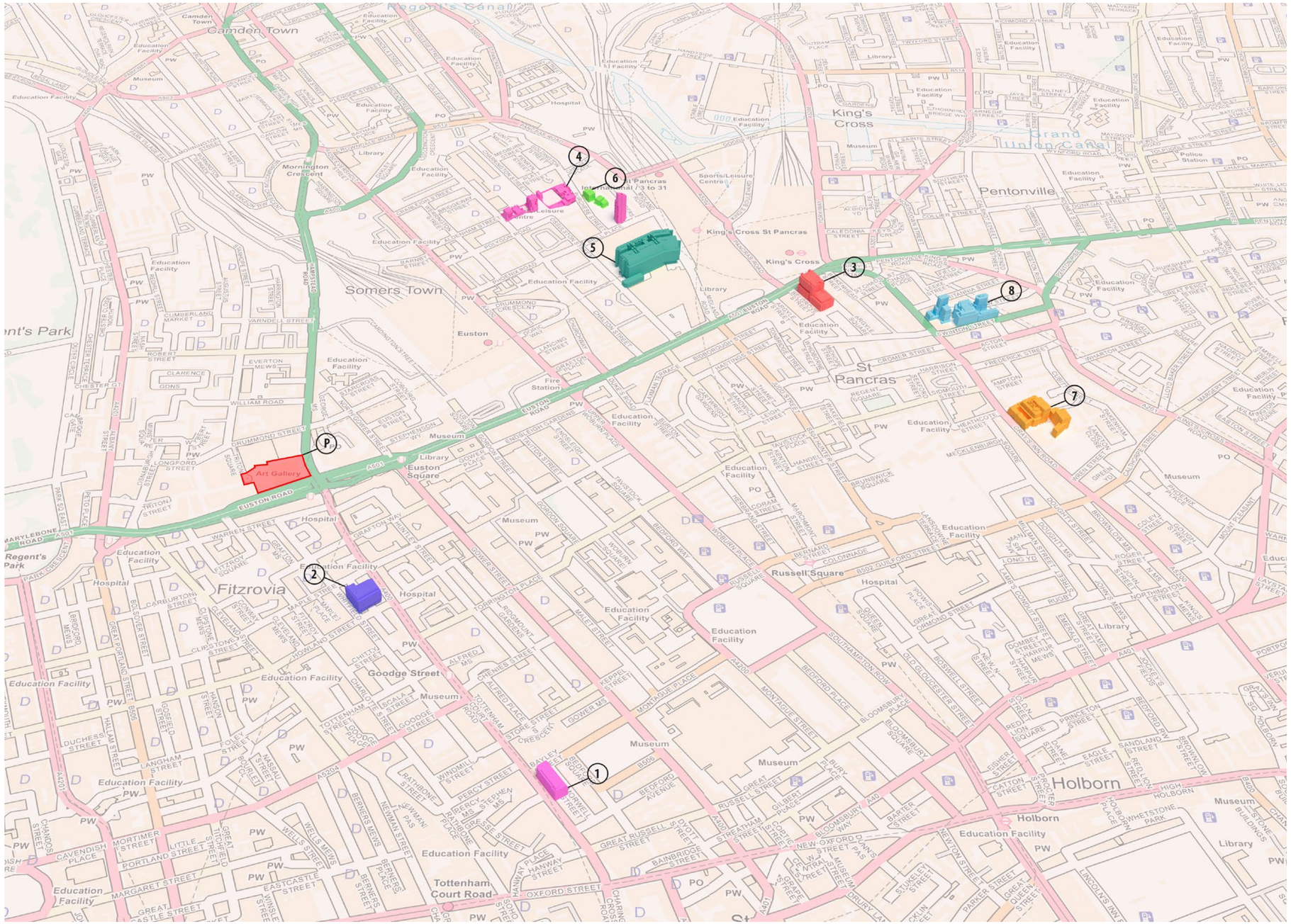
View B23

View B24

View B25

Appendix H Consented Schemes Key

Consented	
1	237 - 247 Tottenham Court Rd 1 - 3 Bayley St 1 - 4 Morwell St London W1 2023/1155/P
2	Network Building 76-80 Whitfield St and 88 Whitfield St 2020/5631/P
3	Belgrove House Belgrove St 2022/1515/P
Future Baseline	
4	Central Somers Town 2015/2704/P
Emerging	
5	Land to the North of the British Library, 96 Euston Rd 2022/1041/P
6	Central Somers Town Plot 5 & 6 2023/3830/P
7	Eastman Dental Hospital Site and Buildings 2021/1809/P
8	Royal National Throat Nose And Ear Hospital 330 Gray's Inn Rd 2023/0904/P



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