



B&Q CRICKLEWOOD, CRICKLEWOOD LANE

BARNET COUNCIL

MAY 2021

TOWNSCAPE OVERVIEW

Prepared for Montreaux Cricklewood Developments Ltd

2.0 THE PROPOSED DEVELOPMENT

The Design and Access Statement, Parameters and Design Codes

2.1 As the planning application has been submitted in outline, any additional assessment of effects such as this document must be based on clear guidance including the design codes and illustrations to ensure the required quality of design is forthcoming at reserved matters stage, while enough flexibility is provided for adaptations to occur during the more detailed design development. The quantum of accommodation, height and disposition of buildings, and the use and quality of the external spaces they provide is set out in the Design and Access Statement, together with rendered images of the scheme, which illustrate the type of architectural approach



Fig. 2.1: Proposed illustrative masterplan - ground floor plan.

and use of materials intended. Further architectural work has been done to illustrate the intentions of the design codes. This manifests as a more fully rendered computer model which has been used to form Accurate Visual Representations (AVRs) using surveyed photographs of an extended version of the original list of views. A view of the model is on the following page and a representative elevation is provided at figure 2.2 on this page.

2.2 Figure 2.1 shows the richly landscaped and extensive public open space as defined by four podium structures from which nine residential blocks rise to a variety of heights from 6 up to 25 storeys. Generally paired with interlinking wings between, that to the south of the site has three smaller towers.

2.3 The 25 storey tower is intended to landmark the regeneration and the adjacent station. It is unique in the ensemble for its upper square plan and 45-degree angle to the grid of the development. This, together with its open and generous crown, sets it apart as a special element. The second highest tower has a similar, less complex architectural feature. The highest tower is increased in its elegance by continuing the crowning theme of four separated facades by way of corner balconies. Other towers diminish progressively in height towards the north-west.

2.4 There is a variety of brick colour with a red for the higher elements changing to brown and then grey as the heights diminish. Some intermediate linking elements are white to contrast with the higher elements. The fenestration to each element is similar, but not identical, from tower to tower, with a stronger architectural order to the landmark tower.

2.5 The scale of the proposed buildings is clearly greater than that of the townscape context, but the visual experience from street level and from within the development will integrate with the sensitive use of materials and the human scale and rhythmic patterns represented by the fenestration. The down view of the model at figure 2.3 is shown in order to provide a diagram of the overall form, but the actual experience from within the townscape is best illustrated by the AVRs in the following chapter.

2.6 This is a well-designed project which when seen from within the townscape will generally be a positive addition.



Fig. 2.2: Proposed north-east elevation of the illustrative scheme.

2.0 THE PROPOSED DEVELOPMENT (CONTD.)



Fig. 2.3: Aerial view of the illustrative scheme generated using VU.City.

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 5 - CRICKLEWOOD STATION LOOKING SOUTH-WEST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

ME describe in detail the different elements in their outline form and declare an effect of minor/moderate change in the view, which includes a way-finding role at the station, therefore being beneficial.

Proposed Illustrative Scheme:

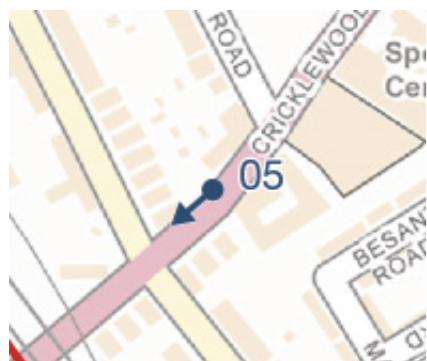
In the case of this AVR, the architects have experimented with a variation in the material colour. As this is a very substantial group of buildings spanning across the photograph and nearly filling it in height, it is a major effect. However, it is also demonstrably beneficial in both its overall composition, in the well-designed buildings and, in particular, the architectural celebration at the top of the landmark element, with the ability to effectively lead receptors to the station. It is therefore a beneficial effect.



PROPOSED

VIEW 5

VIEWPOINT LOCATION



3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 6 - OAK GROVE LOOKING NORTH-WEST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

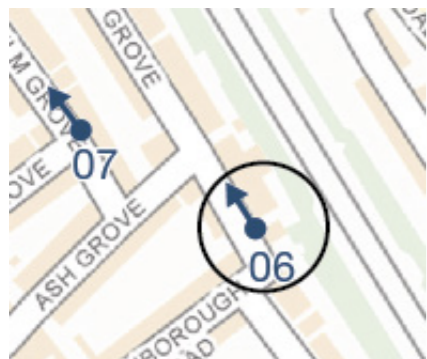
ME point out the role as a terminating feature, the contrast in scale, and the articulation of the form while their assessment is of a moderate degree and an adverse effect.

Proposed Illustrative Scheme:

This terminating feature is a meaningful landmark and its architecture supports that function with its elegant form, textural simplicity, compatible choice of material, and celebratory top. The qualities visible in the render of the **illustrative scheme** overcome adverse effects and convert the assessment to a moderate impact and a beneficial effect.



VIEWPOINT LOCATION



VIEW 6

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 7 - ELM GROVE LOOKING NORTH-WEST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

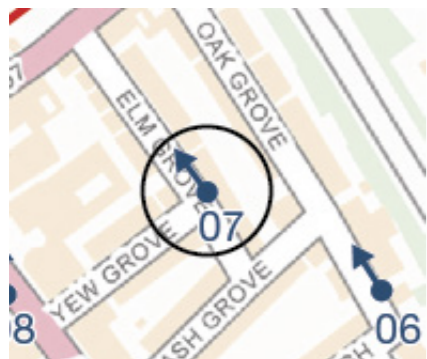
As a mere outline, also one which is outsized as a result of parameters, it is understandable why an assessment of significance and one which is adverse can be concluded as ME has done.

Proposed Illustrative Scheme:

With architectural detail, colour and definition, the scheme becomes a qualitative addition to the townscape. Its related parts, which vary in form, height and materiality, present a pattern and scale which is compatible with the context. Although not being a formal view, the generously formed top of the landmark building signals a meaningful place and provides a visually rich incident. This gives rise to a moderate impact on the view, but one which adds a beneficial and meaningful layer of townscape in the view.



VIEWPOINT LOCATION



VIEW 7

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 8 - CRICKLEWOOD BROADWAY (THE CROWN PUB) LOOKING NORTH (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

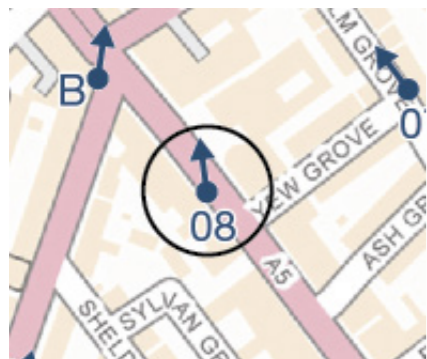
With the larger impact of the parameter outline forming a backdrop to the pub, ME concluded an adverse effect but one of negligible significance.

Proposed Illustrative Scheme:

The rendered view gives rise to a smaller backdrop and one which is of an harmonious colouration and made of small-scale elements with gaps between them. The latter reflect the chimneyed silhouette of the pub. This leads to the **illustrative scheme** giving rise to a minor impact which is neutral in effect.



VIEWPOINT LOCATION



VIEW 8

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW 9 - CHICHELE ROAD LOOKING NORTH-EAST (PROPOSED - RENDER)

Proposed

Proposed Maximum Parameters:

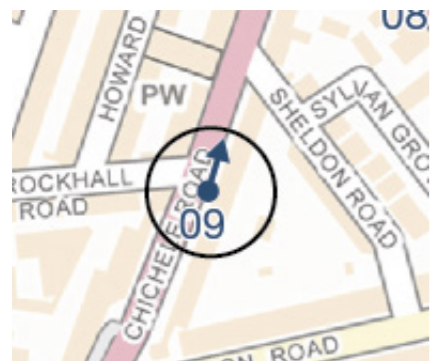
Here the development continues the street architecture in object form, but without elegance, adequate gaps or sufficient definition or detail, it cannot prevent an assessment by ME causing a moderate impact which is adverse in nature.

Proposed Illustrative Scheme:

The three visible parts of the **illustrative scheme** better represent the elegance of each and comfortable gaps between. They recede as accents against the sky, much as the Mosque campanile does. While the apparent scale is compatible with the context, the verticality of the various elements has the campanile as a companion. While the maximum parameters defy the elegance, in their slimmer form and sympathetic materiality, qualities of compatibility with their context and marking of the centre, public landscaped spaces and the station give rise to a moderate impact which is beneficial to the townscape.



VIEWPOINT LOCATION



VIEW 9

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW B - CRICKLEWOOD BROADWAY LOOKING ALONG CRICKLEWOOD LANE (PROPOSED - RENDER)

Proposed

Proposed Illustrative Scheme:

From The Broadway towards the station, only the landmark element of the **illustrative scheme** is visible. Consented schemes in the foreground will diminish its appearance but the all-important signal of the landmark through the visibility of its distinctive top will remain, if only in part. The rendered image illustrates the quality of the architecture, its planar form, each elevation breaking at the corners to allow the strong vertical stacks of balconies to contribute to its elegance. This is a moderate impact but one of beneficial effect.



VIEWPOINT LOCATION



VIEW B

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)

VIEW D - CRICKLEWOOD LANE BY CHURCH OF ST AGNES (PROPOSED - RENDER)

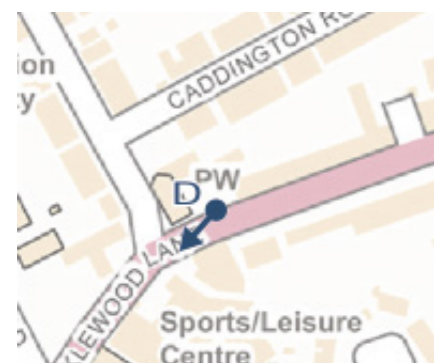
Proposed

Proposed Illustrative Scheme:

Approaching from the east, the visibility of the proposed development will generally be singular with the landmark tower clear to see but the other elements screened by trees even in winter. The tower has been consciously designed as a landmark and is clearly so with its balconies on the corners, split upper facades, and generous open areas behind them, all adding to the building's elegance and meaning. This is a moderate though important, impact which, by virtue of its high quality design and other virtues mentioned above, will give rise to a beneficial effect.



VIEWPOINT LOCATION



VIEW D

3.0 ASSESSMENT OF VISUAL IMPACT (CONTD.)
VIEW E - KARA WAY (PROPOSED - RENDER)

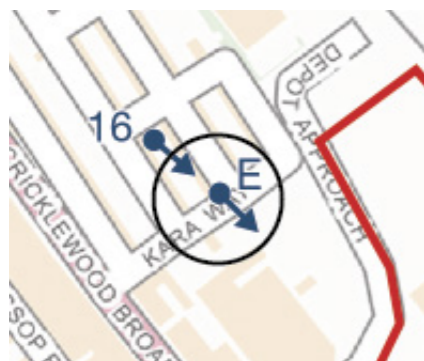
Proposed

Proposed Illustrative Scheme:

In the case of this AVR, the architects have experimented with a variation in the material colour. As the viewer exits the Railway Terraces Conservation Area, the townscape opens up across the playground allowing a full view of the proposed development, shown here as a rendered illustrative image. There are five distinct buildings set around generous public open space which is to be richly landscaped. In time this landscaping will provide the 'foothills' of the development and better separate it from the playground. Each of the buildings have their own mansion block characteristics and varying brick colours. The gaps between them can be discerned and, though furthest away, there is little doubt in the hierarchy of which building is the marker for this regeneration project. Its small plan size, split facades and crown like form at the top, are worthy of the landmarking role it carries out. This is a major change in the view but is well-designed and, together with its maturing landscape, will provide a more positive addition to the town than the previous industrial sheds and open car parks. It is therefore a beneficial effect.



VIEWPOINT LOCATION



VIEW E