

40 Rosslyn Hill Hampstead

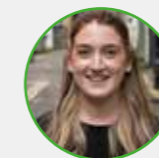
HERITAGE, DESIGN AND ACCESS STATEMENT | JUNE 2023

On behalf of Vakrat Limited



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Section 1

Introduction.

- 1.1 This Heritage, Design and Access Statement is supplied to provide an overview of the heritage significance of no. 40 Rosslyn Hill (henceforth 'the Site'), and assess the impact of proposed changes upon this significance. Proposed changes are limited to the installation of a fixed screen within the Upper Bank Hall (Figure 1.2) and the reinstatement of window signage along the building's exterior. These elements have been installed, therefore this application seeks retrospective permission for this work. An application for Advertisement Consent is also being submitted alongside this LBC application.
- 1.2 The Site is listed Grade II* and is located within Hampstead Conservation Area.
- 1.3 This assessment will:
- Set out the relevant legislative and policy framework within which to understand the proposed changes to the Site;
 - Provide a proportionate and robust analysis of the Site and surrounding area's historic development;
 - Describe the Site, appraise its heritage significance and identify its contribution to Hampstead Conservation Area;
 - Provide a detailed assessment of impact for the proposed changes to the Site, as well as on the character and appearance of Hampstead Conservation Area.
- 1.4 The existing Site and surrounding area was appraised during multiple site visits between April 2021 and September 2022, and a desk-based study was also undertaken which included an assessment of archival material and Ordnance Survey map regression.
- 1.5 The report is produced by Icen Projects. Specifically, it is authored by Georgina Mark BA (Hons.) MSt (Cantab), Senior Heritage Consultant - Built Heritage & Townscape, with guidance and review by Nick Walker, Director - Built Heritage & Townscape..



Figure 1.1 Aerial view of Site, boundary marked in red
Source: Edited from Google

Section 2

**Planning Legislation, Policy &
Guidance.**

Legislation

- 2.1 Where any development may have a direct or indirect effect on designated heritage assets, there is a legislative framework to ensure the proposals are considered with due regard for their impact on the historic environment.
- 2.2 Primary legislation under Section 66 (1) of the Planning (Listed Buildings and Conservation Areas Act) 1990 states that in considering whether to grant planning permission for development which affects a listed building or its setting, the Local Planning Authority or Secretary of State, as relevant, shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest that it possesses.
- 2.3 Section 72(1) of the Act, meanwhile, states that:
- ‘In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue 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.

National Policy

National Planning Policy Framework (July 2021) (As amended)

- 2.4 In July 2018, the government published the updated National Planning Policy Framework (“NPPF”), which was again updated in February, June 2019 and July 2021. This maintains the focus on sustainable development that was established as the core of the previous, 2012, NPPF.
- 2.5 This national policy framework encourages intelligent, imaginative and sustainable approaches to managing change. Historic England has defined this approach, which is reflected in the NPPF, as ‘constructive conservation’: defined as ‘a positive and collaborative approach to conservation that focuses on actively managing change...the aim is to recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment’ (Constructive Conservation in Practice, Historic England, 2009).

Section 16 ‘Conserving and enhancing the historic environment’

- 2.6 The guidance contained within Section 16 relates to the historic environment, and developments which may have an effect upon it.
- 2.7 **Paragraph 194** states that, when determining applications, local planning authorities should require applicants to describe the significance of the heritage assets affected and any contribution made by their setting. **The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance.**
- 2.8 **Paragraph 197** emphasises that local planning authorities should take account of: **‘the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation’.**
- 2.9 Indeed, according to **Paragraph 190**, local plans should set out a positive strategy for the conservation and enjoyment of the historic environment which takes into account this desire.
- 2.10 **Paragraph 199** states that when considering the impact of a proposed development on the

significance of a designated heritage asset, **great weight should be given to the asset’s conservation.**

It emphasises that the weight given to an asset’s conservation should be proportionate to its significance, and notes that this great weight should be given irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

- 2.11 **Paragraph 200** states that **any harm to, or loss of, the significance of a designated heritage asset** (from its alteration or destruction, or from development within its setting), **should require clear and convincing justification.**
- 2.12 **Paragraphs 201 and 202** address the balancing of harm against public benefits. If a balancing exercise is necessary (i.e. if there is any harm to the asset), considerable weight should be applied to the statutory duty where it arises.
- 2.13 **Paragraph 202** emphasises that **where less than substantial harm will arise as a result of a proposed development, this harm should be weighed against the public benefits of a proposal, including securing its optimum viable use.**
- 2.14 **Paragraph 203** requires a balanced judgment for proposals that affect non-designated heritage assets, having regard to the scale of any harm or loss and the significance of the heritage asset.
- 2.15 **Paragraph 206** encourages opportunities for **new development within, and within the setting of, Conservation Areas** and World Heritage Sites, to enhance or better reveal their significance. It requires favourable treatment for proposals that **preserve those elements of the setting that make a positive contribution to the asset or which better reveal its significance.**
- 2.16 **Paragraph 207** notes that not all elements of Conservation Areas and World Heritage Sites will contribute to their significance, but that, if harm to their significance is caused, decisions should follow the balancing exercise set out in paragraph 201 and 202, as appropriate.

Regional Policy

The London Plan

- 2.17 Regional policy for the London area is defined by the London Plan. The New London Plan has now been adopted (March 2021) and deals with heritage issues in **Chapter 7 Heritage and Culture, covering policies HC1 – HC7, London’s Living Spaces and Places – Historic environment and landscapes.** Policy HC1 Heritage Conservation and Growth is considered to be the only policy in Chapter 7 which is relevant to an assessment of the proposal.
- 2.18 **Policy HC1** requires boroughs to develop evidence that demonstrates a clear understanding of London’s historic environment. It further requires Boroughs to use this knowledge to inform the effective integration of London’s heritage in regenerative change by:
1. setting out a clear vision that recognises and embeds the role of heritage in place-making;
 2. utilising the heritage significance of a site or area in the planning and design process;
 3. integrating the conservation and enhancement of heritage assets and their settings with innovative and creative contextual architectural responses that contribute to their significance and sense of place; and,
 4. delivering positive benefits that conserve and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing.
- 2.19 Part C of Policy HC 1 states that:
- C “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”.*

Camden Local Plan (adopted July 2017)

2.20 The following policies are of relevance to an assessment of the heritage opportunities and constraints to the potential redevelopment of the Site.

Policy D1 Design

2.21 The Council will seek to secure high quality design in development. The Council 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;

[...] e. comprises details and materials that are of high quality and complement the local character;

2.22 The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

Excellence in design

2.23 The Council expects excellence in architecture and design. We will seek to ensure that the significant growth planned for under Policy G1 Delivery and location of growth will be provided through high quality contextual design.

Policy D2 Heritage

2.24 The Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.

Conservation areas

2.25 Conservation areas are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas.

2.26 The Council will:

e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;

[...] g. resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and

Listed Buildings

2.27 Listed buildings are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. To preserve or enhance the borough's listed buildings, the Council will:

[...] j. resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the building; and

k. resist development that would cause harm to significance of a listed building through an effect on its setting.

Policy D4 Advertisements

2.28 The Council will require advertisements to preserve or enhance the character of their setting and host building. Advertisements must respect the form, fabric, design and scale of their setting and host building and be of the highest standard of design, material and detail.

2.29 We will support advertisements that:

a. preserve the character and amenity of the area; and

b. preserve or enhance heritage assets and conservation areas.

2.30 We will resist advertisements that:

c. contribute to an unsightly proliferation of signage in the area;

d. contribute to street clutter in the public realm;

e. cause light pollution to nearby residential properties or wildlife habitats;

f. have flashing illuminated elements; or

g. impact upon public safety.

2.31 The Council will resist advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances.

Camden Planning Guidance: Design (January 2021)

Heritage

2.32 THE COUNCIL - will make a balanced judgment having regard to the scale of any harm or loss and the significance of the asset/s affected. We will take account of:

- The desirability of sustaining and enhancing the significance of any heritage asset/s and putting them to viable uses consistent with their conservation;
- The positive contribution that the conservation of heritage assets can make to sustainable communities including their economic vitality and health and wellbeing;
- The desirability of new development that affects heritage assets to preserve and enhance local character and distinctiveness.

2.33 APPLICANTS - will need to show how the significance of a heritage asset, including any contribution made by their setting, has been taken into consideration in the design of the proposed works. The level of detail required will be proportionate to the asset/s importance and no more than is sufficient to understand the potential impact of the proposal on the significance of the asset/s affected.

Alterations to Listed Buildings

2.34 In assessing applications for listed building consent the Council has a statutory duty to 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. We will consider the impact of proposals on the historic significance of the building, including its features, such as:

- original and historic materials and architectural features;
- original layout of rooms;
- structural integrity; and
- character and appearance.

2.35 We will expect original or historic features to be retained and repairs to be in matching material.

Proposals should seek to respond to the special historic and architectural constraints of the listed building, rather than significantly change them.

2.36 Applications for listed building consent should be fully justified and should demonstrate how proposals would affect the significance of a listed building and why the works or changes are desirable or necessary. In addition to listed building consent, some proposals may also require planning permission. These applications should be submitted together and will be assessed concurrently.

Preventing Harm to Heritage Assets

2.37 In accordance with Camden Local Plan policy H2 and the National Planning Policy Framework (NPPF) the Council will not permit the loss of or substantial harm to a designated heritage asset unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or particular circumstances apply.

2.38 The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal outweigh that harm.

Consideration of Cumulative Impact

2.39 In assessing applications that affect heritage assets, the Council will, in addition to considering proposals on an individual basis, also consider whether changes could cumulatively cause harm to the overall heritage value and/or integrity of the relevant Conservation Area, Listed building or heritage asset.

Camden Planning Guidance: Signage 2018

Conservation Areas and Listed Buildings

2.40 Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements, of whatever type, on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

Planning Practice Guidance (“PPG”) (Department for Communities and Local Government, last updated July 2019)

2.41 The guidance on Conserving and enhancing the historic environment in the PPG supports the NPPF. **Paragraph 002** states that conservation is an active process of maintenance and managing change that requires a flexible and thoughtful approach, and that neglect and decay of heritage assets is best addressed through ensuring that they remain in active use that is consistent with their conservation.

2.42 **Paragraph 006** sets out how heritage significance can be understood in the planning context as archaeological, architectural, artistic or historic, defined as follows:

- archaeological interest: As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.
- architectural and artistic interest: These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.
- historic interest: An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation’s history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

2.43 The PPG emphasises in **Paragraph 007** the importance of assessing the nature, extent and importance of a heritage asset in understanding the potential impact and acceptability of development proposals.

2.44 **Paragraph 018** explains that, where potential harm to designated heritage assets is identified, it needs to be categorised as either less than substantial harm or substantial harm (which includes total loss) in order to identify which policies in the National Planning Policy Framework (paragraphs 200-202) apply.

2.45 Harm may arise from works to the heritage asset or from development within its setting. A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.

2.46 **Paragraph 020** provides clear guidance on the meaning of ‘public benefits’, particularly in relation to historic environment policy, including paragraphs 201 to 202 of the NPPF. The PPG makes clear that public benefits should be measured according to the delivery of the three key drivers of sustainable development: economic, social and environmental outcomes, all of which are reflected in the objectives of the planning system, as per Paragraph 8 of the NPPF. Public benefits include heritage benefits, and do not always have to be visible or accessible to the public in order to be genuine public benefits, for example, works to a listed private dwelling which secure its future as a designated heritage asset could be a public benefit.

Historic Environment Good Practice Advice in Planning

2.47 To support the national policies, three separate Good Practice Advice in Planning Notes (GPA’s) have been published by Historic England.

GPA 2: Managing Significance in Decision-Taking in the Historic Environment [March 2015]

2.48 This document provides advice on numerous ways in which decision-taking in the historic environment could be undertaken, emphasising that the first step for all applicants is to understand the significance of any affected heritage asset and the contribution of its setting to its significance. In line with the NPPF and PPG, the document states that early engagement and expert advice in considering and assessing the significance of heritage assets is encouraged. The advice suggests a structured staged approach to the assembly and analysis of relevant information and is 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.

2.49 The advice reiterates that heritage assets may be affected by direct physical change or by change in their setting. Assessment of the nature, extent and importance of the significance of a heritage asset and the contribution of its setting at an early stage can assist the planning process in informed decision-taking.

2.50 The document sets out the recommended steps for assessing significance and the impact of

development proposals upon it, including examining the asset and its setting and analysing local policies and information sources. In assessing the impact of a development proposal on the significance of a heritage asset the nature and importance of the significance that is affected will dictate the proportionate response to assessing that change, its justification, mitigation and any recording which may be necessary.

GPA 3: The Setting of Heritage Assets (2nd Edition) [December 2017]

2.51 This advice note focuses on the management of change within the setting of heritage assets. It replaces The Setting of Heritage Assets: Historic Environment Good Practice Advice in Planning Note 3 – 1st edition, (2015) and Seeing the History in the View: A Method for assessing Heritage Significance within Views (English Heritage, 2011).

2.52 This note provides assistance concerning the assessment of the setting of heritage assets and the statutory obligation on decision-makers to have special regard to the desirability of preserving listed buildings and their settings; and that settings can contribute to the significance of a heritage asset.

2.53 This note gives general advice on understanding setting and how it may contribute to the significance of heritage assets. It also provides a staged approach to taking decisions on the level of the contribution which setting and related views make to the significance of heritage assets.

2.54 Particularly for developments that are not likely to be prominent or intrusive, the assessment of effects on setting may often be limited to the immediate surroundings.

2.55 An analysis should be made to assess whether the setting of an affected heritage asset makes a contribution to its significance, and the extent and/or nature of that contribution. Both setting, and views which form part of the way a setting is experienced, may be assessed additionally for the degree to which they allow significance to be appreciated.

Section 3

Historic Development of the Site and Surroundings.

3 | Historic Development of the Site and Surroundings

Historic Development of the Site

- 3.1 The bank was constructed for Lloyds, Barnetts & Bosanquets (named Lloyds Bank Limited in 1889) who already occupied 13-14 High Street, Hampstead and purchased the Site's freehold in 1894.¹ It was constructed to designs produced by architect Horace Field in the Edwardian baroque style. Field subsequently became a regular architect for the company in 1894 and designed further bank buildings for them in Bournemouth, Cheapside, Wealdstone and Okehampton.
- 3.2 The new bank at Rosslyn Hill possessed an L-shaped footprint which extended along Pilgrim's Lane and comprised a pair of dwellings at this end. It comprised a four-storey building with basement, constructed from 'red brick with cream stone dressings, sash windows with green shutters and arched windows on the ground floor'.² The bank's principal frontage is illustrated in a painting produced in 1897 [Figure 3.2] as well as a photograph taken in c.1910 [Figure 3.3].
- 3.3 An Ordnance Survey map dated 1915 [Figure 3.1] identifies the rear, west end of the bank as having been separated in plan and possible function. However, this range was certainly incorporated into the plan of the main bank by 1953.
- 3.4 The first, second and third floors of the bank originally served as a residence for the family of the Bank Manager, and access to these levels was provided by an internal entrance, located within the Waiting Room. This entrance was likely blocked during the 1950s, when the upper levels were converted into flats.
- 3.5 In 1974, the Bank was listed Grade II* as part of a group of buildings, including the adjoining dwellings at nos. 40 and 40A Rosslyn Hill. The Site has a relatively extensive planning history, however a few notable applications for changes to the building's fabric and use will be addressed in this Section.
- 3.6 In 1979, Listed Building Consent was granted by Camden Council for the installation of a cash-point machine and night safe in the north-western ground floor window of the bank.³ This consent also involved the proposed rearrangement of the Meeting Room (previously named Interview Room on plan [Figure 3.5]).



Figure 3.1 1915 OS Map



Figure 3.3 Photograph of the Site, taken c.1910



Figure 3.2 1897 Watercolour of Lloyds Bank

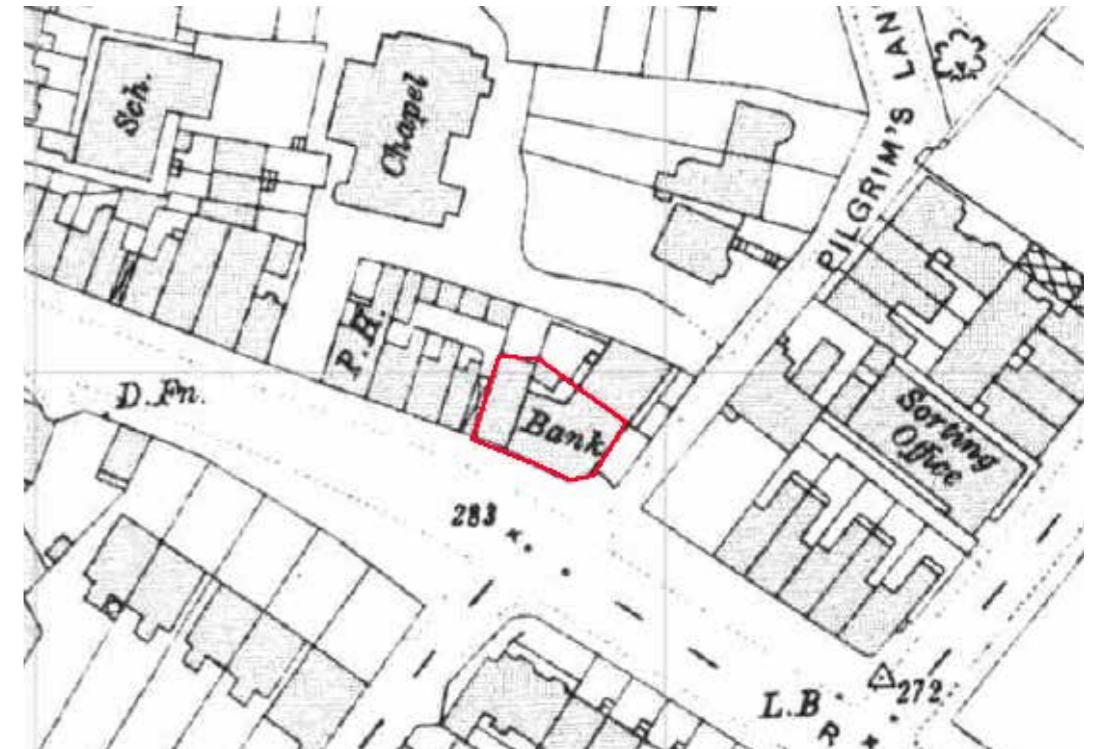


Figure 3.4 1953 OS Map

1 Timothy Brittain-Catlin, Horace Field and Lloyds Bank, *Architectural History*, 2010, Vol. 53 (2010), pp. 271-294, pg.271
 2 *Ibid*, pg.275
 3 Camden Council, Planning Ref.HB2259

3 | Historic Development of the Site and Surroundings

- 3.7 Numerous permissions for internal alterations to the building have been granted by Camden Council since the 1980s. Such alterations have included the reconfiguration of the Bank Hall at the front of the building to create an Interview Room and an extension of this space into the Manager's Room.⁴
- 3.8 Amendments to the proposed reconfiguration of the Bank Hall were approved in 1980.⁵ These included the rearrangement of the consented new partition to run straight to create a rectangular space, instead of angled. It does not appear that the reconfiguration of this space was implemented.
- 3.9 In 2004, Listed Building Consent was granted for the construction of a ramp at the front of the building for the provision of disabled access to the Bank.⁶ That same year, consent was granted for the replacement of an existing central counter in the Bank Hall and the creation of a meeting room within this space.⁷
- 3.10 In 2008, proposed internal and external alterations in connection with the change of use of ground floor and basement from a bank (Class A2) to restaurant/cafe (Class A3) was granted consent.⁸ In 2011, Listed Building Consent was granted for the external additions and alterations to include the installation of glazed infill panels to existing handrails to the front elevation of the bank.⁹ In 2019, further consent was granted for the removal of existing external signage and an external ATM.¹⁰

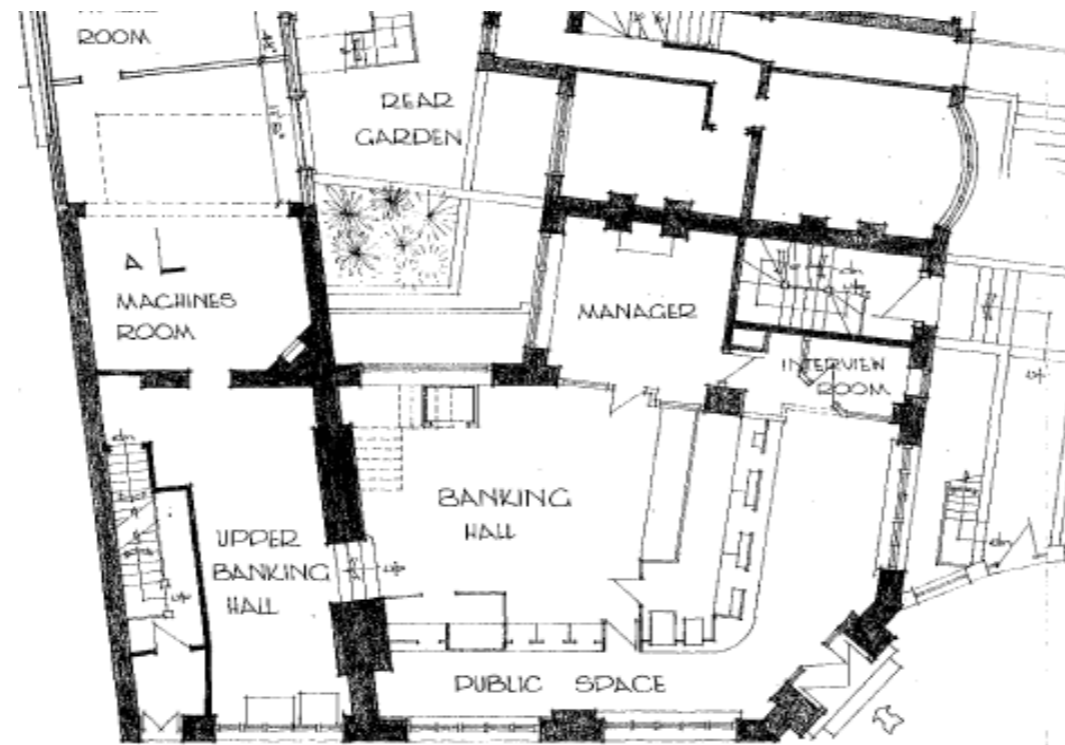


Figure 3.5 1979 Proposed ground floor plan, Planning Ref. HB2259

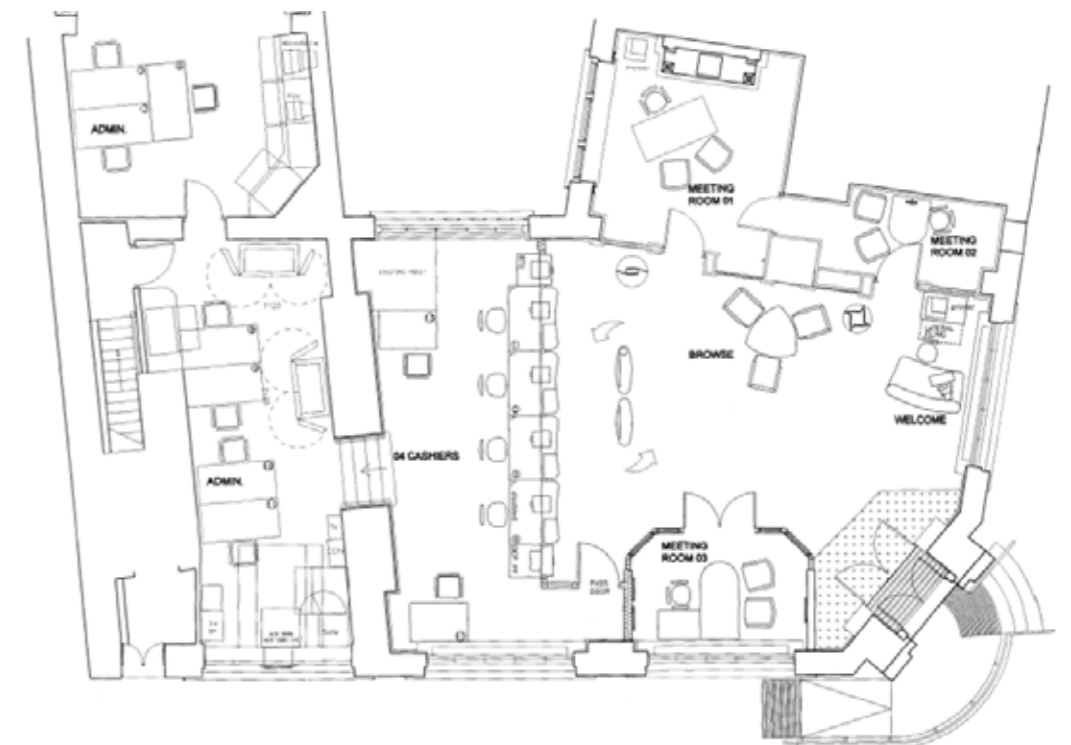


Figure 3.7 2004 Proposed ground floor plan, Planning Ref. 2004/4314/L

- 3.11 In 2022, Listed Building Consent was granted for extensive internal refurbishment works in association with the building's conversion into a beauty salon.¹¹ Such changes included the subdivision of rooms within the basement and changes to the floor, wall and lighting finishes. An ambulant W.C was also created at ground floor level, adjacent to the Bank Hall.

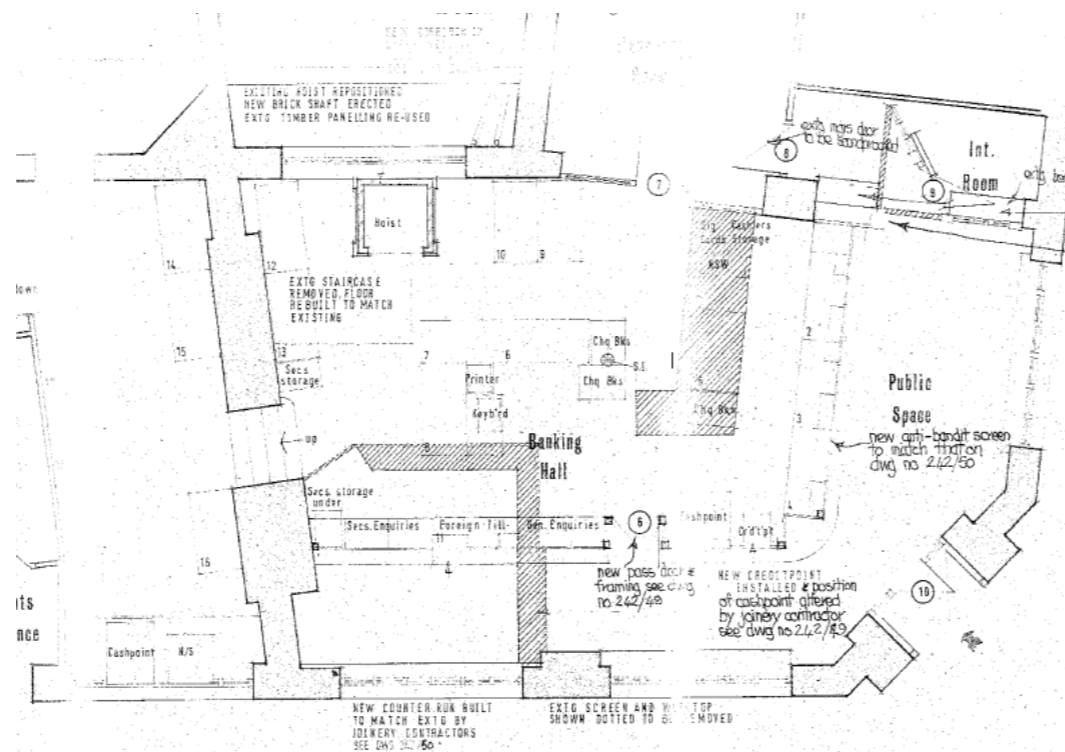


Figure 3.6 1980 Proposed ground floor plan, Planning Ref. HB2583

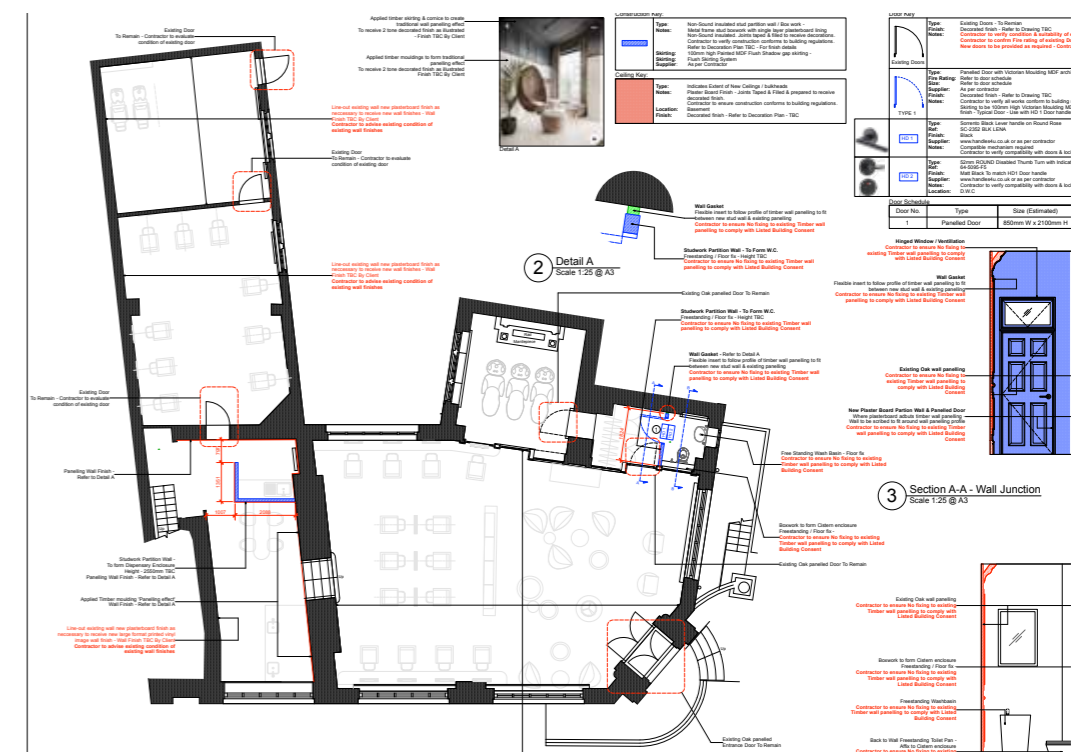


Figure 3.8 2004 Proposed ground floor plan, Planning Ref. 2022/3002/L

4 Ibid, Planning Ref. HB2304
 5 Ibid, Planning Ref. HB2583
 6 Ibid, Planning Ref. 2003/1385/L
 7 Ibid, Planning Ref. 2004/4314/L
 8 Ibid, Planning Ref. 2008/0261/L
 9 Ibid, Planning Ref. 2011/1561/L
 10 Ibid, Planning Ref. 2019/3204/L
 11 Ibid, Planning Ref. 2022/3002/L

Section 4

**Site Description and Assessment
of Significance.**

4 | Site Description and Assessment of Significance

Site Location

4.1 The Site is located at no. 40 Rossllyn Hill, Hampstead and comprises the former Lloyds Bank building. It is situated on the corner junction of Rossllyn Hill and Pilgrim's Lane, and comprises the ground and lower ground floors of no. 40. The Site is bounded by Rossllyn Mews to the west. No. 40 Rossllyn Hill forms part of an L-shaped terrace which includes the Bank building (the Site) and two houses at nos. 1 and 3 Pilgrim's Lane.

Methodology

4.2 The assessment methodology used for assessing the significance of the identified heritage assets and their settings is based on Historic England's Conservation Principles (both the published version by English Heritage in 2008 (ref.1) and the draft revised version by Historic England in November 2017 (ref.2)).

4.3 Identification of special interest and significance is based on the three heritage interests - historical, archaeological and architectural & artistic - the definitions of these interests are set out in the PPG and cited in section 2 of this report.

1. <https://content.historicengland.org.uk/images-books/publications/conservation-principles-sustainable-management-historicenvironment/conservationprinciplespoliciesguidanceapr08web.pdf/>

2. <https://historicengland.org.uk/content/docs/guidance/conservationprinciples-consultation-draft-pdf/>

Site Description and Significance

4.4 The Grade II* Listed building comprises the former Lloyds Bank (the Site) and its two adjoining terraced houses, located at nos. 1 and 3 Pilgrim's Lane. The building was constructed as a single-phase development in 1895-6 to designs by Horace Field and has been described as, 'one of the two or three chef d'oeuvres' of Field's works.

Exterior

4.5 The former Bank building comprises a three-storey building with a basement and attic, however the Site itself only comprises the ground and lower ground floors. It is constructed from red brick and presents an Edwardian Baroque frontage, decorated with stone dressings and quoins. A modillion eaves cornice with carved enriched frieze is also present. The principal corner entrance is surrounded by a stone doorcase with pilasters supporting an open pediment with cartouche.

4.6 Three large round-arched windows with rusticated voussoirs are situated at ground floor level, and the central window has a carved cartouche. The upper floors possess 9x9 and 6x6 sashed windows with exposed boxing and louvred shutters. At first-floor level, these windows are decorated with gauged red brick flat arches with stone keystones. A French window with cast-iron balcony is centrally positioned at this level, and another is positioned above the corner entrance at second-floor level.

4.7 The delicate, yet expressive arrangement of features amongst the building's principal façades has been praised for its irresistibility and inventiveness.¹ Its near experimental external composition has also been cited as an example of Field's admiration for the work of fellow architect, Richard Norman Shaw.²

4.8 Whilst the building's exterior is a typified representation of Field's later works, it not only, 'stands apart from Field's earlier work in Hampstead',³ but has been identified as, 'one of the best buildings in Hampstead and one of the most attractive of its period in London'.⁴

4.9 Minor alterations to the building's exterior include the

1 Alistair Service, Victorian and Edwardian Hampstead: two walks around its streets and buildings (New Barnet, Herts : Historical Publications, 1989), pg. 26

2 Catlin, Horace Field and Lloyds Bank, pg. 275

3 Ibid

4 Service, Victorian and Edwardian Hampstead, pg. 25

installation of boarded signs along the iron railings which affront the ground-floor windows and security and lighting equipment. Signs affixed to the window railings are known to have existed since at least 2008 as they are captured in photos of the building taken by Google Streetview. Permission associated with the signs was granted in 2013 (ref. 2013/1610/A). The signs related to the building's use as 'Lloyd's Bank', and the lettering affixed to the boarding was removed following the building's sale.

4.10 In 2022, permission was granted for the reinstatement of a non-illuminated sign projecting from the wall near the main entrance to the building (ref. 2022/3002/L). A modern ramp - introduced in 2004 - is located at the front of the building.

4.11 Overall, the external features of the building make a very high contribution to its listing as a group at Grade II,* through their high architectural and historic interest.



Figure 4.2 Principal south elevation of the building. Remains of window signage are visible at ground floor level.



Figure 4.1 Example of a sign mounted to the railing of windows located at ground floor level. The boarding for the sign remains in-situ, however the lettering of the former 'Lloyd's Bank' sign has been removed.



Figure 4.3 The stone doorcase with modern disabled ramp, installed in 2004 following Listed Building Consent. Stonework to the left of the arched pediment presents evidence of a former sign

4 | Site Description and Assessment of Significance

Interior

4.12 Proposed changes to the building's interior are limited to the installation of a screen within the Upper Bank Hall. To achieve a proportionate assessment of the building's significance, key spaces within the building which are considered to possess high architectural, artistic or historic interest are identified below, with limited analysis given to spaces of low interest.

Bank Hall

4.13 The Bank Hall is the only interior space to be addressed within Historic England's Listing description of the Site. It describes the Bank Hall as 'sumptuous and complete[ly] surviving', however the commentary on this space is outdated.

4.14 Plans of the building dating to after the Site was Listed in 1974 suggest that the layout of the Bank Hall has been altered on multiple occasions. Changes to the plan have predominantly involved the subdivision of the space for the creation of service and storage rooms, achieved through the erection of partitions within the hall. Historic Listed Building Consent for the reconfiguration of the Meeting Room does not appear to have been implemented.

4.15 Original decorative wall panelling survives within the Bank Hall and its adjacent Waiting Room and Manager's Room. Historic England describes panelling located within the main hall in detail, including the pedimented door inscribed with 'Waiting Room'. This feature provides a prominent source of interest to the Site as a whole due to its expression of the building's hierarchical circulation of space and historic function.

4.16 The architectural and aesthetic value of the panelling is, however, limited by its generally poor condition. Holes and loose areas of the panelling resulting from systemic wear and tear detract from its overall appearance. There is an opportunity to make appropriate reparations to the panelling and enhance its contribution to the significance of the building.

4.17 Although Historic England note the presence of the original central counter in this hall, it no longer exists after having been removed as part of LBC granted in 2004.⁵

4.18 Other features identified by Historic England include, 'radiator covers...with decorated grilles and topped with timber ledges'. These covers survive in situ and are considered to be historic features of some interest due to their expression of the historic decoration of the rooms. However, the historic radiators housed within this boxing make a lesser contribution to the space due to their poor condition and concealed presence.

4.19 Overall, the Bank Hall is considered to possess high historic and architectural interest.

Waiting Room

4.20 This room comprises one of the small ancillary spaces located adjacent to the main Bank Hall. Although multiple Listed Building Consents were granted for the reconfiguration of this space, it appears to retain its original rectangular plan.

4.21 Historic dado panelling decorates each wall within the room and provides a prominent source of interest due to its expression of the room's functional and architectural association with the Bank Hall. Decorative ceiling cornicing also contributes a source of architectural interest, as does the stained glass window located on the east wall.

4.22 An ambulant W.C was created within this space as part of the building's conversion into a beauty salon in 2022. This feature, and other modern fittings such as new ceiling lighting and hair washing basins are considered to make a neutral contribution to its significance.

Upper Bank Hall

4.23 This space is located to the rear of the Bank Hall and comprises a series of former office rooms, arranged along a simple linear plan. This is the space in which the proposed screen is located.

4.24 The Upper Bank Hall has been decorated as part of changes associated with the building's conversion into a beauty salon in 2022. Most notably, applied timbers have been arranged on the historically plain walls to present a panelled effect. A modern partition wall has also been installed at one end of the space to partially screen a sink and service area. These features are considered to provide some aesthetic interest to the space, however they make a neutral contribution to the significance of the building.

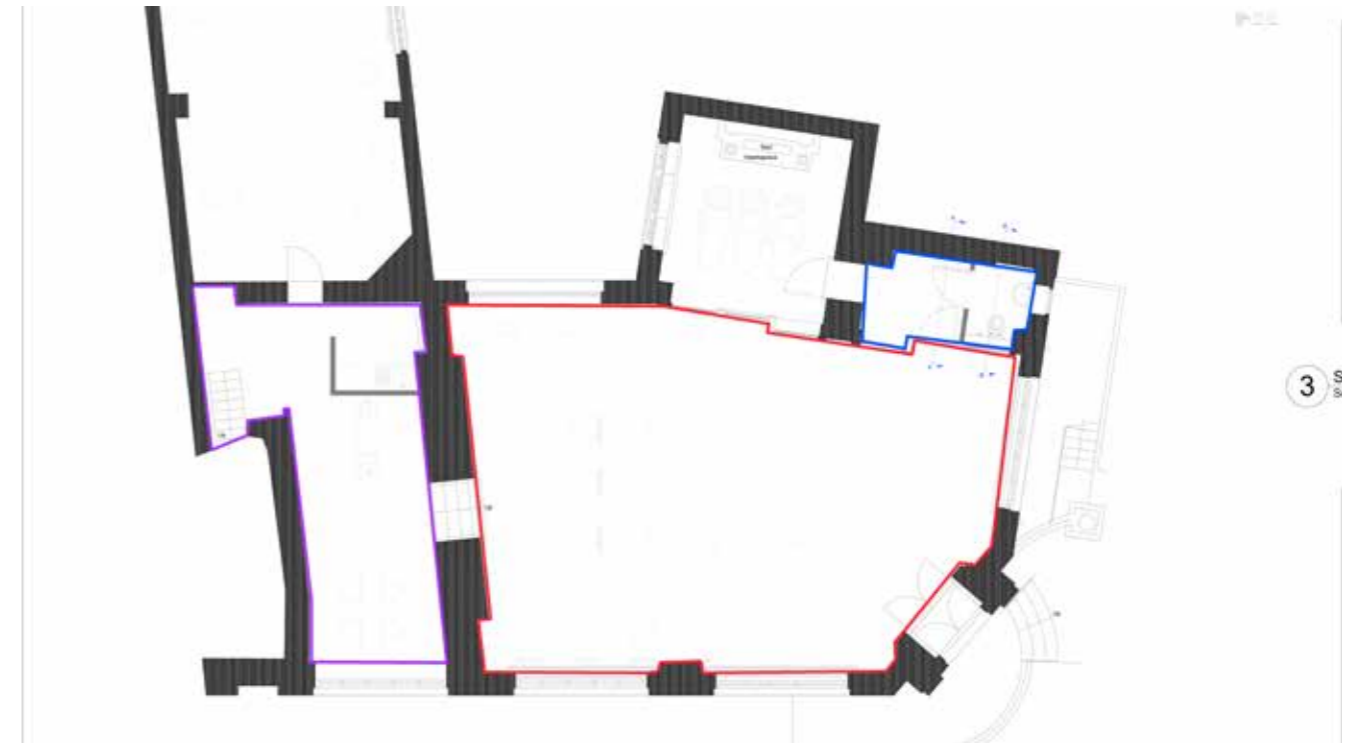


Figure 4.6 Ground Floor Plan of the building. Red = Bank Hall. Blue = Waiting Room/Ambulant W.C. Purple = Upper Bank Hall



Figure 4.4 The Bank Hall. Original wall panelling provides a principal source of architectural and historic interest to the building.

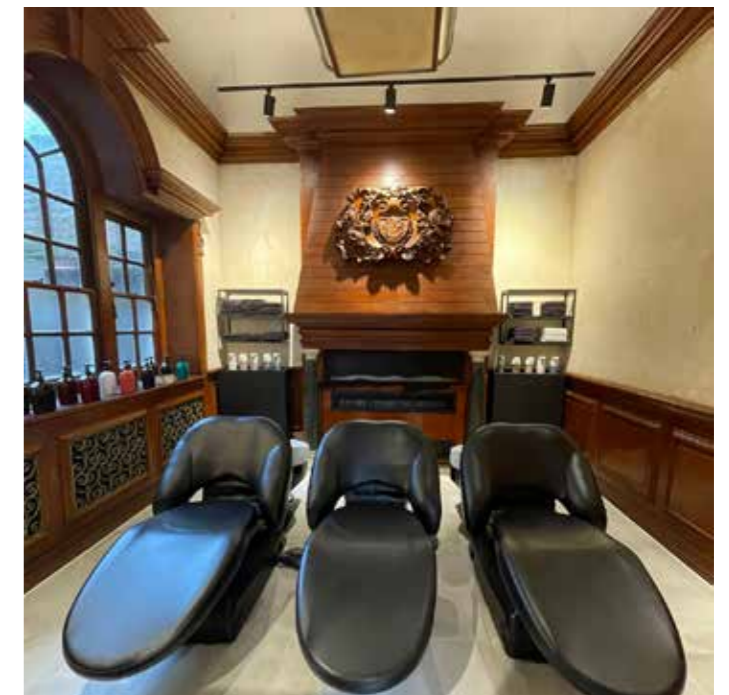


Figure 4.5 An adjacent room to the Bank Hall also contains original panelling and radiator grilles which provide a source of interest to the building. Modern finishes include washing basins and lighting.

⁵ Camden Council Planning Ref. 2004/4314/L

Section 5

Description of Proposals and Assessment of Impact.

5 | Description of Proposals and Assessment of Impact

Description of the Proposed Changes

- 5.1 This application seeks retrospective permission for the following changes:
- Installation of signage affixed to the railings of windows along the south elevation of the building.
 - Installation of a screen within the Upper Bank Hall.
- 5.2 It is also proposed that a single flag be hung from the existing flag pole above the main entrance. The aforementioned changes are minor in scale and involve very limited intervention with historic fabric. In the case of signage affixed to external window, these changes involve the reinstatement of features known to have existed until very recently. The impact of the changes on the building's significance is assessed in detail below.

Assessment Methodology

- 5.3 The impact assessment utilises the guidance as set out in Historic England's Good Practice Advice in Planning Note 2: Managing Significance in Decision Taking in the Historic Environment (July 2015).

Impact Assessment

New Window Signage and Flag

- 5.4 As noted above, this application seeks retrospective permission for the installation of signs affixed to the railings of external windows. Signs are known to have been affixed to these windows since at least 2008, and are considered to have contributed to the character of the building as a former Lloyd's Bank. The removal of these signs following the sale of the bank detracted from the appearance of the building due to the unsightly presence of boarding elements which remained in situ. Exposed screws and fixing elements, as well as the plain finish to the boarding, specifically distracted and detracted from the decorative railings of the windows.
- 5.5 The existing signs have been deliberately designed and arranged to reflect the appearance of previous window signage. The signs comprise a black rectangular board, constructed from metal, with white writing displaying the name of the building's occupant; 'Vakrat'. This design is similar to that of the previous 'Lloyd's Bank' signs and as such, they subtly and appropriately reference the historic use of the building. The presence of the signs will likewise contribute to an enhanced appearance of the building by obscuring unsightly boarding and fixtures to the decorative railings.
- 5.6 The new signs are furthermore the same size of those previous, and they are affixed to the retained boarding from the previous signage. The number of new signs has also been limited to match that of the previous sign arrangement. As such, the new signs will maintain the existing proportions between sign and railing amongst each window composition. This arrangement will thereby mitigate the impact of the new signs on the architectural character of the building. Finally, the fixture of the new signs to the existing boarding deliberately avoids interference with historic railing fabric. The new signs remain separated from the railings by this existing boarding, and their installation is entirely reversible.
- 5.7 It is also proposed that a new flag be hung from the existing flagpole above the main entrance to the building. The installation of the flag will enhance the aesthetic value of the building by improving the appearance of this entrance. A simple design for the flag is proposed to avoid distracting from an appreciation of the decorative door surround and maintain its role as a source of interest to the building.



Figure 5.1 2021 Photograph of the building's ground floor windows with sign boards retained in-situ. The sign boards display no signs and screws and fixings are visible



Figure 5.2 2023 Photograph of the building's ground floor windows with new signs affixed to the existing boards.



Figure 5.3 New signs affixed to the window sign boards. The signs are the same size and present a similar design to the former 'Lloyd's Bank' signs which were previously located here.



Figure 5.4 The signs are fixed to existing sign boards and their installation avoided interference with the historic railings and windows

5 | Description of Proposals and Assessment of Impact

5.8 Overall, these external changes are considered to improve the architectural quality and aesthetic value of the building. New features are judged to be sensitively integrated into the architectural composition of the building's exterior and maintain its overall significance.

New Screen

5.9 As also noted above, this application seeks retrospective permission for the installation of a screen, located within the Upper Bank Hall. This screen comprises a metal frame with slats which is fixed to the floor and wall. The screen is located within space which received substantial redecoration as part of the building's conversion into a beauty salon in 2022. The screen was installed as part of this conversion, and due to its minor alteration to a space which is less sensitive to change, it was incorrectly omitted from the 2022 application.

5.10 The screen is positioned adjacent to the stepped entrance between the Bank Hall and Upper Bank Hall. Its presence within the space is mitigated by its considered design which includes a slatted body that extends to a limited height. As such, the screen maintains a clear visual appreciation of the volume of the space. Similarly, the contemporary design of the screen positively contrasts with historic features within the space such as decorative window and door architraves. As such, it presents a clear distinction between historic and new elements and emphasises these original features as sources of interest.

5.11 The fixture of the screen to the floor and wall utilises localised fixture points which limits intervention with historic fabric and ensures the feature's reversibility. The screen appears to intersect with wall panelling, however this decoration is non-historic and comprises applied timbers in a panelled effect, installed in 2022. The screen is set away from the historic architrave of the stepped entrance.

5.12 Overall, the installation of a screen in this space is not considered to impact the significance of the building. It is considered to respect the volume of the space and maintain an appreciation of its historic layout.



Figure 5.5 The considered design of the screen maintains a clear appreciation of the historic volume of the space.

Hampstead Conservation Area

5.13 The Site is located within the Hampstead Conservation Area. The proposed installation of external signage is considered to be sensitively designed to avoid impacting the character of the Conservation Area, and to enhance the building's contribution to its appearance where possible. New signs are judged to respect the proportion of the building's frontage by utilising the established arrangement and number of signs along the windows. They are non-illuminated and reflect the scale and design of previous signs located here.

5.14 Both the new signs and flag take the opportunity to improve the appearance of the building by improving its architectural quality. The retained boarding along the window railings will be re-used to mount the new signs, and re-incorporate them into a completed window composition. Likewise, the existing flagpole will be made functional again. This subtle, but material improvement of the building's appearance will enhance its contribution to the Conservation Area.

Access

5.15 There are no changes proposed to the existing arrangement of access into and throughout the building.

Section 6

Conclusion.

6 | Conclusion

- 6.1 The report has been supplied to support an application for Listed Building Consent. It has been written with regard to Historic England Advice notes and relevant Camden Council SPDs.
- 6.2 The assessment has considered the historic development of the Site and the surrounding area to demonstrate and inform an assessment of significance of the building. The proposed changes are considered to have a low impact on the historic fabric of the building and take care to preserve its special interest through respecting features of significance, such as the decorative window surrounds.
- 6.3 The proposed changes will preserve the significance of the building and support its long-term use as a beauty salon. As such, they will facilitate a continued appreciation of the building's significance. As a whole, the proposed changes largely avoid any physical impact with historic fabric whatsoever. Only limited areas of historic fabric will be affected by the fixture of the internal screen to the wall and floor, however this change is not considered to cause harm and is reversible. With regards to the new external signage, these features are mounted onto existing non-historic sign boarding and the installation process will entirely avoid interference with the historic windows and railings.
- 6.4 The proposed changes are considered to improve the appearance of Hampstead Conservation Area and therefore make minor enhancements to the building's contribution to the area.
- 6.5 The proposal is assessed to be compliant with policy, including the NPPF, and in alignment with the statutory requirements under the Planning (Listed Buildings and Conservation Areas) Act 1990. It is considered to meet the requirements of Policy D1, D2 and D4 of the Camden Council Local Plan (2017), its relevant SPD relating to signage and the London Plan Policy HC1.

Appendix

Statutory List Entry.

LLOYDS BANK NUMBERS 1 AND 3 WITH RAILINGS
AND GATES TO SOUTH

Heritage Category: Listed Building

Grade: II*

List Entry Number: 1130392

Date first listed: 14-May-1974

Statutory Address: NUMBERS 1 AND 3 WITH
RAILINGS AND GATES TO SOUTH, 1 AND 3,
PILGRIMS LANE

Includes: Nos. 1 AND 3 with railings and gates to south PILGRIMS LANE. Bank incorporating 2 terraced houses of the same development. c1895-6. By Horace Field. Edwardian Baroque style. EXTERIOR: Bank: red brick with stone dressings and quoins. Slated roof dormers, slab chimney-stacks and modillion eaves cornice with carved enriched frieze. 3 storeys, attic and basement. 8 windows to Rosslyn Hill. Entrance to bank on splayed corner. Stone doorcase with pilasters supporting an open pediment with cartouche; architraved doorway with keystone and double panelled doors. Ground floor to main frontage with 3 large round-arched windows having rusticated voussoirs; central window with cartouche. Upper floors have gauged red brick flat arches with stone keystones to flush framed sashes with exposed boxing and louvred shutters; floors above central ground floor round-arched windows have flanking narrow sashes, the 1st floor a French window with cast-iron balcony. Above entrance, a transom and mullion window and cast-iron balcony to 2nd floor. Nos 1 & 3 Pilgrims Lane: in similar style. 3 storeys, attics and semi-basements. Entrances with pilasters carrying entablature with fanlights and panelled doors. Each with 3-window segmental bays rising from basement through 1st floor. INTERIORS: a sumptuous and complete surviving banking hall. Reverse of entrance door has round-headed pediment, richly carved with cartouche, set over fluted Corinthian columns. Panelled walls, window surrounds and radiator covers, these last with decorated grilles and topped with timber ledges. Original central counter, with later security screens mounted on top. A door to side (south-east) with pediment inscribed 'waiting room'. Other interiors not inspected.



Delivery | Design | Engagement | Heritage | Impact Management | Planning
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