

# 46 Inverness Street

## London Borough of Camden

**HERITAGE STATEMENT | FEBRUARY 2025**



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Section 1

**Introduction.**

# 1 | Introduction

## Overview

- 1.1

This Heritage Statement has been prepared on behalf of the Applicant to support a full planning submission at 46 Inverness Street ('the Site') within the London Borough of Camden. It provides an assessment of the anticipated heritage, impacts of the proposed development.
- 1.2

The proposed development can be summarised as follows:  
  
*Enlargement of the existing residential unit. Rear extensions at ground and lower ground floor level. Combining the lower ground floor level of 24 Gloucester Crescent with the derelict floor of 46 Inverness Terrace'*
- 1.3

This report will:
  - Set out the relevant legislative and policy framework within which to understand the proposed development of the Site;
  - Provide a proportionate and robust analysis of the Site and surrounding area's historic development;
  - Describe the Site and identify relevant heritage assets, their significance and the contribution of their setting to significance;
  - Provide an assessment of the potential effects to the significance and setting of identified heritage assets resulting from the proposed development.
- 1.4

The methodology used in this assessment is set out in Appendix 1. The baseline was prepared using ongoing desk-based research and fieldwork undertaken between November 2024 and January 2025.
- 1.5

The report has been produced by Iceni Projects. Specifically, it is authored by Edward Wollaston, Senior Consultant BA (Hons) PGdip, Rebecca Mason BA (Hons) MSc MA IHBC; Associate Director, with review by Laurie Handcock, MA(Cantab) MSc, IHBC, Director.

## Understanding of the Site

- 1.6

The Site is made up of the Lower Ground and Ground Floor Flats of 24 Gloucester Crescent, a building which forms a part of a group listing of 24 - 29, Gloucester Crescent (List UID: 1342078) adjacent to the rear of the building and with frontage onto Inverness Terrace is No.46, an unlisted building formerly in use as commercial premises. The Site is located in the London Borough of Camden's Primrose Hill Conservation Area.
- 1.7

The research demonstrates that while No. 46 currently forms a separate plot, and appears separated in use, it has likely previously held a use connected to No.24 Gloucester Crescent through ownership and functional use when No.24 was first constructed and in use a single family dwelling.
- 1.8

No.46 Inverness Terrace has been subject to a number of applications within the last 10 years for redevelopment of the plot with a residential scheme. Most recently refused at appeal in November 2021 under reference 2019/5075/P for *the demolition of the existing derelict building last used as a restaurant (Use Class A3) and the replacement with a two-storey plus basement residential property*. During the course of the previous application it was agreed between the council and the inspector No.46 makes a neutral contribution to the character and appearance of the conservation area.
- 1.9

The current proposals build upon the advice received during previous applications, aimed at redeveloping the plot to enable residential use of No. 46. They are reduction in scope and have been developed to minimise potentially harmful effects on nearby heritage assets. They would positively benefit the character and appearance of the conservation area by replacing a neutral contributor, with a high quality and contextual design which will preserve the townscape gap, remain subservient to No.24 and overall provide visual interest to the streetscape. A full and detailed description of the proposals is provided in the Design and Access Statement provided by Burd Haward Architects.
- 1.10

A detailed development of the area is provided in the Heritage Impact Assessment July 2019 produced by Purcell for application 2019/5075/P. The following report builds on this information to provide a more Site specific assessment owing to the new direction of the scheme.



Figure 1.1 Site Location (approximate site boundary)



## 2 | Introduction

### Identification of Heritage Assets

- 2.1 Appeal (2019/5075/P) identified that the previous proposals would *'harm the character and appearance of the Primrose Hill Conservation Area, the setting of the Camden Town Conservation Area, and the settings of the listed buildings at 24 Gloucester Crescent and 40-44 Inverness Street.'*
- 2.2 Given the appeal identified effects upon these assets it is proportionate to assess how the amended scheme (which is a reduction in scope and scale) would effect upon these assets.
- 2.3 Any further effects on the setting of designated heritage assets beyond this, is considered within the consideration of the Primrose Hill and Camden Town conservation areas.
- 2.4 The scope of this assessment is considered to be proportionate to the significance of identified heritage assets and the nature of change proposed, in line with National Planning Policy Framework (NPPF) paragraph 201. The National Heritage List for England ('NHLE'), Council's Conservation Area Mapping and the Local List has been consulted. The assets assessed therefore include;
- Camden Town Conservation Area
  - Primrose Hill Conservation Area
  - No.24 Gloucester Crescent (Grade II)
  - No.40-44 Inverness Street (Grade II)

### Application Background

- 1.14 Planning ref 2019/5075/P . The application was Refused and the Appeal upheld for New 2-bed dwelling, two storeys plus basement (demolition of existing). The design was not considered acceptable by Camden, and the refused decision was upheld at appeal. The report cited reasons of size, massing, lack of keeping with surrounding area and harmful impact on neighbouring buildings by way of reduced light to outdoor amenity and stability risk from extensive excavation. It was also felt the housing design was of poor quality with sub-standard provision of space, outdoor amenity and access requirements and no allowance for bin and cycle spaces. The design was deemed to cause less than substantial harm to the surrounding heritage assets, not least because of the erosion - in fact complete infilling - of the gap between the Inverness Street and Gloucester Crescent terraces.
- 1.15 Pre-application discussions regarding the Proposed scheme assessed below have been conducted with the Council, and the design refined based on officers comments and constructive feedback.

### 46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN

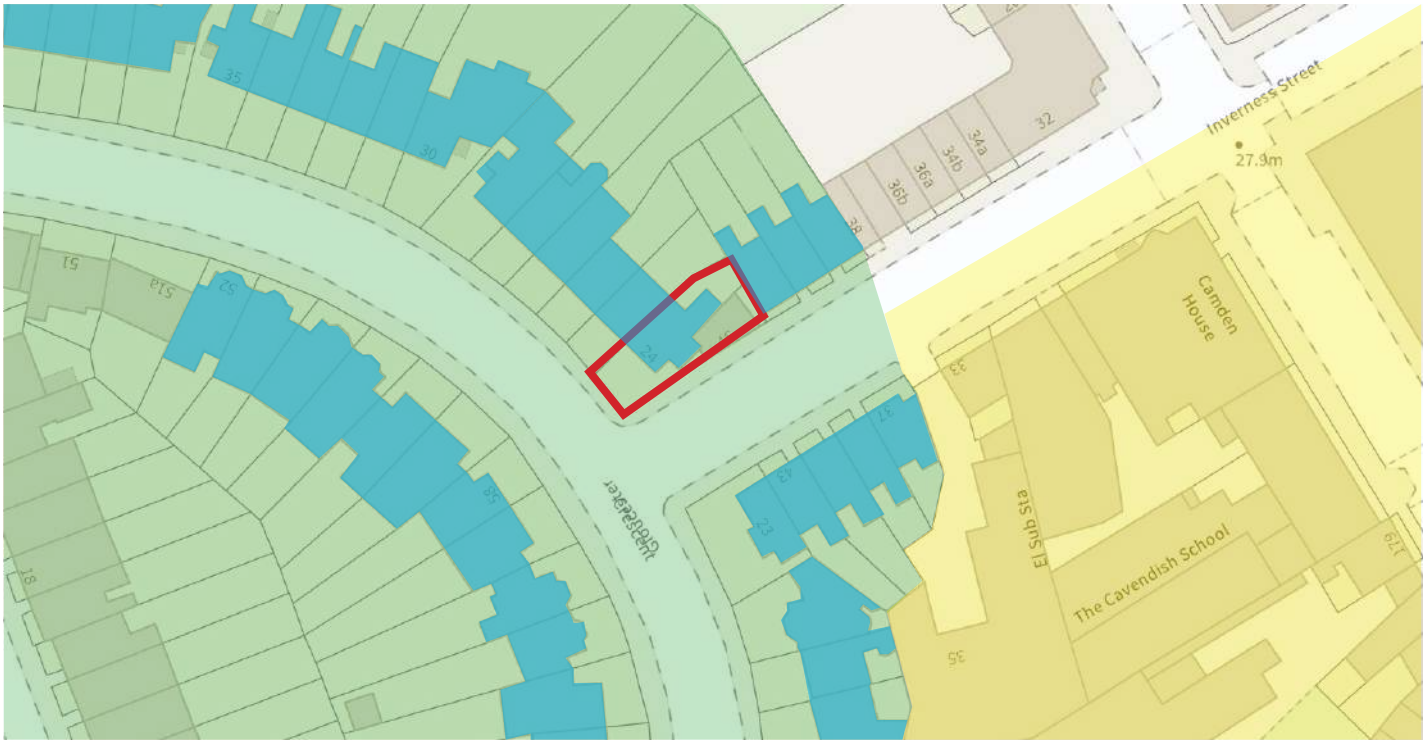


Figure 1.3 Site Location (approximate site boundary)



Figure 1.2 Site Location (approximate site boundary)

Section 2

# **Relevant Planning Policy, Legislation & Guidance.**



### 3 | Relevant Planning Policy, Legislation & Guidance

**46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN**

## Legislation

- 3.1 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.
- 3.2 Section 16(2) of The Planning (Listed Building and Conservation Areas) Act 1990 states that in relation whether to grant listed building consent special regard shall be given to the desirability of preserving the building or its setting.
- 3.3 With respect to planning functions Section 66(1) of the 1990 Act requires special regard to be had to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.
- 3.4 Section 72(1) of the Act states that in relation to Conservation Areas, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.

## Local Policy

- 3.5 The local Statutory Development Plan includes the following documents relevant to this report:
  - Camden Local Plan
  - London Plan (2021)
- 3.6 The relevant policies to this report are summarised in Table 2.1 adjacent.
- 3.7 Relevant national guidance and policy is contained within the National Planning Policy Framework, Planning Practice Guidance and National Design Guide

## Other Relevant Guidance

- 3.14 The following is considered to be relevant national and local guidance and has informed this report:
- National Design Guide (2021)
  - National Model Design Code (2021)
  - Basement SPD (2021)

## National Policy and Guidance

## National Planning Policy Framework (Dec 2024)

- |      |   |
|------|---|
| 3.8  | The NPPF affirms, in paragraph 135, the need for new design to function well and add to the quality of the surrounding area, establish a strong sense of place, and respond to local character and history, while not preventing or discouraging appropriate optimisation, innovation or change (such as increased densities).  |
| 3.9  | Paragraph 139 requires development that is not well-designed to be refused, whilst significant weight should be given to development which reflects local design policies and/or is outstanding, innovative and helps raise the design standards in the area.   |
| 3.10 | Paragraph 207 states that local planning authorities should require applicants to describe the significance of heritage assets affected and any contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset.  |
| 3.11 | Paragraph 208 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.  |
| 3.12 | Paragraphs 212 - 215 address the balancing of harm against public benefits. If a balancing exercise is necessary (i.e. if there is any harm to the asset), great weight should be applied to the statutory duty where it arises, and any harm to significance should require a clear and convincing justification. Where substantial or 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 for less than substantial harm, securing its optimum viable use (para.212). In the case of substantial harm, this must be necessary to achieve substantial public benefits, or a number of criteria set out in paragraph 214 apply. |
| 3.13 | Paragraph 219 encourages opportunities for new development within, and within the setting of, Conservation Areas and World Heritage Sites, to enhance or better reveal their significance. Whereas paragraph 220 notes that loss of an element which makes a positive contribution to these should be assessed according to paragraphs 214 and 215, taking into account its contribution to the whole.  |

Statutory Development Plan		
Policy Document	Relevant Policy	Summary
Camden Local Plan (2017)	<i>Policy A1 - Managing The Impact Of Development</i>	This policy seeks to protect the quality of life of occupiers and neighbours to ensure that any development contributes towards building strong and successful communities by balancing the needs of development against the needs and characteristics of the local context. The factors considered include: visual privacy and outlook; sunlight, daylight, and overshadowing; transport; and, lighting among others.
	<i>Policy A5 - Basement</i>	The Council will only permit basement development where it is demonstrated to its satisfaction that the proposal would not cause harm to the architectural character of the building; and the significance of heritage assets
	<i>Policy D1 - Design</i>	This policy requires new development (among many other factors): to be of the highest standard in terms of materiality and detailing; to respond to local character, and to make a positive contribution to streetscape; including creating attractive, functional and clearly defined public and private space.
	<i>Policy D2 - Heritage</i>	This policy reflects the NPPF, in that it seeks to ensure that schemes preserve (and where possible enhance) the significance of heritage assets, particularly recognising the weight to be given to designated heritage assets.
London Plan (2021)	Policy D3: Optimising site capacity through a design-led approach	Policy D3 requires that ‘ <i>all development must make the best use of land by following a design-led approach that optimises the capacity of sites...[Meaning] ensuring that development is of the most appropriate form and land use for the site</i> ’. This includes: enhancing local context by positively responding to local distinctiveness through layout, orientation, scale, appearance and shape; providing active frontages, and responding to the existing character of a place.
	Policy HC1: Heritage conservation and growth	<p>This policy 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. Part C states:</p> <p><i>“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”.</i></p>

Table 2.1 Summary of Local Policy

Section 3

# **Historic Development of the Site & Surroundings.**



### 3 | Historic Development of Site & Surroundings

46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN

#### Historic Development Site & Surroundings

3.15 The area is first urbanised in the Early 19th Century (Figures 3.1-3.3). The Greenwood Plan from 1828 shows the edge of the development of London has reached Gloucester Crescent with dwellings already present along Inverness Street (Then Wellington Street). Gloucester Crescent and Inverness Street are both lined with substantial houses built in several phases from this period onwards, largely in the 1840s through to the 1860s. At Gloucester Crescent the first houses were built by Henry Bassett Nos.3-22 on the south east side of the road and are the most distinctive. These consist of linked groups of Italianate buildings, build with brick and stucco, with a varied and lively roofscape of pediments, decorative chimney stacks and towers with loggias. On the north eastern curve of the crescent and on Inverness Street are more typical mid 19th century. Those on Gloucester Crescent are four storey terraced houses with basements and stock brick facades set over a rusticated stucco ground floor. The west side of the crescent is lined with a group of semi-detached pairs, linked by entrance bays, in yellow stock brick with varying degrees of stucco embellishment, shallow pitched roofs and overhanging eaves. The evolution of the area is shown in Figures 3.9 - 3.11 the First Edition OS Map Figure 3.3 shows the Site in some detail, including No.24 and No.46 are shown as a single entity. The primacy of No.24 as a corner property which has some intended variation to the surrounding terraces is clear. The rear courtyard is shown with a stair to the reach roof of what would become No.46.

3.16 The GOAD Plan from 1887 (Figure 3.4) although faded reveals the building is in a similar form to the present. The buildings are shown shaded pink denoting brick built. No.46 is shown to be single storey with a slate roof. Both No.24 and No.46 are marked as individual dwellings with separate 'D' labels. The GOAD plan shows No.46 extends to the rear of the No.24 into the location of the current single storey outrigger.

3.17 The 1851 Census shows the building in the occupation as a single family residence, this use continued upto the late 19th Century with the census data revealing by 1901 No.24 had been subdivided into separate flats.



Figure 3.1 OS Map 1968



Figure 3.2 OS Map 1968

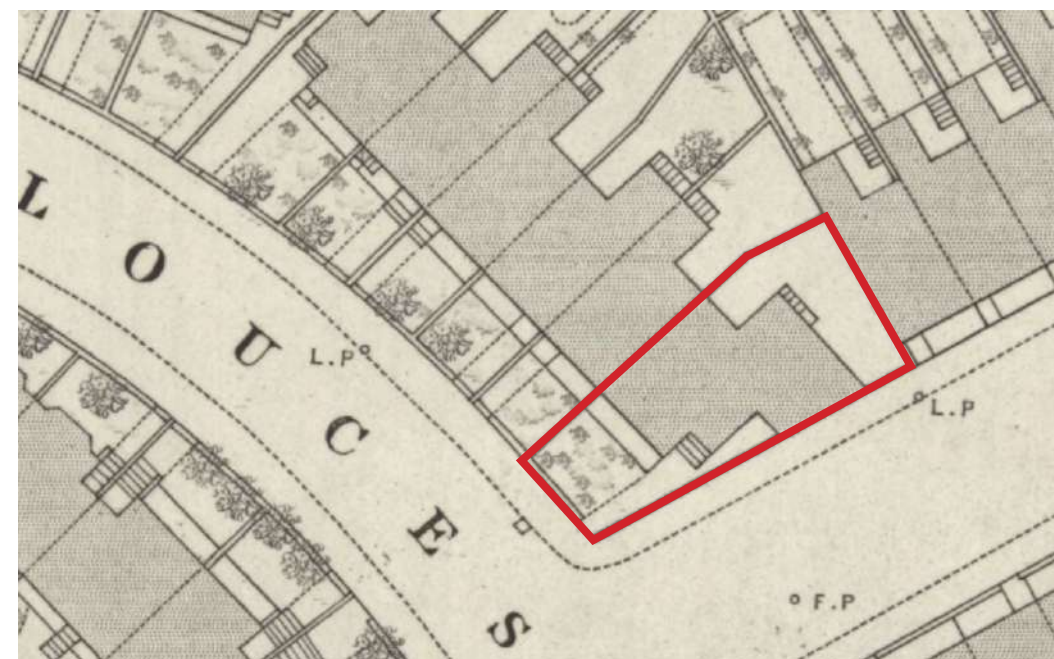


Figure 3.3 OS Map 1870

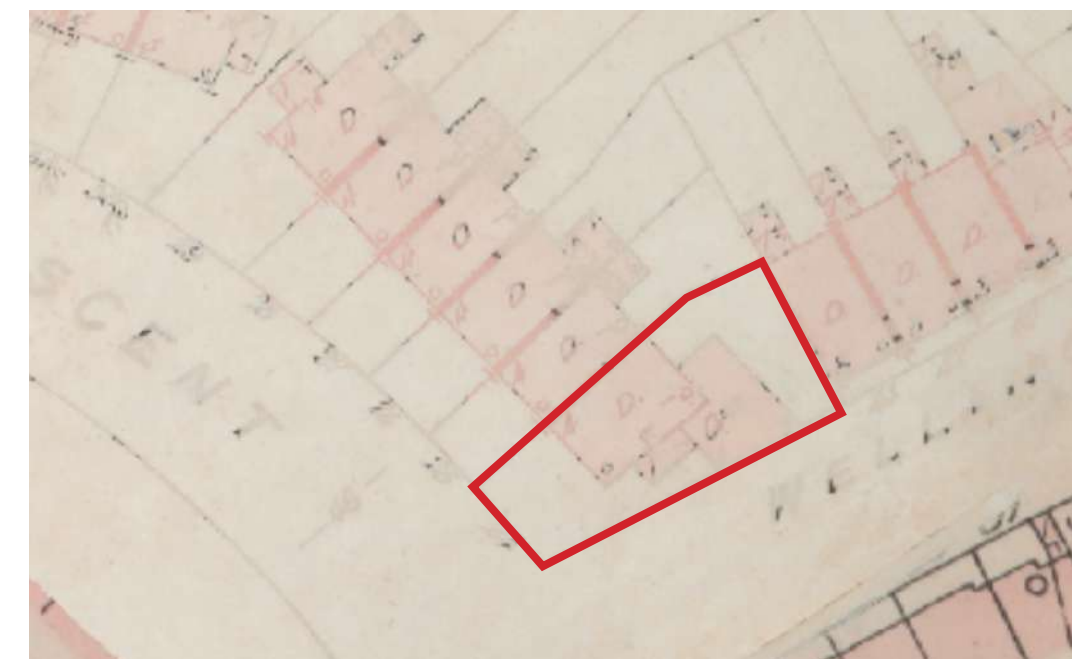


Figure 3.4 OS Map 1887



### 3 | Historic Development of Site & Surroundings

46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN

#### Summary of Historic Site Evolution

- 3.18 The OS Map base and historic research reveal an outbuilding was originally likely connected to No.24 when first constructed to provide ancillary use. By the late 19th Century this appears to have been separated out into an individual property, before later converted to a commercial use in the 20th Century, probably to capitalise on the activity of the nearby Inverness Street market. At some point in the early 20th Century the building has been heavily altered at the rear, this at least partial demolition, allowing the construction of a single storey outrigger to the rear of No.24 in the mid 20th Century. The access gap between No.46 and No.44 was covered over in the late 20th Century.
- 3.19 There has been relatively little external change to No.24 apparent from the street, internally the building was first subdivided in the late 20th Century and appears to have progressively undergone works to the interior to update it periodically to contemporary living standards. The Ground and Lower Ground Floors which form the subject levels for this application. The evolution of No.46 is shown in the extract from the Purcell HIA in Figure 3.12. This demonstrates significant alteration including new openings, signage, extensions and treatment of the wall. Not recorded on this drawing in detail are also clear changes to the parapet line and the top course of the wall which appears to have been extended.

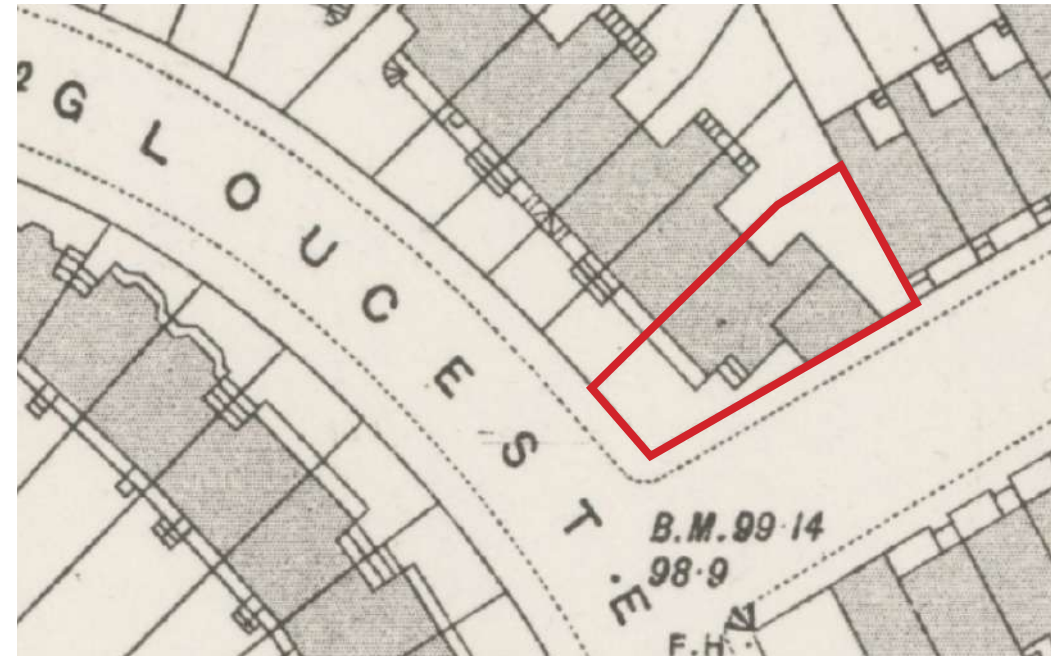


Figure 3.7 OS Map 1895



Figure 3.8 OS Map 1967



Figure 3.5 OS Map 1968



Figure 3.6 OS Map 1968



### 3 | Historic Development of Site & Surroundings

#### 46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN

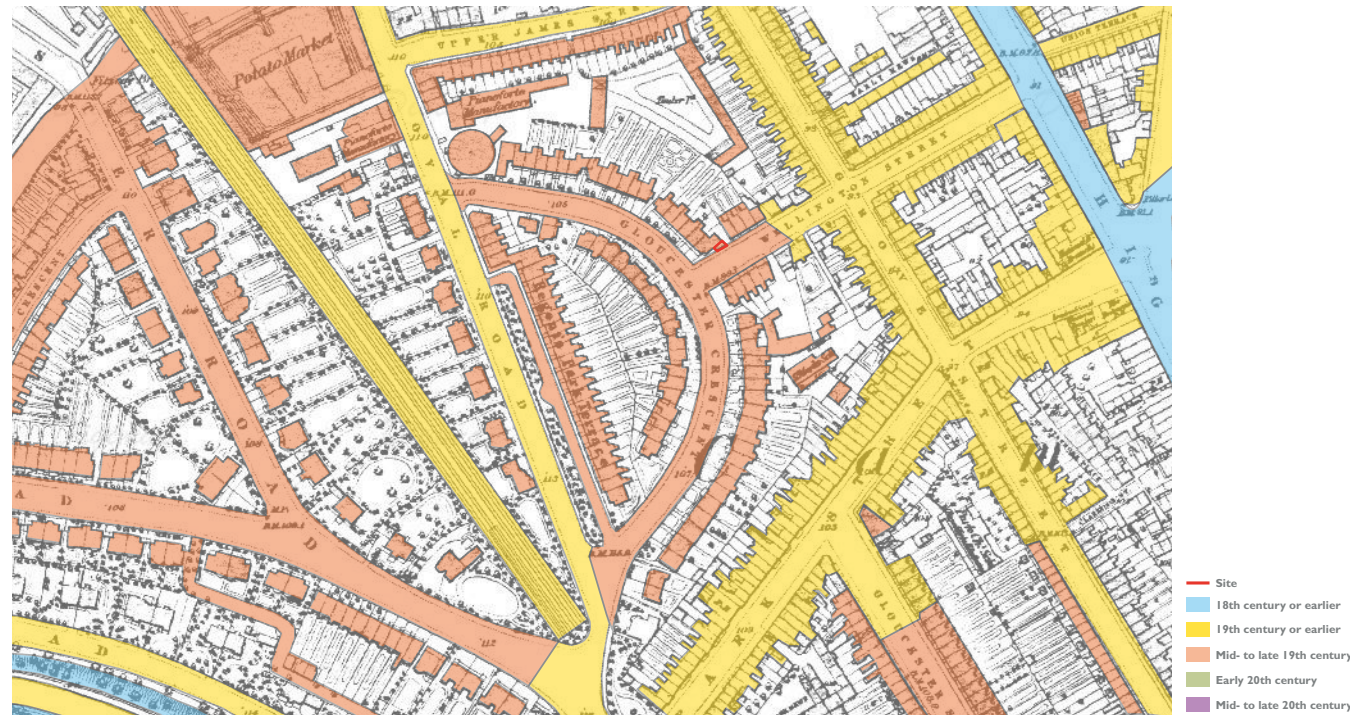


Figure 3.9 OS Map 1870 - Extract from Purcell HIA July 2019

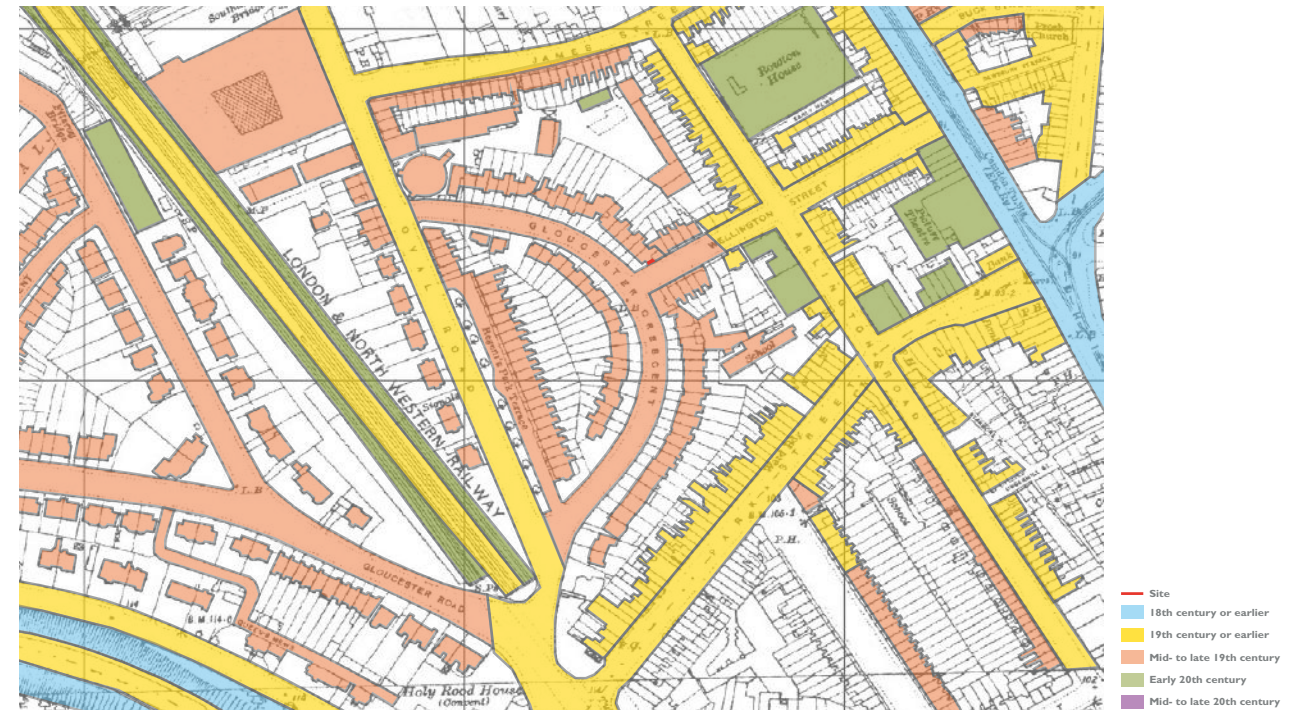


Figure 3.10 OS Map 1985 - Extract from Purcell HIA July 2019

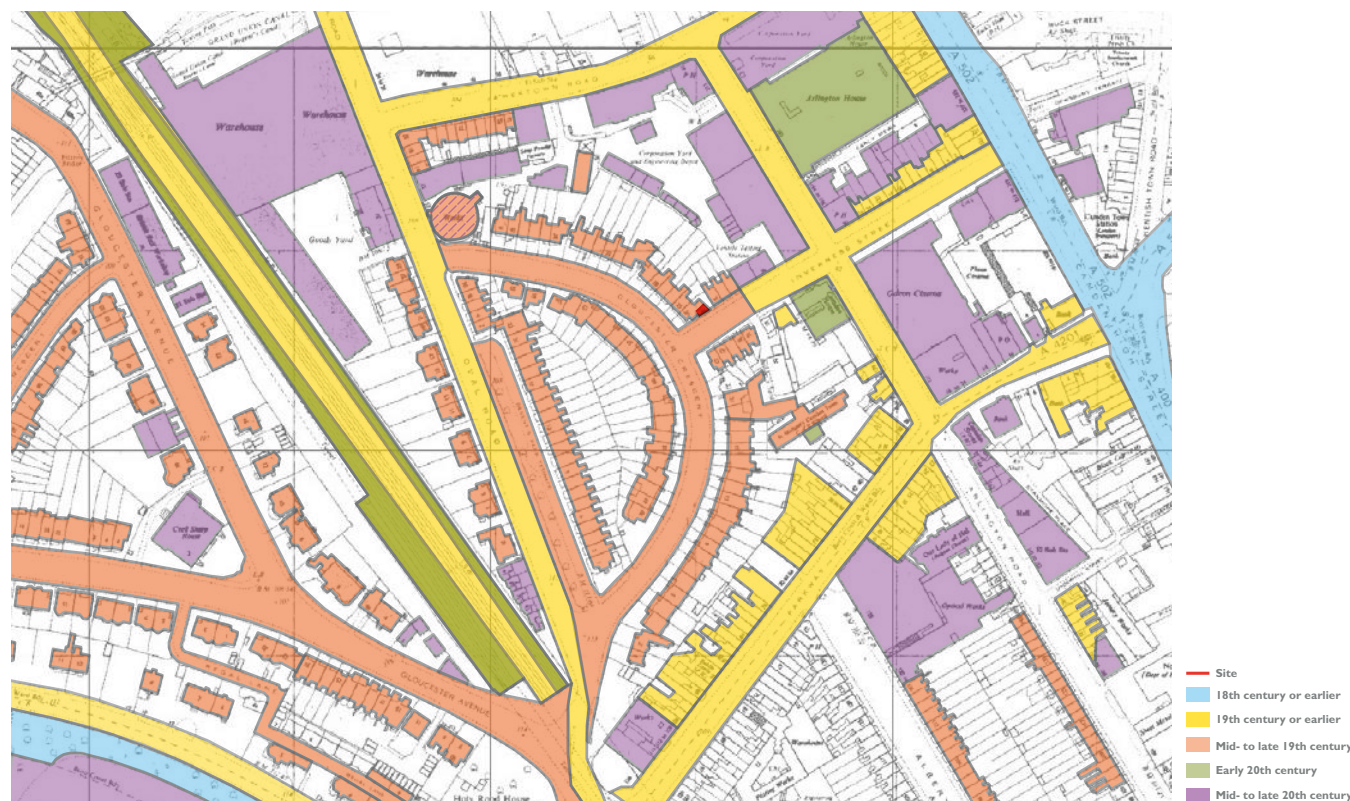


Figure 3.11 OS Map 1916 - Extract from Purcell HIA July 2019



Figure 3.12 46 Inverness Street Building Evolution Extract from Purcell HIA July 2019



Section 4

# **Assessment of Significance.**



## 4 | Heritage Assets & Significance

### Significance

#### Primrose Hill Conservation Area

- 4.1 The conservation area encompasses the planned residential development that occurred on Lord Southampton's estate during the mid-19th century. Primarily comprising the terraces and squares of Primrose Hill, along with sections of Regent's Park Road and Gloucester Avenue. The area reflects a cohesive urban plan executed during this period. An important component of this is the spatial relationships between terraced groups whereby views of subservient rear elevations are apparent within townscape gaps and the sense of separation between buildings reflects distinct thematic architectural differences, periods and residential building types.
- 4.2 The Site falls within a specific segment of the conservation area referred to as Sub Area 4, situated on the eastern side of the railway cutting. Despite its closer physical and functional association with Camden Town, Sub Area 4 retains historic linkages to the broader Primrose Hill Conservation Area by virtue of the prevailing grander residential character and the wider pattern of estate planning.
- 4.3 The conservation area features buildings of larger scale and often situated on more substantial plots compared to the earlier, denser development in Camden Town. This cohesive approach to urban planning underscores the area's historical significance and contributes to its distinctive character. The Primrose Hill Conservation Area Statement describes Sub Area 4 specifically as:

*"This small sub area is located to the east of the Conservation Area and is largely flat with a small incline from north to south at the southern end of Gloucester Crescent. The railway line forms the west boundary, which is linked to the main body of the Conservation Area by a road bridge. Although the area is geographically isolated from the main body of the Conservation Area, it is linked in terms of historical development and architectural form, and is significantly different in character to the neighbouring Camden Town and Regent's Park Conservation Areas. This sub area has abundant trees and vegetation and a lower density of development in comparison with the main body of the Conservation Area. The majority*

*of buildings are set back from the highway with large front garden spaces containing mature trees. Rear gardens are also visible through gaps between building groups. The buildings vary and include small cottages and terrace properties, grand residential terraces, villas, and business premises, many of which are statutorily listed and are the oldest in the Conservation Area."*

#### Camden Town Conservation Area

- 4.4 The Site is additionally located close by the to 'Commercial Sub Area' of the Camden Town Conservation Area. Camden High Street and Parkway are the main commercial streets. Non-residential uses extend to Kentish Town Road, Camden Road, the east side of Arlington Road, the west side of Bayham Street, Eversholt Street and the streets off Camden High Street; the proportion of the commercial/residential mix in these secondary locations varies. There is greater architectural variety in this sub-area, than the residential sub area, largely arising due to greater pressure for redevelopment since the later 19th century. Where historic buildings survive, there is a greater tendency for alterations, resulting in a much lower proportion of listed buildings.
- 4.5 Inverness Street to the west, and Buck Street to the east of the High Street, form the northern boundary of the Conservation Area, are both characterised by modest-scaled, predominantly three-storey buildings. They contain a mix of uses, predominantly commercial in character. Inverness Street to the east is noted for its fruit and vegetable market, established in 1901; it was refurbished in the late 1990s and is a vibrant focal point of nearby activity along Camden High Street.

#### 46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN

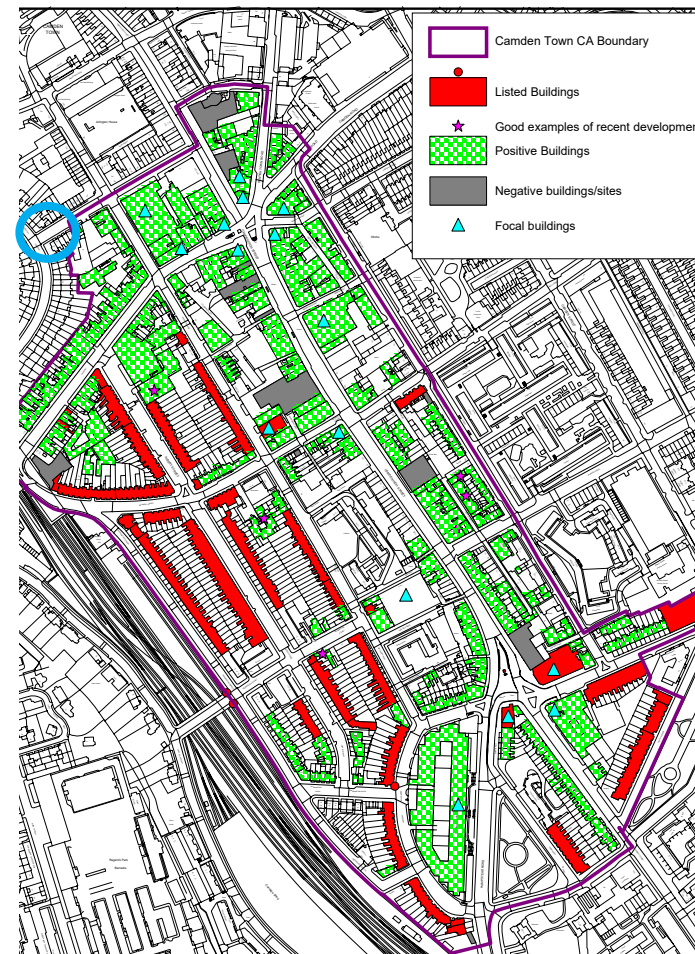


Figure 4.1 Primrose Hill Conservation Area Map, The Site Circled in Blue

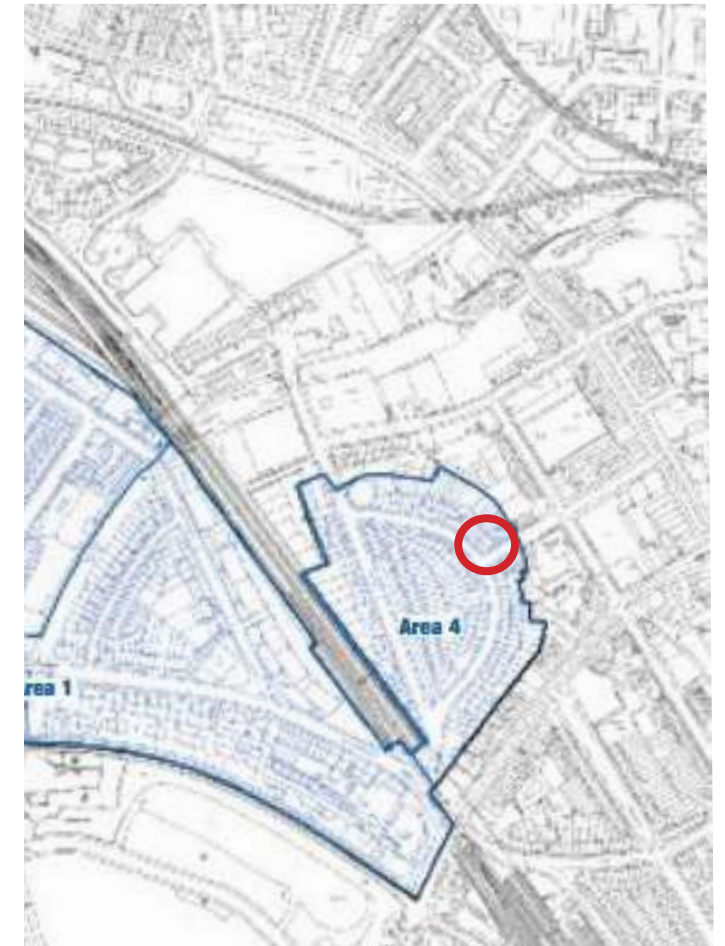


Figure 4.2 Primrose Hill Conservation Area Sub Areas Map (Orientated East)  
The Site Circled in Red



## 4 | Heritage Assets & Significance

### 46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN

#### 24 Gloucester Crescent

- 4.6 24 Gloucester Crescent is part of the Grade II listed building group comprising 24 to 29 Gloucester Crescent (List UID: 1342078).
- 4.7 The significance of this building group primarily stems from the architectural and historic interest as a composition of high-quality terraced dwellings, dating from an early phase of the area's development. The architectural interest lies mainly in their streetscape presence and the level of decorative detail, exemplifying the prevailing architectural trends of the period. The buildings strongly illustrate their status, construction era, and importance as a cohesive town-planning set piece. Although the buildings have been subdivided into flats from their original use as single-family residences since the late 19th century, they retain some additional architectural interest related to the retention of interior features where present.
- 4.8 The significance of 24 Gloucester Crescent itself is principally derived from the architectural interest in the main elevation and its group value as part of the wider composition. The building retains much of its original setting and, being grouped with similar mid-19th-century housing, contributes to the architectural coherence of both its immediate and wider surroundings. The rear elevation holds lesser significance than the front façade due to its functional status, lack of decorative embellishment, and historic alterations.
- 4.9 Internally, some elements of the original plan form remain legible, particularly in the principal rooms, which are still distinguishable through their scale and decorative features, such as fireplaces. However, the subdivision of the original house into flats has resulted in changes, removal of the staircase connecting the lower ground floor to the upper ground floor which has diminished the legibility of the original layout and reduced the sensitivity of the interior to further changes.

#### Ground and Lower Ground Floor

- 4.10 The Proposals only concern the Ground and Lower Ground Floor of No.24. These are shown on the existing drawings to have been subject to a high degree of alteration and change when they were converted to individual flats. There are limited original features remaining, but includes fireplaces, staircase (leading to the upper levels). There is some legibility of the historic plan present in No.24.

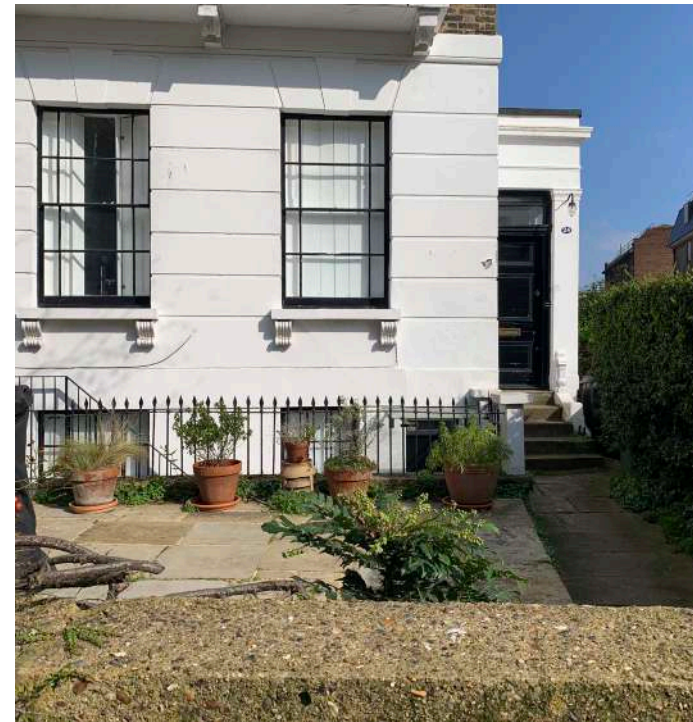


Figure 4.3 Rear elevation



Figure 4.4 main Elevation Gloucester Crescent

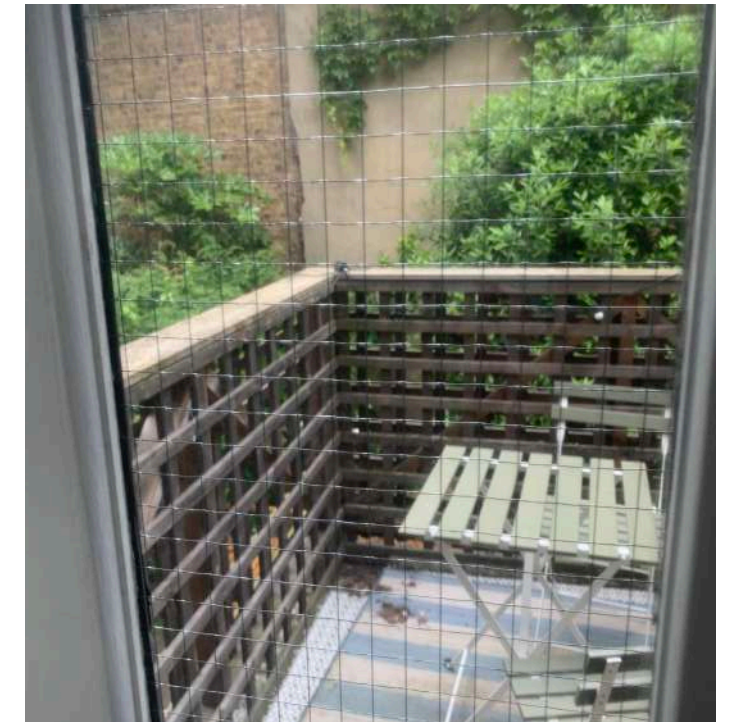


Figure 4.5 looking to roof terrace atop existing outrigger

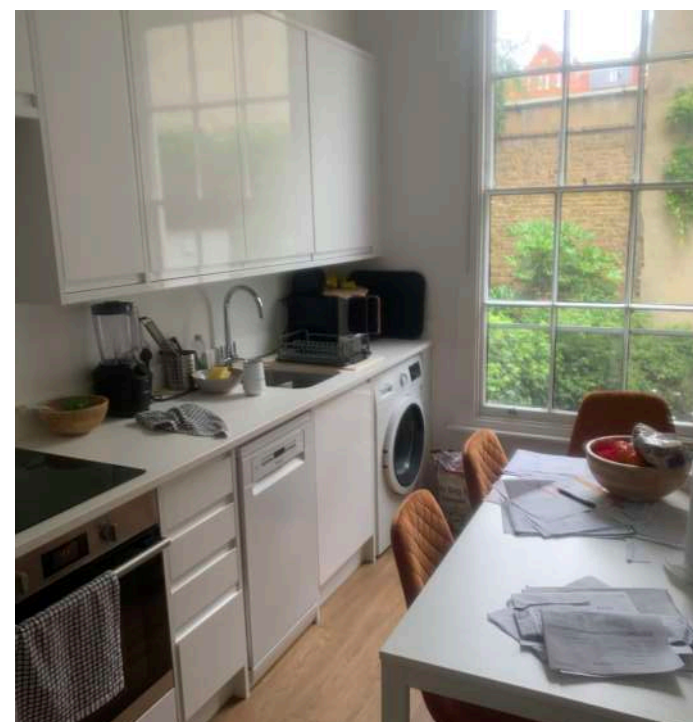


Figure 4.6 Ground floor kitchen

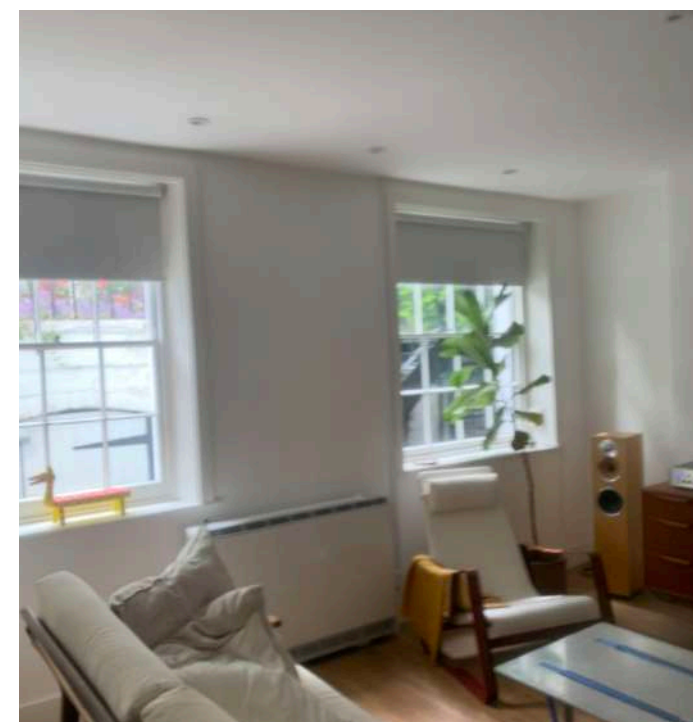


Figure 4.7 Ground floor front room

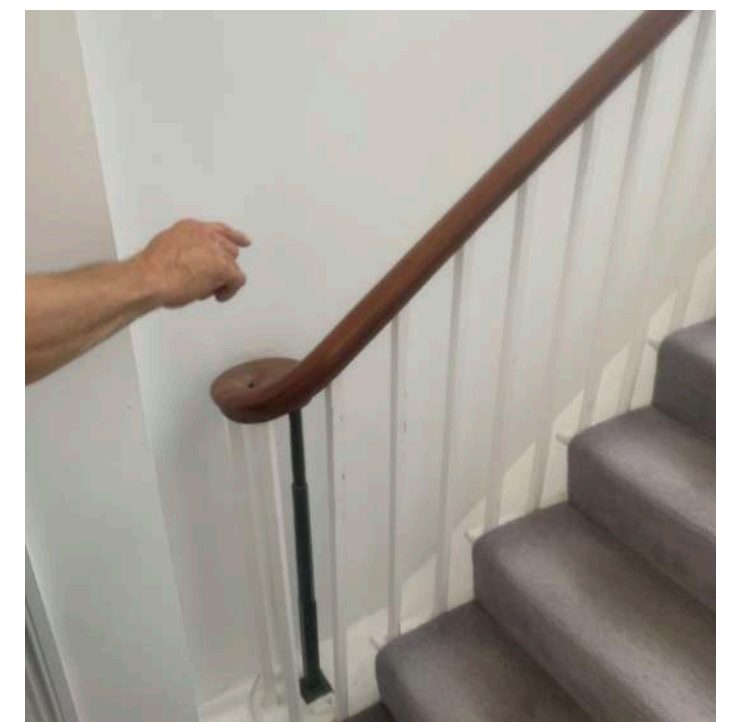


Figure 4.8 staircase enclosure



## 4 | Heritage Assets & Significance

46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN

### No.46 Inverness Street

- 4.11 No.46 is not listed and contains a single storey building. It originally served as an ancillary structure to 24 Gloucester Crescent, but has been heavily altered and partially demolished and rebuilt. It was last in use as a retail shop, but has been derelict since at least 2009. There has been no in principle objection to its demolition, and it has been identified as a 'Neutral' contributor to the conservation area through the process of previous applications by both the LPA and the Inspector.
- 4.12 There is some value as an ancillary structure to No.24 which helps illustrate the primacy of No.24 as the main dwelling. The building has no aesthetic interest, its frontage appearing as a much altered boundary wall, and derelict shop front and therefore considered to have only minimal contribution to streetscape
- 4.13 The previous assessment by Purcell similarly identified *'later changes affected its historic value to the point where the building has little more to impart historically than the external footprint of its original envelope'*.
- 4.14 The contribution of the noted by the Inspector as:  
*'despite a recent lack of upkeep, the painted render finished blends visually with the stucco finishes to the ground floors of the listed buildings to either side, and helps to soften the impact of its conflicting building line in views from either side on Inverness Street.'*
- 4.15 The building can therefore be considered to make some minor contribution to the legibility of the areas historic development, but only as an ancillary building to the main house of No.24, illustrating the historic development of area and the transition between the commercial and residential character areas. This however is minimal. The contribution to the streetscape is largely derived from the wall blending with the prevailing character of the area. The building has not been identified in the scope of previous assessments as having any notable heritage value and there was no in principle objection to its demolition.



Figure 4.13 Rear Elevation

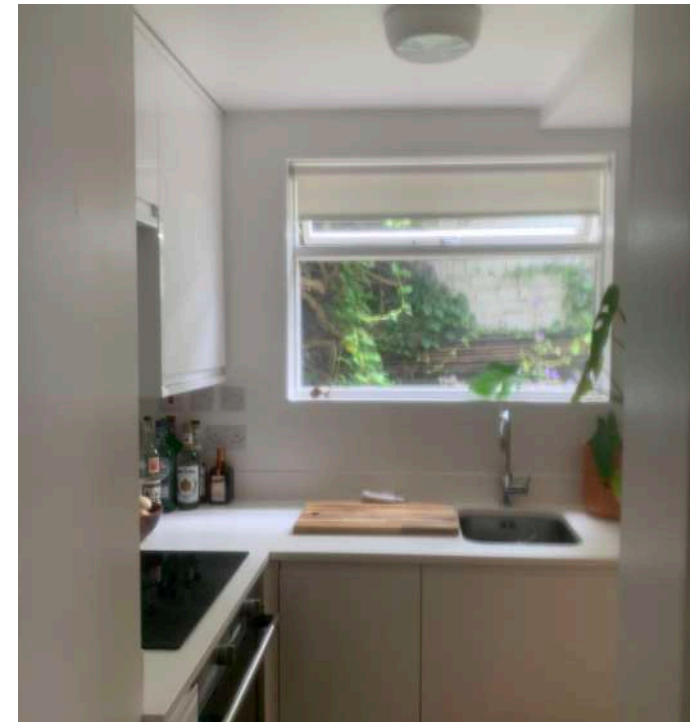


Figure 4.9 Lower Ground Kitchen

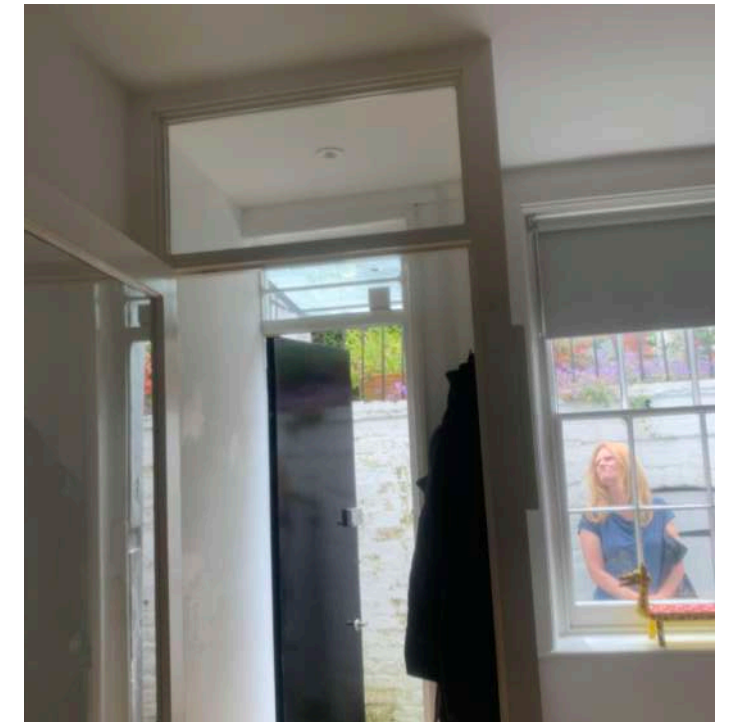


Figure 4.10 Lower Ground Entrance



Figure 4.14 Within the courtyard looking to the rear of No.46

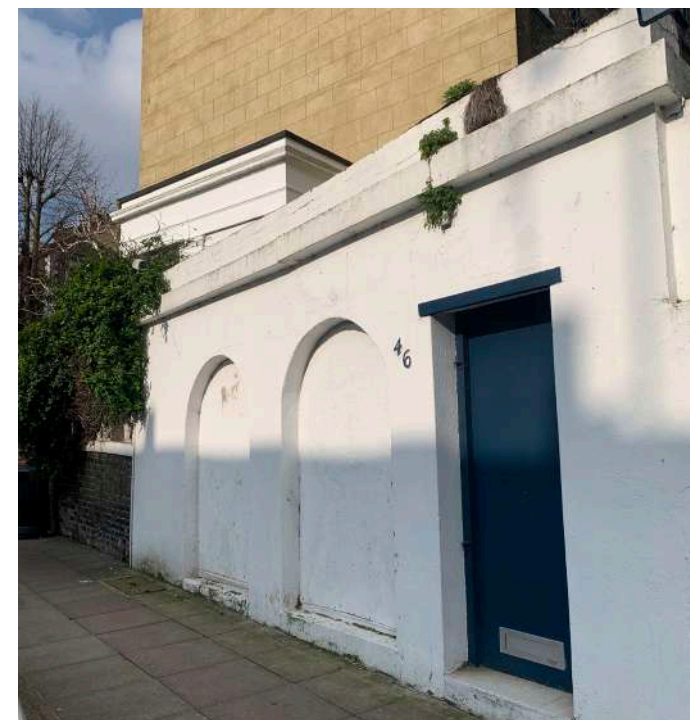


Figure 4.11 No.46 Inverness Street Main Elevation

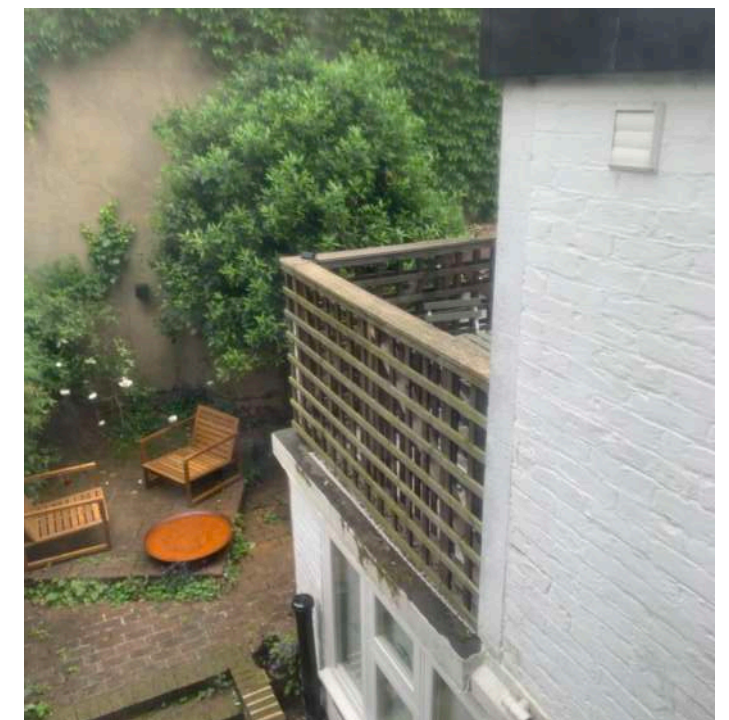


Figure 4.12 View of the rear outrigger

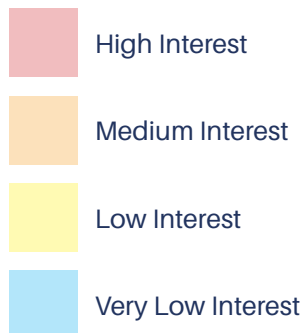


## 4 | Heritage Assets & Significance

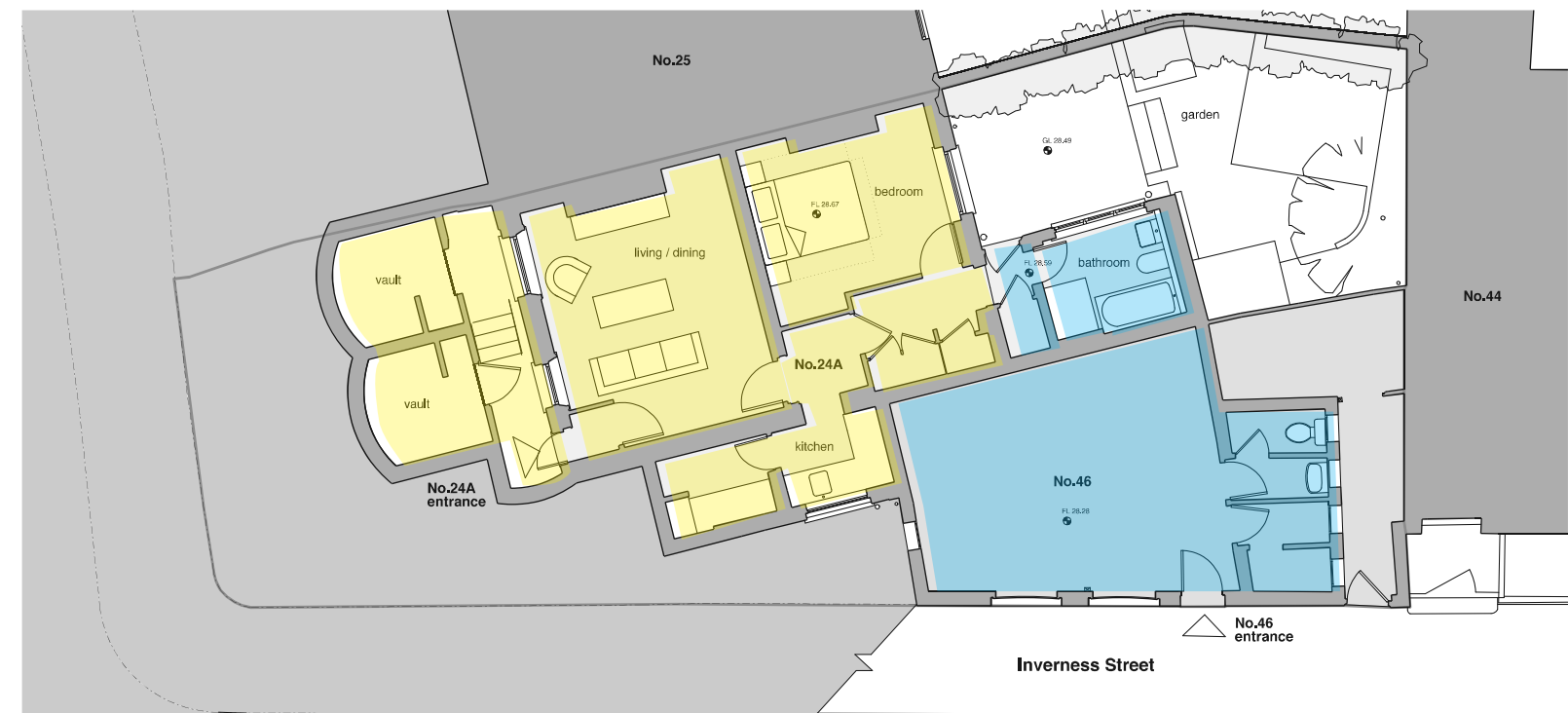
46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN

### Significance Phasing

- 4.16 The relative sensitivity of the building at No.24 Gloucester Crescent is shown in the adjacent diagrams. The principal room, entrance portico and access to the upper levels are most sensitive owing to the legibility of the historic plan, building hierarchy and retained historic features (marked in red). The rear room at Ground Floor as has been converted to a kitchen which has lessened its sensitivity and is considered to be of medium sensitivity as it has broadly maintained its original form and proportions.
- 4.17 The lower ground floor is considered to be of low relative interest, owing to the extent of prior change and the former use of this level as ancillary, storage, service quarters.
- 4.18 No.46 and the outrigger extension to No.24 are identified as having Very Low interest owing to the minimal presence of any historic fabric, condition and the extent of prior change.



Upper Ground Floor



Lower Ground Floor



Section 5

# **Assessment of Effects.**

## 5 | Assessment of Effects

### Proposed Development

- 5.1 The proposals are an entirely new approach to the scheme refused under 24/00937/FUL. The most recent proposals have been developed through discussions with LB Camden officers to refine the elevational design and allow greater appreciation of the townscape gap and contextual relationship to the listed building.
- 5.2 The amended proposals are for a two storey dwelling (Ground Floor+1). The design has carefully configured the existing one-bed flat at Lower Ground, (24A Gloucester Crescent), with the neighbouring derelict site. Allowing for the amalgamation of the units and creation of an engaging extension to No.24 which sits behind the portico and provides a high-quality, 3 bedroom family home over the two storeys.
- 5.3 The design has been refined in response to Officer's comments related to the refusal above, and subsequently evolved with further input from expert heritage consultants with a robust understanding of the area, its character and sensitivities. The design of the new build element on the site, in its form, proportions and detailing, has been informed by its heritage context and immediate surroundings, resulting in a sympathetic infill which will enhance the overall streetscape.

### Key Design Moves

- Preserves the townscape gap between the rear of no.24 Gloucester Crescent and the side of No.44 Inverness Street
- The original boundary wall will be preserved and improved in appearance to benefit of the streetscape
- Planting located above the wall to preserve the impression of rear garden amenity and add to aesthetic appeal.
- New upper element of the extension designed to relate to the height, proportions and detailing of the portico

- 5.4 The design would allow the townscape views of the sky past the Proposed Development, and will feature both the rear of the properties on Gloucester Crescent and the side elevation of No.44 Inverness Street, preserving the gap between listed buildings.
- 5.5 The extension aligns with the portico while remaining clearly subservient. The facade treatment form, with a gentle angled frontage, appears characteristically across the conservation area and is therefore entirely familiar and appropriate to the context.
- 5.6 The extension will carry through the height of the portico. The height would continue to reflect the ancillary status it will appear lightweight and continues the line of the string course portico into its design and proportions.
- 5.7 The proposed development is set behind a high boundary wall, which instantly marks it as a tertiary part of the streetscape, this will be rebuilt in brick signifying the distinct parts of No.24 Gloucester Crescent and No.44 Inverness Street. It will further allows the proposals to read as a subservient structure to the grander villas. It would appear consistently with the familiar pattern of the area's development and boundary treatment.
- 5.8 There are examples of larger properties serviced by ancillary outbuildings apparent in the immediate area, the proposals would appear both characteristic of the surrounding context while of a unique and high quality architectural design, adding interest to the streetscape.

5.9

### 46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN



Figure 5.1 Proposed Development - Sketch Drawing (Burd Haward)



Figure 5.2 Proposed Development - Street view CGI (Burd Haward)

Previous Refusal

5.10 The inspectors comments for the previously scheme (October 2021, APP/X5210/W/21/3274819, 'The existing building demolished in its entirety, to be replaced by a three storey dwelling over basement ground and first floor levels. The front elevation featured a broad central projection, with two narrower, recessed 'wings' to either side which extended down into lightwells serving the basement level.') Was refused on the basis that it would cause harm to the listed building at No.24, the setting of the Camden Town Conservation Area, and significance of the Primrose Hill Conservation Area. Described in paragraphs 7-11 as;

- (Paragraph 7) The resulting two storey projection forward of neighbouring building lines would significantly increase the presence of the dwelling in the street scene
- (Paragraph 8) The increase in height would also reduce the visible gap between the terraces, obscuring views of the rear of Gloucester Crescent and undermining appreciation of the historic street layout and relationship of the terraces that contributes to the significance of the PHCA...the secondary status of the existing building would be replaced with a bold, contemporary building of considerably greater massing and with a conspicuous forward projection.
- (Paragraph 9) In terms of detailed design, the side wall would crudely abut the entrance portico of No 24, matching its height but extending out beyond it, visually and physically overwhelming it and creating an awkward relationship that would detract from the presence of the portico in the street scene. The design of the front elevation includes traditional elements such as a stock brick finish and black painted metal railings. However, the use of brick across the entire façade would lose the consistent rendered finish of the existing building that reflects the listed buildings to either side. The inclusion of contemporary fenestration with metal frames and an irregular pattern would also fail to respond to the surrounding context, particularly when seen against the well-ordered facades of 40-44 Inverness Street.
- (Paragraph 10)...the immediate context at this end of Inverness Street is one of traditional terraced

townhouses, seen against which the proposal would form a discordant addition that would fail to have regard to the prevailing pattern and style of development.

- (Paragraph 11) Overall, due to its scale and form and the physical constraints of the site, the proposed dwelling would appear squeezed into the street scene in a contrived manner. It would appear visually dominant owing to its forward projection over two storeys, and would fail to respect the prevailing pattern of development in terms of materials and fenestration. As a result, it would form a conspicuous intrusion into the street scene that would jar with the listed buildings to either side, competing with them both physically and visually, and it would infill and erode the historic townscape gap which defines both terraces.

5.11 The amended proposals presented below directly respond to these comments. They would;

- Remain set back from the neighbouring building lines, preserving the street level frontage and boundary wall to No.46. Thus overcoming the issue identified in Paragraph 7 of the inspectors report.
- The proposals are appreciably lower in height than the previous submission, they would retain the visible gap between terraces and view of the rear of Gloucester Crescent. The historic street layout and relationship of the terraces would be preserved. No. 46 would remain subservient to the host building thereby satisfying the comment in Paragraph 8.
- In reference to Paragraph 9; The proposals would not detract from the presence of the portico and would sit comfortably with the surrounding context. The proposal continues to contain contemporary fenestration, but the vertical emphasis and high quality of the design would ensure it respond to the surrounding context. While reading as a contemporary addition it would be high quality and would complement the ordered façades of Inverness Street.
- The proposals are a contextual design response and have a sensitive regard for prevailing pattern

and style of development. Therefore have avoided the discordance identified by the inspector in Paragraph 10.

- The proposals have reduced the scale, are an entirely new approach to development, which more readily responds to the constraints of the plot. It would not appear squeezed into the streetscene, or appear contrived. It would not be visually dominant as it has no forward projection and would only appear as part of the streetscape located behind the existing portico. It would respect the prevailing pattern of development in terms of material and fenestration and displays a clear and rational design logic explained in detail in the Design and Access Statement. As a result it would not form a 'conspicuous intrusion into the streetscene'. While there would be some contrast it would not jar with its surroundings offering no competition with the host building, Thereby preserving the townscape by appearing as a context extension to the building and by not infilling the terraced building gap within which it sits.

5.12 The inspector concludes for the scheme for 3 storey dwelling "The harm to the designated heritage assets in each case would be less than substantial."

5.13 The Proposed Development has avoided the harm identified by the inspector, with a fresh design approach, conceived by a new architect team. The current proposals are assessed in detail below but have fully acknowledged the previous comments to provide an enhancement to the character of the area and the setting of nearby assets.



5 | Assessment of Effects

Effect on Designated Heritage Assets

Primrose Hill Conservation Area

- 5.14 The application Site lies within the Primrose Hill Conservation Area. Specifically the Gloucester Crescent sub-area, which is detached from the main body of the conservation area but shares a common history of development, comprising well laid out Victorian terraces, abundant trees and lower density housing set back from the street.
- 5.15 The division of Inverness Street across two conservation areas reflects the different character of the street and the transition between areas of residential and commercial character.
- 5.16 The effect on the character and appearance of the conservation area would be an enhancement, due to the high quality of the design and the contextual appropriateness of the scale and proportions and material treatment. Including;
  - The proposals would retain the townscape gap between the rear of no.24 Gloucester Crescent and the side of No.44 Inverness Street.
  - The boundary wall will be extended to preserve and improve the appearance of the streetscape.
  - Planting located above the wall will preserve the impression of rear garden amenity and add to aesthetic appeal.
  - The proposals would appear subservient to the building on Gloucester Crescent, behind the portico and preserving the primacy of these buildings in the streetscape.
  - New upper element of the extension designed to relate to the height, proportions and detailing of the portico.
  - The proposals would use the highest quality materials and construction methods, appearing as a new interesting addition to the streetscape.

Camden Town Conservation Area

5.17 The proposals would only impact upon the setting of this conversation area. They would only be apparent along Inverness Street looking east. The new boundary wall would be apparent as would the new extension with the portico behind, the appearance would do little to affect the significance of the area - as derived from setting. Appearing as a high quality architectural intervention which is subservient to the host structure and add to the architectural interest of the area.

Setting of Nearby Heritage Assets

5.18 The proposals have been designed to respect the important townscape gap between No.40-44 Inverness Street and the Listed Building grouping at Gloucester Crescent. The proposals would preserve the views to the rear and sense of spacial separation between these properties. The design is high quality and would not disrupt an appreciation of the primacy of Gloucester Crescent streetscape or detract from the contribution No.24 makes to the terraced composition There would be no harm to the significance of these buildings (as derived from their setting) as the Proposed Development would read as new sensitive and high quality improvement to the streetscape above the neutral contribution of the existing No.46 Inverness Street. The effect upon the setting of heritage assets would be one of enhancement.

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Figure 5.3 Proposed Development - Existing Elevational Drawing (Burd Haward)



Figure 5.4 Proposed Development - Proposed Elevational Drawing (Burd Haward)



5 | Assessment of Effects

No. 24 Gloucester

- 5.19
- No. 24 Gloucester Crescent forms one part of a Grade II listed terrace, recognised for its architectural and historic interest as part of a cohesive mid-19th-century town-planning composition. The proposals concern the rear courtyard, Ground and Lower Ground Floor flats which make only a minimal contribution to the special interest of the group. The Lower Ground Floor is a former ancillary service area in the historic hierarchy of the building, decorative treatment is minimal, and therefore of lower interest in relative terms of the heritage value of the wider group.
- 5.20
- These levels have also been subject to significant prior change in their adaptation to individual dwellings which has lowered their sensitivity. The proposals occurring within the listed No.24 have been designed to be minimal, with interventions focused on the conversion of No.46 Inverness Street and the connections into the new extension. The proposed works are selective in the alterations to the planform and would principally affect the rear rooms and rear elevations which are less sensitive and where there is a higher tolerance for change.

Lower Ground

- 5.21
- At the lower ground floor, new breaches in the rear wall of No.24 to connect into the new structure would necessitate the removal of some historic fabric, however this is structural material and of limited heritage interest, with the low potential to reveal anything which is unknown of the building and its methods of construction.
- 5.22
- A staircase will be located in the new extension to create a connection between Ground and Lower Ground. Other proposed changes at this level, such as the introduction of the extension and the appearance of new glazing and walls would be clearly discernible from the historic portion of the building preserving a legibility of No.24's historic dimensions. The proposals aim to reinstate a room at the front of No. 24 by constructing a corridor wall, partially restoring the historic layout. Additionally, the front room of No. 24 would be subdivided to include a new en-suite bathroom. As this room lacks decorative details, the subdivision would not disrupt the overall hierarchy of the building. While the alteration may affect the readability of the room's historic proportions, the new corridor wall would enhance the overall legibility of the layout. These proposed changes to the plan at Lower Ground Floor reinstate a greater legibility of the historic layout, while ensuring interventions into historic fabric are the minimum necessary to secure a practicable connection to the new extension.

Ground Floor

- 5.23
- The changes at Ground Floor similarly have sought to minimise any intervention into historic fabric and are largely related to the creation on the new extension assessed below. The plan form will change minimally as the terrace is replaced with a new shower room and the Ground Floor Flat is extended to the rear. This corner will be entirely subsumed by the proposed extension with no visibility from the street and no disruption to a legibility of the proportions of the Ground Floor.
- 5.24
- The relocation of the existing bathroom and blocking up existing doorway to outrigger at Lower Ground Floor, would alter the historic patterns of circulation, however due to the extent of prior change this is not considered to amount to a harmful effect.

New Extension

- 5.25
- The proposed rear extension, would involve demolishing the existing No.46 and outrigger to No.24. A new building would be constructed within the courtyard sitting behind the portico and splayed back where it sits behind the portico to respect the building line and spatial relationship between buildings. The extension has been carefully designed to respect the architectural character of the listed building while improving the use of space. The courtyard changes will provide improved outdoor amenity spaces, balancing privacy and usability. Although these alterations result in a slight increase in footprint, the changes are sympathetic to the historic fabric and would collectively amount to more outdoor greenspace.
- 5.26
- Although clearly apparent from Inverness Street as a modern architectural intervention the extension would read as subordinate to the host building at No.24 which would preserve the primacy of the terrace group. The design cleverly carries through elements of the Gloucester Crescent and Inverness Street character through a use of complimentary materials, proportions, and alignment with the string course of the adjacent portico. It would appear lightweight, which is a quality further articulated by the vertical fins. The design therefore avoids any sense of dominance or incongruity and settles into the building gently. The design ensures the extension reads as part of, but remains distinct from the existing form of the host building and does not appear as pastiche.

Lower Ground - Existing

Upper Ground - Existing

Lower Ground - Proposed

Upper Ground - Existing



Figure 5.5 Existing - Proposed Floor Plans (Burd Haward)



## 5 | Assessment of Effects

- 5.27 The previous refusal of planning permission emphasised the importance of retaining the townscape gap and the need for a subservient structure which respects the listed building's setting. The revised proposals address these concerns by maintaining the townscape gap and preserving the relationship between buildings. The boundary wall of No.46 would preserve the streetscape presence while massing is further set back to align with the portico. The footprint of No.46 will change, being pushed back further into the plot, allowing for the retention of a courtyard and the creation on a new front courtyard to the entrance to No.24A. The design would read as subservient but a contextually interesting addition to the rear of the listed building.
- 5.28 The pattern of vertical glass, complemented by fins, adds a lightweight and contemporary appearance of the extension. The strong vertical emphasis harmonises with the architectural rhythm of the adjacent Victorian terraces establishing a respectful dialogue, while maintaining a distinct and clearly separate identity. This verticality ensures that the extension integrates well within its historic context without imitating it, reinforcing a sense of architectural continuity while also providing contrast.
- 5.29 Overall, The proposals have been designed to respect the character and appearance of the conservation area, particularly by retaining the important townscape gap between buildings. The extension will remain subservient to the principal structure, ensuring the streetscape retains its historic proportions and rhythm. The proposed works to No. 24 Gloucester Crescent strike a careful balance between enhancing the building's functionality and respecting its historic and architectural significance. The alterations and rebuilding, and amalgamation with No.24 are sympathetic to the listed building's character, preserving its principal features and integrating a high quality modern intervention that is clearly distinguishable from the original fabric.
- 5.30 Externally, the changes maintain the historic streetscape and contribute positively to the conservation area, ensuring that No. 24 continues to play a prominent role in the architectural and historic narrative of Gloucester Crescent. Internally, the proposals enhance the building's usability while preserving its key elements, ensuring its continued relevance as both a heritage asset and a functional living space. The effect overall is one of enhancement due to the clear architectural quality of the proposals which replace a poor quality and neutral building with a clear betterment in contextual architectural design.

### Summary

- 5.31 The Proposals are an innovative solution to the redevelopment of No.46 which would improve the living arrangements across the Ground and Lower Ground of No.24. They would improve the appearance of the corner, replacing a building which makes a neutral contribution with one which provides an enhancement to the character and appearance of the conservation area. The Proposals would therefore not amount to harm to either the character and appearance of the Primrose Hill Conservation Area or the setting of the Camden Town Conservation Area.
- 5.32 The original plan was heavily altered in the conversion to separate flats, and therefore has a good opportunities to introduce an alliterative arrangement with low potential for harmful effects. Works would preserve the principle rooms of No.24 the most sensitive portion of the Site, and although necessitate the removal of a low volume of historic fabric from the rear of No.24, would, on balance not produce any harmful effects. The proposals would partially reinstate elements of the original plan in the main house thereby minimising any loss of interpretation of the original form and patterns of circulation.
- 5.33 In previous iterations of the scheme there was emphasis placed by the LPA and Inspector on the retention of the townscape gap to the rear of No.24 and a design which would be both contextual and not overly dominant in the streetscape. Overall, due to its considered scale and form the proposals work very well with the physical constraints of the Site. The proposed dwelling would appear comfortably in the gap and would not visually dominate the streetscape owing to its set back and use of appropriate materials. By following the form of the portico the design respects the prevailing pattern of development while introducing an interest design which in terms of materials and fenestration. While it would be conspicuous it would not jar with the listed buildings to either side, and would not compete with them both physically and visually, importantly retaining the historic townscape gap which defines both terraces. Therefore, the proposal would amount to an enhancement, the high quality of the design contributing to the character and appearance of the Primrose Hill Conservation Area, and to the settings of the listed buildings and the Camden Town Conservation Area.

### 46 INVERNESS STREET - 24 GLOUCESTER CRESCENT, LONDON BOROUGH OF CAMDEN



Figure 5.6 Google Earth 3D View 2025



Figure 5.7 Proposed Development - CGI (Burd Haward)

# Section 6

## **Conclusion.**



Summary

- 6.1 The proposals offer an entirely new approach to the plot, The design has evolved discussions with the LB Camden design team and tested a number of options through the Pre-Application process to arrive at a scheme which can be supported by officers in heritage and townscape terms.
- 6.2 In principle, conversion to a dwelling carries significantly greater potential to introduce an enhancement to the area, above the existing condition of the site as former commercial unit in disrepair. While the proposals would have a presence when viewed from Inverness Street, this is considered to be positive, achieved through the high quality of the design and the contextual approach to the surrounding townscape.
- 6.3 In our view the proposed design would be entirely appropriate to the context. The scheme would preserve a spatial gap between No.44 Inverness Street and No. 24 Gloucester Road. Retaining views to the rear, and the sense of openness. The proposals at street level would be largely observed behind the reinstated wall, with only portions of the upper level visible. Where this element appears behind the Portico of No.24 it will appear as a new high quality addition to the townscape.
- 6.4 Proposed Development would therefore read as an enhancement to conservation area and to the setting of nearby listed buildings. The proposals have been supported by a robust analysis of this area and of the heritage sensitivities of the Site more widely. These sensitivities are acknowledged through the proposals and have been refined with expert input.
- 6.5 For the reasons above we consider the proposals would enhance the character and appearance of the Primrose Hill Conservation Area and the setting of nearby listed buildings. Every effort has been made to minimise harmful heritage impact by preserving the quality, sense of openness and character inherent in the conservation area, which is articulated through the high quality and subservient nature of the design.

Policy Compliance

- 6.6 Under the Planning (Listed Buildings and Conservation Areas) Act 1990, our assessment, detailed in preceding sections, concludes that the proposed scheme maintains the special architectural and historic interest of the listed building and surrounding conservation areas. It adheres to the regulations outlined in Sections 16, 66(1) and 72(1) of the Act, causing neither substantial nor less than substantial harm to any heritage assets.
- 6.7 There would be no harm to the special interest of the heritage assets. Additionally, we conclude that the proposed scheme will not diminish the contribution of the existing building to the character and appearance of the Primrose hill Conservation Area.
- 6.8 Addressing specific requirements of the NPPF, this report fulfils the criteria of Paragraph 207 by providing a detailed analysis of the site's significance and heritage context. Furthermore, the proposed scheme complies with Paragraphs 212, 213, and 215 by conserving the affected heritage asset and avoiding less than substantial harm.
- 6.9 Regarding the London Plan 2021, the proposed scheme aligns with its design and heritage policies, enhancing and utilising the heritage assets and architectural features that contribute to the local character.
- 6.10 In line with Camden's Local Plan, the proposals meet policy requirements by conserving and enhancing heritage assets and their settings. The unique character of Gloucester Crescent and the conservation area is preserved and restored, with sensitivity to period detail and architectural features.
- 6.11 In conclusion, we believe that the proposals effectively preserve the special interest of the Grade II listed building at No.24 Gloucester Crescent, the grouping to which it forms a part. The character and appearance of the Primrose Hill Conservation Area and the setting of the Camden Town Conservation Area would be enhanced through the design by Burd Haward, as demonstrated in this report and the Design & Access Statement.



# Appendix 1

## **Methodology.**

Assessment Methodology

- 6.12

This report provides an assessment of the significance of identified heritage assets and the potential effects of the proposed development. It has been informed by:

  - Relevant legislation, and national and local planning policy (see Section 2); and
  - Best practice guidance set out in:
    - Principles of Cultural Heritage Impact Assessment in the UK (IEMA/IHBC/CiFA, 2021)
    - Conservation Principles, Policies and Guidance (Historic England, 2008)
    - Good Practice Advice in Planning Notes (Historic England, various).
- 6.13

Heritage Assets are defined in Annex 2 of the National Planning Policy Framework (NPPF) as:

*‘A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing)’*
- 6.14

The scope of this assessment is considered to be proportionate to the significance of identified heritage assets and the nature of change proposed, in line with National Planning Policy Framework (NPPF) paragraph 194.
- 6.15

While IEMA’s Principles identifies that there is no ‘one-size fits all’ methodology for assessing impacts on cultural heritage, it provides guidance on heritage impact assessment. It identifies the need to understand cultural heritage assets by:

  - Describing the asset;
  - Ascribing cultural significance; and
  - Attributing importance.
- 6.16

And evaluate the consequences of change by:

  - Understanding change;
  - Assessing impact (on significance or contribution of setting to significance); and
  - Weighting the effect.

Understanding Significance and Importance

- 6.17

The methodology used here for ascribing the significance of the identified heritage assets draws from the approach set out in Historic England’s Conservation Principles and NPPF Annex 2 by identifying significance based on heritage value or interest. As defined in the Planning Practice Guidance (Historic Environment, para 06), the heritage interest may be:

  - Archaeological;
  - Architectural and artistic; and/or
  - Historic.
- 6.18

The methodology for attributing importance is set out in Table H1. IEMA’s Principles identifies that unlike significance, importance is scaled and *‘It is therefore appropriate to refer to ‘high’, ‘medium’ or ‘low’ importance or any other simple scale that offers a form of gradation’*. As such, designation is an obvious way of attributing importance.
- 6.19

IEMA’s Principles clarifies that: *‘in relative terms, impacts on the cultural significance of assets of higher importance will be given greater weight than those of lower importance’* (para. B.12). This aligns with NPPF para.199 on the weighting of impacts.
- Non-designated Heritage Assets*
- 6.20

Non-designated Heritage Assets (‘NDHAs’) are defined in Planning Practice Guidance (PPG, 2021) as buildings, structures and places which have a degree of heritage significance but do not meet the criteria for designation.
- 6.21

In paragraph 039 of the PPG, it notes: *‘A substantial majority of buildings have little or no heritage significance and thus do not constitute heritage assets. Only a minority have enough heritage significance to merit identification as non-designated heritage assets’*.
- 6.22

IEMA’s Principles notes that where heritage assets are not designated, *‘it will be up to the practitioner to make an informed judgement on the level of importance to be ascribed’* (IEMA et al).

Heritage Importance	Designation of Receptor
Very High	Site acknowledged of international importance World Heritage Site
High	Grade I or Grade II* Listed Asset Scheduled Ancient Monument
Medium	Grade II Listed Asset Conservation Area
Low	Locally Listed Asset Designated Heritage Assets compromised by poor preservation
Very Low	Non-Designated Heritage Asset (not recognised as locally listed) Locally Listed Asset with little or no surviving interest

Table H1: Heritage Importance

Setting

- 6.23

The setting of a heritage asset is defined as:

*‘the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral’* (NPPF, Annex 2)
- 6.24

Historic England’s GPA 3: The Setting of Heritage Assets (2nd Edition, December 2017) gives general advice on understanding setting and how it may contribute to the significance of heritage assets. This report follows the staged approach set out in this guidance to making decisions on the level of the contribution which setting and related views make to the significance of heritage assets.



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