

Street View 6 – Hastings Street looking East

Consented



Proposed



- 4.30 In respect of the consented scheme, from a pedestrian position the now-consented scheme was regarded as sitting comfortably with Thanet House. The spire at the junction with Judd Street stands clear of the proposed upper floors.

- 4.31 The magnitude of effect was assessed as Moderate with the quality of effect being Beneficial.
- 4.32 Whilst an element of the additional massing added to the top of the building is visible in this view the building still appears 'proportionate' and the fin detail introduced to the west façade further breaks up the visual massing – referencing the piers below.
- 4.33 The proposed louvres – necessary from a functional perspective – are barely perceptible within the upper sashes of the retained frames on the first floor level.
- 4.34 Whilst all of the external alterations are modest, those which are most likely to be visible on closer inspection are to the ground floor.
- 4.35 As with View 5, the design work undertaken to lessen the visual impact of the proposed extra massing means we do not believe that the proposed changes will alter the previously assessed impact. The proposals will still preserve the character and appearance of the conservation area and the contribution that 105 Judd Street makes to it.

Street View 7 – Thanet Street looking North

Consented



Proposed



- 4.36 The consented scheme was regarded as making a considerable enhancement to the existing building. Whilst the additional massing at upper levels would be prominent in this view, it was recognised that the existing situation already formed a boundary in terms of scale between Georgian Bloomsbury and later 19th and 20th century development.

Such disjunctions in scale are normal and frequent in the historic built environment, and indeed form part of the character and appearance of the Bloomsbury Conservation Area. The now-consented scheme ensured that the step in scale was not unduly emphasised by a coherent and unfussy elevation.

- 4.37 The magnitude of effect was assessed as Moderate and the quality of effect, Beneficial.
- 4.38 With the proposed changes, the greatest impact of change is from the London Fire Brigade to extend the south west core stair core to serve 4th and 5th floors.
- 4.39 Whilst this has had the effect of extending the bulk of the building to the south it has not done so in a manner that fundamentally changes the relationship and juxtaposition created by the consented scheme.
- 4.40 The additional massing has been mitigated through the introduction of the fin tail to the south facade of the plant enclosure and the introduction of a step in the line of the south elevation of plant enclosure reintroduced to break up the massing.
- 4.41 As a consequence, whilst there has been a small increase in the scale of the upper floor/roof massing, this is not had a significant impact in this view and therefore we do not believe that the proposed changes will alter the previously assessed impact. Similarly the impact on the setting of the listed buildings of the conservation area will not be meaningfully different.

Street View 8 – Thanet Street looking North

Consented



Proposed



- 4.42 Whilst the massing of both the consented and proposed scheme is just visible in this view along Thanet Street it is perceived in the context of the tall western side of Thanet Street and Medway Court.

- 4.43 There is a relatively small townscape or heritage effect from the proposed scheme and in a summer condition 105 Judd Street would be largely hidden by foliage from the street trees along the eastern side of Thanet Street.
- 4.44 The magnitude of effect was regarded as being Minor to Moderate and the quality of effect, Beneficial for the consented scheme and this assessment would not be changed by the proposals.

Summary

- 4.45 Overall, whilst the proposed changes will add mass to the consented scheme in order to address elements raised by London Fire Brigade, design development and tenant requirement, through careful design, consultation with Officers and interrogation of need we do not believe that these changes will alter the previously assessed position with regards on impact in respect of either townscape or heritage.
- 4.46 Elements such as the required flues have been carefully positioned in the centre of the Site meaning that they are not visible in townscape views and the reinstatement of the north east corner as the main entrance ensures the historic focus of the building is retained.
- 4.47 We believe that the character and appearance of the Bloomsbury Conservation Area and the setting of nearby listed buildings will continue to be preserved by these proposals.

Compliance with legislation, policy & guidance

- 4.48 The conclusion of our assessment, contained in previous sections of this report, is that the proposed scheme, preserves the character and appearance of the Bloomsbury Conservation Area and the setting of nearby listed buildings and thus complies with S.66(1) and S.72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- The National Planning Policy Framework
- 4.49 This report, and with reference to the previously submitted THVIA prepared by KMHeritage in March 2022 (2022/1817/P), has provided a description and analysis of the significance of the site and its heritage context, as required by Paragraph 207 of the National Planning Policy Framework. In addition, the report describes how the proposed scheme will affect that heritage significance.
- 4.50 The proposed scheme complies with paragraph 214 of the NPPF – it certainly does not lead to ‘substantial harm to or total loss of significance of a designated heritage asset’. It also complies with Paragraph 215 for the reasons given above – following and assessment of heritage context we do not believe that the proposals will cause any harm to its significance – as was regarded to be the case in the 2022 consent.
- 4.51 In terms of Camden’s Local Plan the proposal fully respects and comply with the LB Camden’s’ policies in relation to Design (D1) and Heritage (D2). The development is a high quality design that respects local context and character and will preserve and

enhance the character and appearance of the Bloomsbury Conservation Area and the setting of nearby listed buildings.

- 4.52 This report has shown how the significance of surrounding heritage assets, including any contribution made to their setting, has been taken into consideration in the design of the proposed works thus satisfying Camden's Planning Guidance in relation to Design.
- 4.53 The consented proposal was regarded as having a positive effect upon townscape significance and quality, adding visual interest in a sensitive fashion as well as re-purposing a positive contributor in the conservation area.
- 4.54 Through careful design and consultation, the amended proposals ensure this positive effect is maintained.
- 4.55 We therefore believe that the s.73 proposals comply with legislation, national and local planning policy and guidance for the historic built environment and townscape.

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