

79 CAMDEN ROAD
& 86-100 ST PANCRAS WAY
heritage statement

November 2013



by HERITAGE COLLECTIVE

Heritage Statement



79 Camden Road and 86-100 St Pancras Way, Camden

On behalf of Barratt Homes

November 2013

Project Ref: 13/0820

Project Number:	13/0820
Authored by:	Ignus Froneman
Date:	November 2013
Document version	M:\HC\Projects\Projects 801-900\13.0820 - 79 Camden Road\Reports\Heritage Statement\2013.11.21 - 79 Camden Rd and 86-100 St Pancras Way Heritage Statement 13.0820.docx

CONTENTS		PAGE NO.
1.0	INTRODUCTION	4
2.0	LEGISLATION, POLICY AND GUIDANCE	8
3.0	ASSESSMENT OF SIGNIFICANCE AND CONTRIBUTION	14
4.0	IMPACT ASSESSMENT	24
5.0	SUMMARY AND CONCLUSIONS	28

APPENDICES

- Appendix 1: List descriptions from English Heritage's National Heritage List
- Appendix 2: Photographs
- Appendix 3: Map showing conservation areas in the vicinity of the application site (from Camden Council's interactive online GIS map)
- Appendix 4: Conservation area maps - extracts from Camden Council's adopted Supplementary Planning Documents

1.0 INTRODUCTION

- 1.1 This Heritage Statement has been prepared by Heritage Collective on behalf of Barratt Homes, in consultation with CBRE Planning Consultants and the project Design Team. It accompanies a planning permission application for the redevelopment of the site at 79 Camden Road and 86-100 St Pancras Way, in the London Borough of Camden.
- 1.2 The redevelopment of the application site will create 166 residential units (Class C3), including affordable housing, following demolition of all existing buildings on the site (Class B1) and construction of a new building ranging from 5 to 7 in height, together with associated works to create a lower ground floor, landscaping and public realm improvements.

Heritage assets

- 1.3 None of the buildings on the application site are statutorily listed and the site does not fall within a conservation area. The buildings are not locally listed, although the range at 86-100 St Pancras Way was under consideration for local listing¹. This is considered in more detail below, under the background heading.
- 1.4 The granite sets on Rochester Place has recently been included in the draft local list, out for consultation to 20 December 2013. It is described as:
- “Rare example of a virtually intact and continuous granite setted street surface. Continuity is broken only by some patching at the extreme southern end and a break where it intersects with Wilmot Place. The high quality of setts, gutters and kerbs creates a consistency of setting for the variety of building types in this mews and assists in visually uniting it.”*
- 1.5 The existing office building at 79 Camden Road does not have any heritage value and it is not considered to be capable of being treated as a heritage asset.

¹ For the purposes of this report the outcome of the local list review is treated as undecided, although it is noted that the building does not feature on Camden’s Consultation Draft Local List October 2013.

- 1.6 However, there are four conservation areas in the vicinity of the site (see Appendix 3), and four statutory listed buildings (all listed at grade II).
- 1.7 The conservation area maps are shown at Appendix 4 in the order listed below:
- i Camden Square Conservation Area, to the east/north-east;
 - ii Camden Broadway Conservation Area to the south;
 - iii Jeffrey's Street Conservation Area to the west/north-west; and
 - iv Rochester Conservation Area to the north/north-west.
- 1.8 The listed buildings in the vicinity are:
- i the terrace at 108-132 St Pancras Way, to the west/north-west and within the Jeffrey's Street Conservation Area;
 - ii a drinking fountain memorial to Joseph Salter, on Royal College Street to the west/north-west and within the Jeffrey's Street Conservation Area;
 - iii a K2 telephone kiosk, at the junction of St Pancras Way and Royal College Street, to the west/north-west and within the Jeffrey's Street Conservation Area; and
 - iv 157 and 159 St Pancras Way, including their railings, to the south/south-east and within the Camden Broadway Conservation Area.
- 1.9 The list descriptions are included in the same order at Appendix 1.
- 1.10 Because of the nature of the spatial and visual relationship between the application site and the heritage assets, as well as the assets' nature and context, not all of these could reasonably be affected by the proposed development. Accordingly, the focus of the detailed assessments is on those where there may be a potential for impacts.

Background

- 1.11 Pre-application discussions and feedback, as well as design iterations and development, are covered in the Planning Statement and Design and Access statement, and these are not rehearsed here. In heritage terms the key background relates to the pending consideration for local listing of 86-100 St Pancras Way.
- 1.12 The building range was proposed for inclusion on Camden's local list by a third party in January 2013. At that time Heritage Collective was invited to independently assess the building range for meeting Camden Council's adopted selection criteria for inclusion on the local list. In March 2013 Heritage Collective produced a Heritage Appraisal that demonstrates why the building does not meet the Council's criteria for local listing.
- 1.13 The purpose of this report is not to repeat the information in the March 2013 Heritage Appraisal, and instead the focus is on the designated heritage assets in the vicinity. However, some of the conclusions of the Heritage Appraisal are noted where relevant, so that the relative heritage significance of the existing buildings can be taken into account in accordance with national policy as set out in the National Planning Policy Framework (NPPF).

Purpose, scope and structure of this statement

- 1.14 The Heritage Statement should be read alongside all of the information submitted as part of the application. In particular, the Planning Statement, the Design and Access Statement, and the Townscape and Visual Impact Assessment², as well as the accurate visual representations (AVRs) showing the proposed development in its context.
- 1.15 The purpose of this document is twofold:
- i To provide Camden Council with sufficient information about the heritage significance of the relevant heritage assets and the

² The Townscape and Visual Impact Assessment considers conservation areas and listed buildings in visual terms, but it does not present an assessment of the heritage significance of these, or the effects of the proposed development on their significance and it is distinct from the Heritage Statement in that respect. Likewise the Heritage Statement focuses on the heritage significance of the heritage assets, and not the visual effect of the proposed development. It is therefore possible that the two reports may come to different conclusions even when assessing the same viewpoint.

contribution of the application site to their significance to inform Camden Council in its determination of the application, in accordance with paragraph 128 of the NPPF.

- ii To provide Camden Council with an impact assessment of the proposed development, with reasoned justification as to why the development accords with local policies, and national policy as set out in the NPPF.

1.16 The buildings on the application site were externally inspected and the surrounding area was visited to inform the assessment. The visits were undertaken when the trees were leafless and in leaf and the conclusions therefore account for seasonal variation. The selection of photos at Appendix 2 show leafless conditions.

1.17 The remainder of this report is structured into four sections. Section 2 sets out an overview of the relevant heritage legislation, policy and guidance. The significance of the heritage assets and, where relevant, the contribution of their settings to their significance (specifically the application site) is then assessed in Section 3. Section 4 provides an impact assessment of the proposed development on the significance of the heritage assets. The key conclusions are then summarised, in Section 6.

2.0 LEGISLATION, POLICY AND GUIDANCE

Legislation

- 2.1 Legislation relating to listed buildings and conservation areas is contained in the Planning (Listed Buildings and Conservation Areas) Act 1990. The only relevant considerations in this case are Sections 66 and 72 of the Act. Section 66 places a duty on the decision maker to have special regard to the desirability of preserving listed buildings and their settings. Section 72 places a similar duty on the decision maker to have special regard to the desirability of preserving or enhancing the character or appearance of conservation areas, although the Act does not make specific provision for the settings of conservation areas in the same as for listed buildings.
- 2.2 The Act does not require the preservation of listed buildings or their settings, or the character and appearance of conservation areas. Rather, it places an administrative duty on decision makers to ensure that the special interest or character/appearance of these are properly taken into account as material considerations in determining applications.

The National Planning Policy Framework

- 2.3 The NPPF constitutes guidance for local planning authorities and decision makers, and it is a material consideration in planning decisions. Applications for planning permission must be determined in accordance with the local development plan, unless material considerations indicate otherwise³.
- 2.4 Section 12 of the NPPF deals with conserving and enhancing the historic environment, in paragraphs 126 to 141. The NPPF places much emphasis on heritage "significance", which Annex 2 defines as:

"The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting."

³ Paragraph 215 of the NPPF is relevant in determining the weight that should be attached to it, and has been noted elsewhere in this section.

- 2.5 The effects of any development on a heritage asset therefore need to be assessed against the four components of its heritage significance: its archaeological, architectural, artistic or historic interest.
- 2.6 Paragraph 128 requires applicants to describe the significance of any heritage assets affected by a proposal, including the contribution of their setting, to a proportionate level of detail. Paragraph 129 requires essentially the same from local planning authorities: to identify and assess the “*particular significance*” of any heritage asset. This should be taken into account when considering the impact of a proposal on a heritage asset.
- 2.7 Paragraph 132 applies specifically to designated heritage assets, such as listed buildings and conservation areas. It states that great weight should be given to the conservation of designated heritage assets and it notes that significance can be harmed or lost through alteration or destruction of the heritage asset, or changes to its setting. The more important the asset, the greater the weight attached to it should be.
- 2.8 Paragraph 133 deals with substantial harm to, or total loss of significance, of a designated heritage asset. Paragraph 134, on the other hand, deals with less than substantial harm. Harm in this category should be weighed against the public benefits of the proposal.
- 2.9 According to paragraph 137, local planning authorities should look for opportunities for new development within conservation areas and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.
- 2.10 Paragraph 138 makes it clear that not all elements of a conservation area will necessarily contribute to its significance; the same principle also holds for the setting of listed buildings.
- 2.11 Finally, it is worth noting the definition of “conservation” (in relation to heritage policy) in Annex 2 of the NPPF:

"The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance."

- 2.12 The importance and relevance of this definition is that it does not suggest conservation to be the same as preservation. Indeed, what sets conservation apart is the emphasis on proactively *maintaining* and *managing* change; it is not a reactive approach to resist change.

Local Planning Policy

- 2.13 Camden's core strategy sets out the key elements of the council's strategic vision for the borough and is a central part of the Local Development Framework (LDF). Policy CS14 deals with 'promoting high quality places and conserving our heritage' and is quoted in full below:

The Council will ensure that Camden's places and buildings are attractive, safe and easy to use by:

a) requiring development of the highest standard of design that respects local context and character;

b) preserving and enhancing 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;

c) promoting high quality landscaping and works to streets and public spaces;

d) seeking the highest standards of access in all buildings and places and requiring schemes to be designed to be inclusive and accessible;

e) protecting important views of St Paul's Cathedral and the Palace of Westminster from sites inside and outside the borough and protecting important local views.

- 2.14 Camden's Development Policy DP25 deals with "Conserving Camden's heritage" and includes sections on conservation areas, listed buildings, archaeology and other heritage assets. The relevant parts of the policy are quoted overleaf:

Conservation areas

In order to maintain the character of Camden's conservation areas, the Council will:

a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;

[...]

d) not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area; and

e) preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden's architectural heritage.

Listed buildings

To preserve or enhance the borough's listed buildings, the Council will:

[...]

g) not permit development that it considers would cause harm to the setting of a listed building.

[...]

Other heritage assets

The Council will seek to protect other heritage assets including Parks and Gardens of Special Historic Interest and London Squares.

English Heritage Guidance: *The Setting of Heritage Assets*

2.15 In October 2010, English Heritage published *The Setting of Heritage Assets* as a non-statutory guidance document intended to assist in the understanding of setting and the ways in which it can contribute to significance, and how that can be affected by change. The document was produced in the context of Planning Policy Statement 5 (PPS5), but the general approach remains relevant, with the heritage policy context and definitions in the NPPF similar to those of PPS5. The NPPF does not present a material departure from PPS5 insofar as the general principles and approach to the setting of heritage assets is concerned.

- 2.16 Section 2.4 of the guidance document deals with views and setting, and it starts by making a fundamental point: setting is not a heritage designation and it is not protected for its own sake or in its own right. Instead, the importance of setting is proportionally relative to the extent that it contributes to the significance of the asset. This concept, namely that setting is relevant only to the extent that it affects the significance of the heritage asset, has remained unchanged in the NPPF from PPS5.
- 2.17 The same section notes that most of the settings within which people experience heritage assets today have changed over time. Understanding this history of change will help to determine how further development within the asset's setting will contribute to its significance. Where settings have changed, these changes may themselves enhance significance, or be of significance. The implication of this must be that present-day changes may in the future also come to be regarded as significant, or of significance as part of the evolution of the heritage asset's surroundings.
- 2.18 In recognition of the fact that townscapes form part of the settings of heritage assets, and that they evolve, the document states that:
- "Townscape character, in particular, will often have been shaped by cycles of change and creation over the long term. In these circumstances, the evaluation of development affecting the setting of heritage assets requires an equal degree of care. The recognition of, and response to, the setting of heritage assets as an aspect of townscape character is an important aspect of the design process for new development ..."*
- 2.19 The guidance document notes, in Section 4.1, that the protection of the setting of heritage assets need not prevent change. The document also recognises that not all heritage assets are of equal importance and states that the contribution made by their setting to their significance will also vary.
- 2.20 In terms of assessment, the most important part of the guidance appears in and after paragraph 4.2, where a stepped approach towards assessment is advocated. The stepped approach makes the significance of the heritage asset the object of the assessment (in Step 2), and not the proposed development. This is important because it means that the significance of the

asset is the first and foremost consideration, not the type, form or the visibility of the proposed development.

- 2.21 Step 3 is also important in making it clear that a proposed development should not be assessed in terms of its impact on setting; instead it should be assessed in terms of the impacts on significance. That is to say, the extent of visibility of the development or the degree of change to the setting of an asset is not what is critical. The critical issue is the extent to which the heritage asset's archaeological, architectural, artistic or historic interest is affected.

3.0 ASSESSMENT OF SIGNIFICANCE AND CONTRIBUTION

Introduction

- 3.1 The assessment of significance first considers the buildings on the application site as non-designated heritage assets. It then considers the designated heritage assets in the vicinity of the application site, which have been identified in Section 1. The existing office building at 79 Camden Road does not have any heritage value and it is not considered to be capable of being treated as a heritage asset. It is therefore not included in the assessment below.
- 3.2 It is evident from a site visit that the application site is not equally relevant to all of the heritage assets beyond the application site, especially when considering the significance of the assets, their nature and context, and the type and nature of the proposed development. In accordance with the concept of proportionality, as advocated on the NPPF, the following section focuses those heritage assets where there will be a change to their settings that could potentially affect their significance.
- 3.3 The following section describes the significance of the heritage assets in accordance with paragraph 128 of the NPPF, to a proportionate level of detail. The assessments of the contribution of their setting to their significance focus on the application site. Where the conservation areas are assessed, reference has been made to the relevant Conservation Area Statements or Conservation Area Appraisal and Management Strategies, which have been adopted as Supplementary planning documents (SPDs).

86-100 St Pancras Way

- 3.4 The assessment below draws on the March 2013 Heritage Appraisal (see 'background' in the introduction of this report) and then considers the building in terms of potential consideration as a non-designated heritage asset in accordance with the NPPF, regardless of whether it will become locally listed.
- 3.5 The frontage at Nos 86-100 St Pancras Way was first built in something like its present form in c. 1931, but it incorporated part of a pre-existing 19th century house (only the facade of which was retained) and it was then

extended to the west, in c. 1939, and to the east, in 1948. It was originally built for Messrs Adam Hilger Ltd. (later Messrs Hilger & Watts Ltd.), as a factory and later publishing business, and it stayed in the ownership of the company until at least 1992. The original design and early extension were by Hood Bros Architects & Surveyors (later Hood & Huggins, then Hood, Huggins & York).

- 3.6 The frontage is striking for two reasons: firstly its sheer length, taking in much of the street block, and secondly its ordered composition with a regular pattern of windows, giving a sense of coherence to what is in fact a composite building made up an amalgamation of different elements (Appendix 2.3 & 2.6). The frontage displays a degree of self conscious architectural design; when seen at a distance, the facade has an agreeable appearance because of the ordered rhythm, the sense of symmetry and the way in which simple elements such as the rendered parapet and lintels give a sense of unity or coherence to the lower wings.
- 3.7 On the other hand, the frontage lacks finesse; it is largely bland and architecturally undistinguished. The sense of respectability suggested by the elevational order belies the more prosaic nature of the building, which becomes evident at closer quarters. The frontispiece, although overpainted, is representative of the period, but unremarkable overall (Appendix 2.7 & 2.8).
- 3.8 Whilst it can be said that the facade is pleasant in the broad sense and that it is not without architectural interest, the same is true for innumerable other buildings in the borough and it is certainly not an indication of heightened heritage significance. Neither does the fact that the elevation is unusually long, taking into account the later additions, imply elevated architectural interest in its own right. Instead, the building lacks the finesse and quality to raise it above the level of commonplace early 20th century architecture (Appendix 2.8-2.10).
- 3.9 The rear elevation on Rochester Place is undistinguished and it makes a very limited contribution to the general townscape (Appendix 2.13-2.17). This part of the building is of very little inherent interest and has been compromised by alterations.

- 3.10 There are no indications that this is a building that should be treated as being of particular heritage significance or notable architectural interest. A proper assessment has demonstrated that the building does not satisfy the London Borough of Camden's adopted Selection Criteria for inclusion on the Council's local list.
- 3.11 In any event, given the presence of the facade and its pleasant overall appearance, together with the historic associations of the former factory, it is possible that the frontage range could be regarded as passing the threshold for consideration as a non-designated heritage asset within the definition of the NPPF, i.e. a building that has been identified as "*having a degree of significance meriting consideration in planning decisions, because of its heritage interest*".
- 3.12 Nevertheless, when turning then to the question of quantifying its relative heritage significance, this is undoubtedly very limited, and on balance it must fall at the very lowest end of the spectrum.

Granite setted carriageway on Rochester Place

- 3.13 The significance of the granite setted street surface is classed as a 'street feature' in much the same way as a lamp posts, drinking fountains and railings would be, although the sets do not have the same three dimensional presence. The setted surface includes the sets, gutters and kerbs, and it is a feature of historic interest. The setted surface extends the whole of Rochester Place.
- 3.14 There is a variety of buildings, both historic and very modern, on Rochester Place and the setted surface creates a setting for these, rather than the other way around. The setted surface visually unites the buildings and the streetscape and that is its primary townscape role. The buildings on the application site plays a neutral role in terms of the setting of the setted surface.

Camden Square Conservation Area

- 3.15 The *Camden Square Conservation Area Appraisal and Management Strategy* (adopted in March 2011) summarily defines the special character of the conservation area, on page 7, as:

"... a primarily nineteenth century inner London suburb. It is a planned development, in a gridded street layout running parallel to and perpendicular from Camden Road, and the layout is focused around Camden Square.

Camden Square forms the centrepiece of the planned development; however, the special character of the area is that it is also diverse when looked at in detail. The architecture is not uniform around the Square, phased development is evident in groups of buildings, and some plots have been developed individually. This is reflected in the size of plots, layout and the elevation treatment of the houses. The building of the railway through the area, the impact of wartime damage and later infill development have all contributed to the evolution of the area."

- 3.16 The special interest of the area is very much focussed on the planned development around the square, the architectural quality, and the hierarchy, of the built environment. The areas in the conservation area from where the application site can be viewed are limited and effectively restricted to Camden Road, the busy main thoroughfare, at the westernmost extremity of the conservation area. These views generally take in the undistinguished post-war context of the 19th century townscape, some of which was purposefully excluded from the conservation area.

- 3.17 The application site makes no contribution to the character or appearance of the Camden Square Conservation Area and it does not reveal or otherwise enhance the archaeological, architectural, artistic or historic interest of the area.

Camden Broadway Conservation Area

- 3.18 The *Camden Broadway Conservation Area Appraisal and Management Strategy* (adopted in February 2009) defines the special character of the conservation area, on page 5, in summary, as:

"... a small area comprising a mix of commercial and residential uses. Its character can be divided into two distinct types, and is defined by the busy, main traffic routes through the area (Camden Road, Royal College Street and St Pancras Way) which, on Camden Road and Royal College Street support commercial uses at ground floor level, and by the quieter, residential streets which run between these (Rousden Street and Randolph Street), the height, materials and plot layout broadly respect the C19 development of the area.

The railway line runs east-west through the conservation area and its twin supporting bridges are a major presence in the area."

- 3.19 The conservation area has a dense, tightly-knit urban form within a network of busy roads and it is bisected by the railway line. The Conservation Area Appraisal describes it as a predominantly urban conservation area. The character of the area is essentially derived from the typical 19th century development; commercial in character fronting the main thoroughfares, but with the terraced development on Rousden Street and Randolph Street relatively quiet and more residential in character.
- 3.20 The part of the area that lies closest to the application site is in the vicinity of the intersection of St Pancras Way and Camden Road, at what the Appraisal describes as the 'main roads' character area. Camden Road is a busy, noisy highway flanked by terraces with commercial uses on the ground floor. St Pancras Way also carries high levels of traffic; between Camden Road and Baynes Street it is residential, with the notable exception of the early 20th century garage on the triangular site at the Camden Road junction.
- 3.21 The garage building at the south of the junction is described as "*completely out of character*" and as a "*large building [that] greatly detracts from the setting of the terrace [to the south] and harms the character and appearance of the Conservation Area.*"
- 3.22 The 'key views' section of the Appraisal identifies two views:
- i. the view eastward along Rousden Street to the Camden Arms pub;
 - and

- ii. the view westward along St Pancras Way, of the sweeping terrace at Nos. 137-159 to the south of the garage site (i.e. not of the busy junction and modern hinterland).
- 3.23 The block at Nos. 73-75 Camden Road is four storeys tall and acts as something of a bookend to the three storey buildings to the south, and in terms of built form it marks the end of the 19th century development closest to the application site. However, the conservation area boundary extends further northwards, albeit purposefully excluding Bernard Shaw Court, the large post-war housing block standing opposite the application site (Appendix 2.19).
- 3.24 In terms of the role of the application site and its relative contribution to the character of the area, the views out of the northern extremity of the conservation area into the largely post-war hinterland do nothing by way of reinforcing the characteristic early 19th century development or the quality of the townscape, or revealing its architectural and historic interest (Appendix 2.4 & 2.5). Whether looking in a north-westward direction along St Pancras Way or north-eastwards along Camden Road, the outward views take in the uninspiring office building on the Camden Road frontage of the application site, along with the undistinguished modern townscape beyond, which does nothing by of contributing towards the character, significance or quality of the area.
- 3.25 Instead the most valuable role of views from this area is derived from views in the opposite directions, in which the quality and coherency of the 19th century townscape is visible, when looking into the area, with the railway bridge effectively terminating the view along Camden Road.

Jeffrey's Street Conservation Area

- 3.26 The *Jeffrey's Street Conservation Area Statement* (adopted in November 2002) describes the character and appearance of the conservation area on page 8, in summary, as:

"... an enclave of quiet, predominantly residential, streets and narrow lanes between the busy thoroughfares of Camden Street and Royal College

Street. It consists, mainly, of 18th and 19th century terraced houses set between areas of green open space."

3.27 The document divides the conservation area into two sub areas for appraisal, with the part closest to the application falling into 'Sub Area Two', taking in the extension to the conservation area, which includes Royal College Street. This area is focussed on College Gardens, the triangular public garden in the middle of the intersection of Royal College Street, Jeffrey's Street and St Pancras Way. The listed terrace at 108-132 St Pancras Way plays an important role in defining and enclosing the space. It is perhaps worth noting that, although the Conservation Area Statement identifies several important views within Sub Area One, none of these take in the application site and neither are there any within the area closest to the application site.

3.28 In terms of the contribution of the application site to the character and appearance of the Jeffrey's Street Conservation Area, the existing St Pancras Way frontage range is visible in the distance when looking out of the conservation area, particularly in leafless conditions (Appendix 2.1). However, it plays no role in contributing towards the sense of quiet, residential 18th and 19th century terraced houses. Neither does it assist in revealing the architectural or historic interest of the area. Instead it forms part of a wider hinterland that takes in a varied townscape that has been purposefully excluded from the conservation area because of its rather unexceptional character.

Rochester Conservation Area

3.29 The *Rochester Conservation Area Statement* (adopted in December 2001) describes the character and appearance of the conservation area, on page 8, in summary, as:

"... The main impression of Rochester Conservation Area is its unity. The original composition of Rochester Conservation Area, in terms of street pattern and building form is still intact, although incremental changes to individual architectural features have occurred over the years. These changes have not greatly affected the overall integrity or strong cohesive identity of the Conservation Area. Within this context there is a pleasing variety of detail as well as design.

Throughout the Conservation Area the contribution of the streetscape is significant and a feeling of elegance is captured through the architecture, the open expanse of Rochester Terrace Gardens, the relatively low height of buildings and the gaps between buildings giving glimpses to the rear back gardens. In nearly every view, large mature trees have a presence."

- 3.30 Rochester Road, Rochester Terrace, Rochester Place and Wilmot Place were laid out in the 1840s and up to the 1850s, and the focus of the area is very much the small green, defined and enclosed in a pleasant way by fine terraces and villas that display a sense of coherence and consistency in form, style and architectural treatment. The built form of the streets comprise a mixture of two or three storey semi-detached villas and terraces. The scale and symmetry of buildings within the conservation area is relatively uniform and there is a continuity in rooflines, building lines and a generally coherency. The only notable exception is the mixed mews type development on Rochester Place, behind the houses on Rochester Terrace, and the post-war terrace along Rochester Road.
- 3.31 The Conservation Area Statement identifies the views towards the Rochester Terrace Gardens from west end of Rochester Road as important. Unsurprisingly no views in the direction of, or taking in, the application site are identified.
- 3.32 The application site does not contribute in any material way to the character or the appearance of the Rochester Conservation Area. There are views along Rochester Place (Appendix 2.11 & 2.12) and Rochester Mews (Appendix 2.15) that take in the rear part of the application site, but these areas do not relate to the pairs of semi-detached villas on Wilmot Place, or the terraces on Rochester Road, unlike the northern part of Rochester Place that is included in the conservation area.
- 3.33 The part of the application site fronting Rochester Place stands somewhat divorced from the coherent 19th century terraces and villas and it certainly does not reinforce or contribute towards the integrity, cohesive identity or feeling of elegance of the Conservation Area as described in the Conservation Area Statement. Neither can it be said to assist in revealing the architectural or historic interest of the area. Instead it forms part of a wider and very

mixed hinterland that takes in a varied townscape. It is evident that this area could easily have been included in the conservation area, and the fact that it has been excluded is telling in its own right, reflecting its unexceptional character.

108-132 St Pancras Way

- 3.34 The list description (Appendix 1) describes the early 19th century terrace as “*a strong and cohesive piece of townscape seen across College Green.*” This suggests that much of the significance of the terrace derives from its external appearance, which is reinforced by the fact that the list description apparently discounts No. 112 on the basis of the added mansard.
- 3.35 The row is a fine example of a Regency London terrace that has survived relatively intact and it is of architectural interest in this context, as well as illustrative historic interest in the general sense. Its interest is enhanced by the fact that it forms part of a group that takes in the telephone box and the Green, as well as the listed terraces on Jeffrey’s Street and the unlisted 19th century buildings fronting the Green.
- 3.36 The application site forms part of the setting of the terrace in the broadest sense, being part of the wider context or surroundings in which it is experienced. However, the two are distinct and separated by distance as well as intervening buildings. The application site is not visible alongside or together with the listed terrace; instead it forms part of the wider hinterland beyond the terrace when looking away from it, and there is nothing to suggest a connection or association between them, other than spatial proximity and the fact that both buildings address the linear road.
- 3.37 The application site cannot be described as an element of the terrace’s setting that makes a positive contribution to, or reveals its significance.

Drinking fountain memorial to Joseph Salter

- 3.38 The list description states that the drinking fountain forms a group with the K2 telephone kiosk to the south and with the listed terrace on St Pancras Way. The principal claim to significance is its group value and as a good example of this type of Victorian street furniture.

- 3.39 The application site does not influence the significance of the drinking fountain or its appreciation as part of the aforementioned group.

K2 telephone kiosk

- 3.40 Gilbert Scott's iconic 1920s telephone box design is of both architectural and historic interest, and there are many listed examples throughout England in a variety of contexts. It is a modular, prefabricated piece of street furniture, the setting of which is to a large extent immaterial to its significance.

157 and 159 St Pancras Way, including railings

- 3.41 The two early 19th century houses form part of a terrace, although they are different in detailing from their neighbours to the east, which is why the remainder of the terrace was not listed at the same time, in 1974. The houses are of architectural and historic interest as examples of London's Regency architectural legacy. Internal features and plan form, where these have survived, will enhance the significance of the buildings.
- 3.42 The pair of houses read as part of the wider terrace, including the corner building in Camden Road, and they are best appreciated in views taking in the remainder of the street block. The garage has unfortunately cut the houses off from the street to some extent, and it interferes with a proper appreciation of the houses. It also prevents outward views when standing at the area in front of the houses, including views towards the application site.
- 3.43 In much the same way as with the Camden Broadway Conservation Area, the application site is part of the modern hinterland beyond the area of 19th century townscape, in which the listed houses is appreciated, and there are no indications that the application site reveals or reinforces the significance of the houses in any way.

4.0 IMPACT ASSESSMENT

4.1 The existing office building at 79 Camden Road does not have any heritage value and it is not considered to be capable of being treated as a heritage asset. It is therefore not included in the assessment below.

86-100 St Pancras Way

4.2 The building will be completely demolished to make way for the redevelopment. The degree of heritage significance to be attached to the building, and to be carried forth in the planning balance, is at best slight. It is this small amount of heritage significance that should be weighed against the wider public benefits of the proposed development.

Granite setted carriageway on Rochester Place

4.3 The proposed development includes the potential for enhancing the public realm of Rochester Place, but the setted surface will not be interfered with or removed as part of the proposed development. The heritage significance of the setted surface will remain unaffected.

Camden Square Conservation Area

4.4 The proposed development would only be visible in outward views from the westernmost extremity of the conservation area. In these views it will be peripheral and visually distinct from the 19th century planned development of the conservation area, and instead form part of the modern hinterland beyond the area. Insofar as it will be present in the distance in outward views, the presence of the proposed development would not affect the character and appearance, or heritage significance, of the Camden Square Conservation Area.

Camden Broadway Conservation Area

4.5 The eastern part of the proposed development will have a strong presence in outward views from the northernmost extremity of the conservation area when looking north-westwards along St Pancras Way or north-eastwards along Camden Road. These views take in the undistinguished modern

townscape beyond, which does nothing by of contributing towards the character, significance or quality of the area as a coherent piece of 19th century townscape displaying good quality architecture. The replacement of the existing buildings with a quality contemporary development will represent a notable change in the view, but it would not fundamentally alter the fact that the townscape beyond the conservation area is evidently modern and of a contrasting scale and nature compared with the 19th century terraces.

- 4.6 The new building will add visual interest and distinctiveness to what is presently a rather lacklustre and undistinguished townscape, and it will be recognisable as part of the on-going evolution of the townscape beyond the conservation area along this part of Camden Road and St Pancras Way. The change to the modern townscape hinterland beyond the conservation area would not affect the character or appearance of the area, or the ability to appreciate it. However, the architectural quality and interest of the new building would, to some extent, positively influence the character of this part of Camden Road and therefore the closest parts of the conservation area. To the extent that there will an effect on the significance of the area, this will be positive.

Jeffrey's Street Conservation Area

- 4.7 The St Pancras Way frontage of the proposed development will be visible obliquely in outward views from the western extremity of the conservation area, although when in leaf the trees will obscure it to some extent. The new development will represent a change in the view, but it would form part of an area that lies beyond the extent of the 18th and 19th century terraced houses of the conservation area, and which has a different character.
- 4.8 The new building will add visual interest and it will be recognisable as part of the on-going evolution of the townscape along this part of St Pancras Way. The change to the hinterland beyond the conservation area would not affect the character or appearance of the area itself, or the ability to appreciate it (which relies on views into the area, not outwards views of the surrounding townscape).

- 4.9 The presence of the proposed development in some outward views from the western extremity of the conservation area would not affect its character, appearance, or heritage significance.

Rochester Conservation Area

- 4.10 The new building will be visible in some limited views along Rochester Place, at the southernmost extremity of the conservation area, and from Rochester Mews, at the eastern end of the area. In neither case would the new development dominate or overpower the early 19th century houses in foreground, or affect the ability to appreciate them, or their visual and spatial relationships with the remainder of the 19th century townscape, or the sense of coherence and consistency of the townscape. It will be recognisable in glimpsed views as a part of the hinterland of the conservation area that is different from it, in much the same way as the existing buildings, although it will be markedly of greater architectural interest.
- 4.11 The change brought about by the presence of the proposed development in views from Rochester Place and Rochester Mews, looking outwards from the edges of the conservation area, would not harm, erode or otherwise affect the character, appearance, or heritage significance of the Rochester Conservation Area.

108-132 St Pancras Way

- 4.12 The St Pancras Way frontage of the proposed development will be visible at acute oblique angles in eastward views from the area immediately in front of the listed terrace, although when in leaf the trees will obscure it to some extent. The change to the view as a consequence of the new development will not impede the ability to appreciate the terrace, or place it within the context of the other 18th and 19th century terraces nearby. Neither would it affect the architectural interest of the terrace itself, or its group value with the nearby drinking fountain and telephone kiosk.
- 4.13 The change to the hinterland beyond the listed building would not affect its architectural or historic interest, or the ability to appreciate it.

Drinking fountain memorial to Joseph Salter

4.14 The proposed development would be visible at acute oblique angles in eastward views from the drinking fountain, its presence to some extent influenced by seasonal variation. Its presence in the distance would not influence the significance of the drinking fountain or its appreciation as part of the group with the terrace and telephone kiosk.

K2 telephone kiosk

4.15 The proposed development would be visible at acute oblique angles in eastward views from the telephone kiosk, its presence to some extent influenced by seasonal variation. Its presence in the distance would not influence the significance of the telephone kiosk or its appreciation as part of the group with the terrace and drinking fountain.

157 and 159 St Pancras Way, including railings

4.16 The garage in front of the listed pair would block the proposed development in views from the area in front of the houses. The development would be visible from the upper windows, when looking out over the garage, as part of the modern development to the north (including the St Pancras Way Estate) and there are no indications that its presence in these views would affect the interest of the house in any way.

4.17 The view towards the houses would not be affected by the presence of the proposed development and the ability to appreciate their architectural quality and historic interest will remain unchanged.

5.0 SUMMARY AND CONCLUSIONS

- 5.1 The present frontage at N^os 86-100 St Pancras Way dates from c. 1931, but it incorporated part of a pre-existing 19th century house and it was extended to the west in c. 1939, and to the east in 1948. Its length gives it a degree of prominence and it is pleasant in its overall appearance. When taken together with the historic associations of the former factory, it is possible that the frontage range could be regarded as passing the threshold for consideration as a non-designated heritage asset within the definition of the NPPF.
- 5.2 Nevertheless, its relative heritage significance is undoubtedly very limited, and on balance falls at the very lowest end of the spectrum. The loss of heritage significance to be carried forth in the planning balance is at best slight. It is this small amount of heritage significance that should be weighed against the wider public benefits of the proposed development, as part of a balanced decision. The heritage significance of the setted surface on Rochester Place will remain unaffected.
- 5.3 The application site falls close enough to three conservation areas to have been included in their boundaries, but despite that it was not included in any of these. In itself that demonstrates the fact that the buildings on the application site are undistinguished and that they do not contribute in any notable way towards the special interest of the conservation areas.
- 5.4 No harm has been identified in the case of the four nearby conservation areas, or the four nearby listed buildings. A slight positive effect has been identified in the case of the Camden Broadway Conservation Area.
- 5.5 In terms of the overall heritage impacts, a slight loss of significance due to the demolition of the existing buildings should be taken into account, along with a slight positive improvement to the setting of the Camden Broadway Conservation Area.

APPENDIX 1: List descriptions from English Heritage's National Heritage List

Name: NUMBERS 108-132 AND ATTACHED RAILINGS

List entry Number: 1245848

Location: NUMBERS 108-132 AND ATTACHED RAILINGS, 108-132, ST PANCRAS WAY

Grade: II

Date first listed: 28-Oct-1994

UID: 477952

Details:

CAMDEN

TQ2984SW ST PANCRAS WAY 798-1/66/1773 (North East side) 28/10/94 Nos.108-132 (Even) and attached railings

GV II

Terrace of 13 houses, 4 with shops. Mid-1820s. Stock brick and stucco, slate roofs. EXTERIOR: 3 storeys and basements, No.112 with added mansard storey not of special interest. Each house is 2 windows wide except for No.108 (one window wide), with doors to right reached up steps over basement areas; the end houses with entrances on side returns. Stuccoed ground floors and basements with banded rustication treated as keystones over openings. A hierarchy of 12- and 8-light glazing bar sashes to the upper windows. The ground floors have always had a variety of fenestration, with margin lights to No.120 and round-arched windows to the remainder, Nos 114 and 130 with 12 lights and central round-arched glazing bars. Nos 116 and 122 with modern casement windows of no interest. Original doors except to No.122. All doorcases with engaged, fluted pilasters and semicircular toplights, No.130 with decorative fanlight, save Nos 108, 110, 112 and 132 which have shopfronts. Those to Nos 108 and 132 of particular interest as early C19 examples, with corner entrances. No.108 has moulded eaves cornice, deep frieze, engaged unmoulded pilasters and small panels under 6- and 4-light windows, these with thin mullions and central transoms. That to No.132 has simpler cornice and sides, but 12 and 10 smaller panes between slender glazing bars, and margin lights to top; square top-light over modern door at corner. Shopfront to No.114 with pleasant early C20 margin-light decoration to top, and contemporary door. INTERIORS not inspected but many are noted to retain original cornices and shutterboxes as well as staircases. SUBSIDIARY FEATURES: spearhead railings to basement areas and entrance steps in the properties without shopfronts. This terrace forms a strong and cohesive piece of townscape seen across College Green.

HeritageCollective

Name: K2 TELEPHONE KIOSK AT JUNCTION WITH ST PANCRAS WAY

List entry Number: 1271392

Location: K2 TELEPHONE KIOSK AT JUNCTION WITH ST PANCRAS WAY, ROYAL COLLEGE STREET

Grade: II

Date first listed: 27-Feb-1987

Date of most recent amendment: Not applicable to this List entry.

UID: 477896

Details:

CAMDEN

TQ2984SW ROYAL COLLEGE STREET 798-1/66/1408 (West side) 27/02/87 K2 Telephone Kiosk at junction with St Pancras Way

GV II

Telephone kiosk. 1927. Designed by Giles Gilbert Scott. Cast-iron. Square kiosk of K2 type with domed roof, perforated crowns to top panel and glazing bars to windows and door.

Name: DRINKING FOUNTAIN MEMORIAL TO JOSEPH SALTER

List entry Number: 1271391

Location: DRINKING FOUNTAIN MEMORIAL TO JOSEPH SALTER, ROYAL COLLEGE STREET

Grade: II

Date first listed: 01-Jul-1998

Date of most recent amendment: Not applicable to this List entry.

UID: 477895

Details:

CAMDEN

TQ2984SW ROYAL COLLEGE STREET 798-1/66/1764 (East side) 01/07/98 Drinking Fountain memorial to Joseph Salter

GV II

Memorial drinking fountain to Joseph Salter. c1876-7. Granite, approx 2.1m in height. Square in plan, with chamfered corners terminating in moulded capstone. Set on low octagonal base of two steps. Bowl and tap to north side on attached colonnette bowl. To south no colonnette and the tap removed. Inscription to north face reads Joseph Salter 1832-1876. Forms a group with the K2 telephone kiosk to the south (qv) and with the listed houses in St Pancras Way (qqv).

Name: NUMBERS 157 AND 159 AND ATTACHED RAILINGS

List entry Number: 1245851

Location: NUMBERS 157 AND 159 AND ATTACHED RAILINGS, 157 AND 159, ST PANCRAS WAY

Grade: II

Date first listed: 14-May-1974

Date of most recent amendment: Not applicable to this List entry.

UID: 477955

Details:

CAMDEN

TQ2984SW ST PANCRAS WAY 798-1/66/1523 (West side) 14/05/74 Nos.157 AND 159 and attached railings

GV II

2 terraced houses. Early C19. Stucco with rusticated ground floors. 3 storeys and basements. 2 windows each. Round-arched ground floor openings with keystones; No.159 currently boarded and bricked up. No.157 doorway with fluted quarter columns, fanlight and panelled door. Windows with cast-iron guards. 1st floor casements round-arched with architraves to heads linked by impost bands; cast-iron balconies. Square-headed, architraved sashes to 2nd floors. Cornice and parapet. INTERIORS: not inspected. SUBSIDIARY FEATURES: attached cast-iron railings with acorn finials to areas.

APPENDIX 2: Photos



Appendix 2.1: View towards the application site from the western extremity of the Jeffrey's Street Conservation Area.



Appendix 2.2: Oblique view of the application site from the west, beyond the Jeffrey's Street Conservation Area.



Appendix 2.3: Oblique view of the application site from the west.



Appendix 2.4: View of the application site from Camden Road, at the northern extremity of the Camden Broadway Conservation Area.



Appendix 2.5: Oblique view of the application site from the east, at the northern extremity of the Camden Broadway Conservation Area.



Appendix 2.6: The St Pancras Way frontage of the application site, viewed from the east, outside of the Camden Broadway Conservation Area.



Appendix 2.7: Frontal view of the 'central' part of the frontage.



Appendix 2.8: Close oblique view of the frontage.



Appendix 2.9: Frontal view of the eastern part of the frontage.



Appendix 2.10: Frontal view of the western part of the frontage.



Appendix 2.11: General view southeast towards the application site along Rochester Place, from Wilmot Place at the southern part of the Rochester Conservation Area.



Appendix 2.12: View of the application site, looking southeast along Rochester Place, at the extreme southern end of the Rochester Conservation Area.



Appendix 2.13: The northern part of the Rochester Place elevation.



Appendix 2.14: The central part of the Rochester Place elevation.



Appendix 2.15: General view southwest towards the application site, along Rochester Mews.



Appendix 2.16: The southern part of the Rochester Place elevation.



Appendix 2.17: General view northwest along Rochester Place from Camden Road.



Appendix 2.18: The office block on Camden Road.

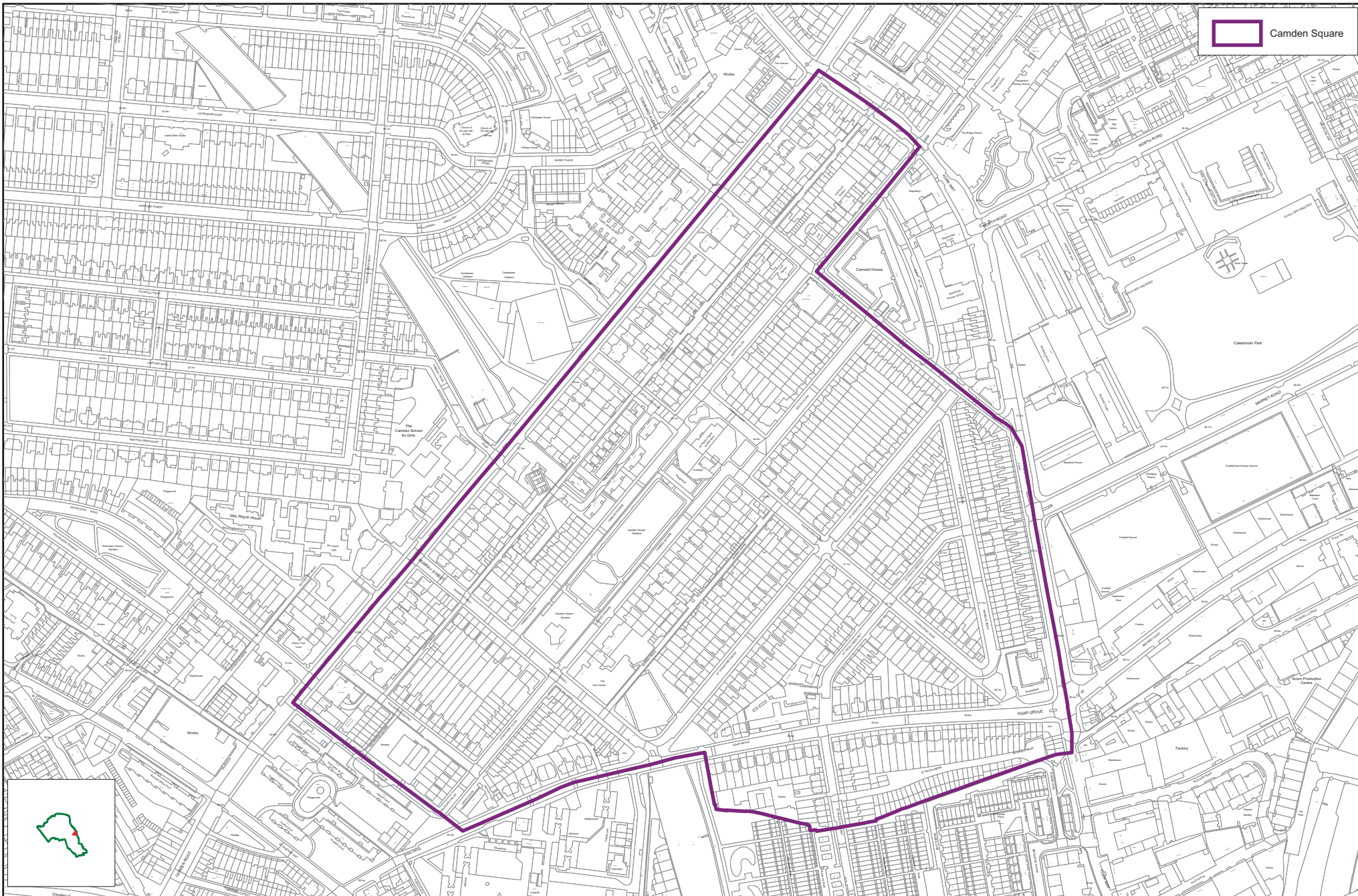


Appendix 2.19: The St Pancras Way elevation of Bernard Shaw Court.

APPENDIX 3: Map showing conservation areas in the vicinity of the application site (from Camden Council's interactive online GIS map)



APPENDIX 4: Conservation area maps - extracts from Camden Council's adopted Supplementary Planning Documents



Camden Square

Camden Square CA

This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. (Licence Number: 100019726) (Year: 2009).

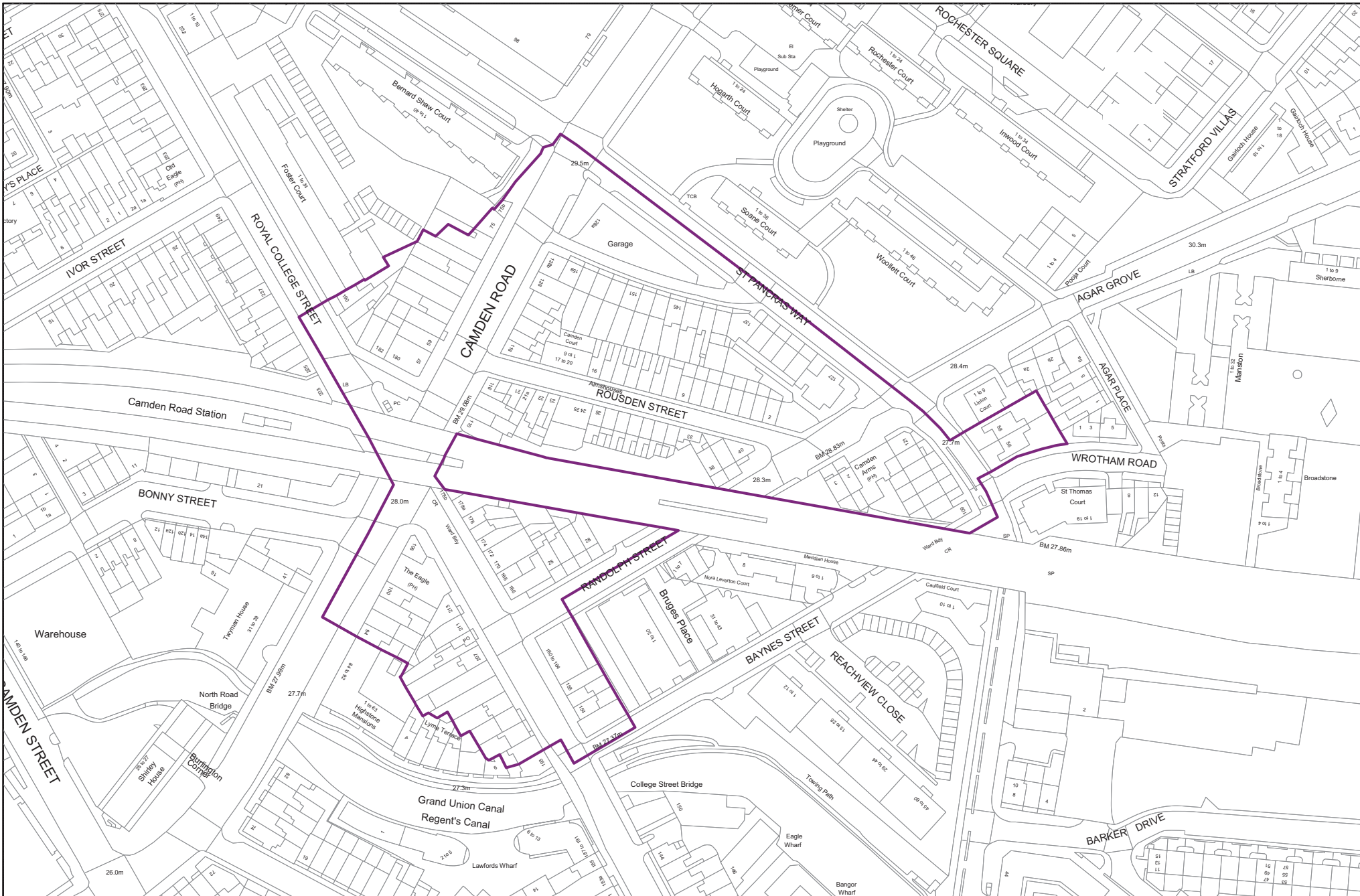


Print Date: 03/11/2009

Scale 1:Not Usable Scale

Printed By: L.Small

Map Ref No: c03171



Camden Broadway Conservation Area



This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Licence number: 100019726 Year:2008

Scale 1:1250

#Map for Internal Use Only#

Print Date: 10/08/2008

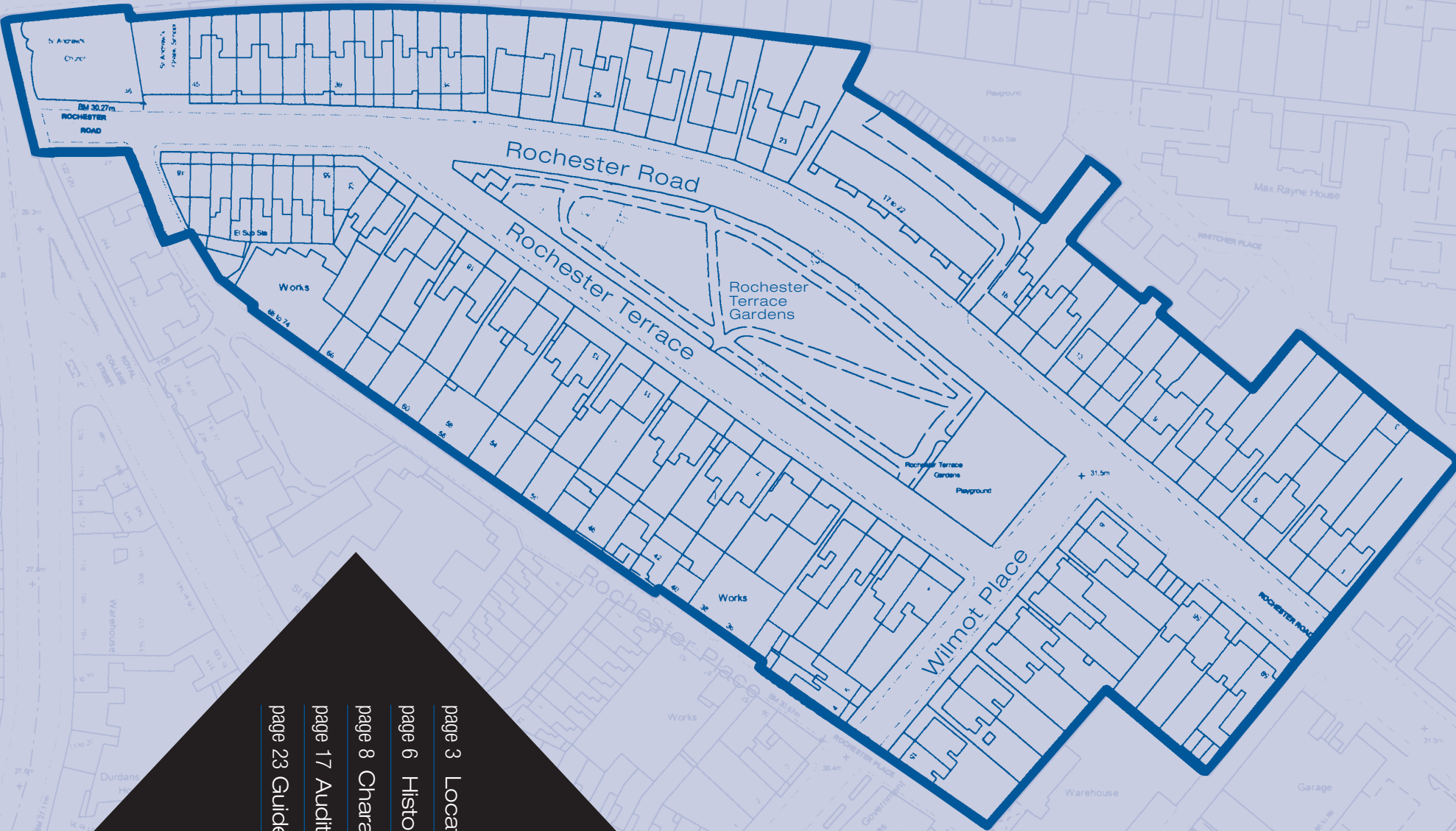
Printed By: L.Small



Map Ref No: c02626



- [page 3 Location](#)
- [page 5 History](#)
- [page 8 Character](#)
- [page 16 Audit](#)
- [page 22 Guidelines](#)



[page 3 Location](#)

[page 6 History](#)

[page 8 Character](#)

[page 17 Audit](#)

[page 23 Guidelines](#)