

WHICH?

**2 MARYLEBONE ROAD &
1-9 ALBANY STREET**

HERITAGE STATEMENT

August 2013

5 Bolton Street
London
W1J 8BA

Tel: 020 7493 4002
Fax: 020 7312 7548

www.montagu-evans.co.uk

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1.0 INTRODUCTION

1.1 Montagu Evans LLP has been appointed by Which? to produce this Heritage Statement and to advise on the proposals which are now the subject of applications for planning permission and listed building consent relating to the development of the 2 Marylebone Road and 1-9 Albany Street.

1.2 The London Borough of Camden ("LB Camden") have confirmed that 1-9 Albany Street is not part of the Listed Building and that Listed Building Consent is not therefore required for works relating to it. Listed Building Consent is only required for reconfiguring the roof of 2 Marylebone Road and detailed conditions dealing with the connection between the two buildings will deal with making good alterations at the point of junction. Planning Permission is sought for operational development to increase in area.

1.3 The description of the development for Planning Permission is:

" Refurbishment and extension of existing B1 office building, including the relocation of existing core to extended areas on Peto Place, new vertical circulation, new WCs and washrooms, additional meeting space at second and third floors (facing Peto Place) and a roof extension at fourth floor. A new entrance link over the existing car park ramp to a new internal public zone."

1.4 The description of development for the Listed Building Consent is:

"Alterations to 2 Marylebone Road comprising the refurbishment of the interior of the building and works associated with the removal of the existing lift and stair core including the reinstatement of the original roof form."

1.5 Owing to the nature of the development, this Heritage Statement assesses the following components that have the potential to impact on the significance of built heritage assets:

- The removal of plant and stair enclosure at roof level of 2 Marylebone Road;
- The restoration of roof form to 2 Marylebone Road;
- The removal of the existing lift and stair core to the rear of 2 Marylebone Road;
- The refurbishment of the interior of 2 Marylebone Road;
- The erection and extension at roof level to 1-9 Albany Street.
- Erection of new façade to Peto Place.

1.6 The outward expression of these elements is illustrated in Plate 1.

1.7 This Heritage Statement has been prepared by Dr Timur Tatlioglu, under the direction of Dr Chris Miele (IHBC, MRTPI).



Plate 1: Massing presentation illustrating the outward expression of the proposed development.

Background to the project

- 1.8 The proposals for 2 Marylebone Road and 1-9 Albany Street have been developed to meet the requirements of Which? who provide advise and campaigns on a wide variety of issues in the interest of consumers. They are a product-testing and consumer campaigning charity with a magazine, website and various other services and aim to improve their contribution to consumer society.
- 1.9 As a result of a rapid shift towards digital publishing there have been fundamental changes to working practices and staff structure which has substantially altered how the organisation operates,. Anticipated increases in staff numbers means that existing office space is unsuitable for continued occupation without extension and refurbishment. Consequently, the existing buildings need to be altered to better accommodate the expanding and evolving activities and improve Which?'s impact on behalf of consumers.
- 1.10 In recent years, Which? has also increased its emphasis on direct engagement with the media, politicians and leaders of private companies. The existing building does not have sufficient facilities to host events such as awards ceremonies, roundtable discussions, lobbying events and seminars. The refurbishment of the building will address this deficiency by providing a conference facility.
- 1.11 In summary, the existing office space is unsuitable for Which?'s continued occupation for the following reasons:
- Recent and ongoing radical changes in working practices and staff structure as a result of a rapid shift towards digital publishing means that more office space is needed and needs to be utilised in a different way than with traditional print publishing;

- Which? anticipates increased staff numbers (an increase from 500 to 600) as they increase their influence, and undertake new campaigning, research and publishing activities; and
- A good quality auditorium is critical to Which?'s activities as they seek to increase their charitable reach by way of lobbying and hosting more public events.

1.12 Further details on Which?'s activities and the Statement of Need is appended to the Planning Statement accompanying this application.

1.13 In delivering the above, the proposals will allow for the removal of a large stair enclosure from the roof of the listed building, and a plant enclosure from the roof of 1-9 Albany Street. This approach has led to an optimal solution that meets the needs of Which? delivering public benefits while respecting the underlying heritage values.

Pre-application Discussion

1.14 Extensive discussions have been undertaken during the pre-application stage with officers from LB Camden and English Heritage. These have considered the particular heritage components including:

1. The direct impact on the Grade II* listed 2 Marylebone Road
2. The indirect impact on the setting of the same
3. The impact of the proposals on the setting of adjacent listed buildings specifically:
 - Holy Trinity Church (Grade I);
 - Regent's Park (Grade I);
 - 13-24 Park Square East and the 'Diorama' in Peto Place (Grade I);
 - Melia White House (Grade II);
 - Nos. 1-19 odd and 31 and 33 Albany Street (Grade II);
 - Nos. 1-3 Albany Terrace (Grade I)
 - Nos. 1-8 St Andrews Place (Grade I);
 - Nos. 9 and 10 St Andrews Place (Grade I);
 - Nash Terraces on Park Crescent: 1-6, 8-14, and 98 Park Crescent (Grade I); and
 - Great Portland Street Underground Station (Grade II)
4. The impact on the Regent's Park Conservation Areas (LB Camden & Westminster City Council ("WCC")) experienced from Park Crescent, Marylebone Road and Albany Street
5. The impact on Regent's Park Designated Park and Garden.

Purpose and Structure of the Report

- 1.15 This Heritage Statement assesses the impact of the proposed development on heritage assets concentrating on the effect on the special interest of No. 2 Marylebone Road and its setting. This includes a townscape analysis, assessing the effect of the proposed rooftop extension from several key views. The report also considers the effect of the proposed development on the Regent's Park Conservation Area.
- 1.16 2 Marylebone Road is a Grade II* listed early 19th Century building listed for group value with the Regent's Park Nash terraces. Adjacent is 1-9 Albany Street is a modern 1980s pastiche office development. It lies within the Regent's Park Conservation Area. The buildings are in use as a single office building occupied by the headquarters of Which?.
- 1.17 The report consists of the following:
- Description of the history of the site and baseline (**Section 2**)
 - An assessment of the significance of heritage assets (**Section 3**)
 - Planning Policy Context (**Section 4**)
 - An assessment of the proposed scheme (**Section 5**)
 - Conclusion and Summary (**Section 6**)
- 1.18 This report should read in conjunction with the Planning Statement and Design & Access Statement ("DAS") produced by Montagu Evans Kohn Pedersen Fox ("KPF"), respectively.

2.0 HISTORY OF THE SITE

- 2.1 The application site comprises two parts of the same building: 2 Marylebone Road which is a Grade II* listed early nineteenth century listed building and 1-9 Albany Street which was built in the 1980s. The site is highlighted in red on **Plate 2**.

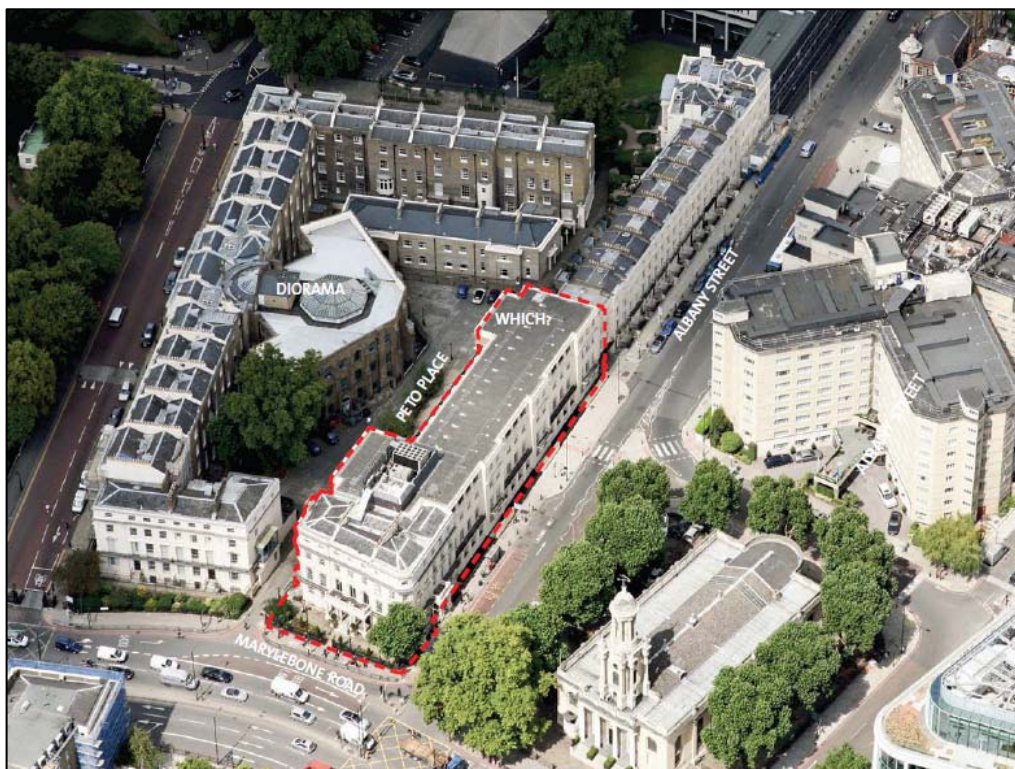


Plate 2: Overview of the application site (highlighted in red).

- 2.2 The total gross floorspace of the two buildings combined is 5494m². The buildings are occupied by Which? as a single-use as their office headquarters.

2 Marylebone Road

- 2.3 No. 2 Marylebone Road is an early nineteenth century white stucco Nash terrace listed in the Grade II* category. The list description is included at **Appendix 1**. No. 2 comprises three terrace houses (formerly 4-6 Albany Terrace) over four floors with basement level. No. 2 was listed as part of their group value with the Regent's Park Nash terraces.

- 2.4 Although the building line at the rear of the building has been eroded (it links directly into the modern buildings on Albany Street by way of doors and hallways) the plan form of the buildings is otherwise relatively intact, and the original stairs appear to have been retained albeit in a refurbished condition.

1-9 Albany Street

- 2.5 The adjacent mid-1980s buildings along Albany Street are modern and of little architectural interest. The building is over four storeys over a basement car park

which is accessed by way of a ramp from Peto Place to the rear. The façade echoes the architectural style of the Nash terraces, but it is important to note that it replaced late-Victorian buildings that were of a very different style. These are explained below.

- 2.6 Both buildings are increasingly unsuitable to accommodate Which?'s evolving working practices as set out in **Section 2**.

Methodology

- 2.7 The baseline conditions have been established by identifying all built heritage assets within the visual envelope of the Application Site (**Appendix 2**). This study area was established on the basis of an understanding of the scale of emerging development, and hence its area of visual effect.

- 2.8 Developing that point, we have the following observations: owing to the nature and the proposed development and the urban screening provided by the existing architectural forms, the visual envelope of the application site is restricted. Professional judgement has therefore been used to select those built heritage assets that are likely to experience change to their setting, and by extension, their heritage significance. Those assets that are both physically and functionally separated from the development site have not been assessed as the significance of these assets is unlikely to be affected. For these reasons, the following built heritage assets have not been assessed but are included in **Appendix 2**.

- Westminster Cleveland Street Conservation Area;
- Westminster Harley Street Conservation Area; and
- Camden Fitzroy Square Conservation Area.

- 2.9 There are a number of designated examples of street furniture including railings and lamp posts within the area around the application site. Due to nature of this type of asset, in particular, lamp posts, they tend to be appreciated as individual works associated within the streetscape. Railings, meanwhile, are often designated for group value with listed buildings, depending on the age and quality of the ironwork. In urban contexts, their setting is therefore tightly bound to the asset. It is our judgement that these assets will not be materially affected by the proposed development.

Conservation Areas

- 2.10 The application site is located within Camden's Regent's Park Conservation Area, the boundary of which is shown on **Appendix 2**.

- 2.11 The application site is also close to other conservation areas:

- WCC Regent's Park Conservation Area;

- 2.12 The relationship of the application site to the adjoining conservation areas is shown on **Appendix 2**. Key views of the site are discussed and assessed in **Section 5** of this report

Adjacent Listed Buildings

- 2.13 There are a number of designated buildings adjacent to the application site. These are illustrated in **Appendix 2**.
- 2.14 Through discussions with the LB Camden it has been agreed that the proposed development has the potential to have a direct effect on the significance of the following heritage assets:
- No. 2 Marylebone Road (Grade II*); and
 - Regent's Park Conservation Area (LB Camden)
- 2.15 The proposals may also have an effect on the setting of other heritage assets. Accordingly, this statement sets out our understanding and assessment of:
- Regent's Park Conservation Area (WCC);
 - Holy Trinity Church (Grade I);
 - Regent's Park (Grade I);
 - 13-24 Park Square East and the 'Diorama' in Peto Place (Grade I);
 - Melia White House (Grade II);
 - Nos. 1-19 odd and 31 and 33 Albany Street (Grade II);
 - Nos. 1-3 Albany Terrace (Grade I)
 - Nos. 1-8 St Andrews Place (Grade I);
 - Nos. 9 and 10 St Andrews Place (Grade I);
 - Nash Terraces on Park Crescent: 1-6, 8-14, and 98 Park Crescent (Grade I);
and
 - Great Portland Street Underground Station (Grade II)

Historic Background

- 2.16 This section describes the history of the application site and the surrounding area. It is located in the eastern part of the John Nash's early-nineteenth century Regent's Park development. The greater part of Nash's scheme extends to the west into the City of Westminster.
- 2.17 The ownership by the Crown of the Regents Park area dates from the time of William the Conqueror when all land became 'in right of the King'. The land was used to raise income for the King, but at the reformation Henry VIII enclosed the area as a hunting park. By the late-eighteenth century, the Duke of Portland leased farmland north of what is now Marylebone Road from the Crown known then as Marylebone Park.
- 2.18 New infrastructure laid out in the area during the eighteenth century enabled development. 'New Road' was built between 1756 and 1757 to relieve east-west traffic in the centre of London, particularly along Oxford Street. This was aligned along the present day Marylebone Road. In 1776 the north-south Portland Place was commenced by the Adam Brothers. This was followed by a planned grid of streets to

the south of what is now Marylebone Road by John Fordyce, Surveyor General of His Majesty's land revenues. Fordyce also commenced a survey at Marylebone Park in 1793.

- 2.19 Subsequent to the printing of Fordyce's survey in 1797 was the announcement of an architectural competition to find the best plan for the development of the area to the north of Marylebone Road, which at that time was known as Marylebone Park. There was only one entry which was not progressed. In 1809, the Duke of Portland published a plan showing a landscaped park with villas and terraces within Marylebone Park. This also proposed a more comprehensive approach to the planning of the area, with a link (later to become Regent's Street) to Trafalgar Square close to the centre of government at Westminster and Whitehall. This also included another site for Crown development at Carlton House. The plan envisaged the provision of a water supply, sewerage and street lighting, and also local markets and an important church which should 'do credit.... to the country'.
- 2.20 The Duke of Portland's lease came to an end and a competition was held in 1810 to find an architect for the development of the parkland. Entries were submitted by Thomas Leverton and Thomas Chawner and another by John Nash and James Morgan. Nash won the Commissioner's approval and in 1811, George, Prince of Wales, was declared Prince Regent and supported Nash in the project which he saw competing with Napoleon Paris.
- 2.21 The overall concepts of Nash, expressed the full range of economic and social functions within one masterplanned scheme, including aristocratic houses within the parkland and a service road (later Albany Street) with its stables, mews and markets. The masterplan was constructed during the 1820s and 1830s, during which time Albany Street was laid out and No.2 Marylebone Road was built.
- 2.22 The link to Portland Place was intended to be by a complete circus. While the southern half of Park Crescent was built from 1819, Nash built the elements to the north of Marylebone Road as Park Square. Park Square East was built in 1823. Within this terrace, A C Pugin and James Morgan designed the Diorama in 1823 for James Arrowsmith. Arrowsmith was the brother-in-law of Daguerre, who successfully operated a Diorama in Paris. St Andrew's Place to the north-east was built in 1823.
- 2.23 The consultation of the terraces continued with Nash's Cambridge Terrace (1824), Chester Gate (1825), followed by Chester Terrace (1825).
- 2.24 At this time Albany Street formed a service road for the park, to the east of which the buildings were more mixed in character. Sir John Soane's Holy Trinity was built in 1826, and serviced areas including Cumberland Market and housing providing accommodation for those working in the area (such as Augustus Street (1819-26)). The barracks, which was originally planned for the north of the park, was built on Albany Street in 1820-21, and to the north of the barracks, the Park Villages were developed by Nash himself as leaseholder between 1823 and 1834.

- 2.25 Nash anticipated that the project should contribute to the health of the city, and the park was granted a major new role following London's outbreak cholera in 1832. This stimulated interest to improve public health through better access to open areas and the park was open to the public in the east in 1835, and the rest of the park and Primrose Hill followed in 1841.
- 2.26 Site of Nos. 1-9 Albany Street was initially occupied by a building of unknown use, most likely not a house. By the mid-to-late-nineteenth century it was 'Pantehnicon', or a place to store furniture, and featured on the first edition OS map of 1875-6 (**Appendix 3**). The building was extended between 1896 and 1916, most likely incorporating two houses to the north on Albany Street (**Plate 3**).
- 2.27 The existing buildings on the application site were constructed in the early 1980s, replacing the earlier Victorian buildings, and are very poor reproductions in a pseudo-Nash style (**Plate 4**). The proportions of the architectural language and use of motifs are unsuccessfully realised within the elevation.



Plate 3: 1960s View of 2 Marylebone Road facing north west. 1-9 Albany Street is visible to the right of the picture in the Arts and Crafts style.

- 2.28 World War II had various impacts on Regent's Park. On the eastern side of Broad Walk, St Katherine's Villa and the northern half of Cambridge Terrace were destroyed by bombing. Part of Park Village East was damaged and demolished in 1941 (**Plate**

5). The canal, which was integral to the landscape and economic functioning of the area, had been partly drained to reduce its visibility to enemy bombers and Cumberland market suffered war damage.

2.29 In 1964, a new building for the Royal College of Physicians was completed on the site of Sommerie's House. This building was listed in the Grade I category in 1998.



Plate 4: Modern view of 1-9 Albany Street facing southwest. The elevation is a modern interpretation of the Nash-style with poor architectural detailing, inappropriate proportions and poor use of motifs.

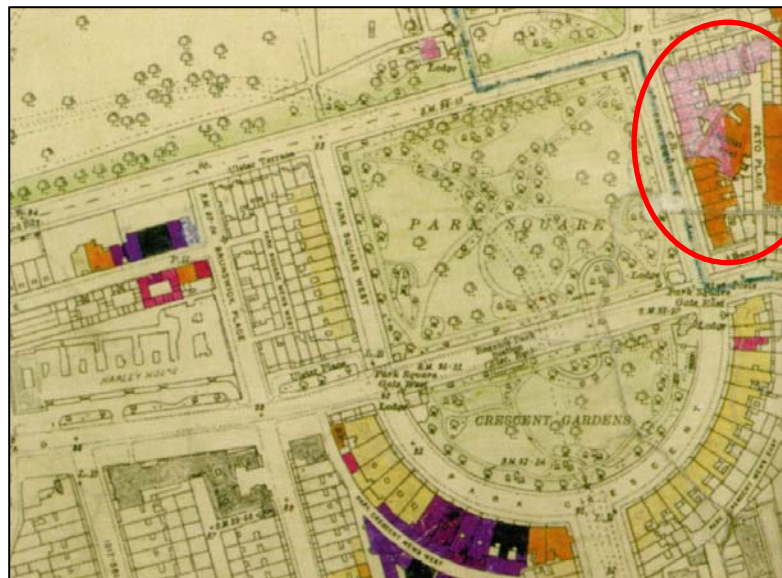


Plate 5: London Bomb Map showing Park Village East, Peto Place and buildings on Albany Street suffering general blast damage (orange) and being damaged beyond repair (purple).

3.0 STATEMENT OF SIGNIFICANCE

- 3.1 Paragraph 128 of the National Planning Policy Framework states that local planning authorities should require an applicant to describe the significance of any heritage assets affected by a development proposal. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.
- 3.2 *The Regent's Park Conservation Area Appraisal and Management Strategy* (LB Camden) (July 2011) assists with the assessment of the significance of the Conservation Area. We have also assessed the significance against English Heritage's 2008 publication, *Conservation Principles*, particularly with regard to 'Heritage Values'.
- 3.3 We also make reference to the 2011 English Heritage publication, *The Setting of Heritage Assets*.

Regent's Park Registered Park and Garden (Grade I)

- 3.4 The park's landscape is of a wide open parkland setting, itself a principal green space. The park's significance is defined by its formal gardens, mature trees, setting for the terraces and fine views across the park. Private gardens also contribute to the significance of the conservation area, providing some variation in structure and planting and a smaller scale domestic feel to landscaping.
- 3.5 The historic associative and design values of the park are linked to Nash's original grand vision and masterplan to south. This included a full circus (only completed as Park Crescent) to provide a grand entrance to the new Crown Estate at its south-east corner. The early layout of Park Crescent Gardens comprised a perimeter planting belt with inner path, with a statue of the Duke of Kent at the sent of the south side of the gardens. The Greek Doric style **South East lodge** (Grade II) dating to 1812-25, is set in the corner of the square garden and the junction with Marylebone Road and is coupled with a the twin lodge in the south west of the park.

Regents Park Conservation Area (LB Camden)

- 3.6 The application site lies within the **Regent's Park Conservation Area** (LB Camden) but also forms part of views from within the Regent's Park Conservation Area (Westminster City Council) and **Regent's Park Registered Park and Garden**.
- 3.7 The two conservation areas are divided by the Council boundary, but are in effect, both safeguarding Regent's Park and its setting. The Park is given further protection as a Grade I listed Registered Park and Garden.

- 3.8 The **Regent's Park Conservation Area** was designated as a conservation area on 1 July 1969. The west of the Park was designated by Westminster Council, and the east side by the London Borough of Camden.
- 3.9 The area was extended to the north from the York and Albany Public House up to the Delancey Street junction on 1 October 1971. Two further areas were designated on 1 November 1985, to the east of Albany Street, around Redhill Street, St George's Cathedral and Christchurch School; the other around Longford Street including the church and presbytery of St Mary Magdalene.
- 3.10 A further extension was made on 11 July 2011 to include the Regents Park Barracks on Albany Street and the Cumberland Estate to its south.
- 3.11 The overall plan form and character of the Regents Park Conservation Area (LB Camden) retains, generally speaking, its original pattern with significant twentieth-century intervention including housing developments and the Royal College of Physicians. The associated Conservation Area Appraisal and Management Plan notes:

"The significance of the Regent's Park area is of national and international importance. The comprehensive masterplanning of the park, terraces, villas and the (largely redeveloped, but still appreciable in plan form) working market and service area served by canal to the east was on an unprecedented scale of urban design in London. The integration of all elements of a living area, from aristocrat to worker, from decorative to utilitarian, in a single coherent scheme were exhibited here."

- 3.12 The tall stuccoed facades to the east of the park, and facing onto it are the most relevant to this application (**Plate 6**). These terraces are recognised within LB Camden's adopted Conservation Area Appraisal and Management Strategy as being "of the highest architectural hierarchy [sic]". The following provides a description of the buildings and an assessment of their significance.

1, 2, 3 Albany Terrace, Nos. 13-24 Park Square East and Diorama (All Grade I)

- 3.13 For this application the relevant terraces are **1-3 Albany Terrace, Nos. 13-24 Park Square East and Diorama**. These buildings are high quality, stuccoed and mostly to four storeys. The treatment at ground floor differs from the southern and northern bays which are rusticated to the Park facing elevations which have an attached ionic order supporting an entablature surmounted by a continuous cast-iron balcony. The remainder of the elevations are classically detailed with square-headed doorways with architraves, cornices, pilaster-jams and patterned fanlights. The windows meanwhile, particularly at first floor, are arcaded with keystones, archivolt and moulded impost.

- 3.14 These terraces have historical associative value through their connection with Nash and represent important period of development within the area when he established a masterplan encompassing terraces around the outer circle of the park and continuing to the south of Regents Crescent and ultimately down Regents Street.
- 3.15 **The Diorama** is a Grade I listed building, which comprises three connected properties within the uniform Nash terrace that is Park Square East (**Plates 7 and 8**). That to the centre has a grand entrance sequence (double-height hall, imperial staircase and associated decoration) which leads to a polygonal structure to the rear in Peto Place, and built as the 'Diorama', a popular 'audio-visual' entertainment venue designed by Augustus Charles Pugin. It was converted to a non-conformist Chapel in the mid-Victorian period. The building has since been converted to offices and is currently occupied by the Prince's Trust.
- 3.16 The historical associations of the Diorama are considerable, as an example of popular sensationalist entertainment. The conversion of this building into a Baptist Chapel is historically significant, and the remaining architectural features that contribute to its significance comprise the double-height hall and main stair.



Plate 6: 13-24 Park Square East facing north, with 1-3 Albany Terrace. These Nash terraces date to 1823-5 and is formed of 12 houses.



Plate 7: View of the exterior of the Diorama within Peto Place.



Plate 8: Peto Place, facing North illustrating the relationship between the Diorama and the rear of the 1980s 1-9 Albany Street.

Nos. 1-8 and 9 and 10 St Andrew's Square (Grade I)

- 3.17 **Nos. 1-8 St Andrew's Square**, is a terrace by John Nash built c1823 and are Grade I listed. They are three storey with attics and basements in Stucco with slate mansard roofs and dormer. At either end are paired bowed bays of three windows, with No. 1 forming part of No. 13 Park Square East. At ground floor the terrace is in the Ionic order supporting an entablature at first floor, except at the where the bows are rusticated. The doorways have cornice-heads, fanlights and panelled doors. Attached are cast-iron railings that form a group with the matching railings associated with Ulster Terrace on the west side of Park Square (LB Westminster).
- 3.18 **Nos. 9 and 10 St Andrew's Square** are two terraced houses built c1826 by George Thompson. They are a stuccoed symmetrical composition of three storeys, five windows an pedimented tetrastyle Corinthian portico above ground floor. The ground floor is rusticated with three round-arched openings flanked by tripartite windows. The rear of these buildings originally formed by Nos. 19, 31 and 33 Albany Street.
- 3.19 These terraces have historical associative value through their connection with Nash and represent important period of development within the area when he established a masterplan encompassing terraces around the outer circle of the park and continuing to the south of Regents Crescent and ultimately down Regents Street.

2 Marleybone Road (Grade II) (Subject of this Application)

- 3.20 At the southern end of Albany Street is the Grade II* listed **2 Marylebone Road**, which forms part of the application site (**Plate 9**) and was designated for Group Value with the other Nash terraces. It comprises three terraced houses dating to the early-nineteenth century, which are stuccoed with rusticated ground floors and a symmetrical façade with projecting end bays and segmental bowed corners. A projecting Doric loggia lies in the central three bays of the elevation with balustraded parapet above surmounted by urns.
- 3.21 The interior of the building is devoid of historical features of architectural or historic interest having been converted to offices. This is likely to have occurred when 1-9 Albany Street was constructed in the early 1980s, and although the plan form is relatively intact, there are links through to Albany Terrace by way of doors and a central lift core.
- 3.22 The form of construction is timber floors supported via load bearing masonry walls which originally would have been the party walls between the terraced houses. The masonry walls will likely have shallow foundations below basement level. It appears at some point in the past, areas of the ground floor level have been modified to incorporate a suspended concrete slab. The rear to the terrace houses would have been removed during the 1980's construction of the RC frame.



Plate 9: 2 Marylebone Road facing northeast. Marylebone Road is visible in the foreground with the British Land Development behind clearly visible at roof level.

- 3.23 The roof is composed of several small mansard roofs and chimney stacks. There is a modern lift and stair overrun extending from the listed building's third floor providing access to the plant located to the front of the 1980s extension and is clearly visible from ground level.
- 3.24 The setting of the buildings has been severely compromised by the widening of Marylebone Road in 1960-1 which has resulted in the loss of their front garden areas and introduced a heavily trafficked dual carriageway in close proximity to what were originally domestic dwellings. This is illustrated in the 1968-70 OS Map (**Appendix 3**) that shows how the gardens were reduced in length to create a slip road onto Albany Street (**Plate 3**). This is also clearly illustrated in **Plate 9** and represents a significant change to the setting of this group of buildings owing to the addition of noise and vibration associated with a busy road. This environment on the edge of the Conservation Area would benefit from enhancement.
- 3.25 It should be acknowledged that the architectural quality and coherence experienced around the Park is not maintained along Albany Street, where extensive post-war redevelopment has left a mixed urban context.

Nos. 1-17, 10 (Grade II) and Nos. 31-33 (Grade I) Albany Street

- 3.26 Where the early-nineteenth century terraces have been retained (**Nos. 1-17, 10 (Grade II) and Nos. 31-33 (Grade I) Albany Street**), they date to the 1820s and are by George Thompson and M Crake. They are of a less ornate style than the Nash terraces facing the park, but are stuccoed to four storeys and have a residential character. Nos. 1-17 have balconettes at first-floor level with windows above.

- 3.27 1-9 Albany Street, meanwhile, is a modern addition built in the 1980s. This has little aesthetic value and no historic value as the building is a poor interpretation of the Nash-style but is in keeping with the residential character of the terraces.

White House (Grade II)

- 3.28 The character on the eastern side of Albany Street is less residential and provides a stark contrast with the stuccoed façades. First, the Grade II listed **White House** dating to 1936 by Robert Atkinson, is a star-shaped steel-framed building clad in pale cream faience tiles to nine storeys (**Plate 10**). The form and scale of the building is broken up by a unique layout where the angles of the triangular bays extend to the surrounding streets. The significance of this building is derived from its aesthetic value, being as it is, a unique design.



Plate 10: View facing north along Albany Street with 1-9 Albany Street to the left of the photograph and the contrasting form of the White House to the right.

Holy Trinity Church (Grade I)

- 3.29 Second, the scale of the built environment steps down to the south of the White House, with the Grade I listed **Holy Trinity Church**, one of three churches designed by Sir John Soane for the Church Commissioners in 1824 (**Plate 11**). This was the most expensive of Soane's churches costing nearly £25,000. In 1936 the church was the headquarters of the newly-founded Penguin Books Company who used the crypt as a bookstore. In 1955-6 the church was converted to offices for the Society for the Promotion of Christian Knowledge by Handisyde and Taylor. This was one of the first experiments in finding new uses for historic churches which were no longer required solely as places of worship.

- 3.30 The significance of **Holy Trinity** is derived from its historical associative value as an outstanding church by one of the greatest British architects, Sir John Soane. The aesthetic value is drawn from the exterior and is notable for its distinctively Soanian features, such as the carefully composed tower, and the grand Ionic portico which reflects the fashion for the neo-Grecian in the Regency period. The setting contributes to the significance of the building in so far as the open space around the building allows the tower to have visual prominence within the area. However, the dynamic and busy nature of Marylebone Road in addition to the visual dominance of the neighbouring British Land Development detracts from the setting of the building.
- 3.31 Finally, the British Land development to the east of the church comprises a series of modern, 21st century buildings presenting grid-based elevations articulated through large glass panelling broken up by subtle detailing. The scheme has also created a modern addition in the roofscape to the east of the application site.



Plate 11: View facing west down Marylebone Road with Holy Trinity to the right and Great Portland Street Underground Station to the left. In the background are the Nash terraces.

Other Considerations

- 3.32 The architectural detailing within the Regent's Park Conservation Area (LB Camden) has a consistency of approach reflecting its period. The roofs are clad with slate and mansard roofs, shallow-pitched roofs behind parapet walls and wide over-hanging eaves are evident. In the closest proximity to the site, the roofscape is defined by a regular double-pitched roof-form between party walls on Park Square East and Nos.

13 to 17 Albany Street. Clearly the White House Melia Hotel and British Land development to the east of Holy Trinity Church comprise contrasting modern elements to the roofscape in terms of their greater scale and form. Within the local context, 1-9 Albany Street is conspicuous in its flat-roof form and lack of top floor. Aerial photographs of the vicinity (see pp. 36 of the DAS) illustrate that mansard roof types are prominent in the area, but chimneys and modern forms such as antennae break the rhythm of the skyline

3.33 The Council's Regents Park Conservation Area Appraisal and Management Strategy (July 2011) identifies a number of key views within the conservation area. Of particular relevance to this planning application, are the following identified views:

- From the park to terraces, seeing a clear roofline, without buildings in the background;
- Mews up Portland Place, past the circus and along Park Square East.

3.34 A number of other significant views are identified which will not be affected by this planning application.

Regent's Park Conservation Area (Westminster City Council)

3.35 The **Regent's park Conservation Area** (Westminster City Council) was designated in 1969 to include Regent's Park and adjoining streets bounded by Prince Albert Road, Park Road, Allsop Place, Marylebone Road, as well as the immediate surroundings of St Marylebone Parish Church and Park Crescent which lie south of Marylebone Road.

3.36 The significance of the Conservation Area is made up of the same values as those identified for Regent's Park Conservation Area (LB Camden). The southern entrance to the park formed by Park Crescent and Park Square, was originally intended as a circus linking the park with Portland Place across Marylebone Road. Though differing in style, they have a corresponding uniformity of design, consisting of a centre and wings, with porticos, piazzas, and pediments, adorned with columns of various orders.

Park Crescent (Grade I)

3.37 To the south of Park Square East is **Park Crescent**, which lies in the Regent's Park Conservation Area belonging to Westminster City Council. **Nos. 1-6 (consecutive), 8, 10, 12, and 14** are Grade I listed and are town houses forming the eastern half of the crescent (**Plate 12**). They were designed by John Nash as part of his wider masterplan and were built in 1812, later restored after war damage (**Plate 5**). The Crescent shares the same historical and aesthetic values as the other Nash terraces in the area, most notably as it forms part of the redevelopment of the area in the early-nineteenth century.

- 3.38 The Crescent is stucco faced to four storeys (including attic) with slate roofs. At ground floor is a colonnade of coupled Ionic columns on square plinths surmounted by a balustrade. The upper storeys comprise arched sash windows at first floor, and 12-pane sashes at second, and six-pane sashes at attic storey. The end houses project slightly forward reflecting their termination on Marylebone Road and Portland Place.



Plate 12: Park Crescent facing south, illustrating the rhythm of coupled Ionic columns across the ground floor.

- 3.39 The Crescent is stucco faced to four storeys (including attic) with slate roofs. At ground floor is a colonnade of coupled Ionic columns on square plinths surmounted by a balustrade. The upper storeys comprise arched sash windows at first floor, and 12-pane sashes at second, and six-pane sashes at attic storey. The end houses project slightly forward reflecting their termination on Marylebone Road and Portland Place.
- 3.40 This terrace has historical associative value through their connection with Nash and represent important period of development within the area when he established a masterplan encompassing terraces around the outer circle of the park and continuing to the south of Regents Crescent and ultimately down Regents Street.

Great Portland Street Underground Station

- 3.41 To the west of Park Crescent is the Grade II Listed **Great Portland Street Underground Station** built c.1912. It has an elliptical plan with entrances in slightly

advanced pavilions at the cardinal points. It is faced with cream faience tiles with a slate mansard roof to two storeys.

- 3.42 The setting of the building is defined by the building's location to the south of Marylebone Road, and connection as a part of city infrastructure. It has a visual presence as an 'island' and this provides clear intervisibility with the buildings on the both the north and southern sides of the road. Although detracting from the significance of the building, the dynamism, activity, noise and vibration associated with the Marylebone Road forms part of the building's historic relationship with the infrastructure of the city. Indeed, views to the northern side of the street are indeed open, but for the viewer are regularly blocked by crossing traffic. It is our judgement that these views do not contribute to the significance of the building.

4.0 PLANNING POLICY CONTEXT

4.1 The application proposals should be considered in the context of the statutory development plan for the area, comprising the 2011 London Plan, the 2010 Camden Core Strategy, and the Camden Development Policies 2010-2025. First, attention is drawn to the statutory provision concerning listed buildings set out in the Planning (Listed Buildings and Conservation Areas) Act 1990, and the relevant national guidance set out in National Planning Policy Framework.

Planning (Listed Buildings and Conservation Areas) Act 1990

4.2 The Planning (Listed Buildings and Conservation Areas) Act 1990 provides the legislation that is used to assess the impact of proposals on listed buildings and conservation areas.

4.3 Sections 16 and 66 of the Act require that decision makers shall have special regard the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses, when considering whether to grant listed building consent and planning permission respectively. In this case the listed buildings are:

- No. 2 Marylebone Road (Grade II*);
- Holy Trinity Church (Grade I);
- Regent's Park (Grade I);
- 13-24 Park Square East and the 'Diorama' in Peto Place (Grade I);
- Melia White House (Grade II);
- Nos. 1-19 odd and 31 and 33 Albany Street (Grade II);
- Nos. 1-8, and Nos. 9 and 10 St Andrews Place (Grade I);
- Nash Terraces on Park Crescent: 1-6, 8-14, and 98 Park Crescent (Grade I);
and
- Great Portland Street Underground Station (Grade II).

4.4 Section 72 of the Act 1990 requires that, in the exercise of their planning functions, local planning authorities shall pay special attention to the desirability of preserving or enhancing the character or appearance of conservation areas. In this case the Conservation Areas are:

- Regent's Park Conservation Area (LB Camden); and

4.5 Character relates to physical characteristics but also to more general qualities such as uses or activity within an area. Appearance relates to the visible physical qualities of the area. The meaning of 'preservation' in this context is the 'avoidance of harm'.

National Planning Policy Framework (NPPF)

- 4.6 Paragraphs 126 – 141 of the NPPF deal with the historic environment. Under the NPPF the following are ‘designated’ heritage assets:
- Listed buildings in the application site and adjacent (**Appendix 2**) the application site;
 - Regent’s Park Conservation Area (LB Camden); and
 - Regent’s Park Conservation Area (Westminster City Council).
- 4.7 NPPF Paragraph 131 states that in determining planning applications, 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;
 - The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality;
 - The desirability of new development making a positive contribution to local character and distinctiveness.
- 4.8 NPPF Paragraph 132 advises that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the assets conservation.
- 4.9 ‘Conservation’ is defined in the NPPF Annex 2: Glossary as ‘The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.’
- 4.10 Under NPPF Paragraph 137, the Government advises that proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of a heritage asset should be treated favourably.
- 4.11 NPPF Paragraph 138 acknowledges that not all elements of a conservation area will necessarily contribute to its significance. However, where a building that makes a positive contribution to the significance of a Conservation Area is lost, that loss should be treated as either substantial or less than substantial harm taking into account the relative significance of the building concerned and its contribution to the Conservation Area as a whole.
- 4.12 The latter is important when considering the justification for alteration to a listed building within a conservation area as the policy requires the decision maker to look at the significance of the conservation area as whole and to judge the scale of impact upon it.

- 4.13 NPPF Paragraph 134 states that where a proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use. It is our judgement that the roof extension and alterations to the Peto Place façade of 2 Marylebone Road will enhance the significance of the listed building, and preserve the significance of the noted conservations areas.
- 4.14 English Heritage advised on the 14th August 2013 that in their view: *'the proposal creates clear enhancements to the setting of the grade II* listed building at 2 Marylebone Place through the removal of later additions at roof level and less than substantial harm to the setting of that building and other local heritage assets through the provision of the roof extension over 1-9 Albany Street'*.
- 4.15 English Heritage also state that they do not wish to raise an objection and the Council should make a balanced decision when considering the proposals *'weighing any harm to the historic environment against the public benefits of the proposals'*.

2011 London Plan

- 4.16 Policy 7.8 (Heritage Assets and Archaeology) advises that development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate. In addition, development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

2010 Camden Core Strategy

- 4.17 Policy CS14 (Promoting high quality places and conserving our heritage) seeks to conserve the borough's heritage assets, and their settings, including conservation areas and listed buildings. The policy requires development of the highest standard of design that respects local context and character.

Camden Development Policies 2010-2025

- 4.18 Policy DP25 (Conserving Camden's heritage) advises that the Council will only permit development within conservation areas that preserves and enhances the character and appearance of the area. The Council will prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention. It will also preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden's architectural heritage.
- 4.19 With regard to listed buildings the Council will only grant consent for a change of use or alterations and extensions to a listed building where it considers this would not

cause harm to the special interest of the building. Camden will not permit development that it considers would cause harm to the setting of a listed building.

Regent's Park Conservation Area Statement and Management Strategy (LB Camden)

- 4.20 *The Regent's Park Conservation Area Appraisal and Management Strategy* (2011) has been referred to in the Assessment of Significance (**Section 3**).

English Heritage Guidance

- 4.21 English Heritage has published a number of relevant guidance documents that take have been taken into account when developing the overall scheme and the content of this report. Of particular relevance are the *Conservation Principles (2008)* produced to ensure consistency of approach when managing the Historic Environment. Principle 3: Understanding the significance of places is vital and is inherently linked to the NPPF, and articulates an approach to assessing significance of heritage assets based on their evidential, historic, aesthetic and communal values.
- 4.22 A further document *The Setting of Heritage Assets* (2011) states that an assessment of the impact of a proposed development should identify whether the development would be acceptable in terms of the degree of harm to an asset's setting.

5.0 ASSESSMENT OF THE SCHEME

- 5.1 This section of the report assesses the impact of the proposals on the significance of the heritage assets identified in **Section 3** and **Appendix 2** in light of national and local planning policy on the historic environment. The DAS prepared by KPF, provides a detailed discussion on the design rationale and architectural approach.
- 5.2 KPF have evolved the design over the course of pre-application discussions with LB Camden, English Heritage and the Crown Estate. Minutes from a meeting with LB Camden are included in **Appendix 4**.

Principle of Development

- 5.3 The overarching aim of the proposals is to retain the current use and revitalise the existing building that Which? currently occupies. English Heritage's *PPS5: Planning for the Historic Environment Practice Guide*, which remains a material consideration when considering planning applications, notes that any use is viable, not just for the owner but also for the future conservation of the asset. It is desirable to avoid successive harmful changes carried out in the interests of successive speculative and failed uses.
- 5.4 The proposals seek to enhance 2 Marylebone Road in one phase, rejuvenating the 1980s elevation on Peto Place, and provide suitable accommodation for Which?. This will allow the organisation to remain in the building, housing an increase in staff numbers, and to better accommodate the evolving activities thus improving Which?'s impact on behalf of consumers.
- 5.5 A priority has been to improve the appearance, accessibility, and operations of the existing buildings, in particular 1-9 Albany Street which was rebuilt in the 1980s and lies to the rear of the listed 2 Marylebone Road. Furthermore, unsightly plant and stair extension rising out of the top of the listed building will be removed leading to enhancement to the building's special architectural interest. As detailed below and in the DAS, significant steps have been taken to remove this visual impact and relocate the plant elsewhere.
- 5.6 The proposals have also aimed to enhance the architectural interest of the listed building by expressing its quality through the refurbishment and acoustic upgrade of apertures and the replacement of modern doors at Level 1 to their original appearance.
- 5.7 In addition to the substantial public benefits, which are articulated within the Planning Statement, the proposals provide clear enhancements to the Grade II* listed 2 Marylebone Road and its setting. This is consistent with paragraph 137 of the NPPF which states that 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. This is also consistent with the Camden

Policy DP25 requiring that alterations and extensions to a listed building should not cause harm to the special interest of the building.

General Improvements

- 5.8 Since its erection in the early nineteenth century, 2 Marylebone Road has undergone several changes to its fabric prior to this application. Internally, the decorative finishes, fittings and fixtures have been replaced and the internal staircase has been refurbished. Furthermore, doors and apertures at Level 1 have been replaced with modern alternatives which are poor in appearance and lack historic integrity.
- 5.9 The building's long-term occupiers, Which?, are committed to undertaking beneficial works to the listed building, including the replacement of later fenestration at first-floor level, and a general programme of repair to the building's main facades on Marylebone Road and Albany Street. It is our judgement that these works will enhance the special architectural interest of the building by re-integrating elements that match its original appearance providing returning to a level of architectural quality that was originally intended. This will result in enhancements to the listed building and therefore fulfil the requirements of paragraph 132 of the NPPF and be consistent with Camden Policy DP25.

Improvements to Floor Layout

- 5.10 The existing typical floor layout currently suffers from a lack of physical and visual connectivity owing to the lift and stair core in the north of the listed building. The lift core, which also includes a glazed screen and curved dry lining wall, was built during the construction of the 1980s offices in 1-9 Albany Street. It has resulted in the loss of the historic layout as the rear wall of the listed is no longer discernable in plan.
- 5.11 The proposals seek to remove the core element and relocate it in the west elevation. In consequence the office floor circulation will be dramatically improved with no visual physical barriers. The threshold of the listed building will be more clearly discerned at first-floor level by the increase in length of wall 'stubbs' near the proposed reception helping the visitor to understand the history of the building. This will result in enhancements to the listed building and therefore fulfil the requirements of paragraph 132 of the NPPF and Camden Policy DP25.

Peto Place Elevation and Public Realm

- 5.12 The existing Peto Place elevation of 1-9 Albany Street is a modern addition built in the 1980s and currently detracts from the setting of the listed building. This elevation is of little architectural value and is set back from the basement ramp in its central section. Punched windows of various sizes provide overlooking onto Peto Place while the façade itself is inanimate and does not contribute to the public realm.

- 5.13 Through consultation with officers at LB Camden, broad consensus has been met on the potential to replace and realign this façade in a high quality contemporary architectural idiom.
- 5.14 The proposals have sought to remove the lift and stair core that currently detract from the listed building at roof level, and move them to the west elevation of the 1980s building. The careful treatment of the passenger lift core and external aesthetic contributes significantly to the palette of architectural materials proposed on the new west elevation, which will comprise vertical fins flanking a green wall. The passenger lift core will be transparent at the ground and translucent at the top floor the most important areas that allow light into the building, and will be cloaked in a green wall at levels 1, 2 and 3.
- 5.15 Either side of the passenger lift core will be ‘pods’ carrying additional working and meeting space. The extended areas of floorplate will be glazed with external vertical fins to reduce heat and solar gain and prevent overlooking onto Peto Place.
- 5.16 While not prominent in views from the major thoroughfares, this aspect of the scheme would enhance the Regent’s Park Conservation Area and enhance the setting of the listed building thus fulfilling the requirements of paragraph 132 of the NPPF and Policy DP25 of Camden’s Development Policies.

Fourth Floor Roof Extension

- 5.17 As detailed above, the existing roof of the listed building and 1-9 Albany Street is currently occupied by a stair and lift overrun, which detracts from the historic silhouette of the building.
- 5.18 In order to improve this part of the building it is proposed to make a number of changes at roof level:
- Removal of the louvered plant room;
 - Removal of the cladding in the section of the west elevation set back from Peto Place, adjacent to the basement ramp;
 - Removal of the roof finishes and guardrails; and
 - Removal of the modern stair extension rising out of the top of the listed building.
- 5.19 In order to improve the aesthetic and architectural quality of the building, the M&E strategy will be rationalised relocating the plant at roof level to the northeast corner of the third floor office space. This will lead to the removal of the plant at roof level and an enhancement to the building’s aesthetic value by restoring the original silhouette thereby improving views from Marylebone Road and Euston Road (see below for assessment of key views). The resulting alterations enhance the setting of the listed building thus fulfilling the requirements of paragraph 132 of the NPPF and Policy DP25 of Camden’s Development Policies.

- 5.20 The design for the fourth floor roof extension, meanwhile, has been carefully considered over 12 months taking into account comments made by stakeholders. The project brief requires that a high quality large and adaptable conference facility is provided for consumer-based events. This is to provide Which? with in-house facilities avoiding the need to host related events at other sites.
- 5.21 Within the local context, 1-9 Albany Street is conspicuous in its flat-roof form and lack of top floor. Aerial photographs of the vicinity (see pp. 36 of the DAS) illustrate that mansard roof types are prominent in the area, but chimneys and modern forms such as antennae break the rhythm of the skyline. As a result, we consider that the building can accommodate a treatment in such a manner that will blend with the surrounding built forms, albeit using a modern architectural approach.
- 5.22 The proposals use a modern interpretation adopting a unique 'origami' form with such a geometric flexibility that its appearance is largely screened from street level. While the modern geometric shapes replicate traditional slate mansard roofs in the vicinity, the design can be appreciated as a modern interpretation.
- 5.23 The massing is defined by the lower areas at the northern and southern ends of the 1980s building and rise to meet the passenger lift overruns. Externally, the roof geometry is pulled away from both the Albany Street elevation and the listed building thus reducing its visibility from the adjacent streets and allowing 2 Marylebone Road to be appreciated as a single entity.
- 5.24 Internally, the scheme has resulted in a 'small pod' design (See DAS) which provides the optimal roof conference facility within an envelope hidden from view at street level. The roof geometry provides will provide a dynamic interior where the walls and roof merge into an intricate undulating series of peaks and troughs. The conference facility will be a large flexible space with associated storage and break-out areas. Adjacent will be several meeting rooms, washrooms and catering areas creating an adaptable provision of the highest design quality. Importantly, the meeting space and works space pods will be west-facing but will be set back so as to refrain from having an overbearing presence on Peto Place.
- 5.25 The effect of the roof extension on the setting of adjacent heritage assets is of utmost importance. The following provides a commentary and assessment of the key views which have been agreed with LB Camden and English Heritage. The views are included in **Appendix 5**, and are formed by page extracts from the DAS. None of these viewpoints are static; they are kinetic and variable, and as two-dimensional representations of a complex scenic experience are, and must be considered as, indicative. They have been chosen generally to give an impression of the maximum viewing presence and to explain the scheme.

View 1

Existing View

- 5.26 This view is taken from the southern side of Marylebone Road between Regent's Park north and south. The Park lies to the left of the image and can be identified by trees and vegetation marking its southern boundary. In the centre of the image are 1-3 Albany Place and 2 Marylebone Road which are characterised by their stucco façades. Set behind is the taller British Land development in a modern architectural idiom that starkly contrasts the classical architectural language of the buildings in the middle ground.
- 5.27 The view shows that the northern roofscape of 2 Marylebone Road's is interrupted by the plant and lift/stair overrun which is visible above the building's western chimneys.

Proposed View

- 5.28 The character of the proposed view is preserved and illustrates the enhancement of the roofline of 2 Marylebone Road through the removal of plant on the roof of the building. This provides an enhancement to the aesthetic value of the listed building. We conclude no material effect on this view from within the Regent's Park Conservation Area, and no material effect on the setting or significance of any of the heritage assets in this view.

View 2

Existing View

- 5.29 The subject of this view is the Grade I listed Holy Trinity church whose principal elevation faces onto Marylebone Road. The horizontal forms of the ground-floor parapet mirror those found on the southern elevation of 2 Marylebone Road and the string courses of the stuccoed elevations of 1, 2, 3 Albany Terrace.
- 5.30 In the foreground, the busy Marylebone Road is heavily characterised by the frequent flow of traffic which is illustrated here by the blurred moving vehicles and others stopping at traffic lights. This important element of the Church's setting detracts from the significance of Holy Trinity as pedestrians on the southern side of the road are forced to negotiate the traffic to appreciate its special interest.
- 5.31 In the centre of the view, set behind the church, is 2 Marylebone Road. Two mature plane trees serve to screen the view of the flat roofscape of the building during the summer months, however the flat roof of the adjacent 1-9 Albany Street can be perceived.

Proposed View

- 5.32 During the summer months and from this location, the proposed roof extension will only be perceivable through the second and most northerly of the two plane trees. Indeed, the new roofline is barely noticeable.
- 5.33 The enlarged (or “close up” as described in the DAS) study taken in the winter, and included in the DAS, does show that the form of the roof will be glimpsed above 1-9 Albany Street. Although visible, the roofline will not rise above the cornice or parapet of Holy Trinity. This limits the effect of the new addition as it does not visually compete with the principal architectural form within the image, which remains as the church
- 5.34 Accordingly we conclude no material effect on this view, and no effect on the setting or significance of any of the heritage assets in this view.

View 3

Existing View

- 5.35 This view is located on the eastern side of Albany Street adjacent to the White House Apartments. To the right of the image are Nos. 1-17, 10 (Grade II) and Nos. 31-33 (Grade I) Albany Street), which date to the 1820s and are by George Thompson and M Crake. The residential architectural language is expressed through the white stuccoed façades with doorways to ground floor and square windows above. To their south is the 1980s elevation of 1-9 Albany Street that takes clear cues from the rhythm, scale and materials of the adjacent terraces.

Proposed View

- 5.36 The proposed view illustrates the addition of the roof extension to 1-9 Albany Street. The form of the roof is glimpsed towards the north of the building but overall the effect on the character of the view is minimal. The adjacent listed buildings are read as individual entities that are can be discerned in their own right. Furthermore, within the context of the varying style and age of architecture on Albany Street, the roofscape is appropriate and reads as an independent piece of architecture.
- 5.37 Overall there will be an enhancement to the townscape quality of the scene not least because from this position one will be able to appreciate the high architectural quality of the proposals. This composition will contribute to, rather than detract from, the setting of the adjacent listed buildings.

View 4

Existing View

- 5.38 View 4 lies at the Peto Place/Marylebone Road corner and faces into the courtyard area. Framing the view are the eastern and western elevations of 3 Albany Place and 2 Marylebone Road respectively. Set behind, within the courtyard, lies the glimpsed view of the 1980s western elevation of 1-9 Albany Street. Of note is the existing railing signifying the poor urban realm that links poorly to the elevation and the courtyard more generally which is flanked to the west by the listed Diorama.

Proposed View

- 5.39 The proposed view shows the oblique view of the proposed western elevation of 1-9 Albany Street. The slightly projecting elements of the proposed elevation are glimpsed and partially screen the modern 1980s block to the north. Between the elements is the green wall that adds interest to the elevation and links to the urban realm set within the courtyard.
- 5.40 Although not visible the urban realm links to the new entry gallery of the building, which overall, presents an appropriate and inviting entrance. This is an enhancement to the setting of the building replacing the existing inanimate 1980s façade.
- 5.41 We see not harmful effect on the setting or significance of the Diorama on the western side of Peto Place, and no material effect whatsoever on the composition of the view save for a marginal increase in visibility increasing the visibility of a new destination which forms part of the Which? Headquarters.

View 5

Existing View

- 5.42 This view is taken from Park Crescent. The classical architectural expression of John Nash's terraces both in the foreground and on the northern side of Marylebone Road is clearly visible and can be appreciated by the viewer.
- 5.43 Park Crescent rises in the foreground as the gabled end-house of terrace forms the main subject of the photograph. 1-3 Albany Terrace, meanwhile, can be seen in the left of the photograph with its roof formed by a shallow pitched mansard and chimney stacks. The Grade II* 2 Marylebone Road lies in the centre of the image, in the middle ground. The roof of the building is characterised by the modern plant room and stair/lift overrun which are noticeable and detract from the setting of the listed building.

Proposed View

- 5.44 The proposed view illustrates the clear enhancement to the roofscape of 2 Marylebone Road as the modern plant room and lift overrun is removed. The form of the roof are perceptible but overall, the roof is of such low massing and scale that it has minimal effect on the setting of the Nash terraces. The form and cladding of the roof is recessive, has been broken up by the form of the architecture and is set back from the listed building.
- 5.45 Critically, and more importantly in terms of policy, there is no material effect on the character of the view, whose composition continues to comprise the Park Crescent and the listed buildings on Marylebone Road.
- 5.46 Accordingly we conclude no material effect on this strategic view, and no effect on the setting or significance of any of the heritage assets in this view.

Kinetic Sequence from Park Crescent looking northeast

- 5.47 The kinetic sequence (or “animation”) is taken from northern pavement of Park Crescent. It relates to the viewer’s experience of moving in a north easterly direction around Regent’s Park South. The journey is depicted as six model images progressing from Portland Place to Marylebone Road and show the existing roofscape (purple) and proposed roof extension (yellow) of 2 Marylebone Road.

Existing View

- 5.48 The existing set of images are characterised by the trees and vegetation of Regent’s Park to the left, the dominating elevations of the Grade I Park Crescent terrace, and the buildings on the northern side of Marylebone Road as the journey reaches its conclusion (image 6).
- 5.49 Image 5 lies in a similar location to View 5 and consequently the analysis of the existing view is relevant here. Overall, the images illustrate the existing lift/stair overrun, which is periodically glimpsed above 2 Marylebone Road and interrupts the existing silhouette of the roof.
- 5.50 However, the subject of this journey is the listed Park Crescent terrace, which has a strong classical architectural language. This expression is repeated in the buildings on the northern side of Marylebone Road which come into focus as the journey progresses in a northerly direction. The viewer is drawn towards the architectural detailing of the ground and upper storeys of these buildings, rather than the specific roofscape of 2 Marylebone Road.

Proposed View

The subject of the proposed images associated with this journey remains unaltered, as the Park Crescent terrace continues to be the focus of attention. The images illustrated that proposed roof extension may be periodically glimpsed through the trees in the southern part of Regent's Park, set behind the silhouette of 2 Marylebone Road. As the viewer moves around the curve of Park Crescent, the fourth floor recedes behind 2 Marylebone Road's southern elevation.

- 5.51 The form of the roof will be perceptible but overall, it is of low massing, scale and height that the setting of the Nash terraces is preserved. The form and cladding of the roof is recessive, and has been broken up by the form of the architecture and is set back from the listed building. Moreover, the Nash Terraces will remain the subject of these views, read as individual entities and the principal architectural form.
- 5.52 It is our judgement that there will be no material effect on the character of the view, whose composition continues to comprise the Park Crescent, the southern part of Regent's Park and the listed buildings on Marylebone Road.

Development as a Whole

- 5.53 National policy is clear that not all elements of a Conservation Area will necessarily contribute to its significance (NPPF, para. 138), and it is therefore necessary to place the subject site in context to understand how the proposals might affect the special architectural interest of the area. In this particular case, the Council's adopted Conservation Area Appraisal and Management Strategy is an important material consideration, for it confirms that the character and appearance of the designated area is focussed upon the Park itself, with 'development closest to the Park – and facing onto it – [being] of the highest architectural hierarchy [sic].'
- 5.54 It should be acknowledged that the architectural quality and coherence experienced around the Park is not maintained along Albany Street, where extensive post-war redevelopment has left a far more mixed urban context. Many buildings on Albany Street have a limited contribution to the character and appearance of the Conservation Area, and so present opportunities for enhancement through development. National policy advises local planning authorities to 'look for opportunities for new development within Conservation Areas and within the setting of heritage assets to enhance or better reveal their significance.' (NPPF, para. 137)
- 5.55 Summarising the baseline position established in **Section 3** for assessment of the current proposals, we note that:

- **The property to the rear of 2 Marylebone Road is not of special interest and is not listed;**

- **The Council's own adopted Appraisal confirms that the building does not contribute to the character and appearance of the Conservation Area;**
- **National policy requires authorities to look for opportunities for new development to enhance Conservation Areas; and**
- **That part of the Conservation Area to which the proposals relate contains a number of different roof forms and treatments on buildings up to five storeys in height, many of those buildings being both statutorily listed and integral to the area's character and appearance.**

5.56 The assessment of the Regent's Park Conservation Area's character and appearance identified above is also relevant to considerations relating to the setting of listed buildings, and the potential for change through the current proposals to either preserve or enhance setting; a statutory consideration under Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990. English Heritage guidance is helpful in establishing the correct approach on this issue, for it states clearly that the:

Protection of the setting of heritage assets need not prevent change. Most places are within the setting of a heritage asset and are subject to some degree of change over time. (para. 4.1)

Understanding the significance of a heritage asset will enable the contribution made by its setting to be understood. This will be the starting point for any proper evaluation of the implications of development affecting setting.'(para. 4.2)

5.57 In this particular case, the listed buildings on and around the development site have experienced marked change in their setting, and possess heritage significance not because of, but in spite of, that change.

5.58 The Grade I-listed Holy Trinity Church is a case example, for while it remains an urban landmark, its context today has been transformed from the setting which existed on the building's completion in the 1820s. The current building, used as an events venue, now faces one of London's major arterial routes and sits immediately opposite Great Portland Street Underground Station. As early as the 1930s, the ten-storey White House (itself listed at Grade II) had significantly increased the scale of development to the rear of the church, while very recently major new development by British Land approved by the London Borough of Camden at Regent's Place and Osnaurgh Street has introduced contemporary, glass office buildings within the immediate setting of the church to the east, well above the height of the church tower. While these developments have all led to change in the church's setting from various viewpoints, they do not prevent the listed building from continuing to read as a powerful, independent piece of architecture in the townscape.

5.59 Similar conclusions maybe drawn in relation to the listed building at 2 Marylebone Road (Grade II*) and 1-3 Albany Terrace (Grade I), for in views from Marylebone Road, these buildings are already set against views of British Land's mixed use development, including a 20-storey residential building.

5.60 Following the five-stage approach to considerations of setting outlined in English Heritage guidance, we do not believe the context and setting around the development site justifies resistance to further change in principle, nor do we believe there is a sound basis to conclude that mere visibility of the new roof in existing views would cause harm to the significance of either the Grade I-listed church or the early nineteenth century terraces.

5.61 To address the issue of setting in summary we would note that:

- **English Heritage guidance ascribes importance to ‘setting’ only where this can be shown to contribute to the significance of a designated heritage asset;**
- **The designated heritage assets upon and around this site share an incontrovertibly urban setting which is the product of dramatic change through time;**
- **Contemporary architecture and modern commercial development are integral and conspicuous features of the urban setting; and**
- **Elements of the proposed scheme would actively enhance the appearance of the Grade II* listed building at 2 Marylebone Road through the removal of unsightly stair and plant enclosures at roof level.**

5.62 Notwithstanding our own assessment of the merits of the proposals in terms of design and conservation, we believe the *PPS5: Planning for the Historic Environment Practice Guide* has particular relevance to any future decision-making process for it advises that:

The key to sound decision-making is the identification and understanding of the differing, and perhaps conflicting, heritage impacts accruing from the proposals and how they are to be weighed against both each other and any other material planning considerations that would arise as a result of the development proceeding. (para. 76)

5.63 In this case, it is necessary to weigh the merits of the direct enhancements to the fabric of the Grade II* listed building alongside any perceived impact on the character and appearance of the Conservation Area and the setting of heritage assets. It is also necessary to consider the wider planning benefits of the proposal in terms of improving the building’s sustainability, providing employment floorspace, and supporting the on-going charitable operations of Which?. On the latter point, the guidance recommends that consideration be given to the longevity of any public benefits claimed for a proposed scheme, which in this case would endure over the longer-term for a nationally significant organisation.

5.64 In conclusion, we believe that even considered solely in terms of the interests of the historic environment, there is a clear and compelling basis to support the proposals, having regard to the history and context of the site, the variety of buildings in the immediate vicinity, and the current character and appearance of the Conservation Area. Indeed, 1-9 Albany Street’s lack of significance, combined with the variety of

roof forms in the immediate area, provides a strong indication that such a proposal could at the very least preserve the area's existing character and appearance, if not lead to positive enhancement, in full accordance with both local and national planning policy. When placed in the balance with a range of other significant material considerations, the substantial public benefits of the proposed development weigh strongly in favour of the scheme and carry support in policy.

6.0 SUMMARY AND CONCLUSION

- 6.1 The proposals for 2 Marylebone Road and 1-9 Albany Street have been developed to meet the requirements of Which? who provide advice and campaigns on a wide variety of issues of interest to consumers.
- 6.2 Owing to the nature of the development, this Heritage Statement has assessed the following components that have the potential to impact on the significance of built heritage assets:
- The removal of plant and stair enclosure at roof level of 2 Marylebone Road;
 - The restoration of roof form to 2 Marylebone Road;
 - The removal of the existing lift and stair core to the rear of 2 Marylebone Road;
 - The refurbishment of the interior of 2 Marylebone Road;
 - The erection and extension at roof level to 1-9 Albany Street.
 - Erection of new façade to Peto Place.
- 6.3 2 Marylebone Road is a Grade II* listed early 19th Century building listed for group value with the Regent's Park Nash terraces, and 1-9 Albany Street is a modern 1980s pastiche office development. It lies within the Regent's Park Conservation Area. The buildings are in use as a single office building occupied by the headquarters of Which?.
- 6.4 It is our judgement that when considered in terms of the interests of the historic environment, there is a clear and compelling basis to support the proposals, having regard to the history and context of the site, the variety of buildings in the immediate vicinity, and the current character and appearance of the Conservation Area.
- 6.5 Nos. 1-9 Albany Street's lack of significance, combined with the variety of roof forms in the immediate area, provides a strong indication that the proposals preserve the Conservation Area's existing character and appearance, if not lead to positive enhancement.
- 6.6 When placed in the balance with the substantial public benefits, of which details are included in Planning Statement, and the enhancements made to 2 Marylebone Road both in terms of physical alterations and improvements to its setting, there is a clear and compelling case for the approval of the scheme which would be in full accordance with both local and national planning policy..

APPENDIX 1
Listed Building Description for 2 Marylebone Road

List Entry Summary

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: NUMBER 2 AND ATTACHED RAILINGS

List Entry Number: 1113114

Location

NUMBER 2 AND ATTACHED RAILINGS, 2, MARYLEBONE ROAD

The building may lie within the boundary of more than one authority.

County: Greater London Authority

District: Camden

District Type: London Borough

Parish:

National Park: Not applicable to this List entry.

Grade: II*

Date first listed: 10-Jun-1954

Date of most recent amendment: 11-Jan-1999

Legacy System Information

The contents of this record have been generated from a legacy data system.

Legacy System: LBS

UID: 477492

Asset Groupings

This List entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

List Entry Description

Summary of Building

Legacy Record - This information may be included in the List Entry Details.

Reasons for Designation

Legacy Record - This information may be included in the List Entry Details.

History

Legacy Record - This information may be included in the List Entry Details.

Details

CAMDEN

TQ2882SE MARYLEBONE ROAD
798-1/92/1109 (North side)
10/06/54 No.2
and attached railings
(Formerly Listed as:
ALBANY TERRACE, Marylebone Road
Nos.4, 5 AND 6)

GV II*

3 terraced houses. Early C19 with later alterations. Stucco with rusticated ground floors. Symmetrical facade with projecting end bays and segmental bowed corners. Entrance to former No.6 Albany Terrace on return to Albany Street.

EXTERIOR: 4 storeys and basements. 6 windows, 1-window corners and 6-window returns to Peto Place and Albany Street, some blind. Round-arched ground floor openings linked by impost bands. Doorways with fanlights and panelled doors, part glazed. Projecting Doric loggia to ground floor of centre bays with balustraded parapet above surmounted by urns. Continuous cast-iron balconies at 1st floor level. Architraved, recessed sashes, 1st floor with cornices except centre 3 windows in arcaded openings with shallow recesses and linked by impost bands. Main cornice at 3rd floor level. Round-arched openings to attic storey, above which cornice and blocking course. Right hand corner with round-arched doorway with part-glazed, panelled door with radial patterned fanlight. Albany Street return with tetrastyle Doric portico with balustraded parapet above.

INTERIORS: not inspected.

SUBSIDIARY FEATURES: attached cast-iron railings with lattice pattern to areas. Listed II* for group value with the Nash terraces.

Former Nos 4 & 5 Albany Terrace were listed on 14/05/74.

Listing NGR: TQ2882082235

Selected Sources

Map

National Grid Reference: TQ 28820 82235

The below map is for quick reference purposes only and may not be to scale. For a copy of the full scale map, please see the attached PDF - [1113114.pdf](#)

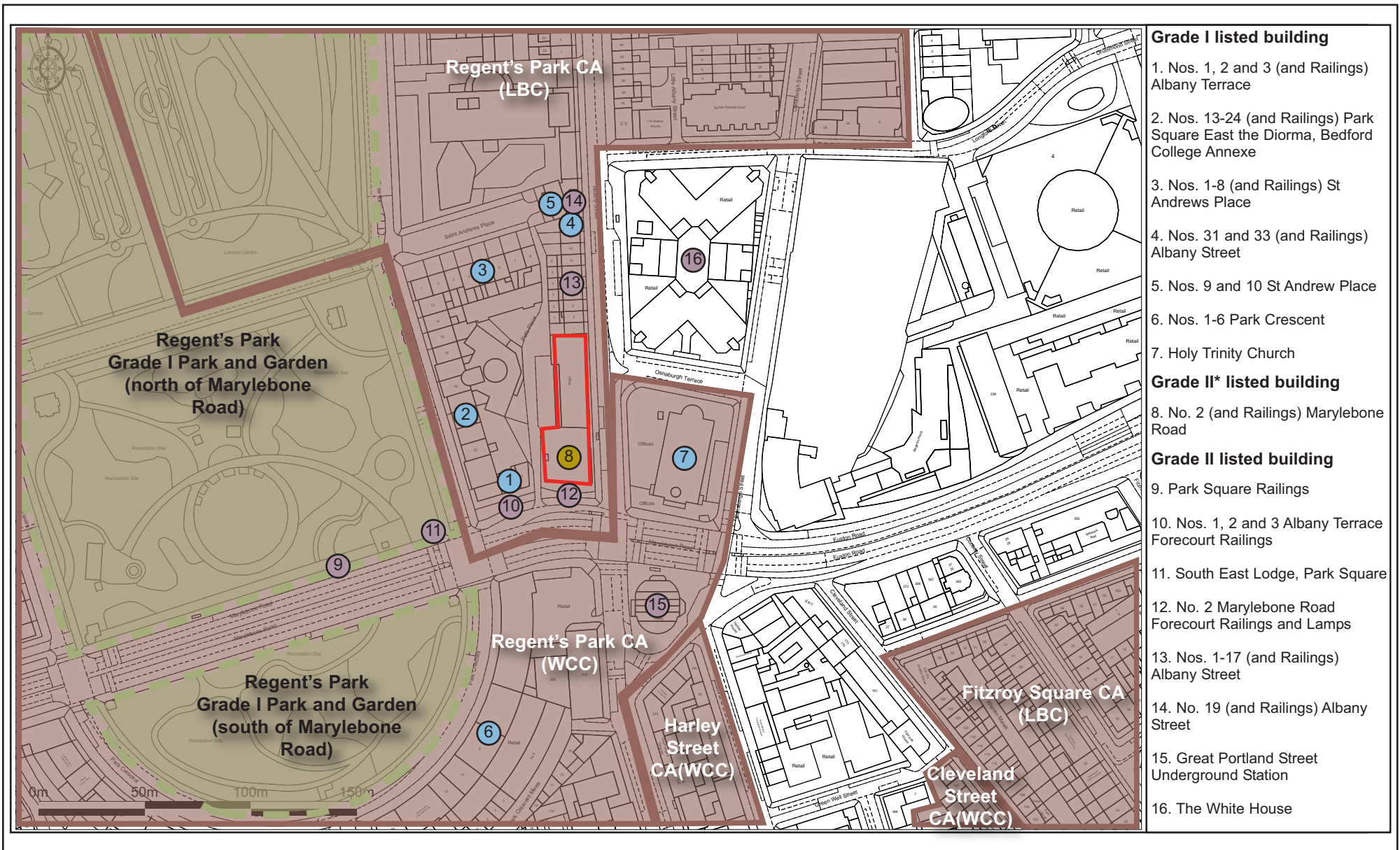


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This copy shows the entry on 19-Aug-2013 at 01:51:13.

APPENDIX 2
Heritage Asset Map



Grade I listed building

- 1. Nos. 1, 2 and 3 (and Railings) Albany Terrace
- 2. Nos. 13-24 (and Railings) Park Square East the Diorma, Bedford College Annexe
- 3. Nos. 1-8 (and Railings) St Andrews Place
- 4. Nos. 31 and 33 (and Railings) Albany Street
- 5. Nos. 9 and 10 St Andrew Place
- 6. Nos. 1-6 Park Crescent
- 7. Holy Trinity Church

Grade II* listed building

- 8. No. 2 (and Railings) Marylebone Road

Grade II listed building

- 9. Park Square Railings
- 10. Nos. 1, 2 and 3 Albany Terrace Forecourt Railings
- 11. South East Lodge, Park Square
- 12. No. 2 Marylebone Road Forecourt Railings and Lamps
- 13. Nos. 1-17 (and Railings) Albany Street
- 14. No. 19 (and Railings) Albany Street
- 15. Great Portland Street Underground Station
- 16. The White House

Heritage Asset Plan :
Which? Headquarters,
London.
NW1 4DF



CHARTERED SURVEYORS

5 Bolton Street, London W1J 8BA
Tel : 020-7493 4002
Fax : 020-7312 7548
www.montagu-evans.co.uk

Scale 1:2500

Date July 2013

North ↑

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APPENDIX 3

Map Regression



Historical Mapping :
 2 Marylebone Road and 1-9 Albany Street

Published : **1875-1876**



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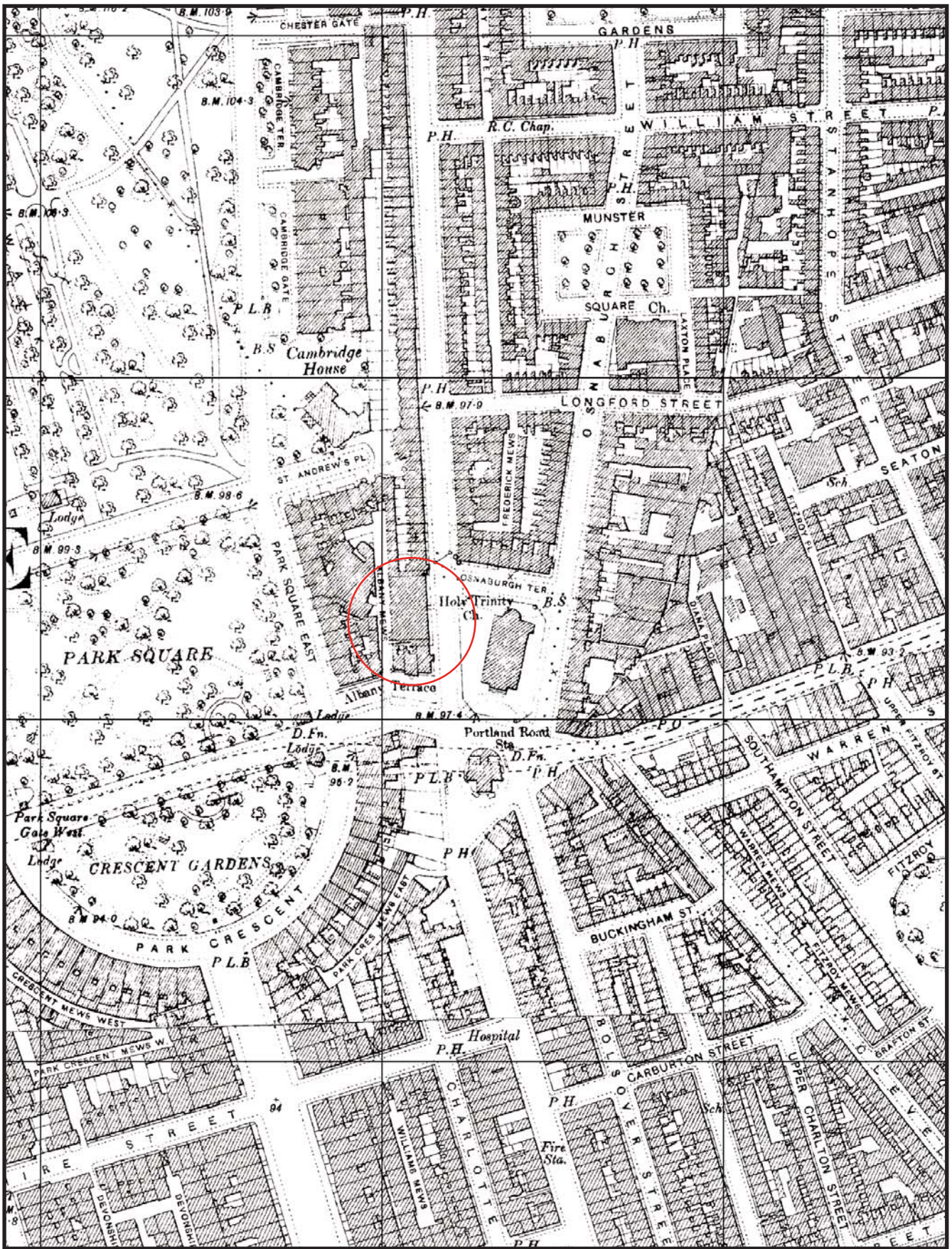
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Not To Scale

North



Historical Mapping :
 2 Marylebone Road and 1-9 Albany Street

Published : **1896**



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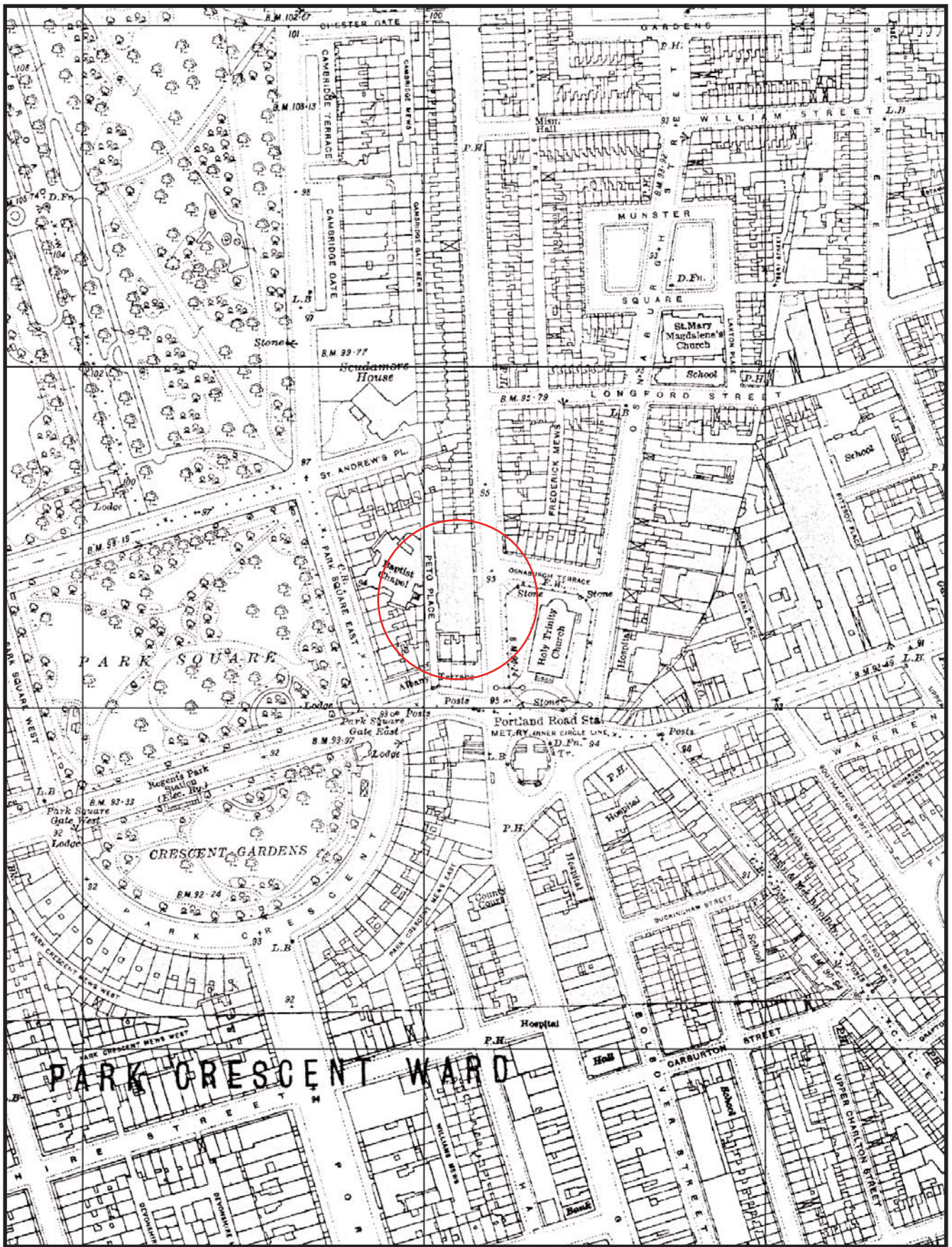
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Historical Mapping :
2 Marylebone Road and 1-9 Albany Street

Published : **1916**



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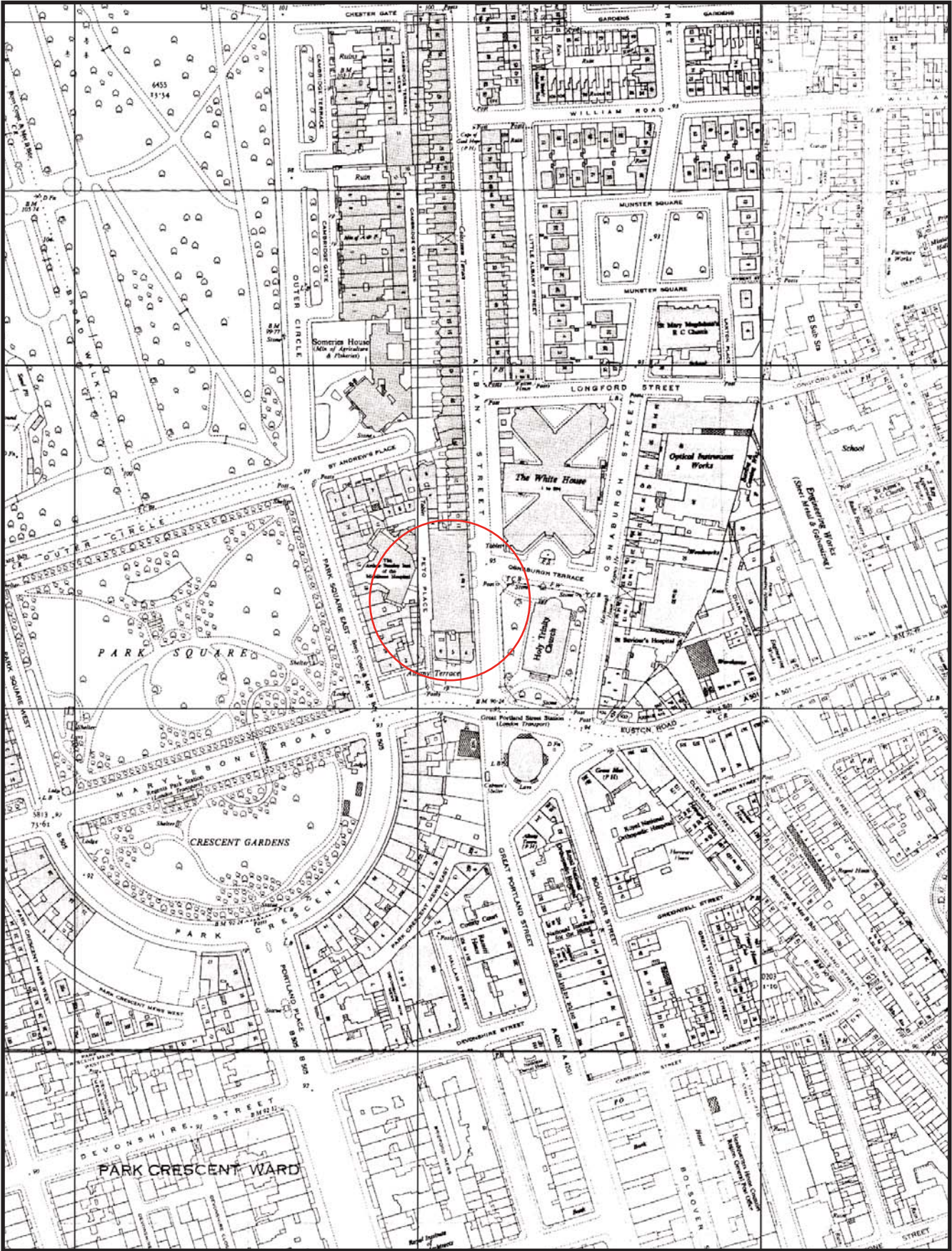
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North **A**



Historical Mapping :
 2 Marylebone Road and 1-9 Albany Street

Published : **1954**



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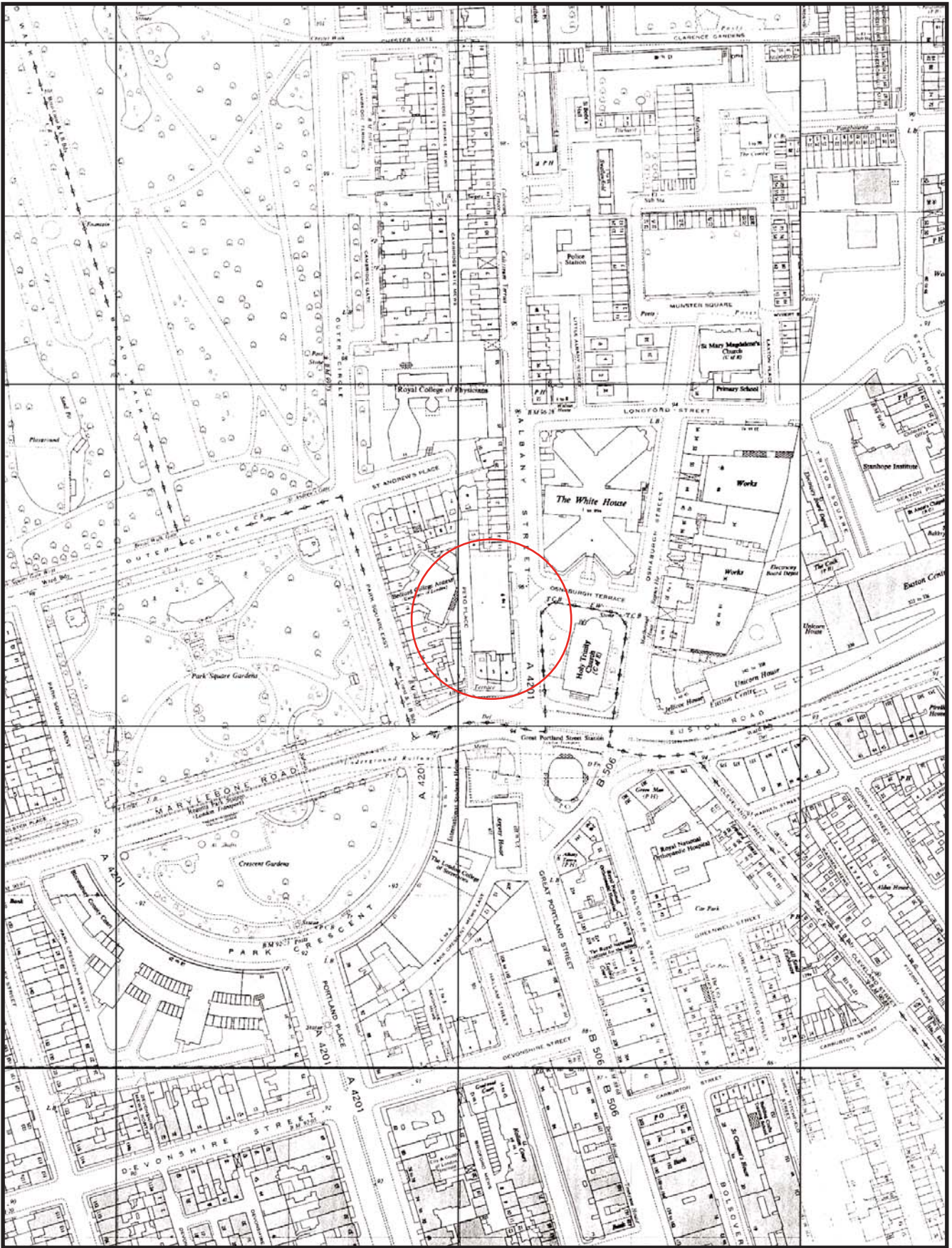
Tel : 020-7493 4002

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North



Historical Mapping :
 2 Marylebone Road and 1-9 Albany Street

Published : **1968-1970**



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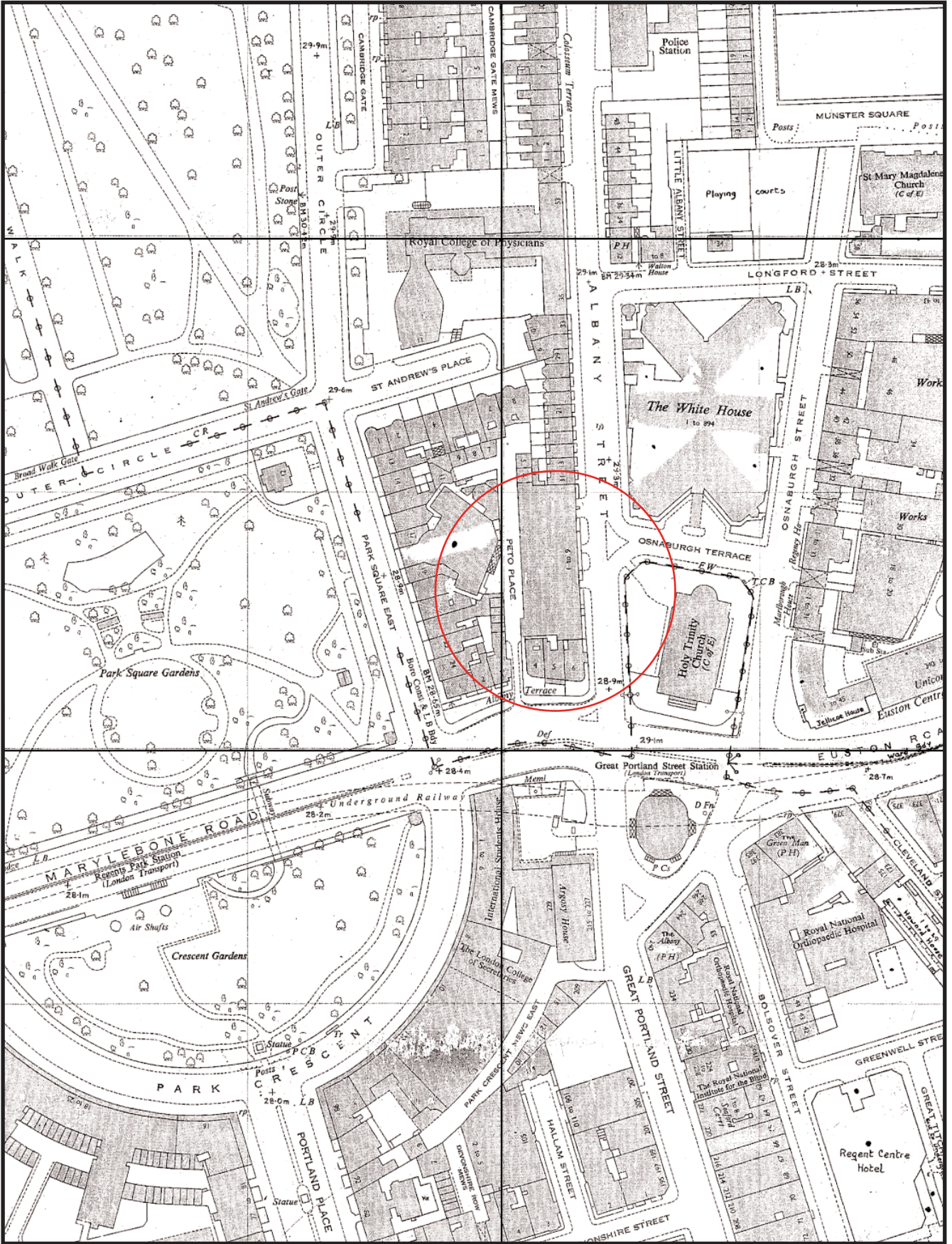
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Not To Scale

North



Historical Mapping :
2 Marylebone Road and 1-9 Albany Street

Published : **1982**



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APPENDIX 4
Minutes with LB Camden

MINUTES OF MEETING



CHARTERED SURVEYORS
5 Bolton Street
London
W1J 8BA
Tel: 020 7493 4002
Fax: 020 7312 7548
www.montagu-evans.co.uk

Subject Which?
Date of Meeting: 02 August 2013
Location of Meeting: Camden Council, Kings Cross Offices

Attendees:	Name:	Representing:
	Miheer Mehta	LB Camden
	Hannah Walker	LB Camden
	Tony Shipman	Which?
	Brandon Buck	KPF
	John Bushell	KPF
	Edward Kitchen	Montagu Evans

ITEM		ACTION
1	INTRODUCTION <ul style="list-style-type: none">JB outlined how the scheme had evolved, and talked through the different ways in which the latest scheme had responded to previous comments. This exercise had led to the new roof being drawn back from the listed building (so incorporating an open terrace), and elsewhere being reduced in height to minimise any visual effect in the identified townscape views.TS confirmed that while now on the cusp, the proposal would still satisfy the brief originally developed by Which? to meet their current and future needs.	
2	DISCUSSION <ul style="list-style-type: none">HW noted the design changes and indicated that the revised scheme had served to reduce the visual effect of the extension on townscape views.HW felt zinc may not be the most appropriate material for the roof, and suggested exploring alternatives. Particular reference was made to the New Horizon Youth Centre, which had been extended in 2010 with a copper-clad roof.JB also offered to provide further information on the use of Okalux on the elevation to Peto Place, and to provide some examples of where this has been used successfully on completed schemes.JB outlined some further options which had been explored including ways in which the roof form could be simplified in particular locations. While not felt to be as successful architecturally, they were viable options to present for discussion and	

MINUTES OF MEETING

ITEM		ACTION
	<p>could be taken further if that was felt necessary.</p> <ul style="list-style-type: none">• JB also presented concepts that might inform any re-design of the elevation on Albany Street. HW indicated that while the 'new building' option had appeared to offer some advantages at earlier stages of the project, subsequent revisions and refinement of the scheme appeared to show an acceptable scheme could be achieved without taking this step.• EK confirmed that a further meeting had been arranged with Claire Brady at English Heritage on Tuesday 6th August, and with Bethany Arbery on 13th August.• Subject to the outcome of these meetings, it was anticipated that Which? would submit applications towards the end of August.	
