



Nathaniel Lichfield  
& Partners

Planning. Design. Economics.

**Heritage Impact Assessment**

Nos. 33-35 Grafton Way, London Borough  
of Camden

Prepared on behalf of Mr P Loucaides

May 2012

12712/NT/BK/SS

Nathaniel Lichfield & Partners  
14 Regent's Wharf  
All Saints Street  
London N1 9RL

**nlpplanning.com**

© Nathaniel Lichfield & Partners Ltd 2011. Trading as Nathaniel Lichfield & Partners.  
All Rights Reserved.

Registered Office:  
14 Regent's Wharf  
All Saints Street  
London N1 9RL

All plans within this document produced by NLP are based upon Ordnance Survey mapping with the permission of Her Majesty's Stationery Office. © Crown Copyright reserved. Licence number AL50684A

---

## Contents

---

<b>1.0</b>	<b>Introduction</b>	<b>3</b>
	Structure of the Report.....	4
	Appendices .....	4
<b>2.0</b>	<b>Background: No. 33 Grafton Way</b>	<b>5</b>
	Site and Surroundings.....	5
	Historic Development.....	5
<b>3.0</b>	<b>Analysis of Architectural and Historic Significance</b>	<b>7</b>
<b>4.0</b>	<b>Planning Policy and Guidance</b>	<b>9</b>
	The Planning (Listed Building and Conservation Areas) Act 1990 .....	9
	National Planning Policy Framework.....	9
	Strategic Planning Policy.....	10
	Local Planning Policy.....	10
	Supplementary Planning Documents.....	10
<b>5.0</b>	<b>Proposed Development</b>	<b>11</b>
<b>6.0</b>	<b>Heritage Assessment</b>	<b>12</b>
	Rear Extension .....	13
	Summary of Proposed Amendments .....	15
<b>7.0</b>	<b>Summary and Conclusions</b>	<b>17</b>

---

## Appendices

---

Appendix 1: Photographs of the site and surroundings;

Appendix 2: Historic mapping;

Appendix 3: Historic Photographs of the site and surroundings;

Appendix 4: Photographs of nearby listed buildings.

Appendix 5: Listing descriptions for nearby listed buildings.

---

## Introduction

- 1.1 This Heritage Impact Assessment has been prepared on behalf of Mr Loucaides to accompany an application for planning permission for the restoration, alteration and extension of the property at No. 33 Grafton Way, London, W1T 5DA. The proposed development also includes the change of use of the upper floor of No. 35 Grafton Way, though this is confined to the building's interior and will not have any effects in terms of heritage matters.
- 1.2 The site is occupied by a four storey Georgian townhouse, plus basement level. It has been subdivided and altered to provide a retail unit at ground floor and basement level, with bedsit accommodation and a residential unit in the floors above. The building is not listed but is located in the Fitzroy Square Conservation Area and is in the general vicinity of a series of listed buildings.
- 1.3 An original application was submitted for development at the site on 5 December 2011. Permission was granted on 11 April 2012 for an amended version of the scheme: the rear and roof extensions were altered through three sets of revisions.
- 1.4 The proposed development comprises the conversion of the property to provide a new retail unit, bedsit accommodation at basement and first floor levels and an enlarged residential unit within the building's upper floors. The development includes a roof level extension and rear addition and will enable the building's façade, roofscape, fenestration and shopfront to be restored and enhanced.
- 1.5 The proposed development represents the culmination of a rigorous design development process, undertaken in respect of the original planning application for similar works. The principles of the development were discussed at length with Officers. During these discussions, Officers indicated that they were supportive of the proposed development in principle. The acceptability of the proposals is underlined by the subsequent granting of planning permission for the previous scheme.
- 1.6 The current scheme provides a significant opportunity to enhance this property and the local townscape and will make a contribution towards local housing need. Urban Projects Bureau is the project architect and NLP is advising on planning and built heritage matters.
- 1.7 The proposed development has been informed by pre-application consultation with the Council's Planning and Conservation Officers in respect of the previous application; a detailed inspection and evaluation of the site and surroundings; an analysis of historical mapping, photographs and other secondary data sources; and a review of precedents set by other developments.
- 1.8 This Heritage Assessment provides the following analyses to assist in the determination of the applications:

- 
- 1 An evaluation of the historic development of the property and its surroundings.
  - 2 An analysis of the architectural and/or historic significance of the existing building at the site.
  - 3 An analysis of the character, appearance and overall significance of the Fitzroy Square Conservation Area.
  - 4 An assessment of the proposed character, appearance, detailed design and material's palette in the context of the area's townscape.
  - 5 An assessment of the development's effects on the character and appearance of the Fitzroy Square Conservation Area and the setting of nearby listed buildings.

1.9 The assessment is framed by national and strategic planning policy and guidance, including the National Planning Policy Framework, the London Plan, Camden's LDF DPDs, supplementary planning guidance/documents and English Heritage guidance. The report deals solely with built heritage matters.

## Structure of the Report

1.10 The heritage assessment includes the following subsequent sections:

- Section 2.0 provides a description of the building at the site, an analysis of the surrounding area and a review of the area's historic development.
- Section 3.0 provides an appraisal of the significance of the area's designated heritage assets.
- Section 4.0 summarises relevant planning policy and guidance.
- Section 5.0 describes the proposed development.
- Section 6.0 provides an assessment of the impact of the proposed development on the Fitzroy Square Conservation Area and nearby listed buildings.
- Section 7.0 provides a summary of the assessment and outlines our conclusions.

## Appendices

1.11 The assessment is supported by the following appendices:

- Appendix 1: Photographs of the site and surroundings;
- Appendix 2: Historical mapping;
- Appendix 3: Historic Photographs of the site and surroundings;
- Appendix 4: Photographs of nearby listed buildings.
- Appendix 5: Listing descriptions for nearby listed buildings.

---

## Background: No. 33 Grafton Way

### Site and Surroundings

- 2.1 No 33 Grafton Way comprises a four storey Georgian townhouse. It forms part of a terrace fronting the southern side of the road between Tottenham Court Road and Fitzroy Square.
- 2.2 The building is constructed of London stock brick with gouged red brick arches and two over two pane sash windows. It has a modern shopfront and canopy set within the traditional shopfront pilasters, corbels and cornice. It has a temporary netting structure/canopy at roof level.
- 2.3 The building is of historic interest and contributes to the character of Grafton Way and the wider Fitzroy Square Conservation Area. Its shopfront, front and rear elevations and fenestration have, however, suffered from deterioration. The current roof covering is visually intrusive.
- 2.4 Internally, the building accommodates a retail unit at ground floor level with ancillary storage space in the basement. Above ground floor level, bedsit units are at first and second floor levels and a one bedroom flat occupies the upper floor.
- 2.5 Photographs of the property at No. 33 Grafton Way and the area's townscape are attached at Appendix 1.

### Historic Development

- 2.6 The area surrounding the site was historically part of the manor of Tottenham, whose manor house, Tottenham Court, was located around the junction of the current Euston Road and Tottenham Court Road. Tottenham Court Road existed by the time of Roque's Map of 1745, providing a link from London to the Manor. The site itself was, at this time, part of a large field (known as Home Field) whose southern boundary appears to coincide broadly with Maple Street.
- 2.7 The New Road (Euston Road) was built in 1756 and the land formerly associated with Tottenham Manor was acquired by Charles Fitzroy in 1760. Fitzroy realised the development potential of the land and sought to maximise the value of his estate by enabling its development. This was achieved in 1768 when an Act of Parliament was passed, which enabled the development of Fitzroy Square and surrounding streets.
- 2.8 The existing building at the site and neighbouring properties appear to be of Georgian origin, potentially dating from the 1770s like the buildings at Nos. 37-45 Grafton Way. The building at the site has, however, been subsequently altered and has suffered from deterioration. A shop unit appears to have been inserted in the original townhouse during the late 19<sup>th</sup> or early 20<sup>th</sup> Century. A photograph obtained from 1906 shows the building (and neighbouring buildings) in a broadly similar arrangement to their current configuration.

- 
- 2.9 The original townhouse form, which predominates in the local area, has a basement defined by railings. Where a shop has been introduced to the building, the railings and open basement have frequently been removed.
- 2.10 Other alterations to the building's street elevation include the build up of its parapet to match that of No. 35 Grafton Way and the introduction of a modern shopfront and fascia signage, potentially during the mid 1980s (following the approval of planning permission 8500439 in 1985).
- 2.11 Historic mapping for the site and surroundings is attached at Appendix 2. Appendix 3 contains a historic photograph of the property from 1906.



---

3.0

## **Analysis of Architectural and Historic Significance**

3.1

No. 33 Grafton Way comprises an unlisted building within the Fitzroy Square Conservation Area. The site is also situated in the vicinity of a number of nearby listed buildings. This section of the assessment provides an evaluation of the significance of the area's heritage assets and the role of No. 33 Grafton Way in relation to that significance, in accordance with the requirements of the National Planning Policy Framework and the practice guide to PPS5.

### **Fitzroy Square Conservation Area**

3.2

The Fitzroy Square Conservation Area comprises a consistent area of late 18<sup>th</sup> and early 19<sup>th</sup> Century speculative development focused on Fitzroy Square. It was developed over a short period and retains a largely homogenous character, dominated by consistent terraces of three and four storey townhouses, interspersed with commercial premises and mews properties.

3.3

Grafton Way is typical of the conservation area. It comprises an enclosed urban street fronted by unbroken terraces of four storey buildings with commercial/retail premises at ground floor level.

3.4

Despite its rather dilapidated state and very poor quality roof top structure, No. 33 Grafton Way is a positive contributor to the character and appearance of the Fitzroy Square Conservation Area. Its street elevation and rear sections have suffered from particularly detrimental alterations. The building, therefore, provides a clear opportunity for enhancement through high quality development which is suitably responsive to and respectful of the conservation area and the settings of nearby listed buildings.

### **Nearby listed buildings**

3.5

A number of Grade II and Grade II\* listed buildings are situated in the immediate vicinity of the site. Owing to the narrow, enclosed nature of Grafton Street, only those at Nos. 52-62 Grafton Way, 37-45 Grafton Way and 112 Whitfield Street share a direct visual connection with the site. The existing building at the site, therefore, forms part of their settings. The character and significance of these buildings is described below.

3.6

Nos. 37-45 Grafton Way comprise a terrace of five Grade II listed properties which were constructed in ca. 1777-8. The buildings are built of yellow stock brick with rusticated stucco at ground floor level containing round arched windows and a recessed double entrance surmounted by a decorated fanlight. They rise to a height of four storeys, plus basements and are each three windows wide. The lightwells serving the basements of the properties are surrounded by cast-iron railings with fleur-de-lys finials which are separately

---

listed. Nos. 43 and 45 contain retail premises/restaurants at ground floor level with contemporary shopfronts.

- 3.7 Opposite the site, Nos. 52-56 and 60-62 form further groups of four storey Georgian terraced properties (ca.1792) built by C. Mead. The properties are again constructed of yellow stock brick with stucco ground floors and have plain stucco first floor sill bands. They again rise to four storeys, plus basement levels.
- 3.8 No. 58 Grafton Street is an identical four storey terraced house, though it is listed at Grade II\* due to its historic association with Francisco de Miranda. A stone plaque at ground floor level reads *"Francisco de Miranda 1750-1816 lived in this house between 1803 and 1810. Born in Caracas, Venezuela, he was the forerunner of the independence of the republics of Latin America. Here he met in 1810 the Liberator Simon Bolivar."*
- 3.9 The existing building at the site has a positive role in the area's townscape character and makes a contribution to the settings of these listed buildings. Notwithstanding this the site provides an opportunity for sensitive restoration and enhancement.
- 3.10 Photographs of the area's listed buildings and their listing descriptions are attached at Appendices 4 and 5.

---

4.0

## **Planning Policy and Guidance**

4.1

The following provides an overview of national, strategic and local planning policy and guidance of relevance to the development.

### **The Planning (Listed Building and Conservation Areas) Act 1990**

4.2

The Planning (Listed Building and Conservation Areas) Act 1990 provides specific protection for buildings and areas of special architectural or historic interest. Section 66 of the Act relates to development affecting the setting of listed buildings. It states that in the assessment of such development, the local planning authority *“shall have special regard to the desirability of preserving the building or its setting”*. Section 72(1) relates to development within conservation areas and requires local planning authorities to pay special attention to *“the desirability of preserving or enhancing the character or appearance of that area.”*

### **National Planning Policy Framework**

4.3

The National Planning Policy Framework (NPPF) sets out the government's advice on protecting heritage. To be considered in relation to the proposals are:

- Para 128 - Significance of heritage assets and the contribution of the setting to that significance
- Para 129 - Assessment of the impact of the proposal
- Para 131 – Desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness
- Para 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

---

## **Strategic Planning Policy**

- 4.4 The London Plan (2011) provides strategic planning guidance of relevance to the proposed development. Policy 7.8 of the plan states that the Mayor will work with strategic partners to protect and enhance London's historic environment.

## **Local Planning Policy**

- 4.5 The London Borough of Camden's LDF Core Strategy and Development Policies DPDs were adopted in November 2010. Policy CS14 promotes development which contributes to the delivery of high quality places and seeks to conserve the Borough's heritage. Policy DP25 of the Council's Development Policies DPD also seeks to conserve the Borough's heritage.

## **Supplementary Planning Documents**

- 4.6 The Council's Camden Planning Guidance SPD (2010) and the Fitzroy Square Conservation Area DPD are also of relevance to the development.

---

5.0

## **Proposed Development**

- 5.1 The proposed development comprises the retention and enhancement of the retail accommodation and bedsit units at ground and first floor levels and the enlargement of the upper residential unit to encompass the building's second and third floor levels.
- 5.2 A small scale roof level addition will be introduced to the rear of the roof in place of the property's visually intrusive existing netted roof structure. A rear addition will be created in place of the cluttered rear sections.
- 5.3 The scheme will deliver a series of restoration/enhancement works to the fabric and its principal elevation of No. 33 Grafton Way.
- 5.4 The upper floor of No. 35 Grafton Way will also be converted to provide two bedsit units.
- 5.5 The proposed works are assessed in subsequent sections and in the accompanying Design and Access Statement.

---

## Heritage Assessment

6.0

6.1

The key heritage issues of relevance to this assessment are as follows:

- 1 The acceptability of the proposed roof level addition
- 2 The acceptability of the rear extension
- 3 The wider heritage benefits delivered through restoration and enhancement works

6.2

These matters are assessed in turn below in the context of the preceding policy framework.

### Roof Level Addition

6.3

No. 33 Grafton Way is currently dominated by a blue netting structure which has existed at the site for more than two decades. The prominent structure is visible from street level along Grafton Way and from Tottenham Court Road. It is also seen from neighbouring buildings to the rear. The structure is intrusive, unattractive and dominates the roofline of the terraced properties between Nos. 33 and 45 Grafton Way. As such, the property's existing roofscape has a detrimental effect on the integrity of the property at the site and the character and appearance of the Fitzroy Square Conservation Area. The removal of this structure represents a significant benefit in heritage, townscape and visual amenity terms.

6.4

The proposed roof level addition will comprise a modest extension set back significantly from the Grafton Way elevation. The extension has been amended and reduced in scale in response to feedback from Officers. It will not be visible in public views from Grafton Way and will be barely perceptible in views from Tottenham Court Road. The extension will therefore have no material visual impact on public views and the area's townscape.

6.5

The extension will comprise a shallow mansard-like structure constructed of traditional materials when viewed from the rear. It will rise to a height approximately equivalent to that of the pitched/ butterfly roofs at Nos. 37-45 Grafton Way. The extension will have a negligible effect on the outlook and visual amenity experienced from neighbouring properties to the rear of the site as is illustrated in the visual impact analysis contained at Appendix 1 of the submitted Design and Access Statement.

6.6

The Design and Access Statement includes a detailed analysis of the effects of the proposed roof level and rear additions on views from neighbouring properties. The analysis includes views from the windows serving all neighbouring residential and non residential properties. From this detailed analysis, it is clear that the proposed roof level addition will have no effect on the outlook experienced from almost all residential properties neighbouring the site.

- 
- 6.7 The Camden Planning Guidance (CPG) resists roof extensions to terraced properties that are part of a ‘coherent’ or ‘unbroken roofline’. This does not extend to Nos. 33 and 35 Grafton Way. The terrace’s roofscape is clearly interrupted by the intrusive canopy structure at No. 33 Grafton Way. The property’s roof form is, therefore, incongruous with that of the wider terrace and severely compromises any sense of unity and consistency it displays.
- 6.8 In summary, the proposed roof level addition is acceptable for the following reasons:
- 1 It will remove the intrusive canopy at No. 33 Grafton Way and replace it with a high quality low lying roof level addition.
  - 2 It will be architecturally sympathetic to the character, appearance and integrity of the ‘host’ building and the wider terrace.
  - 3 Through replacing the incongruous blue canopy, the proposed works at roof level will introduce a greater sense of unity, integrity and coherence to the terrace.
  - 4 The extension will be set well back from the property’s front building line and will have no material effect on public views or the area’s townscape.
  - 5 The extension will have a negligible effect on private residential views.
- 6.9 The proposed roof extension will, therefore, have a positive effect on the area’s townscape and visual amenity, and will enhance the character and appearance of the Fitzroy Square Conservation Area. The extension is therefore compliant with the requirements of the NPPF, London Plan Policy 7.8, Policy CS14 of the Council’s Core Strategy DPD, Policy DP25 of the Development Policies DPD and the Camden Planning Guidance SPD (2010).

## **Rear Extension**

- 6.10 The proposed rear extension comprises a single storey closet wing extension at first floor level and a shallow and lightweight two storey glazed link between the closet wing and the projecting rear building line of No. 35 Grafton Way. The extended closet wing will sit below the property’s staircase window and will be lower than the flat roof of the neighbouring property. The rear extension will replace the property’s cluttered and visually unattractive existing rear elevation. It therefore represents a further opportunity for enhancement.
- 6.11 The Council’s CPG indicates that rear extensions should be designed to be secondary to the host building in terms of location, form, scale, proportions, dimensions and detailing. It also states that extensions should respect the original design and proportions of the building and should preserve the amenity of neighbouring properties. The proposed rear extension at No. 33 Grafton Way is consistent with these objectives. The rear addition will extend across the width of the property’s lower levels and will consist of two distinct elements: a brick-based closet wing which replicates the footprint of the existing closet wing and a shallow glazed link partly infilling the recess to the west.

- 
- 6.12 Planning permission has recently been approved for the introduction of a large rear extension at No. 117 Tottenham Court Road, in the immediate vicinity of the site (LB Camden Ref. No. 2011/0800/P). The approved extension comprises a full height brick addition containing a stairwell which projects across half of the building's rear elevation and includes a sloping roof. It also includes a full width brick addition at first floor level as well as a tall flue projecting 1.9m above the building's roof level. The Officer's delegated report for this application stated that the extensions were considered acceptable given that the rear section of the building looks onto an enclosed space with a variety of building types and rear additions, and as the full height and full width additions are considered subordinate to the to the host building. The proposed addition at No. 33 Grafton Way is a smaller scale, lightweight and architecturally superior extension than the recently approved extension at No. 117 Tottenham Court Road.
- 6.13 As with the proposed roof level addition, a detailed analysis has been undertaken in the enclosed Design and Access Statement to illustrate the number of residential properties from which the proposed rear extension will be seen. This shows that the rear extension will have a negligible effect on the outlook from neighbouring buildings.
- 6.14 The proposed rear extension is acceptable for the following reasons:
- 1 The addition will be confined to the rear of the building and will be enclosed by neighbouring properties.
  - 2 It will achieve the highest standards of design.
  - 3 It will be subordinate scale and appearance to the host building
  - 4 The addition will have a negligible visual impact in relation to neighbouring properties.
  - 5 The recently approved extension at No. 117 Tottenham Court Road sets a benchmark for the addition.
- 6.15 Overall, the rear extension will enhance the fabric and integrity of the property at No. 33 Grafton Way. It will have a negligible effect on the area's townscape and will preserve the character and appearance of the Fitzroy Square Conservation Area and the settings of the area's listed buildings. The rear extension is, therefore, considered acceptable in the context of the NPPF, Camden's Core Strategy DPD and Development Policies DPD, and the Council's CPG.

## **Restoration and Enhancement Works**

- 6.16 The proposed development will bring a deteriorating historic building back into an active, efficient and appropriate mix of uses. It will include a range of works to restore, reinstate and enhance elements of the buildings' external fabric. This will include the following:
- 1 Improvements to the building's fenestration,
  - 2 Restoration of the building's historic brickwork



- 
- 3 Significant enhancement of the property's roofscape
  - 4 Restoration of the shopfront at ground floor level.

6.17 These works are considered to represent a significant benefit associated with the scheme. They will enhance the character and appearance of the Fitzroy Square Conservation Area and militate strongly in support of a grant of planning permission for the proposed development as a whole.

## **Summary of Proposed Amendments**

6.18 The following provides an assessment of the acceptability of the proposed revisions to planning permission LB Camden Ref 2011/6103/P in planning terms.

### **Enlargement of rear addition**

6.19 The rear addition does not appear in public views. It is a high quality element of the scheme, supported previously by Officers at the pre-application stage. It replaces a low quality, cluttered and unattractive rear elevation.

### **Enlargement of openings in rear elevation**

6.20 The enlargement of the openings in the rear elevation will enable better access. The new openings will replace fenestration which is in a poor state of repair, and which it is appropriate to remove. The enlarged openings will not appear in public views.

### **Minor alterations to roof extension**

6.21 The alterations involve the insertion of three modest windows. The alterations will have an imperceptible impact on the approved scheme and will improve residential amenity for those making use of the interior space.



---

7.0

## **Summary and Conclusions**

7.1

This Heritage Impact Assessment provides an analysis of the significance of the property at No. 33 Grafton Way and an assessment of the proposed development's impacts on that significance in the context of relevant heritage policy and guidance.

7.2

No. 33 Grafton Way is of historic interest and contributes to the character of Grafton Way and the wider Fitzroy Square Conservation Area. However, its front and rear elevations and fenestration have suffered from deterioration and the building's current roof structure is visually intrusive. The proposed development provides a considerable opportunity to enhance the building's integrity and the character and appearance of the Fitzroy Square Conservation Area.

7.3

The proposed works to No. 33 Grafton Way represent the culmination of a rigorous design development process undertaken in respect of the recent application for similar works on the same site. The scheme has been sensitively designed to take account of the site's opportunities and constraints, and the building's significance as a heritage asset. The development seeks to reconcile the need to restore and enhance the building's external fabric, with the opportunity to enhance the building's residential accommodation and sensitively introduce additional floorspace.

7.4

The proposed works include the introduction of a roof level extension which will replace the poor quality existing roof covering, and the introduction of a rear extension in place of the building's cluttered rear sections. The scheme will also restore and enhance its principal and rear elevations. The proposed extensions will be respectful of, and subsidiary to, the host building in terms of scale, appearance and situation. The enhancement works to the building's elevations represent a significant benefit, while

7.5

It is concluded that the proposed development will, on balance, enhance both the property's significance and the character and appearance of the Fitzroy Square Conservation Area. Officers have indicated their support for the development by approving a previous application for similar works. The development is, therefore, considered to comply with the requirements and objectives of the National Planning Policy Framework and strategic and local planning policy.



---

## Appendices

---

Appendix 1: Photographs of the site and surroundings;

Appendix 2: Historical mapping;

Appendix 3: Historic Photographs of the site and surroundings;

Appendix 4: Photographs of nearby listed buildings.

Appendix 5: Listing descriptions for nearby listed buildings.

## **Appendix 1: Photographs of the site and surroundings**



1. View of the front elevation of No 33 Grafton Way.



2. View looking east along Grafton Way towards Tottenham Court Road.



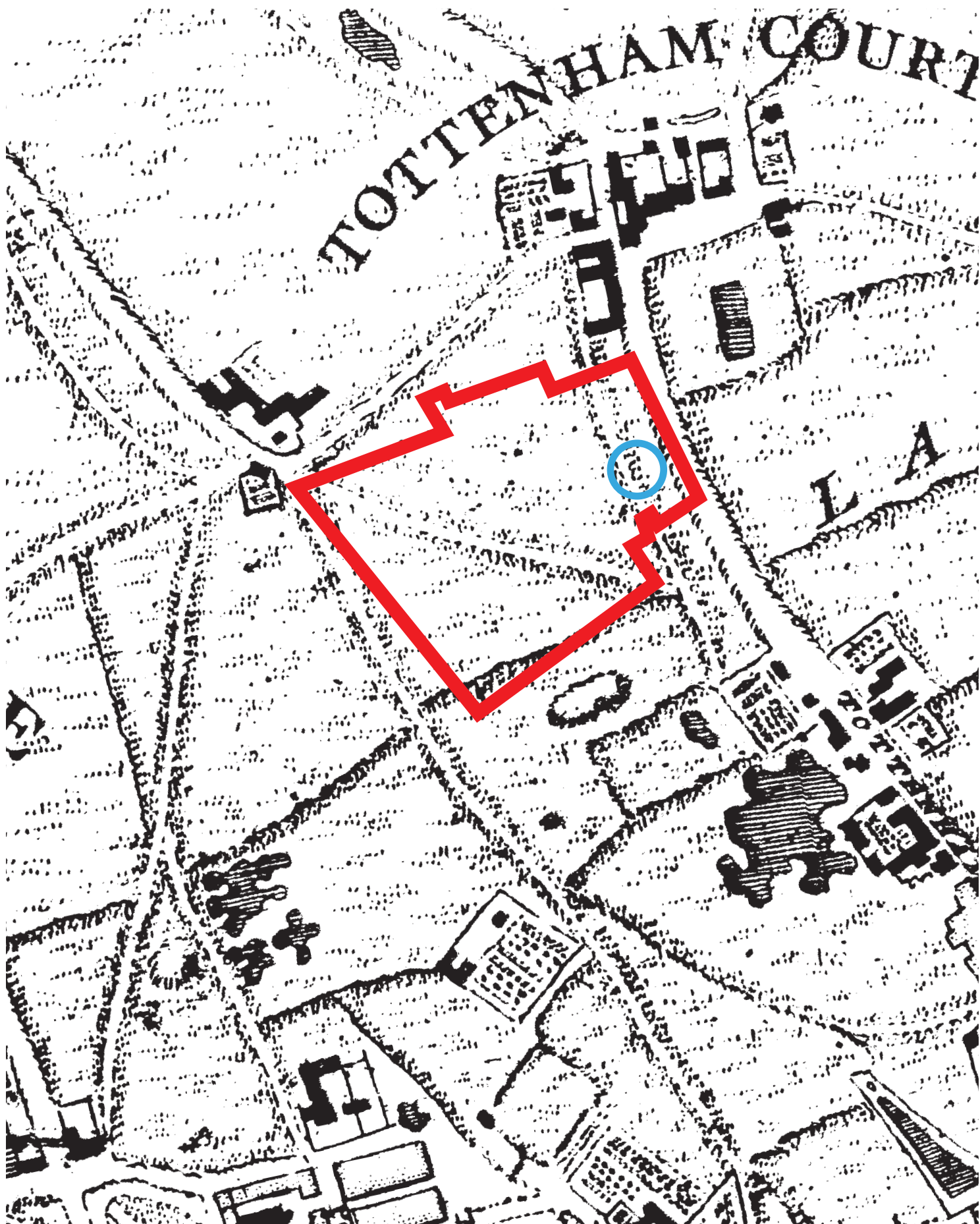
3. View west along Grafton Way.



4. The site viewed from Tottenham Court Road.

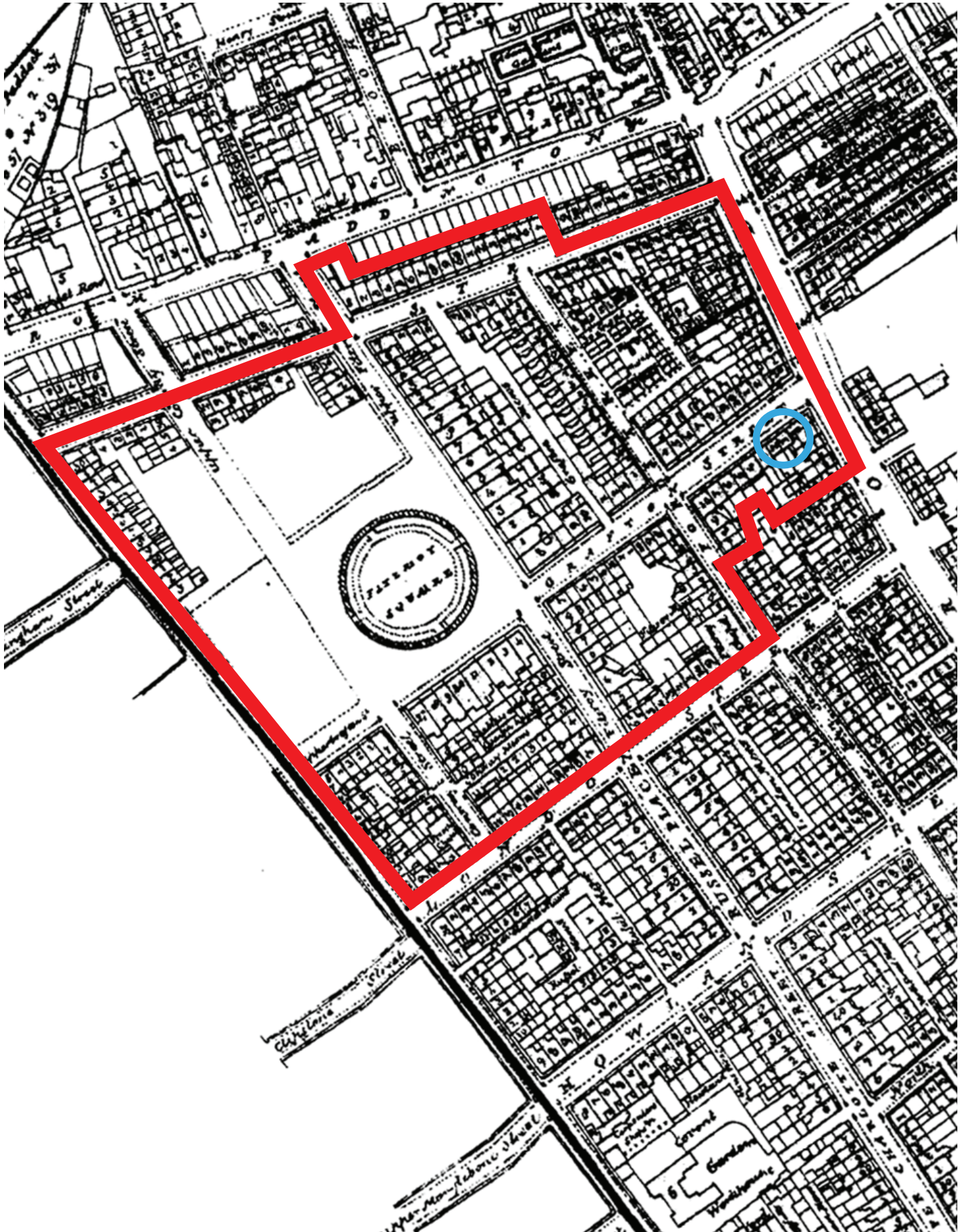
## **Appendix 2: Historical mapping**





33 Grafton Way  
Map 1: 1745 (Roque)





33 Grafton Way  
Map 2: 1802 St Pancras Parish Map