

Our Ref: P1078/AG-J

Heritage Impact Assessment

On behalf of

Greatskill Limited

In support of
Planning and
Listed Building
Applications for

Residential Development

At

23 Pond Street, London NW3 2PN

November 2010



OPEN planning

London Office:
46-50 Royal Parade Mews,
Blackheath, London, SE3 0TN

t 020 8318 9725
f 020 8318 0990

W: www.openplanning.co.uk



Contents

- 1. Introduction and Development Proposals.....1**

- 2. Site Location and Description.....3**

- 3. Heritage Assets.....4**

- 4. Principles to be applied in determining
 applications for consent to heritage assets.....5**

- 5. Significance of Heritage Asset.....8**

- 6. Impact on Significance of Heritage Asset.....9**

- 7. Summary and Conclusions.....10**

- Appendix 1: Photographic Record.....11**



1. Introduction and Development Proposals

- 1.1 This Heritage Impact Assessment has been prepared on behalf of Greatskill Limited (the 'Applicant') in support of planning and listed building applications for the conversion of an existing building into residential use (the 'proposed development') at 23 Pond Street, London, NW3 2PN (the 'property').
- 1.2 The proposed development comprises the conversion of the building which is currently used as a B1 office with a residential flat on the upper floor to a wholly residential use comprising 8 self contained flats. The conversion entails internal alterations only and no external changes are proposed either in terms of appearance or configuration on site. No on-site parking is available or proposed and the only external areas to the front and rear of the property will remain unchanged, although in the case of both the light well in the front and the yard to the rear, their function will change.
- 1.3 The requirement for this Assessment arises because the property is listed as a building of architectural or historical significance and is located within the Hampstead Conservation Area.
- 1.4 Government planning policy in the form of PPS5 'Planning for the Historic Environment' [2010] requires that local planning authorities should seek to identify and assess the impact of a development proposal on the significance of a designated heritage asset. A designated asset includes a listed building and conservation area.
- 1.5 This requirement is additional to the statutory duty imposed by section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 which requires local authorities to *have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest*. It is also additional to the statutory duty imposed by section 72 of the 1990 Act which requires that local authorities pay special attention to the desirability of preserving or enhancing the



character or appearance of the area where proposals affect land or buildings within a conservation area.

1.6 The statement should be read in conjunction with other submitted documentation which comprises:

- Application Form, Certificate A and Agricultural Holdings Certificate
- Planning Statement
- Design and Access Statement containing:
 - Schedule of Accommodation;
 - Lifetime Homes Assessment;
 - Eco Homes Assessment;
 - Existing site photographs.
- Drawings:
 - 10069 001 P1 Site Location Plan;
 - 10069 005 P1 Existing Basement and Ground Floor Plans;
 - 10069 006 P1 Existing First and Second Floor Plans;
 - 10069 007 P1 Existing Third Floor Plans, Elevations and Sections;
 - 10069 008 P1 Proposed Basement and Ground Floor Plans;
 - 10069 009 P1 Proposed First and Second Floor Plans;
 - 10069 010 P1 Proposed Third Floor Plan, Elevations and Section;
 - 10069 011 P1 Block Plan.



2. Site Location and Description

- 2.1 The property and its location is more fully described in the Planning and Design and Access Statements which are submitted in support of the planning and listed building consent applications.
- 2.2 The property is located on the northern side of Pond Street directly opposite the Royal Free Hospital. The property is three storeys in height with the top floor contained within a mansard roof. The property has a basement which has a light well to the front of the building. The rear of the property at ground floor level is an open yard accessible only from within the building.
- 2.3 The property is located approximately 250 metres from Hampstead Heath London Overground Station, 500 metres from Belsize Park Underground Station and 900 metres from Hampstead Underground Station. There are bus services available in Pond Street and a bus stop immediately outside and opposite the property. The location benefits from a PTAL rating of 5.
- 2.4 The general area is mixed in character and use. Residential uses predominate on either side of 23 Pond Street. Commercial and retail uses at ground floor increasingly predominate with some residential and commercial uses at upper floor levels proceeding in an easterly direction towards the junction between Pond Street and Southend Road. In a westerly direction residential uses predominate although there are some retail uses at ground floor level. To the south of the site the Royal Free Hospital dominates the area.
- 2.5 The property is in B1 office use and this use has persisted for the past 28 years. Prior to this the property was in residential use. A residential flat remains on the upper floor, although it is currently in use as an office.



3. Heritage Assets

3.1 The property is a listed Grade II building. The listing entry is as follows:

Location: (North side) No.23 and attached railings

Street: Pond Street

Grade: II

Reference No: 798-1-132839

Date of listing: May 14 1974 12:00AM

Description:

Formerly known as: No.25 Harken Armoury POND STREET. Formerly 2 houses, now converted to offices. c1760. Built by Richard Norris. Altered c1811, 1903 and 1982-5. Stucco. Tiled mansard roof with brick chimney-stacks and dormers. 3 storeys, attic and basement. 4 windows. Doorway with bracketed cornice hood, patterned overlight and panelled door; approached by steps. Recessed sashes, left hand bay in full-height shallow segmental-arched recess. Battlemented parapet. INTERIOR: not inspected but noted to retain original staircase with turned balusters and a panelled room. SUBSIDIARY FEATURES: attached cast-iron railings with torch flambe finials to areas. HISTORICAL NOTE: originally built as Nos 23 & 25 Pond Street, No.23 had 2 bays and 4 storeys and No.25, 3 bays and 3 storeys; c1811 both had 3 storeys with mansard roof and attic windows and the 2 bays of No.23 reduced to one. c1903 the First Cadet Battalion of the Royal Fusiliers (City of London Regiment) built their headquarters in the garden of No.25 and adapted the two houses to their uses; the entrance to No.23 was altered to a window and the battlemented parapet added. Converted to offices c1982-5

3.2 The property is located within the Hampstead Conservation Area and specifically in the Willoughby Road / Downshire Hill sub-area. The Conservation Area was originally designated in January 1968 and there have been a number of subsequent extensions. The Hampstead Conservation Area Statement¹ describes the character of the area and identifies features that are of significance. The subject property is specifically identified as a listed building which makes a positive contribution to the area. It is identified within a varied row of buildings that are mostly listed on the north side of

¹ Hampstead Conservation Area Statement. LB Camden. October 2001



Pond Street and that reflect the urbanisation of the area in the 18th and 19th century. Most of the properties are three storeys and set back slightly from the pavement. No. 23 is identified within the statement as '*...the Harken Armoury with its distinctive facade and crow-stepped gable*'.

3.3 In general terms the attributes of the Hampstead Conservation Area are identified as the considerable quality and variety created by the topography, the Heath, the range, excellence and mix of buildings, the street pattern and Hampstead's historical association with clean water and fresh air.

4. Principles to be applied in determining applications for consent to heritage assets

4.1 The principles to be applied by local authorities in determining applications for consent to heritage assets are set out in PPS5. The Government's overarching aim for the historic environment is set out in PPS5. It states that heritage assets should be conserved and enjoyed for the quality of life they bring to this and future generations [paragraph 7]. The Government's stated objectives for the historic environment include [paragraph 7]:

- “• to deliver sustainable development by ensuring that policies and decisions concerning the historic environment:
 - recognise that heritage assets are a non-renewable resource
 - take account of the wider social, cultural, economic and environmental benefits of heritage conservation; and
 - recognise that intelligently managed change may sometimes be necessary if heritage assets are to be maintained for the long term.*

- to conserve England's heritage assets in a manner appropriate to their significance by ensuring that:
 - decisions are based on the nature, extent and level of that significance, investigated to a degree proportionate to the importance of the heritage asset
 - wherever possible, heritage assets are put to an appropriate and viable use that is consistent with their conservation
 - the positive contribution of such heritage assets to local character and sense of place is recognised and valued; and
 - consideration of the historic environment is integrated into planning policies, promoting place-shaping.*
- to contribute to our knowledge and understanding of our past by ensuring that opportunities are taken to capture evidence from the historic environment and*



- *to make this publicly available, particularly where a heritage asset is to be lost.”*

4.2 In order to assess applications for consent which affect heritage assets, local authorities are advised by PPS5 to require applicants to provide a description of the significance of the heritage assets affected and the contribution of their setting to that significance [paragraph HE6.1]. PPS5 further advises that the level of detail should be proportionate to the importance of the heritage asset and no more than is sufficient to understand the potential impact of the proposal on the heritage asset.

4.3 Policy HE7 of PPS5 sets out the policy principles that should guide local authorities in the determination of applications for consent relating to heritage assets. They are as follows:

“HE7.1 In decision-making local planning authorities should seek to identify and assess the particular significance of any element of the historic environment that may be affected by the relevant proposal (including by development affecting the setting of a heritage asset) taking account of:

- (i) evidence provided with the application*
- (ii) any designation records*
- (iii) the historic environment record and similar sources of information*
- (iv) the heritage assets themselves*
- (v) the outcome of the usual consultations with interested parties; and*
- (vi) where appropriate and when the need to understand the significance of the heritage asset demands it, expert advice (from in-house experts, experts available through agreement with other authorities, or consultants, and complemented as appropriate by advice from heritage amenity societies).*

HE7.2 In considering the impact of a proposal on any heritage asset, local planning authorities should take into account the particular nature of the significance of the heritage asset and the value that it holds for this and future generations. This understanding should be used by the local planning authority to avoid or minimise conflict between the heritage asset’s conservation and any aspect of the proposals.

HE7.3 If the evidence suggests that the heritage asset may have a special significance to a particular community that may not be fully understood from the usual process of consultation and assessment, then the local planning authority should take reasonable steps to seek the views of that community.

HE7.4 Local planning authorities should take into account:

- the desirability of sustaining and enhancing the significance of heritage assets, and of utilising their positive role in place-shaping; and*
- the positive contribution that conservation of heritage assets and the historic*



environment generally can make to the establishment and maintenance of sustainable communities and economic vitality by virtue of the factors set out in HE3.1.

HE7.5 Local planning authorities should take into account the desirability of new development making a positive contribution to the character and local distinctiveness of the historic environment. The consideration of design should include scale, height, massing, alignment, materials and use.”

- 4.4 Policy HE9 of PPS5 states that there should be a presumption in favour of the conservation of designated heritage assets and the more significant the designated heritage asset the greater the presumption in favour of its conservation should be. It further states that significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting.
- 4.5 In summary, the process of determining applications for consents that affect heritage assets is firstly to assess the significance of the asset and then to determine the impact of the proposed development on the significance.



5. Significance of Heritage Asset

- 5.1 From the listing description and the Conservation Area Statement, the significance of the property and its neighbours on the northern side of Pond Street derives from the role that it plays in the historical evolution of the area, the imposing front elevation and the internal features that are specifically identified in the listing description, namely the doorway, the recessed slashes, battlemented parapet, cast-iron railings, original staircase and panelled room. A photographic record of the property is attached as **Appendix 1**. Photographs 5, 6 and 4 identify the panelled room and original staircase. Photograph 20 of the external elevation features the doorway, the recessed sashes and the battlemented parapet. The internal photographs illustrate the patterned cornice detail which is a common feature throughout the property.
- 5.2 Although the property originally comprised two dwellings, it has been customized over the past 28 years to suit its current B1 use. These works have included the installation of internal partitions to compartmentalize individual offices (photographs 7,8, 9, 10, 11 and 18). Although it is still possible to trace the original floor layout, it has been to some extent compromised by the office use.
- 5.3 In summary, the significance of the heritage asset rests with its historic origins and its role in the evolution of Hampstead; its presence in the street scene and the remnants of internal features that are noted in the listing description.



6. Impact on significance of heritage assets

- 6.1 The proposal seeks to convert the property into residential use. It is proposed that 8 self-contained units will be provided comprising 1 x 3-bed, 1 x 2-bed and 6 x 1-bed units. The ground and third floor units will have access to external amenity space. All units have been sized to comply with the Council's internal space standards. No external changes are proposed and means of ventilation and extraction will only be required in respect of kitchens and bathrooms and these can be discretely located at roof top level.
- 6.2 Restoration of a residential will in effect return the property to its original use. Since no changes are proposed to the external elevation those features of significance i.e. doorway, recessed sash windows and railings, will not be impacted by the development proposals. However, the conversion will present a potential opportunity for sensitive refurbishment of these features. Internally the conversion will necessitate the removal of internal partitions thereby returning the floor layout to something more like the original layout. The internal staircase will remain and provide the means of access to the proposed residential units. It can be refurbished as part of the conversion works. The panelled room which is located on the ground floor can be retained albeit with a different function. The patterned cornice which exists throughout the building can also be retained and will be enhanced by the removal of indiscriminate office partitions.
- 6.3 In summary the proposed development will return the property to its original use. External features of significance will be unaffected by the proposals and the opportunity exists for an enhancement of these features as a result of the conversion works. Internally those features of significance will be unaffected by the proposed conversion and similarly an enhancement will result as a consequence of the removal of internal partitions which have been installed to support the B1 office use which allows the original floor layout to be appreciated.



7. Summary and Conclusion

- 7.1 This Heritage Impact Assessment has been prepared in support of planning and listed building consent applications for the conversion of 23 Pond Street, NW3 2PN into residential use. The property is currently used for B1 office use and this has persisted for at least the past 28 years.
- 7.2 This assessment is required because the property is a designated heritage asset by virtue of its listing and location within the Hampstead Conservation Area. The assessment has adopted the procedure required by PPS5. The significance of the asset has firstly been considered and then the impact on this significance assessed. The significance of the heritage asset has been informed by the listing description and the Hampstead Conservation Area Statement.
- 7.3 The assessment concludes that the significance of the heritage asset will not be negatively impacted and that the conversion works could present an opportunity of refurbishing some of those features that are in need of restoration.
- 7.4 The assessment concludes that the proposed development will allow the restoration of the original residential use to the building and those external and internal features of significance will not be impacted by the proposals.



Appendix 1

Photographic Survey



Photograph 1: Rear Elevation





Photograph 2: Rear Elevation





Photograph 3: Ground floor office





Photograph 4: Internal staircase





Photograph 5: Panelled room on ground floor





Photograph 6: Panelled room with cornice detail





Photograph 7: Office with partitioning fragmenting cornice detail





Photograph 8: Cornice detail obscured by internal partitioning





Photograph 9: Cornice detail disrupted by internal partitions





Photograph 10: Internal partitions disrupting cornice detail





Photograph 11: Partition disrupting cornice detail





Photograph 12: Internal subdivision of offices



Photograph 13: Recessed sliding sash window





Photograph 14: Third floor rear office





Photograph 15: Second floor office





Photograph 16: Second floor office





Photograph 17: Front office, second floor





Photograph 18: Internal partition disrupting cornice detail





Photograph 19: Overview of rear yard





Photographs 20: External front elevation

