

significance of a heritage asset and therefore enhances our enjoyment of it and the sense of place’ by giving the building a new use that improves its appearance to both streets.

- 7.9 In terms of Policy HE9, the proposed development very definitely conserves the heritage assets in its context. It certainly does not involve harm to those heritage assets of any kind. It is thus also entirely consistent with Policy HE10 regarding the effect of development on the setting of designated heritage assets. The respectful echoing of rhythm and proportion in the proposed elevations is a clear example of how new development can ‘better reveal the significance of the asset’.
- 7.10 Given that the proposed development does not ‘lead to substantial harm to or total loss of significance’, Policy HE9.2 of the PPS does not apply to the proposal. The proposed scheme ‘deliver[s] substantial public benefits’ without damaging the key significance of 200 Euston Road – the Curtis Green design of its Euston Road frontage. The nature of the heritage asset does not ‘prevent all reasonable uses of the site’ – a use is proposed that keeps a substantial and important part of the building. The proposed use is indeed a ‘viable use of the heritage asset... that will enable its conservation’, and will do so in the long term, not ‘medium term’. ‘Conservation [of Bentley House as it is found] through grant-funding or some form of charitable or public ownership’ is extremely unlikely given its lack of any designated status. Finally, and for the multiple reasons provided here, earlier and in the Design & Access Statement, the relative ‘harm to or loss of the heritage asset’ is indeed ‘outweighed by the benefits of bringing the site back into use’.

Camden’s UDP

- 7.11 For the reasons given in respect of Planning Policy Statement 5, the proposed development is also consistent

with Camden's UDP policies in relation to the historic built environment.

- 7.12 The development will certainly enhance 'the special character or appearance of the area'. The present somewhat unresolved roofscape of the building when seen across Euston Road will be visually enhanced by the proposed set-back storeys, and Stephenson Way great improved by the replacement of the present forbidding wall with a lively, contemporary new façade. The proposal thus satisfies Policy B7A.
- 7.13 The contribution of the building to the Bloomsbury Conservation Area is very clearly made by the frontage to Euston Road, and this is retained. While the building behind is being replaced, the preservation sought by Policy B7B of a building 'that makes a positive contribution to the character or appearance of a conservation area' is achieved by the scheme.
- 7.14 The design, as has been shown, has clearly been developed with the character and appearance of the conservation area in mind, and will certainly use 'high quality and sustainable materials that complement and enhance the conservation area'.

Guidance

- 7.15 As far as BS 7913:1998 'Guide to the principles of the conservation of historic buildings' is concerned, the scheme is 'designed for a long life' and will be 'constructed of durable materials'. It has been developed with 'due regard to their site and surroundings', and will use 'materials that will weather and age well and settle into their place in the townscape'.
- 7.16 The proposed development is consistent with the broad objectives of 'By Design': it is inherently responsive to and reinforces 'locally distinctive patterns of development, landscape and culture'. The scheme does the basic things that 'Building in Context' seeks – it respects important views, the scale of neighbouring buildings and uses

materials and building methods which are as high in quality as those used in existing buildings. It certainly creates 'new views and juxtapositions that add to the variety and texture of the setting'.

Appendix A: Location

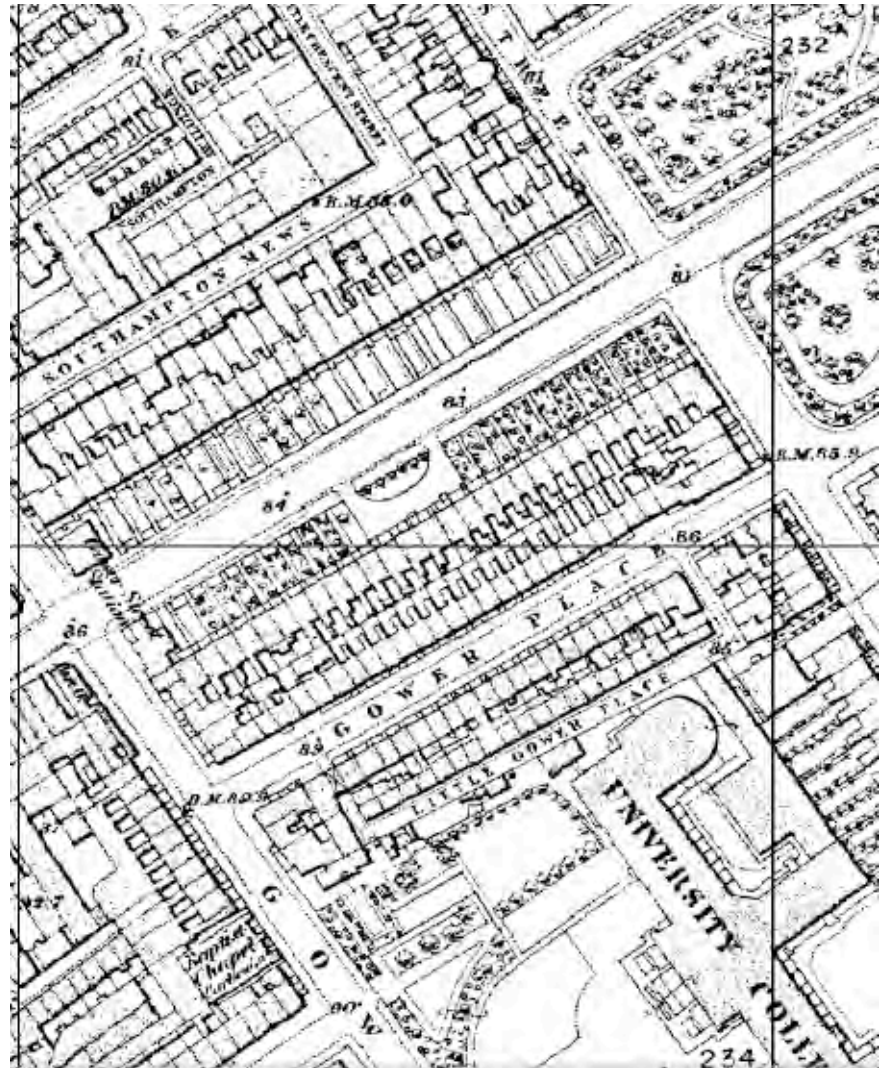


Current Ordnance Survey

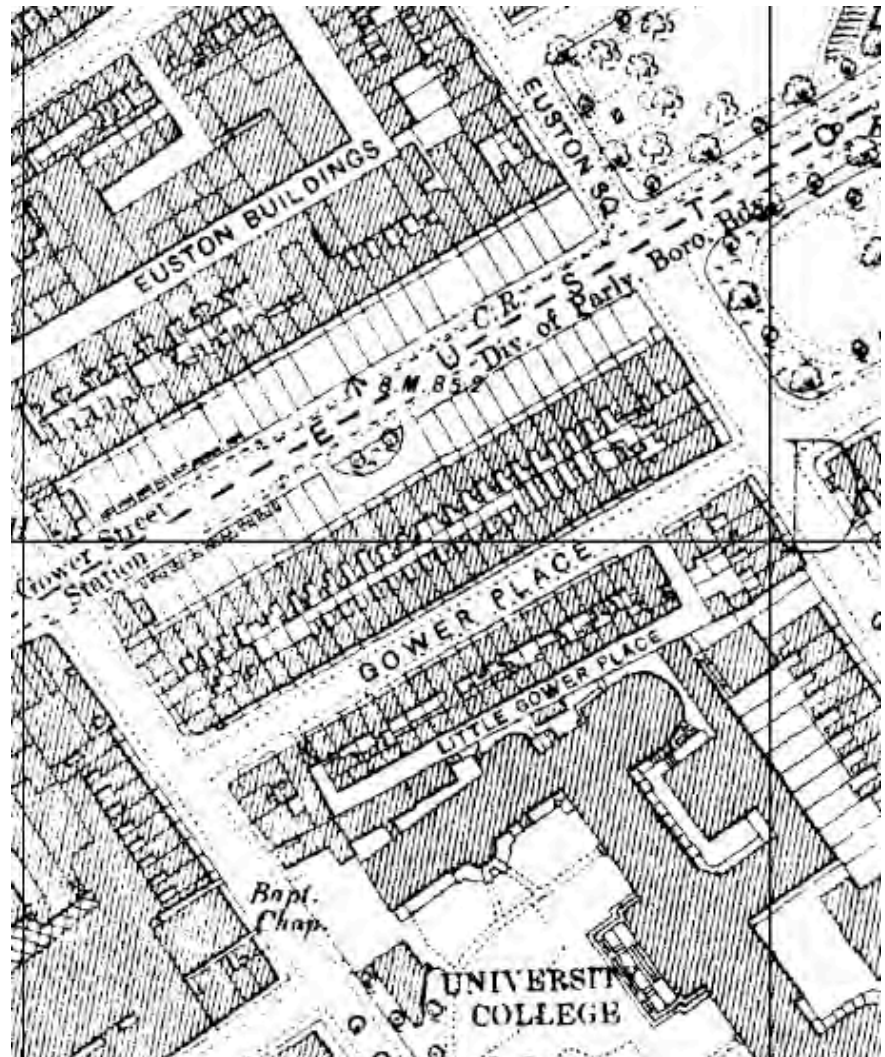


Aerial photograph

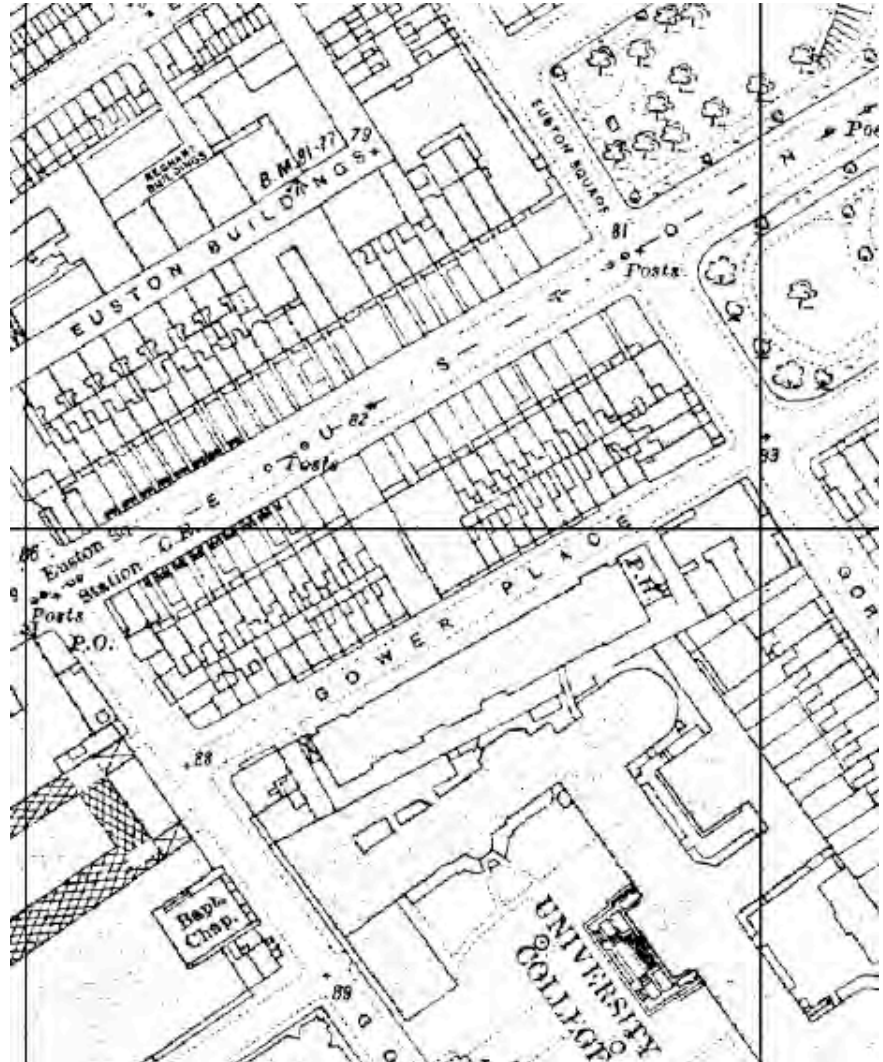
Appendix B: Historic maps



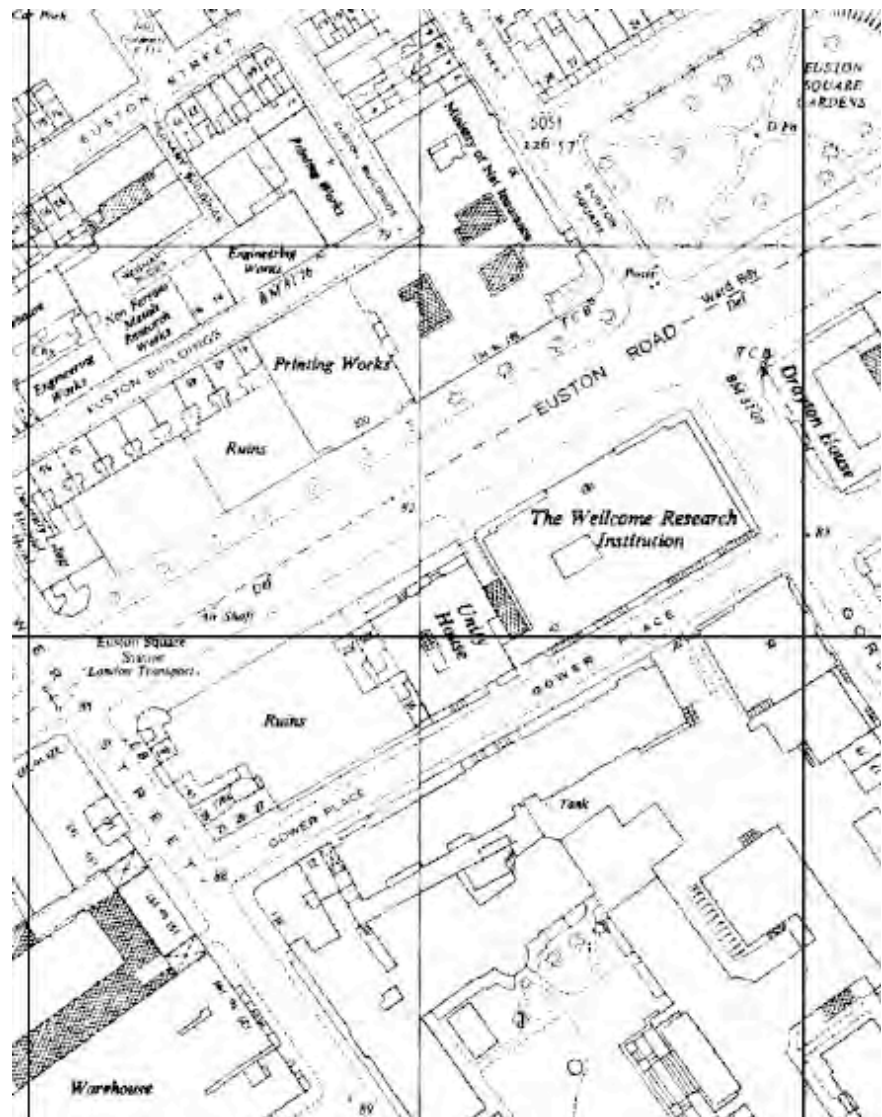
1876



1896



1916



1954

Appendix C: Photographs













72 Pymer's Mead

London SE21 8NJ

T: 020 8670 9057

F: 0871 750 3557

M: 07947 043 104

mail@kmheritage.com

www.kmheritage.com

© 2010