



18 January 2008

Project **76 Priory Road, Camden, NW6 3NT**
 Planning and Conservation Area Consent Application
 76PR

Planning Guidance Note 15: PPG 15 Statement

The building lies within the Swiss Cottage Conservation Area, but is **not** a listed building, and is not identified as having particular historic merit by virtue of its being, for example, the work of a celebrated designer, the residence of a famous historic figure, or a particularly rare or exceptionally well preserved example of a valuable building type or style.

It is, however, a building which makes a positive contribution to the Conservation Area by virtue of its age, scale and style, although the contribution is diminished by the poor state of repair. The refurbishment of the property will maintain and improve the positive contribution it makes.

Full demolition of the property is not proposed, but there would be some demolition, in that the rear wall is to be demolished and rebuilt and the internal layouts changed, with new floors and wall structures. So for that reason a Conservation Area Consent application is being made in addition to a Planning Application for change of use from 6no. flats to 5no. and for the associated external alterations.

The Design and Access Statement contains a detailed description of the existing property and the proposed works.

It is submitted that the proposed works are sympathetic to the property in terms of use, style, scale and materials, and will result in the general enhancement of the property. This will secure its place within, and therefore preserve & enhance the character & appearance of the Conservation Area.

The changes to the appearance are restricted to the back and sides of the property while the front remains unchanged except in the improvement of some details.

The immediate local environment is very mixed, with buildings of various styles, ages and urban design forms assembled in close proximity. The attached aerial views give an instant reading of this diversity – with the distinctively large scale forms of the adjoining early c20th block of flats, and the dramatic cellular form of the mid c20th flats on the opposite side of Priory Rd, both being strikingly dominant.

Within this context the refurbishment of the property will preserve a fragment of the Victorian history within the neighbourhood, while the alterations to the rear and to the internal layouts will ensure the longevity of the property as housing stock.

James Lambert Architects