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**Conservation Area Advisory Committee**

Advisory Committee	Primrose Hill
Application ref	2015/2598/P
Address	21 Princess Road London NW1 8JR
Planning Officer	Kate Phillips
Comments by	18 June 2015
Proposal	Change of use of lower ground floor from office (Class B1a) to create 1 no. self-contained 2 bed flat (Class C3) and erection of two storey rear extension to provide additional floor space at lower and upper ground floor levels.
Objection	Yes
Observations	<p>ADVICE from Primrose Hill Conservation Area Advisory Committee 12A Manley Street, London NW1 8LT</p> <p>4 June 2015</p> <p>21 Princess Road NW1 8JR2015/2598/P</p> <p>This building is part of a group which is recognized in the Primrose Hill conservation area statement as making a positive contribution to the character and appearance of the conservation area. It has front and rear elevations visible from the public streets, that is Princess Road and Calvert Street.</p> <p>On Princess Road, the shopfront is one of a group which retains the original paved area in front of the shop. This is important in the conservation area as it is the traditional form for shopfronts and contrasts with the houses: the contrast is significant. We welcome Camden's recently adopted policy (2014) set out in Camden Planning Guidance 1 at 7.12 that this original form should be preserved. Camden's policy states: "Creating open lightwells with railings in front of a shopfront is not generally acceptable as it prevents window shopping and disrupts the buildings relationship to the rhythm of the street. This is also the case if the shopfront</p>

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has been converted into residential accommodation.

This policy should apply in this case. We note that other lightwells have been created within this group, but these all predate the new CPG1, and, therefore, do not constitute valid precedents. It has been argued that the loss so far makes the preservation of the surviving examples of original forms more important as policy seeks to prevent further harm to the character and appearance of the conservation area by cumulative attrition.

On Calvert Street, the visible rear elevation, the proposed back additions are harmful to the character and appearance of the conservation area. CPG1 again sets out the current criteria for back extensions at section 4.10, where the following points are relevant: rear extensions should (1) respect and preserve the original design and proportions of the building, including its architectural period and style (2) respect and preserve existing architectural features, such as projecting bays ... and (3) respect and preserve the historic pattern and established townscape of the surrounding area, including the ratio of built to unbuilt space (the numbers are added by us).

In each of these points, the proposals conflict with formally approved policy. We note that the proposal moves the dominant rear addition from one side of the elevation to the other. That is, rear additions traditionally are on the staircase side of the rear elevation, allowing the main rooms larger windows: this is the pattern existing. But the proposal shifts this across, so the rear of the building would no longer follow that pattern: It would fail to respect and preserve each of the elements required to be respected and preserved in (1) to (3) above.

Again, we note that CPG1 is new policy, making all the neighbouring examples invalid as precedents. It is important that the agreed new policy is implemented to prevent further harm to the character and appearance of the conservation area by cumulative attrition.

The proposals fail to preserve or enhance the character and appearance of the conservation area.

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Richard Simpson FSA  
Chair

**Documents attached**

No details entered

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