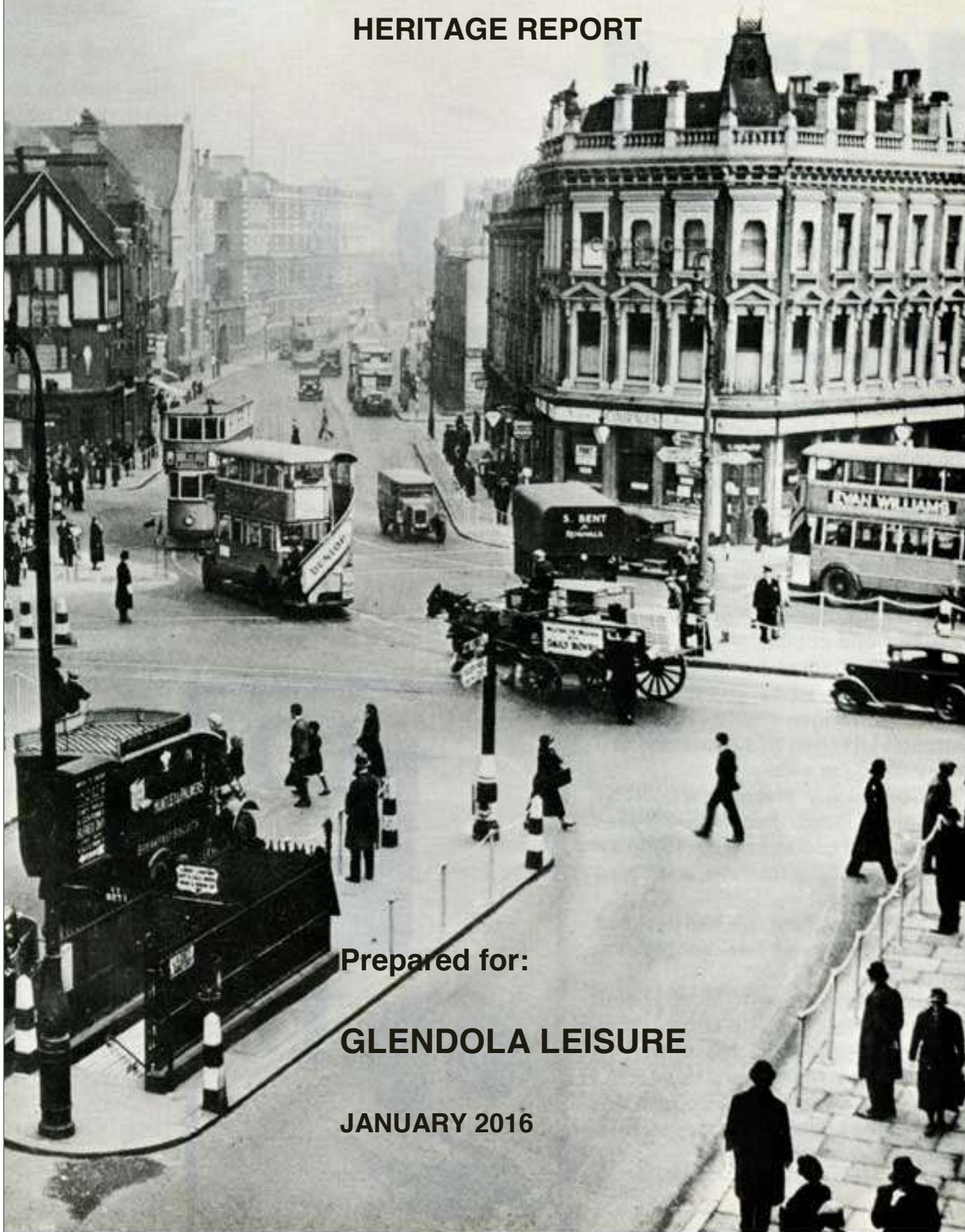


174 CAMDEN HIGH STREET, NW1

HERITAGE REPORT



Prepared for:

GLENDOLA LEISURE

JANUARY 2016



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1. INTRODUCTION

1.1 Purpose of the Report

The purpose of this report is to support planning application for the erection of the temporary scaffolding shroud with advertising feature, for the duration of the remedial works to No 174 Camden High Street.

As required by the NPPF - National Planning Policy Framework (March 2012), and NPPG – National Planning Practice Guidance in respect of Heritage issues, this Heritage Statement sets out to identify and assess significance of the heritage assets that might be affected by the proposed works. It will also provide a summary of the impact of the proposed works upon the significance of the heritage asset(s) and onto their setting. Finally, report will show how the proposed works comply with relevant policies in NPPF and NPPG and how the works are in accordance with local policies.

1.2 Reference to other documentation

This document should be read in conjunction with Planning Statement, prepared by David Armstrong and submitted drawings prepared by King Media.

1.3 Authorship

This document has been prepared by MVHC LTD, a Heritage Consultancy specialising exclusively in the historic cultural environment.

Author:

Miriam Volic [BA Arch, BSc Town Planning, PgDip AA] - Principal;

1.4 Methodology

This appraisal was produced as a result of literature and documentary research review, analysis and processing of information, application site and Conservation Area review, as well as previous experience. The methods used in order to carry out this study included the following:

- The documentary research has been conducted, by analysing primary and secondary sources of local history and architecture, including maps, drawings and reports. In particular, additional sources included: The National Monuments Record, the National Archives, Camden Planning Department, Camden Local Archives and London Metropolitan Archives.

The evaluation of the subject building, the character of the Conservation Area and the potential impact of the proposed development has been informed by documentary sources and visual evidence and based upon experience gained from similar building types and construction sites which have posed architectural characteristics and evidence found in similar conditions.

1.5 Planning Policy Guidance and Legislation

The assessment of the impact of the alteration on the building and conservation area has been prepared taking into account the information contained in:

- National Planning Policy Framework (NPPF), 27 March 2012.
- Planning Practice Guidance (PPG)
- Conservation principles, policies and guidance for the sustainable management of the historic environment, English Heritage, April 2008.

- Good Practice Advice in Planning Note 3 document, “The Setting of Heritage Assets”, March 2015, HE
- Understanding Place: Historic Area Assessments in a Planning and Development Context, EH, June 2010.
- Camden Development Policies 2010 – 2025, Local Development Framework
- Local Development Framework - Camden Core Strategy 2010 – 2025
- Camden Town Conservation Area Appraisal 2007

1.6 Summary

The property at No. 174 Camden High Street is not statutory listed building and is not locally listed. It is located within the Camden Town Conservation Area and has been identified in Camden Town Conservation Area Appraisal (2007), as positive contributor.

The Worlds End Public House lies opposite Camden Town Underground Station and sits within a mixed use 'Island' Terrace/ Building bordered by Camden High Street, Bayham Street & Greenland Road within the London Borough of Camden.

The Public House sits on the Ground Floor with a Basement Night Club Called 'Underworld' below to the front section and with mixed use Retail / Food outlets to one side elevation and with individual residential units above and to the other two elevations.

The site is currently undergoing internal refurbishment and it is proposed to erect scaffold to accommodate roof and external repairs. The subject application is to erect two advertising boards within the scaffold shroud on two elevations only. Proposed scaffold will be temporary, short term structure, intended to last for 6 months, for the duration of the remedial works to the building.

The Application is now only seeking 3 months display

Significance Appraisal of the building has established that despite its past alterations, this Public House makes positive contribution to the Conservation Area. The proposed remedial works will ensure its longevity.

It is considered that overall impact of proposed temporary addition to the building, on the special interest of the building and Camden Town Conservation Area, would be minor and beneficial.

2 SETTING AND HISTORIC INFORMATION

2.1 Location

The subject site is located on the junction of Camden High Street, Kentish Road Camden Road and Parkway, in the Camden Conservation Area within London Borough of Camden.



Figure 1- Aerial view of 174 Camden High Street

2.2 Statutory Site

Camden Town Conservation Area Appraisal describes the area to be “central to the Borough of Camden”

and

“the northern border of the Conservation Area is bounded by Parkway and Inverness Street while the western side is defined by the mainline railway from Euston to Birmingham. To the southeast lie Somers Town, St. Pancras and Kings Cross. The Conservation Area almost adjoins the Regent’s Canal Conservation Area to the north and the Primrose Hill Conservation Area to the northwest, whilst to the west the Regent’s Park Conservation Area is separated from the Camden Town Conservation Area by the railway lines.”

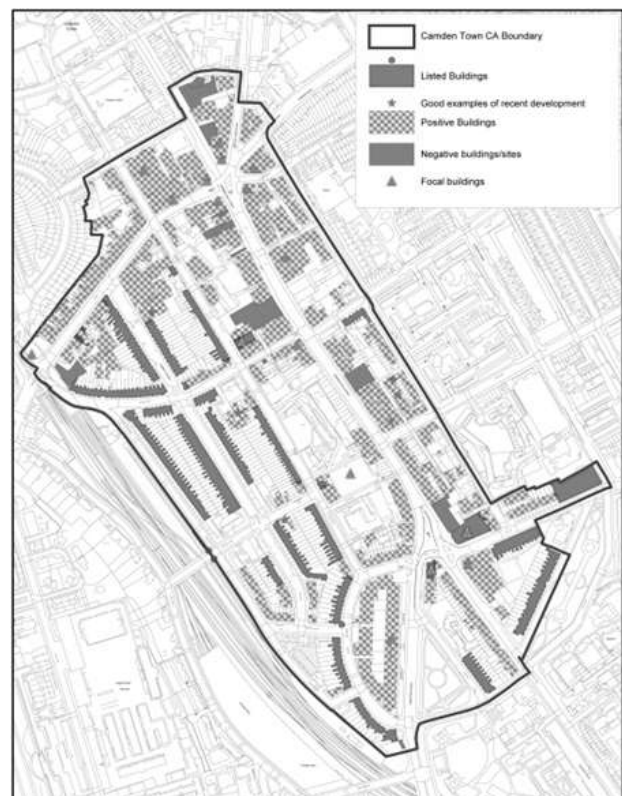


Figure 2 – Camden Town Conservation Area

2.2.1 Conservation Area

The Camden Town Conservation Area is described by Department of Planning in “Camden Town Conservation Area Appraisal” (2007) as follows:

“Designation: Camden Town Conservation Area was designated by the London Borough of Camden on 11th November 1986. The boundary was extended in 1997 to include the triangle behind Camden Town underground station formed by Camden High Street, Kentish Town Road and Buck Street and an area east of Camden High Street including Pratt Street (south side), Pratt Mews, Kings Terrace, Bayham Place and Bayham Street.

2.2.2 Listed Buildings:

<i>Albert Street:</i>	<i>9-23, 45-97, 99-139, 22-46 and 50-118, Tudor Lodge No 20</i>
<i>Arlington Road:</i>	<i>38 and 40 & attached railings, 3-31 and railings to No. 15 and 21, 39-51 & attached area railings, 53-85 & attached area railings, 101-145 & attached area railings, 157-161 & attached area railings, No 104 Former LCC Tramways Sub station</i>
<i>Camden High Street:</i>	<i>Camden Palace Theatre and Statue of Richard Cobden</i>
<i>Crowndale Road:</i>	<i>31-53 and 44-46 (Working Men’s College)</i>
<i>Delancey Street:</i>	<i>15-25 & attached railings, 29-41 & attached railings, 38 & attached railings, 40-82 & attached railings, 84 & attached railings</i>
<i>Hampstead Road:</i>	<i>261-263 & attached railings, Mornington Crescent LRT Station including features underground</i>
<i>Harrington Square:</i>	<i>15-24 (cons) & attached railings</i>
<i>Mornington Crescent:</i>	<i>1-35 (cons) & attached railings, animal drinking trough at Hampstead Road junction, bollard outside No 25</i>
<i>Mornington Street:</i>	<i>68 and 69 & attached railings</i>
<i>Mornington Terrace:</i>	<i>26-56 (cons) & attached railings</i>
<i>Oakley Square:</i>	<i>53-70 (cons) & attached railings, The Old Vicarage & attached railings, gate and wall</i>
<i>Parkway:</i>	<i>35-37, 57 and 59 Spread eagle, 81 and 87</i>
<i>Pratt Street:</i>	<i>4, 6, 6A and 8-16 & attached railings</i>

The majority of the properties are listed Grade II either for their group or individual value.

2.2.3 Positive Buildings:

Positive buildings are defined as buildings that make a positive contribution general presumption in favour of retaining all positive buildings and any proposals involving their demolition will require specific justification.

<i>Albert Street:</i>	<i>1-7a, 2-6, 8-18, 124-126, 128</i>
<i>Arlington Road:</i>	<i>2-6, 30-36, 42, 90-98, 100, 102, adjacent 104, 130-140, 142 to 152, 162-166,</i>
<i>Mornington Court, House</i>	<i>33-37, 87-95, 99, Our Lady of Hal, 173-179, Cavendish School, Camden</i>
<i>Bayham Place:</i>	<i>53-65, 48-56</i>
<i>Bayham Street:</i>	<i>1-7 and adjacent, 9, 9a, building at rear of 21, 33, 37-51, 55-79, 83, 95-111, Public House, 115-123, Hospital, 4</i>
<i>Beatty Street:</i>	<i>1, 3, 5</i>

Camden Road:	Public House, 1a-5a, 7 to 13, World's End, 4a-6
Camden High Street:	5-33, 49-61, 101-109, Public House, 111-113, 115 to 119, 121-123, 135-157, 171, 177-179, 183-187, 189, 191 to 209 14-46, 48(PH)-70, 76-94, 100(PH)-106, 112-136, 140-166, HSBC Bank, underground station, 186-190, building to rear of 211
Clarkson Row:	1a
Crowndale Road:	Public House, 48-72
Delancey Street:	1a-7, 18-36, Snooker Hall, Works to the rear of 62a
Dewsbury Terrace:	10
Eversholt Street	
Crowndale Centre:	235-277
Greenland Place:	2, 4, 7, 8
Greenland Road:	2, Hospital, 3
Greenland Street:	1, 2 to 6, 7, 9
Hampstead Road	
Greater London House,	1-5 Hurdwicke Place, no 3 adjacent to tube station
Kentish Town Road:	4-12, 1-23, URC Church
King's Terrace:	1b, 1c, 1-9, 11-13, 2a, 2-6, 26, 28-42, 44, 37-49
Mornington Crescent:	37-47 (cons) and former Southampton Arms PH
Mornington Street:	1
Mornington Place:	1 and 3-7 (cons)
Mornington Terrace:	3-14 (cons) and Victoria PH
Oakley Square:	71-76
Parkway:	2-112, 1-13, Public House, 27, 31-33, 39-47, 61-75, 77-79, 81-101
Plender Street:	1-8, 53 & 53a, 86-88, Methodist Church, 1-8
Pratt Street:	1, 3, 11-13
Pratt Mews:	9-13 (cons)

2.2.4 Key Features:

The Camden Town Conservation Area can be divided into two sub areas of distinctly different character, a busy commercial and retail area, and, a quieter more formal residential area.

The commercial sub area consists of a traditional wide shopping street linking the busy junction at Mornington Crescent to the eclectic and lively town centre at the heart of Camden Town. The focus of Camden Town is Britannia Junction which acts as a hub and an important interchange, with busy, noisy, dynamic and diverse characteristics. This retail and commercial area is powerfully urban in character with few openings between the continuous building lines and an absence of public open spaces and soft landscaping. Within this part of the Conservation Area there are two underground stations, an array of banks, restaurants, street markets, shops and stalls, signs and vehicles all existing within an historic architectural streetscape. The buildings reflect the diverse and changing architectural styles over the last two hundred years. Terraces of flat fronted early to mid 19th century houses now fronted by shops, mid Victorian stucco terraces, Victorian Gothic buildings, late Victorian and Edwardian red brick parades four and five storeys high with decorative gables, imposing banks, places of entertainment and public houses occupying key focal sites, and 20th century buildings all contribute to the wide ranging variety of architectural styles.

To the east, the backs of the retail premises on Camden High Street are accessed by cobbled mews which today are still largely in commercial use. Beyond the commercial interests are areas of late 18th and early 19th century residential development while to the west of the High Street narrow passage-ways link through to quiet tree lined streets forming the residential sub area. These streets of stock brick and stucco terraces date from the early to mid 19th century and are more consistent in character, and are in marked contrast to the dynamic, busy commercial frontages.

The Conservation Area has a high proportion of 19th century buildings both listed and unlisted, which make a positive contribution to the historic character and appearance of the Conservation Area. There is an overall 19th century architectural and historic character and appearance throughout.

2.2.5 Strategic Views:

Vistas: Formal vistas in the Conservation Area are limited to:

- *the curve of Mornington Crescent;*
- *the curve to a lesser extent of Delancey Street;*
- *the terrace on the east side of Harrington Square and the frontage of Greater London House as seen from Harrington Square Gardens.*

Focal buildings in long views:

Prominent corner buildings acting as focal points in long views include examples at Britannia Junction:

- *HSBC Bank, No 176 Camden High Street in views along Camden High Street to south and Camden Road to east;*
- *Nat West Bank, No 166 Camden High Street in views along Parkway to west and Camden High Street to north;*
- *No 187 Camden High Street in views to north along Camden High Street and Kentish Town Road and to east along Camden Road;*
- *Worlds End PH on corner of Camden High Street and Camden Road in views along Parkway to west and Kentish Town Road to north.*

Approaches to the Conservation Area:

- *The Cobden statue at southern end of Camden High Street is a focal point in views from south from Hampstead Road, with curved terrace on west side playing an important backdrop role in local townscape;*
- *Approach from south along Eversholt Street at junction with Oakley Square/Lidlington Place flanked by substantial London plane street trees.*

Views out of the Conservation Area:

- *Views south along Camden High Street from raised ground north of junction with Delancey Street, with views of Koko (former Camden Palace) and the Crowndale Centre, and upper storeys of Greater London House above roofline of Camden High Street;*
- *Views to the north along Camden High Street towards the Regent's Canal with distant views of the treeline of Hampstead Heath;*
- *Views up hill to west along Parkway towards tree canopy of Regent's Park, with views from junction of Delancey Street across railway cutting to Park Village East;*
- *Panoramic views from west end of Delancey Street and length of Mornington Terrace across railway cutting to south: housing blocks of the Regent's Park Estate in foreground, with West End skyline including Euston Tower and BT Tower in background."*

2.3 Background History of Camden Town and the immediate environs

The districts of Camden Town and Kentish Town were originally in the parish of St. Pancras. They developed, from mid-18th century onwards, along the two main roads that led North from central London to the villages of Hampstead and Highgate.



The earliest known settlement was on the high lands of Hampstead Heath and dates back to the Mesolithic age around 7000 BC. For many centuries, the area remained heavily forested, with fertile land drained by the Fleet, Tyburn, and Westbourne Rivers, and other streams. The area remained open countryside until late 18th century. Only a few scattered dwellings and wayside taverns could be found. The early important tavern was the Mother Red Cap, which has been recorded to exist there from the late 1700s, next to the village pound for stray animals. The pound was situated at the junction between the medieval road to Hampstead from Tottenham Court (now named successively, from South to North, as Hampstead Road, Camden High Street and Chalk Farm Road) and Kentish Town Road, where today's Camden Tube Station stands.

Figure 3 - 1795 - Cary Map showing only ribbon development along main road; application site is marked in red

As the century progressed, the growth of London's population was prompting owners of large estates on the city's outskirts to lease their land for new housing, inns and cottages. These were built along Camden High Street, the main thoroughfare of Camden Town.

The land owned by Charles Pratt (Earl of Camden) previously owned by the Church, begun to develop in 1790s, after the Act of Parliament in 1788, granting permission to lay first streets. He died in 1794, having already granted several leases of the southern part of the property, thus commencing the development that continued during the life of his son, John Jeffreys Pratt, who became Marquess Camden in 1812 and died in 1840.

The commencement of building on the north side of what is now Crowndale Road (formerly Fig Lane), to which the name of Gloucester Place was then given. On the east side of the highway (now Camden High Street), which was the western boundary of the estate, building was practically continuous up to Halfway House (Mother Red Cap) where Kentish Town Road bears to the right and where now Camden Road makes a fresh junction.

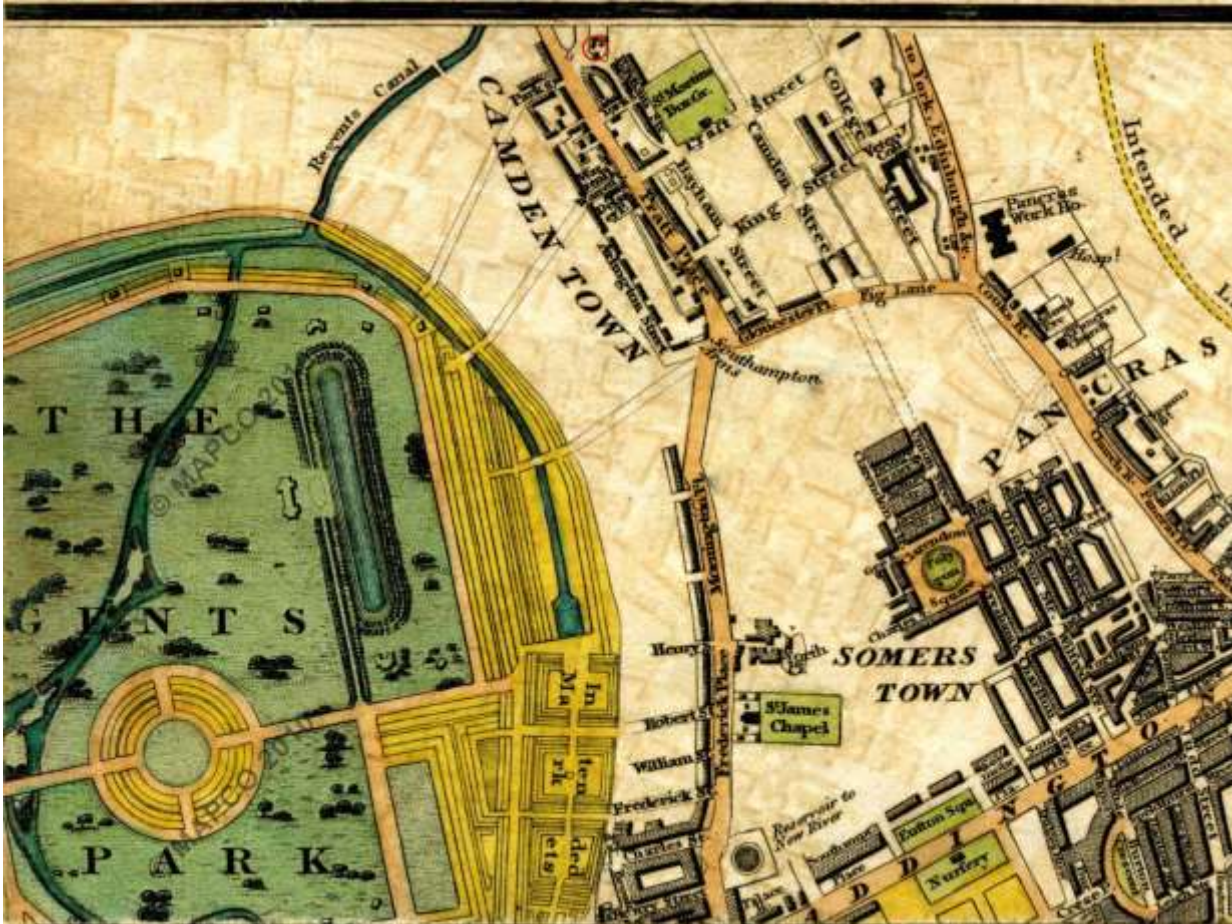


Figure 4 - 1817 Map - showing further development along the main roads

The major event during this time which contributed to Camden Town's configuration was the construction of the Regent's Canal, built to link the Grand Junction Canal at Paddington with the River Thames at Limehouse, and traversing the Regent's Park along its northern edge.

From its early years, the Regent's Canal influenced its surroundings. Camden Town developed as one of the new towns being created around London and connected to the canal. Even though by the late 1820's, Camden Town has already developed as an mixed industrial, agricultural and residential area, when the railway arrived and Camden Town became the natural exchange point for canal and rail, its industrial character accentuated. It was this interaction between the canal and the railway which contributed to Camden Town's expansion as a major centre.

From east to west, Pratt Street and King (later Plender) Street were already projected and the southern commencement of Bayham Street, Camden Street and Royal College Street, running from south to north from Crowndale Road, is shown. East of Royal College Street is the Veterinary College and west of it the four-acre paddock belonging to the college.

By 1830s general lay-out was more complete, although buildings were as yet sparse. Camden Town Chapel (now All Saints' Church, see below) had been built in 1824. The new road (Camden Road) had been made and the land south of it beyond the Regent's Canal was already partly built upon. After 1834 development was more rapid. The Church of St. Paul, Camden Square, was built in 1847–49, and St. Michael, north of Camden Road, in 1880–81.



Figure 5 – 1827 Cary Map - showing further development along the main roads

In the winter of 1822–23 Charles Dickens' father took one of the small houses in Bayham Street, then, according to Forster, "about the poorest part of the London suburbs." Francis Engleheart (1775–1849), the engraver, lived in Bayham Street; other residents were William Holl, the elder (1771–1838), engraver, whose son Francis Holl (1815–84) was born here, Charles Rolls and Henry Selous, artists, and Angeloe Selous, dramatist. Mr. Holl's house was used for private theatricals in which the members of these families used to take part.

Survey of London: Volume 24, the Parish of St Pancras Part 4: King's Cross Neighbourhood. Originally published by London County Council, London, 1952, describes:

"For the most part the streets of Camden Town retain their original houses, but they are not distinguished by sufficient architectural character to merit description. Much of the property is dilapidated, but there are some exceptions, principally in Pratt Street and Plender Street, where the modest houses are in good repair."

At the southern end of Camden High Street, where it widens on its junction with Hampstead Road stands a marble statue of Richard Cobden, which was placed here by public subscription in 1868. sculptors were W. and T. Wills of 12 Euston Road. The site was formerly occupied by a turnpike gate removed in 1866.



Figure 7 – 1870 OS Map – showing fully developed area. Footprint of the subject site is marked with red



Figure 8 – 1890 OS Map – Footprint of the application site has changed

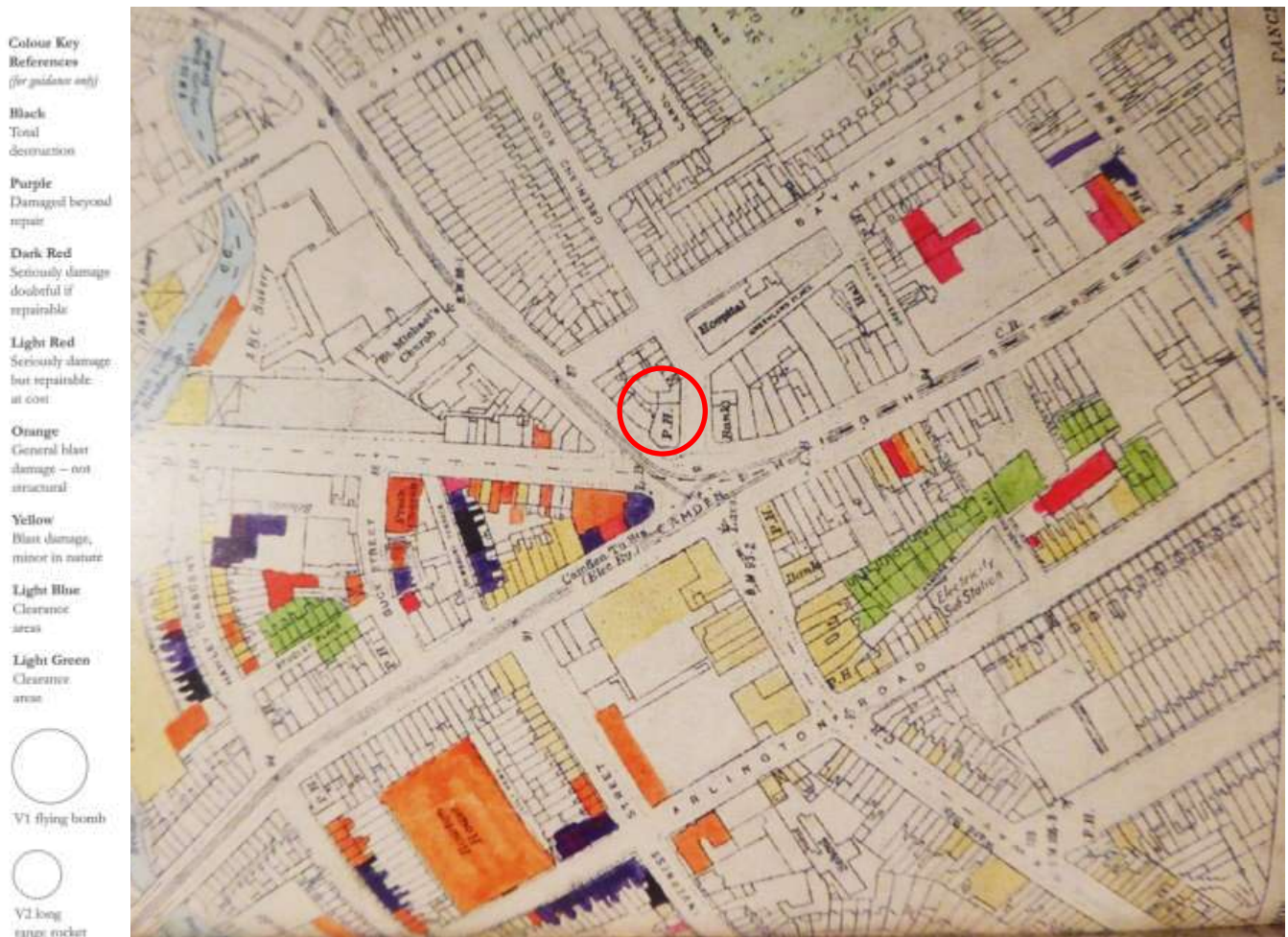


Figure 8 – The LCC Bomb Damage Maps served to illustrate the extent of bomb damage across the Capital. Each building that sustained damage was coloured depending on the severity of impact. Here we can see that the application site suffered no damage unlike surrounding streets



Figure 9 – 1950 OS Map – Footprint of the application site same as previous

3 174 Camden High Street



Figure 10 – No 174 Camden High Street

3.1 Development of the building

Earliest records found related to the history of this house are sketches from Survey of London Volume 19 - The Parish of St Pancras (see Figs 12, 13 and 14).



Figure 11 – 1740 Mother Red Cap

Figure 9 – 1740 Mother Red Cap



Figure 10 – 1820 – Mother Red Cap



Figure 11 - 1904 Mother Red Cap - The original building was replaced in 1875 – architect H.H. Bridgman



Figure 12 - 1930 - Mother Red Cap

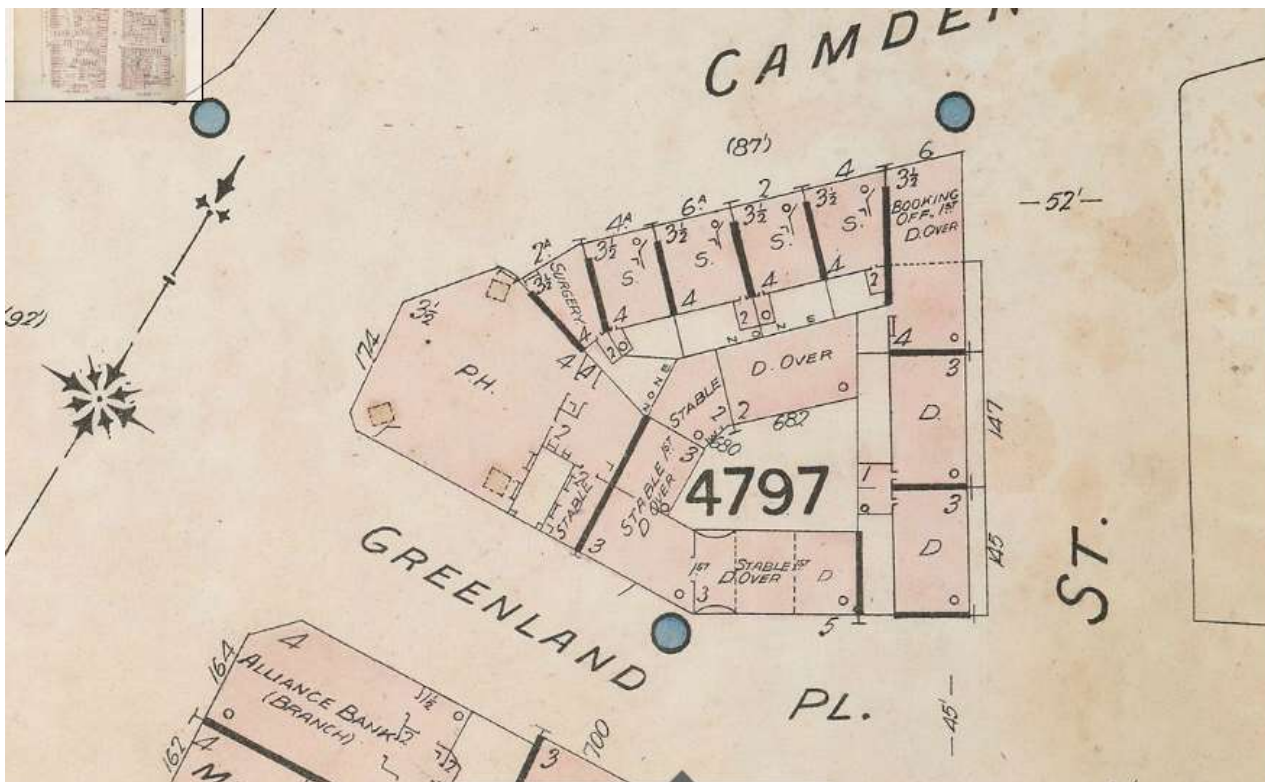


Figure 13 – Fire Insurance plans prepared by Charles E Goad - One of a series of seven sheets in an atlas originally produced to aid insurance companies in assessing fire risks. The building footprints, their use (commercial, residential, educational, etc.), the number of floors and the height of the building, as well as construction materials (and thus risk of burning) and special fire hazards (chemicals, kilns, ovens) were documented in order to estimate premiums. Names of individual businesses, property lines, and addresses were also often recorded

4 PHOTOGRAPHIC SURVEY



Figure 14 - View from Parkway towards 174 Camden High Street



Figure 15 - View from the corner of Camden High Street (underground station)



Figure 16 - View from the Kentish High Road towards the application site



Figure 17 - View from Camden High Street northwards



Figure 18 – Photograph from 2012, for comparison of the effect on the conservation area. Application site was undergoing repairs and had shroud scaffolding. At the same time, ordinary scaffolding on the building opposite is applied

5 SIGNIFICANCE ASSESSMENT

This section assesses the significance of the heritage assets and other structures contributing to their setting identified in section 2. In assessing the significance of the heritage assets, consideration has been given to the policies contained in the NPPF, and the guidance contained in English Heritage's "Conservation Principles" (2008); DCMS "Principles for Selection for Listing Buildings" (2010):

- Intrinsic architectural merit (architectural design, plan form, decoration, craftsmanship, building type and technological innovation or virtuosity);
- Completeness in terms of external characteristics, internal features and plan form; any alterations to the early or period features or layout were considered detrimental to the completeness of the building and therefore to its significance;
- Contribution to the character of the area due to its value as a landmark, or as particular good example of local traditions, or for the space that it defines in term of mass and scale;
- The extent to which the building illustrates important aspects of the nation's social, economic, cultural or military history and/or close historical associations with important people or events.

Consideration has also been given to the setting of the heritage assets according to the National Planning Policy Framework. NPPF defines '*setting of a heritage asset*' as '*The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral*'.

a. Evidential Value

"Evidential value derives from the potential of a place to yield evidence about past human activity" (Conservation Principles Para 35).

"Evidential value derives from the physical remains or the genetic lines that had been inherited from the past. The ability to understand and interpret the evidence tends to be diminished in proportion to the extent of its removal or replacement" (Conservation Principles, Para 36).

The evidential value is in the built form and physical development which took place in 1875. It was built as a Public House and the use has not changed to this day. The fact that the building continued its existence in its

original use indicates that it holds important evidential value closely associated with the human activity that has historically occurred there.

b. Historical Value

"Historical value derives from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative." (Conservation Principles Para 39).

"The historical value of places depends upon both sound identification and direct experience of fabric or landscape that has survived from the past, but is not as easily diminished by change or partial replacement as evidential value. The authenticity of a place indeed often lies in visible evidence of change as a result of people responding to changing circumstances. Historical values are harmed only to the extent that adaptation has obliterated or concealed them, although completeness does tend to strengthen illustrative value." (Conservation Principles Para 44)."

Since 1740, there was a public house associated with this location. Although the name and the original building do not exist any longer, the associative value is still significant, as it is part of life of many past generations. Historically, the building was in use as a pub since it was re-built in 1875. Today, it is a mixed use, with public house on the ground floor and has residential use to the upper floors. Front elevation is a recognisable historical reference and so it contributes to the local townscape, and Camden Town Conservation Area. It is considered that No 174 Camden High Street have retained its associative historic value on its own merits and within a historic townscape, and that it is of moderate significance. This building is an example of the commercial developments that occurred in this area during the late Victorian period, representing the way in which past people lived, in the context of Victorian urban expansion.

c. Aesthetic Value

"Aesthetic value derives from the ways in which people draw sensory and intellectual stimulation from a place". (Conservation Principles Para 46).

"Aesthetic values can be the result of conscious design of a place including artistic endeavour. Equally they can be the seemingly fortuitous outcome of the way in which a place has evolved and be used over time. Many places combine these two aspects... Aesthetic values tend to be specific to a time cultural context and appreciation of them is not culturally exclusive." (Conservation Principles Para 47)

"Design value relates primarily to the aesthetic qualities generated by the conscious design of the building, structure or landscape as a whole. The embraces composition (form, proportions, massing, silhouette, views and vistas, circulation) and usually materials or planting, decoration or detailing, and craftsmanship." (Conservation Principles Para 48).

The exterior street elevation retains a level of aesthetic value. Architecturally, the level of craftsmanship and construction quality is not outstanding by any means. Although it was designed by an architect, it does not possess qualities that merited listing either statutory or local. However, some aesthetic merit is derived from the interesting roof form adding to its value.

d. Communal Value

"Communal value, derives from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory. Communal values are closely bound up with historical value, but tend to have additional and specific aspects" (Conservation Principles, Para 54).

The remembrance of a vibrant communal past is probably the strongest communal value. Social value is paramount in this element of significance as the area has distinctiveness and coherence that is based upon its

historical development. There is a strong sense of identity with the place. The Public House building is high in communal value since it is a vivid representation of the history and development of the area. The fact that it is still in use brings together past and present common uses by the community and represents a strong contributor to the identity of the community and to the collective experience of the particular period in Camden Town history. Its communal value also lies in its contribution to the social identity of the place, and the collective experience of the community.

6 PROPOSAL

The proposal is to erect a temporary scaffold shroud with inset advertising board, to the front of the Public House for the duration of the roof and elevation repairs. For more details please see Planning Statement accompanying this application.



Figure 19 - Proposed West Elevation



Figure 20 - Proposed South Elevation

7 IMPACT OF THE PROPOSAL

7.1 Assessment of Impact Criteria

The proposed development may have an impact on:

- The character and appearance of the Camden Town Conservation Areas as a whole
- The significance of the positive contributor

The impact assessment on the special interest of Conservation Area, takes into account whether the proposal causes “*substantial*” or “*less than substantial*” or no harm to the heritage assets by altering or eroding the authenticity of the heritage values identified on the assets (aesthetic, historic, communal and evidential). For the purposes of assessing the likely impact to result from the proposed development on the identified receptors, established criteria have been employed.

The impact of proposals can be grouped into three categories: neutral, beneficial or adverse.

Within the three categories there are four different levels that can be given to identify the intensity of impact:

- “*negligible*” – impacts considered to cause no material change.
- “*minor*” - impacts considered to make a small difference to one’s ability to understand and appreciate the heritage value of an asset. A minor impact may also be defined as involving receptors of low sensitivity exposed to intrusion, obstruction or change of low to medium magnitudes for short periods of time.
- “*moderate*” - impacts considered to make an appreciable difference to the ability to understand or appreciate the heritage value of an asset.
- “*substantial*” - impacts considered to cause a fundamental change in the appreciation of the resource.

7.2 Impact Assessment

The Heritage Assets identified in this report are 174 Camden High Street Public House and the Camden Town Conservation Area.

The significance appraisal of the 174 Camden High Street, established that the building is a positive contributor to the Conservation Area, and that its main significance lays in its historical and communal value, not so much aesthetic.

The Application is now only seeking 3 months display

The repairs to this building are works involving internal and external repairs. It is proposed to erect scaffold shroud with advertisement panel inset for the duration of the works, estimated to be **6 months**.

The proposed scaffolding will have dual purpose: to facilitate access, screen the works and minimise dust and disturbance, meeting Health & Safety requirements, as well as substituting temporarily obscured view of the building with imagery appropriate for the locality and the nature of the building use, contributing in colour, interest and vitality to this busy area.

The shroud will incorporate a replica of the building façade at a scale of 1:1. The period of the proposed display of the advertisement will coincide with the duration of the scheduled works to ensure that the scaffolding and works are adequately screened throughout.

The period of this “*modification*” will be temporary, limited to last only for the duration of the works. In terms of important views identified in the Camden Town Conservation Area Statement, a Worlds End PH was identified as one of the focal buildings in long views. No other important views identified in the Conservation Area Statement, will be affected by this temporary addition.

It is considered that the proposed scaffold shroud will have a minor and beneficial impact upon the significance of the building because it will shield proposed works from the public. The advertisements will have minor impact upon significance of the Conservation Area as a whole.

8 JUSTIFICATION STATEMENT / POLICY COMPLIANCE

8.1 NPPF CONSIDERATIONS

National Planning Policy Statement, 2012, sets out the Government’s planning policies for England and how these are expected to be applied when considering development which impact on heritage assets. The particular heritage assets affected by the proposed development are 174 Camden High Street building originally dating from 1879s and the Camden Town Conservation Area, as a whole.

8.1.1 Paragraph 67:

“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”

Response: It is considered that the proposed advert is designed in a sophisticated manner, so that it does not cause negative impact upon built environment. The location of the heritage asset within busy commercial street, as well as its use - the Public House – means that the proposed treatment of the temporary scaffold is appropriate. The fact that permission is sought for a temporary period only, should also be taken into account, when assessing whether it may have any cumulative impact.

8.1.2 Paragraph 126:

“Local planning authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats.[...] In developing this strategy, local planning authorities should take into account:

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*
- *the desirability of new development making a positive contribution to local character and distinctiveness; and opportunities to draw on the contribution made by the historic environment to the character of a place*

Response: The proposed works are aimed to preserve and enhance heritage asset, by maintain and repair. The impact of the proposed temporary scaffold on the heritage asset is considered to be minor in the context of long term social, cultural, economic and environmental benefits that conservation of this asset will bring.

8.1.3 Paragraph 128 & 129

"In determining applications local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contributions made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on that significance".

Furthermore, NPPF Paragraph 129 states that *"Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal"*

Response: As recommended, an assessment of the significance of the heritage assets has been provided earlier in this report. This report aims at fulfilling the National Policy requirement for provision of proportionate information which will enable the assessment of the likely impacts of proposed development on the heritage assets by the Local Planning Authority. The assessments and analyses that have been carried out have largely informed the design process and are believed to be "sufficient to understand the potential impact of the proposal on the significance of the heritage assets.

8.1.4 Paragraph 131

"In determining applications, local planning authorities should take account of:

- *The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- *The desire of new development making a positive contribution to local character and distinctiveness"*

Response: "Conservation" is defined in NPPF only for heritage policy as: *"the process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance."*

This implies that enhancement is not a requirement, but sustaining the heritage assets, is. The proposed temporary scaffold shroud has been carefully considered and designed so as to ensure that its setting and its immediate context (within the Zone of Visual Influence) will be sustained and enhanced overall, after consideration of mitigating benefits where appropriate. An understanding of the significance and characteristics of the historic environment within and in the vicinity of the site has informed the design concept throughout.

Essential repairs to this heritage asset will sustain and enhance the historic environment in the Conservation Area.

8.1.5 Paragraph 134

“Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including its optimum viable use”

Response: The proposed works (erection of the temporary scaffold shroud to enable essential repairs of existing building) in the Camden Town Conservation Area involve “*less than substantial harm*” as propounded in this clause, considered in the conservation area “as a whole” and the particular asset within and in its proximity. The design, materiality and articulation of the proposed scaffold have been carefully considered. A leading objective of the proposal has been to provide visually interesting sight, applying sophisticated techniques and materials, as a temporary measure.

There is also a consideration of “*public benefit*” deriving from the proposal, in the long term amenity benefits to the street scene of the conserved and restored heritage asset. The planning statement details other benefits which are a material consideration in weighing the proposal.

8.1.6 Paragraph 137 and 140

“Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably”

And

“Local planning authorities should assess whether the benefits of a proposal for enabling development, which would otherwise conflict with planning policies but which would secure the future conservation of a heritage asset, outweigh the disbenefits of departing from those policies.”

Response: The aim of these works is to preserve a heritage asset. These works will ensure the building’s continued life and use while preventing further damage to the building fabric. This works will ensure that the special interest of the site is secured.

8.2 NPPF Planning Practice Guidance (PPG) – March 2014; ID 18a: Conserving & enhancing the historic environment (Updated: 10 04 2014)

PPG Paragraph: 003 - Reference ID: 18a-003-20140306

What is meant by the conservation and enhancement of the historic environment?

The conservation of heritage assets in a manner appropriate to their significance is a core planning principle. Heritage assets are an irreplaceable resource and effective conservation delivers wider social, cultural, economic and environmental benefits.

Conservation is an active process of maintenance and managing change. It requires a flexible and thoughtful approach to get the best out of assets as diverse as listed buildings in everyday use to as yet undiscovered, undesignated buried remains of archaeological interest. (...)

Part of the public value of heritage assets is the contribution that they can make to understanding and interpreting our past. So where the complete or partial loss of a heritage asset is justified, the aim then is to capture and record the evidence of the asset’s significance which is to be lost, interpret its contribution to the understanding of our past, and make that publicly available.

Response: The proposals recognise that the conservation of heritage asset must be in a manner appropriate to its determined significance and that heritage assets are an irreplaceable resource. This is understood in the proposal to protect and enhance asset, by repairs and adequate maintenance.

Equally important is the definition of 'conservation' as the 'active process of maintenance and managing change'. The site and the wider Conservation Area is not a static place. It has been subject to change and in order to remain a sustainable welcome and pleasing place it will continue to change. The proposed solution is considered to be a sympathetic, yet contemporary approach respecting the historic significance of the site and its surroundings.

8.3 Camden Development Policies 2010-2025

DP25 Conserving Camden's heritage

25.6 The Council has a general presumption in favour of retaining buildings that make a positive contribution to the character or appearance of a conservation area, whether they are listed or not so as to preserve the character and appearance of the conservation area. We will not grant conservation area consent for the total or substantial demolition of such a building where this would harm the appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention. Applicants will be required to justify the demolition of a building that makes a positive contribution to a conservation area, having regard to Policy HE7 of Planning Policy Statement (PPS) 5: Planning for the Historic Environment, Camden's conservation area statements, appraisals and management plans and any other relevant supplementary guidance produced by the Council.

Response: The proposals will not cause harm to 174 Camden High Street. The carefully designed temporary scaffold shroud prevents the potentially detrimental impact that a traditional one would have on the setting of the heritage assets, the building and the Camden Town Conservation Area, as a whole. It is considered that the advertising panel will successfully blend-in with the existing busy High Street and its setting within the Conservation Area.

8.4 Camden Planning Guidance | Design | Advertisements, signs and hoardings

8.20 Shroud advertisements come in a range of forms but are generally largescale and can cover the entire elevation of a building. As a result of the scale and size of shroud advertisements their appearance can create a conflict with the surrounding environment and the streetscene and, where the advertisement partially obscures a building, the visual appearance of the building itself. However, they can help to shield unsightly construction work.

Response: Please see response to 8.3

8.21 Conservation areas and listed buildings are particularly sensitive to these types of advertisements as they can appear overwhelming, and disrupt the appearance of a high quality built environment. Therefore, given the scale and size of shroud advertisements these types of advertisement proposals will only be considered acceptable primarily in commercial areas and only where they screen buildings under construction, alteration or refurbishment. If considered acceptable they will be allowed for a temporary period and should be removed on completion of the works should they be sooner than the approved period. Longer consents will require additional advertisement consent.

Response: The application site is located within the commercial area of Camden Town. The proposed shroud will screen refurbishment works to the building and is only intended to be erected for a temporary period (for the duration of the proposed works). It will be removed on the completion of the works.

8.22 Shroud on scaffolding will only be permitted where:

- *The scaffolding covers the entire elevation of the building and the netting on the scaffolding contains a 1:1 image of the completed building which is undergoing construction work (scaffolding is only to be erected for the purposes of carrying out building works and will be removed upon completion of the works);*

And

- *The advertisement covers no more than 20% of each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. Where shroud and banner advertisements are considered acceptable on listed buildings or in conservation areas the advertisement should not cover more than 10% of each elevation and should not be fragmented. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it.*
- *In some highly sensitive locations or where the building plays a particularly important role in the appearance of the area, a visual representation of the building that is shrouded may be considered necessary to mitigate any harm to the appearance of the area.*

Response: It is intended for the proposed scaffold shroud and the advertising panel to be of the highest standard, in terms of design, structure, framing ~~and lighting~~. The proposed advertisement will cover no more than 10% of each elevation and it will not be fragmented. Please see specification appended to this application for more detail. The location of the adverts has been carefully considered and is within the required planning parameters, respecting the architectural features of the existing building.

8.5 Camden Core Strategy 2010-2025 (Policy CS14)

The Council will ensure that Camden's places and buildings are attractive, safe and easy to use by:

a) requiring development of the highest standard of design that respects local context and character;

b) preserving and enhancing Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens;

Response: The site lies within Camden Town Conservation Area that has predominantly commercial character, established in 19th Century. It is located in a prominent position in a busy area. There are no listed buildings in the immediate vicinity of the application site. The proposed scaffold shroud and the advertisements are designed to be in keeping with the scale of its surroundings and to be of high specification. It is considered that the alternative dull, untidy, uninteresting façade of polythene sheeting draped around scaffolding, would inevitably contribute to the perception of poor environmental quality and visual amenity, creating visual void and clutter, on this otherwise vibrant commercial centre. Whilst it is acknowledged that that the proposal will have minor impact upon the visual amenity of the area, it is considered that the impact would be less than significant and would not be harmful to the area characterised by busy commercial activity.

Proposals would not detract from the local character of the area, and would not cause harm to the amenity of the Camden Town Conservation Area as a whole.

9 CONCLUSION

The historic interest of No 174 Camden High Street has been recognised by Conservation Area Appraisal and consideration to be a positive contributor. Site survey and investigations undertaken by MVHC Ltd have concluded that its main historic significance lays within the continuing use as Public House, thus retaining the overall significance of moderate value.

NPPF requires that, when considering the impact of a proposed development on the significance of a heritage asset, weight is given to its conservation and the avoidance of “*harm*” which might diminish the value of the asset.

The significance of the Conservation Area and of its designated and non-designated heritage assets is not challenged. The precautions have been taken to obtain thorough understanding of the significance of the historic environment.

The Impact Assessment concludes that there is no substantial harm caused to the conservation area “*as a whole*” and the impact in general is minor, within the settings of designated heritage assets. Impact, *per se*, does not necessarily induce “*harm*”, and it is considered that the proposals cause “*less than substantial harm*” to the historic environment in the area.

This proposal complies with policy at the heart of NPPF in respect of preserving the existing heritage assets. The proposals are for erection of a temporary, structure that will not erode the significance of the Camden Town Conservation Area as a whole, the heritage assets within and in the vicinity of the site. In fact, the final aim is to sustain the significance of the Conservation Area and the heritage assets (within and in the vicinity of the site) by proposing to erect a temporary scaffold shroud that is of highest design standard with inset advert of sophisticated technology, that will be visually superior than a traditional scaffold.

At the same time the proposed addition will be temporary and will not reduce a significance of recognised heritage assets.

The policies contained within the NPPF do not contain an express presumption in favour of the conservation of designated heritage assets as PPS5 did, but the presumption in favour of sustainable development is a presumption in favour of development that meets the objectives and policies of the NPPF, which has the conservation of heritage assets as one of its 12 core principles.

In light of the above, it is considered that the relevant criteria policies of NPPF have all been complied with, and thereby must also satisfy the relevant Local Plan Policies.