

1888 map produced by the Goad company for fire insurance purposes. 'D' stands for dwelling

2.5 The musical history of Denmark Street

In the early twentieth century Denmark Street was re-born as a centre of music publishing. The songwriter Lawrence Wright (1888-1964) established a sheet music business in the basement of No. 8 in 1911, and in 1926 he founded Melody Maker magazine at No. 19. By the late 1930s there were several similar businesses in the vicinity, as illustrated in the 1938 Goad map. It was during the inter-war period that Denmark Street really thrived as a centre of music publishing and it acquired the nickname 'Tin Pan Alley' after the equivalent street in New York City.

The commercial potential of Denmark Street was noted by the developer Walter Fryer, who bought up and rebuilt several of the old houses as modern commercial premises. He retained the original plot widths but introduced a new, modern aesthetic characterised by giant stone pilasters framing large plate glass windows (Nos. 4, 8, 19, 21, 23, 24 and 25). Many of the surviving seventeenth-century houses were adapted for commercial uses, e.g. by opening out the interiors, with consequent loss of historic fabric.

After the Second World War, changes in the music business saw Denmark Street diversify gradually into artist management, recording and rehearsal facilities and instrument repair and sales. It is perhaps this Post-war period which gives Denmark Street its best-known claims to fame:

- The *New Musical Express* (now NME) magazine was founded at No. 5 in 1952
- The Rolling Stones recorded their first album in the basement of No. 4 (Regent Sounds) in 1964
- Also in 1964, Mills Music at No. 20 employed Elton John (b. 1947) as an office boy and in 1965 Mr Mills auditioned the singer Paul Simon (b. 1941), who was turned down
- During the mid Sixties, David Bowie (b. 1947) frequented La Gioconda café at No. 9, where he recruited his first band, The Lower Third
- In 1975 the Sex Pistols lived and rehearsed in the outbuilding at the rear of No. 6 and left graffiti which survives to this day



Denmark Street, 1965, showing Margot and the Marvettes outside two of the leading publishers: Lawrence Wright Music Co. and Mills Music



1938 map produced by the Goad company for fire insurance purposes

2.6 No. 10 Denmark Street

No. 10 is one of the original houses to survive from the creation of Denmark Street in the 1680s, but one of the least well preserved, especially internally.

History

No. 10 is typical in having passed through a range of commercial owners. Although built as a house, by 1888 it had become a 'gun stock factory', which may refer to the manufacture of wooden butts for rifles, perhaps complementing the output of one of the nearby metalworkers (see 2.5). In 1914 it was Hoffmann's Employment Bureau (see cover image) and by 1938 it was a music publisher, still in residence in 1952.



No. 10 Denmark Street, showing twentieth-century shopfront, roof extension and overpainting

Elevations

The street façade retains some of the seventeenth-century detailing found on the other survivors, most notably the stone string courses. However, the keystones over the windows have been removed. The first-floor windows cills have been dropped, as in other properties. The ground floor has been entirely rebuilt since 1914 and now has a modern timber shopfront with large plate glass windows. The other big change in the twentieth century has been the reconstruction of the front part of the roof, creating head height at the expense of the traditional roof form (which still survives toward the rear). This attic extension is clearly visible from street level, its boxy profile clad in hung tiles.

The rear façade retains patches of the original plum-red brickwork up to first-floor level, but the upper part has been rebuilt in stock brick, perhaps during the nineteenth century.



Rear of No. 10, mostly rebuilt in stock brick

Rear extension

No. 10 would originally have had a garden. Map evidence shows how this was gradually filled in to suit different uses. By 1888 the garden had become an industrial yard serving the gun stock factory, with an L-shaped extension featuring a skylight at the rear across the width of the plot. By 1938 the extension as shown on the map had become rectangular, indicating that it had been rebuilt, perhaps because office premises were needed instead of the industrial facilities previously there. By 1952 much of the remaining space had been filled in at ground floor level, and today it is completely built over.

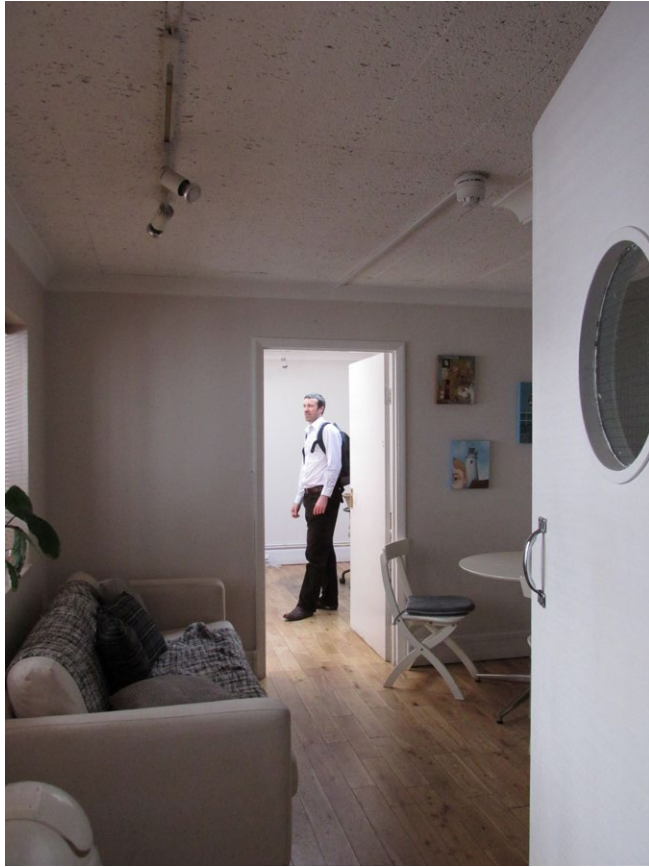
As surviving today the rear building retains two skylights and some walling of glazed brickwork indicative of an early twentieth-century date, but the structure has otherwise been extensively altered and modernised and now lacks any distinctive features.

Interiors

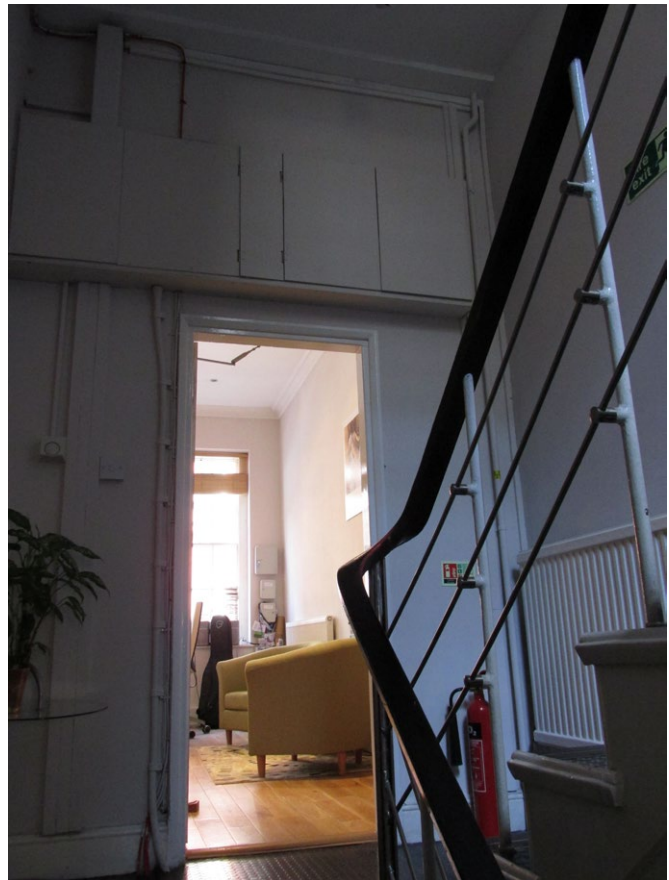
The date of alterations to the interiors is not clear. It is apparent that the house has lost its original staircase. The current stair is in the original position but has a metal balustrade. Rooms throughout the building have been extensively modernised and no early mouldings or other features have been found. The plan-form has also been altered, with the insertion of steel beams and columns in place of some of the historic partitions.



Rear of No. 10 Denmark Street



Interior of rear extension



Interior view showing staircase

3.0 Assessment of Significance

3.1 Assessing Significance

This chapter distils the historical analysis outlined in Chapter 2 into an assessment of the 'significance' of the site and its constituent components.

'Significance' is the means by which the cultural importance of a place is identified and articulated. The identification of elements of high and lower significance, based on a thorough understanding of the site, enables owners and designers to develop proposals that safeguard, respect and where possible enhance the character and cultural values of the site.

Statutory designation is the legal mechanism by which significant historic places are identified in order to protect them. The designations applying to the site are listed below (see 4.2). However, it is necessary to go beyond these designations to arrive at a more detailed and broader understanding of significance. This is achieved here by using the terminology and criteria from the National Planning Policy Framework (NPPF, adopted 2012).

Annex 2 of the NPPF defines 'significance' as:

The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

Historic England's *Conservation Principles, Policies and Guidance* (2008) includes a methodology for assessing significance by considering 'heritage values'. In this instance NPPF terms are used because their adoption simplifies the preparation and assessment of planning and listed building consent applications, but the equivalent HE heritage values are given in brackets for reference.

Annex 2 of NPPF defines **archaeological interest** ['**evidential value**'] in the following way:

There will be archaeological interest in a heritage asset if it holds, or potentially may hold, evidence of past human activity worthy of expert investigation at some point. Heritage assets with archaeological interest are the primary source of evidence about the substance and evolution of places, and of the people and cultures that made them.

DCLG has previously (in PPS5) given these definitions for the other types of interest:

- **Architectural and Artistic Interest [‘aesthetic value’]:** *These are the interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.*
- **Historic Interest [‘historical value’]:** *An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation’s history, but can also provide an emotional meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity [‘communal value’].*

The assessment of significance is usually an amalgam of these different interests, and the balance between them will vary from one case to the next. What is important is that all these interests have been considered.

This assessment begins below with a summary of statutory designations, followed by a summary of the character and appearance of the conservation area, then a Summary Statement of Significance covering each of the three buildings, and lastly a more detailed assessment expressed using colour-coded plans. The reader may find it useful to refer to these throughout.

3.2 Designations

- No. 10 Denmark Street has been listed at Grade II since 1974. It is part of the same listing as No. 9 (for list description see Appendix 2)
- The site lies within the Denmark Street Conservation Area (designated 1984; extended 1991 and 1998; for map see Appendix 1)

3.3 Character and appearance of the Denmark Conservation Area

The character and appearance of the Denmark Street Conservation Area is described by Camden Council within the Denmark Street Conservation Area Appraisal and Management Strategy. This appraisal divides the Conservation Area into three sub-areas. The application site forms part of Sub-area 1, which is centred on Denmark Street and includes Denmark Place and part of Flitcroft Street.

Sub-area 1 derives much of its character and appearance from its mixture of seventeenth-century brick houses and later industrial and commercial buildings of the nineteenth and twentieth centuries. The latter often occupy the original narrow plots, lending the area a noticeable degree of uniformity. Another important aspect of the character is the lively atmosphere that comes from the music-related uses of many of the shops, especially along Denmark Street itself, which has the added benefit of reinforcing appreciation of the area's musical history.



Denmark Street is known for its music-related uses (view of north side of the street)

3.4 Summary Statement of Significance

No. 10 Denmark Street possesses high significance as one of eight houses to survive from the construction of the Denmark Street in the 1680s. Such a large cluster of seventeenth-century houses appears to be unique within Central London.

The overall form of the seventeenth-century house is highly significant. But, there are twentieth-century alterations that detract from this, especially the paint on the main elevation, the attic extension and the large rear extension. The latter lacks the interesting industrial character seen at some of the other addresses on the street (see 2.4). At ground floor the outer walls of the extension may retain elements of the original garden walls and these are therefore highly significant as part of the historic form.










The interiors are largely devoid of historic character and are now significant primarily for what survives of the original plan-form. The present staircase and much of the interior fittings detract because they fail to relate to the significance of the building.

3.5 Significance drawings

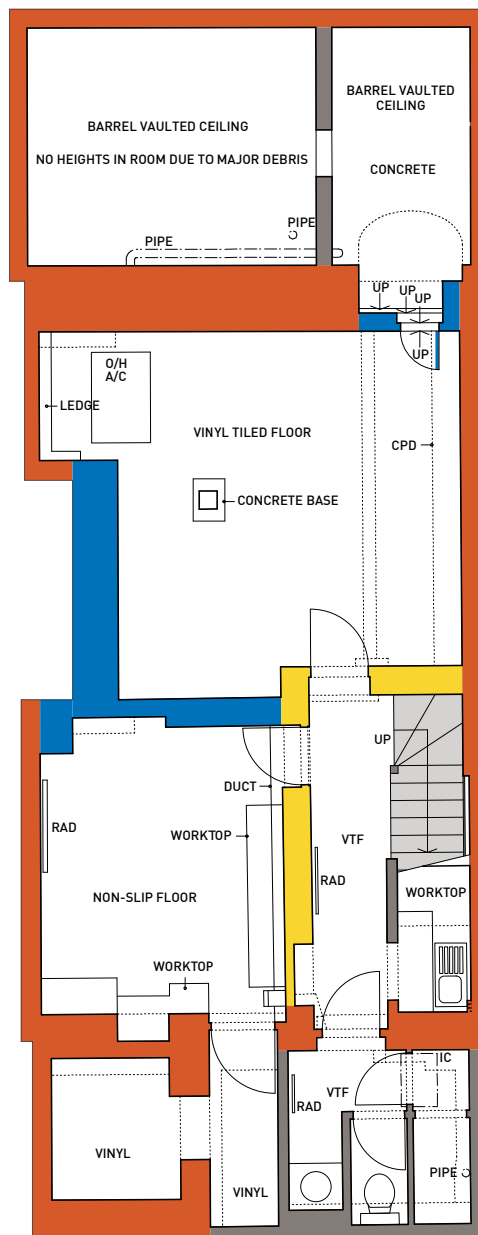
The understanding of the site outlined above is applied here to the building in more detail on a floor-by-floor basis. These significance drawings (overleaf) summarise the relative significance of the different parts of the site, using a sliding scale from high significance (historic, rare and important) to modest significance (historic but less important) to neutral (modern and not intrinsically important). Where a historic wall has been rebuilt but continues the historic alignment, this is indicated with hatching. Some modern elements that obscure or detract from the significance of the site are also shaded.

The drawings also indicate the survival of panelling, cornices and skirting boards, coloured according to their significance (see key) and include other annotations for information. The significance drawings are intended as a visual summary of the current understanding and are not intended to be definitive or comprehensive.

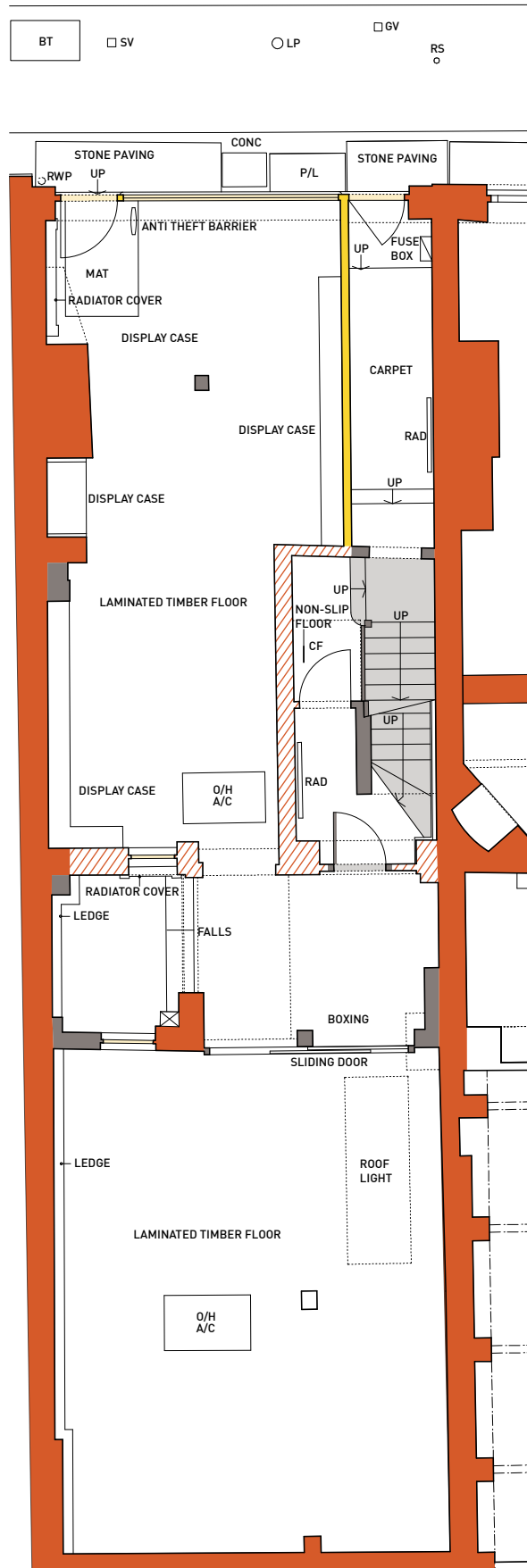
Existing basement plan

-  Highly significant
-  Rebuilt but plan-form highly significant
-  Significant
-  Neutral
-  Detracts
-  Skirting
-  Dado panelling with skirting
-  Full-height panelling with skirting and cornice
-  Cornice

3.0 Assessment of Significance



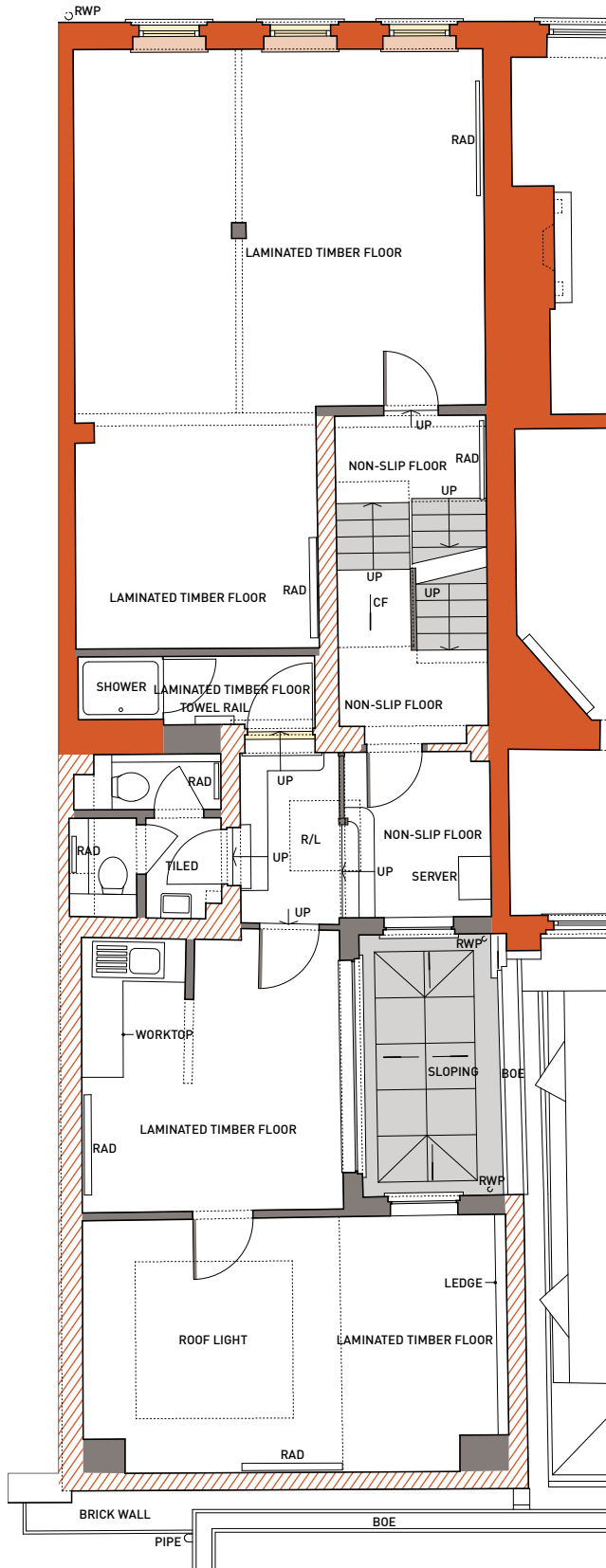
Existing ground floor plan



- Highly significant
- Rebuilt but plan-form highly significant
- Significant
- Neutral
- Detracts
- Skirting
- Dado panelling with skirting
- Full-height panelling with skirting and cornice
- Cornice

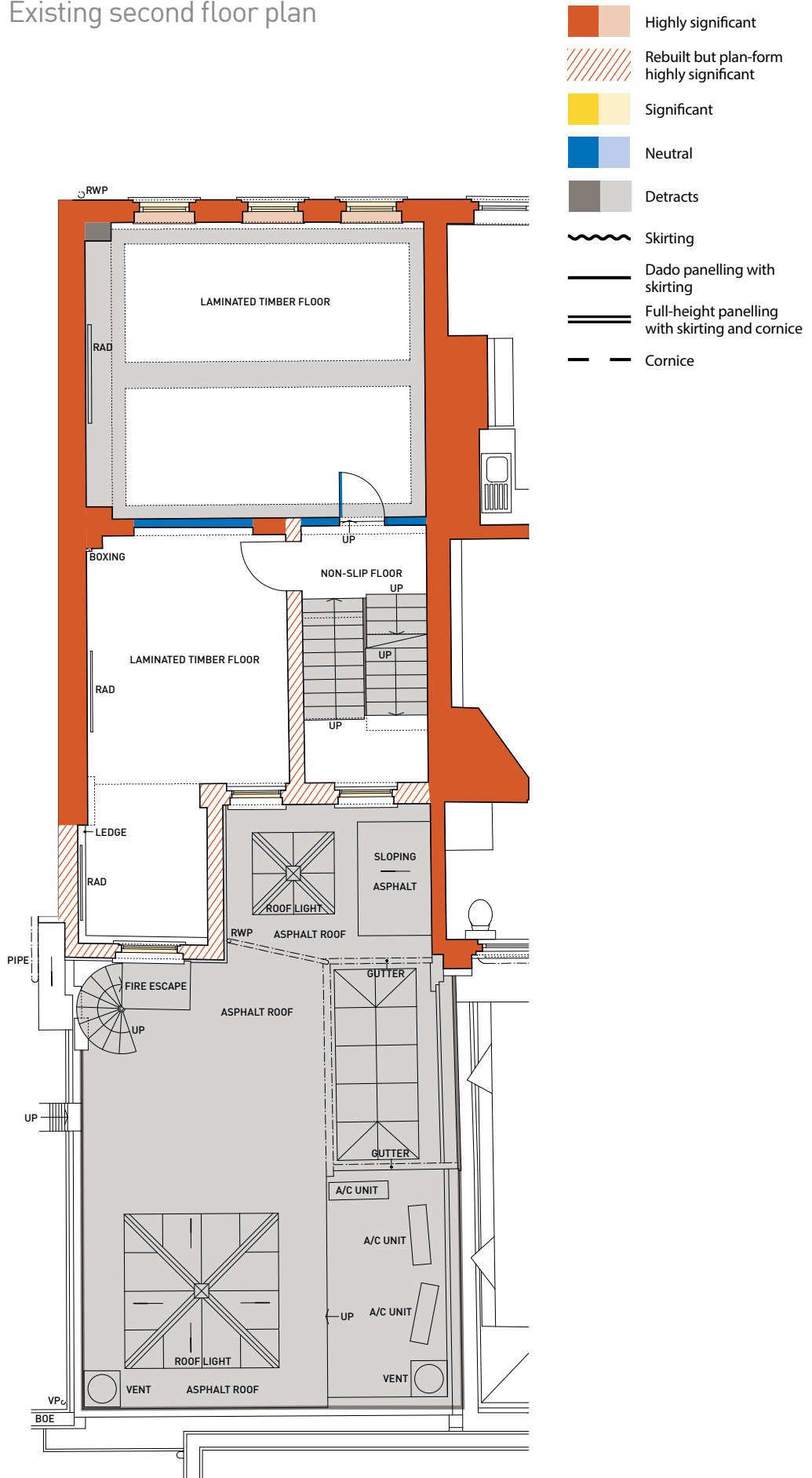
Existing first floor plan

3.0 Assessment of Significance



- Highly significant
- Rebuilt but plan-form highly significant
- Significant
- Neutral
- Detracts
- Skirting
- Dado panelling with skirting
- Full-height panelling with skirting and cornice
- Cornice

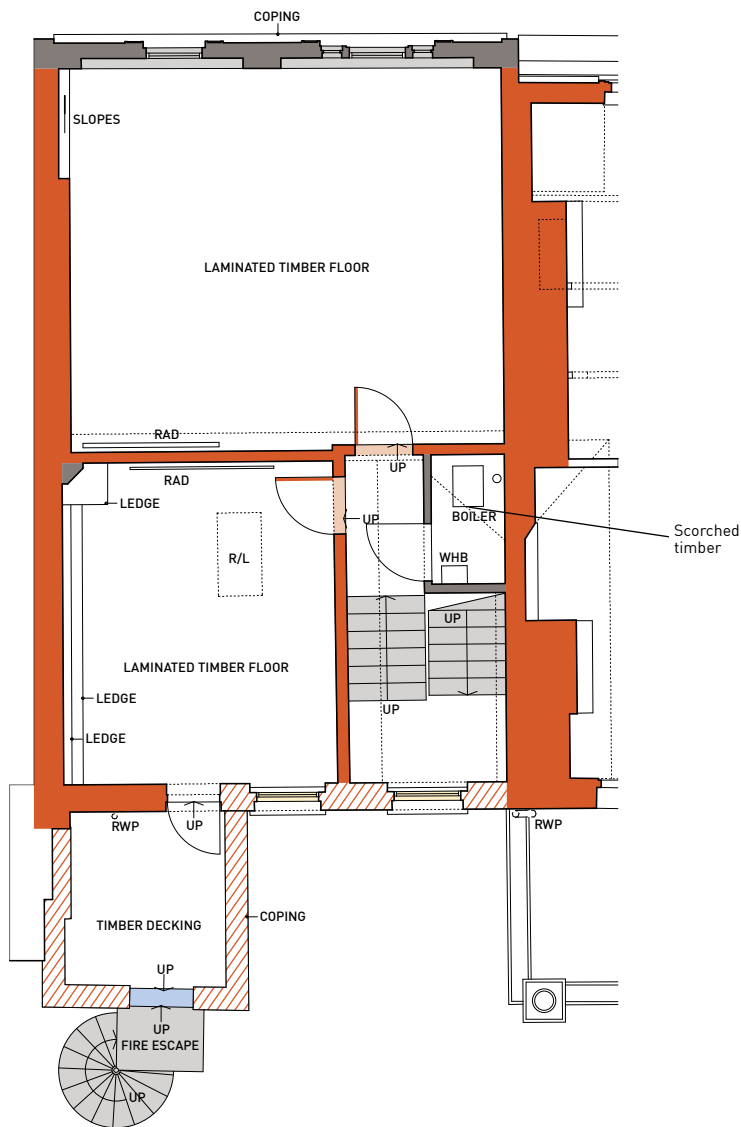
Existing second floor plan



Existing third floor plan

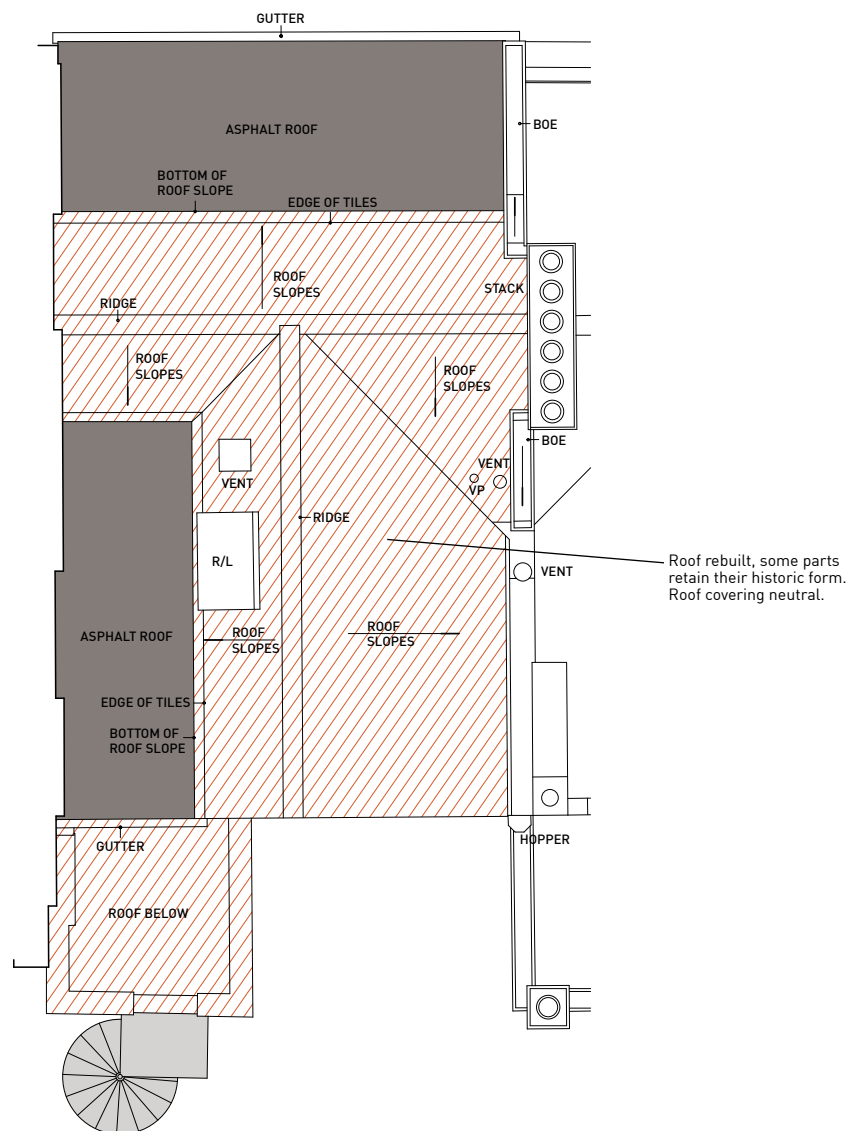
3.0 Assessment of Significance

- Highly significant
- Rebuilt but plan-form highly significant
- Significant
- Neutral
- Detracts
- Skirting
- Dado panelling with skirting
- Full-height panelling with skirting and cornice
- Cornice



Existing roof plan

- Highly significant
- Rebuilt but plan-form highly significant
- Significant
- Neutral
- Detracts
- Skirting
- Dado panelling with skirting
- Full-height panelling with skirting and cornice
- Cornice



4.0 Heritage Impact Assessment of Proposals

4.1 Introduction

This chapter introduces the proposals and assesses their impact on the significance of the heritage assets, based on the understanding outlined in Chapters 2-3 and in the light of relevant policy as summarised below.

4.2 Policy context

The designation of the site as a listed building (Grade II) means that any proposals that affect its special interest will be subject to the Planning (Listed Buildings and Conservation Areas) Act 1990 and the national guidance contained in the National Planning Policy Framework (NPPF). Relevant parts of the NPPF include paragraph 128, which requires applicants to 'describe the significance of any heritage assets affected' and paragraph 137, which recommends that 'local planning authorities should look for opportunities for new development... within the setting of heritage assets to enhance or better reveal their significance.' Relevant national guidance issued by Historic England under the title Good Practice Advice in Planning (2015) includes Note 2, *Managing Significance in Decision-Taking in the Historic Environment* and Note 3, *The Setting of Heritage Assets*.

Regional policies are addressed in the London Plan (2011 and later), which places emphasis on responding to local character (Policy 7.4) and conserving and regenerating heritage assets (Policies 7.8 and 7.9). Policy 7.8, part C states that 'development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate'. Relevant local policy includes Camden Council's draft Local Plan and the documents that it will eventually replace, i.e. the Core Strategy and the Camden Development Policies. Policy DP25 states that Camden will 'only grant consent for a change of use or alterations and extensions to a listed building where it considers this would not cause harm to the special interest of the building'.

In 2010 Camden Council adopted the Denmark Street Conservation Area Appraisal and Management Strategy, which asserts that the concentration of music uses on Denmark Street 'contributes significantly to the area's special interest and character' and that 'new design should respect the scale and layout of the particular location, and complement the appearance, character and setting of the existing buildings and structures, historic street pattern, areas of open space, and the environment as a whole'. Camden also prepared the Denmark Place Planning Brief (2004) in order 'to ensure a comprehensive approach to the development of land at Denmark Place' and 'to secure development which accords with the Council's planning objectives, and maximises the benefits of development.'

4.3 Impact of proposals

This section addresses those aspects of the proposals that have the potential to affect the special interest of the listed building.

The main purpose of the proposals are to repair the roof and street elevation (including paint removal), repair the roof extension (including replacement of rooflights) and to modify the internal layout to improve natural light and other factors. These proposals are designed to complement the approved application scheme for No. 10 (ref. 2012/6868/L), which envisages the restoration and refurbishment of the first, second and third floors to create four residential apartments.

Removal of paint

The front elevation is highly significant but the paint detracts from its historic character. The removal of the paint will therefore have a positive impact on significance. In practical terms, paint can trap moisture in the brickwork, leading to damage, so the benefit is not just visual. It should be noted that the intention is to carry out test cleaning on a small area, in order to find the most appropriate cleaning method, in line with best conservation practice.

Replacement of roof covering

What survives of the historic roof form is highly significant and the consented scheme envisages the restoration of the roof form by removing the detracting front attic extension. The consented scheme applies a slate roof, but the proposal now put forward is to use clay tiles which are period-appropriate for this seventeenth-century building (slates were not in widespread use until the nineteenth century). This proposal will therefore have a positive impact, helping to reveal the significance of the listed building.



Proposed (and consented) elevation treatment in relation to neighbouring properties (Ian Chalk Architects)

Replacement of roof lanterns to rear extension

The rear extension detracts from the significance of the listed building because it has filled in the former garden, yet lacks any redeeming features of historic interest. The present roof lanterns are twentieth-century structures of no interest and their replacement will therefore have no impact in heritage terms.

Reconfiguration of internal layout

What survives of the historic plan-form is highly significant but there are detracting modern features including steel columns as shown on the significance drawings. The proposals envisage the removal of modern columns at ground and basement level which currently compromise the reading of the floor-plan. This will therefore have a positive impact on significance. At first floor level, the proposed sliding partition will have no impact because it will have the same effect as the consented partition in this position, i.e. it will aid the reading of the historic plan-form.

Impact on the Conservation Area

No. 10 makes a positive contribution to the Denmark Street Conservation Area, yet the rear building, filling the entire former garden, detracts. Some aspects of the proposals will have a beneficial impact on the Conservation Area, especially the restoration of the roof and street frontage, whereas other alterations, such as the minor changes to the rear extension, will have no impact.



No. 10 Denmark Street frontage

4.4 Conclusion

The late seventeenth-century No. 10 Denmark Street is listed at Grade II and stands within the Denmark Street Conservation Area. Unlike the other seventeenth-century houses on the street (e.g. Nos. 6 and 7), it has been comprehensively modernised, especially internally, and has therefore lost much of its historic character. On balance the proposals will have a positive impact because the removal of paint from the main front and the restoration of a period-appropriate roof covering will help to restore some of this lost historic character, thereby revealing significance. Other aspects of the proposals, such as the replacement of skylights and some internal reordering will have a negligible effect, although the latter may help to slightly improve the reading of the historic plan-form through the removal of inappropriately placed columns. For the reasons set out above the proposals will also have a positive effect on the Conservation Area.

In conclusion, the application scheme is based on an in-depth understanding of the significance of the site and includes proposals for the sensitive refurbishment of historic elements using appropriate forms, materials and techniques. It satisfies the national and regional policies for the historic environment in the NPPF and the London Plan, in addition to the local policies and guidance issued by Camden Council, and should therefore be approved.

5.0 Sources

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5.2 Reports

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Camden Council, *Denmark Place Planning Brief*, 2004

Camden Council, *Denmark Street Conservation Area Appraisal and Management Strategy*, 2010

5.3 Other

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Historic maps of London: Agas, c. 1561; Morgan, 1682; Strype, 1720; Rocque, 1745; Horwood, 1799; Greenwood, 1824-26; Ordnance Survey, 1870; Ordnance Survey, 1894; Ordnance Survey, 1914

Goad fire insurance map, 1888, Vol. VIII, sheet 197 (British Library)

'London's Tin Pan Alley' from Hidden London online guide (<http://hidden-london.com/the-guide/denmark-street/>)

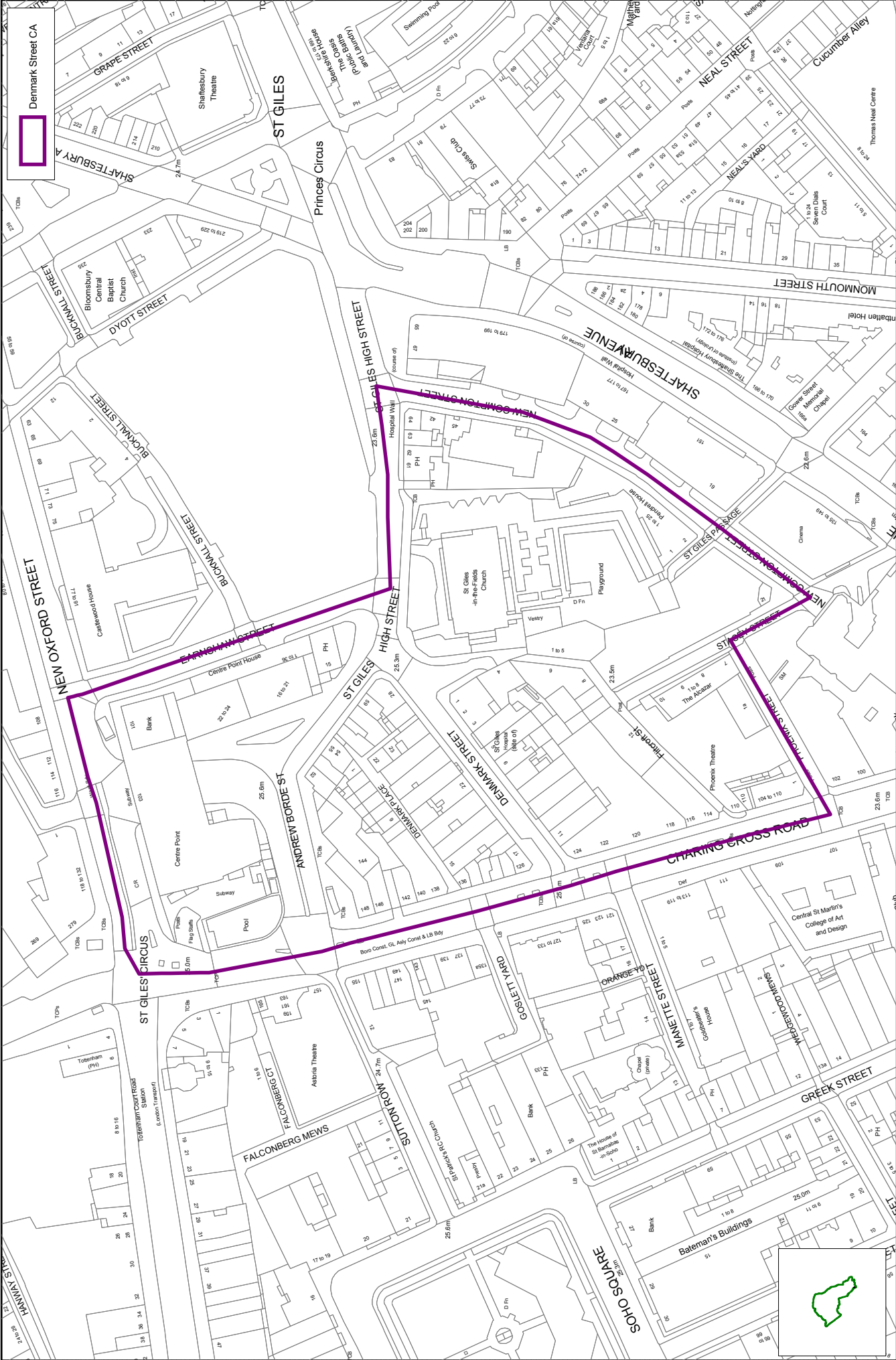
Post Office directories (Westminster Archive Centre)

Wenceslaus Hollar, Bird's Eye View of London, c. 1660 (British Museum)

Appendix 1

Conservation

Area map



Denmark Street CA



Camden

Print Date: 13/10/2009

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Denmark Street CA

Map Ref No: c03073

Printed By: L. Small

Scale 1: Not Usable Scale



Appendix 2

List description

List Entry Number: 1271978
Location: 9 AND 10, DENMARK STREET
County: Greater London Authority
District: Camden
District Type: London Borough

Grade: II
Date first listed: 14-May-1974
Date of most recent amendment: Not applicable to this List entry.
Legacy System: LBS
UID: 477054

Details

CAMDEN

TQ2981SE DENMARK STREET 798-1/104/302 (South side) 14/05/74 Nos.9 AND 10

GV II

2 terraced houses with later shops. c1686-89 as part of an estate development by Samuel Fortrey and Jacques Wiseman. Multi-coloured stock brick, red brick dressings, stucco keystones and string courses. 3 storeys, No.9 with attic dormers, No.10 has C20 attic. 3 windows each. Parapets. No.9: C20 shop at ground floor level. To left early C19 wooden reeded doorcase with roundels at corners & shaped brackets carrying projecting cornice. Overlight with reeded transom and fielded 6-panel door. Stucco string course at 1st & 2nd floor. Gauged red brick flat arches to flush sash windows with exposed boxing, the 1st floor having 2 light sashes, the 2nd 4 light. INTERIOR: has original staircase with close string, square newels & moulded handrail. Twisted & turned balusters boxed in. No.10: painted brickwork. C20 shop at ground floor level and stucco string course at 2nd floor level. Flush sash windows (C20 glazing) with exposed boxing. INTERIOR: not inspected. (Survey of London: Vol. V, Parish of St Giles-in-the-Fields: London: -1914).



























































Listing NGR: TQ2988581230

Appendix 3

Historic Environment Record key map

GLHER Report 12012
 St Giles Circus
 TQ 29898 81245
 100m radius

17 September 2015

	Archaeology		Archaeological Find Spot
	Building		Listed Building
	TDP & TAS		Registered Parks & Gardens
	Maritime Archaeology		Scheduled Ancient Monuments
	World Heritage Sites		Archaeological Priority Area
	Event Location		Event Location (Not fully recorded on the GLHER database)
	Requested Search Area		
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			
			

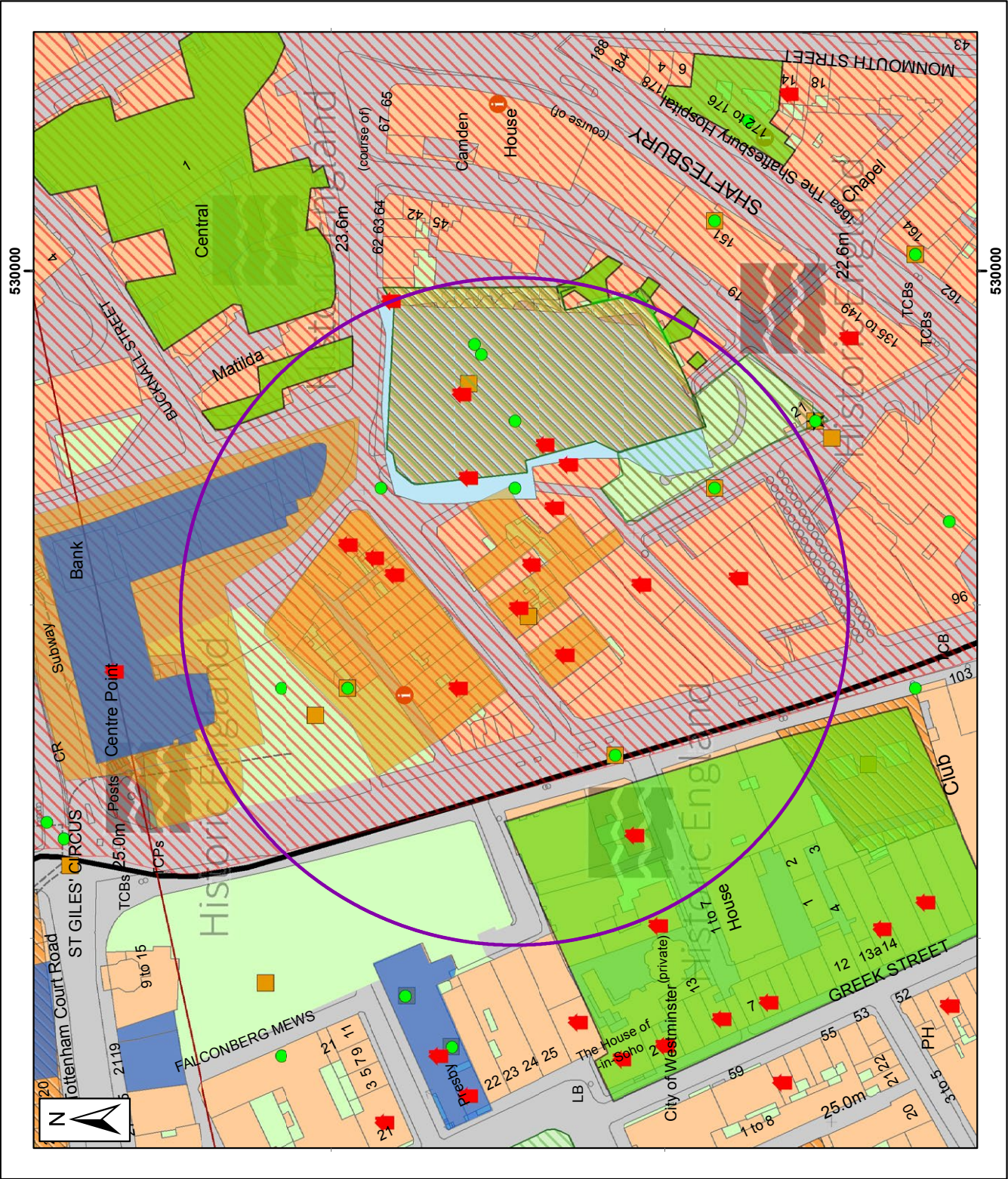
Scale (at A4): 1:1,500

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Notes:
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