

Bayham Place, Camden

**Heritage and Townscape  
Assessment**



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## 1.0 Introduction

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- 1.1 This Townscape, Visual Impact and Heritage Assessment has been prepared in support of the planning application for the proposed roof extension (the 'Proposed Development') at nos. 48 -56 Bayham Place in the London Borough of Camden (referred to as 'the Site'). The report has been prepared by Peter Stewart Consultancy, a practice which provides independent expert advice on architecture, townscape, heritage and urban design.
- 1.2 The assessment considers the effect of the Proposed Development on the townscape of the area around the Site and assesses the effect of the Proposed Development on views from a number of viewpoints (see below regarding the selection of viewpoints).
- 1.3 The Site lies within the Camden Town Conservation Area and this assessment considers the direct effect of the Proposed Development on the significance of this designated heritage asset. There are a number of statutory and locally listed buildings in the area around the Site and this assessment considers the indirect effect of the Development on these heritage assets, as identified in section 3, making use of the views included in section 5.
- 1.4 The report sets out the following:
- Relevant heritage statutory duties and historic environment and townscape policy and guidance.
  - A description of the Site and its context, including statements of significance of heritage assets.
  - An assessment of the architectural and urban design quality of the Proposed Development.
  - An assessment of the effect of the Proposed Development on views and townscape in the area around the Site.
  - An assessment of the effect of the Proposed Development on the heritage significance of the Camden Town Conservation Area, and on the setting of listed buildings (as set out in chapter 3) in line with the statutory duties set out in the Planning (Listed Buildings and Conservation Areas) Act 1990, and policies contained in the NPPF.
  - Conclusions.

### **Selection of viewpoints**

- 1.5 Seven viewpoints have been chosen to illustrate the effect of the Proposed Development on townscape and views and these are illustrated in section 5.
- 1.6 The selection of viewpoints (as agreed for approved application ref: 2016/4116/P on Site, see section 4) was made following a site visit, informed by the views used in the preapplication submission, and with the aim of providing a broad range of viewpoints from all points of the compass and within the following three types of viewing location in particular:
- Views, if any, that have been identified as significant, by the planning authority or others, e.g. in planning policy and guidance documents and conservation area appraisals;
  - Other locations or views of particular sensitivity, including from within the Camden Town Conservation Area; and
  - Representative townscape locations from which the Proposed Development will be visible.
- 1.7 For each of the 7 identified views illustrated in section 5, there are images of the view as existing and as proposed, provided as non verifiable 'Accurate Visual Representations' ('AVRs'). The proposed images include the approved scheme ref: 2016/4116/P, and images of the Proposed Development. AVRs are provided either as rendered (photorealistic) images or as 'wirelines' (diagrammatic representations showing the outline of the redevelopment proposals). Rendered and wireline images illustrate accurately the degree to which the development will be visible, and its form in outline. Rendered images also show the detailed form and the proposed use of materials. In the wireline AVRs the outline of the Proposed Development is indicated as a dashed line where it will not be visible i.e. is obscured by existing foreground development.
- 1.8 Repair and restoration works have taken place to the host building since the baseline photography was taken and it has not been possible to take new photographs due to the scaffolding. These repair works have been rendered in the 'Existing' view images for views 1, 2, and 3).
- 1.9 AVRs are produced by accurately combining images of the Proposed Development (typically created from a three-dimensional computer model) with a photograph of its context as existing. The photography and AVRs were prepared by Eye-kon and their methodology is included in Appendix A.

## 2.0 Legislation, planning policy and guidance

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- 2.1 This section sets out the legislation, and national and local policy and guidance, which are relevant to the consideration of the historic environment and townscape matters.

### National Legislation

#### **The Planning (Listed Buildings and Conservation Areas) Act 1990**

##### ***Conservation Areas***

- 2.2 Section 72 of the Act requires that when considering applications for planning permission for buildings or land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a conservation area.

##### ***Listed Buildings***

- 2.3 Section 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states, *“in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.”*

### National planning policy and guidance

#### **The Planning National Planning Policy Framework, March 2012**

- 2.4 The Department for Communities and Local Government’s National Planning Policy Framework (NPPF) states that the purpose of the planning system is to contribute to the achievement of sustainable development, which has three dimensions; economic, social and environmental.
- 2.5 The NPPF states, at paragraph 14, that *“At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision taking”*. In terms of what this means for decision-taking, it states

that this means *“approving development proposals that accord with the development plan without delay”* and granting permission where the development plan is absent, silent or relevant policies are out-of-date unless any adverse impacts *“would significantly and demonstrably outweigh the benefits”* or *“specific policies in this Framework indicate development should be restricted”*.

- 2.6 Among the core planning principles set out at paragraph 17 are that planning should *“always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings”* and should *“conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations”*.

##### ***Requiring good design***

- 2.7 Section 7 of the NPPF deals with design. At paragraph 56, the NPPF states that *“Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people”*.
- 2.8 Paragraph 60 states that *“Planning policies and decisions should not attempt to impose architectural styles or particular tastes and they should not stifle innovation, originality or initiative through unsubstantiated requirements to conform to certain development forms or styles. It is, however, proper to seek to promote or reinforce local distinctiveness”*.
- 2.9 Paragraph 61 states that *“Although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment”*.
- 2.10 Paragraph 63 states that *“In determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area”*.

- 2.11 Paragraph 64 states that “*Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions*”.
- 2.12 Section 12 of the NPPF deals with conserving and enhancing the historic environment. It applies to the heritage-related consent regimes under the Planning (Listed Buildings and Conservation Areas) Act 1990, plan-making and decision-taking.

### **Conserving and enhancing the historic environment**

- 2.13 Section 12 of the NPPF deals with conserving and enhancing the historic environment. It applies to the heritage-related consent regimes under the Planning (Listed Buildings and Conservation Areas) Act 1990, plan-making and decision-taking.
- 2.14 Heritage assets are defined in Annex 2 of the NPPF as a “*building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage assets include designated heritage assets and heritage assets identified by the local planning authority (including local listing).*”
- 2.15 The NPPF requires an applicant to describe the significance of any heritage assets affected by a proposal, including any contribution made by their setting (para 128). It goes on to say that “*the level of detail should be proportionate to the heritage asset's importance and no more than is sufficient to understand the potential impact of the proposal on their significance.*”
- 2.16 The NPPF identifies three key factors local authorities should take into account in determining applications:
- 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 desirability of new development making a positive contribution to local character and distinctiveness.
- 2.17 Paragraph 132 states that in assessing impact, the more important the asset, the greater the weight should be given to its conservation. It notes that significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting.

- 2.18 Para 133 states that “*where a proposed development will lead to substantial harm to or total loss of significance of a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:*

- *the nature of the heritage asset prevents all reasonable uses of the site; and*
- *no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- *conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and*
- *the harm or loss is outweighed by the benefit of bringing the site back into use.”*

- 2.19 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 securing its optimum viable use (paragraph 134).
- 2.20 Paragraph 135 states the effect of an application on the significance of a non-designated heritage asset requires a balanced judgement having regard to the scale of any harm or loss and the significance of the heritage asset.
- 2.21 The NPPF requires local planning authorities to look for opportunities for new development within Conservation Areas and within the setting of heritage assets to enhance or better reveal their significance. Paragraph 137 goes on to say “*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*”.
- 2.22 The setting of a heritage asset is defined in Annex 2 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.*”

### **Planning Practice Guidance, March 2014**

- 2.23 The national Planning Practice Guidance (PPG) was launched by Government on the 6th March 2014. It provides a web-based resource in support of the NPPF.

2.24 The PPG includes a section entitled 'Design'. This explains, inter alia, the importance of good design, the planning objectives that good design can help to achieve, the qualities of a well designed place, and how buildings and the spaces between them should be considered.

2.25 The planning objectives of design are stated to include promoting, inter alia, local character; safe, connected and efficient streets; a network of green spaces and public places; and cohesive and vibrant neighbourhoods.

2.26 In terms of the qualities that contribute to a well designed place, the PPG states that a well designed place should:

- *"Be functional;*
- *Support mixed uses and tenures;*
- *Include successful public spaces;*
- *Be adaptable and resilient;*
- *Have a distinctive character;*
- *Be attractive; and*
- *Encourage ease of movement"*

2.27 The PPG identifies the following considerations which may be relevant in terms of how buildings and the spaces between them should be considered:

- *"Layout - the way in which buildings and spaces relate to each other;*
- *Form - the shape of buildings;*
- *Scale - the size of buildings;*
- *Detailing - the important smaller elements of building and spaces; and*
- *Materials - what a building is made from".*

2.28 The PPG includes a section entitled 'Conserving and enhancing the historic environment'. This considers the factors that should inform decision taking about developments that would affect heritage assets. It notes that *"Heritage assets may be affected by direct physical change or by change in their setting. Being able to properly assess the nature, extent and importance of the significance of a heritage asset, and the contribution of its setting, is very important to understanding the potential impact and acceptability of development proposals".* The PPG notes that setting is defined in the NPPF and *"is the surroundings in which an asset is experienced, and may therefore be more extensive than its curtilage".* The PPG states that *"A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset under consideration and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it."*

## Regional planning policy and guidance

### The London Plan 2016

2.29 The London Plan is *"the overall strategic plan for London, setting out an integrated economic, environmental, transport and social framework for the development of London over the next 20-25 years."* The policies most relevant to townscape and conservation are contained in Chapter Seven 'London's Living Places and Spaces'. The London Plan was updated in March 2016 to include the Minor Alterations to the London Plan (MALP).

2.30 Policy 7.4 states that *"Development should have regard to the form, function, and structure of an area, place or street and the scale, mass and orientation of surrounding buildings."*

2.31 Policy 7.6 on 'Architecture' states that *"Architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and design appropriate to its context."* It goes on to set out a list of requirements of new buildings and structures including, inter alia, that they should be *"of the highest architectural quality"*; they should *"be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm"*; they should include details and materials that *"complement, not necessarily replicate"* local architectural character; they should not cause *"unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings"* which is said to be particularly important for tall buildings; and they should *"optimise the potential of sites"*.

2.32 Policy 7.8 on 'Heritage Assets and Archaeology' states that *"Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural details."*

## Local planning policy and guidance

### The Camden Core Strategy and Development Policies, 2010

2.33 The Core Strategy and Development Policies documents, which form part of the LDF, were adopted on 8 November 2010.

2.34 The Core Strategy sets out the key elements of the Council's planning vision and strategy for Camden. **Policy CS14** seeks to promote high quality places and to conserve the heritage of Camden.

- 2.35 The Development Policies document sets out additional planning policies that the Council will use when making decisions on planning applications.
- 2.36 **Policy DP24, Securing high quality design**, seeks to ensure the highest possible standards so that new development contributes to providing a healthy, safe and attractive environment. This includes the consideration of:
- character, setting, context and the form and scale of neighbouring buildings;
  - careful integrated of architectural detailing into a building;
  - use of materials of an appropriately high quality;
  - ensuring visual interest at street level, with entrances and windows used to create active frontages and all buildings; and,
  - places meeting the highest practicable standards of access and inclusion.
- 2.37 Promoting good design is not just about the aesthetic appearance of the environment, but also about enabling an improved quality of life, equality of opportunity and economic growth. Design should respond creatively to its site and its context and take into account the pattern and size of blocks, open spaces, gardens and streets in the surrounding area (the 'urban grain'). The Council acknowledge innovative design can greatly enhance the built environment and that within areas of distinctive character, development should reinforce those elements which create the character.
- 2.38 **Policy DP25** seeks to conserve Camden's heritage by respecting conservation areas, listed buildings and other heritage assets.

#### **Supplementary Planning Documents**

- 2.39 A number of documents have been adopted or published by the London Borough of Camden, which may be considered as a material consideration to development control decisions.
- 2.40 **'Camden Planning Guidance'** gives additional advice and information on how the Council will apply the planning policies for the Borough. **'CPG 1'** addresses design.
- 2.41 **The Camden Town Conservation Area Appraisal and Management Plan** was adopted on 18th April 2011 (the 'Council's Appraisal'). This is referred to where relevant in section 3 of this assessment.

## Other guidance

### **Historic England: Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (March 2015)**

- 2.42 This guidance set out in this document is consistent with the NPPF, PPG and the former English Heritage Guidance on setting, 'The Setting of Heritage Assets: English Heritage Guidance' (2011). In the first paragraph it states that it provides "information on good practice to assist local authorities, planning and other consultants, owners, applicants and other interested parties" and that "alternative approaches may be equally acceptable, provided they are demonstrably compliant with legislation, national policies and objectives."
- 2.43 At para 9 it states that, "Setting is not a heritage asset, nor a heritage designation, though land within a setting may itself be designated .... Its importance lies in what it contributes to the significance of the heritage asset. This depends on a wide range of physical elements within, as well as perceptual and associational attributes pertaining to, the heritage asset's surroundings "
- 2.44 At para. 11 the guidance states that the "protection of the setting of heritage assets need not prevent change; indeed change may be positive, for instance where the setting has been compromised by poor development." It goes on to say that "many places are within the setting of a heritage asset and are subject to some degree of change over time".
- 2.45 The guidance proposes a five stage programme of assessment: (1) identifying the assets affected; (2) assessing the contribution setting makes to significance; (3) assessing the effect of the proposed development; (4) maximising enhancement and minimising harm; and (5) making and monitoring the decision and outcomes. The assessment in this report has had regard to this approach.

## 3.0 The Site and its setting

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### Location

- 3.1 The Site lies on the west leg of Bayham Place (west of Bayham Street) to the rear of Camden High Street (A400). It is close to the busy junction of Camden High Street with Hampstead Road, a continuation of the A400 which runs south to Euston Road; Harrington Square (a local street that runs alongside the east side of Hampstead Road); Eversholt Street (A4200), which continues south on the alignment of Camden High Street to Euston Road; and Crowndale Road (B512), which runs east towards St Pancras.
- 3.2 Mornington Crescent London Underground Station lies 50m to the south-west of the Site, with the entrance facing Hampstead Road / Harrington Square. There are a number of bus routes along the streets close to the Site including Bayham Street.

### The Site and its immediate setting

- 3.3 The building on Site, nos. 48 to 56 Bayham Place, is a 19th century former warehouse, built of stock brick and of a robust form and appearance. It comprises two elements of a similar design but different in height and with different windows and details. The larger block to the west has a double pitched hipped roof, and the narrower block to the east (half the depth of that to the west and with a slightly higher parapet) has a pitched roof with one gable end and one hipped end (to the east).
- 3.4 The building has a long frontage to the south onto Bayham Place, and a return elevation to the short dog-leg of Bayham Place and a yard area to the west (the yard is not part of the Site). It is 3 storeys high with a regular pattern of vertically aligned windows (some bays of different widths) with round brick arches (the windows in the eastern block are taller with brick arches of a different design).
- 3.5 The Site lies within the Camden Town Conservation Area, and the building on Site is identified in the Council's Appraisal as a positive building. It is now in residential uses following its refurbishment under permitted development rights.

- 3.6 Immediately to the east, nos. 3 to 7 (odd) Bayham Street back onto the Site boundary (nos. 5 and 7 with small garden areas). No. 3 is a three bay house with a central entrance, and nos. 5 and 7 are a pair of terraced houses. They are all 3 storeys high (the terraced pair taller than no. 3) and all have shallow front lightwells and stucco faced ground floor frontages to Bayham Street. Nos. 3 to 7 have recently been granted planning permission (ref: 2016/6394/P) for mansard roofs with dormer windows, which will raise the overall height to four storeys.
- 3.7 Beyond the yard to the west of the Site are the rear elevations of no. 2 to 6 (4 storeys high) and no. 8 to 12 (6 storeys high) Camden High Street, two post-war commercial buildings identified in the Council's Appraisal as negative buildings. The latter has a modern roof extension.
- 3.8 To the south, on the opposite side of Bayham Place to the Site, is the rear utilitarian elevation of Koko (former Camden Palace Theatre; listed grade II, see below). At the junction with Bayham Street, no. 2 Bayham Street is an altered and extended 19th century mews building with a modern mansard roof and large windows. There has been a planning application submitted (ref: 2016/6959/P) for a substantial rear extension to Koko. The application shows plans to extend the buildings which front Bayham Place, opposite the Site. If approved, this will increase the height and massing of the buildings in this block, creating a three storey frontage onto Bayham Place with a stepped back fourth storey.
- 3.9 To the north of the Site are nos. 7a and 7b Bayham Street, a mix of modern and converted 1 and 2 storeys high commercial buildings (identified in the Council's Appraisal as making a neutral contribution to the significance of the conservation area).

### History of the development of the area

- 3.10 The Council's Appraisal notes that, "*as far back as 1690 development is recorded at the fork in the ancient road which led from London, to Hampstead and to Highgate. A tavern stood on the site where the Old Mother Red Cap public house now stands and the forks in the road exist today [at] Chalk Farm Road and Kentish Town Road. A coaching inn is recorded about fifty years*



*later, as standing on the corner close to where Mornington Crescent Underground Station is today and by 1777 The Britannia Hotel and Public House, which gave its name to the junction, is known to have existed. Clearly, the area was first established as a convenient stopping place for travellers to and from London.”*

- 3.11 The development of Camden Town dates from the Act of 1788 which allowed Charles Pratt, Earl of Camden, to lay streets on his property, to the west of what is now Camden High Street<sup>1</sup>. By the time the Regent’s Canal (to the north) opened for business in 1820, the development of Charles Pratt’s land was well under way. Arlington Road, Albert Street, Mornington Terrace and Delancey Street however remained undeveloped building plots until the railways arrived in the 1830’s. The railway had a fundamental effect on the development of Camden and the area changed rapidly. Lord Camden’s second title was Viscount Bayham.
- 3.12 The Pevsner volume notes that, *“the unassuming early C19 terraces of Camden were not fashionable, and by the later C19 the district had an aura of impoverished gentility,.... with pockets of industry and services near the canal and railway lines.”* Towards the end of the 19th century, parts of the area particularly around Britannia Junction (north of the Site), began to be redeveloped and small shops were replaced with larger shops; this process continued well into the 20th century.
- 3.13 The street pattern that developed in the 19th century remains largely intact in the area around the Site. Runs of 19th century terraces, some listed (see below) survive nearby including along the main routes of Camden High Street, Crowndale Road and Eversholt Street. Within this framework larger scale buildings have been developed from the late 19th century onwards including the nearby Koko (former Camden Theatre, listed grade II, see below); and Working Men’s College (also listed grade II). However, to the north-east of the Site whilst the street pattern remains, the urban blocks of terraces were redeveloped in the post-war years as part of housing estate projects, see below.

## Site context

- 3.14 The Site lies towards the eastern edge of the Camden Town Conservation Area (the boundary of which runs along the centre of Bayham Street and into the

east leg of Bayham Place) in an area of very varied townscape character. This section focuses on the streets around the Site including:

- Bayham Street and environs
- Camden High Street and the junction at Mornington Crescent London Underground Station

### Bayham Street and environs

- 3.15 Bayham Street is of a very mixed townscape character. Some mid to late 19th century terraces survive along Bayham Street (mostly on the west side) along with a mix of 20th century, mostly residential infill development. Post-war housing estates define the eastern side of the street north of the Site.
- 3.16 To the south, at the junction with Crowthorne Road, is the Hope and Anchor pub. The main building is a mid 19th century former terraced house (set back from both street edges) with a single storey extension to both street frontages with an early 20th century pub front. It is vacant and boarded up today. Opposite, no. 4 Bayham Street is a pleasant mid 19th century stucco faced double fronted house.
- 3.17 The east leg of Bayham Place has 2 storeys high late 19th century / turn of the 20th century mews style buildings on the south side. To the north is a large 6 storeys high (plus roof access and plant rooms) apartment block known as Westerham, at the southern end of a run of post-war estates. The Westerham estate dates from 1955-61 and the main block is described in the Pevsner volume as a *“tall range with canted wings, the old-fashioned symmetry of its frontage relived by lightweight balconies and Festival of Britain coloured tiles.”* North of here is the Curnock Street Estate dating from c 1967-70 and designed by Boissevian & Osmond. The Pevsner volume notes *“it offers an alternative to the high rise in the form of trim three and four storey blocks in yellow brick, approached along pavements raised above a podium of well concealed garages”*.<sup>2</sup>
- 3.18 Directly north of the Site is King’s Terrace, a dead-end mews accessed from Plender Street (a northern dead-end leg runs off the opposite side of Plender Street). The southern leg comprises a varied age and scale of development but retains a mews like character and has some 2 storey 19th century mews on the western side of the southern end. Most of the other buildings are modern mews

<sup>1</sup> Buildings of England London 4: North; 1998: Pevsner and Cherry, page 384

<sup>2</sup> Ibid page 388

style buildings. No. 8 forms part of a late 20th century housing scheme which also has a frontage to Bayham Street (nos. 11 to 23). The main building of note, on the east side of the junction with Plender Street, is Camden Town Methodist Church. It was built as the New Camden Chapel in 1889 by T & W Stone in a broadly classical style with a pedimented front entrance.

### **Camden High Street and the junction at Mornington Crescent London Underground Station**

- 3.19 There are taller buildings in the area around the junction at the southern end of Camden High Street. The most prominent being the Royal Camden Theatre, once named Camden Palace, and now named Koko. Designed by W G R Sprague it dates from 1900-01 and is listed grade II, see below. The Pevsner volume describes it as having “*a perky frontage with paired Ionic columns, sharply curved broken pediments and odd observatory-like copper dome (its lantern has gone)*” and notes the interior is altered but still impressive.
- 3.20 Nearby, within a recently enhanced area of public realm, is the marble statue of the reformer Richard Cobden (1804-1865) which stands at the southern end of Camden High Street. Designed by W & E Wills, it dates from 1868 and is listed grade II (see below).
- 3.21 Other than the statue and Koko, the Pevsner volume describes the southern end of Camden High Street as follows:
- “The rest of the high street has been overtaken by the usual suburban shopping miscellany, with some early terraces visible at the southern end above shops, and a few more empathic pubs.”*<sup>3</sup>
- 3.22 The Mornington Crescent London Underground Station sits at the south-west corner at the junction with Hampstead Road / Harrington Square. It was built in 1907 in Leslie B Green’s distinctive Northern Line station house style (listed grade II, see below). The north return elevation includes a shop unit addressing Harrington Square. Adjoining the station to the east is a rendered 4 storeys high heavily altered (or rebuilt) 19th century house with a ground floor retail unit.

- 3.23 The large bold redbrick and stone Edwardian Crowndale Centre sits at the corner of Eversholt Street and Crowndale Road. Built as a post office building it was converted to offices for the Council in 1987-89 by Rock Townsend architects. It has a large roof extension of a contemporary design which terminates the views south along Camden High Street.
- 3.24 To the north on Camden High Street, beyond no. 8 to 12 (immediately west of the Site) there is a terrace of typical 4 storey high stock brick early 19th houses (some altered) with projecting single storey retail unit extensions up to the back of edge of the footway (typical of Camden High Street). Opposite there is a later 19th century terrace, also 4 storeys high, and with decorative window arches, that sits at the back of the footway. To the north, Camden High Street continues to Camden London Underground Station and the famous market at Camden Lock.
- 3.25 Returning south of the Site, there are runs of terraced houses on the streets leading from the busy junction, most of yellow stock brick and some with stucco detailing such as window surrounds. They are 3 storeys high along Crowndale Road, most of those on the north side with mansard roofs, and 4 storeys high along the east side of Eversholt Street.
- 3.26 Further south, only part of the terraces that once lined Harrington Square and Oakley Square remain from what was known as the Bedford New Town, built from 1834 on the Duke of Bedford’s small Figs Mead Estate. Many were replaced with the Ampthill Square Estate (reclad in 1988 with trimming in primary colours) designed by Eric Lyons & Partners c1960, described by Pevsner as indifferent.<sup>4</sup>
- 3.27 To the south-west of the junction is Greater London House, the large former factory built for the tobacco giant Carreras in 1926 by M.E. & O.H. Collins with A.G. Pori. The Council’s Appraisal notes “*it was given one of the most extravagant Art Deco exteriors in London, said to be inspired by the Egyptian temple to the cat-goddess at Bubastis.*” It was converted to offices in 1998. Behind this is Mornington Crescent (listed grade II) which dates from 1821-32 and is described in the Pevsner volume as “*a curved terrace with pretty balconies and doorcases with inset fluted columns, unhappily overshadowed by the former tobacco factory filling the garden in front sold off by the borough Council.*”<sup>5</sup>

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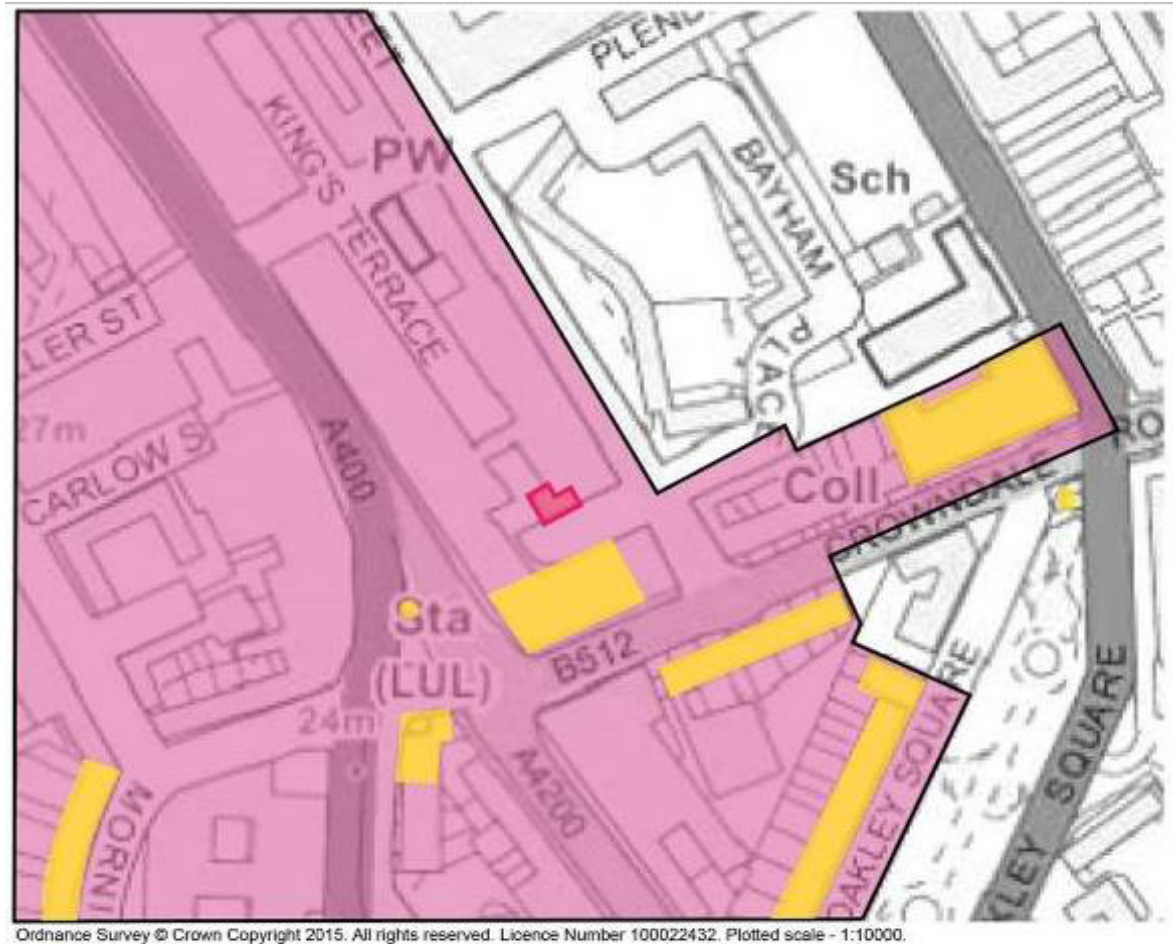
<sup>3</sup> Ibid page 384

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<sup>4</sup> Ibid page 388

<sup>5</sup> Ibid page 385

## Heritage Assets



### Notes:

Approximate site boundary marked in red for indicative purposes only.

Conservation areas are marked out in pink, identified in the key below.

### Conservation areas:

1 Camden Town Conservation Area (LB Camden)

### Listed buildings / locally listed buildings:

Grade II listed building

**Figure 1 Heritage assets plan**

## Camden Town Conservation Area

3.28 The Site lies in the Camden Town Conservation Area. The conservation area was first designated on 11 November 1986. The Council's Appraisal, which identifies two sub areas in the conservation area, summarises the special interest of the that in which the Site lies as follows:

*"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....."*

*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."*

3.29 The Council's Appraisal notes that "around the two major junctions the plot sizes are more random particularly where larger late 19th and 20th century buildings occupy prominent focal positions and break the tight pattern"; and describes Camden High Street as, "architecturally diverse, with a lively mix of 19th and 20th century buildings. The skyline boasts a greater variety of roof forms and chimneystacks. There is a broad range of building materials, with a prevalence of brick, but including natural stone, stucco, polychromatic brickwork, concrete and instances of glazed tiles and faience. "

3.30 No views of the Site are identified in the Council's Appraisal. Key views and approaches noted in the area around the Site include:

### Formal vistas

- the curve of Mornington Crescent;

- the terrace on the east side of Harrington Square and the frontage of Greater London House as seen from Harrington Square Gardens.

*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;

*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;

### Listed buildings

- 3.31 There are a number of listed buildings in the area around the Site, all listed grade II.
- 3.32 **Koko, Camden High Street** (listed as Camden Palace Theatre) is a former theatre, now in use as a night-club. It was built in 1900-1 to the designs of W G R Sprague and has some late 20th century alterations. The symmetrical front facade is in a Baroque pastiche style and finished in stucco (which continues for one bay of the return) and originally had statues along the parapet.
- 3.33 The theatre was formally opened by the actress Ellen Terry in December 1900 as the Royal Camden Theatre and it played host to a wide range of productions, ranging from Shakespeare to pantomime and opera to musical comedy. It was later used as a cinema and a recording studio for the BBC.
- 3.34 The list description describes the exterior and interior as follows:

*“EXTERIOR: 4 main storeys. 5 bays. Single storey entrance foyer with pilasters supporting entablature and blocking course. Round-arched openings (outer bays blocked) with pilasters supporting architraved heads with keystones. Part-glazed double doors. Centre bays of upper floors with tetrastyle in antis Ionic screen rising through 2nd and 3rd floors to support entablature with paired ogee pediments and parapet. Behind this, a large copper dome. Flanking bays pilastered with bowed angles. 1st floor round-arched windows, 2nd*

*square-headed, 3rd keyed oculi; this treatment repeated on 1st return bay. Ground floor return with 2 doorways having Ionic pilasters supporting entablatures with pediments; panelled double wooden doors. INTERIOR: symmetrically planned with elaborate foyer behind main entrance with Ionic pilasters and moulded ceilings. Overmantel with bronze bas relief plaque of Ellen Terry. Cantilevered dress circle and balcony, now without seats and with steps to ground floor. Lightly modelled plaster work by Waring & Gillow in a mixture of baroque and rococo ornament. Marble proscenium arch surmounted by segmental pediment with recumbent figures and, within the tympanum, a mask surrounded by rays. 4 bays on either side of proscenium with marble Corinthian columns. Within 3 of the bays, 6 boxes in 2 tiers, the upper boxes with canopies; lower boxes supported by columns carried on caryatids. Balcony fronts with rococo motifs. Ceiling supported on brackets within the cove above entablature and with a large oval centrepiece having a shallow dome.”*

- 3.35 This building has undergone alterations over time but remains a recognisable focal building with strong local associations. In addition to its architectural interest (its interior praised in the list description) this heritage asset derives its significance from its historic association and its townscape role.
- 3.36 The **Statue of Richard Cobden, Camden High Street** is of Sicilian marble and dates from c1868. It is by W and T Wills. Richard Cobden, MP, led the successful campaign for the repeal of the Corn Laws in the 1840s. The statue was erected by public subscription 3 years after his death. The figure of Cobden (badly weathered), in contemporary dress, has his right hand raised and is holding papers in his left hand. The pedestal is inscribed "Cornlaws repealed 1846" and has side panels of carved swags.
- 3.37 The significance of this heritage asset lies in its artistic quality and its historic interest and association with the area. Its setting is limited and was recently enhanced by the public realm works.
- 3.38 The **Mornington Crescent London Underground Station on Hampstead Road** is listed grade II. It was built in 1907 to the designs of Leslie Green. The station is 2 storeys high and has two bays to Hampstead Road and one bay facing the busy junction to the north. It is faced in maroon glazed faience. Each bay is expressed as a giant arch with a prominent keystone. The upper parts of the arches are treated as glazed tympana and flanked by lugged architraved sashes. The faience frieze bears the words "Mornington Crescent

Station" on both facades (the Hampstead Road facade has the original cast-iron lamp brackets and lamps). It is of significance as a well preserved example of a L Green station.

- 3.39 **Nos. 44 and 46 Crowndale Road, Working Men's College** (and attached railings, wall and piers) was built in 1904-6 to the designs of WD Caroe. The asymmetrical facade, in British Free Style, is facade in red brick with stone dressings. There is a slate mansard roof with dormers and a tall brick chimney with a louvred lantern (fume extract from chemistry laboratory). The Working Men's College was founded 1854 in Great Ormond Street by Rev. F D Maurice, John Ruskin and others to offer non-vocational studies in humanities, history, theology and natural sciences within a collegiate community.
- 3.40 This is a large robust building at a busy junction. Its significance as a heritage asset lies in architectural quality and historic interest and associations
- 3.41 The following buildings, all part of the original Camden Town development, are of significance as examples of residential development of the time and for their group value and contribution to the local townscape. Their setting is limited and they sit as part of the continuous built frontages seen in this part of densely developed central London.
- **Nos. 31-53 (Odd) Crowndale Road** are a terrace of twelve 3 storeys high early to mid 19th century houses in yellow stock brick with rusticated stucco ground floors. The houses are 2 windows wide and have square headed doorways with pilaster-jambs carrying cornice-heads, fanlights and panelled doors.
  - **Oakley Square Gardens Lodge** Oakley Square, is a single storey mid 19th century lodge house was built for the Bedford Estate. It is faced in stucco and has rusticated quoins. The square was built piecemeal from 1845-1859 and the lodge house was originally flanked by gates to bar undesirable traffic from the square (the gates were removed in 1893).
  - The **Old Vicarage** (and attached railings, gate & wall) **Oakley Square** is now a private residence. It was built in 1861 to the designs of John Johnson in a Gothic Revival style. It is built of yellow stock brick with stone, red brick and dark yellow brick bands, patterning and dressings and slate pitched roofs. The Church of St Matthew, also by Johnson, but now demolished, stood to the right.

- **Nos. 53-57 (Consecutive) Oakley Square** (and attached railings) are a symmetrical terrace of five 4 storeys high yellow stock brick houses dating from c1845-1859.
- **Nos. 58-70 (Consecutive) Oakley Square** (and attached railings) are a terrace of 13 yellow stock brick houses with stucco dressings dating from c1845-59.

## Townscape: conclusions

- 3.42 This Site lies in an area of very varied townscape character close to the edge of the Camden Town Conservation Area. It is a diverse and interesting area and very varied in terms of the scale, use, age and character of buildings. Camden High Street is a heavily trafficked route and a busy high street lined with shops; the famous market lies at its northern end. The junction at the southern end, close to the Site, is very busy, as are all the main routes leading off it including Crowndale Road and Eversholt Street.
- 3.43 The residential hinterland, laid out within the grid of 19th century streets, includes both streets of surviving 19th century terraced houses (some listed) and later interventions. The latter include late 19th century / early 20th century buildings such as Koko and the Working Men's College (both listed grade II); post-war commercial buildings of little quality such as nos. 2 to 6, and 8 to 12 and Camden High Street (identified as negative buildings in the Council's Appraisal); as well as large scale post-war residential estates, including Westerham to the north-east of the Site. To the east there are a number of large scale post-war residential estates. They all contribute to the rich and varied character and quality of townscape in the area.
- 3.44 Bayham Place lies behind and is not visible from Camden High Street. Accessed from Bayham Street, views of it are very localised, as seen in section 5 of this assessment.
- 3.45 The Site comprises a robust solid utilitarian building in an area of gritty character. Its immediate context is of poor quality, including buildings identified by the Council as negative (in the Appraisal) to the west. Whilst to the south-west Koko is listed grade II it presents a bleak and run down 'back of house' flank elevation to the Site. There is an opportunity to create a stronger sense of place on Site with an architectural intervention that will become a new positive element in local views and focus for Bayham Place and the southern end of Bayham Street.

## 4.0 The Proposed Development

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- 4.1 This section describes the design of the Proposed Development as relevant to the TVIHA and goes on to assess its architectural and urban design quality. There is already planning permission for a two storeys high extension on Site (ref: 2016/4116/P, see planning history section below), of a similar design to that of the upper two storeys proposed. The approved scheme is illustrated in the views section.
- 4.2 Works that have already been done to repair and restore the building, include the replacement of the windows, the replacement of three ground floor doors with windows (to match the pattern of openings above), the removal of render and paint from the ground floor frontage, the removal of the external fire escape stair, the removal of the flue to the rear and general repairs to the brickwork. There has also been an extension to the rear of the building. The baseline photography was taken prior to these works, and where visible in the rendered view images in section 5 (views 1, 2 and 3), these changes have been rendered in the “proposed” images.
- 4.3 The DAS and application drawings should be consulted in conjunction with this section.

### Description of development

- 4.4 The Proposed Development is for the erection of a single storey extension at 3rd floor level plus double roof extension to provide 9 self-contained units, rear extension at second floor level and associated works.
- 4.5 The application seeks to extend the host building by three floors. The new 3th floor will match the design and materials of the host building. The 4th and 5th floors will be of a distinct design (like the approved scheme ref: 2016/4116/P), and comprise two levels of simple cuboid forms of a similar design.
- 4.6 The 4th floor follows the floor plan of the building below and is set in on all edges. The upper level is also broadly ‘L’ shaped in plan, but is smaller than the floor below and confined to the western part of the building; it is cantilevered to project slightly beyond the lower level extensions to the north and west (flush with the main building line), and it projects beyond the existing building line to the south.
- 4.7 The upper two floors of the extension will be clad in full height narrow anodised aluminium panels. Most windows comprising full height glazing and the windows on the upper level have either chamfered cills, lintels or both (in the metal cladding panel material); some continue with a glazed panel into the roof. There is a large glazed bay window to the rear of the upper level. Some panels sit in front of a window and these will be perforated to allow light to pass through. The soffit of the upper floor will be clad in highly polished metal giving it a mirrored appearance.

### Planning history

- 4.8 In August 2015 prior approval (planning ref: 2015/4598/P) was granted by LB Camden for the change of use of the building from office (Class B1a) to residential (Class C3). In October 2016 planning permission (ref. 2016/4116/P) was granted by LB Camden for the erection of a part single, part double roof extension to the building to provide four self-contained units (Class C3), two rear extensions at first and second floor level and associated external alterations. Since the approval of the planning application in October 2016 the applicant has constructed the rear extensions at first and second floor level to allow the occupation of these floors. This application seeks an additional floor at third floor level and to replicate a similar two storey roof extension as approved under planning permission ref. 2016/4116/P. The scheme also includes a rear extension at second floor level.
- 4.9 The officer’s report for application ref: 2016/4116/P stated that *“the proposed design would enhance the appearance of the main facades by reintroducing winch hoists and spandrel panels and improving the existing brickwork. The existing building is of sufficient scale and robustness to accommodation [sic] the proposed extension seen in the context of the larger scale building to the west and the contemporary industrial design responds positively to the character and appearance of the buildings and vibrant character of Camden Town more broadly”*.
- 4.10 The report goes on to note that with regards to the effect the development would have on the grade II listed 1A Camden High Street, the Site *“faces the rear service entrance to Koko (1A Camden High Street) which is of limited value to its significance. The physical separation and distance and location of*

*the site is not considered to result in harm to the setting of the grade II listed building”.*

## Assessment of development

- 4.11 The design approach of the Proposed Development is based on a thorough understanding of the Site and its context, as clearly illustrated in the submission material prepared by the architects.
- 4.12 The Proposed Development will enhance the roofscape of the host building with an extension of merit in its own right, and as an addition to this robust former commercial building. The addition is of an appropriate scale, height and detailed design. Both the general approach and detailed design help define a clear top to the solid base, and a vertical order to the building as a whole. The proposed fourth floor will appear as a continuation of the existing building, ensuring an appropriate proportional relationship between the brick clad base and the metal clad top.
- 4.13 The window design and alignment mirrors that of below and will not appear at odds with the existing building. The overhang of the new top floor is a positive element of the design and provides a dynamic relationship between the new and the old. Metal clad rooftop elements are characteristic of buildings in the area, including the copper clad dome to the grade II listed Koko and the converted post office (now Council offices).
- 4.14 The clever use of colour and texture will subtly articulate the 4th and 5th floors ensuring an appropriate relationship with both the host building and when seen in relation to neighbouring buildings from nearby viewpoints, complementing its simple robust aesthetic. The effect is that the panels reflect the light in an irregular way, giving a fine texture to the aesthetics of the building. The light grey colour of the metal cladding subtly reflects the sky. The soffit of the upper floor will have a reflective quality.
- 4.15 The architecture is of high quality and deploys crisp modern detailing. The new 4th and 5th floor elements are of a lightweight appearance and simple form and will have a clearly ‘roof-like’ appearance. The well detailed and modelled robust form will complement the former warehouse below (which is extended by one floor to match existing) .
- 4.16 The replacement windows and enhancements to the facade generally (in addition to those already done) will significantly enhance the appearance of the main building.

## 5.0 Views Assessment



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**Figure 2 Viewpoint map**

### Viewpoints

- 1 King's Terrace
- 2 Bayham Street / Bayham Place
- 3 Bayham Place
- 4 Crowndale Road
- 5 Eversholt Street
- 6 Harrington Square
- 7 Hampstead Road





## View 1: King's Terrace

### Existing

- 5.1 This viewpoint is on King's Terrace (the leg south of Plender Street), looking south-east in the direction of the Site. The view is of the Camden Town Conservation Area.
- 5.2 In the foreground are modern mews style developments either side of the carriageway laid with granite setts. The rounded gable end of no. 8 draws the eye. The building on Site can be seen in the middleground, the two white painted timber frame windows in the western most bay of the north elevation terminating the views along the street.
- 5.3 This view image includes the repair and restoration works done to the building. These have been rendered in this image (see introduction) and include the replacement of the windows and general repairs to the brickwork.

View 1: King's Terrace

**Approved Scheme**





## View 1: King's Terrace

### Proposed

- 5.4 The Proposed Development (including the new brick clad 3rd floor and 2 storey roof extension above) will be visible, terminating the vista along the mews. It will provide an interesting focus at the end of the mews, complementing the foreground buildings which are varied in age and use. The curved gable end of no. 8 will remain prominent in this view.
- 5.5 The windows, and the slight overhang of the upper level, of the roof extension and the light grey colour will blend with the colour of the sky.
- 5.6 The grey outline beyond to the right (facing) indicates the extent of the redevelopment proposed at the Koko site.



## View 2: Bayham Street / Bayham Place

### Existing

- 5.7 This viewpoint is on the south-east corner of the junction of Bayham Street and Bayham Place, looking west at the Site. The view is of the Camden Town Conservation Area.
- 5.8 In the foreground to the centre and right (facing) are nos. 3, 5 and 7 Bayham Street. The Site is visible beyond, left of centre of image on the north-west side of the western leg of Bayham Place (this photograph was taken prior to the removal of the stucco and paint to the ground floor elevation and the conversion of the building to residential use).
- 5.9 Terminating the view along Bayham Place are the rear elevations of no. 2 - 6 and no. 8-12 Camden High Street, the former with a large plant room and the latter with a modern roof extension. Both are identified in the Council's Appraisal as negative elements in the conservation area.
- 5.10 This view image includes the repair and restoration works done to the building. These have been rendered in this image (see introduction) and include the replacement of the windows, the replacement of three ground floor doors with windows (to match the pattern of openings above), the removal of render and paint from the ground floor frontage, and general repairs to the brickwork.

View 2: Bayham Street / Bayham Place

**Approved scheme**





## View 2: Bayham Street / Bayham Place

### Proposed

- 5.11 This is the best viewpoint to appreciate the well considered design of the Proposed Development and its positive relationship with the host building. It will appear lightweight and of an appropriate character for a roof addition as a result of the design and materials. The light silver colour of metal panels will blend with the colour of the sky.
- 5.12 The design of the 3rd floor will match that of the floors below. The metal panel clad top two floors will have a sculptural form. The modest projection of the upper level beyond the southern building line, and articulation of the window openings add interest and articulate the form.
- 5.13 The Proposed Development will screen views of the upper floors of no. 8 – 12 Camden High Street, identified as a negative feature in the Council's appraisal.
- 5.14 The approved scheme for nos. 3, 5 & 7 Bayham Street ref: 2016/6394/P, currently being implemented on Site, has been rendered in this image. The grey outline to the far left (facing) indicates the extent of the redevelopment proposed at the Koko site.