



**Camden**

Conservation area advisory committee comments form - Ref. 21008753

Contact Camden

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#### Conservation Area Advisory Committee

Advisory Committee	Primrose Hill
Application ref	2017/2170/P
Address	79 Gloucester Avenue London NW1 8LB
Planning Officer	Evelyn Jones
Comments by	27 Jul 2017
Proposal	Excavation of front light well and associated external alterations.
Objection	Yes
Observations	Please see attached pdf (with historic map and photo) for our strong objection, supported by a recent appeal decision. Richard Simpson Chair PHCAAC

#### Documents attached

No details entered

#### Documents attached

[PHCAAC strong objection](#)

#### About this form

Issued by	Contact Camden 5 Pancras Square London N1C 4AG
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Form reference	21008753
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**ADVICE from Primrose Hill Conservation Area Advisory Committee**  
12A Manley Street, London NW1 8LT

05 July 2017

79 Gloucester Avenue NW1 8LB      2017/2170/P

Strong objection.

1. We note that this shopfront is formally recognized as a 'Shop front of merit' in the *Primrose Hill conservation area statement* (p. 26). The whole building is recognized as making a positive contribution to the conservation area (p. 25). No. 79 is exceptional in that it is the only shop in this terrace, and is thus distinctive in its group. It is also distinctive in the conservation area in that it is not part of a group of shops planned as a visual group: the shops at 67-77 Gloucester Avenue are in a quite different architectural vocabulary. One of the ways in which it is distinctive, and so significant, is that it has no open area in front, unlike the residential properties in the rest of its terrace which do have areas. The Ordnance survey map of 1870 shows that this distinction is a historic survival.

2. The proposal would harm the distinctive character of the shop in its setting, and, further, harm the significance of the shop front itself, which was designed to display goods to potential shoppers who could stand directly in front of the windows. This latter significance is supported by the paving of the forecourt (see our point 6 below).

3. We note the formally adopted CPG 1 (2014) set out in Camden Planning Guidance 1 at 7.12 which states that this original form of shopfront/area should be preserved. Camden's policy states: 'Creating open lightwells with railings in front of a shopfront is not generally acceptable as it prevents window shopping and disrupts the buildings relationship to the rhythm of the street. This is also the case if the shopfront has been converted into residential accommodation.'

4. We note that this policy, within the PH conservation area, was upheld in the dismissal of the appeal over the proposed area to the shopfront at 21 Princess Road, ref APP/X5210/W/16/3146913 decision letter dated 2 August 2016. The same arguments are relevant: the appeal is a material consideration, relevant to consistency in decision taking.

5. We understand the wish to create residential space in the lower ground floor, and the need to allow light and ventilation to that space at the front of the building. We note that a lightwell/area at the front could be excavated and covered with horizontal grilles / load-bearing glazing set within the paving, so maintaining the appearance of the shop-front while allowing light and ventilation to the lower ground floor. We note that load-bearing glazing has been used in the paving in neighbouring property.

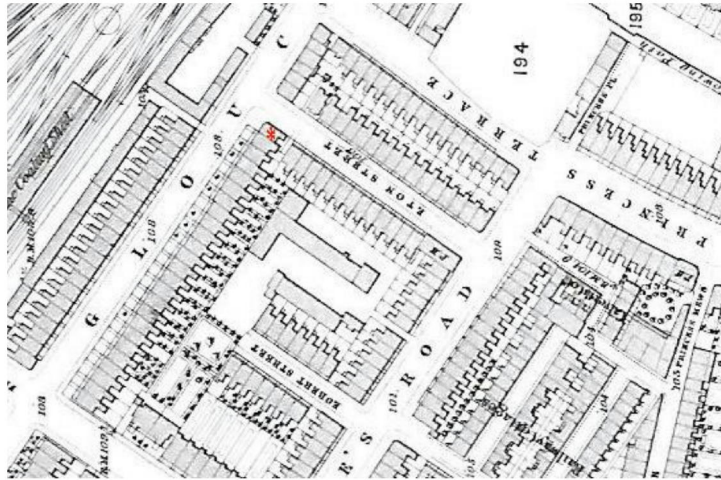
6. We would wish to see an acceptable proposal for the treatment of the whole forecourt to the property as an enhancement to the conservation area and as part of any consent, possibly through an enforceable S. 106 agreement. We note that Edis Street has important surviving York stone paving, restored by LB Camden. The 1870 map suggests that this would have extended across the forecourt of the shop. The 1972 photo shows that the area was still open and paved, although the paving was not by then certainly York stone. We would want to see a proposal which addressed the flank boarding to no. 81, to restore the long view of the terrace. We would accept the retention of some of the trees which have grown in the forecourt since 1972, but would expect to see a proposal which restored the sense of a paved shop forecourt, softened with planting. We would object to the use of the forecourt for car-parking, and note that there is no cross-over in the footway at this point.

We would be happy to discuss this advice if that would help.



Richard Simpson FSA  
Chair

1870 Ordnance Survey Map showing Gloucester Avenue and Edis Street (then Eton Street)



No 79 Gloucester Avenue in 1972 (date of designation of conservation area)

