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// GLOUCESTER LODGE



Introduction

1.0 INTRODUCTION

1.1 This Heritage Statement has been prepared by Montagu Evans on behalf of Iconic Properties Ltd in support of the proposed development at Gloucester Lodge, Gloucester Gate, Camden, NW1.

1.2 The description of the proposed development is:
'Internal alterations and rear extension to Gloucester Lodge and redevelopment behind retained facades, including basement of 12 and 13 Gloucester Mews. Associated hard and soft landscaping.'

1.3 Montagu Evans has provided heritage advice over the course of the project, leading to the current application, which has involved consultation with Historic England and the London Borough of Camden.

Summary of the Application Site

1.4 Gloucester Lodge was designated at grade I in 1974, and the property lies within the Regent's Park Conservation Area. Two mews buildings (12 and 13 Gloucester Gate Mews) are considered to be curtilage listed properties, and are treated as such in the following assessment. The site lies adjacent to the grade I listed Gloucester Gate, and adjacent to the grade I registered park and garden of Regent's Park.

The Proposals

1.5 The proposals seek to sensitively reconfigure the interior of Gloucester Lodge, to refurbish and adapt the building in a manner that meets the requirements of 21st century living.

1.6 The proposals also include the erection of a single-storey rear extension, which will provide a link between Gloucester Lodge (referred to as the 'main house' in this report) and 12 Gloucester Gate Mews, the demolition and rebuilding of the 12 and 13 Gloucester Mews (behind retained facades) and the construction of a single storey basement below the mews properties and rear courtyard space.

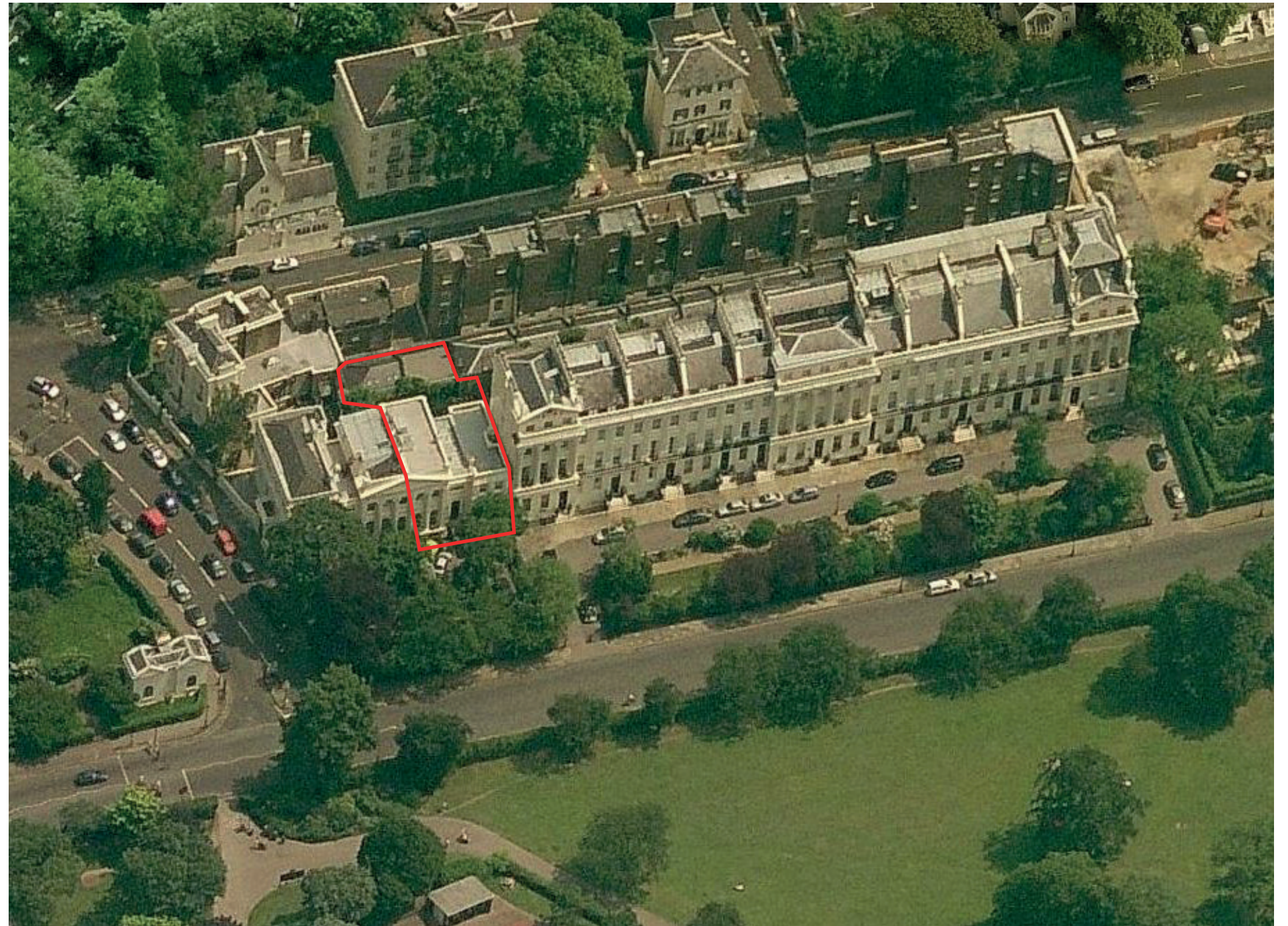


Figure 1.1 Aerial photograph of the Application Site taken from Google maps. This image illustrates the location of the Application Site within the context of Regent's Park, and its relationship with neighbouring properties at Gloucester House and No. 11 Gloucester Gate.



Figure 1.2 Site Location Plan of Gloucester Lodge (the Application Site).

Pre-application advice

- 1.7 The application has evolved in response to detailed discussions with both Camden Council and Historic England.
- 1.8 Both parties are supportive of the proposals, and find that they deliver change in balance with the significance of the grade I listed heritage asset.
- 1.9 The accompanying Planning Statement sets out a more detailed discussion on pre-application advice and design evolution.

Purpose and Structure of this Report

- 1.10 By virtue of paragraph 128 of the NPPF, applicants for development proposals which have an effect upon the historic environment are required to describe the significance of identified heritage assets to enable an understanding of the impact of the proposals.
- 1.11 This report fulfils this requirement by presenting an historic and architectural appraisal of the application site and its immediate environs. It will also provide an assessment of significance of the site and identify surrounding heritage assets.
- 1.12 The report, which should be read alongside the Design and Access Statement prepared by Make Architects and the Planning Statement prepared by Montagu Evans, is structured as follows:
 - **Section 2.0** sets out the relevant statutory provisions, planning policy and guidance;
 - **Section 3.0** presents a detailed account of the historic development of Gloucester Lodge;
 - An assessment of significance of the application site and surrounding relevant heritage assets is provided in **Section 4.0**.
 - **Section 5.0** provides an assessment of the proposals against the statutory provisions, planning policy and guidance identified in **Section 2.0**.
 - A summary and conclusion is provided in **Section 6.0**.

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Relevant Statutory Provision, Planning Policy and Guidance

2.0 RELEVANT STATUTORY PROVISION, PLANNING POLICY AND GUIDANCE

2.1	This section sets out the statutory provisions and planning policy context relevant to the proposals. Legislation	2.5	Section 66 (1) is applicable because planning permission is sought for development immediately adjacent to the grade I listed Gloucester Lodge, and neighbouring listed properties.	2.12	The approach to architecture is discussed in Policy 7.6 (Architecture). Policy 7.6 part B states buildings and structures should: a. be of the highest architectural quality; b. be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm; c. comprise details and materials that complement, not necessarily replicate, the local architectural character; d. not cause unacceptable harm to the amenity of surrounding land and buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings; e. incorporate best practice in resource management and climate change mitigation and adaptation; f. provide high quality indoor and outdoor spaces and integrate well with the surrounding streets and open spaces; g. be adaptable to different activities and land uses, particularly at ground level; h. meet the principles of inclusive design; i. optimise the potential of sites.
2.2	The applicable legislative framework to this assessment includes the following: ■ The Town and Country Planning Act 1990; ■ The Planning and Compulsory Purchase Act 2004; ■ The Planning (Listed Buildings and Conservation Areas) Act 1990; ■ Planning Act 2008; and ■ The Localism Act 2011. Planning (Listed Buildings and Conservation Areas) Act 1990	2.6	Section 72 (1) is relevant because the Application Site lies within the Regent’s Park Conservation Area, Camden.		
2.3	The Planning (Listed Buildings and Conservation Areas) Act 1990 (“the 1990 Act”) provides the legislation that is used to assess the impact of proposals on listed buildings and conservation areas. The following sections of the 1990 Act set out the duties on the decision maker in this case: ■ Section 16 (2): <i>In considering whether to grant listed building consent for any works the local planning authority or 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.</i> ■ Section 66 (1): <i>When determining applications, the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting of any features of special architectural or historic interest which it possesses.</i> ■ Section 72 (1): <i>With respect to any buildings or other land in a conservation area, of any [functions under or by virtue of] any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.</i>	2.7	In relation to Section 72(1), ‘character’ relates to physical characteristics but also to more general qualities such as uses or activity within an area. ‘Appearance’ relates to the visible physical qualities of the area. The meaning of ‘preservation’ in this context is the ‘avoidance of harm’. Development Plan		
		2.8	Section 38(6) of the Planning and Compulsory Purchase Act 2004 stipulates that where in making any determination under the Planning Acts, regard is to be had to the development plan, and the determination must be made in accordance with that plan unless material considerations indicate otherwise. The following documents form the statutory development plan.	2.13	Policy 7.8 (Heritage Assets and Archaeology) states: “ <i>development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail</i> ”.
		2.9	The development plan in this case comprises: ■ London Plan 2015 (with Minor Alterations 2016) ■ London Borough of Camden Core Strategy (2010) ■ London Borough of Camden Development Policies (2010) ■ The Proposals Map (2010) London Plan 2015 (with Minor Alterations 2016)		London Borough of Camden Core Strategy (2010)
		2.10	The London Plan is: “ <i>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</i> ” (p10). The policies pertinent to the assessment of heritage are contained in Chapter 7 (London’s Living Places and Spaces).	2.14	The LB Camden Core Strategy was adopted in 2010 and sets out the key elements of the Council’s planning vision and strategy for the borough, and sets out strategic planning policies to achieve this.
2.4	Section 16(2) is relevant because Gloucester Lodge is grade I listed.	2.11	Policy 7.4 (Local Character) part B states that buildings, streets and open spaces should provide a high quality design that responds to the character and urban structure of the surrounding environment.	2.15	Policy CS14 (Promoting high quality places and conserving our heritage), is pertinent to the proposals. The policy sets out the requirement for development to be of the highest standard of design, respecting local context and character.

- 2.16 Part B) of the policy relates to heritage, and requires design to preserve and enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings and historic parks and gardens. High standards of access in all buildings, to ensure inclusiveness and accessibility is also important.
- London Borough of Camden Development Policies (2010)**
- Design and Heritage Policies*
- 2.17 The LB Camden Development Policies was adopted in 2010 alongside the Core Strategy, forming part of the development plan. The document sets out additional planning policies which provide further detail on specific issues.
- 2.18 Policy DP24 (Securing high quality design) seeks to ensure that all parts of the borough are designed to the highest possible standards and contribute to a healthy, safe and attractive lifestyle.
- 2.19 It states: *"The Council will require all developments, including alterations and extensions to existing buildings, to be of the highest standard of design and will expect developments to consider:*
- a) character, setting, context and the form and scale of neighbouring buildings;*
 - b) the character and proportions of the existing building, where alterations and extensions are proposed;*
 - c) the quality of materials to be used;*
 - d) the provision of visually interesting frontages at street level;*
 - e) the appropriate location for building services equipment;*
 - f) existing natural features, such as topography and trees;*
 - g) the provision of appropriate hard and soft landscaping including boundary treatments;*
 - h) the provision of appropriate amenity space; and*
 - i) accessibility."*
- 2.20 Supporting paragraph 24.13 states that extensions should be subordinate to the original building in terms of scale and situation, unless it is demonstrated that it is not appropriate given the specific circumstances of the building.
- 2.21 Alterations and extensions should also be carried out in materials that match the original or neighbouring buildings or, where appropriate, in materials that complement or enhance a building or area.
- 2.22 **Policy DP25 (Conserving Camden's heritage) is divided into sections to address different types of heritage assets.**
- 2.23 With regard to listed buildings, the policy states:
- "To preserve or enhance the borough's listed buildings, the Council will:*
- e) prevent the total or substantial demolition of a listed building unless exceptional circumstances are shown that outweigh the case for retention;*
 - f) 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; and*
 - g) not permit development that it considers would cause harm to the setting of a listed building."*
- 2.24 **With regard to Conservation Areas, the policy states:**
- "In order to maintain the character of Camden's conservation areas, the Council will:*
- a) take account of conservation area statements, appraisals and management plans when assessing applications within conservation areas;*
 - b) only permit development within conservation areas that preserves and enhances the character and appearance of the area;*
 - c) prevent the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area where this harms the character or appearance of the conservation area, unless exceptional circumstances are shown that outweigh the case for retention;*
 - d) not permit development outside of a conservation area that causes harm to the character and appearance of that conservation area; and*
 - e) preserve trees and garden spaces which contribute to the character of a conservation area and which provide a setting for Camden's architectural heritage."*
- 2.25 For the other parts of the policy, the Council protects remains of archaeological importance by ensuring acceptable measures are taken to preserve them and their setting, including physical preservation, where appropriate. The Council will also seek to protect other heritage assets including Parks and Gardens of Special Historic Interest and London Squares.
- 2.26 This Heritage Statement assesses the impact of the proposals on the special interest of the Application Site, the setting and special interest of adjacent listed buildings, and the character and appearance of the Regent's Park Conservation Area.

Emerging Policy		Other Material Considerations	Heritage
LBC Local Plan 2015-2031 Submission Draft		National Planning Policy Framework (NPPF) 2012	
2.27	Consultation recently ended on the Submission Draft Local Plan (2016) which ran from February to April 2016. When adopted, the Local Plan will replace the current Development Plan documents of the Core Strategy and the Development Policies as the basis for making planning decisions in the Borough.	2.32 The National Planning Policy Framework (the NPPF) was published on 27 March 2012. It sets out the Government's approach to planning matters, and is a material consideration in the determination of planning applications	2.36 Chapter 12 of the NPPF sets out the Government's policies relating to the conservation and enhancement of the historic environment.
2.28	The submission and examination of the Plan to the Planning Inspector is expected to be in Summer 2016 and therefore the document carries some weight in the decision making process.	<i>Design</i> 2.33 Chapter 7 of the NPPF outlines the Government's policy regarding design. It emphasises 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".	2.37 As noted above, the NPPF places considerable weight on understanding the 'significance' of designated and non-designated heritage assets and the contribution made by their setting as a basis for development control decisions. The requirement for an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting is set out at paragraph 128. This criteria is fulfilled through the provision of this Planning and Heritage Statement.
2.29	The policies relevant to these applications are contained in the section entitled 'Design and Heritage', which are generally in accordance with the current adopted development plan policies.	2.34 Paragraph 58 states that design should: <i>"function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development; establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit; optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks; respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation; create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion; and are visually attractive as a result of good architecture and appropriate landscaping."</i>	2.38 Under NPPF Paragraph 129 local planning authorities are advised to 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.
2.30	Policy D1 (Design) requires development to be of the highest architectural and urban design quality which improves the function, appearance, and character of the area.		2.39 The historical information set out in this report and its appendices provide such an understanding, proportionate to the significance of the asset and the impact of the proposals.
2.31	Policy D2 (Heritage) is another broad policy which states the Council's commitment to the preservation and, where appropriate, enhancement of the Borough's heritage assets and their settings.	2.35 Paragraph 60 advises that planning decisions should: <i>"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."</i>	2.40 Paragraph 132 states that: <i>"When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification."</i>

- 2.41 The Annexe of the NPPF defines ‘conservation’ in relation to heritage as:
“The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.”
- 2.42 Paragraphs 133 and 134 relate to developments that cause harm to a designated heritage asset. Our assessment in **Section 6.0** concludes there is no residual harm from the proposals. Should the Council disagree, and does find harm, we consider that it would be “less than substantial”, in which case paragraph 134 would apply:
“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.”
- 2.43 In relation to works that better reveal the significance of a heritage asset Paragraph 137 states:
“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.”
- National Planning Practice Guidance (online)**
- 2.44 This guidance was published as a web based resource on 6 March 2014 and is regularly updated. In preparing Local Plans and taking decisions, local planning authorities need to consider and have regard to planning practice guidance issued by the Government.
- 2.45 The guidance states that to support economic, social and environmental objectives, the following design issues should be considered:
*“local character (including landscape setting)
safe, connected and efficient streets
a network of greenspaces (including parks) and public places
crime prevention
security measures
access and inclusion
efficient use of natural resources
cohesive & vibrant neighbourhoods*
Paragraph: 006 Reference ID: 26-006-20140306.
Revision date: 06 03 2014
- 2.46 With regard to managing physical form the guidance states that the following 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
materials – what a building is made from”*
Paragraph: 023 Reference ID: 26-023-20140306.
Revision date: 06 03 2014
- 2.47 With regard to the setting of a heritage asset and how should it be taken into account during the assessment of new development, the guidance states:
*“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.
Setting is the surroundings in which an asset is experienced, and may therefore be more extensive than its curtilage. All heritage assets have a setting, irrespective of the form in which they survive and whether they are designated or not.
The extent and importance of setting is often expressed by reference to visual considerations. Although views of or from an asset will play an important part, the way in which we experience an asset in its setting is also influenced by other environmental factors such as noise, dust and vibration from other land uses in the vicinity, and by our understanding of the historic relationship between places. For example, buildings that are in close proximity but are not visible from each other may have a historic or aesthetic connection that amplifies the experience of the significance of each.
The contribution that setting makes to the significance of the heritage asset does not depend on there being public rights or an ability to access or experience that setting. This will vary over time and according to circumstance.
When assessing any application for development which may affect the setting of a heritage asset, local planning authorities may need to consider the implications of cumulative change. They may also need to consider the fact that developments which materially detract from the asset’s significance may also damage its economic viability now, or in the future, thereby threatening its ongoing conservation.”*
Paragraph: 013 Reference ID: 18a-013-20140306.
Revision date: 06 03 2014

- 2.48 The guidance defines the term 'public benefits':
"Public benefits may follow from many developments and could be anything that delivers economic, social or environmental progress as described in the National Planning Policy Framework (Paragraph 7). Public benefits should flow from the proposed development. They should be of a nature or scale to be of benefit to the public at large and should not just be a private benefit. However, benefits do not always have to be visible or accessible to the public in order to be genuine public benefit."
 Paragraph: 020 Reference ID: 18a-020-20140306
 Revision date: 06 03 2014
- 2.49 The guidance goes on to state that public benefits may include heritage benefits, such as:
*"Sustaining or enhancing the significance of a heritage asset and the contribution of its setting.
 Reducing or removing risks to a heritage asset.
 Securing the optimum viable use of a heritage asset in support of its long-term conservation."*
Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (Historic England, 2015)
- 2.50 Managing Significance in Decision-Taking in the Historic Environment (GPA2) was published in March 2015. The guidance acknowledges the primacy of relevant legislation and is intended to support the implementation of national policy.
- 2.51 The advice in the guidance emphasises that the information required in support of applications for planning permission and listed building consent should be no more than is necessary to reach an informed decision, and that activities to conserve or investigate heritage assets need to be proportionate to the significance of the heritage assets affected and the impact on that significance.
- 2.52 The guidance provides information on assessing the significance of heritage assets, including guidance on understanding the nature, extent, and level of significance.
- 2.53 The note advocates a structured approach to assessing development proposals likely to affect the significance of heritage assets, and proposes six 'stages' to follow, stating 'it is good practice to check individual stages of this list but they may not be appropriate in all cases and the level of detail applied should be proportionate'. These are:
*Understand the significance of the affected assets;
 Understand the impact of the proposal on that significance;
 Avoid, minimise and mitigate impact in a way that meets the objectives of the Framework;
 Look for opportunities to better reveal or enhance significance;
 Justify any harmful impacts in terms of the sustainable development objective of conserving significance and the need for change;
 Offset negative impacts on aspects of significance by enhancing others through recording, disseminating and archiving archaeological and historical interest of the important elements of the heritage assets affected.*
- 2.54 Our assessment has been formed in accordance with the approach to the assessment of significance as outlined in Managing Significance in Decision-Taking in the Historic Environment (GPA2) and sets out the nature, extent and significance of the heritage assets affected by the proposals and the impact of the proposals on their significance as appropriate.
Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2015)
- 2.55 The Setting of Heritage Assets (GPA3) was published on 25 March 2015. The guidance supersedes and replaces in full the October 2011 English Heritage guidance The Setting of Heritage Assets: English Heritage Guidance.
- 2.56 The approach to the assessment of setting outlined in this document is broadly consistent with the former 2011 guidance. The document identifies five steps towards assessing the implications of development proposals which may affect the setting of heritage assets:
*Identify the assets affected
 Assessing the contribution setting makes to significance
 Assessing the effect of the proposed development
 Maximising enhancement and minimising harm
 Making and documenting the decision and monitoring outcomes*
Conservation Principles: English Heritage (2008)
- 2.57 Best practice on defining significance is set out in English Heritage's Conservation Principles (2008). The broad schema for assessing significance set out in this publication, which should be read in conjunction with GPA2. We have had regard to this in forming our assessment.
LB Camden Regent's Park Conservation Area Appraisal and Management Strategy (2011)
- 2.58 The Regent's Park Conservation Area Appraisal was published in 2011 and relates to the eastern segment of John Nash's early nineteenth century Regent's Park development. The document sets out the special interest of the area and provides an assessment of its character and appearance, including features of local interest.
- 2.59 Gloucester Gate is described within the Conservation Area Appraisal alongside a brief history of the development.

LB Camden CPG 1: Design

- 2.60 Camden Planning Guidance 1 is a supplementary planning document (SPD) produced by Camden in July 2015 which is a material consideration in planning decisions and covers design matters.
- 2.61 The document outlines what ‘good design’ should be and how it should be applied to building design, its land use and context. The document also sets out further guidance on how the heritage policies of the development plan will be applied.
- 2.62 Paragraph 3.27 states that it is important that everyone should have dignified and easy access to and within historic buildings, regardless of their level of mobility. With sensitive design, listed buildings can be made more accessible, while still preserving and enhancing the character of the building.
- 2.63 Section 4 provides guidance on extensions, alterations and conservatories.
- 2.64 The main principles for a rear extension are noted as follows:
*“Rear extensions should be designed to:
be secondary to the building being extended, in terms of location, form, scale, proportions, dimensions and detailing;
respect and preserve the original design and proportions of the building, including its architectural period and style;
respect and preserve existing architectural features, such as projecting bays, decorative balconies or chimney stacks;
respect and preserve the historic pattern and established townscape of the surrounding area, including the ratio of built to unbuilt space;
not cause a loss of amenity to adjacent properties with regard to sunlight, daylight, outlook, overshadowing, light pollution/spillage, privacy/overlooking, and sense of enclosure;
allow for the retention of a reasonable sized garden; and
retain the open character of existing natural landscaping and garden amenity, including that of neighbouring properties, proportionate to that of the surrounding area.”*

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Historic Development

3.0 HISTORIC DEVELOPMENT

3.1 This section, which serves to place Gloucester Lodge within its historic and architectural context, has been informed by relevant secondary evidence, with particular reference to archival, documentary and cartographic sources. In our research we have also had regard to the Survey of London (1938) and the Council's Regent's Park Conservation Area Appraisal and Management Strategy (2011).

Historic context - Regent's Park

3.2 The area now known as Regent's Park was formerly part of the manor of Marylebone, which, until the Reformation, was leased to the nunnery of Barking. Its enclosure in the sixteenth century to form a deer park was followed by its disparkment under Oliver Cromwell (1599-1658). From that period until the early nineteenth century, the area was held on lease and known as Marylebone Park Fields.

3.3 Prior to its reversion to the Crown in 1811, the land was held by the Fourth Duke of Portland (1768-1854) as pasture and arable land.

3.4 Schemes to develop Marylebone Park were considered from c. 1809.

3.5 Under the guidance of the Surveyor-General of His Majesty's Land Revenue, two sets of official architects were instructed to prepare designs for the park's development. By October 1811, plans prepared by John Nash and James Morgan's (c.1776-1856) Office of Woods and Forests had been approved by the Treasury.

3.6 The appointment of John Nash for the comprehensive design for Regent's Park and the surrounding area (including Regent Street), signalled the start of one of the most complete and comprehensive development schemes in the history of central London (**Figure 3.1**).

3.7 Nash's design for Regent's Park, which was largely completed and remains substantially intact, is described in the list entry as one of the most ambitious urban parks of the early nineteenth century.

3.8 The design of the Regent's Park comprised a composition of classically influenced buildings arranged in a largely circular formation around the park.

3.9 Villas and semi-detached properties were introduced and concealed within the central parkland setting.

3.10 The design of the park, which included contrived 'natural' scenery, shows the influence of Humphrey Repton (1752-1818), with whom Nash had worked closely.

3.11 Nash's retention of the existing park-like character enabled those terraces grouped at the edge of the park to face a 'rural', naturalistic scene. It is within this setting that the Application Site is experienced.

3.12 The park was planned on 'Picturesque' rather than formal principles, a design approach which was popularised by Nash, and for which he became noted and esteemed.

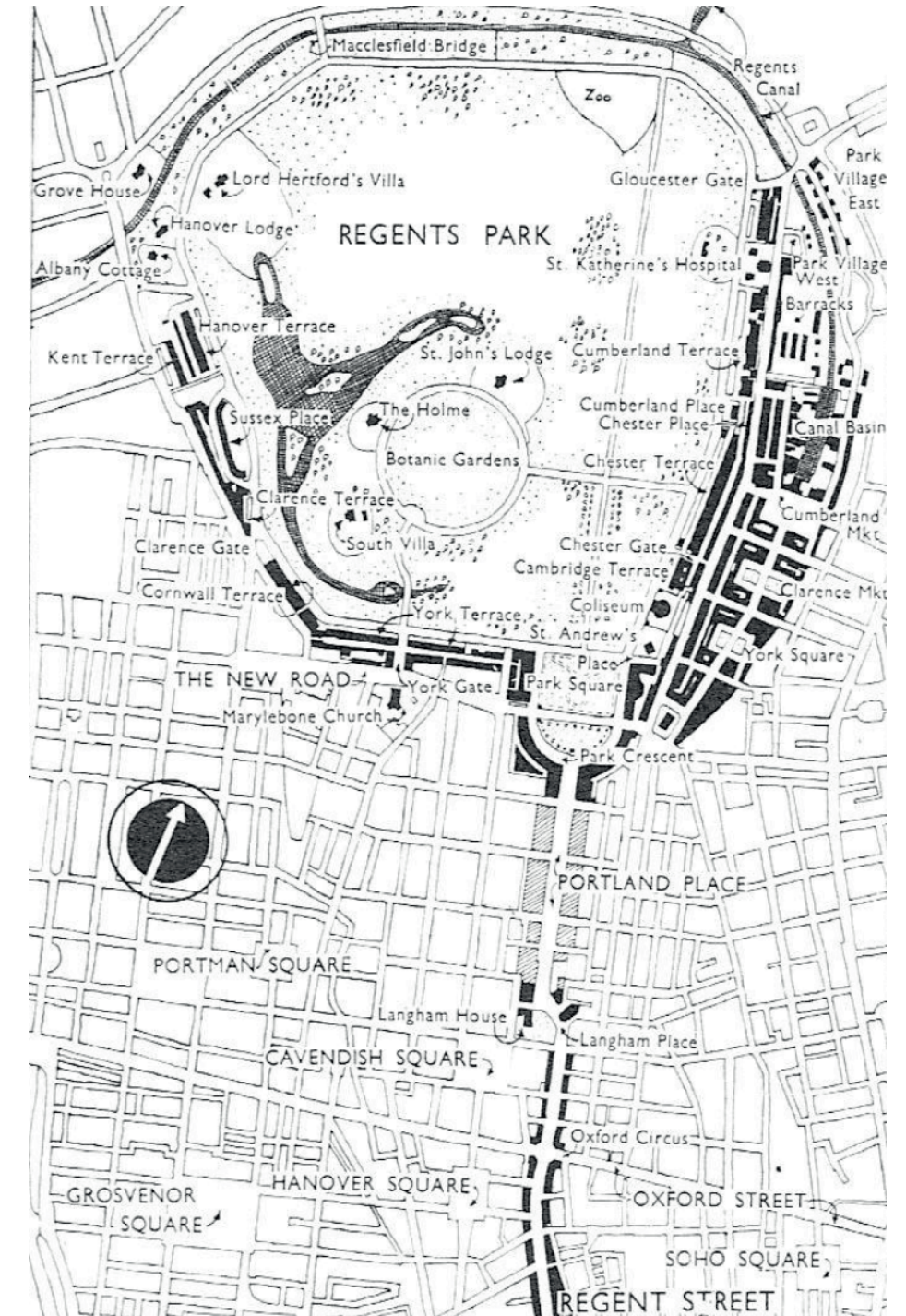


Figure 3.1 Regent Street Masterplan by John Nash, 1811.

Gloucester Lodge

1827-8: Strathern Villa

- 3.13 Gloucester Lodge was not a designed element within John Nash's plan for Regent's Park. It was instead constructed as a single detached dwelling by James Burton in 1827-8. The original building is therefore broadly contemporary with Gloucester Gate which lies immediately to the south.
- 3.14 Originally known as Strathern Villa, an engraving was made of the property shortly after its completion, and illustrates its appearance in this period. The engraving (**Figure 3.2**) shows the main façade with a central pediment, with four engaged columns supporting an entablature, and two slightly lower side wings. Internally, the original plan form of Strathern Villa is unknown. It is likely, however, that it would have had a set of principal rooms arranged around a prominent central staircase.



Figure 3.2 Gloucester Lodge as illustrated by Jones & Co., 1827