

5 above. Step 3 is to assess the 'effects of the proposed development on the significance or on the ability to appreciate it' and Step 4 is to 'explore ways to maximise enhancement and avoid or minimise harm'. The below assesses the proposals in the light of steps 3 and 4.

The original proposals for the scheme, rejected at appeal in 2016, were considered to overly increase the prominence and visibility of 7-8 Jeffrey's Place in views from the front of 8, 9 and 10 Ivor Street. By reducing the massing and prominence of the previously proposed roof extension, the revised scheme has minimised the harm that the original proposals were judged to cause and can be seen as a successful application of step 4 of GPA3 which seeks to avoid or minimise harm.

Assessing the new proposals in relation to step 3 of GPA 3, it can be seen from the designs that the dimensions, scale and massing are subservient to the existing building form of 7-8 Jeffrey's Place, as seen from the front of 8-10 Ivor Street. The photographs of 8-10 Ivor Street (figures 5.1-5.4) represent views as experienced of the buildings from the public realm when walking from Prowse Place from under the railway arches and then along the south side of Ivor Street. These show the existing form of 7-8 Jeffrey's Place, the main approach to the listed buildings and one of the main views of the buildings in their wider setting. The proposals will make a change to this view, however the overall setting will remain the same, with the experience of viewing a former industrial building to the rear of 8-10 Ivor Street remaining unchanged in character. As discussed in the assessment of significance above, that this former factory building forms part of the setting of 8-10 Ivor Street is a contributor to its significance as the building highlights the historical connection between the later nineteenth century workshops in the rear gardens of 8 Ivor Street and the later commercial and factory premises that were built on the rear gardens of the cottages. What is clearly key, in relation to this view, is the retention of the prominence and primacy of 8-10 Ivor Street, and the avoidance of the creation of a sense of over-dominance and competition on the part of 7-8 Jeffrey Street in this view. The proposed roof extension to 7-8 Jeffrey's Place does not, in our view, harm this relationship as the subtle roof extension retains the legibility of 7-8 Jeffrey's Place as a former factory site,



Figure 6.2: Proposals as viewed from Ivor Street



Figure 6.3: Proposals as viewed from Jeffrey's Place

and does not generate an increase to the bulk, visibility and prominence of the host building in such a way as to lead to a harmful, competitive relationship with 7-8 Ivor Street.

The setting of 8-10 Ivor Street as experienced from closer to the front of the heritage assets will be changed in certain views. It is the case that the mass of 7-8 Jeffrey's Place and the new proposed roof extension quickly falls away when experienced moving along the street closer to the listed assets, however, the proposed roof extension will necessarily remain in the skyline behind 8-10 Ivor Street for very slightly longer. This change will not fundamentally generate a change to the significance of 8-10 Ivor Street, or to understandings of that significance, 8-10 Ivor Street will remain legible as a set of late, but aesthetically pleasing town cottages, set within a wider setting that contains a mixture of residential and industrial buildings, reflective of change over time to the area's land use and relative wealth. This setting fundamentally allows the asset's historic, evidential and aesthetic values to be understood, and this contribution will not be changed. Additionally, the creation of some additional visibility beyond the assets' roofs to a thin sliver of roof will not detract, in our view, from an appreciation of the buildings in purely aesthetic terms. The nature of the setting is such that the buildings are frequently back dropped, in views from Ivor Street, by other buildings; this is not a building where clear rooflines, or a significant, pleasing roofline, currently exists. The proposed addition to the host building will not, therefore, generate a harmful change to the appreciation of this heritage asset, and no harm to the significance of this heritage asset would arise, as a result.

Jeffrey's Street Conservation Area

The visual influence of the newly proposed roof extension as perceived from the public realm inside the Conservation Area is shown on the accompanying plan. This revised proposal has markedly less visual influence than the previous scheme. As can be seen from the plan, the proposal has very limited visual influence extending to only a few parts of Ivor Street, Prowse Place and a limited area of Jeffrey's Place. The proposals also have no impact on the recognised views in and out of Jeffrey's Place outlined in the Conservation Area appraisal.

The proposals will change parts of the skyline in this part of the Conservation Area but will relate well to the existing built form of Jeffrey's Place, which is defined by its former commercial/factory use. The design of the proposed roof extension is in keeping with this character, and, like the previous proposal the choice of materials responds to the character of the surrounding area, and allows the roof to fall into the background of views. In the Conservation Area Appraisal the existing building is described as being 'out of scale and character' with the rest of the Conservation area, but also that it contributes positively to the overall character and appearance of the Conservation Area. The proposed roof extension is considered to not change these two (potentially contradictory) statements, with the re-design of the extension into a subtler form addressing any concerns over increased dominance that may have been caused by the addition of an additional storey. The contradictory nature of the two statements within the Conservation Area Appraisal can, in our view, be reconciled with the conclusion that while of a contrasting scale with the remainder of the buildings within the Area, the form and scale is not, in and of itself, harmful to character and appearance. Instead, the building as a whole contributes to understandings of the development of the area, and its changing use and prosperity. Whilst clearly an increase in the bulk of the building does have the potential to generate, at a certain point, a sense of undue prominence, or overbearing scale. It is not our view that the current proposed addition would generate such an increase in prominence.



Figure 6.4: Zone of Visual Influence. Source: LB Camden and Icen Projects

The addition of the storey is highly unlikely to set a precedent for taller buildings in the Conservation Area. The addition of more than the single storey onto the building would begin to cause significant change to the Conservation Area and would be inappropriate for the Site. Additionally, given the nature of the Conservation Area, and the statutory duties that befall the Council under Section 72(1) of the 1990 Act, the Council would retain full and unhindered control over the addition of further storeys to all buildings within the Conservation Area. As it is the single storey on the existing building will add little to its overall perceptible height, having considerably less impact on the character and appearance of the Conservation Area than if a similar scheme was proposed for a building of lower existing height.

Therefore, the proposals are considered to generate some, although limited change to the character and appearance of the Conservation Area as a whole. This change is seen in the context of 7-8 Jeffrey's Place as a former factory and part of a pocket of commercial buildings along Jeffrey's Place that form part of the history of the area, but contrast with the wider character and appearance of the Conservation Area as predominately residential in form. Overall, this visual change would not lead to any harm to the character and appearance of the Conservation Area, given that it would not generate a material impact on appreciations of the Area's history or development, or introduce a built form that would be unduly prominent, obtrusive, or unattractive in visual terms. Instead, it would be entirely in keeping with the scale and massing of the building; generate no harmful impact to the overall appreciable scale of the building, and would not harm visual appreciations of the building, or the streets from which it can be viewed.



Figure 6.5: Varying roofscapes within the CA from the Site



Figure 6.6: A similar contrast within the Conservation Area

Impact on 7-8 Jeffrey's Place

The impact of the proposals on 7-8 Jeffrey's Place, in and of itself, matters predominantly in so far as the building contributes to the character and appearance of the Conservation Area as a whole. The proposals seek to make changes to the side return at roof level to the east. These proposals will be to increase the area of brickwork on the outside of the internal stair riser to roof-level, which will be rendered in the same form as the existing. It is also proposed that a window opening will be inserted at this level as part of the works. The additional brickwork for the stair riser is intended for both functional and aesthetic reasons to complete the architectural form of the return at roof level. This addition will also serve to mitigate against the visual impact of the proposed additional roof level. It is considered that the proposals (the changes to the side return and the additional roof level) will not change the legibility of the building as a former factory or negatively impact its aesthetic quality, to be detrimental to the building as a contributor to the character and appearance of the Conservation Area as a whole.

Benefits of the Proposals

Above we have assessed that the proposals will lead to no harm to the setting and significance of the grade II-listed 8-10 Ivor Place, or to the character and appearance of the Jeffrey's Street Conservation Area. In this context, it is clear that the statutory duties under Sections 66(1) and 72(1) of the 1990 Act would be discharged, were the Council to positively determine the application, and would also lead to a situation where the 'balancing test' under paragraph 134 would not need to be undertaken. However, were the Council to disagree with this conclusion, it is clear from the assessment above, and the pure limited visibility of the proposed addition following the reconsideration of its form, that any harm that would arise in this case could only be extremely limited. In subsequently coming to an overall assessment of impact of the proposals, as per paragraph 134 of the NPPF, any harm that may be caused to the significance of a designated heritage asset through the development proposals, given considerable important and weight, but with full regard given to fact that

any harm would be limited, would need to be weighed against the public benefits of the proposal.

The public benefits of the scheme include those listed by the inspector in the appeal process for the former scheme including 'increasing housing supply and housing choice in a sustainable location with excellent transport links...economic benefits to the local area through Council Tax and New Homes Bonus Revenue. Furthermore, there would be temporary economic benefits with respect to the necessary construction works associated to the development.⁶' These public benefits are increased in the new proposal, with a family sized 3 bedroom unit proposed, an outcome of the redesign process to reduce the impact of the original proposals on the identified heritage assets. This three-bedroom unit will help to address housing demand as in policy G1 of Camden's Local Plan, which identifies that development is best located in highly accessible locations in urban centres such as Camden Town, of which Jeffrey's Place forms part.

It is of note, although not, we recognise, a factor to be given full weight in the consideration of the planning process, that the roof extension proposals form the final stage of a wider scheme for the overall conversion of the building to high-end residential development begun in 2015. This conversion has changed the consideration of the building within the Conservation Area from one of questionable contribution to the character and appearance of the Conservation Area to making a clear positive contribution to the Conservation Area as a whole. The architects of the scheme have approached the design for the roof extension with the same intent, to produce a high-quality design that will respect the surrounding Conservation Area and the settings of the listed buildings in question.

Summary

Overall, therefore, it is our assessment that the proposals will not lead to any harm arising to any of the designation heritage assets in the vicinity of the Site. Were harm to be considered to arise, this can only be very limited (and certainly at the lower end of less than substantial), and this would need to be considered in the context of the fact that these carefully considered proposals present a good opportunity to add housing in an area of the borough with excellent transport links, accordingly increasing the number of family sized residential units in the area, with the accompanying public benefits.

7. CONCLUSION

This Heritage Statement has been produced by Icen Heritage, on behalf of City & Provincial Properties, to support a planning application for 7-8 Jeffrey's Place. The assessment has sought to set out the relative legislative and policy framework, to understand the Site, the nearby grade II-listed heritage assets and Jeffrey's Street Conservation Area, in terms of their historic development, current character and appearance, and significance. In doing so, the Site's contribution to the setting of the listed heritage assets and character and appearance of the Conservation Area has been established.

Using the history of the area and assessment of significance to inform, the heritage impact of the proposed scheme has been robustly considered. The assessment has found that the new proposed scheme for the roof extension successfully addresses the reasons for refusals in the previous application and appeal (2015/4920/P). The new scheme, a high quality contextual design of a subtle and refined appearance, is seen to relate well to the character and appearance of its surroundings. The impact assessment concludes that the proposals would not cause harm to the identified heritage assets, and accordingly, there are no heritage reasons to refuse this application. However, were the conclusion to be reached by the Council that some harm arises, in light of our assessment above, it is our clear view that this would necessarily be, at its maximum of a limited and less than substantial nature. In assessing this harm within the context of paragraphs 132-134 of the NPPF it is concluded that the benefits of the proposal could comfortably outweigh any identified harm to the heritage assets.

Overall, therefore, we are of the view that the scheme meets the requirement of Section 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act, paragraphs 132-134 of the NPPF and the local planning policies of the London Borough of Camden. On this basis, it is considered that there should be no objections to the proposed development on heritage grounds.

8. APPENDICES

A.1 Listed Building Descriptions

8, 9, and 10 Ivor Street

List entry Number: 1271742

Grade: II

Date first listed: 11-Jan-1999

UID: 472458

Details

TQ 2984 SW IVOR STREET (North side) 798-1/66/1861 Nos.8, 9 AND 10 11.01.199 II

Terrace of three houses. 1836-7. Stuccoed brick, tiled roofs. Double fronted, three-bay houses with central doors; two storeys high. Parapets, with recessed panels to Nos. 9 and 10; Nos. 8 and 9 with moulded cornices; all with protruding first floor band. All windows have glazing bar sashes in moulded architrave surrounds. Doorcases with floreate roundels and hoods on console brackets, the latter to No.8 renewed. All with three-panel rectangular toplights, Nos. 9 and 10 with six-panel doors. INTERIORS not inspected.

Source St Pancras Poor Law Rate Books, 1836-

Listing NGR: TQ2906184261

NUMBERS 4 TO 20 JEFFREY'S STREET AND NUMBER 10 PROWSE PLACE AND ATTACHED RAILINGS

List entry Number: 1379152

Grade: II

Date first listed: 14-May-1974

UID: 478519

Details

TQ2984SW 798-1/66/938 14/05/74

J EFFREY'S STREET (South side) Nos.4-20 (Even) and attached railings

GV II

Includes: No.10 PROWSE PLACE. Terrace of 10 houses. Early C19. Yellow stock brick (2nd floors mostly refaced) and stucco ground floors (Nos 12-20 rusticated) with 1st floor band. No.20 cement faced. 3 storeys and basements. 2 windows each. Round-arched ground floor openings. Doorways with cornice-heads; Nos 4, 6 and 10 with fluted quarter columns, fanlights (No.20 patterned, No.6 with intersecting tracery) and panelled doors. C20 entrance to No.10 Prowse Place. Recessed sashes to ground floors, Nos 6, 12, 14 & 20 with intersecting tracery. Upper floors with segmental arches to recessed sashes except Nos 8-14 with stuccoed flat arches. No.18 with all C20 glazing. All with cast-iron balconies to 1st floor windows. Parapets. INTERIORS: not inspected. SUBSIDIARY FEATURES: attached cast-iron railings with urn or acorn finials to areas. No.10 Prowse Place was listed on 30/01/76 (formerly No.2 Jeffrey's Street).

Listing NGR: TQ2903184313

A.2 Endnotes

- 1 <https://historicengland.org.uk/listing/the-list/list-entry/1271742>
- 2 Jeffreys Street Conservation Area Appraisal
- 3 <https://booth.lse.ac.uk/notebooks>
- 4 Online Encyclopedia of Silvermarks, Hallmarks and Maker's Marks <http://925-1000.com/forum/viewtopic.php?t=37041&start=20> [accessed 15 March 2018]
- 5 <https://content.historicengland.org.uk/images-books/publications/conservation-principles-sustainable-management-historic-environment/conservationprinciplespoliciesguidanceapr08web.pdf/>
- 6 Appeal Decision, appeal ref: APP/X5210/W/16/3147212, p.4.





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