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Hend House, 223 Shaftsbury Avenue, London WC2H 8EE

Heritage Statement

Prepared by
Project
Date

Studio Ag Ltd
Hend House, 223 Shaftsbury Avenue, London WC2H 8EE
20th December 2019

206_project number

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1.0 INTRODUCTION

1.1 This report supports an application for listed building consent and planning permission seeking approval for a ground floor replacement frontage. The building is grade II listed and located within the Bloomsbury Conservation Area in the London Borough of Camden.

1.2 In accordance with the requirements of the National Planning Policy Framework this statement describes the significance of the listed building and the conservation area as designated heritage assets.

2.0 The Proposal

2.1 Full details of the proposed development are set out within the drawn submission of the application.

2.2 It is proposed to change the ground floor frontage. Removing the revolving doors and current aluminium framed windows.

3.0 Purpose of the Study

3.1 The purpose of this document is to assist with the determination of the application by informing the decision takers on the effects of the proposed alterations of the historic building. Value judgements on the significance of the heritage assets affected are presented and the effects of the proposals upon that significance are appraised.

3.2 Specifically this report assesses the capability of the site and the conservation area to absorb change without causing harm to their significance. Consideration is given to the effects of development upon the setting of listed buildings and the character and appearance of the conservation area. Particular regard is given to the provisions of the Planning (Listed Building and Conservation Areas) Act, 1990.

3.3 The report also sets out how the proposal complies with the guidance and policy of the National Planning Policy Framework (NPPF) 2012 and local planning policy.

3.4 The heritage assets affected have been observed and assessed by the author following a site visit.

4.0 Key Considerations

4.1 There are a number of factors which need to be taken into consideration in order to properly assess the potential impact on the significance of the heritage assets in question.

- The significance of Hend House and its ability to absorb change;
- The character and appearance of the Bloomsbury Conservation Area;
- The effects of the proposal on the significance of Hend House;
- The nature and extent of change to the external appearance of the building and its effect on the significance and character of the Bloomsbury Conservation Area; and
- The scale and quantum of alterations proposed.

5.0 Planning History

5.1 The following planning history for Hend House has been obtained from the London Borough of Camden website.

[Application Number 9570153](#)

Description Outcome

Internal alterations and the replacement of an existing automatic sliding door with a revolving door and two side doors as revised by letter dated 22 June 1995.

Granted 23/05/1995

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Application Number 2010/4826/P and 2010/4842/L

External alterations including the replacement of plant at roof level and new handrail, replacement of the glass wall to the north rear elevation and new balustrade to terrace of existing building and associated listed building consent

Granted 08/10/2010

Application Number 2011/1014/P

Details pursuant to condition 4 (noise assessment) of planning permission granted 02/12/2010 (Ref: 2010/4826/P)

Granted 03/03/2011

Application Number 2011/1623/P

Variation of condition 5 (development to be carried out in accordance with the approved plans) pursuant to planning permission 2010/4826/P

Granted 11/04/2011

Application Number 2011/1658/L

External alterations at roof level to include insulation, ballast, steel framework, anti-vibration feet, plant screen and handrail.

Granted 11/04/2011

Application Number 2011/4293/P and 2011/4294/L

External alterations to mixed use property consisting of offices (Class B1) and residential use (Class C3) including installation of 2x satellite dishes and balustrade at roof level and "Hend House" lettering at ground floor level and associated listed building consent

Granted 02/09/2011

Application Number 2011/6271/L

Internal alterations including the installation of three partition walls at third floor level of offices (Class B1).

Granted 20/12/2011

Application Number 2014/3028/L

Internal alterations to offices at basement to 4th floor level

Granted 30/05/2014

Application Number (2016/4579/L)

Granted (Oct 17 2016) - Listed Building Consent

Relocation of 3 x AC units from the basement lightwell to the first floor north-facing terrace.

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Application Number (2014/4021/P)

Granted (Sep 2 2014) - Full Planning Permission

Change of use from 1 x 2-bed residential flat (Class C3) to office (Class B1) at 5th floor level.

Application Number (2016/4158/P)

Granted (Oct 17 2016) - Full Planning Permission

Relocation of 3 x AC units from the basement lightwell to the first floor north-facing terrace (retrospective).

6.0 ASSESSMENT OF SIGNIFICANCE

6.1 It is recognised that not all parts of a heritage asset will necessarily be of equal significance. In some cases, certain elements could accommodate change without affecting the significance of the asset. Change is only considered harmful if it affects an asset's significance. Understanding the significance of any heritage assets affected and any contribution made by their setting (paragraph 128, NPPF 2012) is therefore fundamental to understanding the scope for and acceptability of change.

6.2 Section 12 of the NPPF deals with conserving and enhancing the historic environment. It places much emphasis on heritage "significance" which is described in Annex 2 as:

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

6.3 A description of the significance of Hend House and the Bloomsbury Conservation Area are presented below. The descriptions are proportionate to the asset's significance and are sufficient to understand the nature of any impact the proposals may have upon that significance.

Historic Background

6.4 The site of Hend House, 233 Shaftesbury Avenue, was previously occupied by a 'French Chapel'. The French Chapel contained a French protestant school which was founded in 1747 for girls of Huguenot refugee descent. The French school occupied several addresses in the area before settling on the site of 233 Shaftesbury Avenue until its close, along with the attendant chapel, in 1925 when the structure was demolished.

6.5 On the site of the French Chapel and school a new building was constructed as offices and showrooms for Museum Estate Ltd. The building, originally called Museum House, was completed by 1929 and is an example of revival Egyptian architecture, which became popular as a result of the discovery of Tutankhamun's tomb in 1922 and a Paris exhibition in 1925.

6.6 The list description of the building notes that the structure was designed by Leo Sylvester Sullivan. However, plans of the structure obtained dating to March 1927 (see Appendix 4) note that Hobden & Porri of Finsbury Square were responsible for the designs.

6.7 Leo Sylvester Sullivan was a well-known Scottish architect practising in London during the early 20th century. He is responsible for a number of other art deco buildings in London including; no.16 St Martin's-le-Grande (grade II) and 37-39 Lime Street (grade II), both of which had carvings by Henry Poole*

*Henry Poole is also credited with the carving to Hend House, however he died in August 1928 a year before the building was completed. While he may have undertaken the design of the works shortly before his death, it may be likely that he was merely associated with the structure due to his previous work with Sullivan.

6.8 Hobden & Porri were prevalent architects during the early 20th century and responsible for a number of art deco buildings in London, including; Glen House, 200-208 Tottenham Court Road, Camden (grade II) and Stoke Newington Library, 186 Church Street, Hackney (grade II). Porri was also involved with the design of other Egyptian styled buildings, the most notable being the Carreras Cigarette Factory on Mornington Crescent. g

6.9 Though the list description specifically makes note of Sullivan it would appear that documentary research compiled by J.S. Curl confirms the note on the 1927 plans that Hobden & Porri were the architects. Page 381 of 'The Egyptian Revival: Ancient Egypt as the Inspiration for Design Motifs in the West' notes that:

"Museum (later Britannia) House... designed by Hobden & Porri of Finsbury Square: plans are dated March, 1927 – in which year the architects applied for 'means-of-escape' approval...By June 1929 Hobden and Porri had completed the design of the internal partitions and finishes."

6.10 Curl notes that this information was "kindly provided by Mr L.A.Porri and Mr Peter Bezodis". Pevsner also makes note of the building being designed by Hobden & Porri of Finsbury Square.

6.11 Since its construction the name of the structure has changed several times in connection with changing ownership and known names for the building include Museum House, Britannia House, Zatak House and Hend House.

6.12 Hend House is roughly 'C' shaped on plan with a staircore in each arm of the 'C' and washroom facilities to the eastern staircore. Plans from 1927 and drainage plans dated 1983 (the building was designated in 1989) demonstrate that to most floors there was an open plan layout with a series of piers throughout which appear consistent between the two dates. Changes were made between these dates which include the provision of a lift within the centre of the eastern most staircore and what appears to be alterations to the fenestration to the north elevation.

7.0 Archaeological Interest

7.1 The significance of Hend House is not derived from any archaeological interest.

7.2 Hend House is of considerable architectural interest as a neo-Egyptian 6 storey and 6 bay building faced in Portland Stone. The front elevation is the primary element of architectural interest of the building due to the high-quality carving and use of Egyptian decorative elements. The list description adeptly describes this architectural interest as:

“...Bay to right has vertically set slit lights, grouped in threes, to full height stairwell; Pharaoh's head carved above fluted coved cornice with winged disc (symbol of god Horus) over square-headed doorway with moulded architrave. To left is 3-bay entrance front with cushion capitals to columns, set in slightly projecting portico with winged disc feature set in coved palm-leaf cornice; square-head glazed entrance. Upper floors have metal framed windows and metal spandrel panels, with palm-leaf and Classical detailing, recessed between a giant order of piers continued to flattened palm-leaf capitals set beneath plain frieze with central winged disc feature and attic storey with square-headed windows; palm-leaf carving to boldly projecting cornice.”

7.3 From Curl's research, regarding the internal partitions and features of the building being mostly completed by Hobden & Porri by 1929, it would appear that the interior of the building was designed with as much precision as the exterior. However, internally the building has undergone much alteration and very little original fabric survives.

7.4 In general the only surviving internal fabric relates to the piers which appear to be in their original configuration, some doors located to the rear stairwells, areas of parquet flooring and several handrails dating from 1929 which are likely to be part of the original designed internal features.

8.0 Artistic Interest

8.1 The external envelope of the building holds some artistic interest. This is mostly derived from the carving to the front elevation (supposedly undertaken by Henry Poole) which includes a Pharaoh's head, the symbol of Horus and other Classical and Egyptian decorative features.

8.2 As noted above there is some confusion over the architect with historic plans from 1927 noting Hobden & Porri as the architects while the English Heritage list description refers to Leo Sylvester Sullivan. Both Hobden & Porri and Leo Sylvester Sullivan are well known architects working in London during the early 20th century, though it is likely that Hobden & Porri are the firm responsible for the design of Hend House. The associations with Hobden & Porri as the architect to Hend House bestow some historic interest on the building. Porri in particular had worked on other Egyptian influenced buildings in London, most famously including Carreras Cigarette Factory on Mornington Crescent.

8.3 It is also possible. Though not confirmed, that Henry Poole provided the carved details to the building which also bestows a level of historic interest to the structure. Henry Poole (b.1873 d.1928) was a renowned British architectural sculptor.

8.4 Given the neo-Egyptian style of the building it is also of considerable historic interest as an illustrative and innovative example of 1920s and 30s architectural styling.

9.0 Character and Appearance of the Bloomsbury Conservation Area

9.1 Hend House is located within Sub Area 8 (New Oxford Street/High Holborn/Southampton Row) of the Bloomsbury Conservation Area. This area is characterised by late 19th and early 20th century blocks of development directly fronting main roads. Within this area of the conservation area the 17th and 18th century street patterns which are characteristic have been somewhat lost due to later development.

9.2 Within Sub Area 8 the predominant uses are commercial with many shops, offices, hotels and theatres present. Surrounding Hend House there is a sense of openness and greenery which somewhat lessens the general dense urban development characteristic of the wider conservation area.

9.3 Development within this sub area is varied with no one predominant building form, age or material. However, the typical building form within the area is three or four storeys in height and of a distinctly urban character of broad streets interspersed by formal squares. Prevalent materials found within the conservation area include red brick, stone and stucco, while the use of concrete during the second half of the 20th century became more common. As noted by the conservation area appraisal later development of the 20th century within the conservation area is more eclectic and includes Gothic, Italiante, neo-Tudor, Baroque, Classical and Arts and Crafts influences.

10.0 Contribution of Hend House to the Character and Appearance of the Bloomsbury Conservation Area

10.1 Hend House makes a considerable positive contribution to the character and appearance of Sub Area 8 of the Bloomsbury Conservation Area. This is due to the structure being a high quality example of an early 20th century innovative building which the area is characterised by. Hend House also provides a considerable level of architectural interest to the area due to the unusual subject matter of the external envelope.

10.2 The front elevation is considered to be the primary element of the structure which makes a positive contribution to the conservation area due to its architectural interest.

Though the rear elevation is visible within the conservation area, due to its form, siting and subservience, it is considered to make a lesser contribution.

10.3 In summary, Hend House is a structure of considerable interest as a listed building, which, due to its form and external character makes a considerable positive contribution to the character and appearance of the Bloomsbury Conservation Area.

11.0 IMPACT ASSESSMENT AND POLICY COMPLIANCE

The Proposals

11.1 The proposals for alterations at Hend House are limited to the ground floor frontage glass and framework only. Removal of the revolving door to be replaced with setback perpendicular double doors. Other alterations involve minor alterations to the ground floor, including:

- Minor alterations to soffit at ground floor level to enable the change to the frontage;
- General refurbishment and redecoration (retaining all historic fabric and fabric of merit including the parquet flooring).

Impact on the Significance of Hend House

11.2 Hend House was originally constructed as an office block for the Museum Estates Ltd.

11.4 The replacement of frontage at Hend House would not result in the loss of any historic fabric. All fabric and features of interest, including windows, doors, staircase joinery and wooden flooring are to be retained. This small-scale alteration would have no effect on the significance of Hend House.

11.5 The alterations to the frontage at Hend House consists of the removal of the existing glazing and framework along with existing revolving doors. These will be replaced with a frontage designed with respect to the upper building's architecture. Therefore, slimline metal profile framework, recessed double doors to the main entrance. Secondary double doors (utilising existing door hands) serving the staircase as set out in a previous planning condition in 1984 s.52 Agreement.

The frontage needed a stall riser to ground the building and to respond to the architecture above. Therefore, the proposals incorporate a metal clad stall riser with intricate detail to match the metal infill panels beneath all windows on the first to fifth floors of the building.

The changes proposed to the ground floor of Hend House would not result in harm (either substantial or less than substantial) to the significance of the grade II designated building.

Impact on the Character and Appearance of the Bloomsbury Conservation Area

11.6 In summary, the positive contribution Hend House makes to the conservation area will not be affected. As such, the proposed works will not erode the character or appearance of the Bloomsbury Conservation Area, thus preserving the special interest for which it was designated. It is believed that the replacement frontage will improve the buildings character and appearance.

12.0 Policy Compliance

12.1 As required by paragraph 128 of NPPF (2012) this report has described the significance of all heritage assets affected, including the contribution made to significance by the setting of the heritage assets. The report then goes on to appraise the effects on the heritage interest of the assets affected.

12.2 The proposed works are to a high quality and any physical changes to the grade II listed building are minor in nature and will not result in the loss of historic fabric.

12.3 The proposed works are therefore in accordance with Camden's Core Strategy policy CS14, Development Plan policies DP24 and DP25 and London Plan policies 7.4, 7.8 and 7.9. The proposed works are also in accordance with the Bloomsbury Conservation Area Appraisal and Management Strategy and the Camden Planning Guidance 1: Design.

13.0 SUMMARY AND CONCLUSION

13.1 This report has undertaken an assessment of the significance of Hend House and an appraisal of the character and appearance of the Bloomsbury Conservation Area. This is followed by an appraisal of the effects of the proposals upon these heritage assets with consideration given to local and national policy and guidance.

13.2 Hend House is of considerable architectural interest as a neo-Egyptian building faced in Portland Stone likely by Hobden & Porri of Finsbury Square. The primary architectural interest of the structure lies within the front elevation and its decorative carved Egyptian elements. Internally, much of the originally designed fabric has been lost and the original open layout has been subdivided. Hend House also holds some historic interest due to the likely associations with Hobden & Porri and Henry Poole as well as being an illustrative and innovative example of the 1920s Egyptian architectural styling. The building is of limited artistic interest due to the decorative Egyptian carving to the front elevation but is of no archaeological interest.

13.3 The works propose a change to the ground floor frontage which we believe responds with sympathy to the upper storeys of the building. Consideration has been given to detailed infill panels emulated in the stall risers of the new proposed frontage. The style and proportions of the window and door framework also respond better to the 1930's architecture of the upper floors. The omission of the revolving doors is a vast improvement to the front of the building as they are incongruous and lack sensitivity or context to the existing architecture.

13.4 Hend House is located to the south boundary of the Bloomsbury Conservation Area within Sub Area 8 (New Oxford Street/High Holborn/Southampton Row). This area is characterised by late 19th and early 20th century blocks of development directly fronting main roads and a more open and green character than the wider conservation area. Development within this sub area is varied with no one predominant building form, age or material. Later development of the early to mid-20th century is more eclectic and includes Gothic, Italian, neo-Tudor and Arts and Crafts influences.

13.5 The proposed ground floor frontage is sympathetically designed in context with the existing building. The proposed works will therefore preserve the character and appearance of the Bloomsbury Conservation Area.

APPENDIX
Hend House List Description



IoE Number: 477972

Location: 233 SHAFTESBURY AVENUE (west side) CAMDEN TOWN, CAMDEN, GREATER LONDON

Photographer: Dr Barbara Hilton

Date Photographed: 19 April 2007

Date listed: 13 February 1989

Date of last amendment: 13 February 1989 Grade II

CAMDEN TQ3081SW SHAFTESBURY AVENUE 798-1/105/1427 (West side) 13/02/89 No.233 II Office block. c.1929. By Leo Sylvester Sullivan; carved details probably by Henry Poole.

Steel-frame faced in Portland stone.

Neo Egyptian style.

6 storeys; 6-bay range.

Bay to right has vertically set slit lights, grouped in threes, to full height stairwell;

Pharaoh's head carved above fluted coved cornice with winged disc (symbol of god Horus) over square-headed doorway with moulded architrave.

To the left is 3-bay front entrance with cushion capitals to columns, set in slightly projecting portico with winged disc feature set in coved palm-leaf cornice; square-head glazed entrance. Upper floors have metal framed windows and metal spandrel panels, with palm-leaf and Classical detailing, recessed between a giant order of piers continued to flattened palm-leaf capitals set beneath plain frieze with central winged disc feature and attic storey with square-headed windows; palm-leaf carving to boldly projecting cornice.

APPENDIX
Hend House
Photograph of front elevation 2019.





Ground Floor detailing to Hend House



Close up detailing to the front elevation ground floor column and decoration



Upper Floor detailing to Hend House