

35 Templewood Avenue
February 2020



HERITAGE STATEMENT
35 TEMPLEWOOD AVENUE

Quality Assurance

Site name: 35 Templewood Avenue
Client name: Templewood Avenue Limited
Type of report: Heritage Statement
Prepared by: Fiona Williams MA (Hons) MSc

Signed: 

Date: 27/02/2020

Reviewed by: Steve Handforth BA (Hons) MSc

Signed: 

Signed

Date 27/02/2020



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Appendix 1

STATUTORY LIST DESCRIPTIONS

1.0 Introduction

- 1.1 This Heritage Statement has been prepared by Bidwells, to assess the potential impacts of the proposed development on the significance of the grade II listed Schreiber House and swimming pool as well as the surrounding Conservation Area, both designated heritage assets. Schreiber House is a striking building, constructed in a modernist style in 1962-4 by James Gowan. Shortly following the completion of the interiors, a circular swimming pool was added to the surrounding spacious garden plot. The pool was covered by a glazed dome set within a surrounding landscaped mound set axially away from the main house within an open lawn. In 1990 the garden including the pool were sold off and in 1994 a new villa was constructed around the pool. Subsequently the Schreiber House and pool were listed. The proposals within this application seek to resolve the existing unsympathetic setting of the pool arising from the subdivision of the original garden plot, loss of the associated landscaping and the construction of present villa immediately adjacent to the pool. The original relationship between Schreiber House and the pool has been essentially lost undermining an appreciation of the pool's original significance.
- 1.2 Extraordinarily, the listing of the Schreiber House and swimming pool in 1998 occurred after the subdivision of the plot and construction of the 1994 villa. In part the listing can be understood to be as a remedial measure to prevent the further erosion of the relationship between the house and the pool. The design of the later villa reflects the date of its construction, characterised by the use of glazed balustrades internally and to the parapet, late twentieth century brick with heavy detailing to the parapet. The building has an overbearing appearance on the Conservation Area and lacks the set back position within the plot seen in the older properties in the surroundings as well as a refinement in terms of decorative detail and massing. In 2003, at the time of the publication of the Conservation Area Statement, the pool was included on the Buildings At Risk Register (English Heritage, now Historic England). Although the pool is no longer on the Register, it remains in a disused state, as significant leaking has been found to cause damage to the surrounding house as well as the pool's finishes.
- 1.3 Planning permission was granted in 2018 to construct a basement beneath the 1990s villa, extend the second floor of the east-west wing and add a new car lift access to the basement car park from Templewood Avenue. There has been a subsequent listed building application to move the pool to a new location within the grounds of the existing plot, however this has been refused due to the loss of the axial relationship with the Schreiber House, as well as impact of the substantial alteration to the material of the pool following its razing and reconstruction.
- 1.4 This application seeks to demolish the existing late twentieth century villa surrounding the pool and reinstate an improved landscape setting to the pool, converting the pool to habitable space using light-weight, reversible finishes. The site has undergone a number of previous applications, and the proposals assessed in this report are informed by the extensive consultation process with the council, including guidance from Historic England and the Twentieth Century Society. These previous applications established the detrimental impact of the existing 1990s villa and the principle of demolition.
- 1.5 The site is within the Redington and Frogna Conservation Area and an assessment of impact of the proposals will include analysis of the Conservation Area's character, before determining the impact of the proposals upon this character and appearance.
- 1.6 This heritage statement includes a historic context section, which allows an assessment of the relative heritage value of the existing building on site, before the impact of the proposals is determined. This approach to heritage assessment is required in order to satisfy the provisions of Sections 16(2), 66(1) and 72 of the Planning (Listed Buildings & Conservation Areas) Act 1990 in relation to listed buildings and Conservation Areas, and the National Planning Policy Framework (NPPF) where the assessment of heritage assets or their settings is being considered.

- 1.7 This assessment has found that the proposals enable the sensitive redevelopment of the site, utilising advice from previous applications. The proposals restore the landscaped mound to the pool's exterior and draw on the architectural language of Schreiber House to create a more defined character to the area. These include a stronger geometric approach to the design which in turn defines the relationship between Schreiber House and the pool. These alterations increase the legibility of the original historic context for the listed structures, creating a strong identity to the site and surroundings.
- 1.8 This assessment has therefore found that the proposals have an overall **moderate beneficial** impact upon the Conservation Area and listed buildings. The proposals are thus considered to be positive and in line with all relevant local and national policies and Conservation Area guidance. We therefore consider in heritage terms the scheme should be viewed favourably by Camden Council.
- 1.9 This document has been prepared by Fiona Williams MA (Hons) MSc, and reviewed by Steven Handforth BA (Hons) MSc.

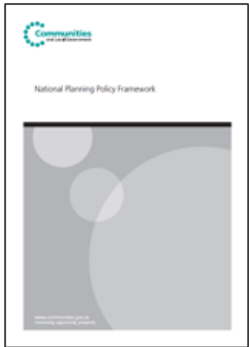
2.0 Heritage Policy and Guidance Summary

National Policy

Planning (Listed Buildings & Conservation Areas) Act 1990

- 2.1 The primary legislation relating to Listed Buildings and Conservation Areas is set out in the Planning (Listed Buildings & Conservation Areas) Act 1990.
- Section 16(2) states “*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*”.
 - Section 66(1) reads: “*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*”.
 - In relation to development within Conservation Areas, Section 72(1) reads: “*Special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.*”

National Planning Policy Framework (2019)

- 2.2 The revised National Planning Policy Framework (NPPF) was published on 19th February 2019, replacing the previous published 2012 and 2018 frameworks. With regard to the historic environment the over-arching aim of the policy remains in line with philosophy of the 2012 framework, namely that “*our historic environments... can better be cherished if their spirit of place thrives, rather than withers.*” The relevant policy is outlined within chapter 16, ‘Conserving and Enhancing the Historic Environment’.
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- 2.3 This chapter reasserts that heritage assets can range from sites and buildings of local interest to World Heritage Sites considered to have an Outstanding Universal Value. The NPPF subsequently requires these assets to be conserved in a “*manner appropriate to their significance*” (Paragraph 184).
- 2.4 NPPF directs local planning authorities to require an applicant to “*describe the significance of any heritage assets affected, including any contribution made by their setting*” and the level of detailed assessment should be “*proportionate to the assets’ importance*” (Paragraph 189).
- 2.5 Paragraph 190 states that the significance any heritage asset that may be affected by a proposal should be identified and assessed. This includes any assets affected by development within their settings. This Significance Assessment should be taken into account when considering the impact of a proposal, “*to avoid conflict between the heritage asset’s conservation and any aspect of the proposal*”. This paragraph therefore results in the need for an analysis of the impact of a proposed development on the asset’s relative significance, in the form of a Heritage Impact Assessment.
- 2.6 Paragraph 193 requires that “*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 (and the more important the asset, the greater the weight should be). This is*

irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.”

2.7 It is then clarified that any harm to the significance of a designated heritage asset, either through alteration, destruction or development within its setting, should require, *“clear and convincing justification”* (Paragraph 194). This paragraph outlines that substantial harm to grade II listed heritage assets should be exceptional, rising to ‘wholly exceptional’ for those assets of the highest significance such as scheduled monuments, Grade I and grade II* listed buildings or registered parks and gardens as well as World Heritage Sites.

2.8 In relation to harmful impacts or the loss of significance resulting from a development proposal, Paragraph 195 states the following:

“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 total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

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

2.9 The NPPF therefore requires a balance to be applied in the context of heritage assets, including the recognition of potential benefits accruing from a development. In the case of proposals which would result in *“less than substantial harm”*, paragraph 196 provides the following:

“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, where appropriate, securing its optimum viable use.”

2.10 It is also possible for proposals, where suitably designed, to result in no harm to the significance of heritage assets.

2.11 In the case of non-designated heritage assets, Paragraph 197 requires a Local Planning Authority to make a *“balanced judgement”* having regard to the scale of any harm or loss and the significance of the heritage asset.

2.12 The NPPF therefore recognises the need to clearly identify relative significance at an early stage and then to judge the impact of development proposals in that context.

2.13 With regards to Conservation Areas and the settings of heritage assets, paragraph 200 requires Local Planning Authorities to look for opportunities for new development, enhancing or better revealing their significance. While it is noted that not all elements of a Conservation Area will necessarily contribute to its significance, this paragraph states that *“proposals that preserve those elements of a setting that make a positive contribution to the asset (or better reveal its significance) should be treated favourably.”*

Planning Practice Guidance (PPG) (2019)

- 2.14 The Planning Practice Guidance (PPG) was updated on 23 July 2019 (replacing the previously-published in March 2014 version) and is a companion to the NPPF, replacing a large number of foregoing Circulars and other supplementary guidance.

Historic England 'Conservation Principles: Policies and Guidance' 2008



- 2.15 Historic England sets out in this document a logical approach to making decisions and offering guidance about all aspects of England's historic environment, including changes affecting significant places. The guide sets out six high-level principles:
- *"The historic environment is a shared resource"*
 - *Everyone should be able to participate in sustaining the historic environment*
 - *Understanding the significance of places is vital*
 - *Significant places should be managed to sustain their values*
 - *Decisions about change must be reasonable, transparent and consistent*
 - *Documenting and learning from decisions is essential"*
- 2.16 'Significance' lies at the core of these principles, the sum of all the heritage values attached to a place, be it a building, an archaeological site or a larger historic area such as a whole village or landscape. The document sets out how heritage values can be grouped into four categories:
- **Evidential value:** *the potential of a place to yield evidence about past human activity*
 - **Historic value:** *the ways in which past people, events and aspects of life can be connected through a place to the present – it tends to be illustrative or associative.*
 - **Aesthetic value:** *the ways in which people draw sensory and intellectual stimulation from a place*
 - **Communal value:** *the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory".*
- 2.17 It states that:
- "New work or alteration to a significant place should normally be acceptable if:*
- a. There is sufficient information comprehensively to understand the impacts of the proposal on the significance of the place;*
 - b. the proposal would not materially harm the values of the place, which, where appropriate, would be reinforced or further revealed;*

c. the proposals aspire to a quality of design and execution which may be valued now and in the future;

d; the long-term consequences of the proposals can, from experience, be demonstrated to be benign, or the proposals are designed not to prejudice alternative solutions in the future” (Page 58)”.

Historic England Advice Note 12 ‘Analysing Significance in Heritage Assets’ (October 2019)

- 2.18 This document provides guidance on the National Planning Policy Framework requirement for applicants to describe heritage significance in order to aid local planning authorities’ decision making. It reiterates the importance of understanding the significance of heritage assets, in advance of developing proposals. This advice note outlines a staged approach to decision-making in which assessing significance precedes the design and also describes the relationship with archaeological desk-based assessments and field evaluations, as well as with Design and Access Statements.
- 2.19 The advice in this document, in accordance with the NPPF, emphasises that the level of detail 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 the asset(s) need to be proportionate to the significance of the heritage asset(s) affected and the impact on that significance. This advice also addresses how an analysis of heritage significance could be set out before discussing suggested structures for a statement of heritage significance.
- 2.20 This advice includes the provision that harmful impact(s) can be avoided or minimised if the proposals are reversible.

Historic England Advice Note 2 ‘Making Changes to Heritage Assets’ (February 2016)

- 2.21 This document provides advice in relation to aspects of addition and alteration to heritage assets:
- “The main issues to consider in proposals for additions to heritage assets, including new development in Conservation Areas, aside from NPPF requirements such as social and economic activity and sustainability, are proportion, height, massing, bulk, use of materials, durability and adaptability, use, enclosure, relationship with adjacent assets and definition of spaces and streets, alignment, active frontages, permeability and treatment of setting” (paragraph 41).*

Historic England: Historic Environment Good Practice Advice (GPA) in Planning Note 2 ‘Managing Significance in Decision-Taking in the Historic Environment’ (March 2015)

- 2.22 This advice note sets out clear information to assist all relevant stake holders in implementing historic environment policy in the NPPF (NPPF) and the related guidance given in the National Planning Practice Guidance (NPPG). These include: *“assessing the significance of heritage assets, using appropriate expertise, historic environment records, recording and furthering understanding, neglect and unauthorised works, marketing and design and distinctiveness” (para 1).*
- 2.23 Paragraph 52 discusses ‘Opportunities to enhance assets, their settings and local distinctiveness’ that encourages development: *“Sustainable development can involve seeking positive improvements in the quality of the historic environment. There will not always be opportunities to enhance the significance or improve a heritage asset but the larger the asset the more likely there will be. Most Conservation Areas, for example, will have sites within them that could add to the character and value of the area through development, while listed buildings may often have extensions or other alterations that have a negative impact on the significance. Similarly, the*

setting of all heritage assets will frequently have elements that detract from the significance of the asset or hamper its appreciation”.

Historic England The Setting of Heritage Assets Historic Environment Good Practice Advice (GPA) in Planning (second Edition) Note 3 (December 2017)

- 2.24 This document presents guidance on managing change within the settings of heritage assets, including archaeological remains and historic buildings, sites, areas and landscapes. It gives general advice on understanding setting, and how it may contribute to the significance of heritage assets and allow that significance to be appreciated, as well as advice on how views contribute to setting. The suggested staged approach to taking decisions on setting can also be used to assess the contribution of views to the significance of heritage assets.
- 2.25 Page 2, states that *“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.”*
- 2.26 The document goes on to set out ‘A staged approach to proportionate decision taking’ provides detailed advice on assessing the implications of development proposals and recommends the following broad approach to assessment, undertaken as a series of steps that apply equally to complex or more straightforward cases:
- *“Step 1 - identify which heritage assets and their settings are affected;*
 - *Step 2 - Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated;*
 - *Step 3 - assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it;*
 - *Step 4 - explore ways to maximise enhancement and avoid or minimizing harm;*
 - *Step 5 - make and document the decision and monitor outcomes.”* (page 8)

Regional Policy

The London Plan: The Spatial Development Strategy for London consolidated with alterations since 2011 (2016)

- 2.27 The London Plan sets out the overall strategic plan for the development of London until 2036. The document was published in March 2016. The most relevant policies are as follows:
- 2.28 Policy 7.4 Local Character:
- “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. It should improve an area’s visual or physical connection with natural features. In areas of poor or ill-defined character, development should build on the positive elements that can contribute to establishing an enhanced character for the future function of the area.*
- Buildings, streets and open spaces should provide a high quality design response that:*
- *has regard to the pattern and grain of the existing spaces and streets in orientation, scale, proportion and mass*
 - *contributes to a positive relationship between the urban structure and natural landscape features, including the underlying landform and topography of an area*

- *is human in scale, ensuring buildings create a positive relationship with street level activity and people feel comfortable with their surroundings.*
- *allows existing buildings and structures that make a positive contribution to the character or a place to influence the future character of the area*
- *is informed by the surrounding historic environment”.*

2.29 Policy 7.6 Architecture:

“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. Buildings and structures should:

- *be of the highest architectural quality*
- *be of a proportion, composition, scale and orientation that enhances, activates and appropriately defines the public realm*
- *comprise details and materials that complement, not necessarily replicate, the local architectural character*
- *not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate. This is particularly important for tall buildings.*
- *incorporate best practice in resource management and climate change mitigation and adaption*
- *provide high quality indoor and outdoor spaces and integrate well with the surrounding streets and open spaces*
- *be adaptable to different activities and land uses, particularly at ground level*
- *meet the principles of inclusive design*
- *optimise the potential of sites”*

Local Policy

Camden Local Plan (2017)

2.30 The Camden Local Plan (2017) outlines plans for development and forms the basis for planning decisions in the borough. The document was adopted by the council on the 3rd July 2017 and replaces the Core Strategy and Camden Development Policies documents. The relevant policies are set out within this document are:

2.31 Policy D1: Design

“The Council will seek to secure high quality design in development. The Council will require that development:

- a) respects local context and character;
- b) preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;...”

2.32 Policy D2: Heritage

“The Council will preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including Conservation Areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.

Designated heritage assets

Designed heritage assets include Conservation Areas and listed buildings. The Council will not permit the loss of or substantial harm to a designated heritage asset, including Conservation Areas and Listed Buildings, 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:

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

The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal convincingly outweigh that harm.

Conservation Areas

Conservation Areas are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. In order to maintain the character of Camden's Conservation Areas, the Council will take account of Conservation Area statements, appraisals and management strategies when assessing applications within Conservation Areas. The Council will:

- e) require that development within Conservation Areas preserves or, where possible, enhances the character or appearance of the area;
- f) resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a Conservation Area;
- g) resist development outside of a Conservation Area that causes harm to the character or appearance of that Conservation Area; and
- h) preserve trees and garden spaces which contribute to the character and appearance of a Conservation Area or which provide a setting for Camden's architectural heritage.

Listed Buildings

Listed buildings are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. To preserve or enhance the borough's listed buildings, the Council will:

- i) resist the total or substantial demolition of a listed building;
- j) resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the building; and
- k) resist development that would cause harm to significance of a listed building through an effect on its setting...

Other heritage assets and non-designated heritage assets

The Council will seek to protect other heritage assets including non-designated heritage assets (including those on and off the local list), Registered Parks and Gardens and London Squares.

The effect of a proposal on the significance of a non-designated heritage asset will be weighed against the public benefits of the proposal, balancing the scale of any harm or loss and the significance of the heritage asset.”

3.0 Methodology

Heritage Assets

3.1 A heritage asset is defined within the National Planning Policy Framework 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. It includes designated heritage assets and assets identified by the local planning authority (including local listing)” (NPPF Annex 2: Glossary).

3.2 To be considered a heritage asset *“an asset must have some meaningful archaeological, architectural, artistic, historical, social or other heritage interest that gives it value to society that transcends its functional utility. Therein lies the fundamental difference between heritage assets and ordinary assets; they stand apart from ordinary assets because of their significance – the summation of all aspects of their heritage interest.”* (*Managing Built Heritage: The Role of Cultural Values and Significance* Stephen Bond and Derek Worthing, 2016.)

3.3 ‘Designated’ assets have been identified under the relevant legislation and policy including, but not limited to: World Heritage Sites, Scheduled Monuments, Listed Buildings, and Conservation Areas. ‘Non-designated’ heritage assets are assets which fall below the national criteria for designation.

3.4 The absence of a national designation should not be taken to mean that an asset does not hold any heritage interest. The Planning Policy Guidance (PPG) states that *“non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions, but which do not meet the criteria for designated heritage assets.”* (Paragraph: 039 Reference ID: 18a-039-20190723)

3.5 The PPG goes on to clarify that *“a substantial majority of buildings have little or no heritage significance and thus do not constitute heritage assets. Only a minority have enough heritage significance to merit identification as non-designated heritage assets.”*

Meaning of Significance

3.6 The concept of significance was first expressed within the 1979 Burra Charter (Australia ICOMOS, 1979). This charter has periodically been updated to reflect the development of the theory and practice of cultural heritage management, with the current version having been adopted in 2013. It defines cultural significance as the *“aesthetic, historic, scientific, social or spiritual value for past, present or future generations. Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects. Places may have a range of values for different individuals or groups”* (Page 2, Article 1.2)

3.7 The NPPF (Annex 2: Glossary) also defines significance as *“the value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.”*

3.8 Significance can therefore be considered to be formed by *“the collection of values associated with a heritage asset.”* (*Managing Built Heritage: The Role of Cultural Values and Significance* Stephen Bond and Derek Worthing, 2016.)

Assessment of Significance/Value

- 3.9 It is important to be proportionate in assessing significance as required in both national policy and guidance as set out in paragraph 189 of NPPF.
- 3.10 The Historic England document 'Conservation Principles' states that "*understanding a place and assessing its significance demands the application of a systematic and consistent process, which is appropriate and proportionate in scope and depth to the decision to be made, or the purpose of the assessment.*"
- 3.11 The document goes on to set out a process for assessment of significance, but it does note that not all of the stages highlighted are applicable to all places/assets.
- Understanding the fabric and evolution of the asset;
 - Identify who values the asset, and why they do so;
 - Relate identified heritage values to the fabric of the asset;
 - Consider the relative importance of those identified values;
 - Consider the contribution of associated objects and collections;
 - Consider the contribution made by setting and context;
 - Compare the place with other assets sharing similar values;
 - Articulate the significance of the asset.

- 3.12 At the core of this assessment is an understanding of the value/significance of a place. There have been numerous attempts to categorise the range of heritage values which contribute to an asset's significance. Historic England's 'Conservation Principles' sets out a grouping of values as follows:

Evidential value – 'derives from the potential of a place to yield evidence about past human activity...Physical remains of past human activity are the primary source of evidence about the substance and evolution of places, and of the people and cultures that made them...The ability to understand and interpret the evidence tends to be diminished in proportion to the extent of its removal or replacement.' (Page 28)

Aesthetic Value – 'Aesthetic values can be the result of the conscious design of a place, including artistic endeavour. Equally, they can be the seemingly fortuitous outcome of the way in which a place has evolved and been used over time. Many places combine these two aspects... Aesthetic values tend to be specific to a time cultural context and appreciation of them is not culturally exclusive'. (Pages 30-31)

Historic Value – 'derives from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative... Association with a notable family, person, event, or movement gives historical value a particular resonance...The historical value of places depends upon both sound identification and direct experience of fabric or landscape that has survived from the past, but is not as easily diminished by change or partial replacement as evidential value. The authenticity of a place indeed often lies in visible evidence of change as a result of people responding to changing circumstances. Historical values are harmed only to the extent that adaptation has obliterated or concealed them, although completeness does tend to strengthen illustrative value'. (Pages 28-30)

Communal Value – "Commemorative and symbolic values reflect the meanings of a place for those who draw part of their identity from it, or have emotional links to it... Social value is

associated with places that people perceive as a source of identity, distinctiveness, social interaction and coherence. Some may be comparatively modest, acquiring communal significance through the passage of time as a result of a collective memory of stories linked to them...They may relate to an activity that is associated with the place, rather than with its physical fabric...Spiritual value is often associated with places sanctified by longstanding veneration or worship, or wild places with few obvious signs of modern life. Their value is generally dependent on the perceived survival of the historic fabric or character of the place, and can be extremely sensitive to modest changes to that character, particularly to the activities that happen there". (Pages 31-32)

- 3.13 Value-based assessment should be flexible in its application. It is important not to oversimplify an assessment and to acknowledge when an asset has a multi-layered value base, which is likely to reinforce its significance.

Contribution of setting/context to significance

- 3.14 In addition to the above values, the setting of a heritage asset can also be a fundamental contributor to its significance - although it should be noted that 'setting' itself is not a designation. The value of setting lies in its contribution to the significance of an asset. For example, there may be instances where setting does not contribute to the significance of an asset at all.
- 3.15 Historic England's Conservation Principles defines *setting* as "an established concept that relates to the surroundings in which a place is experienced, its local context, embracing present and past relationships to the adjacent landscape."
- 3.16 It goes on to state that "context embraces any relationship between a place and other places. It can be, for example, cultural, intellectual, spatial or functional, so any one place can have a multi-layered context. The range of contextual relationships of a place will normally emerge from an understanding of its origins and evolution. Understanding context is particularly relevant to assessing whether a place has greater value for being part of a larger entity, or sharing characteristics with other places" (page 39).
- 3.17 In order to understand the role of setting and context to decision-making, it is important to have an understanding of the origins and evolution of an asset, to the extent that this understanding gives rise to significance in the present. Assessment of these values is not based solely on visual considerations but may lie in a deeper understanding of historic use, ownership, change or other cultural influence – all or any of which may have given rise to current circumstances and may hold a greater or lesser extent of significance.
- 3.18 The importance of setting depends entirely on the contribution it makes to the significance of the heritage asset or its appreciation. It is important to note that impacts that may arise to the setting of an asset do not, necessarily, result in direct or equivalent impacts to the significance of that asset(s).

Assessing Impact

- 3.19 It is evident that the significance/value of any heritage asset(s) requires clear assessment to provide a context for, and to determine the impact of, development proposals. Impact on that value or significance is determined by first considering the sensitivity of the receptors identified which is best expressed by using a hierarchy of value levels.
- 3.20 There are a range of hierarchical systems for presenting the level of significance in use; however, the method chosen for this project is based on the established 'James Semple Kerr method' which has been adopted by Historic England, in combination with the impact assessment

methodology for heritage assets within the *Design Manual for Roads and Bridges* (DMRB: HA208/13) published by the Highways Agency, Transport Scotland, the Welsh Assembly Government and the department for Regional Development Northern Ireland. This 'value hierarchy' has been subject to scrutiny in the UK planning system, including Inquiries, and is the only hierarchy to be published by a government department.

3.21 The first stage of our approach is to carry out a thoroughly researched assessment of the significance of the heritage asset, in order to understand its value:

SIGNIFICANCE	EXAMPLES
Very High	World Heritage Sites, Listed Buildings, Scheduled Monuments and Conservation Areas of outstanding quality, or built assets of acknowledged exceptional or international importance, or assets which can contribute to international research objectives. Registered Parks & Gardens, historic landscapes and townscapes of international sensitivity.
High	World Heritage Sites, Listed Buildings, Scheduled Monuments, Conservation Areas and built assets of high quality, or assets which can contribute to international and national research objectives. Registered Parks & Gardens, historic landscapes and townscapes which are highly preserved with excellent coherence, integrity, time-depth, or other critical factor(s).
Good	Listed Buildings, Scheduled Monuments, Conservation Areas and built assets (including locally listed buildings and non-designated assets) with a strong character and integrity which can be shown to have good qualities in their fabric or historical association, or assets which can contribute to national research objectives. Registered Parks & Gardens, historic landscapes and townscapes of good level of interest, quality and importance, or well preserved and exhibiting considerable coherence, integrity time-depth or other critical factor(s).
Medium/ Moderate	Listed Buildings, Scheduled Monuments, Conservation Areas and built assets (including locally listed buildings and non-designated assets) that can be shown to have moderate qualities in their fabric or historical association. Registered Parks & Gardens, historic landscapes and townscapes with reasonable coherence, integrity, time-depth or other critical factor(s).
Low	Listed Buildings, Scheduled Monuments and built assets (including locally listed buildings and non-designated assets) compromised by poor preservation integrity and/or low original level of quality of low survival of contextual associations but with potential to contribute to local research objectives. Registered Parks & Gardens, historic landscapes and townscapes with modest sensitivity or whose sensitivity is limited by poor preservation, historic integrity and/or poor survival of contextual associations.
Negligible	Assets which are of such limited quality in their fabric or historical association that this is not appreciable. Historic landscapes and townscapes of limited sensitivity, historic integrity and/or limited survival of contextual associations.
Neutral/ None	Assets with no surviving cultural heritage interest. Buildings of no architectural or historical note. Landscapes and townscapes with no surviving legibility and/or contextual associations, or with no historic interest.

- 3.22 Once the value/ significance of an asset has been assessed, the next stage is to determine the assets 'sensitivity to change'. The following table sets out the levels of sensitivity to change, which is based upon the vulnerability of the asset, in part or as a whole, to loss of value through change. Sensitivity to change can be applied to individual elements of a building, or its setting, and may differ across the asset.
- 3.23 An asset's sensitivity level also relates to its capacity to absorb change, either change affecting the asset itself or change within its setting (remembering that according to Historic England The Setting of Heritage Assets – Planning Note 3, 'change' does not in itself imply harm, and can be neutral, positive or negative in effect).
- 3.24 Some assets are more robust than others and have a greater capacity for change and therefore, even though substantial changes are proposed, their sensitivity to change or capacity to absorb change may still be assessed as low.

SENSITIVITY	EXPLANATION OF SENSITIVITY
High	High Sensitivity to change occurs where a change may pose a major threat to a specific heritage value of the asset which would lead to substantial or total loss of heritage value.
Moderate	Moderate sensitivity to change occurs where a change may diminish the heritage value of an asset, or the ability to appreciate the heritage value of an asset.
Low	Low sensitivity to change occurs where a change may pose no appreciable threat to the heritage value of an asset.

- 3.25 Once there is an understanding of the sensitivity an asset holds, the next stage is to assess the 'magnitude' of the impact that any proposed works may have. Impacts may be considered to be adverse, beneficial or neutral in effect and can relate to direct physical impacts, impacts on its setting, or both. Impact on setting is measured in terms of the effect that the impact has on the significance of the asset itself – rather than setting itself being considered as the asset.

MAGNITUDE OF IMPACT	TYPICAL CRITERIA DESCRIPTORS
Very High	<p><u>Adverse:</u> Impacts will destroy cultural heritage assets resulting in their total loss or almost complete destruction.</p> <p><u>Beneficial:</u> The proposals would remove or successfully mitigate existing and significant damaging and discordant impacts on assets; allow for the substantial restoration or enhancement of characteristic features.</p>
High	<p><u>Adverse:</u> Impacts will damage cultural heritage assets; result in the loss of the asset's quality and integrity; cause severe damage to key characteristic features or elements; almost complete loss of setting and/or context of the asset. The assets integrity or setting is almost wholly destroyed or is severely compromised, such that the resource can no longer be appreciated or understood.</p> <p><u>Beneficial:</u> The proposals would remove or successfully mitigate existing damaging and discordant impacts on assets; allow for the restoration or enhancement of characteristic features; allow the substantial re-establishment of the integrity, understanding and setting for an area or group of features; halt rapid degradation</p>

	and/or erosion of the heritage resource, safeguarding substantial elements of the heritage resource.
Medium	<p><u>Adverse:</u> Moderate impact on the asset, but only partially affecting the integrity; partial loss of, or damage to, key characteristics, features or elements; substantially intrusive into the setting and/or would adversely impact upon the context of the asset; loss of the asset for community appreciation. The assets integrity or setting is damaged but not destroyed so understanding and appreciation is compromised.</p> <p><u>Beneficial:</u> Benefit to, or partial restoration of, key characteristics, features or elements; improvement of asset quality; degradation of the asset would be halted; the setting and/or context of the asset would be enhanced and understanding and appreciation is substantially improved; the asset would be brought into community use.</p>
Minor/Low	<p><u>Adverse:</u> Some measurable change in assets quality or vulnerability; minor loss of or alteration to, one (or maybe more) key characteristics, features or elements; change to the setting would not be overly intrusive or overly diminish the context; community use or understanding would be reduced. The assets integrity or setting is damaged but understanding and appreciation would only be diminished not compromised.</p> <p><u>Beneficial:</u> Minor benefit to, or partial restoration of, one (maybe more) key characteristics, features or elements; some beneficial impact on asset or a stabilisation of negative impacts; slight improvements to the context or setting of the site; community use or understanding and appreciation would be enhanced.</p>
Negligible	Barely discernible change in baseline conditions and/or slight impact. This impact can be beneficial or adverse in nature.
Neutral	Some changes occur but the overall effect on the asset and its significance is neutral.
Nil	No change in baseline conditions.

Summary

- 3.26 The aim of this Heritage Statement is to identify and assess any impacts that the proposed development may cause to the value or significance of the identified heritage assets and/or their settings.
- 3.27 Overall, it is a balanced understanding of the foreseeable likely effect of proposals on significance as a result of predicated impacts which is being sought through undertaking this process. It should be clearly understood that the level of detail provided within these assessments is *“proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance”* as set out in Paragraph 189 of the National Planning Policy Framework.

4.0 Historic Context

Chaim Schreiber

- 4.1 Chaim Schreiber came to Britain as a refugee escaping Nazi persecution during the Second World War. He went on to become a successful furniture designer and manufacturer, and his firm became nationally recognised as one of the most profitable companies within this industry. Schreiber was unlike many other businessmen in that he believed in equality in the workforce and worked closely with all levels of his company in the belief that it brought out the best results.
- 4.2 In the early 1960s, Schreiber decided he wanted to build a new home in Hampstead. While it is alleged that he initially sought out Le Corbusier, when this communication failed he turned to the skills of James Gowan. As perhaps expected of a house for a leading design firm the project sought the very best in terms of modern design. An extract of an article in the Sunday Times in 1968 stated that, "The house in Hampstead was a rare exercise in which the client spared no expense, the architect no attention to detail."

James Gowan

- 4.3 James Gowan became famous in the architectural world in the early 1960s when he designed the University of Leicester Engineering Building with his then partner, James Stirling, with whom he had set up a practice in 1956. Following the split of the partnership in 1963, the Schreiber House was Gowan's first solo project. Whilst Gowan never achieved the fame of Stirling, he did complete a handful of high profile projects and taught a number of subsequent exceptional architects including Richard Rogers, Quinlan Terry and Peter Cook.

Schreiber House and Swimming Pool

- 4.4 Gowan was commissioned to build Schreiber's new home in the early 1960s. Gowan was entrusted to design almost everything about the building as well as its interior fittings. Upon completion, the project received considerable attention from the architectural press, providing an insight into opinions of the time assessing the building's success or failure with regard to the prevailing notions of modernism. The Architect's Journal in 14th July 1965, stated that:

"A characteristic that most people would expect is that the building should be instantly recognisable as having a particular function. Here it is difficult to tell whether the building is one house or a group of flats (partly resulting from its scale) and, if it were not set among other houses, it might be mistaken for offices or even a church. However, it is an arresting building which looks as important as its Victorian neighbours. James Gowan was conscious of these problems and chose the unorthodox solution of deliberately concealing the organisation of the house and thereby the normal clues about its scale."

- 4.5 In the May 1965 edition of Hampstead & High, Christopher Gotch stated, "This is easily the most exciting private house in Hampstead for some years, exhibiting a deliberate, almost classical symmetry with precision and simplicity, the whole refreshingly uncompromising."
- 4.6 In the February 1968 edition of the Sunday Times, Elizabeth Good commented, "Not everyone liked it, but few could ignore the towering fortress of blue engineering brick, with its curious recessed windows sitting oddly beside sedately prosperous Victorian neighbours in West Heath Road."

- 4.7 In the June 1973 edition of 'Hampstead & High', Liz Forgan stated that, "Today he lives in tasteful magnificence in one of the most photographed houses in Hampstead, a dark blue brick fortress in West Heath Road which provoked a violent storm of controversy when it was built in 1965."
- 4.8 Despite all this praise, there were some issues with the building, David Schreiber noted in 2010. "The downside of the 60's design with a flat roof and James Gowan's obsessive need to hide the drainpipes within the walls, was that the Schreiber house was never really water-proof. Water gathered on the roof and inevitably seeped through to the top floor bedrooms. The heating system was also always problematic and those same rooms were both damp and cold."
- 4.9 The swimming pool was constructed several years after the completion of the main house in 1968. The pool was originally surrounded by a green mound to help it blend seamlessly into the landscape, and was clearly designed as part of a landscaped setting to the house. The small size of the pool furthers the suggestion of an ornamental quality, creating a sense of focus within the garden as well as a futuristic character. The combination of round pool, dome and surrounding landscaping was not the first time Gowan had employed this technique, using it in 1958 for the Brunswick Park Primary School (Figure 4). The bank was an integral part of the design, enabling a greater internal height, minimising its impact upon the landscape and creating a sense of eruption and drama. Such was the importance of the bank that contemporary descriptions of the pool rarely mention the structure without referencing the surrounding landscaping. The Architectural Review of 1969 stated that, "Basically the enclosure of the pool is half sunk into the ground and enveloped by a grass bank tying it into the landscape...The water for the pool is heated by a heat exchanger from the boiler room in the house and cleaned by surface skimmers and vacuum tools operated by the filtration gear in the plantroom. Space heating is by warm air ducted below the surround to high level grilles (Figure 10). The marble floor is electrically heated throughout. The dome is lit at night." The lighting of the dome again highlights the use of the structure as a design feature within the garden to be enjoyed from the main house.
- 4.10 Fred Scott in The Architectural Monographs 3, 1978 highlighted the significance of the entrance: "The pool is buried, allowing the entrance to slip beneath the perimeter ring of the dome...the detail is another example of transposition... the entrance is between two asymmetrical circular forms...both generated by the size of their respective mass-produced skylights. Within the entrance...a symmetry is established before the dome is entered..." The use of mass-produced sky-lights contrasts to the otherwise uncompromising bespoke quality of the main house interior, and points to the use of the pool as an ancillary structure.
- 4.11 The Architectural Review of 1969, again highlighted the original design of the pool seen as an important part of the landscaping to the original house, "This domed swimming pool, together with a stepped, turfed pyramid, completes the landscaping of a house adjoining Hampstead Heath. The pool is approached from the service entrance of the house and is used by the family and nearby friends, principally children."
- 4.12 Significantly the raised bank around the pool as well as the expansive surrounding lawn is now been lost following the construction of the villa within the Site in 1994 and prior to the listing. The development of this house resulted in a rather cumbersome external appearance as well creating a degree of instability which has been identified as a contributing factor to the present failures in the current structure causing leaking. In 1998 Schreiber House as well as the pool were listed. It should be noted that the listed description makes no mention of the later 1990s villa as contributing to its significance.



Figure 1. Chaim Schreiber.

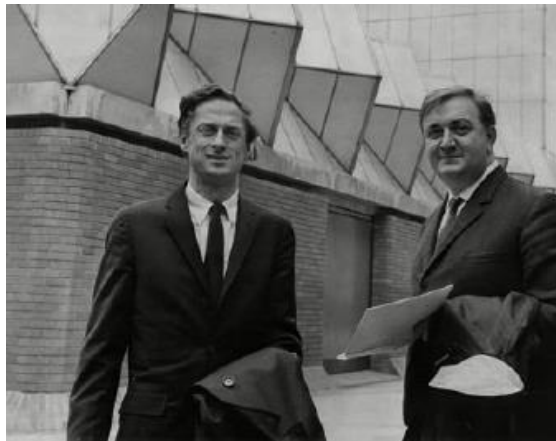


Figure 2. James Gowan (left) and James Stirling.



Figure 3. Leicester University engineering department, Gowan and Stirling in 1957-1963.



Figure 4. Brunswick Park Primary School, Gowan and Stirling, 1958. Note use of raised landscape mound.

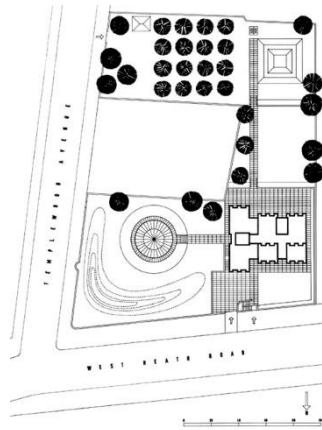


Figure 5. Initial plan of Schreiber House showing the axial relationship between the house and pool. Note landscape surrounding the swimming pool.



Figure 6. Original Cross Section of Schreiber House.



Figure 7. Schreiber House Interior.



Figure 8. Early photo of Schreiber House, taken from West Heath Road.



Figure 9. Early photograph of Schreiber House, taken from West Heath Road. Note dark stock blue 'engineering' brick.



Figure 10. View of the Swimming Pool within Schreiber House as first built. Note external access and separation from the main house.



Figure 11. Swimming pool interior, when first built.

5.0 Site Assessment

- 5.1 The original setting of the Schreiber House and pool as first constructed is no longer in evidence. Historically this garden setting was characterised by the large plot, extending east from the main building and combining with clear views across the Heath to the north to create a verdant setting despite the suburban built context. This setting has been substantially diminished by the construction of No. 35 Templewood Avenue in 1994, and the division of the plot effectively divorcing the listed building from the full historic extent of the garden. Through its proximity to the swimming pool, the new house entirely surrounds the glazed dome of the pool to the south and east. The pool is now accessed at basement level from the east internally, removing the external stepped approach seen in historic documents and altering the original circulation. The relative proximity of the new building when compared to the Schreiber House further obscures an appreciation of the historic connection between the two original structures. The main house at 35 Templewood Avenue competes with the Schreiber House in terms of massing, developed to infill the full width of the plot almost right up to the boundary with the roadside. As such, views of the Schreiber House are obscured from the east and there is no perceptible evidence of the historic extent of the plot when seen from Templewood Avenue, excepting the remaining engineering brick boundary wall.

Swimming Pool

- 5.2 Externally, the entire pool appears to sit uncomfortably wedged against the side of No. 35, so that only its northern aspect is clearly visible. This erodes a sense of the strong geometric plan form of the pool which encapsulated much of its architectural interest and reflected the simple geometry of the Schreiber House itself. The pool is currently accessed through the basement of No. 35, through new openings. Additional openings have been cut into the tiled wall of the pool to provide more light into No. 35's basement. This diffuse plan form further obscures an appreciable hierarchy to the spaces, and an understanding of the development of the original plot, forming a later addition. The pool still, however, encloses a 30 foot diameter drum of reinforced concrete, seven foot six inches high, half sunk into the ground. A tubular steel structure carries the outer skin of modern glass, which is the dominant material when viewing the pool from within the garden. The steel structure of the pool has been found to be degrading and is in need of repair to prevent further damage.
- 5.3 The pool itself is 20 feet in diameter, lined with white Sicilian marble with two bull's-eye rings of black Nero Marquina marble to the pool floor. The marble has been found to be in need of treatment if the pool is to adequately retain water, with staining indicating the saturation of the stone. The poolside wall is lined with six-inch square blue glazed tiles, divided by double bands of white tiles split by a row of turquoise tiles. These originally lined up with the outside ground level, now much lowered. At present the building is showing signs of wear and tear with a number of tiles missing.

Main House

- 5.4 The existing exterior walls of the 1994 house consist of red bricks with white aluminium window frames, light-brown traditional stone features albeit of an enlarged scale with brown external rainwater pipes and a glass block wall to the south of the building. The roof is characteristic of the mid-nineties period, arcing over the walls to creating a barrel vault roof of dark brown metal. This element is recessed behind the roof terrace, creating a complexity to the roof form. The roof terrace edges are protected with glass and steel balustrades. This creates a glazed character to views of the roof line at odds with the majority of the surrounding buildings within the Conservation Area. The overall design and detailing of the building is of poor quality and does not contribute to wider Conservation Area, with a lack of a strong architectural character and blocky massing with a poor relationship with the plot and proportions creating a crowded appearance

from the streetfront. The approach from the street front is particularly poor, with a lowering of the external level creating a steep slope accessing the main entrance. This creates a defensive and closed main elevation, in contrast to the decorative domestic quality of the majority of the buildings in the neighbourhood. The mix of materials including red brick, glazing, steel and stone creates a messy, fragmentary palette which contrasts to the overall heaviness of the massing. Little consideration is given to the garden, with the building failing to meaningfully respond in terms of massing or through the deliberate use of a hierarchy to indicate a change in character to the rear. The overall architectural quality of the building is poor, and due to its complete infill of the plot it appears to blend with the neighbouring flat block at No.33, in effect creating a much larger edifice when seen from the street.

- 5.5 The internal layout of the building comprises four main levels of accommodation but includes various sub-levels, again resulting in a confused hierarchy and internal circulation. The upper ground floor contains the entrance lobby, main reception room, study, and bedroom including an en-suite and dressing room. The swimming pool is accessed via the basement floor which also includes the leisure room, plant room, garage, dining room and kitchen. The remaining bedrooms are located on the first floor, with large en-suite bathrooms. A sitting room on the second floor provides access to a large rooftop terrace again an unusual feature within the surrounding Conservation Area.
- 5.6 The widespread use of the glazing to the interior and exterior of the later villa combined with the glazed roof of the pool creates the misleading perception that the 1990s villa and pool were constructed at the same time. This dilutes the relationship between the pool and Schreiber House.



Figure 12. View of the site from Templewood Avenue. Note the development within the site converges with the building to the south.



Figure 13. View from the roof terrace of the site, looking towards the side elevation of the Schreiber House. Note glazed balustrade.



Figure 14. Pool seen from roof of the main house. Note close proximity of the new 1994 building to the pool and loss of the landscaped mound.



Figure 15. View of the pool from the garden. Note loss of the original landscaping which surrounded the pool and close proximity of the house to the east.



Figure 16. View of the site seen from the junction to the north. Note the dark engineering brick of the boundary wall indicating the extent of the original plot of Schreiber House.



Figure 17. Schreiber House seen from the road to the north.



Figure 18. Main entrance of the house from Templewood Avenue. Note drop in level from the street and fragmentary nature of the façade contrasting with the formality of the main elevations and entranceways of houses seen elsewhere along the road.



Figure 19. View of pool showing replacement tiles to the surrounding walls, and marble finish to pool floor.



Figure 20. Internal view showing garden façade of the main house and proximity of the main building.



Figure 21. Shower room adjacent to the pool, with standardised rooflight.



Figure 22. WC room adjacent to the main pool.



Figure 23. Roof of WC adjacent to the main pool.



Figure 24. Internal view of corridor within the main house. Note extensive use of glazed balustrades throughout combined with large vertical glazed windows to rear façade. This use of the glazing combined with the glazed roof of the pool results in visual connection with the main house which further erodes an appreciable connection between the pool and Schreiber House.



Figure 25. Internal décor within the main house. The fit out is entirely late twentieth century in date and without interest.



Figure 26. Damage from damp is visible within the interior spaces of the house.



Figure 27. Corridor surrounding the pool at basement level.

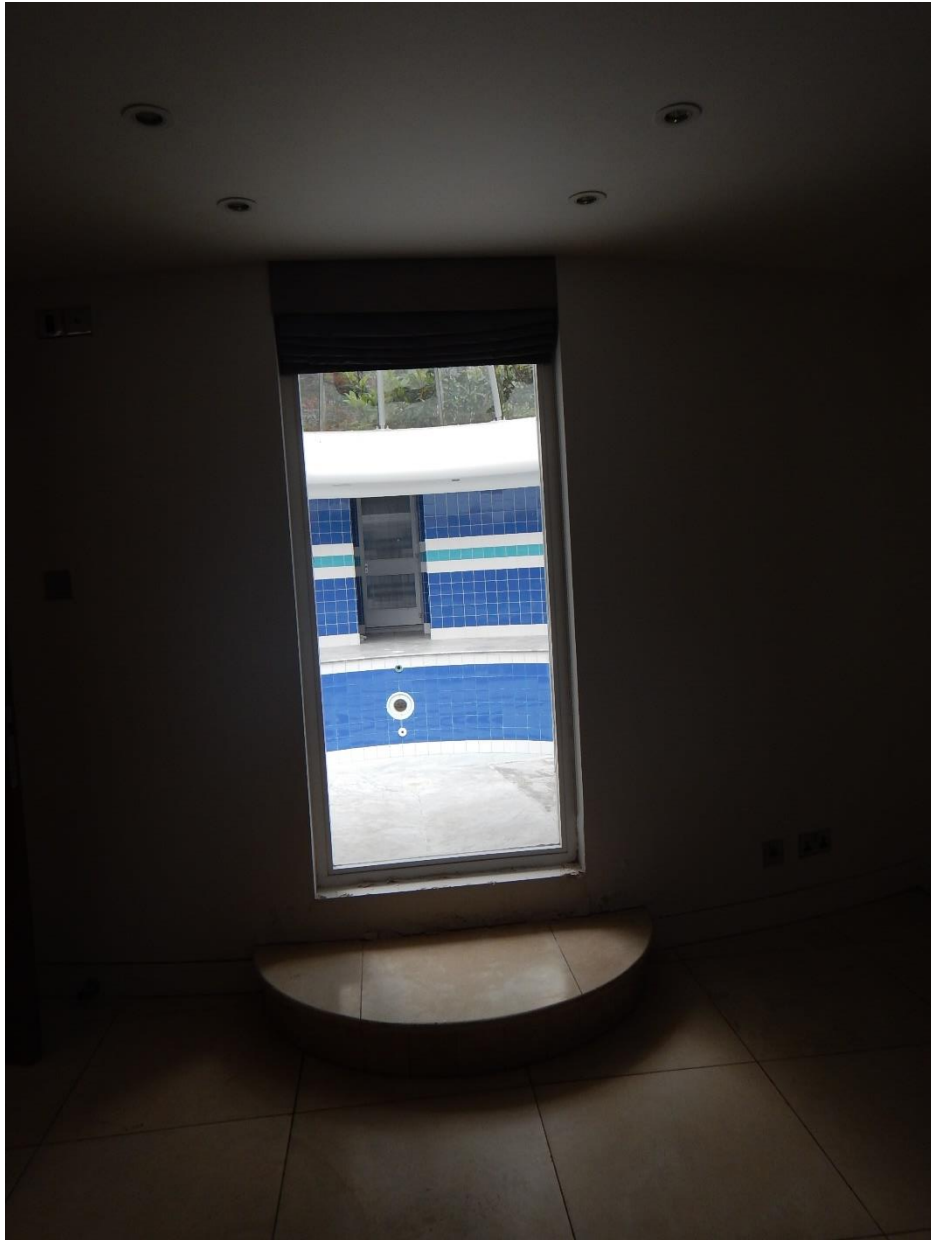


Figure 28. Non original opening from pool into the main house.

6.0 Heritage Assets

Schreiber House and Swimming Pool

- 6.1 The significance of the Schreiber House is well documented, and the listed building description provides a helpful overview (see appendix 1). The building received mixed reviews when first constructed and was originally declined for listing in the 1980s. However, following the subdivision of the original plot it was listed in 1998 at grade II.

Architectural Value

- 6.2 The architectural interest of the Schreiber House resides in its rarity value as a high-end townhouse designed within the modernist idiom. Schreiber House has a clear geometric exterior, planned on a 3 foot module, and faced with dark blue engineering brick. The building is four storeys, although narrow 'ladder' fenestration design makes the number of storeys hard to perceive from the outside. All of the interior is designed by Gowan, resulting in a remarkable consistency of aesthetic. This includes the light fittings and furniture. The house contains marble floors, coffered, stone-faced ceilings and double glazing. Bespoke amenities included a built-in vacuum cleaning system and a sauna bath.
- 6.3 A strong architectural character is created through a verticality of the design established by the linear use of vertical glazing strips punctuating the external facades of the house. This echoes the rectilinear elevational design of the house itself, creating the impression of a severe geometric design overall. The garden wall to the original plot of the Schreiber House also remains, constructed in blue engineering bricks, echoing the chief material of the house. The use of this dark brick creates a strong material character and identity to the site contrasting with the red brick of the surroundings. The pool was located axially from the main house, originally set within a spacious landscaped garden. The primary interest of the listed building is the main house itself; the swimming pool was a later addition by Gowan, being built some three years later. Notwithstanding this, the swimming pool is unusual insofar as it is circular and bears a clear architectural relationship with the main house originally forming an important part of its setting which has now been lost.
- 6.4 The 1998 listing entry describes the house as 'one of the most significant town houses of the post-war period'. The erosion of the architectural significance of the pool has however occurred with the physical separation from the Schreiber House and the impact of the construction of 35 Templewood Avenue, including the loss of the landscaped setting of the pool. This structure is now directly linked through openings to the later house at basement level. As such, the 'intact' quality of the scheme as a whole is diminished. It is noted that the pool is not listed in its own right, and its interest fundamentally stems from its association with the main house. As detailed within the historic development section, the interest of the pool was primarily as part of a well-designed landscape, creating interest and focus in the garden of the house. The overall architectural value of the Schreiber House and pool is therefore **moderate**.

Historic Value

- 6.5 The Schreiber House retains associative historic value for its links to James Gowan, best known for his work as part of the partnership between James Stirling. Its historic interest is therefore **low**.

Evidential Value

6.6 The evidential value of the listed building chiefly resides in the high-quality material within the internal finishes of the main house, indicating contemporary fashions and construction techniques. However the standardisation of construction methods and material manufacture within buildings of this age necessarily limits the specific information that can be extrapolated from the fabric.

6.7 The overall evidential value of the building is **low**.

Communal Value

6.8 As a private house the communal value of the building is **nil**.

Summary of Interest

6.9 The significance of the listed building and pool resides in its architectural and historic value, resulting in an overall **moderate** interest. Unfortunately, however, numerous alterations have been undertaken to the swimming pool that have slowly eroded its significance and contribution to the interest of the complex as a whole. The majority of these works were undertaken as part of the construction of No. 35 Templewood Avenue. These alterations include:

- The physical separation of the swimming pool from the Schreiber House as a result of the change in ownership. This resulted in the division of the plot surrounding the house from that of the pool, with the creation of a boundary of trees removing the possibility the ability to appreciate the two as a complementary architectural pair;
- The construction of No. 35 engulfed the pool at ground level to the east and south, severely cramping its landscaped setting, an essential element of its original external aesthetic;
- This work involved the removal of the mound around the pool, replaced by a harsh, solid masonry retaining wall, further eroding the pool's original subtle incorporation into the landscape;
- The original lighting scheme for the building has also been removed at this time along with integrated drainage downpipes, replaced with clumsy large hopper topped downpipes;
- At basement level, the pool is surrounded by new rooms to the south and east, with new openings being created between the structure and No. 35 Templewood Avenue, this has resulted in the original entrance no longer being used;

6.10 Due to these changes, the pool has a **moderate** sensitivity.



Figure 29. Schreiber House



Figure 30. Early photograph showing the original mound and clear relationship with the Schreiber House. Here the pool integrates seamlessly into the landscape.

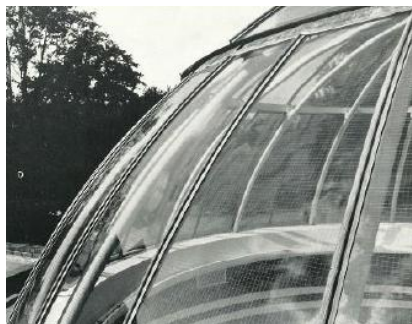


Figure 31. Historic photograph showing Georgian wire glass no longer extant.



Figure 32. The original view out of the swimming pool.

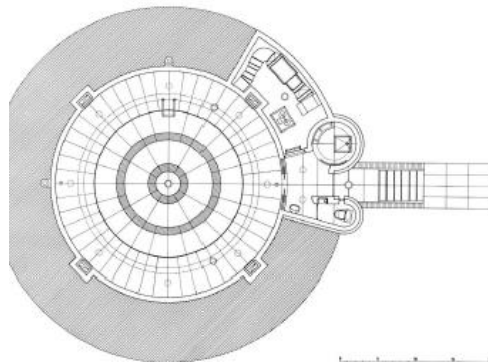


Figure 33. The original plan for the pool showing, single stepped access from the garden and original heating system.

Redington and Frognal Conservation Area

- 6.11 The site is located within the Redington and Frognal Conservation Area, in a sub character area 4: 'Redington Road and Templewood Avenue'. The area is characterised by large detached plots set within ample grounds. The properties on West Heath Road have a very green and verdant setting, overlooking West Heath to the north. The buildings on this road vary greatly in their architectural styles, dating from the late 19th century to the late 20th century. Common features these structures share are their sheer scale, and in many cases, their partially concealed nature, being obscured by their boundary treatments of brick and vegetation.
- 6.12 Templewood Avenue is a relatively late addition into the streetscape, first appearing on maps around 1909. The overriding character of the area is defined by large detached villas completed in a neo-Georgian style. The buildings designed in the first phase of development were completed by Charles Quennell, a prolific architect in the area, who together with the Irish builder-developer George Washington Hart, completed much of the streetscape within the Conservation Area. While the overall style observable in the surroundings varies, elements such as tall chimney stacks and oriel windows remain an identifiable characteristic of the area and the surroundings of the site in particular. To the north bounding the heath is West Heath Road. The properties along this road vary considerably in date, and include neo-Georgian, neo-Tudor, Edwardian and Victorian styles. The Conservation Area character appraisal notes that the only common feature of these houses is their size.
- 6.13 A number of areas within the Conservation Area are identified as in need of enhancement. This includes the garages at Nos. 15, 24, 16, 30 and 97 Redington Road, as well as 99 Redington Road, 27 Redington Gardens and 33 Templewood Avenue adjacent to the site, and Heath Park Gardens, West Heath Road. A number of new developments fall within the Conservation Area,

including 24 Redington Road, completed in a pastiche style, and 17 Templewood Road (2012/0684/P).

- 6.14 The latter is of a contemporary design, and similar to the site is situated adjacent to a listed building. Again, similar to the site assessed in this report, this development replaced a mid-1990s house within an infill plot, however unlike the site the house prior to demolition was designed by a well-known architect, ex-president of RIBA Sir Richard MacCormac. However the officer's report accompanying the application found the building to not be a notable example of the architect's work and lacked presence in the street front. As a result, the building was considered to make only a neutral contribution to the Conservation Area and its demolition was found to be acceptable. The proposed replacement three storey house included a basement and surrounding soft landscaping. The proposed new building was found to be of similar massing, referencing neighbouring Arts and Crafts styles, decorative detail and roof form, albeit reinterpreting these in a contemporary manner. In terms of height the replacement building was 3.2 metres taller than the existing however the report found that, "Postwar infill does form part of the area and many contemporary dwellings are visible around the area and these are often celebrated...Whilst the replacement building would be larger than existing, it would remain to sit comfortably within the streetscape." Permission for the new building was subsequently granted in 2014.
- 6.15 24 Redington Road was also designed to replace a post war property built in the 1960s, occupying parts of the former grounds of adjoining properties. The officer's report for this site commented that, "whilst the proposal would be larger than the current two storey properties, the redevelopment would re-provide a house that respects the characteristics of the area but also contemporary in its own right." The proposed replacement building was subsequently granted consent in July 2016 (2016/1015/P).
- 6.16 As with the 1990s house demolished at 17 Templewood Avenue, the 1994 villa within the site is of indifferent design. The building has been found to lack a clear hierarchy to the main façade and unnuanced massing, which unlike the surrounding properties fails to create a sense of rhythm or even a cohesive design rationale. The result is an overtly bulky and plain appearance, creating a sense of overdevelopment and crowding to the street-front. This creates an incongruous blank character which lacks the decorative detail of the surroundings. The building as a whole has a defensive character due to its proximity to the plot boundary, main access at basement level and steeply sloping entrance way. The existing building therefore neither reflects the historic interest and character of the conservation area as expressed in the remaining buildings dating to the development of the area by Charles Quennell nor is it a successful late twentieth century building in its own right. Previous applications to redevelop the site prompted an analysis of the site's present contribution (LPA ref: 2017/4549/L). The Conservation Area Advisory Committee noted when consulted on this application that the present building was 'somewhat baffling, even disturbing', highlighting its negative contribution. Further to this within the decision notice for this application, the council noted that, "the existing building is not considered to contribute positively to the character and appearance of the wider conservation area nor to the setting of the listed swimming pool."

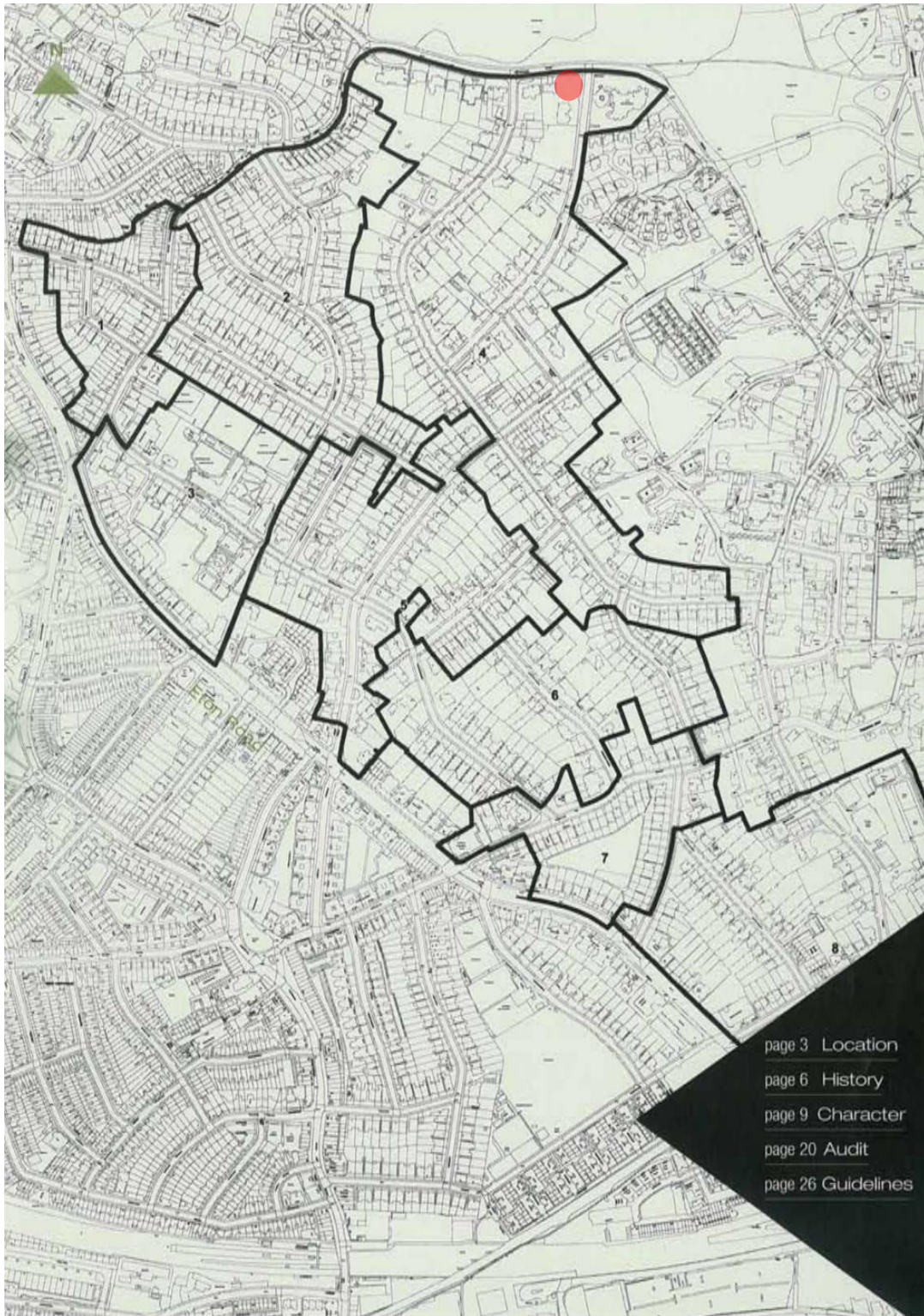


Figure 34. Conservation Area Map. The location of the site is indicated by the red transparency.



Figure 35. 17 Templewood Avenue prior to redevelopment.



Figure 36. 17 Templewood Avenue as existing seen from the street.

7.0 Proposals

- 7.1 The proposals seek to improve the setting of the pool, the appearance of the site within the Conservation Area as well as the character and appearance of the Conservation Area as a whole. The pool will be retained in its current position, preserving what remains of the relationship between the pool and Schreiber House. This relationship is now no longer experientially perceptible, with the historical associative significance of the pool and house only readily appreciable in mapping. This follows the division of the original garden and surrounding landscaping, obscuring the pool's contribution to the listed house, the two structures' physical relationship as well as its architectural interest in its own right.
- 7.2 It is noted that the interest and contribution of the existing 1990s house within the site to surrounding heritage assets has already been examined in previous consented and refused applications. These applications sought the construction of a basement under the entire house, the creation of a new double-volume entrance/hall, an extended second floor of the east-west wing and a new car lift accessing the basement car park from Templewood Avenue. These applications resulted in a consented scheme for the demolition and redevelopment of the villa within the site (2017/4549/L).
- 7.3 A second application for the relocation of the pool and extension of the existing building was refused. In the delegated report for this refused application the council noted that:
- “35 Templewood Avenue has a poor relationship with the swimming pool...The proposals also include the erection of an infill extension at ground floor level ...and the excavation of a new basement floor of the same footprint beneath which would measure approximately 344sqm and 3.7m deep and would cover the footprint of the existing building. These proposed extensions, in themselves, are considered to preserve the character of 35 Templewood Avenue, the setting of the Schreiber House, and the wider Redington and Froggnal Conservation Area...the existing building is not considered to contribute positively to the character and appearance of the wider Conservation Area nor to the setting of the listed swimming pool...Although the development would increase the bulk of the property in this prominent location, the extension is considered a subordinate addition that would be in keeping with the existing building and scale of development of the surrounding area...Overall, the proposals are considered acceptable and would not cause harm to the character and appearance of the host building or wider Redington Froggnal Conservation Area. As such, these elements of the works are considered acceptable.”*
- 7.4 The current proposals seek to build upon this advice, preserving the material fabric of the pool and its axial relationship with Schreiber House, whilst redeveloping the main house within the site. Similarly, the proposed new building has been designed with reference to the existing scale of development within this section of the Conservation Area, improving on the overbearing appearance of the existing building and the current massing to plot ratio, whilst referencing the materiality and aesthetic of the Schreiber House. As such, the proposals seek to enhance the setting of the swimming pool, better revealing the link between the pool and the house to the east whilst improving the architectural character of the area.
- 7.5 The proposed rebuilt house largely follows the footprint and volume of the consented scheme, incorporating the pool into the geometry of the house. The plan form uses an axial design, placing the pool at the centre of the house. This references the formality of the original spatial relationship between the pool and Schreiber House when first built. The use of an axial arrangement also draws attention to the now obscured relationship between the pool and listed

building to the west, through the creation of stronger sight lines between the site and surrounding environment.

- 7.6 An assessment of opportunities and constraints of the site has also highlighted the opportunity to hide the existing plant on the western boundary, again enhancing the views through the removal of visual clutter as well as improving sound impact to and from neighbouring properties.

Plan form

- 7.7 The proposed plan form of the new building has been carefully considered, using a clear, paired back geometric approach which references the simple geometry of Schreiber House. This contrasts to the confusing relationship between massing and plan form within the existing house, which presently has a muddled circulation hidden within a blocky and unnuanced exterior envelope. A hierarchy to the circulation in the proposals is clearly established internally, seeking to emphasise the importance of the pool building around which the rest of the plan form hinges. This structure remains the central feature of the building, providing an organisational node around which the rest of the building is arranged. The overall plan form uses an 'L-shape' design, improving upon both the consented scheme and existing structure within the site to provide a more spacious relationship between massing and open space. This ensures a clarity of form to the pool creating an appropriate degree of separation, echoing the isolated form of the pool in the historic layout of the site. The proposed layout is simple, creating a defined relationship between the central circulation, the entrance courtyard, corridor and the pool. The proposed plan form is therefore considered to improve the setting of the pool, by restoring a degree of openness found in the historic design and repairing the character of the surrounding landscape. These improvements are found to be of **moderate beneficial** impact to that of the listed buildings and Conservation Area.

Swimming Pool Conversion

- 7.8 It is proposed to reinstate the grassy mound which surrounded the pool, recreating the important landscape setting of the structure. A new access is also included within the design in order to assert the pool's importance within the hierarchy of the building. This new access into the swimming pool will be via a glazed linking connection to the South Eastern corner, enlarging an existing opening. The use of glazing is to emphasis a clear distinction in the design so that a break between the pool structure and surrounding building remains appreciable and resembles the original isolated form of the pool in its historic landscape setting. One non original opening infilled, whilst an existing opening will be widened slightly to allow access to the house. An additional opening will be built to the north, giving access to the garden via a staircase, again referencing the original entrance into the pool which was via the open lawn.
- 7.9 It is noted that the entrances into the pool have already undergone substantial changes, following the construction of the surrounding 1990s house as well as the loss of the original landscaping. While the proposed alterations will include the removal of some fabric, the circulation of the building presently makes a limited contribution to its special interest as its original relationship with Schreiber House is completely erased.
- 7.10 It is proposed that the use of the pool will change to become the formal dining room and conservatory. The conversion of the pool to a habitable room is enabled through the installation of a lightweight flooring, retaining the existing fabric beneath. This is designed as a reversible feature. It is proposed that an inlay within the flooring is used to trace the circumference of the pool so that the volume of this structure is referenced in the design of this space, and this use remains understandable. The existing finishes, including tile work and marble will be retained in situ, enabling the reconversion back to pool use in the future. The proposals to this space also include the repair of the glass dome, ensuring its longevity. The overall impact to the significance of the pool and Conservation Area is therefore considered to be **neutral**.

Elevations

- 7.11 The façade design takes reference from the Schreiber House in terms of materiality and clarity of decorative detail. As such the proposed building forms a complimentary pair to the listed building, whilst retaining the primacy of Schreiber House in views from the north west. The overall aesthetic of the proposals contrasts with the surrounding buildings to the south which are more typically constructed of red brick, using a classical architectural decorative language. This creates a sense of differentiation in the streetscape and points to the original inclusion of the site within the plot of the Schreiber House. It is noted that the Schreiber House sought to deliberately create a sense of contrast to the surroundings and the proposals highlight this intention, echoing elements of the bold modernist design used by Claim Schreiber through considered referencing of decorative details and simplicity of form. The use of deep set 'punched' windows in the proposed elevation alludes to the arrow slit fenestration design of the listed building fenestration. Similarly, the use of a bay window to the southern façade creates a linking element, referencing the massing of the Schreiber House but also alluding to window typologies found in the surrounding Victorian and Edwardian buildings to the south.
- 7.12 Materials used include a dark brick, with a lighter glazed brick to the upper storey, again echoing the dark material palette of Schreiber House. A stepped bonding pattern creates a subtle texture to the facades, adding interest without resorting to a more opulent decorative detail which might muddy the use of a clean modernist aesthetic. The bold form of the pool is echoed in the circular pavilion structure to the upper storey seen on Templewood Avenue. This feature echoes the massing of the pool and creates a reference point in the streetscape, suggesting the existence of the pool behind which is presently completely obscured. The proposed elevations therefore improve on the indifferent design of the existing building, creating a complimentary building which references surrounding architectural styles and specific character of the location within the Conservation Area. The elevation adjacent to the pool has been particularly sensitively approached, creating a curved wall to the corner nearest the pool, creating a character which responds to the curve of the pool itself. This wall rises a single storey before the elevation is stepped back. This is to avoid creating a blank quantity of the massing which would risk overwhelming an appreciation of the glazed dome to the pool from the garden. The elevation design is therefore considered to have a **moderate beneficial** impact upon the character of the Conservation Area, providing a more contextual design which improves the setting of the listed swimming pool and Schreiber House.

Massing and Height

- 7.13 Clean rectilinear massing creates a stylistic harmony with the Schreiber House without mimicking its horizontal emphasis. Care has been taken to set back the building within the plot, reducing the current crowded appearance of the existing main house within the site. The result is a more considered and placid design which appears as a confident contemporary addition, avoiding an undesirable pastiche appearance, whilst contributing to the high-quality architectural variety of the area. The height of the building has been designed to ensure to primacy of Schreiber House in views from the north, whilst the significant slope of the hill down to the north allows the building to appear as at a corresponding height to the neighbouring building to the south. The overall height of the building reflects that of the consented scheme, found to be acceptable by the council. The proposals are therefore found to be an appropriate addition in terms of massing and height resulting in a **neutral impact** to the character and appearance of the Conservation Area, as well as the setting of the swimming pool and Schreiber House.

Summary of Impact

- 7.14 The overall impact of the proposals in heritage terms has been found to be **moderate beneficial**, improving the present overdeveloped, crowded appearance of the site. While a change of use

within the pool area is proposed, all existing finishes will remain in situ ensuring the proposed alterations are lightweight and reversible. This is in line with guidance from Historic England Advice Note 12, which notes harmful impacts can be mitigated through the use of a reversible design. These works improve the legibility of the relationship between the Schreiber House and Pool. This relationship is at the heart of the significance of the pool structure, and this improvement is considered to therefore have important weight. The design of the proposed new house utilises a responsive aesthetic, drawing on the material pallet of Schreiber House to create a sense of identity to the area presently lacking. The massing and height have been carefully considered to create an appropriate addition, resulting in an improvement to the character and appearance of the Conservation Area and setting of the listed buildings.

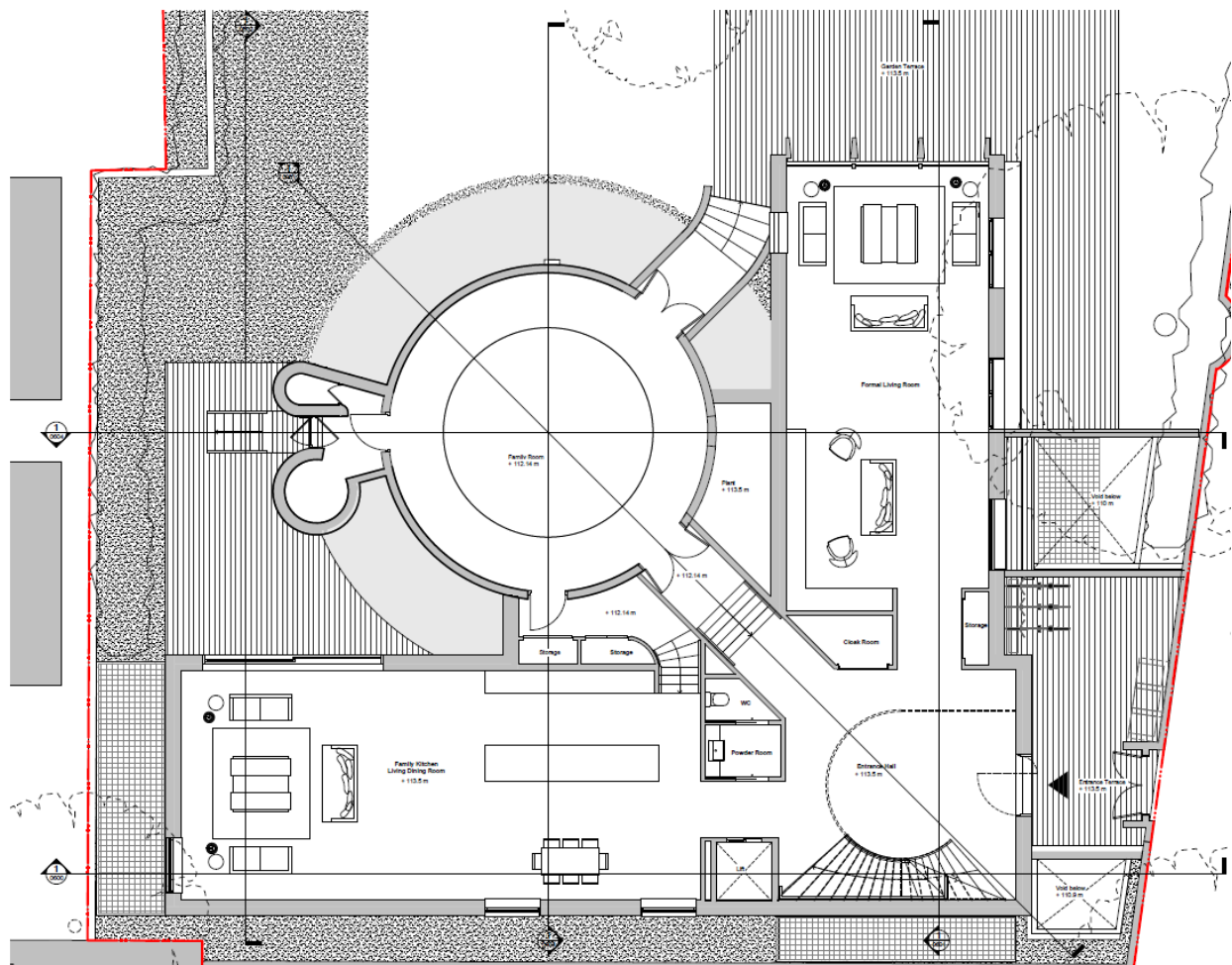


Figure 37. Proposed alteration to the pool.



Figure 38. Proposed east elevation

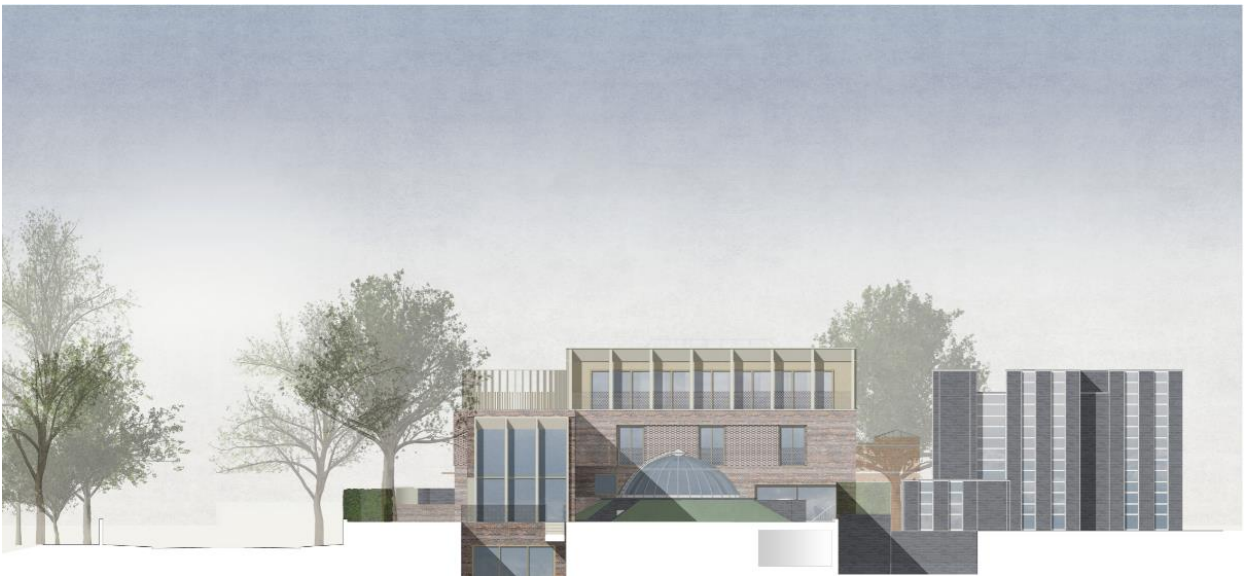


Figure 39. Proposed north elevation



Figure 40. Proposed south elevation



Figure 41. Proposed west elevation



Figure 42. Proposed Templewood Avenue elevation

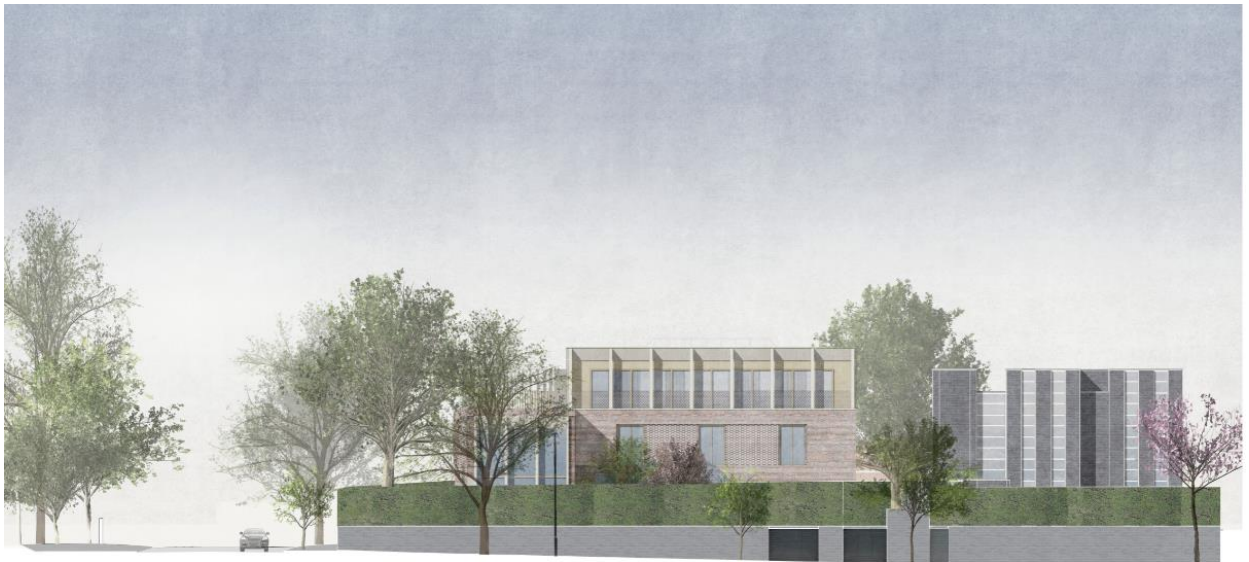


Figure 43. Proposed West Heath Road elevation

8.0 Conclusion

- 8.1 This Heritage Statement has been produced to accompany proposals for the redevelopment of 35 Templewood Avenue. This report seeks to assess the impact of the scheme on the historic environment.
- 8.2 In particular, the design has focused on revealing the significance of the listed pool structure, found to reside primarily in what remains of the relationship between the pool and Schreiber House. This is achieved through the sensitive redevelopment of the site, drawing on an extensive pre-application process and engaging in advice from previous applications for the site. The proposals increase an appreciation of the axial relationship between the pool and the Schreiber House, echoing a similar axial relationship within the design of the new house whilst restoring the landscaped mound to the pool's exterior and ensuring an improved set back development away from the pool. These alterations increase the legibility of the original historic context for the listed structures, enhanced by the careful material selection of the proposed new house which reflects the aesthetic of the Schreiber House and creates a strong identity to the site and surroundings. The massing and height of the proposed house reflects that of the consented scheme, previously found to be acceptable by the council, creating an appropriate development that respects its present context.
- 8.3 The principle of demolition has been accepted by the council in previous applications, and the conversion of pool space to habitable use has been positively received at pre-application stage. It is noted that this conversion is reversible, mitigating impact to the significance of the structure. The overall impact to the listed pool and house is therefore considered to be **moderate beneficial**. , it is considered that the opportunity to otherwise enhance the setting of the listed pool and relationship with Schreiber House, which has been found to reflect its main interest, outweighs this loss.
- 8.4 Paragraph 200 of the NPPF states Local Planning Authorities should look for opportunities for new development within Conservation Areas 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 therefore be treated favourably. The proposals assessed in this application have been found to improve upon the present indifferent design of the existing building, creating a high-quality residential building that reinforces the character of the area. It has been found that the redevelopment of post-war infill plots, such as at 17 Templewood Avenue, form a characteristic of the area and this application upholds this phase of development creating an appropriate contextual change.
- 8.5 The Camden Local Plan (2017) Policy D1 requires development respects local context and character and preserves or enhances the historic environment. The proposals draw on decorative detail and material palette established in the locality to provide a responsive design which reflects the high quality and specific architectural character of the surroundings meeting the requirements of D1. The proposals have also been found to preserve and enhance the setting of the listed buildings in line with Policy D2.
- 8.6 Therefore, the proposals are considered to respect the character and appearance of the Conservation Area and have taken opportunities to enhance it where possible, creating a **moderate beneficial** impact to the significance of the Conservation Area.
- 8.7 This assessment has therefore found that the proposals have an overall **moderate beneficial** impact upon the Conservation Area and listed buildings. The proposals are thus considered to be acceptable and in line with all relevant local and national policies and Conservation Area guidance. We therefore see no reason in heritage terms why the scheme should not be viewed favourably by Camden Council.

APPENDIX 1

STATUTORY LIST DESCRIPTIONS

SCHREIBER HOUSE AND ATTACHED SWIMMING POOL

Grade: II

List Entry Number: 1379179

Date first listed: 15-Jul-1998

Detached house, and attached swimming pool. 1962-4 by James Gowan for Mr CS Schreiber, furniture manufacturer, and his family; built by CP Roberts & Co. The pool added by Gowan in 1968. Blue rustic Staffordshire engineering bricks with rounded "specials" for all corners; aluminium double glazing. Plan of 2 oblongs to the north with a longer oblong to the south, linked by central core. EXTERIOR: mostly 3 storey and basement with the 3 feet by 1 foot 6 inches planning grid powerfully expressed. Piers of brick separated by continuous vertical strips of glazing define spaces with specific functions. Front facade: 2 bays, each of piers flanking 2 strips of glazing, linked by a recessed slightly lower bay. To left, a half-height bay of 3 glazed strips flanked by piers behind which rises a wide blind pier with a slightly lower strip of horizontally set windows to the right. Rear, garden facade, repeats the features with slight variations. INTERIOR: arranged in 4 layers: service rooms in the basement, living rooms on ground floor, master bedrooms on 1st, children's rooms and studio on the 2nd. Each floor is an open suite of rooms but concealed doors can be used to divide the space for privacy; the planning module is also expressed internally, including panelling. Because the main view, over the Heath, is to the north and away from the sun, the rooms extend through the full depth north-south: the cross-section is stepped to form a clerestory at roof level. An important part of the interiors is the built-in furniture, largely designed by Gowan, made by Schreiber's factory and installed over a number of years. The standards of workmanship and finishes inside the house are exceptionally high, in particular for their date; money was spent not on ornament but on high-quality materials. Precast concrete trough ceilings faced with Bath stone; San Stefano marble floors. Further features of interest include: a central vacuuming system and external York paving electrically heated to keep it clear of snow and ice in winter. In 1968 the external landscaping was completed by James Gowan with a 30' diameter sunken and domed swimming pool set in a turf mound with two circular changing/shower and WC rooms. Marble surround and base to pool; glazed tiles to other surfaces. HISTORY: this was Gowan's first commission after he and Stirling ended their partnership; Schreiber was to remain his most important client and it is probably his most significant work. The lineage from Stirling and Gowan's Ham Common flats is discernable, but there is in Gowan's work from the mid 1960s a greater austerity in his massing and use of brickwork, and he is seen as one of the first architects in the 1960s to incorporate elements of 1920s idioms in his work - here that of early Dutch modernism. The result is one of the most significant town houses of the post-war period. (Architects' Journal: Vol.142: 14 July 1965: 103-114; Architectural Review: Vol.145: August 1969: 172-176).

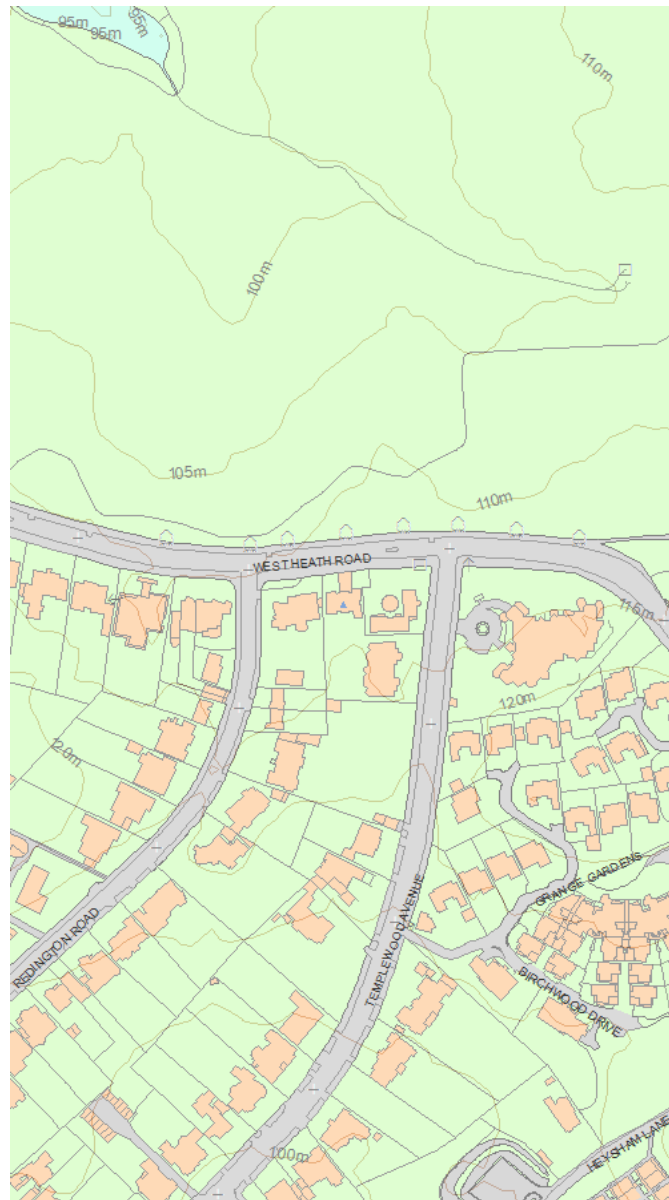


Figure 44. Location map, Historic England.



BIDWELLS