

## Heritage Statement

**Site: 1 Northway's Parade, Finchley Road, NW3 5EN**

**Proposal:** Use of part of the lower ground floor as office accommodation (Class B1) including construction of an extension at lower ground and ground floor level on College Crescent, new window openings at lower ground floor level and associated cycle parking, and installation of plant.

### **1.0 Site description and location in the context of statutory listed buildings and adjacent conservation areas**

1.1 Northways Parade is bounded by College Crescent to the east and Finchley Road to the west. The site is located within the northern block of the parade at part ground and lower ground floor level. Northways Parade contains three blocks of part 6, part 5 storey buildings with lower ground floor garages (now vacant and the subject of the current pre-application enquiry), retail units at ground floor and residential flats above.

1.2 The site is located within the Finchley Road/Swiss Cottage Town Centre, and is designated a Primary Protected Frontage.

1.3 The application site is not listed, nor is it within a conservation area, but the site boundary abuts the southern boundary of the Fitzjohn's Netherhall Conservation Area and the western boundary of the Belsize Park Conservation Area.

1.4 No. 40 College Crescent to the north west of the site is a statutory grade II listed building – the listed building is identified below as the shaded building.



1.5 The listed building (Palmers Lodge) is identified in the below satellite image in the context of the application site.



1.6 The image below is the view of the listed building from College Crescent.



1.7 To the north of the application of the application site identified in yellow below is the Palmer Memorial Drinking Fountain, College Crescent.



1.8 An image of the building is shown below.

Palmer Memorial Drinking Fountain, College Crescent, Grade II. 1904



1.9 The application site does not fall within a conservation area, however the site is bordered to the North and East by both the Fitz Johns Netherhall Conservation Area and the Belsize Park Conservation Area.

1.10 To the east of the site sits the Belzise Park Conservation Area which was designated in 1973. Over the years the conservation area has been subsequently extended and now sits on the rising land between Chalk Farm at the bottom of Haverstock Hill and Hampstead at the top and extends westwards to Swiss Cottage. It forms a triangle of land bordered by Haverstock Hill, Adelaide Road and Fitzjohn's Avenue. The character of the conservation area is largely mid-19th century and it is divided into 6 sub areas which vary on character and appearance.

1.11 To the North lies the Fitz Johns Netherhall Conservation Area, which sits on the southern slopes of Hampstead between Rosslyn Hill and Finchley Road. It was designated in 1984, with additional areas added in in 1988 & 1991. In 2001 a further four new sections were added.

1.12 The application site (outlined in red below) is shown in the context of the two adjoining conservation areas.



## **2.0 Relevant Planning History**

2.1 Certificate of lawfulness was granted 16<sup>th</sup> January 2020 (ref: 2020/0032/P) for: *“Change of use of floorspace under Block 1 of Northways Parade from car repair garage (general industrial - class B2) to office (class B1a) under the General Permitted Development Order 2015 Schedule 2, Part 3, Class I.”*

## **3.0 Policy Context.**

3.1 Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (“the Listed Buildings Act”) are relevant. Section 66(1) provides that in considering whether to grant planning permission for any development which affects a listed building or its setting, the local planning authority 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 72(1) requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a Conservation Area when considering applications relating to land or buildings within that Area.

3.2 The effect of these sections of the Listed Buildings Act is that there is a statutory presumption in favour of the preservation of the character and appearance of Conservation Areas and the preservation of Listed Buildings and their settings. Considerable importance and weight should be attached to their preservation. A proposal which would cause harm should only be permitted where there are strong countervailing planning considerations which are sufficiently powerful to outweigh the presumption.

3.3 The National Planning Policy Framework document (NPPF) (February 2019) sets out the criteria required when assessing proposals impacting on heritage assets. The relevant paragraphs of the NPPF are as follows:

*“189. In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.”*

*“190. Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset’s conservation and any aspect of the proposal.”*

*“192. In determining applications, local planning authorities should take account of: a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and c) the desirability of new development making a positive contribution to local character and distinctiveness.”*

*“193. 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.”*

*194. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of: a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional; b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II\* listed buildings, grade I and II\* registered parks and gardens, and World Heritage Sites, should be wholly exceptional<sup>63</sup>.*

*“196. 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”*

3.4 The relevant heritage policy in the adopted London Plan (2016) is Policy 7.8 - Heritage assets and archaeology. Part D of the Policy is the most relevant to this application and states: *“Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.”*

3.5 The relevant heritage policy in the draft London Plan (2019) is Policy HC1 (Heritage Conservation & Growth). This policy in part requires development proposals to be sympathetic to the setting of heritage assets.

3.6 Relevant Camden’s Local Plan policies are; Design Policy D1 which seeks to secure high quality design in development and Heritage Policy D2 which states; *“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.”*

3.7 Part k of Policy D2 resists development that would cause harm to significance of a listed building through an effect on its setting.

3.8 Reference can also be made to Fitzjohns/Netherhall Conservation Area appraisal and Belsize Conservation Area appraisal documents.

## **4.0 Heritage Assessment**

4.1 The Historic England listing of No. 40 College Crescent describes the Grade II listed building as follows:

*“Detached house. c1880-1. By Morris and Stallwood of Reading. For Samuel Palmer. Grey and red Reading bricks with terracotta enrichment and continuous dentil cornices at floor level. Tiled hipped roofs with tall brick slab chimney-stacks. EXTERIOR: 3 and 2 storeys and basement. 5 bays; irregular windows. Asymmetrical design in Queen Anne style. Central projecting porch of pilasters flanking a round-arched entrance with keystone and supporting an enriched parapet with ball finials; panelled part-glazed double doors with patterned fanlight. To left a window with radial patterned head; 1st and 2nd floor sashes have keystones and shaped aprons. To left, a Flemish gabled bay of grey bricks with red brick pilaster strips rising through the floors to form round-arched blind arcading with keystones on the 2nd floor; single central sashes with shaped and enriched aprons; enriched plaque in pediment. Ground floor window flanked by cartouches. Left hand outer bay of 2 storeys forming a canted bay on the return. To right of entrance a pedimented oriel window with large round-arched window having patterned glazing above. Right hand outer bay of 2 sashes to each floor flanked by red brick pilasters; central enriched plaques. The rear elevation is less significant and the main architectural interest of the exterior resides in the front elevation. INTERIOR: Front portion of house, up to rear wall of axial corridor, has very fine original internal features. Central hall and staircase has dado panelling, moulded arches on turned columns, original doors and windows with stained glass. Moulded ceiling, wooden fireplace and fine panelled doors in elaborate wooden surrounds. The main staircase rises through 3 storeys with all its decoration intact. The rooms to the rear of the axial corridor throughout the house are plainer and more altered than those at the front. The main rooms on the front ground floor retain very fine fireplaces and elaborate doors and door surrounds, they also have contemporary plaster ceilings and deep coving. On the upper floors many of the rooms have been sub-divided but those at the front in particular still retain most of their original late Victorian fittings including fireplaces, doors, door surrounds, coving, skirting boards, dado panelling and fitted cupboards. This high quality late Victorian house survives very well with remarkably good quality contemporary internal features in the front rooms. HISTORICAL NOTE: Samuel Palmer of Huntley and Palmer's biscuits, Reading, built his house in a style and materials popular in the Reading area. Originally called Northcourt the house then became a Children's Hospital. Palmer's family presented the drinking fountain, (qv), at the corner with Fitzjohn's Avenue, to his memory in 1904.”*

4.2 The Historic England listing of the building known as Palmer Memorial Drinking Fountain, describes the Grade II listed building as follows:

*“Drinking fountain and protective canopy. 1904. Presented in memory of Samuel Palmer of North Court, Hampstead by his widow and family through the Metropolitan Drinking Fountain and Cattle Trough Association. Pink granite with oak screens and tiled pyramidal roof. Gazebo form in Arts and Crafts/Gothic style. Octagonal stepped base supporting pink granite buttressed openings, on 4 sides enclosed by oak screens with panels having cut-out diapers to half height and then turned balusters. Eaves with projecting beams supporting projecting base of roof with fishscale tile bands and copper finial. INTERIOR: with central granite column supporting a vaulted ceiling and having projecting circular basins and remains of original water jets. Plaque with unusual ornamental lettering inscribed "This fountain, together with the open space on which it is erected, was presented to the Borough of Hampstead for the*

*public benefit, in memory of the late Samuel Palmer, of Northcourt, Hampstead, by his widow and family, 1904." HISTORICAL NOTE: Samuel Palmer of Huntley and Palmer's biscuits, Reading built his family home c1880 at 40 College Crescent, (qv), originally known as Northcourt."*

4.3 The proposal seeks to transform the existing under-croft garage space into a high quality co working space. Due to the nature of the site, the majority of the proposed alterations look for ways to bring in more natural light as well as creating a more welcoming entrance experience. Proposed alterations include inserting openings facing the existing courtyard area. The proposal will also provide a new and visually interesting entranceway to link the site to College Crescent.

4.4 The proposed extension would sit predominantly at lower ground floor where it would infill the northern corner of the site and would be subject to limited views. The upper ground floor element of the proposal would be cylindrical in form, with projecting vertical fins and a green roof above. This part of the proposal would be visible from College Crescent, but the form and design would reference the nearby Swiss Cottage public library and are considered an appropriate response to this local context. Final materials have not been specified, but the design objectives document references aluminium fins, concrete plinths, timber and slimline glazing.

4.5 This element of the proposal has negligible impact on the character and appearance of the property and the locality and was considered by planners in the pre-application advice to be "uncontentious". The proposed green roof further softens the impact of the extension in the urban context of the area.

4.6 The proposed rooftop plant will be housed within a louvred enclosure and sit on the roof of the lower ground floor extension along the boundary. This part of the proposal would sit below the existing boundary wall, therefore, will not be visible from the street, and as such should have no effect on the setting of the grade II listed 40 College Crescent

4.6 Although the application site is not located within a conservation area, it is located on the boundary of two conservations areas and adjacent to the grade II listed 40 College Crescent & Palmer Memorial Drinking Fountain.

4.7 The image below shows the setting of the location of the grade II listed 40 College Crescent in the context of the application site as seen from College Street.



4.8 It is considered the proposal by virtue of its sensitive and high-quality design and use of high-quality materials would enhance the character and appearance of the host building and therefore also enhance the setting of adjacent conservations areas.

4.9 The proposal meets all the relevant heritage policy requirements which in summary require development to have special regard to the desirability of preserving the setting of heritage assets. And this is because the proposal is considered to have no demonstrable impact on the setting of the two adjacent grade II listed buildings and would enhance the setting of the two conservation areas adjacent to the application site.