



**33 BETTERTON STREET,
LONDON, WC2H 9BQ**

Heritage Statement

CLIENT: HUNTSMERE

PRECIS:

A Heritage statement is produced to support the planning application for a new mansard roof extension to the front and rear of this property, located within the Seven Dials Conservation Area. As the site is a listed building in the Conservation Area, so the external alterations require an assessment of the architectural and historical significance of the site and how it positively responds to the specific context of the built environment.

Prepared by:



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ISSUE

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- The area was developed as a part of the Thomas Neale estate in the late 17th century
- The character of the Seven Dials Conservation Area is given through the range and mix of building types and uses and the street layout
- The radiating plan of streets which fans out from the column of Seven Dials is an exceptional and unique in the history of London planning
- The experience of the conservation area is one of contrast with early industrial buildings standing adjacent to domestic terraces.
- The area retains much of its historic appearance, although there has been adaptation of industrial/warehouse buildings and terraced properties to modern commercial activities
- No 33 Betterton Street principally derives its significance from it being a plain example of a Georgian building that once formed the end of the terrace of Brownlow Street. Rebuilding and bomb damage altered much of the buildings on the street to its east.
- No 33 acts as a counter to the change in the development of the street as it is the only building on the southern side of Betterton Street not to have mansard roof built to the front.
- Betterton Street runs from east to west and the linear aspect of the road with few surviving old buildings on both sides creates mid-range views down the road. Due to the scale, views of the roofline are limited to the parapet and glimpses of the front slope;
- The existing standard roof on the north facing elevation of no 33 is redundant and gives the building little height or depth and from an aesthetic point of view creates an irregular reading of the building when viewed in comparison with no 31 and Betterton House.
- The upper order of the building as seen through its roof has no obvious symmetry.
- The current appearance of the roof is neutral and it offers little in the way of complementing the brick and fenestration of the main building.
- **The internal roof elements have been renewed and constitute a non-original part of the building.**
- The objective is to design a mansard extension to the rear that does not contravene the historic and architectural qualities of the building but rather, realises the heritage value of the building and the area in a way that promotes its significance.
- A structure contained within the front envelope of the building will not have any impact on the principle elevation of the building and if it is designed (as mansard) in keeping with a key theme of no 31 and Betterton House then it should be seen as creating a contextual response to the architecture.
- The siting of the rear extension responds well to the position of the rear buildings of the terrace, with the new mansard largely improving the rear building line left by the non-existent extensions of the building.
- The pitch of the roof to the rear is attuned to the level of the existing building and it allows for a new junction to be formed in a discrete way.

1.0 INTRODUCTION

This report is intended to support applications for planning permission to be submitted to London Borough of Camden on behalf of Huntsmere. The report demonstrates the architectural and historical significance of No 33 Betterton Street and makes an assessment of the impact of changes proposed to the exterior, on the interest of the listed building and the Conservation Area.

Reconciling development within the setting of Betterton Street is an exercise that demands a level of observation and sensitivity. The starting point of such an analysis is in defining the qualities of the building and its relative significance (Part 1). It is then possible to assess the degree to which the proposals will cause an impact on the historic and architectural character of host building and the Conservation Area.

The report will provide an assessment of the buildings architectural and historic character and an evaluation of the setting of the conservation area which will provide an illustration of how new design is suitable. *Concern from Camden that the roof is an original part of the building have been addressed and the resulting conclusions from an inspection are indicated in red in the report.*

An assessment of the heritage asset is important in allowing the impact of the proposals on the listed building and the conservation area to be fully understood. This Heritage assessment found in Section 4 shows that where there is internal historic fabric remaining in situ, it is being conserved. This follows the overriding principle of the scheme which has been to promote a 'conservation-led' approach to change at no 33 so as to provide additional space in keeping with character of the building and the local area.

This will unify the front of the building with the rest of the terrace and revitalize the rear of the building allowing it to be optimized into full use. It is highly desirable to expect all changes to be unified within the setting of Seven Dials and Betterton Street, with the statement summarising it will be a positive and welcome addition.

The assessment understands the significance of the subject building and measure any potential impacts on heritage assets which in this case is the Grade 2* listed building known as Brownlow House, at no 24 Betterton Street. It is in the Seven Dials Conservation Area and the assessment forms a part of the planning approach, demonstrating to Camden that the scheme understands and responds to the sensitivities of being sited on an important building in an important urban area.

1.1 The Proposal

The proposals are to sensitively convert the existing W-shaped roof to a mansard to provide an annex. Two lead dormers are proposed to the front that will be built in place of the existing roof and be of the same materials and dimensions as those seen in the street. A mansard roof extension will be erected to the rear to reflect the prominent ordering of this type as seen to the rear of the terrace.

The scale, dimensions and materials will be of the same as those seen in the square in the same terrace group. A mansard roof extension will be erected to reflect the prominent ordering of this type as seen in the terrace.

It is wished to introduce a sensitive and innovative design that observes and enhances the characteristics of the conservation area and the Betterton Street terrace houses. It is also intended to shape the roofscape addressing the question of improving the proportions and balance of built form within the existing skyline formed by the roofs at Betterton House and no 31 Betterton Street.

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It is considered that the retention of surviving architectural features (parapet and eaves) will embrace the integrity and style of the original design intentions of the house. The proposed roof extension will provide an exceptional architectural quality based on local context and known design cues. As such it will give an architectural benchmark for the conservation area, both in terms of vision and quality.

The site is a four-storey building fronting Betterton Street and with its rear facing towards Shelton Street, and located within the Seven Dials Conservation Area. The building is at the western end of the rebuilt terrace group centered on Betterton House.



Figure 1: No 33, front elevation

1.2 Methodology

This report is based on information collected from a variety of primary and secondary sources, including historic mapping, local records and photographs. A collation of existing written and graphic information has been assessed in order to identify the character, extent and significance of the heritage asset, including its local, regional or national significance as appropriate.

This assessment has relied upon:

- Site visit made by the author of this report on 28 June 2020
- Survey of internal roof structure, 29 September 2020
- Information made available through Heritage Gateway
- Information made available through Seven Dials Estate Conservation Area appraisal and management strategy and historical maps

Local buildings and other structures are briefly described, illustrated, and assessed for their potential historic importance and contribution to the historic environment. Housing, the former Brewery (Seven Dials warehouse) and places of work (such as timber yard on Endell Street) may have played a significant role in local social history as well as making their own contribution to the streetscape.

The development in the context of a Conservation Area need to be considered against Local Plan Policy's and conservation guidance which is set out in the NPPF. There is also the statutory requirement that 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"¹

In accordance with paragraph 189 of the National Planning Policy Framework (NPPF), the document provides sufficient information about the heritage significance of the building and its contribution to the character and appearance of the conservation area to determine the application. Furthermore, it assists the local authority's duty to have special regard to the desirability of preserving the setting of listed building and of preserving the character and appearance of the urban area.

¹ Planning (Listed Buildings and Conservation Areas) Act 1990, 66.1

National

The legislation relating to the historic environment is contained in the Planning (Listed Building and Conservation Areas) Act 1990. Sections 16 and 66 of the Act are of particular relevance to this case, because they place a duty on the decision maker to have special regard to the desirability of preserving the special interest and setting of a listed building. Section 72 imposes a similar duty in respect of preserving or enhancing the character or appearance of a conservation area.

Consideration has been given to the following national and local planning policy and guidance relating to the historic built environment:

- The Planning (Listed Buildings and Conservation Areas) Act 1990 – the legislation which provides for the designation and protection of listed buildings and their settings and conservation areas.
- The National Planning Policy Framework, July 2018 (NPPF), in particular chapter 16.
- Publications by English Heritage, notably Conservation Principles 2008, which sets out guidance for the sustainable management of the historic environment.
- Seven Dials Conservation Area Appraisal (Adopted 1998)

The NPPF builds on a history of legislation and guidance requiring local planning authorities to identify areas of ‘special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance’ and then to pay ‘special attention to the desirability of preserving or enhancing the character or appearance of those areas’. Heritage assets are the central all-encompassing tenant of the conservation strategy.

Mapping and assessment in Section 2 demonstrates how the past has shaped the present landscape and it provides the evidence base required for plan making. It shows the development of the history, fabric and character of this part of Camden with an understanding of its origins, how and why it has changed over time. This information helps understand the impact of a proposal on a heritage asset so as to avoid conflict between the heritage asset’s conservation and any aspect of the proposal (190, NPPF).

Regional & Local

At a regional level the London Plan (Intend to Publish version)² will provide the London wide context within which individual boroughs must set their local planning policies. Policy HC1 on Heritage conservation and growth will support schemes that utilise heritage assets to help stimulate environmental, economic and community growth.

Development should demonstrate a clear understanding of the historic environment and the heritage values of sites or areas and their relationship with their surroundings. Proposals affecting heritage assets will be assessed by the degree to which they conserve their significance, by being sympathetic to the assets’ significance. Policy D1 (2019) London’s Form, Character and Capacity for Growth further addresses the issue of understanding character and context.

Policy 7.1 of the current London Plan (2016) states that the design of new buildings and the spaces they create should help reinforce or enhance the character, legibility, permeability and accessibility of the neighbourhood. Policy 7.4 of the London Plan, ‘Local Character’ states that developments should have regard to the form, function and structure of an area, including the scale, mass and orientation of surrounding buildings.

Heritage assets in the Borough contribute to the unique character and quality of the historic built environment. These sites and buildings are an irreplaceable record of the Borough, which can contribute to a greater understanding of the past including its social and economic history.

² Draft London Plan, December 2019

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Camden has a rich and diverse historic environment, and its historic buildings, areas and landscapes contribute to the special character of the Borough, helping to create a sense of place. In an effort to retain the attractive historic character of parts of the townscape any archaeological remains are also protected.

Local - Core Strategy

Section 38 (6) of the 2004 Planning and Compulsory Purchase Act requires that planning applications are determined in accordance with the development plan, unless material considerations indicate otherwise. Camden's Core Strategy was adopted in December 2010 and the development plan in this instance comprises the Local Plan (adopted in 2017).

The Seven Dials Conservation Area Appraisal and Management Plan (1998) is a material consideration and will be used by the council to test new development against the protection of its character and setting. DP24 seek to ensure all development is of the highest quality and design and considers the character, setting, context and form of neighbouring buildings whilst Policy DP25 is aimed at preserving and enhancing the boroughs conservation areas.

Good design is expected to take account of its surroundings and preserves what is distinctive and valued about the local area. A scheme will only be considered relevant if careful scrutiny of the characteristics of a site has been undertaken; this may well indicate features of local distinctiveness and elements of the wider context that need to be taken into account in order to achieve high quality development which integrates into its surroundings.

Policy D2 Heritage sets out Camden's approach to development affecting listed buildings and other heritage assets. 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. With regards conservation areas, the Council require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.

The Council pays particular attention to design matters when considering planning applications, to ensure that the character of the area is enhanced and protected. For extensions and refurbishment, the Council will normally require the use of traditional materials, but the Council will also encourage good modern design and the sensitive use of high quality modern materials where appropriate.

Core Strategy policy CS14 and Camden Development Policies (DP24 and DP25) give Camden's approach to promoting high quality places and preserving and enhancing its heritage. Policy CS14 (Promoting high quality places and conserving our heritage) is the criteria for assessing the viability and the impacts of development on the Conservation Area and the Boroughs heritage assets. Policy's DP24 and DP25 will ensure the Borough secures high quality design and that Camden's heritage is conserved.

These policies outline the requirement for extensions and modifications to existing buildings to be of the highest architectural and urban design quality. In the correct context, imaginative modern architecture is encouraged provided that it respects the heritage and local distinctiveness and enriches the top-class residential environment of Camden.

Development Management

Development management policies require proposals to preserve listed buildings and enhance the special character and appearance of Conservation Areas in the borough and their settings. Development that makes a positive contribution to Camden's local character will be encouraged, whilst new developments within a Conservation Area and within the setting of a listed building should be of a high quality contextual design so that it conserves the significance of a structure or a place. Squares, street patterns, views and vistas, are tangible elements which make positive contributions to the significance of the Conservation Area.

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The Council recognises (in 7.43 Local Plan) that development can make a positive contribution to, or better reveal the significance of, heritage assets and will encourage this where appropriate. Modifications to existing buildings should be visually subordinate to the main building, allowing the form of the main building to be clearly seen and reinforce the integrity of the original Building. Modifications should also respect the integrity of the group of buildings that contribute to local distinctiveness, including proportions, building line, footprint, rhythm, important gaps and the sense of openness.

Development must incorporate exemplary standards of sustainable and inclusive urban design and architecture. This will include providing for an extended life-time of the building itself through excellence in design quality, high quality durable materials, efficient operation, and the provision of high-quality roof space that can adapt to changing circumstances over time.

Development that makes a positive contribution to the boroughs local character will be encouraged, whilst new developments within a Conservation Area and within the setting of a listed building should be of a high quality contextual design so that it conserves the significance of a structure or a place.

SPG Roof level alterations

According to Planning Guidance on Design (CPG1 (5.8) a *'roof alteration or addition is likely to be unacceptable where there is likely to be an adverse effect on the skyline, the appearance of the building or the surrounding street scene ... on buildings or terraces which already have an additional storey or mansard'*.³

Additional storeys and roof alterations are likely to be acceptable where *'There is an established form of roof addition or alteration to a terrace or group of similar buildings and where continuing the pattern of development would help to re-unite a group of buildings and townscape'* (CPG1 5.7).

In determining a suitable response to the skyline, the design will be shown to consider the bulk and balance of the surrounding architecture and that there is already some unity in heights and a constant visual interest in the street. The design described here takes measures to ensure there will be a fine replication of the scale of adjacent mansards that uses a lightweight contemporary approach to ensure it respects the existing building and is subservient to the host building and listed buildings in the street.

2.0 ARCHITECTURAL and HISTORIC CONTEXT

2.1 History of the Area

Early

By the 10th century the area north of the Strand and south of Holborn had become part of the Westminster Abbey estates. From the 11th century land to the west of Drury Lane was used as a garden for the Abbey while the area around the Seven Dials was owned by The Hospital of St Giles, a leper hospital founded in 1117. In 1537 the land was taken over by Henry VIII and let on a series of leases.

17th century

This part of London expanded rapidly northwards during the period 1660-1840, influenced to some degree by the effects of the Black Death (1665) and the Great Fire of London. The building of Covent Garden nearby, was a key architectural influence, established in 1630 by the developer, the Duke of Bedford, and his architect, Inigo Jones. Covent Garden was designed to form a distinguished Italianate square, one which became increasingly attractive to developers during the 17th century to provide accommodation accessible to the area.

The distinct layout around the Seven Dials is the legacy of an ambitious building plan devised by Thomas Neale, a speculator and Master of the Mint, at the end of the 17th century. The plan was unique, the only one of the 17th and 18th century developments in the West End which departs from a grid plan.

³ July 2015; Updated March 2018

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Instead, a radiating plan of streets was formed around a small central polygonal circus with a Doric column at the centre surmounted by sundials.

Neale imposed building agreements on the leases he granted which specified the materials and size of the houses to be built. Some of Thomas Neale's domestic terraced buildings survive and where they do not, their plot width and depth is still apparent.

It is useful to note the impact of the Building Acts of 1667 which had introduced building regulations that may have influenced the materials, heights and details of buildings.

18th and 19th century

This area was dominated by the brewery industry in the 18th and 19th centuries, with the Woodyard Brewery established in 1740 on a site between Long Acre and Shelton Street. Over the next century the brewery industry expanded and eventually filled the area between Long Acre and Shorts Gardens with large stock brick warehouse buildings linked by high level cast iron bridges causing the demolition of many of the original houses, for example on the south side of Shorts Gardens between Seven Dials and Neal Street.. This altered the scale and character of parts of the area, although the street layout stayed the same. The brewery industry has not functioned in the area for over 80 years, yet most of the brewery buildings have survived.

During the 19th century shops were introduced at ground floor level and warehouses built on Neal Street. The original buildings on the south side of Shorts Gardens were demolished for the Brewery stables in the 1880s and the north side has mostly warehouses,

During the 19th century the character changed as the houses were divided into lodgings. Seven Dials became notorious for its links with crime and corruption. Charles Dickens son Charles jnr (1834) wrote, "Nowhere within the reach of the West End of London can such a glimpse of the life of the poorer classes be obtained as on a Saturday evening at the Dials".

Some buildings are connected with important social developments in this part of London. No 22 Endell Street tells the story of 2 entrepreneurs Lavers Barraud who became partners in 1858 and whose names are inscribed on the walls of number 22. The company became one of the leading producers of Gothic Revival stained glass in 19th century England before going out of business in 1922.

The Hospital Club at 24 Endell Street is on the site of the old hospital, first established in 1749. It was built in c.1849 on its current location and was the British Lying-in Hospital (maternity hospital) until 1919 when it became St Paul's Hospital. After being closed in 1992, the building was bought, and the original external façade was retained whilst renovations began on the interior in 1999 and The Hospital Club opened in 2004.

20th century

Towards the end of the 19th century slum clearance and traffic management along the north west edge of Seven Dials by the Metropolitan Board of Works led to Shaftesbury Avenue being created in 1889 through the widening of the original Monmouth Street.

In the early 20th century there was a development of theatres around St Martin's Lane with St Martins Theatre and Ambassador Theatre being built in West Street in 1913, designed by WRS Sprague. The market dominated the area until the 1970s with the majority of buildings in the surrounding area servicing it. Warehouses were used for storage, in Shelton Street, Neal Street, Earlham Street, and merchants occupied office space.

The character of the area changed dramatically following a decision by the Covent Garden Market Authority in 1965 that the market, the largest single activity in the area, would leave in 1973-4. Plans prepared by the GLC for the comprehensive redevelopment of the area were abandoned after intense public opposition, in favour of preserving the physical character and fabric, strengthening the economic character and vitality, and safeguarding the residential community and improving housing conditions.

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The future was guided by the Covent Garden Action Area Plan 1978 with the GLC itself responsible for developing many of the sites in the area with mixed use schemes. During the past 15 years the residential population has increased in line with the objectives of the Action Area Plan and today there is a substantial residential community in Camden's part of Covent Garden.

The first objective of the GLC's Covent Garden Action Area Plan was to safeguard the existing residential community and provide for a substantial improvement in housing conditions and to double the residential population. As a consequence of the strategy a number of new residential developments were established which have helped to retain and reinforce the residential community.

New developments which complement the historic architecture of Covent Garden are successful because of their design, in particular their scale, height and materials; The Comyn Ching Triangle; the Thomas Neal conversion of warehouses at Shorts Garden/Earlham Street incorporates a complex of shops/cafes with offices and residential on the upper floors; Mathews Yard on Shorts Gardens is a mixed use development of residential, shops and workshops by the GLC.

2.2 Development of Betterton Street (Refer to Historic maps)

Betterton Street runs eastwards from Endell Road to Drury Lane. Blomes map of 1720 shows the entire block between Shorts Gardens and the then named Brownlow Street (subsequently renamed Betterton Street) is developed with buildings of small footprints with rear gardens. By the turn of the 18th century (1799, Horwood) the formalized character of the buildings on both sides of Brownlow Street is shown, with the site of no 33 marked as no 2. The blocks appear to be predominantly buildings of small footprints but with a building of larger footprint located on the north side of Shorts Gardens on the site given as St Giles Workhouse.

In 1888, Goad's Insurance Map names the street to the south of Shorts Gardens as Betterton Street (Late Brownlow Street) and it is known that the street was given this name in 1877 in honour of the seventeenth-century Shakespearean actor Thomas Betterton who lived and died in nearby Russell Street.

It seems that early in the 19th century Betterton Street was little more than one of the many blind alleys off Drury Lane that acted as a refuge for gin drinkers and people seeking escape from poverty and misery. Photographic and documentary evidence shows the changes that have occurred to this street. In 1910, the site on which London Electricity now stands on the corner of Shorts Gardens and Drury Lane was tenements given over to living accommodation for the lower-class population.

In 1874, the rear plans of the buildings are shown as having depth and return wings are prominent, with much variety seen along the terrace and no unifying pattern. The rear of no 33 edges on to the rear of its corresponding building on Castle Street (Shelton Street). The site of Brownlow House is marked on the north side of the street, whilst other important buildings in the immediate proximity include the Lying-In Hospital on the corner of Shorts Gardens and Endell Street and the National School on Castle Street. The brewery and Coach Works occupy large sites on the south side of Castle Street.

In 1749 the main entrance to St Paul's Hospital was found on Brownlow Street but moved to Endell Street in the next century.

Between 1916 and 1952, the former site of no's 17-31 has been demolished and replaced with a block called Betterton House. In 1926, this major redevelopment was reported in the local press with the demolition (No's 17 – 23 Betterton Street) and building of new houses given in response to the growing problems of slums in Holborn.

After an initial burst of building activity (following the Wheatley Act of 1924) targeted at reducing the post-war housing shortage, local councils began to tackle the problem of its existing slum housing. The Housing Act of 1930 encouraged mass slum clearance and councils set to work to demolish poor quality housing and replace with new build.

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It was at this time that *Holborn's first council housing* was built on Betterton Street. Betterton House was opened in 1927 by Prince Arthur of Connaught, a small, five-storey infill block of 15 tenements designed by Borough Surveyor JE Parr, replacing buildings declared derelict.

The arched front entrance led to a stairway providing balcony access at the rear. Fifteen further tenements were added in a 1930 extension. An active opposition group on the council were denouncing the flats as 'slums' by the 1930s.⁴

In 1952, some gap sites are shown on the south side of Betterton Street and in particular at no's 11-13. This may be the result of a bomb drop in the 2nd War⁵ and the consequence is that by 1963, a block had been built in its place. This is symptomatic of changes in the block form at this time, as many buildings became unified and the previous character of narrow individual buildings was changed,

On the opposite side of the road to no 33, the relationship to the former Lying In hospital which is on the south side of Shorts Gardens had been established by the connection to the rear of no 32 Betterton Street. This meant that access to the hospital was given both from its front on Shorts Gardens and to its rear on Betterton Street.

Another important development at this time was the building of 60-70 Shorts Gardens and labelled as 'El Sub Sta' (electricity substation). It appears to be amalgamated with the building on the eastern end of the street block, fronting Drury Lane.

The new block erected at Betterton House is seen to have a uniform building line which was designed to reflect the unified character of the terrace that was seen here before it was demolished. Betterton House is a simple evolution of the Edwardian home, with a uniform design, showing some pretention to the brick and half-timbering popular in the Arts and Crafts period.



BETTERTON STREET WAS DESCRIBED AS A BLIND ALLEY OFF DRURY LANE, PICTURED HERE IN 1805



Betterton House



⁴ Council Housing in Holborn, Part I: Early Council Housing to 1945, Posted by Municipal Dreams in Housing

⁵ Bomb dropped between Oct. 7, 1940 and June 6, 1941

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Houses to be demolished in Betterton Street, 1926⁶



1720, by Richard Blome⁷



Horwood 1799



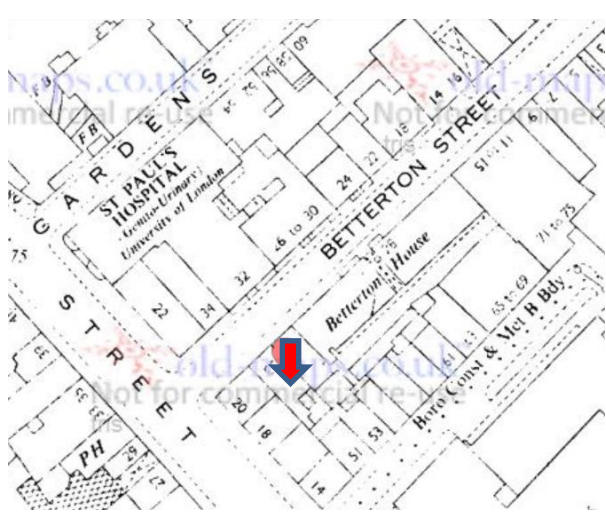
1874



1910



1952



1963

⁶ From 22 October 1926, Holborn & City Guardian. In Camden Archives, Theobalds Road;

⁷ From; A map of the Parish of St Giles's in the Fields (1720)

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2.2.1 Listed building description

The list description of 15 January 1973 says:

33, BETTERTON STREET

Terraced house with later shopfront. Early C18, refaced early C19. Yellow stock brick. 4 storeys and basement. 2 windows. C20 shopfront. 1st and 2nd floors with gauged reddened brick arches to recessed casement windows. Rebuilt parapet. INTERIOR: has good early C18 staircase to top of house with closed, moulded string, square newels and twisted balusters. Moulded dado and some original doorcases. Hall with arched opening, some panelling and boxed out cornice. Included for interior.

2.3 Seven Dials Conservation area

Seven Dials Conservation Area is characterised by Neale's radial plan form centered on the Seven Dials and the associated terrace buildings (Earlham Street) from the mid-17th and 18th centuries. ; the area's distinctive character further emphasised by its contrast with surrounding grid plan. This area is characterised by the combination of cream stucco buildings (Endell Street), sections of shops and warehouses (Neal Street) and the distinguished Italianate square of Covent Garden.

The area is characterized by its strong retail, leisure and cultural activity. The Seven Dials area has an interesting mix of residential, warehouse, brew-house and theatre buildings ranging in construction date from the 17th century to much more recent dates. The close proximity of industrial buildings with domestic terraces creates the special quality of the Conservation Area. There is an intimate atmosphere added to by the small incidental spaces found at junctions and in courtyards.

Betterton Street falls into Sub Area 1 of the Conservation Area and was built before 1720. The interest of the Seven Dials area derives from the formal early 18th century street layout, the scale of buildings, plot sizes and the uses, some of which survives the relatively intact.



Figure 2: Conservation Area boundary

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Boundaries and Layout

The Seven Dials Conservation Area occupies a large part of the land lying to the east of Charing Cross Road, on the south side of Shaftesbury Avenue. The eastern border of the area effectively stops just before Kingsway on the south side of High Holborn.

The Conservation Area is characterised by the radial and informal street layout based on the pattern of 7 roads emanating from the Seven Dials column in the centre. The principal streets of the dial include Earlham Street, Mercer Street and Shorts Gardens. These streets fan out into principle roads that form the outer border of the Dials context, on the south side (Shelton Street), west side (Tower Street), north side (Shaftesbury Avenue) and east side (Neal Street).

Shaftesbury Avenue has a distinctive scale of buildings and use of materials, dominated by red brick and the use of terracotta. Shaftesbury Avenue's character makes it a natural boundary to the Conservation Area. Its street and the plot widths are generally wide and the buildings are generally high. London Plane trees were planted to line the Avenue, which have become a distinctive feature of the street.

This compares with the Monmouth Street and Neal Street junction, which has widened footways that form a lesser and more informal space. The Seven Dials Pillar Sundial as seen from each entrance to the Dials is the central part of the conservation area.

The street pattern leading into and out of the Conservation Area has changed very little over the centuries, excepting the addition of Shaftesbury Avenue, and it is the layout of Seven Dials and its surrounding streets which is particularly significant to this part of the Conservation Area.

Shorts Gardens is a long linear road that spans out beyond Neal Street in an easterly direction and joins Endell Street before it concludes at the junction with Drury Lane. Betterton Street is 30 metres from the south of the junction of Shorts Gardens and Endell Street.

Scale and style

Buildings along Earlham Street are predominately four storey, with the scale and plot sizes reflecting the original Seven Dials, although it was almost entirely rebuilt in the 1880s as part of the Woodyard Brewery. There is still evidence of the high-level cast-iron bridges, which connected the brewery buildings across the street. At ground floor level the arched openings at the west end of the street (now Neal's Yard) are strong evidence of the activity taking place in these spaces in historic times.

A few 18th and early 19th century terraced buildings remain, in particular the section on the south side at no's 14-26. The Cambridge Theatre is a 1930s building which forms a corner building at Seven Dials. The simple classical design provides an interesting contrast to the 18th and 19th century corner buildings whilst having some affinity with the adjacent warehouse buildings along Earlham Street.

The 'triangle' which is bounded by Mercer Street, Shelton Street and Monmouth Street is a good example of the changing character and vitality of Covent Garden. The 1980s development placed the corner buildings (Terry Farrell) adjacent to the restored Grade II listed 17th century buildings and created a mix of residential, retail and office use. The Shelton Street frontage has a particularly good restoration of 19th century shopfronts.

Endell Street has architectural diversity with many distinctive buildings. Following its widening in 1846 by Pennethorne (successor to Nash), the street is wider than most Seven Dials streets with a number of mid-Victorian medium scale commercial buildings. These include the gothic revival St Giles National School built in 1859 and designed by E.M.Barry building in polychrome brick and stone dressings. The Italianate style is also seen at two buildings designed by George Vulliamy; No.81 (1854) is a four storey building with stucco frontage and rusticated quoins and No.79 (1854), the London Swiss Church, has a symmetrical facade of three bays in rusticated stucco.

33 Betterton Street



16-22 Earlham Street



Cambridge Theatre, Earlham Street



Neal's Yard, Earlham Street



79-81 Endell Street



51-59 Endell Street

33 Betterton Street



24 Neal Street, hoist doors and iron hoists



Seven Dials Warehouse, junction of Neal Street, Earlham Street and Shelton Street



Nottingham House, Shorts Gardens

On the west side of Endell Street are good examples of late 18th century (altered mid-19th century) four storey and basement houses with a regular rhythm and plot width (Nos.51-59). These buildings are in stucco with first floor pedimented windows and stone corncicing at third floor. The shops formerly had wooden shopfronts with pilasters carrying a fascia entablature surmounted by dentil cornice.

On **Neal Street** too, many of the properties retain the original 17th century plan form but with their facades re-constructed in the early 19th century, including the replacement of the former wooden panelling. Remaining 19th century timber shopfronts that can be found along the street (i.e. no 27 Neal Street) typically have classical proportions with pilasters supporting entablature and a projecting cornice.

The original terraced houses on Neal Street are four storeys and basement in yellow stock brick with red brick arches and date from the late 18th century to the early 19th century.

Nottingham House is a five storey block neo-Georgian block of flats designed in 1925 (with rear yard and mission hall) that was converted in 1997/8 into a successful mixed use development with shops at ground floor level, an additional floor of flats and a new mission hall. The other important element o streetscape here is at the junction of Neal Street, Earlham Street and Shelton Street, where the street widens to form a broad paved area in front of the Seven Dials Warehouse, which has iron hoists and hoist doors remaining.

33 Betterton Street

Character

The special character of the Conservation Area is found in the range and mix of building types and uses and the street layout. The character is not dominated by one particular period or style of building but rather it is the combination that is of special interest.

Most buildings appear to spring from the footway without physical front boundaries or basement areas. In this tightly contained streetscape, changes of road width, building form and land-use give dramatic character variation, narrow alleys and hidden yards provide unforeseen interest and the few open spaces provide relief and a chance to pause and take stock of one's surroundings. Apart from Seven Dials there are no formal open spaces, but some significant informal spaces occur in the form of yards and street junctions.

The character of the area is given by the adaptation of industrial/warehouse buildings and terraced properties to modern commercial activities. The retail/restaurant industry is now dominant at ground floor level with a wide range of shops including designer clothes shops, particularly in and around Neal Street, traditional food stores, arts and crafts shops and many other specialist outlets.

The dominance of the former Woodyard Brewery buildings to Shelton Street is given by its massing on both sides of this narrow street. The historic remains of the ironwork (as seen in the hoists) that formed the linking bridges gives this part of the Conservation Area a distinctive industrial character.

Short's Gardens has predominantly 19th century commercial buildings that are four and five storeys high. Entrances to the shops are mostly located internally to maintain the appearance of the original warehouse ground floor windows. The whole Neal's Yard block is listed and the presence of hoisting structures, and arched loading bay entrances gives to the market personality along the street.

Tower Court is a pleasant narrow pedestrianised street lying between Tower Street and Earlham Street, smaller in scale and height than the surrounding streets with a terrace of attractive late 18th century three storey houses. Grilles to semi-basement windows form a distinctive part of the streetscape. The rear of the Two Brewers Public House forms part of the terrace with a contrasting glazed brick at ground floor level. The rear of the Old Board School forms an unusual element on the west side of the street, as it has railings on a brick wall with the openness and greenery of a garden beyond. The 19th century Old Board School is yellow stock brick with red brick and stone dressings and has been converted into offices.

Townscape

The Townscape character surrounding the column is derived from the street layout, the scale of buildings, plot sizes and the uses. Surrounding the circus at Seven Dials are seven distinctive corner buildings that terminate the radiating streets.

From the column there are long vistas along narrow streets that are lined with tightly built terraces and warehouses. It is the close proximity of industrial buildings with domestic terraces that creates the special quality of the Conservation Area. There is an intimate atmosphere added to by the small incidental spaces found at junctions and in courtyards.

In an area of narrow streets open spaces provide unexpected and important contrasts and an opportunity to view the townscape. The most significant are those views taken towards and from Seven Dials. For instance, the view west along Earlham Street that frames the distinctive, red brick turreted corner of the Palace Theatre at Cambridge Circus and the view north along Mercer Street to the Post Office Tower. The views towards the open space at the northern end of Neal Street are noted, alongside the open space at the corner of Neal Street, Earlham Street and Shelton Street.

33 Betterton Street

Roof Profiles

Roof profiles are fundamental to the architectural character of any building and as such contribute to the character and appearance of the conservation area.

In the Conservation Area, only one reference (in Stukely Street) is made to the quality of the rooflines. As the Appraisal notes the section between the City Lit building and Drury Lane as being prominent due to the two storey residential and commercial buildings and their lower roof lines and cottage appearance. Views across Stukeley Street provide long views are considered to give prominence to the facades and rooflines of the buildings emphasising the cohesive quality of the area.

The terraces which were developed as part of the Neale estate around Seven Dials have a consistent scale and character. The buildings that 'lean into' the Dials generally range from 4/5 storeys for the grander properties to 2-3 for more modest properties, usually with simple low-pitched roofs set behind sometimes elaborate, moulded parapet cornices.

Attics and mansards are visible in select places and some grand gestures are made on the roofline in certain places, such as a Belfry on Earlham Road and the double stacked mansards at the end of Monmouth Street (no 43).

The differing details and height of modern buildings facing the Dial is important in visual and historic terms reflecting the hierarchy of streets and buildings within them. Later development (30 and 45 Monmouth Street) has generally been sympathetic to the predominant building height and style and hence appears to be in scale with its neighbours. Both these corner-facing buildings relate well to the vertical character of the Seven Dials.

Away from the centre, the general scale and narrow character of the buildings often makes it difficult to read the nature of the roofline. Yet, parapets are visible in places (13 Short's Gardens), often forming an attractive conclusion to the decorative nature of the lower and middle orders below. The presence of mansards (17-19 Short's Gardens) immediately adjacent to the parapet building at no 13 illustrates the varied nature of the roofline.

Neal Street has a number of mansards at the junction with Shorts Gardens, whilst the continuation of Shorts Gardens toward Endell Street shows examples of individual decorated parapets, forming the exception rather than the rule. Endell Street is characterised by the roofline of the former factory of no 22 which is distinguished by the 5 brick gable ends that march across the roof of the building. On the opposite side of the road, two buildings have a more discrete roofline that contributes to the mixed character at this point in the Conservation Area. 31 Endell St has a stone parapet whilst no's 27-29 has a line of small attics which are set back behind the eaves.

In general, although the norm is for pitched roofs set behind a parapet, a large number of these have been altered and also have mansard roof extensions. In the subject area around Betterton Street, many buildings have elaborate roof forms, including mansards, pediments and gables, which form part of the original design conception.

Betterton Street is an example of a group of buildings that have been designed and detailed at different times. In normal circumstances, upward roof extensions would disrupt the unity of a group and are therefore unlikely to be unsuitable. Yet, the prevailing character of the mansards on Betterton House already create a dominance in which no 33 is an anomaly.

On the east side of Betterton Street, the roof profile varies between mansard roofs and dormer windows, flat and gable roofs set behind raised front parapets. Betterton House is an imposing residential block with its mansard roof and dormer windows, On the east side, the roof form is varied with no particular coherence at the roof level. West of Betterton House, the host building (no.33) has an awkwardly pitched roof, 20 Endell Street has a flat roof and no 31 has a recent roof extension.

33 Betterton Street

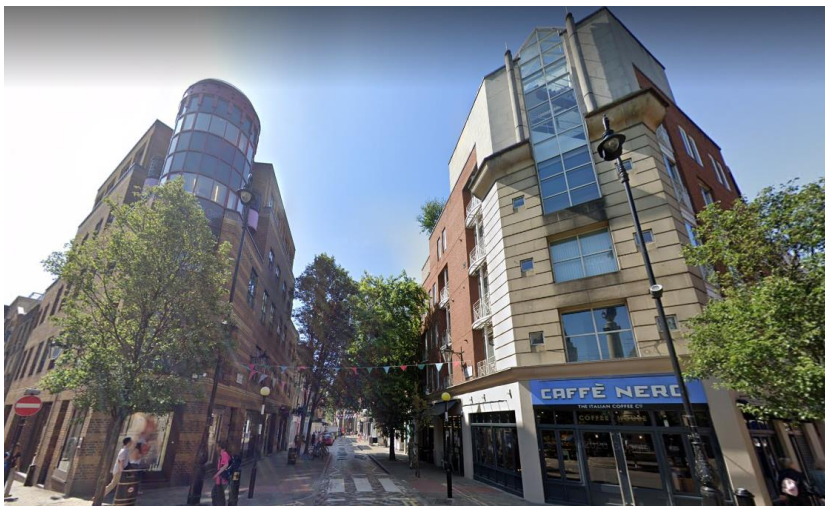
Roof Profiles in context



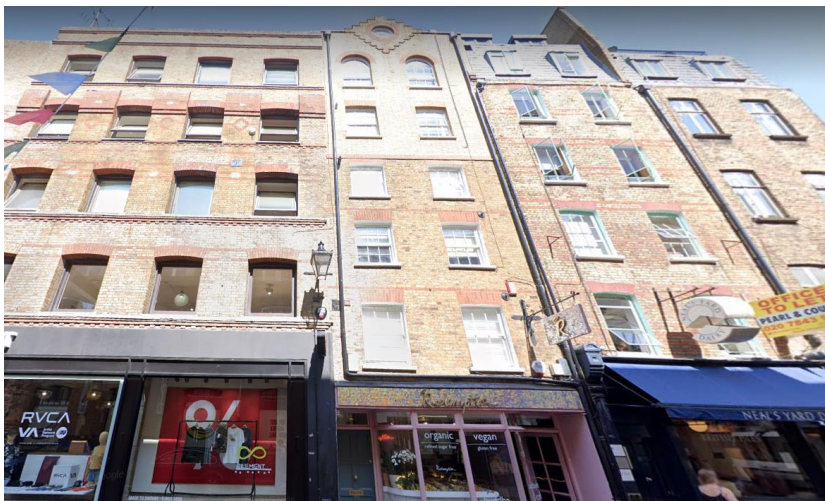
Belfry on Earham Street



43 Monmouth Street

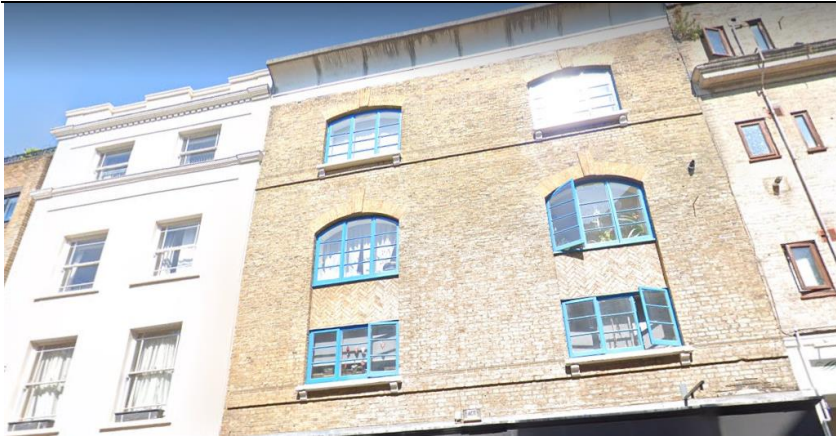


30 and 45 Monmouth Street



11-19 Shorts Gardens

33 Betterton Street



41-45 Short's Gardens



22 Endell Street



17-21 Endell Street

2.3.1 Buildings on Betterton Street

Situated between Endell Street and Drury Lane, Betterton Street is home to Brownlow House (no. 24), a fine eighteenth-century building. At one time, both the house and street took their names from Sir James Brownlow, owner of Lennox House in Drury Lane (demolished c.1682).

33 Betterton Street

Two buildings are listed at no. 24 and no. 33 Betterton Street, whilst four buildings are given as being of value as local landmarks, or as particularly good examples of the local building tradition. No's 1, 3, 5, 9 make an important contribution to the character and appearance of the Conservation Area.

In Betterton Street, the architectural and historic interest is reflected in the fact that only two of the buildings are listed. The later adaptation of many properties to commercial use, has given rise to examples of large functional panes of window, car wide ground floor entrances, painted brickwork, additional downpipes and unsympathetic ventilation grills beneath windows that detract from the homogeneity of the street.

At the same time, the industrial aesthetic is maintained on buildings at the central and western end of the street, where lightly arched window heads and Victorian loading bay areas are seen in the blueprint of the street.

No.33 Betterton Street is immediately adjacent to other historic townhouses of a similar height and it is in close proximity to two other listed buildings, 24 Betterton Street and 22 Endell Street. It is opposite a modern, monolithic building.

No.24, Brownlow House and attached railings is a Grade 2* listed house with a later shop, from the late 17th or early 18th century. It is over 4 storeys and basement and the ground floor is in brown brick with stucco, whilst the 2nd floor has a stuccoed brick band. Spread through 3 bays it has symmetry with the entrance in centre with a wooden doorcase and paired reeded pilasters carrying entablature with dentil cornice. The later shop and doorway is a 4 fielded panel door under a continuous entablature to the left of entrance. Its decorative order is heightened by the gauged flat red brick arches to flush framed windows with exposed boxing and late C18 glazing bars. When listed it was noted the parapet had been repaired.

No 22 Endell Street (on the corner of Betterton Street) is a unique listed building with an unusual purpose: a stained glass studio. The neo-Gothic polychrome brickwork and windows are attractive and once advertised the products of Nathaniel Wood Lavers and Francis Philip Barraud. The building is a focal point of this corner with the red brick fringed with blue and yellow diapers and bands forming a balance with the stone dressings. Its slated roof has symmetrically arranged gabled dormers and a Lombardic eaves frieze, with a crowstep gable on the Betterton Street return.

Buildings that make a contribution

Betterton House is noted for its unity, as a block on the south side of Betterton Street over 4 storeys, with a mansard roof and a dominant chimney stack falls to the side of each party wall. The style of Betterton House is seen on its elevation and rather than opting for the popular choice of Tudorbethan, where there would be half timber and some pebbledash, the building is in a simple Edwardian style manifested by brick walls and windows ordered to a pattern. Some elements such as the chimneystacks, hood over the central entrance porch and dormer windows are typical of the Arts and Crafts style popular at the time.

No 24 Endell Street is on the corner of Endell Street and Shorts Gardens and is identified as a positive contributor to the Conservation Area. It is now the Hospital Club and is a large red brick building over four storeys with stone dressings and quoins.

At the east end of the street, **No's 14-16 Betterton Street** is an early twentieth century warehouse building, typical of the industrial development of this part of the Conservation Area. It is not identified as a positive contributor and has been heavily altered since its construction, with a new row of windows inserted. However, it is considered a non-designated heritage asset due to its age and its type.

33 Betterton Street



Brownlow House, 1955



Brownlow House, 2018



LEB building



No 24 Endell Street



14-16 Betterton Street



No 22 Endell Street

33 Betterton Street

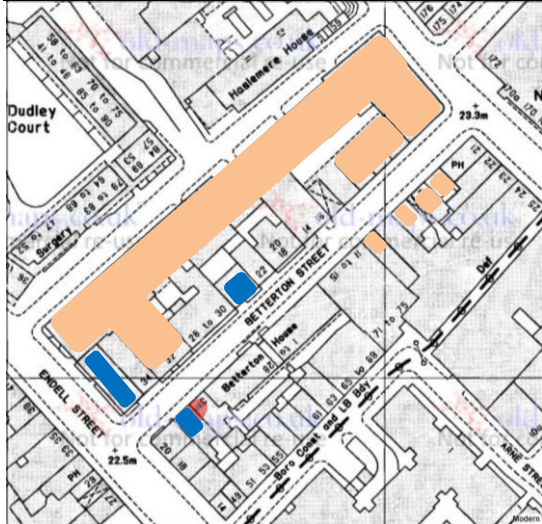


Figure 3: Listed buildings and positive buildings

To the north east end of the street, the most imposing element in the context of the site is the London Electricity Board Site. It is a group of three and four storey, flat roofed brick buildings that form a U-shape plan and fronts all three of the streets that bound the site (at 60-72 Shorts Gardens, 17-20 Drury Lane, 2-16 Betterton Street). The former LEB sub-station is noted as making a contribution to the Conservation Area due to its brick facade that has ventilation holes with glass brick surrounds.

The unified character at the eastern end of Betterton Street is given by the regularly spaced windows and red bricks forming the lintels. Between no 9 and Betterton House, is an unattractive block (no's 11-13) with an entirely functional purpose. It is dominated by the long-glazed rows on the upper floors which are counterpoised by a narrow extension to its west side that has a long vertical strip of glass.

At the eastern end of the street, the urban form is more varied and the building heights fluctuate between 4 storeys (no 1 and no 3) and 3 storeys (no 1 and 5). On the corner, The Sun public House (No.21 Drury Lane) is a typical Victorian building whose wooden hatch to cellar and granite sett paving patch for unloading barrels to side is of interest.



22-24



Betterton House (SOUTH)

33 Betterton Street



9 – 11



1 – 5

Built character

The summary analysis of Betterton Street shows there to be a varied mix of built form on the street, ranging from significant 18th century buildings, interesting 19th century institutions (hospital) and shop fronts to the bland and unappealing premises of London Electricity.

Details in materials, mass and appearance could be read from the existing townscape and used to influence design at no 33. Of note are the impressive doorways, gauged brick arches and the mix of brown and yellow stock brick. At the roof level, the range of mansards on the southern side of the street is a common feature.

In common with the Conservation Area, the terraced townhouse or tenement block is over three or four storeys. In addition, the townhouses generally have basements and attic storeys. Roofs are commonly defined by parapets, giving strong and consistent roof lines. The most widespread roof forms are pitched roofs behind parapets or mansards where there is habitable attic space.

At the eastern end of Betterton Street there is a difference in the scale of the individual buildings of no's 1—9, but otherwise their overall appearance marries up with no 33 at the other end of the street. It is the utilitarian look of no's 9-11 Betterton Street and its over reliance of large expanses of glass that detracts from the symmetry seen in the former terrace and now evident in the block at Betterton House. No's 9-11 breaks up the unity seen by the window heads, shops fronts and rooftop forms at the east and west end of Betterton Street.

In contrast to the block like character of Betterton House, no 33 has a more townhouse like character. Its façade is balanced in a brown brick with a panelled ground floor. It is of four storeys and blends well with the predominant 18th, 19th and 20th century character of the street.

No 24 Endell Street is constructed from red brick with blue diaper trimmings; it too is over four tall storeys that rise in a fortress-like fashion from its foundations. It is embellished by arched windows, a castellated roof and feature stone dressings. At the western end of Betterton Street is a small group of 19th century domestic and workshop buildings (no 1, 3, 5, 9) which are remnants of earlier development and provide a mixed-use feel to the area.

2.3.2 Spatial Quality and Views

Value is given to the original fabric and front elevation of no 33, whilst on the rear side the general sense of enclosure in relation to the rear of no 51 Shelton Street is most notable and raises the potential for a roof extension to the rear. The whole of the CA is reliant on the close-knit fabric of the buildings, streets and spaces. Rear extensions are not visible from the street in most cases and the sides of plots are generally only visible at corners.

33 Betterton Street

The mixed-use streets in the area offer a variety of relationships between building height and street width, thereby creating an interest spatial dynamic.

Within the Conservation Area there are buildings which are considered to be of landmark quality, with the column of Seven Dials the most obvious example. Due to their height, location and detailed design, the former Brewery and Old Warehouse also stand out from their backgrounds as examples of historic activity and enterprise. They contribute significantly to the character and townscape of the area being focal points or key elements in views in multiple views taken in and around Shorts Gardens, Neal Street etc.

In context to the site, the former factory on Endell Street (no 22) is a graceful and prominent rooftop, which is visible from the north and the south and is an important local landmark. Its elegant materiality is of a relative scale to the adjacent terraces and provides an important visual juncture in the street.

Views

The location of Betterton Street is largely established by its position between two long direct roads on its east and west sides. The street has a sense of enclosure given through the mass and scale of the blocks and individual buildings which form to the sides of the road.

Views are generally taken of individual buildings erected at one time, such as the LEB and Betterton House. The visual quality is given through the configuration of construction materials, window and door detailing and the roofscape covered with tiled mansards. Groups of buildings create a rhythm which is pleasing to the eye. Focal points are mainly of the listed buildings at no 24, no 33 and no 22 Endell Street, although other buildings such as Betterton House also warrant attention.

The experience of this part of the conservation area is one of the relatively planned sequence of building, presented by the regular skyline of Betterton House. Built in the 1930's to a uniform plan, Betterton House has a more consistent built form than to the buildings on its sides (no 31, no 33, no's 1-9) which are survivals of an earlier period and have seen more changes.

The position of No 33 appears quietly and unannounced as the viewer turns in from Endell Street. There is no obvious demarcation against no 31 and its elevation blends in with the character of Betterton House.

Looking along the street the eye is focused on the irregularity of the streetscape. In the view taken of the front of the buildings on the south side of the road, it is possible to make out the top of the mansard roof extensions. In this view it is also possible to see that no 33 does not have a roof that is perceptible to view.

The lower height of the eaves on the roof is the most obvious matter to notice when looking at no 33 from the west side at the junction with Endell Street. The sight of the mansards which stretch along the south side of Betterton Street to the east of no 33 is the most notable part in the top order of the view. The repetitive nature of the mansards to the side of no 33 is most noticeable – there is vague perception of a drop in the roofline at the western end of the street at the site of no 33.

33 Betterton Street



No 33, view from the east at junction with Endell Street

Betterton Street is of interest for its junctions with Drury Lane and Endell Street. The junction with Endell Street presents a corner which has both dynamic (no 24) and intimate (Cross Keys public, no 27-29) architecture. Alternatively, the development at its west end by Drury Lane is informative of the steps being taken in town planning on designing new post war utility buildings as seen at the LEB.

2.4 External Form of no 33

No 33 dates from the early 18th century and its materials and style are consistent with this period. The major changes took place in the early 19th century when it was refaced and in the 20th century when the shop front was inserted.



1956, no 33

No 33 is early Georgian with many elements of the architecture popular in this period. It forms the end of the terrace which once spanned to the centre of the street but now comprises only of no 31 and no 33 at its western end. The building of Betterton House was a successful attempt at replacing the terrace which would have been dominant on this side of the road before it was pulled down in 1926.

33 Betterton Street

No 33 once had an attic and still has a basement. It has a two bay front elevation with 2 windows on the first and second floor and one shop front accompanying the door on the ground floor. The square-arched ground floor opening is on the same level as the pavement as is common in a building that has been modernised. The paneled architraves, single fanlight and panelled door are of modern quality.

The status of the first floor and the importance of the front room as the place of residence and business, is emphasised by the longer windows. The entire building is constructed from yellow London stock brick. The roof is formed with a low-pitched roof at the front and back halves of the building, separated by a flat gully.

The original yellow stock brick has been refaced with a brown brick and the main elevation is dominated by the square brick arches to the recessed casement windows. These windows are a good example of a traditional window whose importance is emphasised by the gauged red of the arches that sets them apart from the main elevation.

The first-floor windows are slightly larger than the second-floor windows which in turn are larger than the third floor windows. This arrangement of fenestration is in keeping with the hierarchy of windows seen in Georgian homes, with the high status given to the front room on the first floor.

General Layout and Plan

No 33 stands in a rectangular plot frontal to the road. The main north facing elevation is more distinguished than the rear, although the absence of a roof is a distraction. In contrast to the front, the rear has a staggered arrangement for the window openings, whilst the western bay to the rear had an extension attached to it. The red clay roof is not visible from the street and the absence of a roof behind the parapet is untypical of the area.



Front of No 's 31-33 and Betterton House



No 33, Existing front elevation



No 33 (and 31, Brownlow House), Roof view rear elevation

33 Betterton Street



33 Front elevation



Side view



Rear elevation



Oblique elevation to front

Figure 4: Existing rooftop at no 33

Roof at no. 33 (Refer to photographs in Appendix 1)

No.33 Betterton Street has architectural and historic interest as an example of an early 18th century building with a later decorative scheme layered on. Its setting has been altered over recent years through the addition of a mansard to no 31, whilst the rebuilding of Betterton House earlier in the 20th century obviously brought major changes to the character of the street and its constituent buildings.

Whilst the external elevation of no 33 relates to the present and historic function of the building, there is still a basic incongruity brought about by the evidence of an altered roof.

At the front of the building the historic features given in the listing are original. The refaced stock brick is of great quality and the gauged reddened brick arches to recessed casement windows provide an architectural masterclass of the Georgian period.

Yet the parapet at the front is clearly defined as being rebuilt and the roof has been 'modified' at a later stage. This point is referenced in the listing, where it makes no reference to the roof and it even states, 'Rebuilt parapet'. Whilst the roof has the outline shape of two separate pitched roofs that would combine together to form protection to the front and rear parts of the building, there is no indication that this would have been present in the original building.

The roof slope is currently lower than the parapet on its west side, and the ridge of the roof is likely to have been flush with the apex on the parapet here. The attic would have originally been higher just to make it a manageable space for the 'serving classes' who would have accommodated this area. In the case of the front and rear roofs being higher it is probable that the valley floor would have not been a level plain as it is at the moment, but would rather have been an angled gully raising diagonally on both sides.

33 Betterton Street

It is clear from the current layout of the roof that it has been altered. On the inside, the roof is formed of modern wooden rafters, purlins and struts which are layered on top of little remaining original fabric. As such, the historic roof form is very different from when it was first conceived.

There is no information on what roof types were common on the terrace in the 19th century and if indeed there was a pattern shared by all buildings. The current roof is a *W-shape*, which is the only one of its kind on Betterton Street. Yet, as it has seen much change to external layout and the structure has been clearly renewed, then its retention based on age and scarcity can not be made.



Photographs: Internal roof structure

Better examples of *W-shaped* roofs are seen on the adjacent buildings at 51-55 Shelton Street, where the slopes meet more neatly in the middle and the central ridge is firmly defined by the placement of the chimney stack in the middle. The chimney stack on the west side of the roof at no 33 is placed to the front of the roof slope rather than at the point of the ridge, thereby suggesting it is not contemporary to the roof and the roof was altered at a later stage.

The chimney in the rear roof (west side) is also not centered to the ridgeline, meaning that it too was probably moved when the roof was lowered.



51-55 Shelton Street

33 Betterton Street

Although there is a lack of historic information on roofs, observations of the current form show it is a later modification, where its height has been reduced and the internal timbers have been renewed. The erection of a roof extension next door at no 31 (2009/5698/P), demonstrates how local roof forms have been accommodated within existing plan form and have been modelled to reflect well the mansard form so manifest on Betterton House.

The building derives its significance from the façade and the Betterton Street elevation. Its proportions relate to the size and scale of the roof in relation to the walls and the front, which in this case falls short of meeting the overall dimensions of the adjacent terrace buildings. The front appears to be massed unevenly at the lower and middle parts of the building leaving a disproportionate open space between the eaves and the chimney stack to no 31.

The rear displays elements typical of its secondary role at the back of the terrace. Despite the staggered window placements which is common to many of the rear elevations, there is no obvious determining pattern to the terrace.

2.5 Significance of no. 33

The building principally derives its significance from it being a good example of a Georgian building that was built with reference to the planned design of new terraced areas as conceived by Tomas Neale. It was purposefully created and built in an identical range of buildings that formed a terrace on the south side of Brownlow Street.

Its overall form and shape is distinct being set on an important road side plot and like Betterton House, it has obvious symmetry on the front elevation at lower and middle orders whilst its upper order is lacking the refinement and structure of the mansards seen on adjoining buildings. Any reading of the rear elevation taken from no 51 Shelton Street is already compromised through their being a part formed redundant roof at no 33.

One of the most interesting architectural elements of the exterior is the traditional Georgian windows. The square headed window on the first and second floor gives a basic notion of symmetry and architectural order. As the gauged red brick headers are a part of the decorative scheme and contribute to an understanding of the ambitions of the original owners, they are of significance.

In summary:

- It is important as a modest sized structure on a road in the central part of the conservation area built in a compact terrace development;
- The plan and function remains legible, expressed for example in the door to the road side and the definition of front and rear space
- The front elevation is enlivened by the siting of the windows in a symmetrical order and the appearance of a chimney stack to each side.
- The architectural detail and quality of execution is of a good standard, although there has been some later refacing and rebuilding of features such as the parapet.
- The roof is a standard pitched form and due to its 'lapsed appearance' is of less significance than the buildings to the side at no 31 and Betterton House.
The roof itself has been altered in scale and form and the internal structure is not original.
- The use of external built features such as brick work, gauged arches and recessed window are a fine example of the Georgian style.
- No 33 is a good example of a building that on one level has been preserved by a sensitive conservation approach, whilst in another level, has been left with the absence of a roof.

33 Betterton Street

Impacts on the setting of the Conservation Area

In terms of the contribution made by the building to Betterton Street, the building is of historic interest in providing context and a part of the setting to the early terrace of which only a small amount survives. It also gives a basis for understanding the importance of no 24 Betterton Street and no 24 Endell Street. So, the visibility of no 33 from these two locations in the street is relative and the impact of a new roof will be made out to the observer. It is in the conservation area, but it is only the front elevation that makes the primary contribution and the rear is not visible from the road.

Detractions to significance

The grounds to the north and west of no 33 are significant in terms of containing important listed buildings, as well as the 'modestly elegant' Betterton House on its east side. To the group of the immediate terrace, it does not form a coherent link with no 31 or Betterton House, largely due to the difference in height with no 31 and the lack of a mansard roof.

The current appearance of the roof at the rear is neutral and it offers little in the way of complementing the brick and fenestration of the main building. At the front, the roof does not relate well to the roof pitch of the adjacent buildings and rather than harmonizing with its surroundings it tends to feel rather dislocated and not connected to the main terrace pattern.

The contribution to the character and appearance of the Conservation Area

All the houses are terraced, thus meaning it is possible to draw conclusions about whether their front and rear elevations create a pattern that is a distinctive feature of their relationship between the street/rear yard, house and the conservation Area. Indeed, whilst the front elevation is clearly of great significance, the contribution of the rear terrace elevation to the Conservation Area can be said to be limited and is one that is not mentioned in the CA Appraisal.

Although alterations have happened to the roof, the degree to which No 33 is considered to make a positive contribution to the conservation area as an example of a Georgian house design is made by it being listed in the street and by being included in the Conservation Area.

The evolution of the street is marked by the change to the original form and historic uniformity of the terrace as a whole following its demolition and rebuilding in the mid-20th century.

It is noted that Betterton House has qualities of an Edwardian building, attributed to its Classical approach to building when it comes to scale, massing and materials. The addition of a row of mansards on its roof is an enhancement to the street and was the guiding principle for the new mansard on no 31.

Betterton House does then offer itself as a model template for roof top development on the south side of Betterton Street. The approval of the new roof extension at no 31 followed Betterton House and should also be taken as a model for the proposal at no. 33.



No 33, Roof view front elevation, including Betterton House

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This order of the roof line to the rear is not intrinsic to the character of the area. Along the roof to the rear of Betterton Street, it is only the common mansard roofline of Betterton house that gives the back area a unified feel.

As noted above, many of the buildings in the Conservation Area are historic buildings where formal built arrangements are, in the case of some, integral to their architectural composition. The roofline on the group of buildings is defined by the uniformity of Betterton House, whose alignment and materiality is distinguished. Yet, as the roof of no 33 does not marry up with this block or with the building on its side at no 31, then the upper order of the building detracts from an appreciation of the whole. This means that the building falls short in making a complete contribution to the Conservation Area.

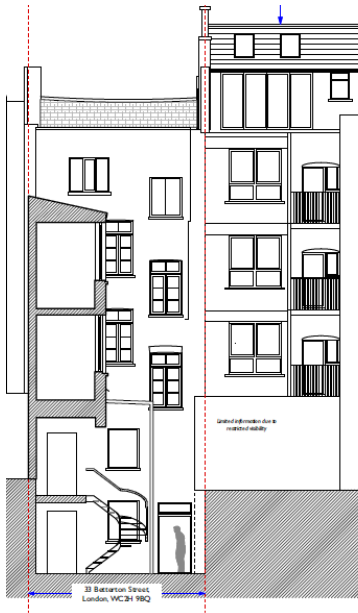


Figure 5: Existing rear elevation of no 33

3.0 PROPOSED DEVELOPMENT IN RELATION TO ARCHITECTURAL AND HISTORIC CHARACTER

3.1 Design Approach and Appraisal

It is important to disqualify any issues the Council may have with the new roof storey appearing out of scale within the street context and in relation to the subject building itself.

The street has a number of examples in the immediate context where residential properties (no 31) similar to the application site have either been extended at roof level or have existing mansards. The historic fabric of the roof at no 31 has also been lost, meaning that the roof form is no longer original. Therefore, the principle of a roof extension is considered acceptable in this instance subject to detailed and appropriate design.

Roof extensions are common in the Conservation Area in traditional and in more modern languages and both approaches have been successfully incorporated within the area. The extension to 33 will be set back from the front of the building in order not to dominate the streetscape or the host building.

The proposed alterations to 33 Betterton Street will improve its street presence and architectural symmetry as well as adding new elements of well-designed modern architecture, which is sympathetic to its context through its scale, massing, alignment and use of materials. The new roof will follow the profile of the approved neighbouring parapet profile at no.31 to ensure contextual sympathy and continuation of

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the terrace. It will be in tiles to match in colour and texture to the existing. Therefore, the proposals are considered to enhance the significance of the designated heritage asset, which lies predominantly in their contribution to the street scene.

i) General

The character of historic buildings and their contribution to the townscape can be diminished through insensitive alteration, extension or neighbouring development, or through neglect and dilapidation. In the case of No 33 the applicant has put forward a practical solution to ensure the standards of residential living can be improved whilst improving the building on the outside, so it commands greater attention on the approach along Betterton Street within the Conservation Area.

As the alterations are to external areas to the front and rear it is important to retain those features of the original building that are of historic and architectural significance, ensuring that the ground, first, second and third floor plan continue to be legible and the front and rear elevation are unchanged.

The proposed extension is directed towards the area that has a bearing and impact on the external appearance of the building as seen from the front on Betterton Street and to the rear, in only private views.

The proposal seeks to improve the overall appearance of the building, thereby allowing it to be viable for the long-term estate objectives of the original terrace development. The mantra of designing a house within a unified streetscape is a fundamental part of the proposed and it is all contained within the existing plot boundaries.

The objective is to design a mansard roof extension to the front and rear that does not contravene the historic and architectural qualities of the building but rather, realises the heritage value of the building in a way that promotes its significance rather than causes harm to it. The adoption of the mansard roof theme seen in the terrace is central to how the proposed relates to the architectural character of the wider area.

ii) The Objectives:

The proposal realises an opportunity for making changes that relate to the historic, spatial and architectural importance of the property. This will require the construction to the front of a new tiled roof with the same ridge and eaves height as no 31. As the mansard will be of the traditional type with tiles to match the existing at no 31 and will be formed of two lead dormers with tiled cheeks, it will bring improvement to the overall context of the No 33 in relation to the main elevation and to adjacent buildings and to the terrace in general.

To the rear a mansard roof extension will be formed of tiles to match the existing, with one dormer plus tiled cheeks and a timber framed sash window. A glazed double timber framed door with a Juliet balcony gives expression to the presence of a balcony at the rear. The extension will be sited in relation to the existing chimney stack at no 31 and no 20 Endell Street, thus forming a suitable scale, rhythm and massing when seen from the rear of no 51 Shelton Street.

The design of the different elements on the outside considers the current size, scale and manner of the building and the space to which they relate. So, works are proposed to liberate the roof space by constructing a structure of two pitched roof forms being merged to form a modulated rhythm with two volumes with slightly different angled pitches facing the road and no 51 Shelton Street.

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The works proposed have then been designed to have no impact on the historic fabric and have been crafted so as carefully mitigate any damage that may occur. The method and detail of the approach to the change proposed is given below.



Figure 6: Proposed front elevation

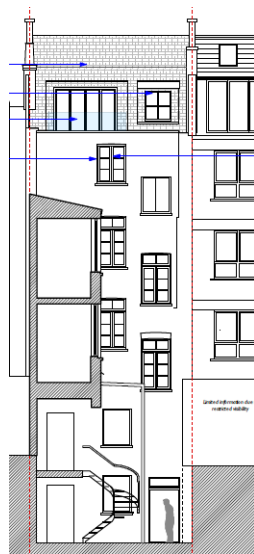


Figure 7: Proposed rear elevation

Front roof

The structure will provide contextual massing and reflect the volumes of the existing house. Most importantly, it refers to the pitch of the mansard roof at no. 31, as seen in context and upholds the rhythm and character of the wider terrace as given at Betterton House, whilst providing a familiar domestic roof architecture common to Betterton Street and this part of the Conservation Area.

The proposal will relate discreetly to the idiom of mansard roofs that characterize the terrace to the east of no 33 by forming a well scaled addition to the front. The chimney stacks will be retained in their current state as they define the line of the party wall on the east and west sides of no 33.

The proposal to create a new mansard roof to the existing building responds strongly to its setting towards the end of an important terrace. The new extension is a space that has a roof of the same angle and dimensions as the adjacent building and so it remains of importance in relation to the Conservation Area. In relation to the building it pays ample respect to keeping the outlook of the first, second and third floor windows open, so it retains the import it had when first built.

It adopts non-reflective cladding materials (slate tiles) that allow the important fabric of the building to continue to be viewed in their entirety. This means that the parapet and stock brick of the old are still clearly seen when viewing the front of the building.

Due to its historic and conservation qualities, the exterior of the dormer will be in lead and timber which matches that used below is used for the frames. To refer to the context of the window hierarchy as seen below the new dormer windows will be the same size as the 3rd storey windows, which in turn are smaller than the first and second storey openings. The same is true at the rear, where the new windows being introduced into the Duplex are smaller than the existing ones below, thus reinforcing the hierarchy here.

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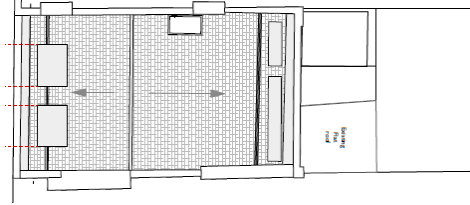


Figure 8: Proposed roof floor plan

Rear mansard roof

The size of the roof area allows for a more substantial feature that befits the property, while unifying the rear façade and being in proportion to the roofline. With the exception of one window and a double door it will follow the same dimensions and profile as a conventional mansard. Yet as there is no pattern to the arrangement of rear mansards or indeed rear elevation along Betterton Street it has its own individual manner.

The proposal will add new floor area whilst maintaining the heritage features of the property and also retaining the original plan format of the building. The elevation will be clad in tiles that look out onto the rear. The proposal is a loose interpretation of the rear roof forms seen in the local skyline, of which no 31 is an example.

The new extension from the rear will be angled at 20°, and it is stepped back in plan allowing for a balcony and ensuring the presence of glazing within the rear elevation is offset.

The scheme will deploy the use of tiles to match and so it will seem as a replication of the existing and its fitting perfectly with the listed building. The windows will be timber framed, with tiled cheeks on the dormer window paying strong reference to the detailing seen on no 31 and at Betterton House.

The insertion of the dormer and door into the rear mansard is balanced out against the existing brickwork on the second and third floor. This lightens the volume and solid character of the new mansard and allows it to be seen as relative to the main building. In addition. The new timber framed window located in the rear wall of the duplex is designed to match those below but is a smaller size so as to maintain the hierarchy of fenestration on the rear elevation.

The erection of a new structure will allow for a residential area to be formed and aligned in a way which gives ample space and continues the circulation. It relates well to the enclosure created by the boundary wall that divides no 33 from no 31 and no 20 Endell Street. It is important that the scheme retains the original plan format on the inside through the retention of original access and internal walls.

The creation of the mansard is a change in the form and alignment and if anything provides an unobtrusive interface into the old building. The proposal provides a new relationship with the retained Georgian brick wall on which it is located.

3.2 Impact on architectural and historic character

The building contributes to the quality of the built environment in Camden and along this stretch of Betterton Street. With respects to the proposed it is important to ensure that the architectural detailing of the building to which the development relates is not eroded or that the quality of the setting is not compromised. Through an understanding of the building and its context it has been possible to evaluate the heritage impacts accruing from the proposals.

Generally, the original use for which No 33 was built is still current whilst the needs of expanding families and personal interests require houses to demonstrate capacity for expansion. The proposal addressed in this application recognises the potential for allowing development that sees the historic continuum be progressed in a way that has little impact on the character or appearance of the building.

The overall intention is to redevelop the external roof spaces on the south and north side to put in a lightweight structure in an aspect that is of a sympathetic design and provides comfortable accommodation. A structure that relates to the proportions and forms of the adjacent building at no 31 and the block at Betterton House as seen in the mansard roof 'archetype', allows for the character of the terrace to be seen within the boundary of the property.

A structure contained within the rear envelope of the building will not have any impact on the principle front elevation of the building and if it is designed in keeping with the profile of the front section then it should be seen as creating a contextual response to the architecture.

3.2.1 Impacts on External Significance

The limited use of glass in the mansard's dormer is an important way of allowing the main building to dominate the space. The dark material of the lead on the dormer will be of the highest quality and will let the existing windows in the building below to be clearly seen as original.

On the roof, the tiles give a conservation quality which demonstrates finesse and status. It is important to note that the arrangement of the new glazing at the front is not expansive but rather blends well with the existing windows; in particular the relationship to the size of the third storey window below allows the original windows on the first and second floor to retain their importance on the elevation.

The process used for selecting the materials for the new building looked at domestic residential development within the Betterton Street area that is clad mainly in timber. It also reviewed the prevalence of tiled roofing in the area as well as the examples for mansard roofs. This gives an understanding of the contribution of such materials and design to the appearance of the new extension, rather than brick.

- **Impact on the listed building**

The double pitched roof form which currently occupies the front and rear roof is not original to the building and, in observing the way in which the pitch is laid out in relation to the front and side parapet walls and chimney, was clearly adjusted at some point in the last 25 years. The clay tiles are not of an age and the insertion of roof lights in recent times clearly compromises the integrity of the roof as being historic. **The internal structure too has been renewed in later times and is therefore not an original part of the building.**

The proposed extension reflects the area of the original house whilst also expressing the conformity of design seen in no 31 and Betterton House. The scheme at no 33 follows the same principle and refers to the current footprint. This means it is true to its historic context and the plan conceived by Georgian developers on the sizing and location of such elements at the front and rear.

The proposed form is simple and clean in its delineation, with a scheme fitted into the lines of the existing building and interpreting the volumes of the pitched roof form to create a fitting 'hat' to the wall of the new. By using glass and tiles it helps build an awareness of the front and rear elevation and the overall arrangement of its fenestration. The design proposed for the extension connects well with the existing terrace and so refers quite plainly to the character of the buildings to which it is adjacent.

It is architecturally attractive as the movement of the roof relates well to the pitch of the eaves and ridge line of the buildings on its eastern side.

The new structure improves the front building line which is currently left discordant due to the absent roof at no 33. The mansard will completely improve the outlook and amenity of the neighbouring buildings including no 24 on the other side of the road. The ridge and parapet of the roof is attuned to the level of the existing building at no 31 and it allows for a new junction to be formed in a discrete way with the angle of the roof leading the eye to read downwards towards the original retained parts of the building.

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- **Impact on the character and appearance of the terrace**

In the context of no 33, the roof profile varies between mansard roofs and dormer windows, and flat and gable roofs.

It is expected that the proposed mansard roof and dormer windows would be of similar design to no 31 and Betterton House. At the front it would share several design similarities, such as roof pitch and profile, being set back behind the front parapet, and roof height with the apex aligned to give uniformity and cohesion with Betterton House. The proposed differs in terms of its window positioning, which would be slightly lower above the parapet compared with no 31, due to the differences in the buildings floor levels.

Nevertheless, when compared to Betterton House, it would be of similar scale and proportion at this level. The differences in window height would have minimal visual impact on the appearance of the host building and the overall appearance of the roofscape in both long and short views along Betterton Street. The detailed design of the front windows echoes those of no 31 and Betterton House and is considered to be sympathetic to the appearance of the host building and its neighbour.

- **Impact on the character and appearance of the conservation area**

The form and scale of the proposed roof extension in a traditional mansard design appears to be appropriate for the scale of the building, as does the front dormer window. The dormer aligns perfectly with that of no 31 and whilst the dormer is not in alignment with that of the mansion block to the left, this is not considered to be problematic in principle as this is a separate building, and not one of a consistent terrace, and so will not interrupt or otherwise upset the streetscene.

In relation to numbering, there will be 2 dormers positioned in the roof to align with the windows in the bay below. This gives an interpretation of the roof in relation to the middle and lower orders of the building and it is interesting to note that it differs from no 31 and Betterton House. No 31 has one dormer with a pair of windows within, that reflect the hierarchy of windows on the main elevation where windows in the west bay are large. On Betterton House, the dormers are a mix of single and double paned units, with there be no overriding pattern in their arrangement.

Additionally, given the narrow depth of the street and limited views that are afforded of the roofscape, the minor anomalies with the window alignment would not be apparent from the street, and will not harm the appearance of the building, the streetscene or considered harmful to the character and appearance of the conservation area.

- **Impact of materials, layout and architectural detail**

The proposed mansard roof and dormer windows would be of the same design as no 31 and very similar to Betterton House. At the front it shares several design similarities, such as roof pitch and profile, being set back behind the front parapet, and roof height with the apex aligned to give uniformity and cohesion with no 31 and Betterton House. The proposed is the same as no 31 in terms of its window positioning, which would be on the same level. It is noted that compared with Betterton House it is slightly higher above the parapet due to the differences in the buildings floor levels; nevertheless, when compared to Betterton House, it would be of similar scale and proportion at this level

To the rear, the roofscape is more varied in design with balconies a feature of the host building. The proposed mansard extension would not project beyond the building line of the host building or the adjoining flats in Betterton House.

The decision to use natural grey slate tiles has a strong conservation ethic and is a positive response to the tiles found on the roofs of all buildings in the terrace. This helps the extension adopt a more traditional form thus, respecting the setting of the Conservation Area whilst also bearing a strong semblance to the front roof developments on adjoining buildings.

Glass forms a visible element of the new structure and so makes it permeable and not obstructing any window openings on the northern elevation (road facing) of the building. The window in the first floor is

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an important feature and it is positive that the size of the dormer is smaller and so pays due regard to its importance in the hierarchy of the building.

The creation of a lightweight roof at the front and rear allows for greater permeability for the visual relationship of different parts of the group to be linked through space rather than structure. At the same time the simple structure of no 33 continues to be prominent and is appreciated in balance with the new.

3.2.2 Impact on the setting

The design carefully ensures that works to the external parts of the building to the front are carried out so as not to impinge on features as seen from Betterton Street. No 33 is a roadside feature in the centre of the Conservation Area and in conjunction with the brick frontage and Georgian elevation creates part of the composition.

The building at no. 33 has architectural merit in its own right and its external visual quality is given by the appearance of the frontage, its layout and plan. In terms of the contribution made by the building to the historic estate of Thomas Neale, the building is of general historic interest in providing context and a part of the setting.

The actual visibility of the building from the main road and public realm is defined by its forward-facing position, front entrance, windows and roof. It is inimitable to the improved appreciation of the front elevation that a mansard roof is formed so as to enhance the visual experience of this heritage asset.

The proposed extension would be constructed mainly with a new Mansard pitched roof and a dormer window facing Betterton Street, all to match the existing adjoining neighbouring roof of no 31. Enhancements will be brought to the setting as the new is all to a scale and in materials sympathetic to the existing building and neighbouring properties.

4.0 HERITAGE IMPACT ASSESSMENT

No 33 is a listed building, and is located within the Seven Dials Conservation Area, as designated by the London Borough of Camden and is part of an interesting row of altered terrace buildings that typify this area. It is a part of the aesthetic, historic and communal value represented by buildings on the south side of Betterton Street. The location is interesting for it being set between the transport infrastructure of Drury Lane to the east and the retail and cultural elements of Seven Dials and Convent Garden to the south/west.

4.1 Assessment of Significance and Setting

Policy guidance towards planning indicates the importance of evaluating the historic environment in making development decisions. It states in the NPPF that:

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 (Nppf 185).

The Government's objectives for planning in the historic environment are to deliver sustainable development by ensuring that policies and decisions concerning the historic environment:

- *recognise that heritage assets are a non-renewable resource;*
- *take account of the wider social, cultural, economic and environmental benefits of heritage conservation;*
- *recognise that intelligently managed change may sometimes be necessary if heritage assets are to be maintained for the long term.*

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Assessments of significance are recognised as being critical when ascribing value to individual heritage assets, as well as to small groups of buildings to neighbourhoods and places. The idea of 'significance' lies at the core of objectives given by English Heritage, 'Conservation Principles, Policies and Guidance' (2008).

Significance is a collective term for 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 streetscape. The English Heritage document Conservation Principles (2008) identified four key values ascribed to heritage assets and emphasised the importance of understanding these values to define the significance of a place. This assessment considers these four values:

- *Evidential value: the potential of a place to yield evidence about past human activity.*
- *Historical value: the ways in which past people, events and aspects of life can be connected through a place to the present;*
- *Aesthetic value: the ways in which people draw sensory 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.*

In addition, context and setting play an important part in understanding the significance of the place, as often expressed by reference to visual considerations. The protection of views is related to the protection of setting and is often considered to be like a work of art in its own right.

It is recognised that not all parts of a heritage asset will necessarily be of equal significance. In some cases, certain aspects or elements could accommodate substantial change without affecting the significance of the asset.

This concept is reinforced by the government's objectives, which include "intelligently managed change" and which seek to ensure that decisions are based on the nature, extent and level of significance of heritage assets.

Change is only considered to be harmful if it affects an asset's significance. Understanding the significance of any heritage assets affected and any contribution made by their setting is therefore fundamental to understanding the scope for and acceptability of change.

4.2 Heritage Assessments

The NPPF constitutes the government's current national guidance and policy regarding development within the historic environment. The NPPF is a material consideration that must be taken into account in planning decisions and in this respect, it includes a clear policy framework for local planning authorities and decision makers. It reiterates that planning law requires applications to be made in accordance with the development plan unless material considerations indicate otherwise.

The NPPF advises of the desirability of any development for,
"sustaining and enhancing the significance of heritage assets and putting them to viable uses
"consistent with conservation."⁸

It goes on to say that:

"great weight should be given to the asset's conservation... as these assets are irreplaceable resource."⁹

Development in the context of the Seven Dials Conservation Area then means that a combination of factors such as the quality of design and setting of the buildings or their historic significance need to be assessed. In addition to the individual quality of No 33 itself, there is the factor of the relationship of any

⁸ NPPF 185

⁹ NPPF 193/ 184

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new structures with the existing context of other listed buildings, the quality of the spaces between them and the vistas and views that unite or disrupt them.

It is the location of Brownlow House (no 24) and no 22 Betterton Street on the corner that gives Betterton Street its distinctive character. This is compounded by the elegant quality of Betterton House in the centre of the street and the presence of locally important buildings such as no's 1-9 at the east end of the street. Bearing in mind the heritage significance of buildings along Betterton Street, it is important that the new should not impact on the character or appearance of the street.

The relationship with the townscape, the quality of the roofline and boundary treatments, are also features which can add to or detract from the quality of the setting. In respects to No 33 the roof is directly in the range of no 31 and indirectly within view of no 24 which both already have different arrangements.

The local plan states that new development will be permitted where it is sympathetic in terms of character, built form (its proportion, scale and materials) and layout and have a positive effect in relation to the general character and appearance of an area. **Policy D2 Heritage**, sets out Camden's detailed approach to development affecting listed buildings and other heritage assets.

In many ways the use of tiles provides an interpretation of decorative elements seen in the locality and respects the status of the older brickwork both in terms of its age and its elevated position on the retained elevation. This approach relates well to the adjacent group of buildings, allowing the new feature to not be over dominant in views, but rather letting it be discreetly visible. When seen, the new roof will be entirely connected to no 31 and Betterton House to its side.

The extension is of a modest size and in glass and tile, so encouraging the onlooker not to focus solely on this addition but to experience it in relation to the main body of the building and its wider setting. Its integration in terms of design and size with the existing elevation to the front and rear allows the building to be appreciated and encourages it to be placed within the wider spectrum of street and rear development in Betterton Street and the Conservation Area.

The rear roof extension has a loose connection with that of the buildings next door and creates a valid interpretation of rear elevations in this location.

4.3 Local Plan assessments

Development Management

With regards to urban design and local character, extensions to existing listed buildings and alterations affecting conservation areas are all important considerations for the scheme. It is fitting that the scheme takes into account that the Conservation Area retains many diverse historic rooflines which are important to preserve.

Changes to a roofline, insensitive alterations, poor materials, intrusive dormers, or inappropriate windows can harm the historic character of the roofscape. Whilst butterfly roof forms, parapets, chimneystacks and pots and expressed party walls are of particular interest, it is understood that the roofline at no 33 has seen some fundamental changes in its character since it was listed in 1974. **The renewal of internal timbers which can be dated as having happened since this time has had an impact on the historic fabric of the building. As the roof is not original then well designed change can be permitted to this part of the building.**

Regards listed buildings, it is considered above that the roof form and its constituent materials are not original to the building and that the change anticipated in the proposed would not cause harm to the special architectural and historic interest of the building. In relation to 7.60, the setting is of great importance and the proposal has been careful to ensure that the value of the Grade 2* Brownlow House is not diminished. Indeed, the design provides a sympathetic roof form that harmonises with the buildings to its sides and on the other side of the road.

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In relation to local character the scheme respects the character and appearance of the Conservation Area and neighbouring buildings. As it is an area of distinctive character given by the uniformity of Betterton House and no 31, the design reinforces those elements which create the character. It creates a positive relationship to the existing townscape and it relates to the scale and alignment of the existing street, responding closely to the prevailing scale, form and proportions and materials.

It works with the character of the conservation area (7.47) through its reference to the pattern of development, architectural detailing and use envisaged for the new development.

The proposed relates well to the local context, is of a traditional mansard design and appropriate for its historic setting on top of a Georgian building and adjacent to the historic 'block' of Betterton House. It imbues a strong architectural context with no 24 Betterton Street too and in such a way promotes the conservation and appreciation of the historic environment.

Its design follows the roof design of the adjoining property at no 31, which in its own right reflects the mansard roofline of Betterton House. This will bring great benefits in respects of understanding the shared context and its former unity as part of a terrace that was subject to bomb damage and later rebuilding. It is in scale with its surroundings, of a 'considered' design and justified in respects to the improvements it brings to Betterton Street. Materials are of a high quality and complement existing development.

This statement has identified the special character or appearance of the Conservation Area and acknowledges how the context of Betterton Street has been referred to in the design of new. The proposed responds to its context, local character and history whilst at the same time promoting an innovative approach to design that should promote or reinforce local distinctiveness. Policy 7.43 acknowledges that the Council will encourage development that makes a positive contribution to, or better reveals the significance of, heritage assets, where appropriate.

In relation to the SPG on Roof level alterations, the front elevation of the mansard roof will be set back behind the parapet wall. The proportions of the windows will be smaller in size and the position within the roof slope will be lowered to be partially hidden behind the existing parapet wall.

The new roof will blend into the roof form established at no 31: In line with policy (CPG1 5.7), it will contribute towards the pattern of development already seen on its east side and in doing so, would help to re-unite a group of buildings and rationalise the townscape'

The new extension should conform to the height, scale and proportions of existing buildings in the immediate area, using materials sympathetic to the character of the area in terms of colour and texture. The extension is of exceptional design quality and should be permitted as it will have a positive effect on the architectural integrity of the group of buildings as a whole as it forms a congruous element in terms of an important features of the character area, the mansard roof.

The design considers the balance of the surrounding architecture and that there is already some unity in heights and a constant visual interest in the street. The design described here takes measures to ensure there will be a fine replication of the scale of adjacent mansards that uses a lightweight contemporary approach to ensure it respects the existing building and is subservient to the listed buildings in the street.

In this respect the scheme relates well to adjacent buildings and to the surrounding townscape on the grounds of its scale, quality of materials and height. Integrity of existing detail and the scale of the features on no 33 are to be retained and reflected in a positive light by the glass and tile so that it does not compromise the grain and scale of the conservation area.

The proposal promotes high quality design that makes a positive contribution to the overall environment. In addition, the new structure pays full regard to the characteristics of the Conservation Area as it gives a high priority to the objective of preserving or enhancing the character or appearance of the area.

The NPPF constitutes the government's current national guidance and policy regarding development within the historic environment.

The purpose of the planning system is to contribute to the achievement of sustainable development. The policies in paragraphs 18 to 219 of NPPF, taken as a whole, constitute the Government's view of what sustainable development in England means in practice for the planning system.

The Conservation Area Appraisal identifies the cultural heritage values of the settlement. It describes the area's history, fabric and character with an understanding of its origins, how and why it has changed over time and the form and condition of its constituent elements and materials. Mapping and assessment demonstrates how the past has shaped the present landscape.

Section 16 of the revised NPPF deals with conserving and enhancing the historic environment in paragraphs 184 to 202. The NPPF places much emphasis on heritage "significance", defined as:

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

The effects of any development on a heritage asset therefore need to be assessed against the four components of its heritage significance: its archaeological, architectural, artistic or historic interest.

Paragraph 189 makes it clear that the level of detail should be i) proportionate to the importance of the heritage asset and ii) no more than is sufficient to understand the potential impact of the proposal on the significance of the heritage asset.

The purpose of the planning system is to contribute to the achievement of sustainable development. The policies in paragraphs 18 to 219 of NPPF, taken as a whole, constitute the Government's view of what sustainable development in England means in practice for the planning system.

According to paragraph 200, local planning authorities should look for opportunities for new development within Conservation Areas and within the setting of heritage assets to enhance or better reveal their significance. The following paragraph recognises that not all elements of a Conservation Area will necessarily contribute to its significance.

Of relevance to the proposal Paragraph 201 states:

'Loss of a building (or other element) which makes a positive contribution to the significance of that Conservation Area [...] should be treated either as substantial harm under paragraph 195 or less than substantial harm under paragraph 196, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or world Heritage Site as a whole.'

Applying this to the building at 33 Betterton Street it follows that the greater the degree of change to an area deemed to be significant or contributory to significance, the greater the potential for harm and the need to proportionately justify that harm.

In respects to NPPF the following criteria for assessment are important in establishing the credibility of the proposal:

- Impact on significance (187, 188 and 189)
- Suitable design (124 and 127)
- Conservation of heritage assets (20, 185, 192 and 193)
- The setting (190, 194 and 200)

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IN RELATION TO PARAGRAPH (187, 188 and 189): the significance of the heritage assets affected and the contribution of their setting to that significance

In the setting of No 33 there are two types of heritage asset; the Conservation Area and the listed building of no 33 itself, as well as no 24 Betterton Street and no 254 Endell Street. The section on development of the area (2.2) and Conservation Area Context (2.3) give information to help understand the significance of the heritage asset.

No 33 is a listed building whose relative significance rests in its architectural value, as an example of a building that formed a part of the Georgian terrace in this part of Camden. It is important for its status as one of only a few buildings that has survived through to the modern day.

As noted in the summary of significance, 33 is of historic significance through the information it provides on the development of a residential area in an area that was what later to become diffused by retail, café and office buildings, in the north-east part of Covent Garden. No 33 is an example of housing that was of a higher quality status and formerly formed part of a terrace that was partly destroyed by bomb damage in the early 20th century.

As it is in the Conservation Area its significance warrants some consideration. As an old building the changes that have already taken place to the roof with the apparent redundant nature of its roof means that it has lost some of the architectural significance it had when first conceived. **Indeed, the addition of new timbers in the roof compromises any former historic fabric which may have once been present.**

Currently its appearance is compromised by the gap between the chimney stack at roof level leaving a less than positive impression on this section of the street. It may be said to detract from the quality of the other distinctive terrace buildings to be found nearby.

Its relationship to the surroundings is important and in particular the visual connection it has in relation to no 31 and Betterton House and its appearance opposite to no 24 on its north side. In its current form, its relationship to these heritage assets is neutral and only adds to the essential character of these buildings through its lower and middle storeys.

The mansards of no 31 and Betterton House create a fitting termination to the elegant horizontal spread of the former terrace on the south side of Betterton Street and the early 18th century buildings of no 24 and no 33 are formed as distinct elements of the early historic townscape. No 24 appears to have flat roofs on both sides, whilst No 33 has a more dynamic context. As its roofline is subject to an irregular alignment in all views of the building, which is magnified by the mansards of the adjacent buildings.

No 33 appears as an incomplete structure in the defining panorama along the street with the relative scale of the adjoining mansards being an overwhelming element. The proposals relate to the context on the south side of Betterton Street which is characterised by the rhythm on the roof line.

Design in this location has been specifically crafted to cause no detrimental effect on the historic quality of the Endell Street environs to which the subject site is associated. The building is sited within a mix of old and new buildings on Betterton Street and occupies a position on a much changed edge on the south side of the street. The proposed design recognises this juxtaposition and the opportunity for creating a balance against the visual signifiers that form the outer receptor zone for the proposal. Indeed, the detailing of the roof has been created so as to respond to key heritage viewpoints to which it may conflict.

In this respect it will not interfere of the view taken of no 234 Betterton Street in an easterly direction but rather will help channel the viewpoint up along Betterton Street. The new roof will also engender a greater mutuality with no 22 Endell Street on the corner, realising an aesthetic connection between the two. In conclusion, the new roof design will improve the visual quality of the heritage asset, enhancing

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the quality of a road and having no negative impact on the relationship of Betterton Street with Seven Dials.

IN RELATION TO PARAGRAPHS (124 & 127):

The consideration of design should include scale, height, massing, alignment, materials and use.

The building plan of the new interprets the later roof form found in the adjacent buildings, with the simple two-tier mansard elevation being incorporated into the new layout at front and rear. Dormer windows are a commonplace feature to the front and find true alignment in the new front and rear mansard roof.

The new roof has referred to the predominant typology of mansard roof which is characteristic of the area and taken this as a template for the new volumes. Therefore, the front and rear elevation is influenced by the roofline of the buildings to its east and uses this design prompt to create a suitable design for the new extension.

It is important the massing of the new takes place on the horizontal plane in conjunction with its location on the vertical plane. The new volumes at front and rear have a central alignment which rather than being irregular in the built environment relates well to context.

The proposal is not expected to have any material effect on the character or appearance of the conservation area or host building. External alterations to instate a suitable extension would not cause any loss of residential amenity in terms of light, privacy, or visually intrusion.

In addition, the proposals will work with the rear elevation of the building, with the brickwork and window openings continuing to be seen. This will be regarded by Camden as an improvement to the 'private' historic and architectural integrity of the rear street scene.

The scheme responds well to the architectural integrity of surrounding buildings at roof level whilst reflecting the character of the surface materials of many listed buildings. In its own right, no 33 remains an expression of the Georgian movement which, although tempered by the changes made in the 19th century to its front elevation, continue the historical narrative of this part of Camden.

A proposal of this quality will make a positive contribution to the character and local distinctiveness of the historic environment. The proposals to create a one storey mansard roof extension with two dormers to the front and the rear is configured in such a way that it will not protrude on this fundamentally public (at front) and private (at rear) space.

IN RELATION TO PARAGRAPHS (193):

Weight given to the significance of a designated heritage asset and its conservation

Significance can be harmed or lost through development within the setting of a heritage asset. As the building in the context of the proposed roof site is a heritage asset, the proposals on both the building and the setting have been carefully evaluated.

By assembling a modest structure in the context of no 33 and no 31 the scheme can adopt some of the significant materials found in extensions in the wider area in order to seek greater harmony to the composition. This ultimately will help bridge the gap at roof level of the rather forlorn looking structure as current, into a well-designed part of the historic landscape.

The benefits derived from seeking greater balance through the new roof building are positive. The proposed development will create a form of lightweight structure to the neutral area of the roof to the front and rear of the main building. The setting of the building in relation to its rear grounds will be improved through the new addition, improving the structure and visual quality and helping unify the land, buildings and boundary features on this small rear enclosure within the Conservation Area.

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The conservation benefit of the proposal effectively sees imagination in the design process and how the new relates to historic features of the exterior and to the surrounding context of the Conservation Area. This aims to minimise conflict and bring greater clarity to the front of a building in a road that forms a secondary approach to the historic core of Seven Dials.

IN RELATION TO PARAGRAPHS (190, 194 and 200): On consideration of setting

Setting is defined as “the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.”

The character of no 33, has a reasonable sense of enclosure because of the narrow street and the tight grain of buildings on the roadside.

The proposed size of the extension is in line with the historic scale and size of a typical Georgian mansard. Although the mansards on the block at Betterton House are from the Inter-War period and are being used as the template for no 31, they provide a good example of the type, as they have four sloping sides, each of which becomes much steeper midway down.

The dimensions, location and materials are all designed to be in relative scale and keep the proportion faithful to the historic and architectural hierarchy imposed by adjacent buildings and the known precedent for mansards.

The new structure will act to enhance the areas character and be appropriate to the setting, whilst also helping strengthen this part of Betterton Street. This will have the effect of improving the setting of the rear gardens, as well as forming an attractive addition to the building when seen from the front.

4.5 Policy Summary

Paragraph 195/196 of the NPPF requires any harm to the designated heritage asset to be clearly and convincingly justified. Local Plan policies referred to above state that proposals to extend a building will only be permitted where the character and appearance or setting of the building would be preserved or enhanced.

In consideration of the policy assessments, the installation and design of a new built element contributes positively to the character, distinctiveness and significance of the host building and the wider historic environment. The proposed offers a solution for improving external appearance of no 32 to provide a meaningful development of the space based on an interpretation of the building’s and areas character.

In respects to the weight given to the heritage significance, the work proposed to the exterior has fundamentally recognised the integrity and value of the remaining historic fabric as well as that which has been altered in later years. So, the preservation of such features is a key part of the set of proposals created for enhancing the building and bringing it into the 21st century.

The proposed mansard roof will make a positive contribution to local character and distinctiveness (192)

4.6 Heritage Benefits of the proposed design

In relation to para 195 of the NPPF, it is important to consider the public benefits that will be derived from the new mansard roof.

The development actively seeks to preserve those elements of the setting that make a positive contribution to the asset, such as the elevations of no 33, no 24 and the character of the adjacent block of Betterton House. It does this through helping to enhance the significance of the setting (the heritage asset) through the placement of a modestly sized mansard extension.

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In addition, the proposals to maintain the windows on the front façade, will improve the historic and architectural integrity of the composition.

A number of potential heritage benefits that weigh in favour of this scheme, including:

- It enhances the significance of a heritage asset and contribution of its setting.
- It makes a positive contribution to sustainable craftsmanship and indeed, highlights the artistic merit and historic integrity of the original building.
- It refers well to the roofline of the block at Betterton House that distinguishes Betterton Street
- The organization of the enclosed rear space helps reveal the significance of the heritage asset in a modern setting and therefore enhances enjoyment of it and the sense of identity and place.
- The scale and detailing are carefully arranged, so as to respect the layout plan and arrangements of the Conservation Area.
- The changes are an appropriate design that relates to its context and makes a positive contribution to the appearance, character, quality and local distinctiveness of the historic environment.
- It does not detract from other evidential, historic, aesthetic or communal heritage values.
- The scheme is an enhancement to those areas (at the rear) of the Conservation Area which do not feature in the public realm but which, by being associated with the front elevation of the buildings that make a contribution to its special character, still have an importance as a part of the group.

In respects to the Core Strategy the scheme relates well to the distinctive local character of the area and adjacent buildings and is designed to create a safe, inclusive and attractive environment that will enhance Camden's rich and diverse heritage. The analysis has shown that the new development is appropriate and compatible in terms of size, scale, massing and design. It is important to note that it also protects the open spaces and views which are so critical to the character and setting of area.

In respects of National Policy, the degree of the harm caused to the historic environment is minimal and is not compromised when balanced against the wider design, public realm and community benefits. It does not intrude on the views of buildings, but rather, helps create a greater appreciation of the heritage assets that distinguish this part of Seven Dials. Therefore, as a small but important part of the wider urban landscape, the changes proposed will help to enhance this part of Camden in a 21st century setting.

This statement concludes that the proposed redevelopment would be an appropriate response to this building, particularly as a result of its design, which is based on a respect for the architecture, and its use of materials, which make a unique statement within the locality.

The proposed development will meet the key objectives of Conservation Area Appraisal, in ensuring the design approach causes no harm to the character and appearance of the area.

5.0 CONCLUSION

The Heritage Statement has assessed the significance of this building and the setting in relation to the Seven Dials Conservation Area. The historical context of 18th and 19th century Camden, and the rise of a residential quarter based on the development of buildings around Shorts Gardens, Endell Street and Neal Street and interweaved around the network of lanes which fan out of Seven Dials is a relevant factor in the design.

Due to its location in the centre of the Conservation Area and because it is directly within the visual framework of some important works of old and new architecture, the impact of the proposals on the setting of adjacent designated assets have been evaluated.

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The building is sited in a section of the neighbourhood that is of importance to the Conservation Area. The proposal sets out a design response that will ensure the quality of the contribution made by this building on the setting and character of the area is improved.

The scheme responds well to the architectural integrity of surrounding buildings at roof level creating changes that refers to the mansard roof pattern seen on the side at no 31 and at Betterton House. The location of the new sloping sides considers the character and line of the adjacent pitches, whilst instating them with a new element (mansard) to the front and rear that improves the usability of the building in the 21st century.

With regards the roof extension, the changes to the height of the building has been based on the existing ridge height of no 31 and does not exceed this.

The Betterton Street part of the Conservation Area has seen some internal refurbishment with interiors changed to suit private accommodation (ref 14-16 Betterton Street). Inter-war building (Betterton House) and revisions of the skyline (2010, no 31) have brought changes to the townscape. Yet, with regards extensions, changes to the height of buildings are restricted by the regular scale found in the area with chimney stacks and pots often the highest part of a building.

It is considered by the Council (DP25) that the categorisation of the building as making a positive contribution to the Conservation Area gives merit to the protection of the buildings character and setting. Yet the idiosyncratic nature of an individual building (such as no 33) at roof level states that certain buildings do not form part of a group with a consistent skyline. This suggests that where there is found to be capacity for change it may be acceptable.

The new roof is in scale with the regular height of other buildings in the street and creates a better order in relation to the host building. The new roof mansard brings the listed building up to the same visual status as the block at Betterton House and no 31 and will act to enhance the areas character and be appropriate to the setting. It will also express parity with buildings in the street at roof level and engender a greater unity within the street.

As the Conservation Area is an important heritage asset, it is important to note that the scheme engenders improvement to the setting through the new roof; giving visual structure to what is currently a prominent frontage yet a rather ordinary rooftop. This will enhance the setting for the important buildings to the side and front and help to reflect positively on the visual appearance of the historic buildings on Betterton Street. The proposed extension reflects the design details of the 'historic block' of Betterton House and introduces a contemporary yet congruous form of development to the front and rear of the building.

The new extension will act to enhance the areas character and be appropriate to the building.

The harm to the building because of the extension at the back would be nonexistent because the extension is designed to be of a relative size and scale to the building. The creation of a thoughtfully articulated structure presents itself discretely to the rear will act to draw attention to the quality of the rear of no 33 improving the neutral context given by its immediate neighbours.

The case made above considers that the additional structure and the use of contemporary materials (with conservation qualities) will reflect the qualities of building and have no adverse effect on the appearance of the Conservation Area. By being designed in sensitive materials that relate to the old building this will actually improve the setting of the building.

The proposal enhances the current visual amenity and aesthetics of the setting. It does not promote development on the vertical plane but rather aims to utilize the overriding sense of the massing given by the lower and middle orders.

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It is not considered that the proposed works would appear out of place within the street scene or would harm the visual amenity of the area. The approach to the works is to retain as much of the historic fabric of the building as possible and as such, the character of the Conservation Area would not be harmed.

The scheme is a success due to its relationship to the grouping of the houses along the street that gives Betterton Street and the neighbouring streets their distinctive character. The proposed roof extension does not impact the rhythm or role of no 33 Betterton Street within the terrace, but rather creates a fitting design that, on the upper floor to the front and rear of the southern end of Betterton Street should be seen as a welcome addition.

In respects of National Policy, the degree of the harm caused to the historic environment is balanced against the wider design, public realm and community benefits. This statement finds that the addition of a new extension on the roof would upgrade a building which is currently of lesser significance to the setting of designated heritage assets.

In respects to local policy (CPG1) the scheme will not have an adverse effect on the skyline and impacts on the appearance of the subject building and surrounding listed buildings have been mitigated through design. The precedence for roof top additions has already been established and the design is sympathetic to the age and character of the building. It is in scale within the local context and the subject building itself whilst the materials are in character with the appearance of the building.

The extension respects the proportions and architectural treatment of the original building, and its relationship and impact upon open spaces and important local views. The extension is subordinate to the original building in terms of scale and situation and will be distinguishable through its set back location, size and residential appearance.

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Appendix 1:



Flat gully between front and rear roof



Front roof from no 31





Rear roof



Chimney on rear roof





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51-55 Shelton Street