

# STUDIO 29 ARCHITECTS LTD

## Heritage Statement

20 January 2021  
5a Greville Place, London NW6 5JP

### 1.0 Introduction

This Heritage Statement has been prepared in support of the proposed works for no 5a Greville Place, which include a single storey rear extension at lower ground floor level and minor internal alterations.

5A Greville Place is Grade II Listed in connection with no 5 Greville Place and is located in the St Johns Wood Conservation Area.

This statement forms part of the full Planning Application and Listed Planning Application and will provide a summary of the significance of the application site and demonstrate that the proposed works will not adversely impact upon this significance.

### 1.1 Listing and history of 5a Greville Place

The listing description is as follows:

*TQ2583SE GREVILLE PLACE 798-1/80/708 (North West side) 14/05/74 Nos.5 AND 5A (Formerly Listed as: GREVILLE PLACE Nos.1-5 (Odd))*

GV

II

*Detached house. Early C19, altered, with later extension. Stucco with plain 1st floor band. Slated hipped roof with slab chimney-stack and projecting eaves. 2 storeys and basement. 3 windows. Doorway in recessed entrance extension with C20 hood. Ground floor, architraved sashes; 1st floor, architraves to segmental-arched shallow recesses having square-headed sashes.*

*INTERIOR: not inspected.*

The listing description explicitly mentions only no 5 Greville Place, of which 5a Greville Place is ancillary. We believe that what is now no.5a, is noted above as the 'later extension' but no specific features of this property are mentioned. There is also a further listing for the neighbouring buildings nos. 3 and 3A. No 3B 'The Studio' appears to be unlisted but worth mentioning as the dwelling is directly attached to the left side of no 5a Greville Place - The properties numbered 3-5 form a terrace of houses on the street due to the larger properties being infilled.

No 5A was originally built as a coach house and stable for no 5 Greville Place. No 5 Greville Place is positioned adjacent to no 5a Greville Place. We believe the coach house was built around 1820-1825.

At present no 5A is a dwelling of two storeys above ground, with a lower ground garden level, ground floor and first floor. The property is a 3 bedroom house with rear and front gardens and is attached to no5 and no 3B Greville Place. The proposal seeks to add an extension to the rear the building, to add extra space to create a larger family dwelling and to replace the 2 non-original internal staircases with a new one.

A summary of the building's street history:

Greville Place was constructed when Fulke Greville Howard, an MP at the time, purchased the Abbey Farm estate between Hampstead and St Marylebone Parishes in 1819. The first road in the estate was

laid out and built in this area which is now known as Maida Vale where new houses are erected to both sides of the road.

The houses built along Greville Place in the 1820s provide the benchmark of the suburban villa design which was pioneered on the Eyre Estate in St John's Wood.

Each villa was built on a large plot, some with their own stables and coach-house. No 5A Greville Place was either a stables or coach-house. It is shown in the ordnance survey map in 1866 (see image 01 (please note house 3B is not yet constructed)).



*Image 01 – 1866 survey of St John's Wood showing boundary of no. 5A Greville Place (not to scale)*

No. 5A Greville Place (then known as no. 5) is shown in an early illustration by Lewis Baumer in a drawing dated 17 November 1910 – the coach-house is indicated as a studio at this time. The sketch illustrates that the building is one and a half storeys tall with mansard roof on the first storey.

Lewis Baumer lived at the property until around the 1940's. After the second world war 5 Greville Place was converted into three flats and a maisonette. The maisonette is thought to be the coach-house or what is now known as no. 5A Greville Place, as illustrated by drawings from 1948 found amongst the Hampstead drainage records – see next page.





show the fenestration has slightly altered with additional front dormer window at first floor level and the introduction of larger window at ground floor level.

*Photo 1969 of 5/5a Greville Place*

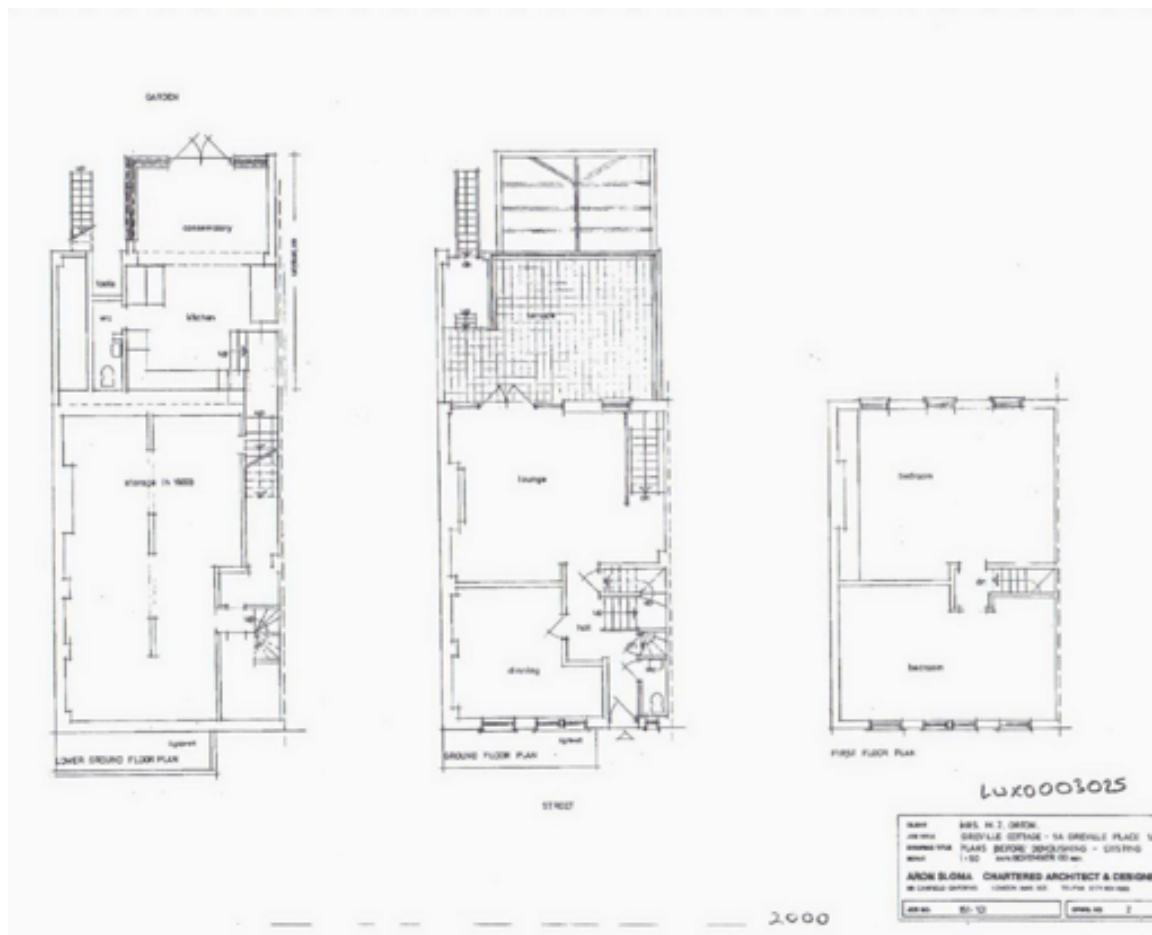


*Photo 1978 of 5/5a Greville Place*

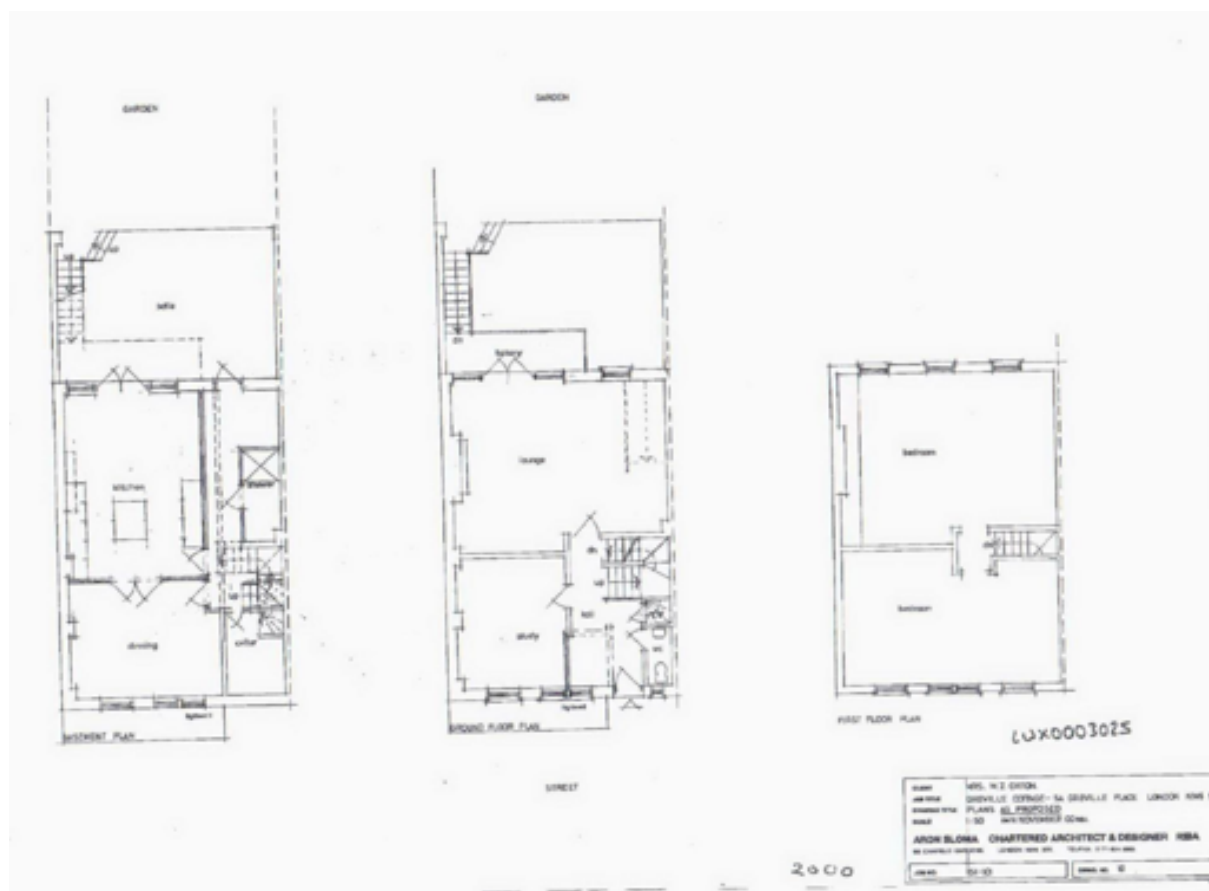


*Photos of 1969 and 1978 respectively show how the property looked – they appear as shown in the drawings of 1948.*

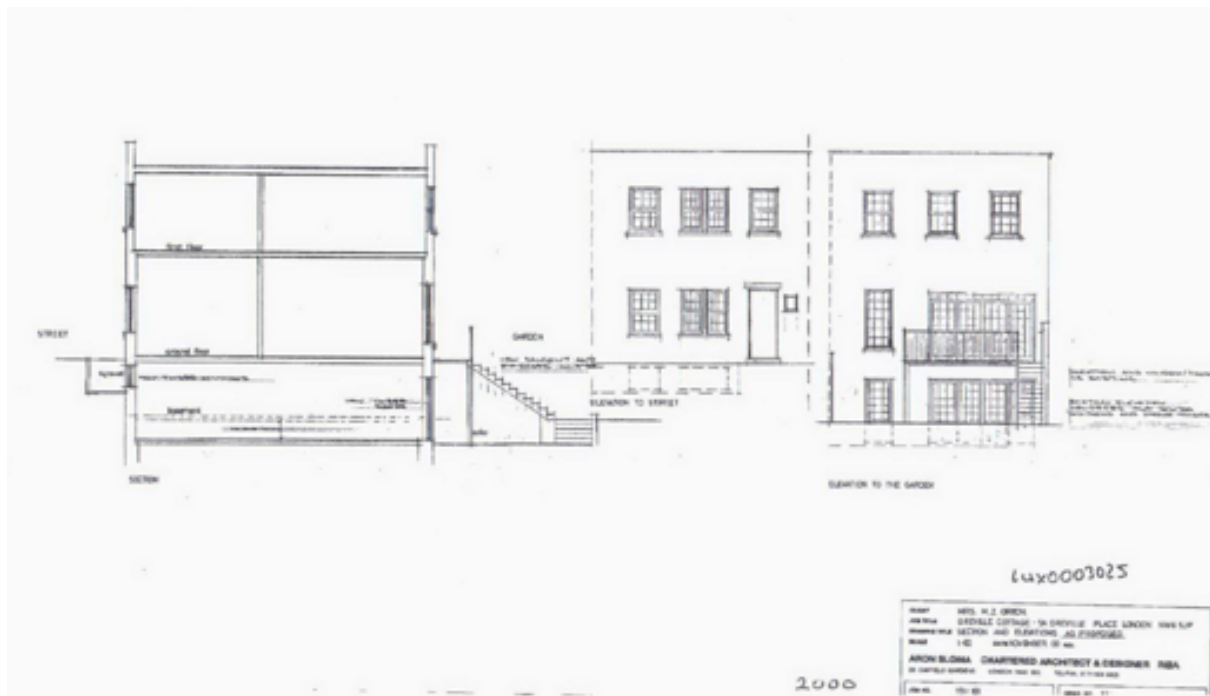
Between 1978 and 1999 the property underwent major refurbishment and the first floor mansard was converted into a full storey and extended to the full depth of the house. The planning application ref: PW9902071 in 1999 shows the coach-house property as a two-storey high building (see next page). At ground floor the plan is as shown in the previous plan of 1948 apart from the rear sitting room and kitchen which have been converted into one large sitting area. The upper floor now has 2 bedrooms. Also the basement level has been extended from what was a small cellar room, now habitable rooms form the layout with new windows to the front and rear elevations. The changes to the internal layout where consented to in 2001.



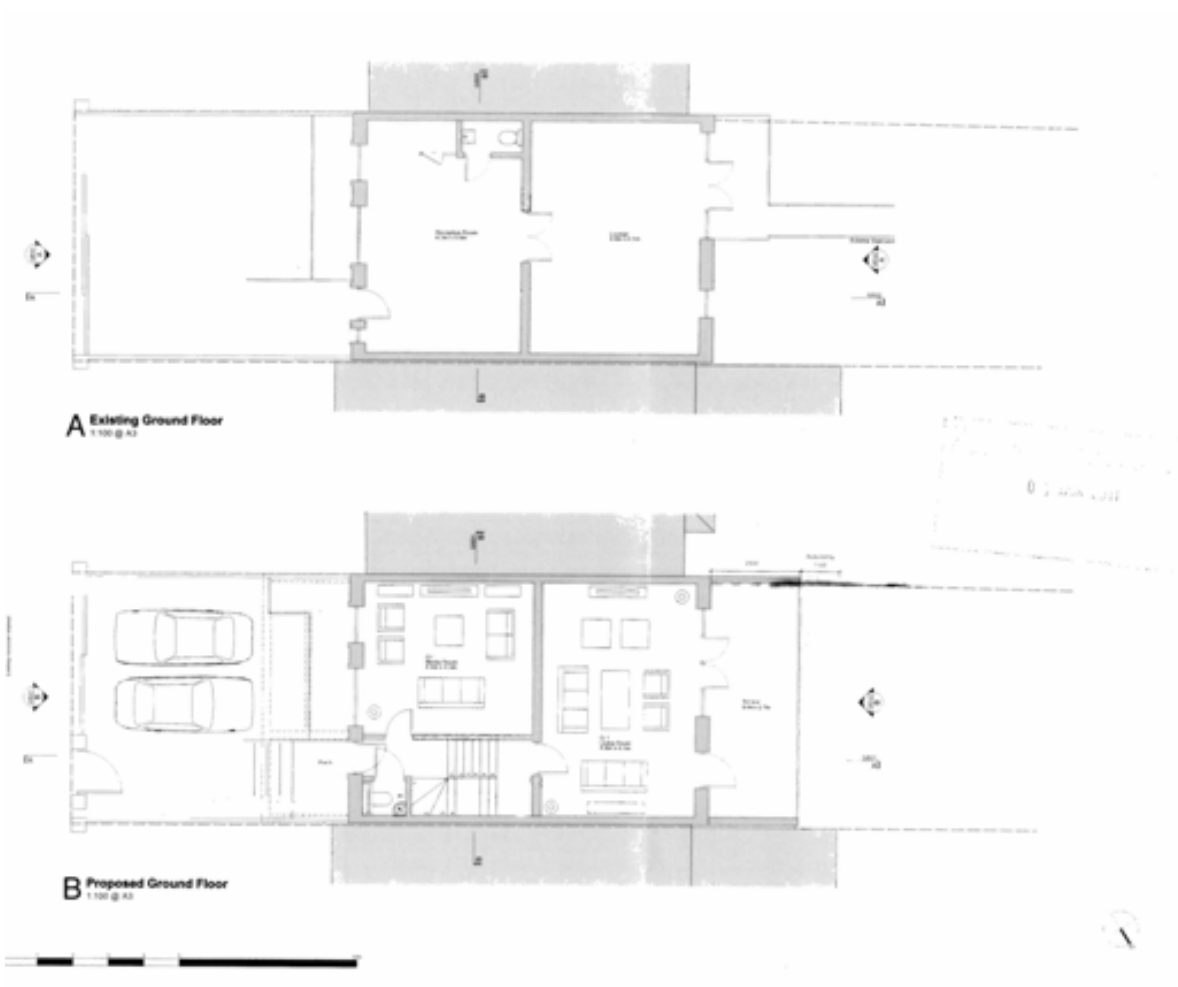
Existing plans 1999



Proposed plans 1999

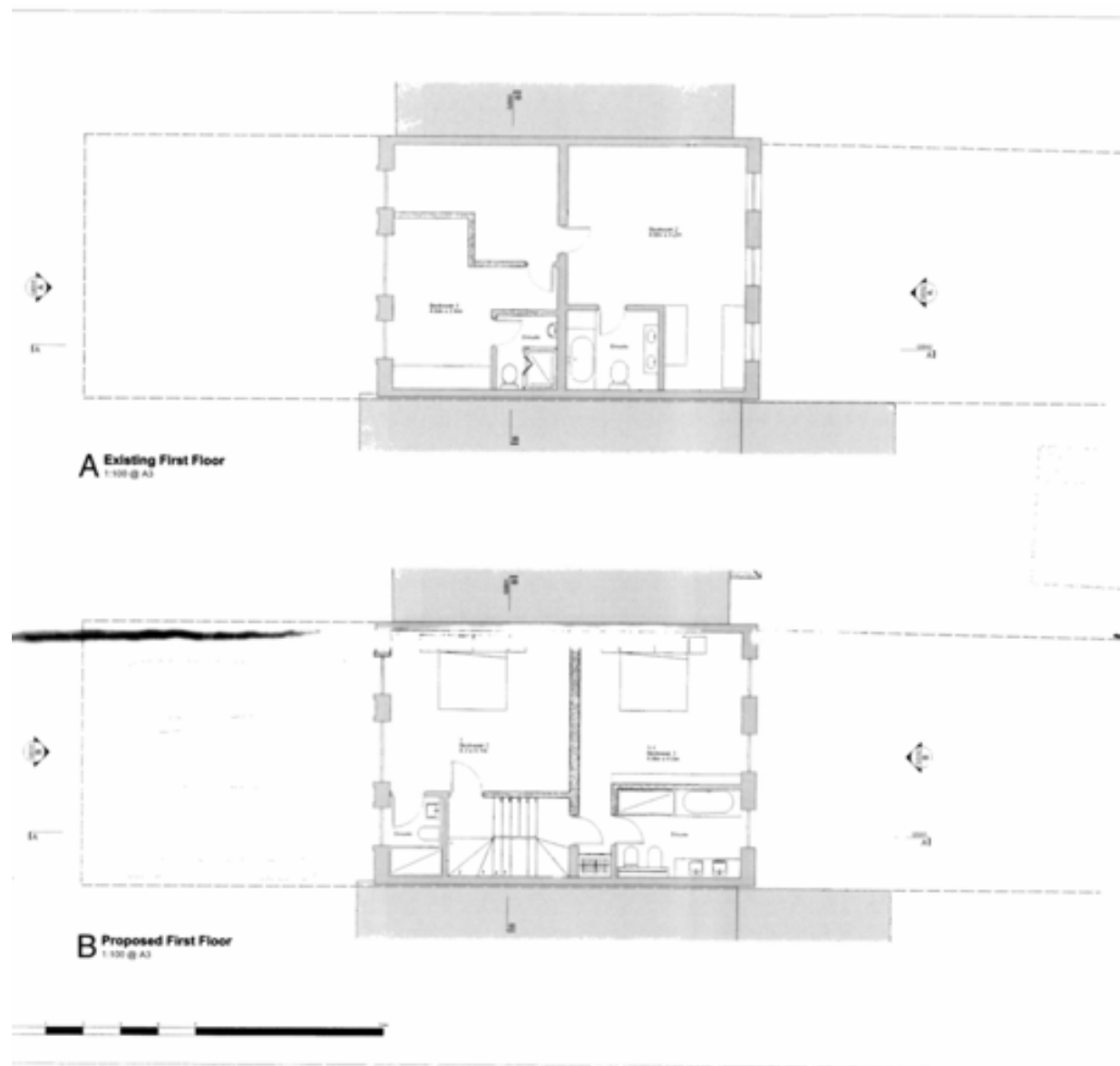


*Elevations and section of 5a Greville Place in 1999 – proposed*



*Proposed and existing ground floor of no.5A Greville Place – 2011 plans*

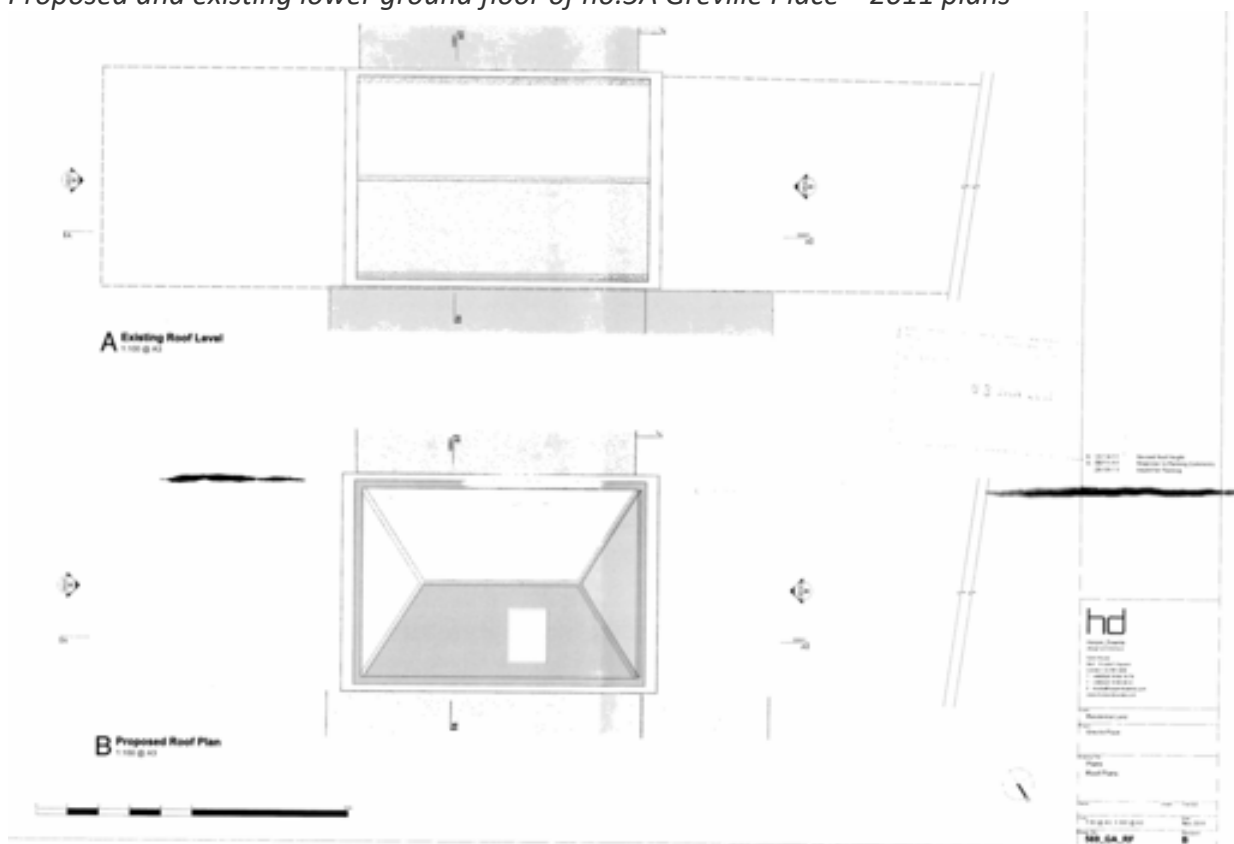
In 2011 a Planning Application and Listed Building Consent (2011/4860/P and 2011/4864/L) was sought from Camden planning department to add a new raised rear terrace at ground floor level, alter the front lightwell shape to incorporate steps down into the property, alter the internal layouts of all floors to include new staircase position, add a new rear extension to the garden and add new roof level to main house to house an additional bedroom suite. This was consented to in 2012.



*Proposed and existing first floor of no.5A Greville Place – 2011 plans*



*Proposed and existing lower ground floor of no.5A Greville Place – 2011 plans*



*Existing and proposed roof level of no.5A Greville Place – 2011 plans*





*Existing and proposed street elevation of no.5A Greville Place – 2011 plans*

The works shown in this planning application were never implemented.

In 2015 a further application and Listed Building Consent was submitted to the council to erect a single storey rear extension at the lower ground level, this is the same design of the application of 2011 – it is thought that this was submitted as the granted application of 2011 had then expired. The proposal was also not implemented.

### 1.3 Planning policy

The property is in the St Johns Wood Conservation Area. An appraisal of the Conservation Area has been prepared for the London Borough of Camden to define any special interest and key attributes of the area. Conservation Area appraisals are significantly important for development and set out the council's approach to the preservation and enhancement of that particular Conservation Area.

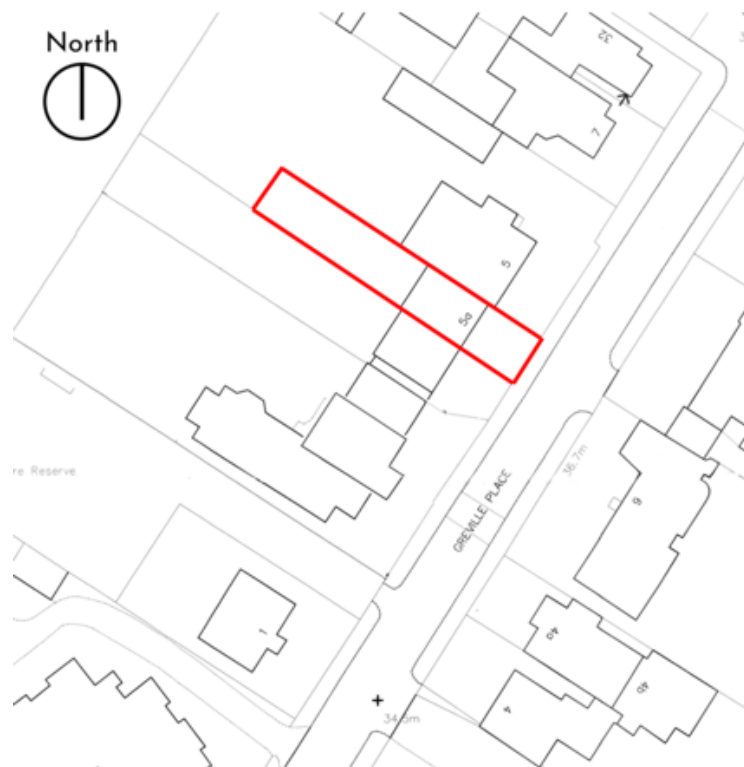
The St Johns Wood Conservation Area in the Borough of Camden was designated in 1970, with the areas border extended in 1977, before that the area was located in the City of Westminster and designated in 1968.

### 1.4 Effect of the proposals on heritage asset

St Johns Wood appraisal Conservation Area

As stated in the appraisal *“the original pattern of development favoured individual and semi-detached villas set on generous plots, creating a vision of a rural suburb that reflected a departure from the dense urban development typical of London up until that time. The overall area also included the development of some more traditional terraces creating a mix of development density in some parts and creating a focus for small localised commercial areas and parades of shops.”*

Greville Place has been affected over time by construction, alterations and new build developments. The plots of properties from no's 2 – 5 have been subdivided over time and this has resulted in a highly dense street elevation.



## Spatial Qualities

*3.6 The Conservation Area's spatial character derives from the relatively low density residential development set out along spacious tree lined streets with generous plot sizes that create a feeling of space and openness without the need for formalised public squares and gardens. Development is predominantly of three storeys set back from the street with clearly defined front gardens. These often contain mature trees and planting that create a semi-rural feel, belying the reality of the inner city location. Even in those localised areas where commercial uses predominate the layout is such that the area is open and pleasant.*

The proposed development does not affect the front of the house. The rear extension is only 3 meters deep, thus leaving a garden with a depth of 19 meters which is generous by inner London standards.

*3.14 ... While brick is the major structural material, buildings are often faced in stucco, frequently with decorative elements. The latter can be seen in the use of rusticated stucco to mimic stone at first-floor levels, stucco columns, pilasters and capitals as well as cornices, parapets and other details such as architraves. Where stucco is the predominant facing material, it generally employed in an Italianate*

*style. Stucco decoration has also been used to contrast with brick to create a diverse range of styles and architectural effects. Natural slate is the most widespread roofing material.*

The property at 5a is stucco faced with decorative details around the windows and pilasters around the door. The finish of the proposed rear extension is stucco, with no decorative elements to subordinate the rear elevation to the front façade.

*3.22 Buildings across the wider St John's Wood area are represented by a number of characteristic styles that were popular in the Victorian period. The main styles include Classical and Italianate, Gothic and Arts and Crafts. Given the relatively small sizes of the two areas of the St John's Wood Conservation Area within Camden, not all of these styles are represented and the streets included tend to exhibit a predominance toward the Classical and Italianate styles with later additions of neo-Georgian buildings.*

Greville Place has a number of different styles of housing from post-war brick blocks, Italianate villas, classical, neo-Georgian, terraces, and Arts and Crafts. There is no overriding style that dominates the street.

The proposed extension matches the existing building in style and finishes.

*4.10 The area has retained its status as a fashionable residential neighbourhood with large family dwellings set back from the street in substantial gardens, with mature street trees and trees in private gardens. The villas have largely escaped sub-division into smaller units and are largely retained in their original use as single family dwellings.*

No 5A forms part of the 'fashionable residential neighbourhood'. Historically its floor layouts have been compromised by non-sympathetic alterations which have resulted in floor plans which are awkward (specially the top floor's) or wasteful of space (specially the ground floor and the two staircases).

The proposed alterations, while slightly enlarging the habitable space, will result in rationalising the floor layouts, allow rooms with more regular plans and simplify the vertical connections between floors.

#### Building Character and Qualities

*6.26 The south-western end of Greville Place is the oldest section of the Conservation Area developed in the early 1820s, due to its proximity to Maida Vale Road. The detached stucco villas at Nos 1, 3 and 5 are grade II listed, despite having undergone modern subdivisions and alterations. Nos 1 and 3 were built in circa 1823, by the same developer (circa 1823), George Pocock, and share several characteristics such as hipped slate roofs, slab chimney stacks, banded stucco decoration and porticos, though the detailing is in different styles representing both the fashions for classical and gothic styles. The properties also share common boundary features with low stuccoed walls, cast-iron work, and tall gate piers with stone caps.*

We propose a simple wrought iron balustrade to the rear terrace at ground floor level and classic timber painted French doors to the garden at lower ground level.

#### Listed buildings

*7.3 Within the St John's Wood Conservation Area there several listed buildings on the statutory list of buildings of Architectural or Historic Interest (see Appendix 8). None of these buildings are currently at risk.*

#### *St John's Wood West*

*Greville Place Nos 1, 1a, 1b, 1c, 3, 3a-g, 5, 5a, 13, 15, 17, 19.*

Whilst we understand that no 5a Greville place is listed on account of the style of the Italianate Villa of no 5 Greville place - No, 5a Greville Place is not specifically noted on the listing for any characteristic or special features.

#### *Buildings and groups of buildings that make a positive contribution to the Conservation Area*

*7.4 In addition to the buildings that are on the statutory list there are many individual buildings and groups of buildings that contribute to the character of their immediate surroundings and the Conservation Area as a whole (see Appendix 7). Whilst some of these buildings may have experienced minor alterations over the years, they contribute as part of a group. The criteria suggested by English Heritage in their guidance on Conservation Area Appraisals has been applied.*

No 5A Greville place is not mentioned on this list, therefore in its current state it is not seen to be a positive contribution to the street.

#### *Alterations to Existing Buildings*

*12.5 Alterations and extensions can have a detrimental impact either cumulatively or individually on the character and appearance of the Conservation Area. Examples which should not be allowed to affect the character of the area include:*

- Extensions that negatively affect the scale, symmetry, or relative dominance of parts of villas or pairs of villas;*

*12.6 Alterations and extensions to existing buildings should be carefully considered. Extensions should be subsidiary to the existing building and not detract from its character by becoming over-dominant.*

We have designed a very simple extension, clearly subordinate in scale to the main house. The extension is 3mt deep in total and, once built, will still leave a garden with a depth of 19 meters, not compromising the relationship between volumes and open space.

*12.7 Where alterations and extensions of a sympathetic scale are appropriate, attention to detail and an imitative, historicist approach are to be encouraged without allowing pastiches of historical features that may reflect current tastes, but are less appropriate to the style and detailing of the original building and which may detract from the overall integrity of the group.*

We have applied an approach to make the property more attractive, be fit for purpose and be sympathetic to the surrounding context.

*12.8 Where original features and key details have survived they should be retained and preserved in all but the most mitigating circumstances, and good maintenance and repair rather than replacement is the most appropriate action to retain the original historic character of the area. Outright replacement would only be appropriate when no other reasonable alternative is available.*

All of the detailing of the property is not original, but we are attempting to create a style to give the property a more complete look and fit in the context more comfortably.

### 1.5 Nation Planning Policy Framework (NPPF)

The relevant planning policies are listed below:

Paragraph 184 – a core planning principle that provides that planning should, *‘conserve heritage asserts in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.’*

Paragraph 189 – requires applicants to describe the significance of heritage assets and their setting, stating that *‘the level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary.’*

Paragraph 192 in determining planning applications, local Authorities must take into account, *‘desirability of new development making a positive contribution to local character and distinctiveness’.*

Paragraph 193 states *‘when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification. Substantial harm to or loss of a grade II listed building, park or garden should be exceptional. Substantial harm or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II\* listed buildings, grade I and II\* registered parks and gardens, and World Heritage sites, should be wholly exceptional.’*

Paragraph 195 *‘where a proposed development will lead to substantial harm to or total loss of significance of a designated heritage asset , local planning authorities should refuse consent , unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss , or all the following apply:*

- *The nature of the heritage asset prevents all reasonable uses of the site; and*
- *No viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- *Conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and*
- *The harm or loss is outweighed by the benefit of brining the site back to use’.*

Paragraph 196 *‘where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.’*

Paragraph 200 discusses the setting of heritage assets *‘local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably’.*



## 1.6 The London Plan March 2016

The relevant policy is as follows:

Policy 7.8 provides that *'development affecting heritage assets and their settings should conserve their significance , by being sympathetic to their form, scale , materials and architectural detail'*.

## 1.7 Camden Local Plan

Policy D2: *To preserve or enhance the borough's listed buildings, the council will:*

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

## 1.8 Assessment of impact

The property has had a number of extensive refurbishment works which took place from 1910 onwards. The floor space and external appearance have been altered a number of times to suit a variety of residents and uses, and in doing so these acts have removed most, if not all of the historic features of interest that existed in the property.

All the above listed policies have been taken into account during the development of the proposal and in absence of significant heritage assets in terms of material historic details of the building the proposal is seeking to simplify the building and enhance its quality and significance as a single family house and to use materials and finish in line with the materials present in the existing building.

Impact upon the Conservation Area

Our proposed design will not have a significant impact on the Conservation area.

### Impact on listed buildin

The copy of the listing identifies the features of historic interest of no 5 Greville Place, but not 5A Greville Place and so there is no direct impact on the listed features themselves.

No. 5A Greville Place was thought to be a stables or coach house to no 5 Greville Place and assume that this is referred to as 'the extension' in the listing.

It is not clear whether the two buildings were built as a pair or as we suspect no 5A Greville place was a later addition but within the boundary of no 5's plot at the time.

### Impact upon Significance

We propose an extension which has no impact on the front elevation and therefore on the streetscape.

The small extension has very little impact on the proportion between the house and the rear garden.

## Summary

Planning Permission and Listed Building Consent are sought to erect a 3 meter deep extension with flat roof to be used as private secluded terrace (note the boundary walls each side are higher than head-height for a person standing at ground floor level) and to replace the two internal non - original staircases with a new one, to be built in timber with traditional detailing and then painted.

The property dates from 1866 and is known to be in one of the older parts of the Conservation Area. The property was included in the listing REF: *TQ2583SE* but no features of historic interest are mentioned. It is clear that when the building was still part of the property of no 5 it was highly extended, at some point the building became 5A. The property does not make a positive nor negative contribution to the street in its current state. This heritage assessment has provided a detailed analysis of the impact of the proposal upon its significance of the listed building. The proposed works will not harm the significance of the listed building.

The proposed extension and internal alterations will not harm the special character, appearance and setting of the property in the listing and complies with the requirements of the national, regional and local planning policy.