

ADVICE from Primrose Hill Conservation Area Advisory Committee

12A Manley Street, London NW1 8LT

7 July 2021

3 pp.

Flat 4th Floor 31 Gloucester Avenue London NW1 7AU 2021/2291/P + 2021/2904/L

Strong objection.

1. We objected strongly to the two earlier applications for enlarging this mansard, 2018/1123/P and 2019/0468/P. We welcomed the Council's refusal of both applications and the grounds for refusals referring to both the Listed Building – no 31 is part of a Listed terrace – and to failure to preserve or enhance the character and appearance of the conservation area.
2. The Committee noted the ways in which the current application has been modified from the 2018 and 2019 applications, but advises that these modifications do not meet the grounds for refusal in 2018 and 2019, which remain applicable to the 2021 applications.
3. In brief, and we refer to our detailed advice in 2018 and 2019, we again draw attention to the terrace of which no. 31 is a part, as recognized in the *Primrose Hill Conservation Area Statement* – the formal SPD for the CA – at p. 11 as a 'grand terrace', one of two terraces exceptional in their sub-area, and described as 'discretely designed to form symmetrical compositions'. The symmetrical character of this terrace is identified with its pattern of shallow projecting bays at ends and centre. The application property constitutes one of these end bays.
4. The proposed further revised roof extension would be seriously harmful to this recognized symmetry of the Listed Building by disrupting the rhythms of the projecting bays at the roofline, a major element in the formal 'shape' of the terrace as a whole. The roofline is prominent in longer views – please see our current photos in this advice – and the bringing forward of the front enclosure to the line of the front 'edge' of the second chimney pot would mean that the proposed extension would be highly visible in longer views. As set out in the previous refusals, this would harm the larger symmetry and the horizontal divisions of the terrace, for example, the attic level. The proposal would, again, harm the significance of the Listed Building. It would also damage original fabric, see grounds for refusal 24 July 2019.
5. In terms of the conservation area, we also note that the application property, and the whole terrace, is designated in the *Primrose Hill Conservation Area Statement* at PH18-19 as properties where roof extensions which change the shape and form of the roof are unlikely to be acceptable. PH18 also identifies the importance of protecting buildings which constitute part of a terrace which 'remains largely, but not necessarily completely, unimpaired'. This is the case here.
6. It is accepted that the extension at no. 16 precedes both Listing and designation of the CA, and is, therefore, not a valid precedent for the present application.
7. The application would substantially harm the recognized significance, especially the symmetry, of this Listed terrace: it would neither preserve nor enhance the character and appearance of the conservation area.
8. This harm would not be outweighed by any public benefit.

Richard Simpson

Richard Simpson FSA
Chair PHCAAC



Image 1 – 31 Gloucester Avenue July 2021 – longer view from public street adjacent to rear entrance of Cecil Sharp House in Gloucester Avenue, with approx. location of front edge of proposed mansard extension located at intersection of red cross, showing the considerable increase in visibility of the proposal over the existing



Image 2 – 31 Gloucester Avenue July 2021 – closer view from public street adjacent to junction of Gloucester Avenue and Regent's Park Road, with approx. location of front edge of proposed mansard extension located at intersection of red cross. The image shows that in this view the existing roof extension is barely visible, but that the proposed extension would be prominent.