



32-34 Avenue Road, London NW8 6BU

Heritage Statement

Heritage Significance, Impact Assessment & Justification Statement

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of

Heritage Information Ltd

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32-24 Avenue Road, London NW8 6BU – Heritage Statement

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Contents

1.0.	Introduction.....	4
2.0.	Location and Heritage Context.....	7
2.4.	Elsworthy Road Conservation Area, London Borough of Camden.....	8
2.5.	St John’s Wood Conservation Area, City of Westminster	13
2.6.	Statutorily Listed Buildings	16
2.7.	Statutorily Registered Parks and Gardens	17
2.8.	Locally Listed Buildings	18
3.0.	History and Development of the Subject Site	19
4.0.	Description of the Subject Site As Existing	24
5.0.	The Significance of the Subject Site.....	31
5.4.	Archaeological Interest.....	32
5.5.	Architectural and Artistic Interest	33
5.6.	Historic Interest	33
5.7.	Setting.....	33
5.8.	Summary of Significance	34
5.9.	Contribution to the Elsworthy Road Conservation Area (LB Camden) and the St John’s Wood Conservation Area (City of Westminster).....	34
6.0.	Impact Assessment.....	36
6.5.	Verbal pre-application advice from local planning authority (February 2022).....	36
6.6.	Demolition of existing house.....	37
6.7.	Architectural idiom, detailing, proportions, and use of materials	37
6.8.	Height, bulk, scale and massing.....	38
6.9.	Siting and landscaping/planting	39
6.10.	Guidance.....	39
7.0.	Policy Compliance and Justification Statement.....	41
7.1.	Elsworthy Road Conservation Area Management Strategy (2009).....	41
7.2.	Camden Planning Guidance: Design (2020)	42
7.3.	Camden Local Plan (2017)	44
7.4.	Local: Westminster City Plan (2016) and Westminster’s Unitary Development Plan (“UDP”) (2007)	45
7.5.	London Plan (2021).....	45
7.6.	The National Planning Policy Framework (July 2021)	47
7.7.	National Planning Guidance (PPG)	49

8.0. Conclusion	50
Appendix 1: Listing Descriptions	52
Appendix 2: Proposed Elevations	56
Appendix 3: Historic England’s Planning Note 3: “The Setting of Heritage Assets”, Dec 2017	59
Appendix 4: The National Design Guide, Ministry of Housing, Communities & Local Government.....	63
Appendix 5: The Building in Context Toolkit	66

1.0. INTRODUCTION

- 1.1. No.s 32-34 Avenue Road, London NW8 6BU is a two-storey (plus attic floor) house, which was built c. 1960. It is located on a busy thoroughfare in a mostly residential area within the Elsworth Road Conservation Area, in the London Borough of Camden.
- 1.2. This Heritage Statement has been produced to accompany an application for planning permission. The proposals involve the demolition of the existing 1960s house, and its replacement with a two-storey house with an attic floor and a basement (and a swimming pool at basement level beneath the rear garden).
- 1.3. This Heritage Statement complies with the requirements of the National Planning Policy Framework, July 2021 (NPPF) and the online Planning Practice Guidance (PPG) in respect of Heritage issues. No archaeological assessment has been undertaken as part of this report. This report should be read in conjunction with the Townscape Visual Impact Assessment (April 2022).
- 1.4. A previous proposed scheme was submitted for pre-application, in March 2021 [Figure 71, Figure 73, Figure 75 & Figure 77]. The pre-application meeting with the local planning authority (“LPA”) duly took place, after which the LPA provided some written advice. The proposed scheme was then amended in accordance with that advice, and submitted in December 2021 [Figure 72, Figure 74, Figure 76 & Figure 78]. The amended scheme was well received by the LPA at the second pre-application meeting on 25th September, and some further advice was provided, verbally. The design for the current proposed scheme (April 2022) has been guided by the pre-application advice provided by the local planning authority in February 2022 [Figure 66, Figure 67, Figure 68 & Figure 69].
- 1.5. This Heritage Statement sets out:
 - An historical background of the building, the site and the surrounding area.
 - An analysis of the context of the site and the contribution it makes to the setting of the Conservation Area and any statutorily and locally listed buildings within close vicinity of the site.
 - An appraisal of the historical significance of the building and its setting.
 - An assessment of the potential or actual impact of the proposed works upon the significance of the building and any other heritage assets.
 - How the proposed works comply with relevant national, regional and local planning policies.
- 1.6. **Summary**
 - The subject site at no.s 32-34 Avenue Road comprises a house within the Elsworth Road Conservation Area (“ERCA”).
 - An assessment of the significance of no.s 32-34 Avenue Road concludes that it possesses low archaeological interest, low to medium architectural and artistic interest, and low historic interest. The setting of the subject site is considered to be of medium significance. Constructed in the 1960s, the existing building is anachronistically neo-Georgian in style, somewhat visually bland, and architecturally uninteresting. It is considered to make a minimal and neutral contribution to the ERCA (contrary to the local planning authority’s recognition of the building as being a positive contributor to the ERCA).

- The proposed scheme has been re-designed in response to the pre-application advice provided by the local planning authority (superseding the scheme which was submitted at the second pre-application). In particular, the height of the proposed building has been reduced, as have the size of the dormer windows.
- An assessment of the impact of the proposals concludes the proposed scheme would make a minimal and neutral to positive contribution to the character and appearance of the Elsworthy Road Conservation Area (LB Camden) and the settings of the St John's Wood Conservation Area (City of Westminster) and nearby statutorily listed buildings along Acacia Road. The proposals have been guided by a detailed understanding of the heritage context of the subject site, and it is considered that they would complement the character and appearance of this part of Avenue Road. The proposed scheme would provide a replacement building of a higher quality than the existing building, designed in a more architecturally literate neo-Georgian idiom. In addition, the proposed landscaping and planting, as detailed in the Design and Access Statement (December 2021), would enhance the high quality suburban character and appearance of the ERCA.

1.7. **Authorship**

- **Dorian A T A Crone** BA BArch DipTP RIBA MRTPI IHBC - Heritage and Design Consultant. Dorian has been a Chartered Architect and Chartered Town Planner for over 30 years. He has also been a member of the Institute of Historic Building Conservation for 25 years. Dorian is a committee member of The Society for the Protection of Ancient Buildings ("SPAB"), the International Committee on Monuments and Sites (ICOMOS), ICOMOS UK and Institute of Historic Building Conservation. He has been a court member with the Worshipful Company of Chartered Architects and a trustee of the Hampstead Garden Suburb Trust. He is currently a trustee of both the Dance and Drake Trusts and a scholar of SPAB. He is the Chairman of the City Heritage Society, and a panel member of the City Conservation Area Advisory Committee.

Dorian has worked for over 30 years as Historic Buildings and Areas Inspector with English Heritage, responsible for providing advice to all the London Boroughs and both the City Councils. Dorian has also worked as a consultant and expert witness for over 20 years advising a wide variety of clients on heritage and design matters involving development work, alterations, extensions and new build projects associated with listed buildings and conservation areas in design and heritage sensitive locations. He is a panel member of the John Betjeman Design Award and the City of London Heritage Award. He is also a Design Review Panel member of Design:South-West; as well as the London Boroughs of Islington, Lewisham, Wandsworth and Richmond-upon-Thames and of the Design Council. In addition, Dorian has also been involved with the Royal Academy Summer Exhibition Architectural Awards and the Philip Webb Award along with a number of other public sector and commercial design awards.

- **Melisa Thomas** BA PGDL LPC MSc – Heritage Consultant. After graduating from her BA Hons. degree in English and History, Melisa pursued a career in the law while also working as a specialist guide, researcher and lecturer at Strawberry Hill House, Richmond-upon-Thames. She has since completed a Master's degree in the Conservation of the Historic Environment, and has been working for a number of years as a Heritage Consultant on complex cases (including Appeal work) involving heritage planning, design and townscape matters. Her specialist subjects include Georgian and Victorian house architecture,

London history, and urban townscapes. Due to her background in the law, she keenly follows developments in the regulation of the historic environment through legislation, policies and case law.

- **Dr Daniel Cummins** MA (Oxon) MSc PhD IHBC – Historic Environment Consultant. Daniel is an historian with a BA and Master's in History from Oxford University and a doctorate from the University of Reading, where he specialised in ecclesiastical buildings and estates and had his work published in leading academic history journals.

Daniel has a Master's in the Conservation of the Historic Environment and provides independent professional heritage advice and guidance to leading architectural practices and planning consultancies, as well as for private clients. He undertakes detailed historical research, significance statements, character appraisals, impact assessments and expert witness statements for new development projects, as well as for alterations and extensions which affect the fabric and settings of Listed Buildings and Locally Listed Buildings, the character and appearance of Conservation Areas, the outstanding universal value of World Heritage Sites, and all other types of heritage assets.

1.8. **Methodology**

This assessment has been carried out gathering desk-based and fieldwork data. Due to the coronavirus restrictions and library/archive closures, historic research was carried out online. Research sources included the Camden Local Studies and Archives Centre, the City of Westminster Archives Centre, Historic England Archives, the London Metropolitan Archives and Old Maps Online. The authors would also like to thank the current owner of the subject site, Kitty Massey, for her kind assistance in providing information relating to the site's history in the mid-20th century. A site visit was carried out on 15th February 2021 when a review of the subject site was conducted by visual inspection. The building was analysed, as were the elements which contribute to its heritage significance. Consideration was then given to how the proposed works might affect that significance, and if and how there would be an impact on the character and appearance of the Elsworthy Road Conservation Area and the settings of the adjacent St John's Wood Conservation Area and other nearby heritage assets.

2.0. LOCATION AND HERITAGE CONTEXT

- 2.1. The subject site at no. 34 Avenue Road. Avenue Road is a busy thoroughfare comprising residential dwellings, and it marks the boundary between the London Borough of Camden (“LB Camden”) and the City of Westminster. The subject site is within the Elsworth Road Conservation Area (“ERCA”) in LB Camden, and located within close proximity to the St John’s Wood Conservation Area (“SJWCA”) in the City of Westminster.

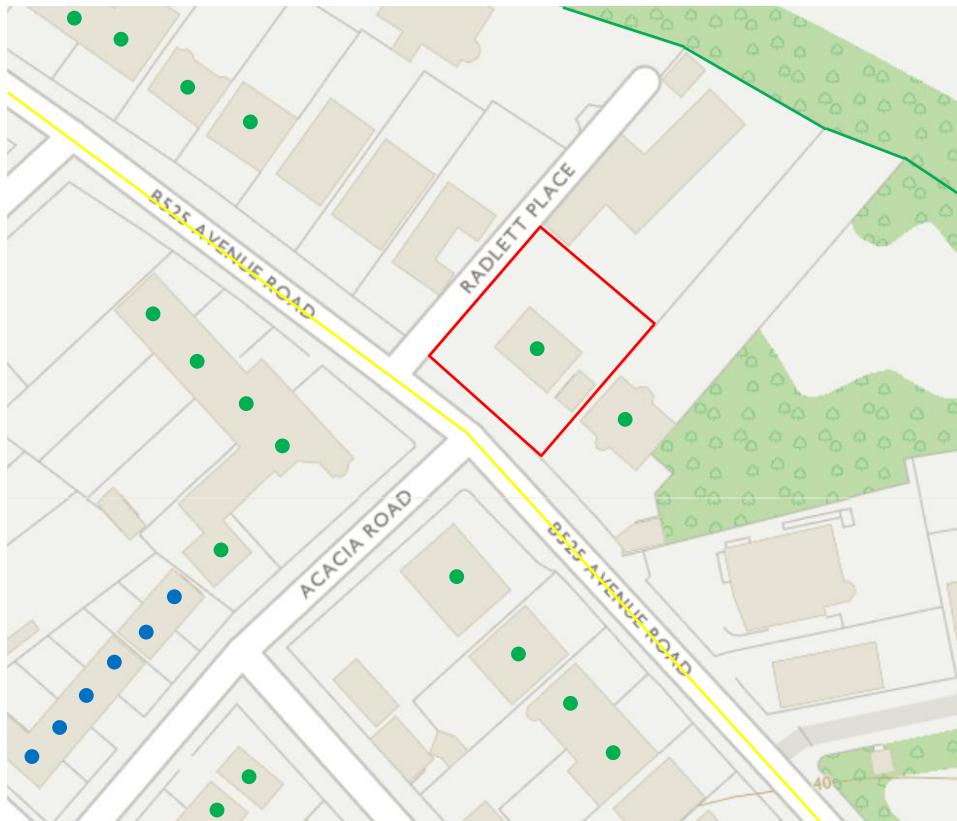


Figure 1: The subject site is outlined in red. Nearby statutorily listed (Grade II) buildings are marked with blue dots. There are no locally listed buildings in this map. Buildings recognised by LB Camden and City of Westminster as making a positive contribution to the ERCA/SJWCA are marked with green dots. Yellow line indicates the boundary between LB Camden and City of Westminster. Green line indicates the boundary of the statutorily registered (Grade II) park and garden, Primrose Hill.

- 2.2. **Historic England’s Good Practice Advice in Planning Note 3 (December 2017)** provides guidance on managing change within the settings of heritage assets. The setting of a heritage asset is the surroundings in which a heritage asset is experienced. Elements of a setting may make a positive, neutral or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral (NPPF glossary). The guidance provides detailed advice on assessing the implications of development proposals and recommends a broad approach to assessment, as set out in Appendix 3.
- 2.3. The subject site is within the Elsworth Road Conservation Area (in the London Borough of Camden), along with a number of other statutorily and locally listed buildings whose settings may be affected by the proposed redevelopment of the subject site. In addition, the proposed redevelopment may affect the settings of St John’s Wood Conservation Area (City of Westminster) and the Grade II registered park and garden, Primrose Hill. The following appraisal identifies the key elements of significance of those heritage

assets and their settings, and assesses the contribution the subject site as existing makes to those settings.

2.4. Elsworthy Road Conservation Area, London Borough of Camden

- 2.4.1. The subject site is located within the Elsworthy Road Conservation Area (“ERCA”), designated by the London Borough of Camden in 1973 and later extended in 1985 and 1991. As emphasised by the ERCA’s Appraisal and Management Strategy (adopted July 2009), a key feature of the ERCA is the sense of space which is derived from the generous size of its residential plots and the way in which the buildings are set back from the street; and also from the amount of greenery in the area. The ERCA is sub-divided into three sections: “Sub-Area 1: Avenue Road”, which was initially developed in the 1840s [Figure 2 & Figure 3]; “Sub-Area 2: King Henry’s Road” which was developed between the 1850s and the 1880s [Figure 2 & Figure 4]; and “Sub-Area 3: Willett Development” which was developed in the late 1890s and early 1900s [Figure 2 & Figure 5]. Given that the three sub-areas were developed during different eras, there is a marked difference between the architecture of each. The houses in Sub-Area 1 include some mid-19th century villas, but the area was badly bombed during the Second World War, and so most of the buildings at no.s 22 to 52 (even) Avenue Road date from the mid to late 20th century.

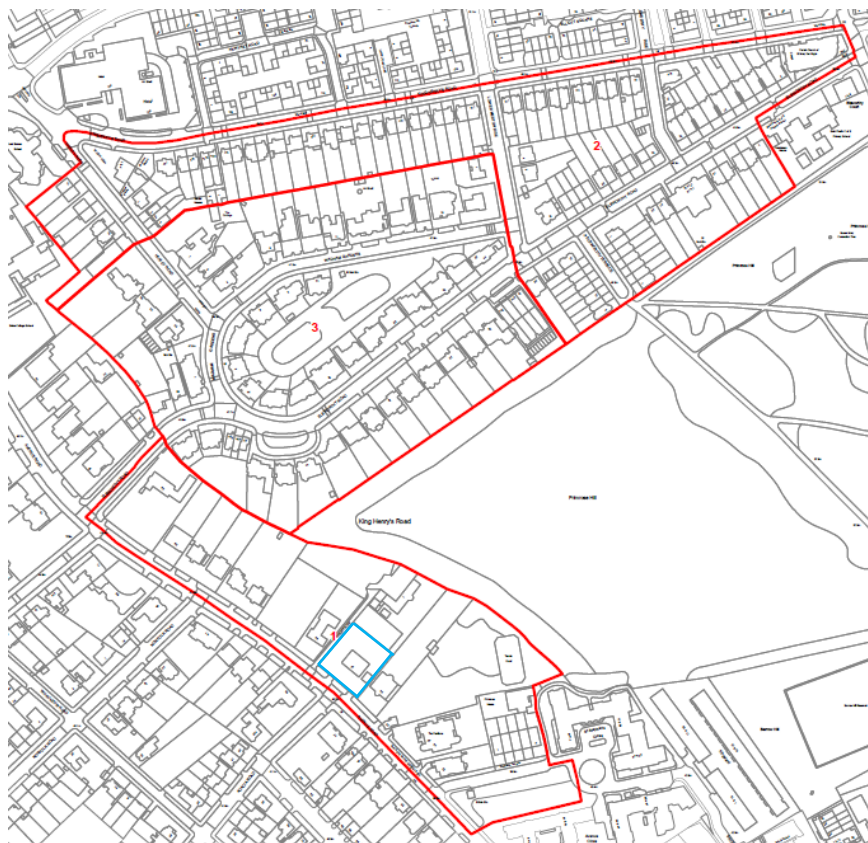


Figure 2: Map showing the Elsworthy Road Conservation Area (“ERCA”) sub-areas 1, 2 and 3, outlined in red. Subject site outlined in blue.

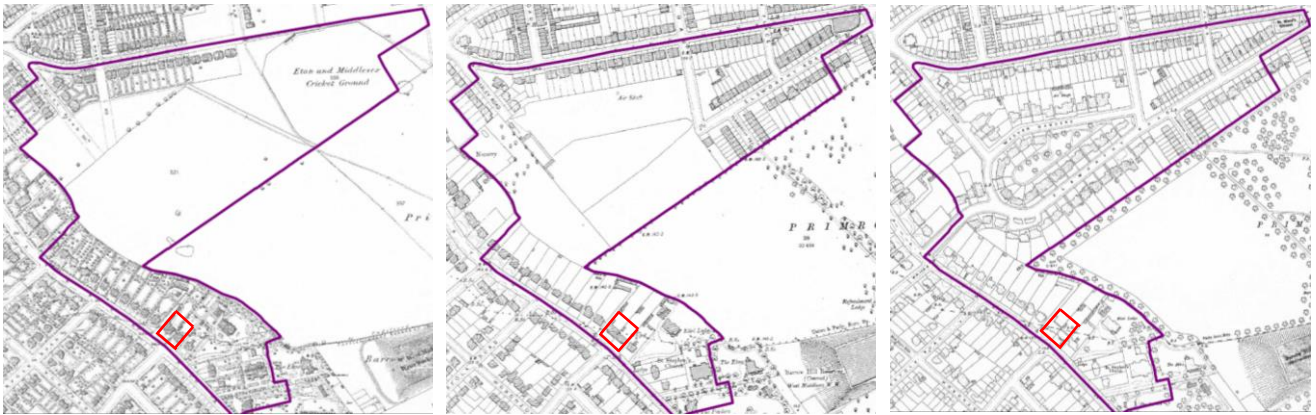


Figure 3 (left): 1871 map outlining the boundary of today's ERCA – Sub-Area 1 and part of Sub-Area 2 developed.

Figure 4 (centre): 1894 map outlining the boundary of today's ERCA – Sub-Areas 1 and 2 developed.

Figure 5 (right): 1914 map outlining the boundary of today's ERCA – Sub-Areas 1, 2 and 3 developed.

2.4.2. The subject site is located in Sub-Area 1: Avenue Road. Despite the fact Avenue Road is a relatively busy thoroughfare (referred to in para 6.49 of the ERCA Appraisal as the “*principal road within the Conservation Area*”), it remains a wide, leafy street with a suburban character. The streetscape is softened by the mature trees which line the road, and also by the hedges and trees in the front and rear gardens of the houses. Along this street there are a number of detached and semi-detached villas/houses which differ from one another in style, but they are consistent form, height and size [Figure 6, Figure 7, Figure 8 & Figure 9]. The prevalent materials used are dark red or brown brickwork, or painted stucco, and clay tiled or Welsh slated roofs. They are all of two to three storeys (often with a mansard roof and dormer windows), set back from the road with strong well defined front boundaries often with high walls or gates. Most of the original villas on Avenue Road were demolished and rebuilt during the mid-20th century; and some of those replacements have since been demolished and rebuilt again. Many of the recently completed buildings along Avenue Road have been built in a neo-Georgian idiom, following on from the architectural trend which began in the 1930s, and which has helped shape the character and appearance of the ERCA. Para 3.26 of the ERCA Appraisal states that later developments tend to “*adhere to plainer architectural styles*”, with a greater bulk and density which is “*less subtle than the more ornate style of their nineteenth-century neighbours*”. The three original houses at no.s 42, 44 and 48, have been altered and extended.



Figure 6 (left): No.s 42, 40 and 38 Avenue Road. (Sub-area 1 of ERCA.)



Figure 7 (right): No.s 40, 38 and 36 Avenue Road. (Sub-area 1 of ERCA.)



Figure 8: No.s 32-34 (i.e. subject site) on the right, and no.s 42 and 38 in the distance. (Sub-area 1 of ERCA.)



Figure 9: No.s 32-34 and 30 Avenue Road. (Sub-area 1 of ERCA.)

- 2.4.3. Radlett Place (within Sub-Area 1) is a “long, narrow access road” in York stone paving, with “historic features such as date stones in boundary walls” [Figure 10 & Figure 11]. It is located between the subject site and no. 36 Avenue Road, and part of the side (north-west) elevation of no.s 32-34 can be seen from this side road [Figure 49]. There are two large houses on Radlett Place, including a substantial neo-Classical mansion, Radlett House [Figure 14] on the north side of the road; and an irregularly shaped building also in a neo-Classical idiom, no. 1 Radlett Place [Figure 12 & Figure 13] on the south side. Both buildings have large footprints, and of substantial bulk, scale and massing. Both have two storeys plus

second floors (and even third floors, in the case of Radlett House) within the roof-space. Both buildings are considered to sit comfortably within the streetscape, due to the *cul de sac* nature of the street and the fact Radlett House is set back by approximately 35 metres; and also by virtue of the buildings' neo-Classical styles which complement the character and appearance of the ERCA. No. 1 Radlett Place comprises two parts: one section to the north set back from the street, with brickwork at first floor level and a rendered ground floor with banded rustication; and a comparatively plainer section to the south which is flush with the street, in orange brickwork with red brickwork framing the openings (and mock openings) and stone sills. Radlett House is in London Stock brickwork, with a hipped clay-tiled roof comprising two levels (the lower level with casement dormer windows). Despite the imposing nature of both buildings, they sit comfortably within the streetscape of Radlett Place.



Figure 10 (left): Radlett Place and the subject site viewed from the west side of Avenue Road.

Figure 11 (right): View looking towards the subject site from the corner of Avenue Road and Radlett Place.



Figure 12 (left): The northern part of no. 1 Radlett Place.

Figure 13 (right): The southern part of no. 1 Radlett Place (which is immediately north of the subject site).



Figure 14: Radlett House.

- 2.4.4. The ERCA Appraisal states at para 3.10 that buildings in the ERCA are commonly “*terraced townhouses, semi-detached villas and freestanding detached houses set back from the road*”. It emphasises the predominant use of London stock brickwork and red brickwork (para 3.13.) in these buildings, adding that other materials “*are employed as contrasting features on the late Victorian and Edwardian buildings and different combinations of variously coloured brick, stone, tile, stucco and timber are used as contrasting detail in the treatment of façades...*” Sub-Area 2 is characterised by its somewhat imposing three-storey semi-detached houses in dense rows [Figure 15 & Figure 16], whereas Sub-Area 3 is characterised by its large Edwardian houses, many of them in an eclectic Queen Anne Revival style with other Revival influences [Figure 17, Figure 18, Figure 19 & Figure 20]. The ERCA Appraisal seems to be mainly referring to the houses in Sub-Area 3 when it states the following (para 3.21):

There is a variety of entrance door designs, ranging from arched openings in stone, to porches and porticoes comprising flat roofs with brackets or columns, sometimes pedimented. Other elevation details include high quality tile cladding, stucco detailing, the use of stone banding and decorative masonry, and intricate timber gable and window decoration. At roof level, the detached houses are terminated by impressive chimney stacks and pots, fine clay tiles and gables in Dutch or Queen Anne Revival styles.



Figure 15 (left): No.s 115-131 King Henry's Road. (Sub-area 2 of ERCA.)



Figure 16 (right): No.s 22-42 Elsworthy Road. (Sub-area 2 of ERCA.)



Figure 17 (left): No.s 55 and 57 Elsworthy Road. (Sub-area 3 of ERCA.)



Figure 18 (right): No.s 6 and 4 Wadham Gardens. (Sub-area 3 of ERCA.)



Figure 19 (left): 13, 15 and 17 Wadham Gardens. (Sub-area 3 of ERCA.)



Figure 20 (right): Westward view along the southern section of Elsworthy Road. (Sub-area 3 of ERCA.)

- 2.4.5. Para 3.8 of the ERCA Appraisal recognises the view from the summit of Primrose Hill, including “*the backs of properties along Elsworthy Road and Avenue Road*” [Figure 30]. The ERCA Appraisal asserts that an “*important part of the character of the Conservation Area derives from its relationship with the higher ground of Primrose Hill, which is appreciated in views into and out of the area*”. The subject site is not visible from Primrose Hill, and as such its impact on the recognised view is negligible and neutral.
- 2.4.6. The local planning authority recognises the subject site as a positive contributor to the character and appearance of the ERCA. However, given its low to medium architectural interest, it is considered to make a minimal and neutral contribution to it.

2.5. St John’s Wood Conservation Area, City of Westminster

- 2.5.1. The subject site is just outside of the St John’s Wood Conservation Area (“SJWCA”) in the City of Westminster [Figure 1]. The SJWCA Area Audit (2008) emphasises the overall character of the SJWCA as being residential, spacious and leafy, with a low density of development. Its residential dwellings

comprise large detached and semi-detached villas “*in diverse architectural styles*” which “*combine to create an informal and picturesque townscape*”, and “*pockets of terraced housing and mansion blocks*”. The SJWCA is largely defined by its mid- to late 19th century neo-Classical houses (notably semi-detached villas [Figure 23] and terraces [Figure 21]), and there are also some neo-Georgian red-bricked houses built in the early 20th century [Figure 22].

- 2.5.2. The part of the SJWCA which fronts Avenue Road is characterised by large detached houses in a diverse range of architectural styles, set within generous gardens with open gaps providing views to the greenery beyond. These include the original 19th century buildings, buildings dating from the early 20th century, and some recent redevelopment in the 21st century. Many of the recently completed buildings have been built in a neo-Georgian idiom, following on from the architectural trend which began in the 1930s, and which has helped shape the character and appearance of the SJWCA. Located opposite some of these buildings on the west side of Avenue Road [Figure 26 & Figure 27] and by the junction between Avenue Road and Acacia Road [Figure 24 & Figure 25], the subject site impacts upon the setting of the SJWCA, making a minimal and neutral contribution.



Figure 21 (left): Terraced houses typical of the former Eyre Estate (No.s 22-32 and 10-20 St Ann's Terrace – Grade II listed).
Figure 22 (right): Neo-Georgian 1950s red-bricked house (no. 17 Acacia Road), alongside a 19th century villa (no. 19).



Figure 23: 19th century semi-detached villas (no.s 35 & 34, 33 & 32, 31 & 30 Acacia Road – Grade II listed).



Figure 24: View of subject site from Acacia Road. Grade II listed buildings on the left-hand side.



**Figure 25: View of subject site from corner of Acacia Road and Townshend Road.
(No. 30a Acacia Rd on left, and no. 66 Townshend Rd on right.)**



Figure 26 (left): Houses opposite the subject site (no. 41-47 Avenue Road).



Figure 27 (right): Houses opposite the subject site (no. 47 and 53 Avenue Road). The junction between Avenue Road and Acacia Road can be seen.

2.6. Statutorily Listed Buildings

- 2.6.1. There are three pairs of Grade II listed 1830s-40s semi-detached villas within the setting of the subject site. These are within the SJWCA (in the City of Westminster). No.s 30-31, 32-33 and 34-25 Acacia Road [Figure 23] are two-storey stuccoed buildings built in an Italianate-Grecian design [see listing entries at Appendix 1]. The subject site is visible from the pavement in front of the houses, by glancing north-eastward along Acacia Avenue [Figure 24]. Given that the subject site forms an end-stop to the view along Acacia

Road [Figure 24 & Figure 25], it is considered that the subject site makes a minimal and neutral contribution to the settings of the statutorily listed buildings at no.s 30-31, 32-33 and 34-25.

2.7. Statutorily Registered Parks and Gardens

- 2.7.1. Primrose Hill [Figure 29] is on Historic England's Register of Parks and Gardens of Special Historic Interest in England – at Grade II [see *listing entries at Appendix 1*]. The subject site is located west of Primrose Hill, and in between the two sites is a plot occupied by no. 1 Radlett Place and the neighbouring garden at no. 30 Avenue Road. In addition, there is a line of trees which acts as a screen between Primrose Hill and the residential plots [Figure 28]. The subject site is not visible from Primrose Hill [Figure 30], and as such it makes a negligible and neutral contribution to the setting of Primrose Hill.



Figure 28: Aerial view showing the line of trees screening Primrose Hill from the residential plots along Avenue Road and Radlett Place. (Subject site outlined in red, and boundary between Primrose Hill and residential plots indicated by green line.)



Figure 29: Primrose Hill (Grade II registered). Subject site location indicated by red arrow.



Figure 30: View looking towards the subject site (its location indicated by the red arrow) from Primrose Hill.

2.8. Locally Listed Buildings

- 2.8.1. There are no locally listed buildings within close proximity of the subject site, neither recognised as such by the London Borough of Camden, nor the City of Westminster. There are a number of buildings recognised as being positive contributors to the ERCA (LB Camden) and the SJWCA (City of Westminster) – including the subject site itself. However, buildings in this category are not considered non-designated

heritage assets (i.e. locally listed buildings). The National Planning Guidance asserts that non-designated heritage assets need to be “*clearly identified as such*”, preferably in a publicised list (040 Reference ID: 18a-040-20190723). LB Camden’s Local List does not include any buildings which are located close to the subject site, and City of Westminster does not have a Local List. Therefore, the subject site does not affect the settings of any locally listed buildings.

3.0. HISTORY AND DEVELOPMENT OF THE SUBJECT SITE

- 3.1. The area in which the subject site is located remained entirely undeveloped until the 19th century [Figure 31]. St John’s Wood (so-named as it was formerly forested, and in the 14th century it had been owned by the Knights of the Order of St John of Jerusalem) had been passed to the Crown upon the dissolution of the monasteries in 1539; and it ceased to be a “wood” when Henry VIII felled a number of its trees (to provide timber for building ships and royal palaces). The Crown started to sell parts of St John’s Wood from the early 18th century, and in 1732 a 500-acre plot was purchased by Henry Samuel Eyre (known as the “St John’s Wood Estate”). This plot consisted of some of the land on which the Elsworthy Road Conservation Area (“ERCA”) is now sited, including the area occupied by the subject site which was part of a large meadow, known as Blewhouse Field (i.e. Sub-Area 1 of the ERCA). The remainder of the land now allocated as the Elsworthy CA was agricultural land, which had been owned by the Eton College Estate since the 15th century (i.e. Sub-Areas 2 and 3 of the ERCA).
- 3.2. The subject site is located west of Primrose Hill [Figure 31], which was wooded prior to the 17th century. The land was mostly cleared of trees in the mid-17th century, and used as farmland with hedgerow boundaries. The construction of Regent’s Canal in 1812 encouraged urban expansion into the area, including the construction of the Marylebone and Finchley Turnpike Branch Road (later Avenue Road), which was laid through Blewhouse Field in 1824. Various plans to develop Primrose Hill fell through, and in 1841 the Crown Commissioners purchased the land from its former owners, Eton College. Primrose Hill was thus acquired as a public amenity space in 1842 (as well as Regent’s Park), thereby attracting further middle-class residential development in the local area. The continuing existence of undeveloped parkland may be credited as setting the precedent for the spacious, leafy character of the housing which was designed for the surrounding areas during proceeding years. By 1861 Avenue Road was completely developed with large houses set in gardens of generous sizes. The northern half of Harley Road and the western end of King Henry’s Road were developed in the 1870s, followed by parts of Elsworthy Road. The London-Birmingham railway line in 1879 to provide another tunnel on the south side of the original Primrose Hill Tunnel, and this stimulated further development.



Figure 31: 1795 map. Approximate location of the subject site is indicated by red dot.



Figure 32: 1849 map. Approximate location of the subject site is indicated by red circle.

- 3.3. The 1849 map [Figure 32] indicates that by that date Avenue Road had been constructed, with a number of houses on either side. The subject site appears to have remained undeveloped in 1849, but by 1866 two detached houses had been constructed, their footprints slightly larger than those of most other houses along Avenue Road. Between 1866 [Figure 35] and 1895 [Figure 36], both no.s 32 and 34 Avenue Road were enlarged, so that by 1883 [Figure 37] the two houses were located right up against one another.



Figure 33 (left): 1866 map. Subject site is outlined in red.



Figure 34 (right): 1895 map. Subject site is outlined in red.

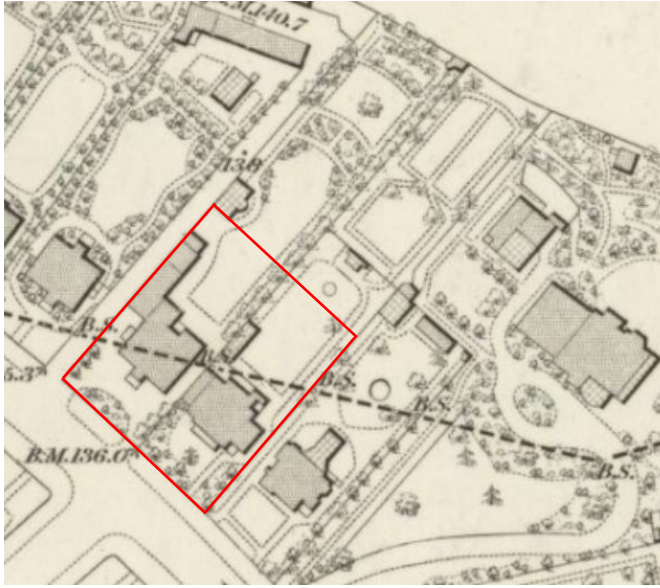


Figure 35: 1866 map (close up). Subject site is outlined in red.

Figure 36: 1895 map (close up). Subject site is outlined in red.

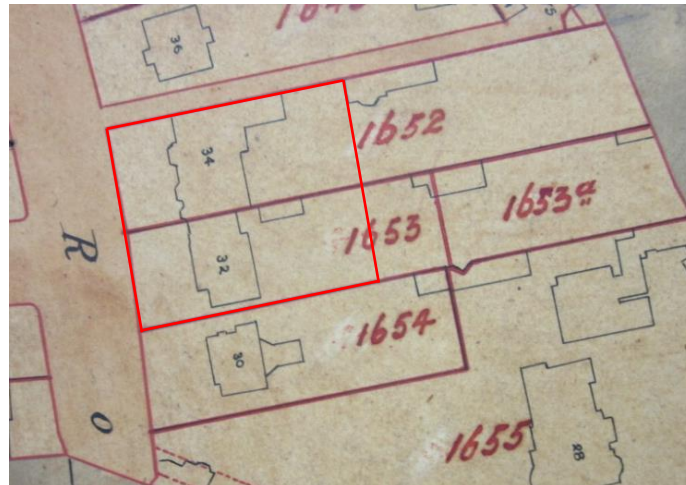


Figure 37: 1883 plan of the Eyre Estate. Subject site is outlined in red.

- 3.5. Examination of the 1912-13 map [Figure 38] and 1935-37 [Figure 39] map indicates that the streetscape of Avenue Road changed somewhat during that period, with a number of houses on both sides of the road being rebuilt (such as no.s 30, 36, 59, 65 and 71), and the plots of no.s 61 and 63, no.s 67 and 69, no.s 51 and 52, and no.s 38 and 40 were amalgamated into single large plots, and redeveloped. The footprint of no. 34 on the subject site remained the same during that period, whereas some alterations appear to have been made to no. 32 [Figure 40 & Figure 41].



Figure 38 (left): 1912-13 map. Subject site is outlined in red.



Figure 39 (right): 1935-37 map. Subject site is outlined in red.

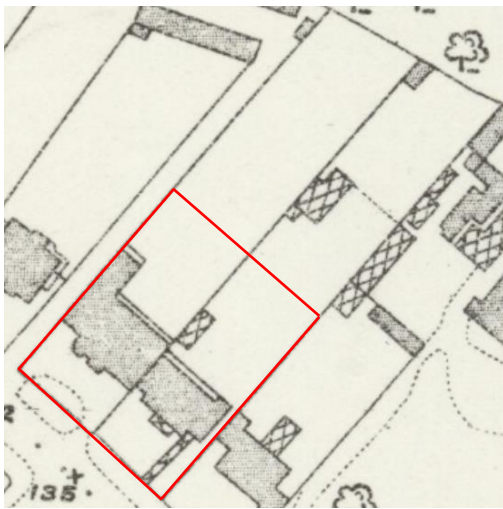


Figure 40 (left): 1912-13 map (close up). Subject site is outlined in red.

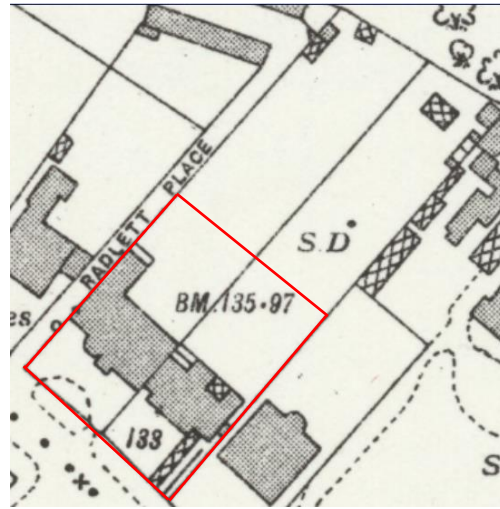


Figure 41 (right): 1935-37 map (close up). Subject site is outlined in red.

- 3.6. The London Bomb Damage map indicates that the houses at no.s 32 and 34 Avenue Road (i.e. the subject site) remained intact during the Second World War [Figure 42] – and the houses appear on the 1952-54 map [Figure 43]. However, by 1960 both houses had been demolished, and the rear part of the had been reallocated off to form a new plot (i.e. no. 1 Radlett Place) [Figure 44]. It is likely that one of the Eyre Estate's architects was appointed to build a new house on the newly combined plot at no.s 32-24; and this can be seen in the 1960s St John's Wood Eyre Estate map [Figure 45].



Figure 42: Extract from London Bomb Damage map. No.s 28, 48, 50, 52, 52, 65 & 69 are shaded in yellow, indicating that they suffered some minor blast damage. The subject site (outlined in red) remained intact.

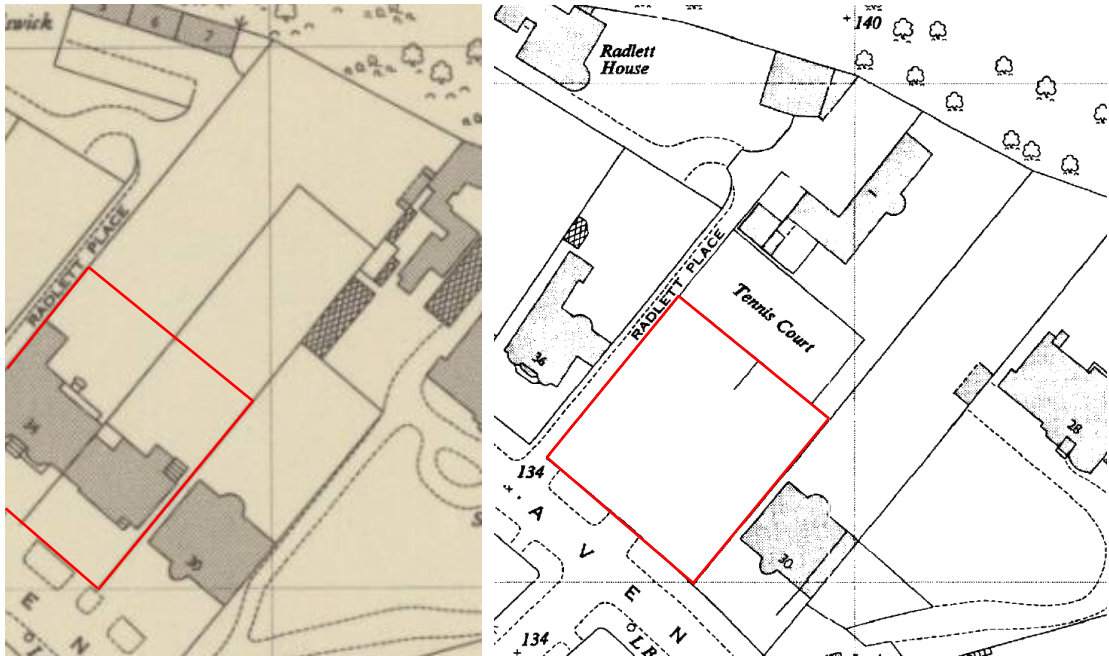


Figure 43 (left): 1952-54 map. Subject site is outlined in red.

Figure 44 (right): 1960 map. Subject site is outlined in red.



Figure 45: St John's Wood Eyre Estate Plan, 1960s. Subject site is outlined in red.

4.0. DESCRIPTION OF THE SUBJECT SITE AS EXISTING

- 4.1. The house at no.s 32-34 Avenue Road has two storeys, with an attic floor, and an overall symmetrical appearance when viewed from the street [Figure 46]. The house is more easily visible from the street when viewed from the south-east [Figure 8] than the north-west [Figure 11], due to the generous planting and trees on the north-west side of the subject site. The house is set back from the street, behind a front driveway. Its front, rear and side elevations are in yellow brickwork, with a hipped stone-slatted roof. The building's neo-Georgian style is in common with many of the redevelopments within the Eyre Estate during the mid-20th century. The simplicity of its architectural detailing is typical of this later phase of neo-Georgian buildings in the local area. The elevations are visually bland and utilitarian and architecturally uninteresting (rather reminiscent of the General Post Office telephone exchange buildings of the period), save for the moulded cornice and horizontal band above the first-floor window arches. The roof is partially hidden behind the parapet, and it has a number of dormer windows, and short chimney stacks on either side.
- 4.2. There is a sunken garage (at semi-basement level) on the right-hand side of the front elevation (i.e. south-east) [Figure 47]. The driveway slopes downwards towards it, and there are rendered walls on either side of that slope. The garage itself is in the same brickwork as the house, and a garage door.
- 4.3. The front entrance [Figure 46] comprises a large stone porch with a balcony at first floor level (including ill-fitting stone balustrading), and supported by four columns. The overall appearance of the porch is somewhat "top-heavy". There is a pair of ornate timber double front doors within the porch. The windows at ground floor level are tall nine-over-nine sashes, and those at first floor level are six-over-six sashes. There are two on either side (on both floors) of the front porch, and some French windows immediately

above the porch at first floor level, providing access to the balcony. There is a tripartite dormer window at the centre of the roof, with smaller double-casement dormer windows on either side – all of which include sash windows [Figure 46].



Figure 46: Front elevation of subject site.



Figure 47: Front elevation of garage on the subject site.

- 4.4. Similar to the front elevation, the rear elevation has a somewhat utilitarian and uncomfortable appearance [Figure 48]. The proportionality of the window openings and the ratio between walls and opening, lacking any of the finesse or articulation usually associated with the neo-Georgian style. There are a number of six-over-six sash and two-over-two sash windows, and a back door at ground floor level on the left-hand side (i.e. south-east). The north-west section has two pairs of French windows at ground floor level (with fanlights), providing access from the house to the garden; and two pairs of French windows at first floor level, providing access from the master bedroom to a balconette (with wrought iron balustrading). Similar to the front elevation, there are triple dormer windows at the centre of the roof, and one on either side – all of which include sash windows. The side elevations are architecturally similar to the rear elevation, with sash windows with keystones over them. There are narrow chimneys at each side elevation. The north-west elevation [Figure 49, Figure 52 & Figure 53] is more visible from the public realm than the south-east elevation [Figure 50 & Figure 51], due to the location of Radlett Place (between the subject site and the adjacent plot at no. 36 Avenue Road).
- 4.5. The rear garden wraps around the north-west side of the house, and this is an unusual feature for the local area. In addition, the garden is notably smaller than most other private gardens in the local area [Figure 54, Figure 55 & Figure 52]. There is a paved terrace around the house, and lawn to the rear and north-west of the house.



Figure 48: Rear elevation of subject site.



Figure 49: Side (north-west) elevation of subject site viewed from Radlett Place (in the public realm).



Figure 50 (left): Side (south-east) elevation of subject site viewed from the front.

Figure 51 (right): Side (south-east) and rear elevations of subject site viewed from the rear.



Figure 52: Side (north-west) elevation of subject site and part of the garden, viewed from the front.



Figure 53: Side (north-west) and rear elevations of subject site viewed from the rear.



Figure 54 (left): Rear garden, viewed from north.



Figure 55 (right): Rear garden, viewed from south.

- 4.6. The interior of the house is much as it was in the 1960s when it was first built [Figure 56, Figure 57, Figure 58, Figure 59, Figure 60, Figure 61, Figure 62, Figure 63, Figure 64 & Figure 65]. The interior is considered to be in no way exceptional or unusual in terms of its design and detailing. The architectural detailing includes the decorative wrought iron balustrading with cast iron detailing to the staircase [Figure 56 & Figure 57], and the ornate corning in the hall, the reception rooms and some of the bedrooms.



Figure 56 (left): Staircase at ground floor level.

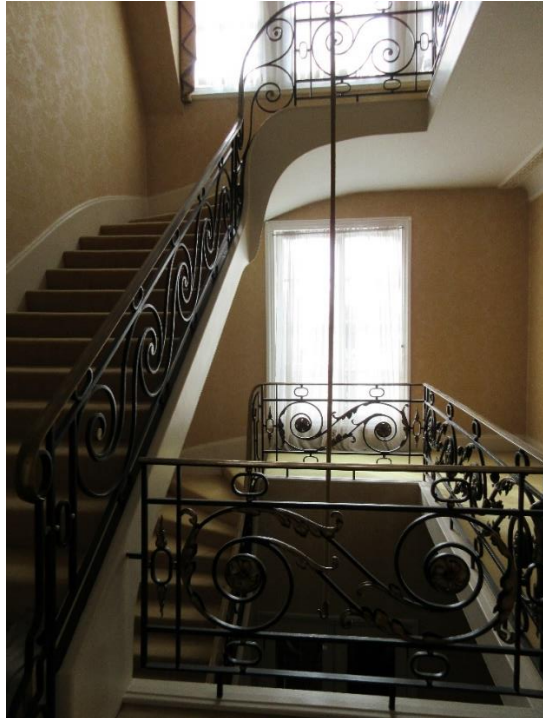


Figure 57 (right): Staircase at first floor level.



Figure 58 (left): Hall, with doors leading to the side rooms including the sitting room (north-west)



Figure 59 (right): Hall, with double doors leading to the dining room.



Figure 60 (left): Side (south-east) entrance/exit, viewed from corridor.



Figure 61 (right): Lift viewed from ground floor.



Figure 62 (left): Dining room (ground floor).

Figure 63 (right): Sitting room (ground floor).



Figure 64 (left): One of the bedrooms (first floor).

Figure 65 (right): One of the bedrooms (first floor).

5.0. THE SIGNIFICANCE OF THE SUBJECT SITE

- 5.1. The aim of a Significance Assessment is, in the terms required by Paragraphs 189-190 of the NPPF, “to describe the significance of any heritage assets affected, including any contribution made by their setting”. In the context of a historic building which has been the subject of a series of alterations throughout its lifetime, it is also a useful tool for determining which of its constituent parts holds a particular value and to what extent. *Good Practice Advice in Planning Note 2* (March 2015) states that understanding the nature of significance is important for understanding the need for and best means of conservation. Understanding the extent of that significance leads to a better understanding of how adaptable a heritage asset may be. Understanding the level of significance provides the essential guide as to how policies should be applied.

5.2. The descriptive appraisal will evaluate the building against listed selection criteria of 'Principles of Selection for Listing Buildings', DCMS, 2018. Historic England's criteria outlined in 'Statements of Heritage Significance: Analysing Significance in Heritage Assets,' which partially overlap with the Statutory Criteria, have also been considered and encompass the following values:

- **Archaeological Interest** – relating to evidence of past human activity worth of expert investigation;
- **Architectural and Artistic Interest** – relating to the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skills, like sculpture;
- **Historic Interest** – relating to past lives and events which are illustrated or associated with the heritage asset in question. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

5.3. Although not officially considered to be one of the four principal values, **setting** is increasingly viewed as an important value that makes an important contribution to the significance of a heritage asset. This assessment of the contribution to significance made by setting should provide the baseline along with the established values used for assessing the effects of any proposed works on significance.

The level of significance for each value and the setting will be assessed using the following grading:

- **High** – values of *exceptional or considerable* interest;
- **Medium** – values of *some* interest;
- **Low** – values of *limited* interest.

5.4. Archaeological Interest

The subject site is located approximately 85 metres south-west of the Primrose Hill Archaeological Priority Area ("APA"). The Primrose Hill APA is a Tier 3 APA, which means the Greater London Historic Environment Record holds evidence indicating the potential for heritage assets of archaeological interest. Given the prominent position of Primrose Hill, there is some potential for prehistoric archaeology. In addition, there may be earthworks of Medieval origin from when the land was used for agriculture.

The subject site itself is not within an APA. It remained undeveloped until the mid-19th century, and it was redeveloped in the 1960s. It is considered that there may be some potential for evidence of Medieval agricultural soil, although subsequent development will have truncated that potential. Similarly, there may be some potential for Modern archaeology (i.e. mid-19th century building foundations), although that potential is likely to have been reduced by the redevelopment of the site in the 1960s.

The Archaeological Interest is low.

5.5. Architectural and Artistic Interest

The house at no.s 32-34 Avenue Road was built by a lesser-known architect working for the Eyre Estate. It reflects the neo-Georgian architectural language of many of the pre-war redevelopments on the Eyre Estate. However, by the 1960s, the use of the neo-Georgian style was somewhat anachronistic – and, as evidenced here, was not executed in as architecturally literate manner as it could have been. In comparison a number of the other examples along Avenue Road, the front elevation of no.s 32-34 is considered to be somewhat visually bland, and architecturally uninteresting. The interior fixtures and fittings are similarly pared back in style, but with some decorative architectural features such as corncicing and ornate balustrading. The building's quality is unremarkable. The garden comprises a small lawn, a paved terrace, and some trees and planting. Neither the house nor the garden display any distinctive artistic craftsmanship, design or landscaping qualities of merit.

The Architectural and Artistic Interest is low to medium.

5.6. Historic Interest

The subject site was first developed in the 1840s-50s, forming two plots which each comprised a detached house, a driveway and a rear garden. Both houses are likely to have been representative of the types of buildings constructed by the Eyre Estate at that time. There is little (if any) remaining physical evidence of the original houses and gardens. Although the existing house on the subject site was built by an Eyre Estate architect in the 1960s, its architectural style is not typical of the 1960s houses in the local area. The subject site does not provide any evidence of importance (in terms of its association with people, events and/or movements) to the local area, to the region, or to the nation. Given that it comprised two private residential dwellings between the 1840s and 1960s, and that it has been a single private residential dwelling since the 1960s, it is unlikely that the local community feel historically or culturally connected with the subject site.

The Historic Interest is low.

5.7. Setting

The subject site is within the Elsworthy Road Conservation Area ("ERCA") in LB Camden, and just outside the St John's Wood Conservation Area ("SJWCA") in the City of Westminster. Both Conservation Areas are characterised by their middle-class residential buildings (which predominantly date from the mid-19th to the early to mid-20th century), and by the verdancy of the townscape. The subject site is within the setting of three pairs of semi-detached villas (Grade II listed), and these buildings are within the setting of the subject site. Despite the fact the subject site is recognised by the local planning authority as a positive contributor to the ERCA, it is considered to make a minimal and neutral contribution to the character and appearance of the ERCA, to the setting of the SJWCA, and to the settings of the statutorily listed buildings at no.s 30-31, 32-33 and 34-35 Acacia Road. It is also within close proximity of the statutorily registered park and garden, Primrose Hill (Grade II), but its contribution to the setting of Primrose Hill is negligible and neutral.

The Setting Value is medium.

5.8. Summary of Significance

The subject site derives most of its heritage significance from its setting value, which is medium considering the fact it's in the ERCA and immediately adjacent to the SJWCA, and within the settings of some statutorily listed buildings. The subject site has some associative historic interest in that it formerly comprised two 1840s-50s houses which were constructed when the Eyre Estate was initially developed. However, the plots have since been amalgamated, and the size of the rear garden truncated. The existing 1960s house is of indifferent architectural quality, and it is not connected to any historic person, event or movement of note. Accordingly, the overall heritage significance of the subject site is considered to be low.

5.9. Contribution to the Elsworthy Road Conservation Area (LB Camden) and the St John's Wood Conservation Area (City of Westminster)

The following questions contained in the document *Conservation Area Designation, Appraisal and Management* (Historic England Advice Note 1, February 2016) might be asked when considering the contribution made by unlisted buildings to the special architectural or historic interest of a Conservation Area. A positive response to one or more of the following may indicate that the site makes a positive contribution provided that its historic form and values have not been eroded.

5.9.1. Is the building the work of a particular architect of regional or local note?

No. The house is believed to have been built by one of the lesser-known architects appointed by the Eyre Estate during the 1960s.

5.9.2. Does it have landmark quality?

No. The subject site is more prominent than some of the other houses along Avenue Road due to its location, being an end-stop to Acacia Road. However, the building itself has low to medium architectural/artistic interest, and its quality is unremarkable. Its form is relatively imposing, but the building is not striking in its appearance, due to its pared back design.

5.9.3. Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?

No. The house provides an example of one of the buildings constructed in the 1960s, anachronistically neo-Georgian in style, somewhat visually bland and architecturally uninteresting. It does not reflect a substantial number of elements characteristic of the ERCA. Although it provides some elements characteristic of the ERCA, its contribution to the character and appearance of the ERCA and the setting of the SJWCA is merely considered to be neutral, at best.

5.9.4. Does it relate to adjacent designated heritage assets in age, materials or in any other historically significant way?

No. There are no adjacent designated heritage assets.

5.9.5. Does it contribute positively to the setting of adjacent designated heritage assets?

No. There are no adjacent designated heritage assets. There are some statutorily listed buildings further west along Acacia Road, but the subject site is considered to make a minimal and neutral contribution to their setting.

5.9.6. Is it associated with a designed landscape eg. a significant wall, terracing or a garden building?

No. The Grade II listed registered park and garden, Primrose Hill, is located within close proximity of the subject site, but the subject site's contribution to the setting of that heritage asset is considered to be negligible and neutral.

5.9.7. Does it individually, or as part of a group, illustrate the development of the settlement in which it stands?

No. Avenue Road was constructed in the mid-19th century, with a number of detached houses and grounds built on either side. During the mid-20th century, some pairs of plots were amalgamated into single plots. The subject site is such example, although when the former no.s 32 and 34 Avenue were amalgamated, the front (west) half was separated from the rear (east) half, to form a new plot to the rear (i.e. no. 1 Radlett Place). Thus the subject site illustrates the alterations made to the local area during the mid-20th century. However, it is not considered to illustrate the development of the settlement in which it stands – either individually or as part of a group.

5.9.8. Does it have significant historic association with features such as the historic road layout, burgage plots, a town park or a landscape feature?

No.

5.9.9. Does it have historic associations with local people or past events?

No.

5.9.10. Does it reflect the traditional functional character or former uses in the area?

Yes. The house is residential in function, on a residential street.

5.9.11. Summary of Contribution to Conservation Area: The subject site is considered to make, at best, a minimal and neutral contribution to the character and appearance of the Elsworthy Road Conservation Area (LB Camden) and the setting of the St John's Wood Conservation Area (City of Westminster).

6.0. IMPACT ASSESSMENT

- 6.1. The description of the proposal is accompanied by a series of drawings, as proposed, prepared by SHH Architects in April 2022 which can be found within the application bundle. The proposals involve the demolition of the existing 1960s house, and its replacement with a two-storey house with an attic floor and a basement (and a swimming pool at basement level beneath the rear garden).
- 6.2. The proposals may have an impact on:
- The character and appearance of the Elsworthy Road Conservation Area (“ERCA”) in the London Borough of Camden);
 - The setting of the St John’s Wood Conservation Area (“SJWCA”) in the City of Westminster;
 - The settings of the statutorily listed buildings at nos 30-31, 32-33 and 34-35 Acacia Road in the City of Westminster; and
 - The setting of the statutorily registered park and garden, Primrose Hill, in the London Borough of Camden.
- 6.3. For the purposes of assessing the likely impact to result from the proposals and the subsequent impact on heritage assets, established criteria have been employed. If the proposed scheme will enhance heritage values or the ability to appreciate them, then the impact on heritage significance within the view will be deemed **positive**; however, if it fails to sustain heritage values or impair their appreciation then the impact will be deemed **negative**. If the proposals preserve the heritage values then the impact will be deemed **neutral**.
- 6.4. Within the three categories there are four different levels that can be given to identify the intensity of impact:
- **"negligible"** – impacts considered to cause no material change.
 - **"minimal"** - impacts considered to make a small difference to one’s ability to understand and appreciate the heritage value of an asset. A minor impact may also be defined as involving receptors of low sensitivity exposed to intrusion, obstruction or change of low to medium magnitudes for short periods of time.
 - **“moderate”** - impacts considered to make an appreciable difference to the ability to understand or appreciate the heritage value of an asset.
 - **“substantial”** - impacts considered to cause a fundamental change in the appreciation of the resource.
- 6.5. **Verbal pre-application advice from local planning authority (February 2022)**
- 6.5.1. A previous proposed scheme for the demolition of the existing house and its replacement with a two-storey house (plus attic floor and basement), was submitted for pre-application in March 2021. The proposed scheme was amended in accordance with the written advice of the local planning authority (“LPA”), and submitted for a second pre-application in December 2021. The amended scheme was well received by the LPA at the second pre-application meeting on 25th February 2022, and some further advice was provided verbally.

- 6.5.2. During the second meeting, the LPA welcomed the fact the architecture of the proposed building reflects that of the buildings at no.s 45 and 47 Avenue Road, in accordance with the LPA's written advice. The reduction in the width of the proposed building was also well received by the LPA.
- 6.5.3. The LPA advised that the height of the roof of the proposed building be further reduced, and that the three front dormer windows also be reduced in size. The current proposed scheme has been amended accordingly.

6.6. Demolition of existing house

- 6.6.1. The existing 1960s house is of low heritage significance, with low to medium architectural/artistic interest. The local planning authority considers it a positive contributor to the character and appearance of the ERCA. However, given the poor design and architectural detailing of the building, its contribution is in fact considered to be neutral, at best. Similarly, the existing subject site is considered to make a neutral contribution to the settings of other nearby heritage assets.
- 6.6.2. The demolition of the existing house would thus be neutral in impact – making a minimal and neutral contribution to the character and appearance of the ERCA, a minimal and neutral contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.

6.7. Architectural idiom, detailing, proportions, and use of materials

- 6.7.1. The proposed building takes its architectural cue from other 20th to 21st century buildings in the local area which have a traditional neo-Georgian idiom – especially those within Sub-area 1 of the ERCA (and on the west side of Avenue Road within the SJWCA). The proposed design has been executed in a more considered and architecturally literate way than that of the existing building. The architectural detailing is well-proportioned, its proportions complementing those of neighbouring buildings. There are a number of other buildings in the local area which have been built in a Neo-Georgian style, such as the 1930s house at no. 30 Avenue Road [Figure 9], the mid- to late-20th century buildings along Radlett Place [Figure 12, Figure 13 & Figure 14], and the 21st century building at no. 49 Avenue Road [Figure 26 & Figure 27] (approximately opposite to the subject site). The proposed building takes its cue from such nearby replacement buildings which are considered to make a positive contribution to the character and appearance of Avenue Road by virtue of their architectural form and detailing. In common with those buildings, the proposed building is not intended to replicate a 19th century building, but to provide a modern take on the idiom, in an architecturally literate manner.
- 6.7.2. The front elevation [Figure 66] would be five bays wide. Using a palette of materials common to other buildings along Avenue Road which are considered to contribute positively to the street, the proposed building would be in red brickwork, with a rendered central bay and rendered two-storey bay windows either side of the central bay. The Georgian-style windows would have six-over-six timber-framed sashes with narrow rendered surrounds (save for the tri-partite central windows at first floor level, which would each have two-over-two sashes). The stone/rendered front porch would have a pair of four-panelled

double doors, and an arched fanlight. The architectural detailing would also include brick quoins, a rendered plinth and banding beneath the brick parapet, rendered banding to the bays either side of the central bay between ground and first floor level, and leaded domed roofs above the two-storey bay windows. The slated mansard roof would have well positioned and appropriately proportioned dormer windows with sashes – the two outer ones with round arches. The building would be framed by tall slender brick chimney stacks.

- 6.7.3. The rear elevation of the proposed building would be similar to the front elevation, only with the two-storey bay windows to the outer bays, and with five French windows at ground floor level to the three central bays. The rear elevation would also have a first floor terrace within the three central bays, due to those bays being set back. The proposed building would have a central domed lantern-light, which may be visible from the street and/or from the rear garden. The side elevations would be in red brickwork with rendered dressings, Georgian-style six-over-six sash windows, and Georgian-style French windows at ground floor level.
- 6.7.4. It is considered that this aspect of the proposal would make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill. The architectural idiom, detailing, proportions and use of materials of the proposed scheme reflect the prevailing architecture of the ERCA, the SJWCA, and Avenue Road from the mid-20th century onwards.

6.8. Height, bulk, scale and massing

- 6.8.1. The proposed height, bulk, scale and massing reflects that of many of the other houses along Avenue Road. Therefore, although the proposed building represents an increase in height, bulk, scale and massing, the proposed scheme would likely sit comfortably within the streetscape [Figure 70]. The two-storey height (plus mansard roof) reflects the prevailing height of the buildings within Sub-area 1 of the ERCA. Its height has been lowered in response to the pre-application advice of the LAP, and its proposed ridgeline would be lower than that of the houses at no.s 30 and 38 Avenue Road. There are a number of other large buildings along Avenue Road, partly due to the fact there are at least seven large plots which were formerly two plots subsequently combined into one. It is considered that the impact of the proposed building would be partially mitigated by its architectural features and detailing (as outlined above). In addition, the outer sections to the front elevation would be set back, thereby reducing the bulk, scale and massing of the building (as well as providing visual interest).
- 6.8.2. It is considered that this aspect of the proposal would make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.

6.9. Siting and landscaping/planting

- 6.9.1. The existing building is located off-centre within an unusually wide plot, leaving an uncomfortable gap in the townscape adjacent to the junction with Radlett Place. The proposed building, however, is considered to address the proportions of the site in a more appropriate way – whilst providing sufficient gaps on either side of the building (providing views to the rear garden), in order to sustain the attractive green suburban qualities of Sub-area 1 of the ERCA [Figure 70]. The footprint of the proposed building is greater than that of the existing building, but the existing and proposed planting around the building will provide partial screening between the house and the public realm, thereby minimising the overall impact of the building on the surrounding townscape. In addition to softening the impact of the proposed building within the streetscape, the proposed landscaping/planting would provide enhancement to the subject site, the character and appearance of the ERCA, and the setting of the SJWCA. It is considered that this aspect of the proposal would make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.
- 6.9.2. It is considered that this aspect of the proposal would make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.

6.10. Guidance

- 6.10.1. The impact of the proposals on the heritage significance of the subject site, the character and appearance of the Conservation Area, and the settings of nearby heritage assets has been assessed (by this Heritage Statement) in accordance with the following guidance. This guidance also informed the design of the proposed scheme.
- 6.10.2. **Good Practice Advice in Planning Note 3, Historic England (2017)** [Appendix 3] which provides guidance on the assessment of the setting of heritage assets. (See Chapter 2 of this Heritage Statement.)
- 6.10.3. **National Design Guide, Ministry of Housing, Communities and Local Government (2019)** [Appendix 4]: This sets out ten characteristics, which include the following:
- Characteristic 1: understanding the history of the area, the settings of heritage assets and the context of the site (appropriate form, appearance, scale, details and materials) in order that the proposal relates well to its surroundings; and
 - Characteristic 2: reinforcing a coherent and distinctive identity (appropriate scale, height, materials, street frontage, façade design and consideration of views) that relates well to the history and context of the site.
- 6.10.4. **Building in Context Toolkit, English Heritage and CABE (now the Design Council) (2001)** [Appendix 5]: This was formulated to encourage a high standard of design for development taking place in historically sensitive contexts. The founding and enduring principle is that all successful design solutions depend on

allowing time for a thorough site analysis and character appraisal to fully understand context. The application of the principles of good design is considered to reduce or remove potential harm and provide enhancement. It is considered that the proposals have taken full account of the Toolkit's eight principles, as follows:

- **Principle 1:** *A successful project will start with an assessment of the value of retaining what is there.* The existing 1960s house is of low heritage significance, with low to medium architectural/artistic interest. Although the local planning authority considers it a positive contributor to the character and appearance of the ERCA, it is considered that its contribution is in fact neutral. Similarly, the existing subject site is considered to make a neutral contribution to the settings of other nearby heritage assets. There is thus little value in retaining what is there.
- **Principle 2:** *A successful project will relate to the geography and history of the place and lie of the land.* The history of the local area and of the subject site itself has been assessed in Chapter 3 of this report. The proposals have thus been informed by an understanding of the history, character and identity of the subject site, the streetscape, and the surrounding area.
- **Principle 3:** *A successful project will be informed by its own significance so that its character and identity will be appropriate to its use and context.* The heritage significance of the subject site has been assessed in Chapter 5 of this report, and its heritage context in Chapter 2. The proposals have thus been informed by an understanding of the heritage significance of the subject site; the character and appearance of the ERCA and the contribution which the subject site makes to it; and the contribution which the subject site makes to the settings of any other nearby heritage assets (notably the SJWCA and Grade II listed buildings in Acacia Road).
- **Principles 4 & 6:** *A successful project will sit happily in the pattern of existing development and the routes through and around it. A successful project will respect the scale of neighbouring buildings.* The proposed building would therefore sit more comfortably within the plot than the existing building, as the proposed scheme includes spaces either side of the building, thereby sustaining the tradition along Avenue Road for centrally placed buildings with gaps that provide views to the rear gardens. The proposed building has been designed in order to sit “happily” in the pattern of existing development along the street, its height comparable to those of its neighbours. Although its bulk, scale and massing is greater than that of the existing building, the impact of the building on the townscape is reduced by its traditional features which reflect those of nearby buildings. The existing and proposed surrounding trees and planting would help further soften the impact of the building on the character and appearance of the ERCA and the settings of other nearby heritage assets.
- **Principles 5 & 8:** *A successful project will respect important views. A successful project will create new views and juxtapositions which add to the variety and texture of the setting.* The subject site does not affect any views which are recognised as important by LB Camden or the City of Westminster. (The proposed scheme would have a negligible and neutral impact on the view from Primrose Hill of the ERCA, and on the setting of Primrose Hill.) Nevertheless, three key views have been selected for the Townscape Visual Impact Assessment (April 2022), and the impact of the proposed scheme on these views have been assessed – concluding that the overall proposals would have a moderate and neutral to positive visual impact on the local townscape character and the character, appearance and setting of the ERCA and the settings of other heritage assets.
- **Principle 7:** *A successful project will use materials and building methods which are as high quality*

as those used in existing buildings. The proposed materials for the scheme are traditional and of high quality, reflecting those of existing nearby buildings. The proposed building is intended for the high-end market, and as such the quality of its building methods would be appropriately high.

- 6.11. The proposals have been guided by a detailed understanding of the heritage context of the subject site, and by the pre-application advice provided by the local planning authority. The proposed scheme would provide a replacement building of a higher quality than the existing building, designed in a more architecturally literate neo-Georgian idiom. Overall, the proposed scheme is considered to make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill. The proposals would cause no harm to any heritage assets, nor to the settings of any heritage assets.

7.0. POLICY COMPLIANCE AND JUSTIFICATION STATEMENT

7.1. Elsworth Road Conservation Area Management Strategy (2009)

Para 12.3 – ...new development within the Conservation Area should show special consideration to the elevational treatment, scale, bulk and massing of buildings and where possible respect the traditional forms and rooflines of the Conservation Area.

The architecture of Avenue Road is characterised both by its large 19th century detached neo-Classical style houses, and its large 20th to 21st century detached houses built in neo-Georgian and Modern styles. The proposed house would sit comfortably within the streetscape with its traditional idiom. The proposed scheme is marginally larger in bulk, scale and massing than some of the other buildings on the street, but given that its height is similar to the others, it is unlikely to affect the prevailing roofscape. (In any case, the existing roofscape is broken up by the spaces between the houses and the mature trees and planting.)

Para 13.14 – Development proposals must preserve or enhance the character or appearance of the Elsworth Conservation Area.

The traditional idiom of the proposed building is considered appropriate, given that it reflects the existing character and appearance of Sub-area 1 of the ERCA. The subject site was formerly two plots which were later amalgamated into one, in common with some other plots along Avenue Road – and this accounts for the large size of some of the 20th and 21st century houses which have become a distinctive feature of the area. It is considered that although the proposed building is greater in height, bulk, scale and massing than the existing building at no.s 32-34, it reflects those of the other buildings along the street. The resulting impact on the ERCA would be minimal and neutral to positive – partly due to the building's siting (being set back from the street, and behind some trees and planting) and partly due to its design, not least its well-proportioned architectural features.

Para 13.29 – In accordance with relevant Government guidance, the Council will normally expect all buildings that make a positive contribution to the character or appearance of the Conservation Area to be retained. Any proposals for the demolition of an unlisted building would need to be fully and robustly justified...

Although the local planning authority has recognised the subject site as a positive contributor to the character and appearance of the ERCA, it is considered that its contribution is in fact neutral. The existing 1960s house is of low heritage significance, with low to medium architectural/artistic interest. The architectural interest of the proposed building is considered to be greater than the existing building, with well-considered architectural features which are in-keeping with the character and appearance of the ERCA.

7.2. Camden Planning Guidance: Design (2020)

7.2.1. This Planning Guidance was prepared by Camden Council to support the Camden Local Plan 2017, thereby forming a Supplementary Planning Document as a “material consideration” in planning decisions.

7.2.2. Para 2.10 sets out eight **Principles of high-quality design**:

- a) **Context and character**: Development should respond positively and sensitively to the existing context. Development should integrate well with the existing character of a place, building and its surroundings.
- b) **Accessible**: Places should be accessible to all and easy to get to and move through. Development should connect well with existing places.
- c) **Legible**: New development and places should be legible and enable connectivity and effective movement between sites.
- d) **Adaptable**: Development should be adaptable to future needs and responsive to use.
- e) **Liveable**: Development should be compatible with the surrounding area and be able to accommodate uses that work together and create viable places that respond to local needs.
- f) **Sustainable**: Development should make efficient use of the site. Development should make use of good quality durable materials.
- g) **High quality and public realm**
- h) **Safe and secure**: Developments should seek to create a sense of place and community.

7.2.3. Para 2.11 focuses on **Understanding and responding to context**:

2.11: Good design should respond appropriately to the existing context by:

- ensuring the scale of the proposal overall integrates well with the surrounding area
- carefully responding to the scale, massing and height of adjoining buildings, the general pattern of heights in the surrounding area
- positively integrating with and enhancing the character, history, archaeology and nature of existing buildings on the site and other buildings immediately adjacent and in the surrounding area, and any strategic or local views, vistas and landmarks. This is particularly important in conservation areas

Although the scale of the proposed building is greater than that of the existing building on the subject site, it would integrate well with (and reflect those of) the surrounding area, as there are a number of other large-scale traditional idiom buildings nearby. The building’s impact on the streetscape, the ERCA and the settings of other heritage assets, would be minimised by its siting (being set back from the street, and behind some trees and planting) and partly due to its design, not least its well-proportioned architectural features. The prevailing roofscape of the houses along Avenue Road is broken up by the spaces between the houses and the mature trees and planting. Given that the height of the proposed building is similar to that of the others on the street, the proposed scheme is unlikely to affect the existing roofscape. The proposals have been informed by a good understanding of the history and heritage context of the local

area. The subject site does not affect any views which are recognised as important by LB Camden or the City of Westminster. The proposed scheme would likely have a negligible and neutral impact on the view from Primrose Hill of the ERCA, and on the setting of Primrose Hill.

7.2.4. Para 2.12 covers **Urban layout and townscape**:

2.12: The design of a building and/or groups of buildings should carefully consider accessibility and permeability between the development site and its surroundings:

- *new development should be designed to integrate well with the existing surrounding layout to create well connected places and spaces that complement one another*
- *development form and layout must also be appropriately designed to respond sensitively to the surrounding area with regard to density, scale and massing*
- *The layout of places whether existing or new should be considered in relation to:*
 - *Adjoining buildings*
 - *Streets and spaces*
 - *The topography*
 - *The general pattern of building heights in the surrounding area*
 - *Views*
 - *Vistas and landmarks into and outside of the development site*

The subject site was formerly two plots which were later amalgamated into one, in common with some other plots along Avenue Road – and this accounts for the large size of some of the 20th and 21st century houses which have become a distinctive feature of the area. Although the proposed building is greater in height, bulk, scale and massing than the existing building, it reflects the height, bulk, scale and massing of a number of other existing buildings along Avenue Road. This increase (in height, bulk, scale and massing) would make a minimal and neutral to positive impact on the ERCA – partly due to the building's siting (being set back from the street, and behind some trees and planting) and partly due to its well-proportioned architectural features. Given that the height of the proposed building is similar to that of the others on the street, the proposed scheme is unlikely to affect the existing roofscape. The subject site does not affect any views which are recognised as important by LB Camden or the City of Westminster. The proposed scheme would likely have a negligible and neutral impact on the view from Primrose Hill of the ERCA, and on the setting of Primrose Hill.

7.2.5. Para 2.14 focuses on **Materials**:

2.14: Materials should form an integral part of the design process and should:

- *Be contextual – the texture, colour, pattern and patina of materials can influence the impact and experience of buildings for users and the wider townscape. The quality of a well-designed building can easily be reduced by the use of poor quality or an unsympathetic palette of materials. Decisions on the materials used in a development scheme should be informed by those used in the local area.*
- *Respond to existing heritage assets and features by relating to the character and appearance of the area, particularly in conservation areas or within the setting of listed buildings.*

The proposed materials for the scheme are traditional, and as of high quality as in existing nearby buildings. The proposed building is intended for the high-end market, and as such the quality of its building methods would be appropriately high.

7.2.6. Para 3.9 covers **Effects of conservation area status**:

3.9: *The Council will only permit development within conservation areas, and development affecting the setting of conservation areas, that preserves and where possible enhances the character and appearance of the area...*

The architecture of Avenue Road is characterised both by its large 19th century detached neo-Georgian style houses, and its large 20th to 21st century detached houses built in neo-Georgian and Modern styles. The proposed house would sit comfortably within the streetscape with its traditional idiom, and it would make a minimal and neutral to positive contribution to the character and appearance of the ERCA.

7.3. Camden Local Plan (2017)

7.3.1. Policy A2 deals with open space:

In order to protect the Council's open spaces, [the Council] will:

- *a. protect all designated public and private open spaces...*
- *c. resist development which would be detrimental to the setting of designated open spaces;*
- *f. conserve and enhance the heritage value of designated open spaces and other elements of open space which make a significant contribution to the character and appearance of conservation areas or to the setting of heritage assets;*

The subject site is located west of the Grade II registered Primrose Hill, a public open space. There are, however, buildings and trees between the subject site and Primrose Hill and the subject site is therefore not visible from Primrose Hill. The proposed scheme will make a negligible and neutral contribution to the setting of Primrose Hill, and the views from Primrose Hill.

7.3.2. Policy D1 deals with Design. It requires that development:

- *a. respects local context and character;*
- *b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;*
- *e. comprises details and materials that are of high quality and complement the local character;*
- *f. integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage;*
- *j. responds to natural features and preserves gardens and other open space;*
- *k. incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping,*
- *m. preserves strategic and local views...*

The proposed design has been informed by a good understanding of the history and heritage context of the local area. The architecture of Avenue Road is characterised both by its large 19th century detached neo-Georgian style houses, and its large 20th to 21st century detached houses built in neo-Georgian and Modern styles. The proposed house would sit comfortably within the streetscape with its traditional idiom. The proposed materials for the scheme are traditional, and as of high quality as in existing nearby buildings. Although the proposed building is greater in height, bulk, scale and massing than the existing building, it reflects the height, bulk, scale and massing of a number of other existing buildings along Avenue Road. This increase (in height, bulk, scale and massing) would make a minimal and neutral to positive impact on the ERCA – partly due to the building's siting (being set back from the street, and behind some trees and planting) and partly due to its well-proportioned architectural features. The proposed landscaping and planting would provide some enhancement to the character and appearance of the ERCA. The subject site does not affect any views which are recognised as important by LB Camden or the City

of Westminster. The proposed scheme would likely have a negligible and neutral impact on the view from Primrose Hill of the ERCA, and on the setting of Primrose Hill.

- 7.3.3. **Policy D2** deals with Heritage. It essentially echoes Section 16 of the National Planning Policy Framework (“NPPF”), stating:

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

The design of the proposed scheme has been informed by a good understanding of the history and heritage context of the local area. It is considered to make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.

7.4. **Local: Westminster City Plan (2016) and Westminster’s Unitary Development Plan (“UDP”) (2007)**

- 7.4.1. **Policy S25** of the **City Plan** deals with Heritage in broad terms:

Recognising Westminster’s wider historic environment, its extensive heritage assets will be conserved, including its listed buildings [and its] conservation areas... Detailed policies for each type of heritage asset will be set out in City Management policy.

- 7.4.2. **Policy DES9** of the **UDP** deals with Conservation Areas:

(F) Setting of conservation areas:

Development will not be permitted which, although not wholly or partly located within a designated conservation area, might nevertheless have a visibly adverse effect upon the area’s recognised special character or appearance, including intrusiveness with respect to any recognised and recorded familiar local views into, out of, within or across the area.

The SJWCA is residential, spacious and leafy, largely characterised by its mid- to late 19th century houses built within the Eyre Estate, the Portland Estate and the Harrow School Estate. Those along Avenue Road (formerly within the Eyre Estate) include some large 20th and 21st century detached houses – many of which adopt a 19th century idiom in deference to the architecture of the demolished 19th century detached houses which they replace. The design of the proposed building reflects this 20th and 21st century trend in its architectural language, detailing, materials and scale; and as such, the proposed scheme is sympathetic to the setting of the SJWCA.

7.5. **London Plan (2021)**

- 7.5.1. The London Plan 2021 is intended to run until 2041. Based on the concept of “Good Growth” (i.e. “growth that is socially and economically inclusive and economically sustainable”), the London Plan is legally part of each of London’s local planning authorities’ Development Plans – providing a “framework to address the key planning issues facing London, allowing boroughs to spend time and resources on those issues that have a distinctly local dimension and on measures that will help deliver the growth London needs”.

7.5.2. **Policy HC1** deals with heritage conservation and growth:

B Development Plans and strategies should demonstrate a clear understanding of the historic environment and the heritage values of sites or areas and their relationship with their surroundings. This knowledge should be used to inform the effective integration of London's heritage in regenerative change by:

- *1 setting out a clear vision that recognises and embeds the role of heritage in place-making;*
- *2 utilising the heritage significance of a site or area in the planning and design process;*
- *3 integrating the conservation and enhancement of heritage assets and their settings with innovative and creative contextual architectural responses that contribute to their significance and sense of place;*
- *4 delivering positive benefits that conserve and enhance the historic environment...*

C Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.

The proposed scheme has been informed by a good understanding of the history and heritage context of the local area. Although the proposed building is greater in height, bulk, scale and massing than the existing building at no.s 32-34, the impact on the streetscape would be minimised by the building's well-proportioned architectural features and due to the building's siting (being set back from the street, and behind some trees and planting). The architecture of Avenue Road is characterised both by its large 19th century detached neo-Georgian style houses, and its large 20th to 21st century detached houses built in neo-Georgian and Modern styles. The proposed house would sit comfortably within the streetscape with its traditional idiom. It is considered to make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.

7.5.3. **Policy D3** deals with optimising capacity through the design-led approach:

D Development proposals should:

Form and Layout

- *1) enhance local context by delivering buildings and spaces that positively respond to local distinctiveness through their layout, orientation, scale, appearance and shape, with due regard to existing and emerging street hierarchy, building types, forms and proportions*

Quality and character

- *11) respond to the existing character of a place by identifying the special and valued features and characteristics that are unique to the locality and respect, enhance and utilise the heritage assets and architectural features that contribute towards the local character*
- *12) be of high quality, with architecture that pays attention to detail, and gives thorough consideration to the practicality of use, flexibility, safety and building lifespan through appropriate construction methods and the use of attractive, robust materials which weather and mature well*

The proposed design has been informed by a good understanding of the history and heritage context of the local area, and its local distinctiveness. The architecture of the proposed house is not intended to replicate the style associated with the original 19th century houses on the Eyre Estate, but to fit in with the more recent trend of houses built in a pared back neo-Georgian style – a synthesis of tradition and modernity. The proposed materials for the scheme are traditional, and of high quality. It is considered that although the proposed building is greater in height, bulk, scale and massing than the existing building

at no.s 32-34, it reflects those of the other buildings along the street. The resulting impact on the ERCA would be minimal and neutral to positive – partly due to the building's siting (being set back from the street, and behind some trees and planting) and partly due to its design, not least its well-proportioned architectural features. The existing building is located off-centre within an unusually wide plot, leaving an uncomfortable gap in the townscape adjacent to the junction with Radlett Place. The proposed building, however, is considered to better address the proportions of the site– whilst providing sufficient gaps on either side of it, in order to sustain the attractive green suburban qualities of Sub-area 1 of the ERCA. Although the footprint of the proposed building is greater, the existing and proposed planting around the building will provide partial screening between the house and the public realm, thereby minimising the overall impact of the building on the surrounding townscape. In addition to softening the impact of the proposed building within the streetscape, the proposed landscaping/planting would provide enhancement to the character and appearance of the ERCA, and the setting of the SJWCA. Overall, it is considered that the proposed scheme would make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.

7.6. The National Planning Policy Framework (July 2021)

- 7.6.1. The revised National Planning Policy Framework (NPPF) was published in July 2021 and provides a full statement of the Government's planning policies.
- 7.6.2. The NPPF contains a presumption in favour of sustainable development sympathetic to the conservation of designated heritage. The government's definition of sustainable development is one that incorporates all the relevant policies of the Framework, including the protection and enhancement of the historic environment.
- 7.6.3. Relevant NPPF Policies are found in Section 12 "Achieving Well-Designed Places" and Section 16 "Conserving and Enhancing the Historic Environment".
- 7.6.4. Paragraph 126 states that *"Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities"*. Section 12 goes on to outline the core expectations for good design and the importance of engagement between stakeholders relating to design:

Paragraph 130. *Planning policies and decisions should ensure that developments:*

- *a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- *b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- *c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
- *d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*

Paragraph 135. *In determining applications, great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.*

The tenets of these paragraphs support the importance of good design in relation to conserving and enhancing the historic environment in Section 16:

Paragraph 197. *In determining applications, local planning authorities should take account of:*

- c) *the desirability of new development making a positive contribution to local character and distinctiveness.*

The proposed scheme has been informed by a good understanding of the history and heritage context of the local area, its local character and its distinctiveness. The architecture of Avenue Road is characterised both by its large 19th century detached neo-Georgian style houses, and its large 20th to 21st century detached houses built in neo-Georgian and Modern styles. The proposed house would sit comfortably within the streetscape with its traditional idiom. Although the proposed building is greater in height, bulk, scale and massing than the existing building, it reflects the height, bulk, scale and massing of a number of other existing buildings along Avenue Road. This increase (in height, bulk, scale and massing) would make a minimal and neutral to positive impact on the ERCA – partly due to the building's siting (being set back from the street, and behind some trees and planting) and partly due to its well-proportioned architectural features. It is considered to make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.

- 7.6.5. Section 16 deals with Conserving and Enhancing the Historic Environment. Paragraph 189 states that heritage assets “*an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations*”.

Paragraph 200. *Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:*

- a) *grade II listed buildings, or grade II registered parks or gardens, should be exceptional;*
- b) *assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.*

The proposed scheme is considered to make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill. The proposals would cause no harm to any heritage assets, nor to the settings of any heritage assets.

Paragraph 206. *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 the asset (or which better reveal its significance) should be treated favourably.*

The existing building on the subject site is considered to make a neutral contribution to the ERCA and the settings of other nearby heritage assets. The proposed scheme, however, has been informed by a good

understanding of the local heritage context and the history of the area. It would make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed nos 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.

Paragraph 207. *Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site 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.*

The existing building is not considered to make a positive contribution to the character and appearance of the ERCA, and at best it makes a neutral contribution. There are a number of other unlisted Neo-Georgian buildings within the ERCA which are much higher in quality and more architecturally literate than that on the subject site. The demolition of the existing building is not considered to cause any harm to the character and appearance of the ERCA.

7.7. National Planning Guidance (PPG)

7.7.1. Available from March 2014, the PPG is an online guidance resource which is updated continuously.

7.7.2. Paragraph: 002 Reference ID: 18a-002-20190723 – What is meant by the conservation and enhancement of the historic environment?

- *Conservation is an active process of maintenance and managing change. It requires a flexible and thoughtful approach to get the best out of assets as diverse as listed buildings in every day use and as yet discovered, undesignated buried remains of archaeological interest. In the case of buildings, generally the risks of neglect and decay of heritage assets are best addressed through ensuring that they remain in active use that is consistent with their conservation. Ensuring such heritage assets remain used and valued is likely to require sympathetic changes to be made from time to time. ...*

The architecture of Avenue Road is characterised both by its large 19th century detached neo-Georgian style houses, and its large 20th to 21st century detached houses built in neo-Georgian and Modern styles. The architecture of the proposed building is not intended to replicate the style associated with the original 19th century houses on the Eyre Estate, but to fit in with the more recent trend of houses built in a traditional idiom – a synthesis of tradition and modernity. As such, the proposed scheme is considered to conserve the character and appearance of the ERCA and the settings of other heritage assets (notably that of the SJWCA), providing sympathetic change.

7.7.3. Paragraph: 007 - Reference ID: 18a-007-20190723 – Why is ‘significance’ important in decision-making?

- *Heritage assets may be affected by direct physical change or by change in their setting. Being able to properly assess the nature, extent and importance of the significance of a heritage asset, and the contribution of its setting, is very important to understanding the potential impact and acceptability of development proposals.*

Chapter 5 of this Heritage Statement provides an assessment of the heritage significance of the subject site. Its overall significance is considered to be low (i.e. low archaeological interest, low to medium architectural/artistic interest and low historic interest). The subject site derives most of its heritage

significance from its setting value, which is medium considering the fact it's in the ERCA and immediately adjacent to the SJWCA, and within the settings of some statutorily listed buildings.

7.7.4. **Paragraph: 008 Reference ID: 18a-008-20190723 – How can proposals avoid or minimise harm to the significance of a heritage asset?**

- *Understanding the significance of a heritage asset and its setting from an early stage in the design process can help to inform the development of proposals which avoid or minimise harm. Analysis of relevant information can generate a clear understanding of the affected asset, the heritage interests represented in it, and their relative importance.*

Chapter 6 of this Heritage Statement provides an assessment of the likely impact which the proposed scheme will have on any heritage assets. It is concluded that the proposed scheme would make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the Grade II registered Primrose Hill.

8.0. CONCLUSION

- 8.1. The subject site has low archaeological interest, low to medium artistic/architectural interest and low historic interest, and its setting is of medium value. As such, its overall heritage significance is considered to be low – making a neutral contribution to the character and appearance of the ERCA and the settings of other nearby heritage assets. The proposed scheme has been designed in an appropriate and sympathetic manner to sustain and enhance the ability to understand and appreciate the character and appearance of the ERCA and the settings of other nearby heritage assets.
- 8.2. The design of the proposed building has been guided by Historic England's Planning Note 3 [Appendix 3], the Ministry of Housing, Communities and Local Government's National Design Guide (2019) [Appendix 4] and English Heritage and CABE (Design Council)'s *Building in Context Toolkit* (2001), [Appendix 5]. The proposals have been based upon a detailed understanding of the character and appearance of the ERCA and the settings of other heritage assets – notably the SJWCA and statutorily listed buildings along Acacia Road. They have also been informed by the pre-application advice provided by the local planning authority.
- 8.3. The proposed scheme would provide a replacement building of a higher quality than the existing building, designed in a more architecturally literate neo-Georgian idiom. In addition, the proposed landscaping and planting would enhance the high quality suburban character and appearance of the ERCA. The proposed scheme would include spaces either side of the building, sustaining the tradition along Avenue Road for centrally placed buildings with gaps that provide views to the rear gardens. The proposed building would therefore site more comfortably within the plot than the existing building. It is considered that the proposed scheme would make a minimal and neutral to positive contribution to the character and appearance of the ERCA, a minimal and neutral to positive contribution to the settings of the SJWCA and the Grade II listed no.s 30-31, 32-33 and 34-35 Acacia Road, and a negligible and neutral contribution to the setting of the

Grade II registered Primrose Hill. The proposals would cause no harm to any heritage assets, nor to the settings of any heritage assets.

- 8.4. The applicant has recognised the importance of performing investigations and analysis necessary for the assessment of the effects of the proposed works on the special interest of the surrounding heritage assets. This approach has been beneficial with regard to the process of acknowledging the best practice guidance as outlined in the NPPF and in local policies. It is considered that the information provided in this Heritage Statement is proportionate to the significance of the subject site. It sets out an appropriate level of detail sufficient to understand the potential heritage implications of the proposals in accordance with the proportionate approach advocated by Paragraph 189 of the NPPF. It is concluded that the proposed works satisfy the relevant clauses of the NPPF. These are consistent with the spirit of local, regional and national planning policies and conservation principles.

APPENDIX 1: LISTING DESCRIPTIONS

30 AND 31, ACACIA ROAD NW8

Overview

Heritage Category: Listed Building

Grade: II

List Entry Number: 1209701

Date first listed: 01-Dec-1987

Location

Statutory Address: 30 and 31, Acacia Road NW8

County: Greater London Authority

District: City of Westminster (London Borough)

National Grid Reference: TQ 27069 83656

Details

TQ 2783 NW CITY OF WESTMINSTER ACACIA ROAD, NW8

4/4 Nos.30 and 31

II G.V.

Semi-detached villas. c1830-40 Portland Estate St John's Wood villa development. Stucco; slate roof. Italianate-Grecian. 2 storeys on semi-basement. Each 3 windows wide, the recessed outer entrance bays narrower. Architraved and consoled-corniced doorways approached by steps. Recessed sashes in moulded architraves with cornices and consoles to ground floor; some alterations to windows of entrance bays. The paired projecting inner bays are dressed with Doric pilaster order rising from plat band over semi-basement to frieze beneath flat eaves of hipped low pitch roof (with later dormers); central corniced chimney stack. Cast iron Grecian guard rails to ground floor windows. Similar villa type to the adjoining Eyre Estate.

32 AND 33, ACACIA ROAD NW8

Overview

Heritage Category: Listed Building

Grade: II

List Entry Number: 1066512

Date first listed: 01-Dec-1987

Location

Statutory Address: 32 and 33, Acacia Road NW8

County: Greater London Authority

District: City of Westminster (London Borough)

National Grid Reference: TQ 27064 83646

Details

TQ 2783 NW CITY OF WESTMINSTER ACACIA ROAD, NW8

4/5 Nos 32 and 33

II G.V.

Semi-detached villas. c1830-40 Portland Estate St John's Wood villa development. Stucco; slate roof. Italianate-Grecian. 2 storeys on semi-basement. Each 3 windows wide, the recessed outer entrance bays narrower. Architraved and corniced doorways approached by steps. Recessed sashes in moulded architraves with cornices and consoles to ground floor; The paired projecting inner bays are dressed with Doric pilaster order rising from plat band over semi-basement to frieze beneath flat eaves of hipped low pitch roof (with later dormers); central corniced chimney stack. Cast iron Grecian guard rails to ground floor windows. Similar villa type to the adjoining Eyre Estate.

34 AND 35, ACACIA ROAD NW8

Overview

Heritage Category: Listed Building

Grade: II

List Entry Number: 1292494

Date first listed: 01-Dec-1987

Location

Statutory Address: 34 and 35, Acacia Road NW8

County: Greater London Authority

District: City of Westminster (London Borough)

National Grid Reference: TQ 27050 83628

Details

TQ 2783 NW CITY OF WESTMINSTER ACACIA ROAD, NW8

4/6 Nos 34 and 35

II G.V.

Semi-detached villas. c1830-40 Portland Estate St John's Wood villa development. Stucco; slate roof. Italianate-Grecian. 3 storeys (including attic storey). Each 2 windows wide, the recessed outer entrance bays narrower. Architraved and consoled-corniced doorways approached by steps. Recessed, margin glazed sashes (later casements to inner bay of No 34) in moulded architraves, tripartite on ground floor, with cornices and consoles. Doric pilaster order rises from plat band over semi-basement to entablature over 1st floor, the frieze of No 34 with wreathed ornament; pilastered attic storey beneath bracketed flat eaves of hipped roof. Cast iron geoemtric window guards to ground floor. Similar villa type to the adjoining Eyre Estate.

PRIMROSE HILL

Overview

Heritage Category: Park and Garden

Grade: II

List Entry Number: 1001526

Date first listed: 02-May-2001

Location

County: Greater London Authority

District: Camden (London Borough)

National Grid Reference: TQ 27594 83909

Details

Mid-C19 public park added to Regent's Park in 1841.

HISTORIC DEVELOPMENT

Until mid-C 19 Primrose Hill was farmland with hedgerow boundaries and a few tree surviving from the ancient Middlesex Forest (William Gillespie and Partners p18). However since 1822 the owners, Eton College, had been planning to divide the hill into building plots. In 1829 plans were drawn up to develop the whole of the hill, the plans included new road links to the north but no offers were made for them. In 1831 a private individual leased the hill intending to sub-let it to the Royal Botanical Society and, in 1836, the London Cemetery Company made an application for land for a burial ground. Neither of these proposals was approved. Following a recommendation from the government, the Crown Commissioners, in 1838, offered to buy Primrose Hill from Eton College in order to form an extension of Regent's Park and the site became Crown property in 1841. In the following year, after an Act had been passed securing the land as public open space, the public was freely admitted. The boundaries were marked by an oak fence and hedgerows were removed, a year later the bridge connecting Regent's Park with Primrose Hill was completed and opened. A Gymnasium was built near to the southern boundary c1847.

In 1851 Primrose Hill, along with the parkland of Regent's Park, was transferred, by means of the Crown Land Act, from the management of the Commissioners of Woods, Forests and Chases, to the newly formed Ministry of Works. The new management soon tackled the problems of drainage and levels, especially in the north and west where ponds and hollows were considered dangerous to the public. The improvement work was carried out intermittently between 1851 and 1900 and included the laying of an extensive footpath system with lamps along the main routes and some new planting.

By the 1860s Primrose Hill had become a popular place for public meetings, demonstrations and rallies and, around this time, an area to the east was set aside as a Guards Drill Ground and a Refreshment Lodge was built to the west. By the turn of the century buildings surrounded Primrose Hill on three sides.

In the year 2000 Primrose Hill remains the property of the Crown, and, along with Regent's Park, is managed by the Royal Parks Authority as public park.

SITE DESCRIPTION

LOCATION, AREA, BOUNDARIES AND LANDFORM Primrose Hill is situated to the west of London, immediately to the north of Regent's Park (qv GD1156) and c1km west of Euston Station. Green Park (qv GD1799) lies c3km to the south and Hampstead Heath c3km to the north. The 25ha of Primrose Hill rise steeply to a northern plateau before dropping down to the northern boundary. To the south, Primrose Hill is separated from Regent's Park by Prince Albert Road and is bounded to the north by the backs of houses and school buildings in Elsworthy Road, with Primrose Hill Road, Regent's Park Road and Albert Terrace making for the eastern boundary. The boundary to the south-west is largely made up from Barrow Hill, a covered reservoir made to supply water to the villas in and around Regent's Park in 1828. The boundary to the north-west is made up from the backs of houses on Avenue Road. The site is enclosed with various materials including railings, brick wall, clipped hedges and shrubberies.

ENTRANCES AND APPROACHES Primrose Hill is entered from a number of points around the site. The entrance to the south-west, from Prince Albert Road, is guarded by brick built Primrose Hill Lodge (c1870). After standing empty for a number of years the Lodge was refurbished in the late C20. The grounds around the lodge are separated from the park by C20 iron railings.

THE PARK The steeply rising hill is laid to grass and cut by tarred paths which radiate across from points on the east and west perimeter paths and from the south-west and south-eastern corners. The paths to the south are largely decorated with ornamental trees, Primrose Hill lost many of its mature trees during the storms of 1987 and 1990. A path runs north-west from the south-eastern corner and continues, slightly to the east of centre, to the circular hard surfaced view point at the summit of the hill. From this point, which in the late C20 was marked with the points of the compass, the panorama of the city of London can be viewed. To the west, the roofs of the covered structures of Barrow Hill Reservoir are partially screened by trees as are the C 19 housing developments on the northern and eastern boundaries. To the north-west, below the western slopes of the hill sports pitches have been made. Below the southern slopes is a late C20 children's recreation ground, built near the site of the gymnasium made in 1847.

APPENDIX 2: PROPOSED ELEVATIONS

Proposed plans, elevations and sections (drafted by SHH Architecture) can be found in the application bundle. Below are extracts (not necessarily reproduced to scale).

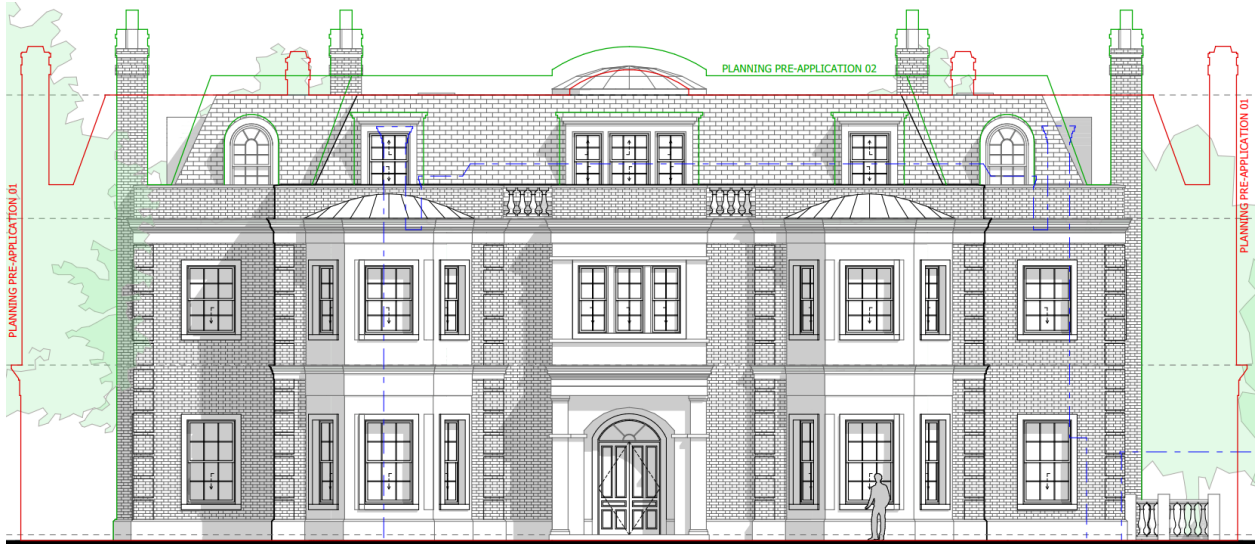


Figure 66: Proposed front elevation.

The outline of the existing building is indicated by a blue dotted line. The outline of the proposed building presented at the first pre-application is indicated by the red line, and that presented at the second pre-application by the green line.

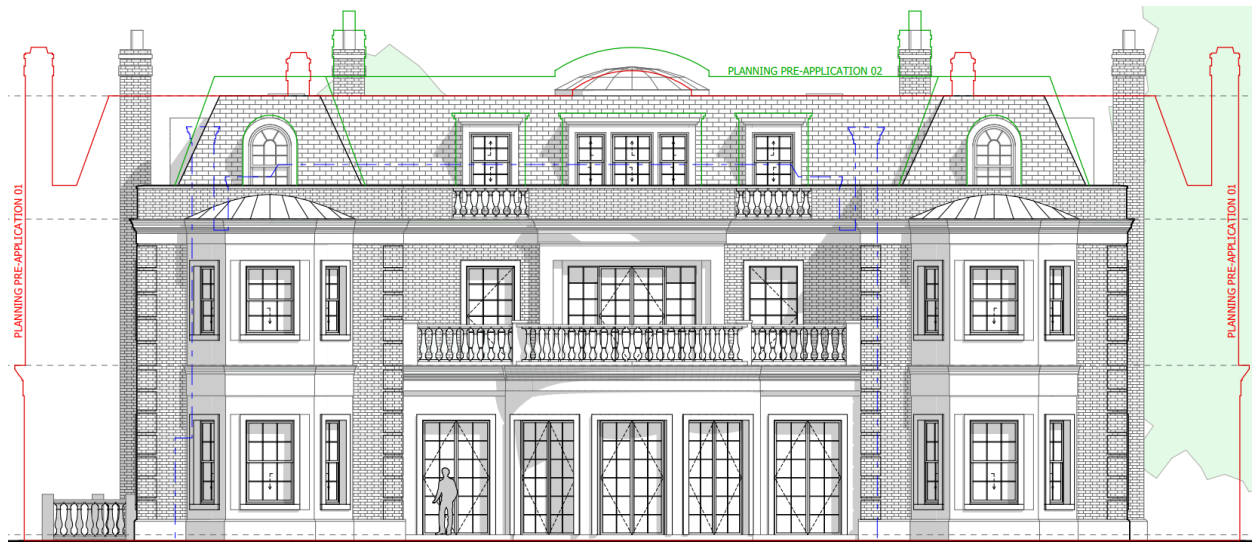


Figure 67: Proposed rear elevation.

The outline of the existing building is indicated by a blue dotted line. The outline of the proposed building presented at the first pre-application is indicated by the red line, and that presented at the second pre-application by the green line.



Figure 68: Proposed side (south-east) elevation.

The outline of the existing building is indicated by a blue dotted line. The outline of the proposed building presented at the first pre-application is indicated by the red line, and that presented at the second pre-application by the green line.



Figure 69: Proposed side (north-west) elevation.

The outline of the existing building is indicated by a blue dotted line. The outline of the proposed building presented at the first pre-application is indicated by the red line, and that presented at the second pre-application by the green line.



Figure 70: Front elevation of subject site (second to the right) and the front elevations of neighbouring buildings.



Figure 71 (left): Proposed front elevation – previous, superseded scheme submitted at the first pre-application (March 2021).
Figure 72 (right): Proposed front elevation – previous, superseded scheme submitted at the second pre-application (Dec 2021).



Figure 73 (left): Proposed rear elevation – previous, superseded scheme submitted at the first pre-application (March 2021).
Figure 74 (right): Proposed rear elevation – previous, superseded scheme submitted at the second pre-application (Dec 2021).



Figure 75 (left): Proposed side (south-east) elevation – previous, superseded scheme submitted at the first pre-application (March 2021).
Figure 76 (right): Proposed side (south-east) elevation – previous, superseded scheme submitted at the second pre-application (Dec 2021).



Figure 77 (left): Proposed side (north-west) elevation – previous, superseded scheme submitted at the first pre-application (March 2021).
Figure 78 (right): Proposed side (north-west) elevation – previous, superseded scheme submitted at the second pre-application (Dec 2021).

APPENDIX 3: HISTORIC ENGLAND'S PLANNING NOTE 3: "THE SETTING OF HERITAGE ASSETS", DEC 2017

This note gives assistance concerning the assessment of the setting of heritage assets. Historic England recommends the following broad approach to assessment, undertaken as a series of steps that apply proportionately to the complexity of the case, from straightforward to complex:

Step 1: Identify which heritage assets and their settings are affected.

The setting of a heritage asset is 'the surroundings in which a heritage asset is experienced'. Where that experience is capable of being affected by a proposed development (in any way) then the proposed development can be said to affect the setting of that asset. The starting point of the analysis is to identify those heritage assets likely to be affected by the development proposal.

Step 2: Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated.

This assessment of the contribution to significance made by setting will provide the baseline for establishing the effects of a proposed development on significance. We recommend that this assessment should first address the key attributes of the heritage asset itself and then consider:

- the physical surroundings of the asset, including its relationship with other heritage assets
- the asset's intangible associations with its surroundings, and patterns of use
- the contribution made by noises, smells, etc to significance, and
- the way views allow the significance of the asset to be appreciated

Step 3: Assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it.

The wide range of circumstances in which setting may be affected and the range of heritage assets that may be involved precludes a single approach for assessing effects. Different approaches will be required for different circumstances. In general, however, the assessment should address the attributes of the proposed development in terms of its:

- location and siting
- form and appearance
- wider effects
- permanence

Step 4: Explore ways to maximise enhancement and avoid or minimise harm.

Enhancement may be achieved by actions including:

- removing or re-modelling an intrusive building or feature
- replacement of a detrimental feature by a new and more harmonious one
- restoring or revealing a lost historic feature or view
- introducing a wholly new feature that adds to the public appreciation of the asset
- introducing new views (including glimpses or better framed views) that add to the public experience of the asset, or
- improving public access to, or interpretation of, the asset including its setting

Options for reducing the harm arising from development may include the repositioning of a development or its elements, changes to its design, the creation of effective long-term visual or acoustic screening, or management measures secured by planning conditions or legal agreements. For some developments affecting setting, the design of a development may not be capable of sufficient adjustment to avoid or significantly reduce the harm, for example where impacts are caused by fundamental issues such as the proximity, location, scale, prominence or noisiness of a development. In other cases, good design may reduce or remove the harm, or provide enhancement. Here the design quality may be an important consideration in determining the balance of harm and benefit.

Step 5: Make and document the decision and monitor outcomes.

It is good practice to document each stage of the decision-making process in a non-technical and proportionate way, accessible to non-specialists. This should set out clearly how the setting of each heritage asset affected contributes to its significance or to the appreciation of its significance, as well as what the anticipated effect of the development will be, including of any mitigation proposals.

Assessment Step 2 Checklist

The starting point for this stage of the assessment is to consider the significance of the heritage asset itself and then establish the contribution made by its setting. The following is a (non-exhaustive) check-list of potential attributes of a setting that may help to elucidate its contribution to significance. It may be the case that only a limited selection of the attributes listed is likely to be particularly important in terms of any single asset.

The asset's physical surroundings

- Topography
- Aspect
- Other heritage assets (including buildings, structures, landscapes, areas or archaeological remains)
- Definition, scale and “grain” of surrounding streetscape, landscape and spaces
- Formal design (eg. hierarchy, layout)
- Orientation and aspect
- Historic materials and surfaces
- Green space, trees and vegetation
- Openness, enclosure and boundaries
- Functional relationships and communications
- History and degree of change over time

Experience of the asset

- Surrounding landscape or townscape character
- Views from, towards, through, across and including the asset
- Intentional intervisibility with other historic and natural features
- Visual dominance, prominence or role as focal point
- Noise, vibration and other nuisances
- Tranquillity, remoteness, “wildness”
- Busyness, bustle, movement and activity
- Scents and smells
- Diurnal changes
- Sense of enclosure, seclusion, intimacy or privacy
- Land use
- Accessibility, permeability and patterns of movement
- Degree of interpretation or promotion to the public
- Rarity of comparable survivals of setting
- Cultural associations
- Celebrated artistic representations
- Traditions

Assessment Step 3 Checklist

The following is a (non-exhaustive) check-list of the potential attributes of a development affecting setting that may help to elucidate its implications for the significance of the heritage asset. It may be that only a limited selection of these is likely to be particularly important in terms of any particular development.

Location and siting of development

- Proximity to asset
- Position in relation to relative topography and watercourses
- Position in relation to key views to, from and across
- Orientation
- Degree to which location will physically or visually isolate asset

Form and appearance of development

- Prominence, dominance, or conspicuousness
- Competition with or distraction from the asset
- Dimensions, scale and massing
- Proportions
- Visual permeability (i.e. extent to which it can be seen through), reflectivity
- Materials (texture, colour, reflectiveness, etc)
- Architectural and landscape style and/or design
- Introduction of movement or activity
- Diurnal or seasonal change

Wider effects of the development

- Change to built surroundings and spaces
- Change to skyline, silhouette
- Noise, odour, vibration, dust, etc.
- Lighting effects and “light spill”
- Change to general character (eg. urbanising or industrialising)
- Changes to public access use or amenity
- Changes to land use, land cover, tree cover
- Changes to communications/ accessibility/ permeability, including traffic, road junctions and car-parking, etc
- Changes to ownership arrangements (fragmentation/ permitted development/ etc)
- Economic viability

Permanence of the development

- Anticipated lifetime/ temporariness
- Recurrence
- Reversibility

APPENDIX 4: THE NATIONAL DESIGN GUIDE, MINISTRY OF HOUSING, COMMUNITIES & LOCAL GOVERNMENT

The Ministry of Housing, Communities and Local Government's **National Design Guide** ("NDG") is the national planning practice guidance for "beautiful, enduring and successful places", published in October 2019. Its stated components for good design are: the layout (or masterplan); the form and scale of buildings; their appearance; landscape; materials; and their detailing. It focuses on what it terms the "ten characteristics": Context, Identity, Built Form, Movement, Nature, Public Spaces, Uses, Homes and Buildings, Resources, and Lifespan.

Below are extracts which are relevant to heritage/conservation, design, and townscapes.

Context:

para 38: *An understanding of the context, history and the cultural characteristics of a site, neighbourhood and region influences the location, siting and design of new developments.*

para 40: *Well-designed new development responds positively to the features of the site itself and the surrounding context beyond the site boundary. It enhances positive qualities and improves negative ones. Some features are physical, including:*

- *the existing built development, including layout, form, scale, appearance, details, and materials;*
- *local heritage... and local character...*
- *views inwards and outwards;*

para 42: *Well-designed new development is integrated into its wider surroundings, physically, socially and visually. It is carefully sited and designed, and is demonstrably based on an understanding of the existing situation, including:*

- *the landscape character and how places or developments sit within the landscape, to influence the siting of new development and how natural features are retained or incorporated into it;*
- *patterns of built form, including local precedents for routes and spaces and the built form around them, to inform the layout, form and scale...*
- *the architecture prevalent in the area, including the local vernacular and other precedents that contribute to local character, to inform the form, scale, appearance, details and materials of new development...*
- *public spaces, including their characteristic landscape design and details, both hard and soft.*

para 43: *However, well-designed places do not need to copy their surroundings in every way. It is appropriate to introduce elements that reflect how we live today, to include innovation or change such as increased densities, and to incorporate new sustainable features or systems.*

para 45: *When determining how a site may be developed, it is important to understand the history of how a place has evolved. The local sense of place and identity are shaped by local history, culture and heritage, and how these have influenced the built environment and wider landscape.*

para 46: *Sensitive re-use or adaptation adds to the richness and variety of a scheme...*

para 47: *Well-designed places and buildings are influenced positively by:*

- *the history and heritage of the site, its surroundings and the wider area, including cultural influences;*
- *the significance and setting of heritage assets and any other specific features that merit conserving and enhancing;*
- *the local vernacular, including historical building typologies such as the terrace, town house, mews, villa or mansion block, the treatment of façades, characteristic materials and details...*

Identity:

para 52: *Well-designed new development is influenced by:*

- *an appreciation and understanding of vernacular, local or regional character, including existing built form, landscape and local architectural precedents;*
- *the characteristics of the existing built form...*
- *the elements of a place or local places that make it distinctive; and*
- *other features of the context that are particular to the area...*

This includes considering:

- *the composition of street scenes, individual buildings and their elements;*
- *the height, scale, massing and relationships between buildings;*
- *views, vistas and landmarks;*
- *roofscapes;*
- *the scale and proportions of buildings;*
- *façade design, such as the degrees of symmetry, variety, the pattern and proportions and windows and doors, and their details;*
- *the scale and proportions of streets and spaces;*
- *hard landscape and street furniture;*
- *soft landscape, landscape setting and backdrop;*
- *colours, textures, shapes and patterns.*

para 55: *Well-designed places contribute to local distinctiveness. This may include:*

- *adopting typical building forms, features, materials and details of an area;*
- *drawing upon the architectural precedents that are prevalent in the local area, including the proportions of buildings and their openings;*
- *using local building, landscape or topographical features, materials or planting types;*
- *introducing built form and appearance that adds new character and difference to places;*
- *creating a positive and coherent identity that residents and local communities can identify with.*

para 56: *Materials, construction details and planting are selected with care for their context. ... They contribute to visual appeal and local distinctiveness.*

para 57: *Design decisions at all levels and scales shape the character of a new place or building. Character starts to be determined by the siting of a development in the wider landscape, then by the layout – the pattern of streets, landscape and spaces, the movement network and the arrangement of development blocks. It continues to be created by the form, scale, design, materials and details of buildings and landscape.*

para 58: *Where the scale or density of new development is very different to the existing place, it may be more appropriate to create a new identity rather than to scale up the character of an existing place in its context. New character may also arise from a response to how today's lifestyles could evolve in the future, or to the proposed method of development and construction.*

para 59: *Where the character of an existing place has limited or few positive qualities, then a new and positive character will enhance its identity.*

Built Form:

para 64: Well-designed new development makes efficient use of land with an amount and mix of development and open space that optimises density. It also relates well to and enhances the existing character and context.

para 65: Built form is determined by good urban design principles that combine layout, form and scale in a way that responds positively to the context.

para 66: Well-designed places also use the right mix of building types, forms and scale of buildings and public spaces to create a coherent form of development that people enjoy.

para 68: Built form defines a pattern of streets and development blocks. ... Street types will depend on:

- their width, relating to use;
- the height of buildings around them, the relationship with street width, and the sense of enclosure that results;
- how built up they are along their length, and the structure of blocks and routes that this creates;
- the relationship between building fronts and backs, with successful streets characterised by buildings facing the street to provide interest, overlooking the active frontages at ground level...
- establishing an appropriate relationship with the pattern, sizes and proportions of existing streets in the local area.

para 69: Well-designed tall buildings play a positive urban design role in the built form. They act as landmarks, emphasising important places and making a positive contribution to views and the skyline.

para 70: Proposals for tall buildings (and other buildings with a significantly larger scale or bulk than their surroundings) require special consideration. This includes their location and siting; relationship to context; impact on local character, views and sight lines; composition – how they meet the ground and the sky... These need to be resolved satisfactorily in relation to the context and local character.

Movement:

para 81: A clear layout and hierarchy of streets and other routes helps people to find their way around...

para 82: Wider, more generous spaces are well-suited to busier streets... Narrower streets are more suitable where there is limited vehicle movement and speeds are low.

para 83: Well-designed streets create attractive public spaces with character, through their layout, landscape, including street trees, lighting, street furniture and materials.

para 86: Well-designed parking is attractive, well-landscaped and sensitively integrated into the built form so that it does not dominate the development or the street scene.

Nature:

para 92: Well-designed places provide usable green spaces, taking into account:

- the wider and local context...
- how spaces are connected;
- the balance between public and private open spaces...

Public Spaces:

para 105: Careful planning and design create the right conditions for people to feel safe and secure... These include:

- buildings around the edges of a space;
- active frontages along its edges, provided by entrances onto the space and windows overlooking it, so that people come and go at different times;

para 107: A well-designed public space that encourages social interaction is sited so that it is open and accessible to all local communities. It is connected into the movement network, preferable so that people naturally pass through it as they move around.

APPENDIX 5: THE BUILDING IN CONTEXT TOOLKIT

The Building in Context Toolkit grew out of the publication **Building in Context** published by English Heritage and CABI (now the Design Council) in 2001. The purpose of that publication was to stimulate a high standard of design for development taking place in historically sensitive contexts. The founding and enduring principle is that all successful design solutions depend on allowing time for a thorough site analysis and character appraisal to fully understand context.

The eight Building in Context principles are:

Principle 1

A successful project will start with an assessment of the value of retaining what is there.

Principle 2

A successful project will relate to the geography and history of the place and lie of the land.

Principle 3

A successful project will be informed by its own significance so that its character and identity will be appropriate to its use and context.

Principle 4

A successful project will sit happily in the pattern of existing development and the routes through and around it.

Principle 5

A successful project will respect important views.

Principle 6

A successful project will respect the scale of neighbouring buildings.

Principle 7

A successful project will use materials and building methods which are as high quality as those used in existing buildings.

Principle 8

A successful project will create new views and juxtapositions which add to the variety and texture of the setting.