

40 Rosslyn Hill Hampstead

HERITAGE STATEMENT | JULY 2022

On behalf of Vakrat Limited



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Section 1

Introduction.

1 | Introduction

40 ROSSLYN HILL | HAMPSTEAD, NW3 1NU

- 1.1 This Heritage Statement is supplied to provide an initial overview of the heritage significance of no. 40 Rosslyn Hill (henceforth 'the Site'), and identify potential opportunities and constraints for future development works. The Site is listed Grade II* and is located within the Hampstead Conservation Area.
- 1.2 This Heritage Statement is supplied to provide an assessment of the significance of 40 Rosslyn Hill (henceforth 'the Site') and the impact of the proposal upon this significance.
- 1.3 The proposal comprises the internal refurbishment of the building associated with its conversion from a former Lloyds Bank to a premium salon. The proposal seeks to improve the functionality and accessibility of the building, as well as take an opportunity to preserve and enhance its special interest through the reparation of its historic fabric and removal of detractive fixtures and fittings.
- 1.4 40 Rosslyn Hill forms part of the Grade II* Listed group, Lloyds Bank Numbers 1 and 3 with Railings and Gates to the South.
- 1.5 This assessment includes:
 - a review of the relevant legislative, policy and guidance framework;
 - an overview of the historical development of the Site and its surroundings;
 - a detailed description of the Site building's interior and an assessment of its significance as part of the Grade II* Listed group; and,
 - assessment of the proposed changes, the repair works and the proposed creation of an ambulant W.C.
- 1.6 The existing Site and surrounding area was appraised during a site visit in April 2021 and April 2022, and a desk-based study was also undertaken which included an assessment of archival material and Ordnance Survey map regression.
- 1.7 The report is produced by Icen Projects. Specifically, it is authored by Georgina Mark BA (Hons.) MSt (Cantab), Senior Heritage Consultant - Built Heritage & Townscape, with guidance and review by Georgia Foy, Associate Heritage Consultant - Built Heritage & Townscape..



Figure 1.1 Aerial view of Site, boundary marked in red
Source: Edited from Google

Section 2

Planning Legislation, Policy & Guidance.

Legislation		National Policy						
2.20	Where any development may have a direct or indirect effect on designated heritage assets, there is a legislative framework to ensure the proposals are considered with due regard for their impact on the historic environment.	National Planning Policy Framework (July 2021) (As amended)	2.28	‘Significance’ is defined as ‘The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site’s Statement of Outstanding Universal Value forms part of its significance.’	2.33	Paragraph 199 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. It emphasises that the weight given to an asset’s conservation should be proportionate to its significance, and notes that this great weight should be given irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.		
2.21	Primary legislation under Section 66 (1) of the Planning (Listed Buildings and Conservation Areas Act) 1990 states that in considering whether to grant planning permission for development which affects a listed building or its setting, the Local Planning Authority or Secretary of State, as relevant, shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest that it possesses.		2.23	In July 2018, the government published the updated National Planning Policy Framework (“NPPF”), which was again updated in February, June 2019 and July 2021. This maintains the focus on sustainable development that was established as the core of the previous, 2012, NPPF.	2.29	The ‘Setting of a heritage asset’ is defined as ‘The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.’	2.34	Paragraph 200 states that 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.
2.22	Section 72(1) of the Act, meanwhile, states that: <ul style="list-style-type: none">• ‘In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that		2.24	This national policy framework encourages intelligent, imaginative and sustainable approaches to managing change. Historic England has defined this approach, which is reflected in the NPPF, as ‘constructive conservation’: defined as ‘a positive and collaborative approach to conservation that focuses on actively managing change...the aim is to recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment’ (Constructive Conservation in Practice, Historic England, 2009).	2.30	Paragraph 192 requires local authorities to maintain or have access to a historic environment record. This should contain up-to-date evidence about the historic environment in their area and be used to assess the significance of heritage assets and the contribution they make to their environment.	2.35	Paragraphs 201 and 202 address the balancing of harm against public benefits. If a balancing exercise is necessary (i.e. if there is any harm to the asset), considerable weight should be applied to the statutory duty where it arises. Proposals that would result in substantial harm or total loss of significance should be refused, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss (as per Paragraph 201). Whereas, Paragraph 202 emphasises that where less than substantial harm will arise as a result of a proposed development, this harm should be weighed against the public benefits of a proposal, including securing its optimum viable use.
			2.25	Section 12, ‘Achieving well-designed places’, reinforces the importance of good design in achieving sustainable development, by ensuring the creation of inclusive and high quality places. This section of the NPPF affirms, in paragraph 130, the need for new design to function well and add to the quality of the surrounding area, establish a strong sense of place, and respond 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).	2.31	Paragraph 194 states that, when determining applications, local planning authorities should require applicants to describe the significance of the heritage assets affected and any contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset and sufficient to understand the impact of the proposal on this significance. According to Paragraph 190, local planning authorities are also obliged to identify and assess the significance of any heritage asset that may be affected by a proposal and should take this assessment into account when considering the impact upon the heritage asset.	2.36	Paragraph 203 requires a balanced judgment for proposals that affect non-designated heritage assets, having regard to the scale of any harm or loss and the significance of the heritage asset.
			2.26	The guidance contained within Section 16, ‘Conserving and enhancing the historic environment’, relates to the historic environment, and developments which may have an effect upon it.	2.32	Paragraph 197 emphasises that local planning authorities should take account of: the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.	2.37	Paragraph 206 encourages opportunities for new development within, and within the setting of, Conservation Areas and World Heritage Sites, to enhance or better reveal their significance. It requires favourable treatment for proposals that preserve those elements of the setting that make a positive contribution to the asset or which better reveal its significance.
		2.27	Heritage Assets are defined in Annex 2 of the NPPF as: ‘A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).’ Listed buildings and Conservation Areas are both designated heritage assets.			2.38	Paragraph 207 notes that not all elements of Conservation Areas and World Heritage Sites will contribute to their significance, but that, if harm to their significance is caused, decisions should follow the balancing exercise set out in paragraph 201 and 202, as appropriate.	

Planning Practice Guidance (“PPG”) (Department for Communities and Local Government, last updated July 2019)

- 2.39 The guidance on Conserving and enhancing the historic environment in the PPG supports the NPPF. Paragraph 002 states that conservation is an active process of maintenance and managing change that requires a flexible and thoughtful approach, and that neglect and decay of heritage assets is best addressed through ensuring that they remain in active use that is consistent with their conservation.
- 2.40 Paragraph 006 sets out how heritage significance can be understood in the planning context as archaeological, architectural, artistic or historic, defined as follows:
 - archaeological interest: As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.
 - architectural and artistic interest: These are interests in 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 skill, like sculpture.
 - historic interest: An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. 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.
- 2.41 The PPG emphasises in paragraph 007 the importance of assessing the nature, extent and importance of a heritage asset in understanding the potential impact and acceptability of development proposals.

- 2.42 Paragraph 018 explains that, where potential harm to designated heritage assets is identified, it needs to be categorised as either less than substantial harm or substantial harm (which includes total loss) in order to identify which policies in the National Planning Policy Framework (paragraphs 200-202) apply. It goes on to state that whether a proposal causes substantial harm will be a judgment for the decision-maker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework. In general terms, substantial harm is a high test, so it may not arise in many cases. For example, in determining whether works to a listed building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest.
- 2.43 Harm may arise from works to the heritage asset or from development within its setting. A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.
- 2.44 The PPG also provides clear guidance in paragraph 020 on the meaning of ‘public benefits’, particularly in relation to historic environment policy, including paragraphs 201 to 202 of the NPPF. The PPG makes clear that public benefits should be measured according to the delivery of the three key drivers of sustainable development: economic, social and environmental outcomes, all of which are reflected in the objectives of the planning system, as per Paragraph 8 of the NPPF. Public benefits include heritage benefits, and do not always have to be visible or accessible to the public in order to be genuine public benefits, for example, works to a listed private dwelling which secure its future as a designated heritage asset could be a public benefit.

Regional Policy

The London Plan

- 2.45 Regional policy for the London area is defined by the London Plan. The New London Plan has now been adopted (March 2021) and deals with heritage issues in Chapter 7 Heritage and Culture, covering policies HC1 – HC7, London’s Living Spaces and Places – Historic environment and landscapes.
- 2.46 Policy HC1 Heritage Conservation and Growth requires boroughs to develop evidence that demonstrates a clear understanding of London’s historic environment. It further requires Boroughs to use this knowledge to inform the effective integration of London’s heritage in regenerative change by:
 - setting out a clear vision that recognises and embeds the role of heritage in place-making;
 - utilising the heritage significance of a site or area in the planning and design process;
 - 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; and,
 - delivering positive benefits that conserve and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing.
- 2.47 Part C – E of Policy HC 1 state that:

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”.

D “Development proposals should identify assets of archaeological significance and use this information to avoid harm or minimise it through design and appropriate mitigation. Where applicable, development should make provision for the protection of significant archaeological assets and landscapes. The protection of undesignated heritage assets of archaeological interest equivalent to a scheduled monument should be given equivalent weight to designated heritage assets”.

Camden Local Plan (adopted July 2017)

- 2.48 The following policies are of relevance to an assessment of the heritage opportunities and constraints to the potential redevelopment of the Site.
- Policy D1 Design
- 2.49 The Council will seek to secure high quality design in development. The Council will require that development:
 - respects local context and character;
 - preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;
 - is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;
 - is of sustainable and durable construction and adaptable to different activities and land uses;
 - comprises details and materials that are of high quality and complement the local character;
 - 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;
 - is inclusive and accessible for all;
 - promotes health;
 - is secure and designed to minimise crime and antisocial behaviour;
 - responds to natural features and preserves gardens and other open space;
 - 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;
 - incorporates outdoor amenity space;
 - preserves strategic and local views;
 - for housing, provides a high standard of accommodation; and
 - carefully integrates building services equipment.

- 2.50 The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.
- 2.51 [...]

Excellence in design

- 2.52 The Council expects excellence in architecture and design. We will seek to ensure that the significant growth planned for under Policy G1 Delivery and location of growth will be provided through high quality contextual design.

Policy D2 Heritage

- 2.53 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.

Designated heritage assets

- 2.54 Designed heritage assets include conservation areas and listed buildings. The Council will not permit the loss of or substantial harm to a designated heritage asset, including conservation areas and Listed Buildings, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:
- a. the nature of the heritage asset prevents all reasonable uses of the site;
 - b. no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation;
 - c. conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and
 - d. the harm or loss is outweighed by the benefit of bringing the site back into use.
- 2.55 The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal convincingly outweigh that harm.

Conservation areas

- 2.56 Conservation areas are designated heritage assets and this section should be read in conjunction with the section above headed ‘designated heritage assets’. In order to maintain the character of Camden’s conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas.
- 2.57 The Council will:
- e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;
 - f. resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area;
 - g. resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and
 - h. preserve trees and garden spaces which contribute to the character and appearance of a conservation area or which provide a setting for Camden’s architectural heritage.

Listed Buildings

- 2.58 Listed buildings are designated heritage assets and this section should be read in conjunction with the section above headed ‘designated heritage assets’. To preserve or enhance the borough’s listed buildings, the Council will:
- i. resist the total or substantial demolition of a listed building;
 - j. resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the building; and
 - k. resist development that would cause harm to significance of a listed building through an effect on its setting.

Archaeology

- 2.59 The Council will protect remains of archaeological importance by ensuring acceptable measures are taken proportionate to the significance of the heritage asset to preserve them and their setting, including physical preservation, where appropriate.

Camden Planning Guidance: Design (January 2021)

Heritage

- 2.60 THE COUNCIL - will make a balanced judgment having regard to the scale of any harm or loss and the significance of the asset/s affected. We will take account of:
- The desirability of sustaining and enhancing the significance of any heritage asset/s and putting them to viable uses consistent with their conservation;
 - The positive contribution that the conservation of heritage assets can make to sustainable communities including their economic vitality and health and wellbeing;
 - The desirability of new development that affects heritage assets to preserve and enhance local character and distinctiveness.
- 2.61 APPLICANTS - will need to show how the significance of a heritage asset, including any contribution made by their setting, has been taken into consideration in the design of the proposed works. The level of detail required will be proportionate to the asset/s importance and no more than is sufficient to understand the potential impact of the proposal on the significance of the asset/s affected.

Alterations to Listed Buildings

- 2.62 In assessing applications for listed building consent the Council has a statutory duty to have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses. We will consider the impact of proposals on the historic significance of the building, including its features, such as:
- original and historic materials and architectural features;
 - original layout of rooms;
 - structural integrity; and
 - character and appearance.
- 2.63 We will expect original or historic features to be retained and repairs to be in matching material. Proposals should seek to respond to the special historic and architectural constraints of the listed building, rather than significantly change them.

- 2.64 Applications for listed building consent should be fully justified and should demonstrate how proposals would affect the significance of a listed building and why the works or changes are desirable or necessary. In addition to listed building consent, some proposals may also require planning permission. These applications should be submitted together and will be assessed concurrently.

Preventing Harm to Heritage Assets

- 2.65 In accordance with Camden Local Plan policy H2 and the National Planning Policy Framework (NPPF) the Council will not permit the loss of or substantial harm to a designated heritage asset unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or particular circumstances apply.
- 2.66 The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal outweigh that harm.

Consideration of Cumulative Impact

- 2.67 In assessing applications that affect heritage assets, the Council will, in addition to considering proposals on an individual basis, also consider whether changes could cumulatively cause harm to the overall heritage value and/or integrity of the relevant Conservation Area, Listed building or heritage asset

Camden Planning Guidance: Access for All 2019

Listed buildings and heritage assets

- 2.68 For listed buildings and other heritage assets, the Council will balance the requirement to provide access with the interests of conservation and preservation. Sensitive design solutions that achieve access for all, to and within listed buildings, should be sought. Local Plan Policy D2 Heritage sets out the Council’s detailed approach to development affecting listed buildings and other heritage assets.
- 2.69 Measures to facilitate dignified and easy access to and within listed buildings can often be sensitively incorporated without damage to the buildings special architectural or historic interest. However, the Equality Act 2010 does not override other legislation such as listed building or planning legislation.
- 2.70 Listed Building Consent will be required in the vast majority of cases for works to improve access and in formulating proposals. Design and Access Statements are required for a listed building consent. Where a planning application is submitted in parallel with an application for listed building consent a single combined statement can be submitted which should address the requirements for both applications. Further details on what to include in Design and Access Statements can be found in Design and Access section below. Applicants are encouraged to undertake early discussions with the Council by contacting planning@camden.gov.uk.
- 2.71 Historic England has produced two documents, entitled Easy Access to Historic Buildings and Easy Access to Historic Landscapes, which provide further guidance on listed buildings and other heritage assets.

Historic Environment Good Practice Advice in Planning

- 2.72 To support the national policies, three separate Good Practice Advice in Planning Notes (GPA’s) have been published by Historic England.
- GPA 2: Managing Significance in Decision-Taking in the Historic Environment [March 2015]**
- 2.73 This document provides advice on numerous ways in which decision-taking in the historic environment could be undertaken, emphasising that the first step for all applicants is to understand the significance of any affected heritage asset and the contribution of its setting to its significance. In line with the NPPF and PPG, the document states that early engagement and expert advice in considering and assessing the significance of heritage assets is encouraged. The advice suggests a structured staged approach to the assembly and analysis of relevant information and is as follows:
- Understand the significance of the affected assets;
 - Understand the impact of the proposal on that significance;
 - Avoid, minimise and mitigate impact in a way that meets the objectives of the NPPF;
 - Look for opportunities to better reveal or enhance significance;
 - Justify any harmful impacts in terms of the sustainable development objective of conserving significance and the need for change;
 - Offset negative impacts on aspects of significance by enhancing others through recording, disseminating and archiving archaeological and historical interest of the important elements of the heritage assets affected.
- 2.74 The advice reiterates that heritage assets may be affected by direct physical change or by change in their setting. Assessment of the nature, extent and importance of the significance of a heritage asset and the contribution of its setting at an early stage can assist the planning process in informed decision-taking.
- 2.75 The document sets out the recommended steps for assessing significance and the impact of

development proposals upon it, including examining the asset and its setting and analysing local policies and information sources. In assessing the impact of a development proposal on the significance of a heritage asset the document emphasises that the cumulative impact of incremental small-scale changes may have as great an effect on the significance of a heritage asset as a larger scale change. Crucially, the nature and importance of the significance that is affected will dictate the proportionate response to assessing that change, its justification, mitigation and any recording which may be necessary.

Historic England: Easy Access to Historic Buildings

- 2.76 This document provides guidance on access solutions for historic buildings that combine conservation with excellent and innovative modern design. This guidance states that the overall aim should be, as far as reasonably possible, to remove any disadvantage faced by disabled people when experiencing historic buildings.
- The Equalities Act 2010*
- 2.77 This Historic England guidance advises that in determining reasonableness, consideration be given to the dignity of disabled people and the extent to which they are caused inconvenience or anxiety. This guidance refers to The Equalities Act 2010, which anticipates the duty of service providers to take positive steps to provide a standard of access for disabled people that is equal to that enjoyed by the rest of the public. It acknowledges that this duty may require service providers to make reasonable adjustments to any physical features present in historic buildings.
- 2.78 This guidance advises that sensitive alteration of physical features for the improvement of accessibility will have due regard for what it is that makes a particular building special or significant. It emphasises the importance for features within historic buildings to be understood, both in their own right and in the context of the whole building.

The Building Regulations 2010

- 2.79 This Historic England guidance also refers to Document M of The Building Regulations 2010, which states, ‘*The need to conserve the special characteristics of such historic buildings must be recognised [...] the aim should be to improve accessibility where and to the extent that it is practically possible, always provided that the work does not prejudice the character of the historic building or increase the risk of long-term deterioration to the building fabric or fittings.*’¹

¹ The Building Regulations 2010, Access to and use of Buildings, Approved Document M: Volume 2 Buildings Other than Dwellings

Section 3

Historic Development of the Site and Surroundings.

3 | Historic Development of the Site and Surroundings

History of Hampstead

- 2.80 This historical background has been drawn from the following sources: British Newspaper Archive, Open Domesday, Burgh House Trust and British History Online.
- 2.81 Hampstead derives its origins from the Anglo-Saxon period and is recorded in the Domesday Book as a notably small manor, comprising an agricultural community made up of seven households. The Manor was owned by the Abbey of St Peter at Westminster, however the monks are believed to have occupied the area only briefly during the plague of 1349. Following the dissolution of the monasteries in the sixteenth century, ownership of the Manor frequently changed hands, however none of the new lords permanently resided there.
- 2.82 The area remained predominantly agricultural in character until the early seventeenth century, when wealthy merchants, bankers and lawyers moved to the area, likely due to its close proximity to the capital and the absence of resident aristocracy. In 1698, the Earl of Gainsborough granted a swampy area of land east of High Street to the poor for further development.
- 2.83 Hampstead's brief existence as a spa town during the late-seventeenth and early-eighteenth centuries supported the expansion of its built environment as the population more than doubled in size. Visitors to Hampstead Wells sought accommodation in newly built boarding houses and villas and a Long Room and Ball Room were opened in the 1730s. By the mid-eighteenth century, however, Hampstead was unable to compete with the established neighbouring spa town of Kilburn and the pleasure gardens in Belsize and it declined as a tourist attraction.
- 2.84 Nevertheless, the town continued its expansion southward, as illustrated by John Rocque in 1761 [Figure 3.1]. The present street pattern was established during the nineteenth century and the mixture of terraced, semi-detached and detached houses of varying sizes captured in an Ordnance Survey map dated 1870 [Figure 3.3] attests to the gradual pace of development.
- 2.85 In 1860, the town was connected to central London's rail network with the opening of the Hampstead Junction Railway Station. Improved transportation links facilitated an increase in the visitation of London

residents to the area and stimulated the urbanisation and improvement of the town. These developments included the construction of a sewerage system, a shopping parade, schools and a public bath.

- 2.86 By 1896, new streets were developed on a grid plan, including those along Willoughby Road and Worsley Road. In 1900, Hampstead became a Metropolitan Borough and in 1965, Hampstead merged with Holborn and St Pancras into the London Borough of Camden.
- 2.87 During the interwar period, Hampstead attracted various groups of artists. Dwellings such as the Isokon Flats in Lawn Road by Wells Coates and 2 Willow Road by Erno Goldfinger were built to modernist designs. Following the Second World War, residential blocks such as the Wells House Flats were erected by the local council to replace houses destroyed by bombings. The south end of the town became a favoured location for the construction of large houses and architects and artists populated the area.



Figure 3.1 1761 Survey of London by John Rocque



Figure 3.2 1822 Map of London by Thompson



Figure 3.3 1870 OS Map

3 | Historic Development of the Site and Surroundings

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Historic Development of the Site

- 3.1 A map of the area dated 1822 [Figure 3.2] identifies an unknown building having occupied the Site prior to the construction of the existing house. This building likely comprised a dwelling house, set within spacious grounds at the junction of Gloucester Place; a new road which was subsequently developed into Pilgrim's Lane. In 1870, the Site formed one half of a pair of demi-detached houses which faced Pilgrim's Lane. These houses each possessed formal gardens to the rear, running parallel to Rosslyn Hill [Figure 3.3].
- 3.2 An Ordnance Survey map dated 1896 [Figure 3.4] reveals the rear garden associated with the Site house to have been truncated at its western end. This change resulted in the formation of the existing Site boundary. An ancillary building was also located at this end of the garden at this time. Though not yet illustrated on the Ordnance Survey mapping, the Site house and its neighbouring dwelling were demolished in c.1896, and the existing banking complex and terraced houses were constructed in their place.
- 3.3 The bank was constructed for Lloyds, Barnetts & Bosanquets (named Lloyds Bank Limited in 1889) who already occupied 13-14 High Street, Hampstead and purchased the Site's freehold in 1894.¹ It was constructed to designs produced by architect Horace Field in the Edwardian baroque style. Field subsequently became a regular architect for the company in 1894 and designed further bank buildings for them in Bournemouth, Cheapside, Wealdstone and Okehampton.
- 3.4 The new bank at Rosslyn Hill possessed an L-shaped footprint which extended along Pilgrim's Lane and comprised a pair of dwellings at this end. It comprised a four-storey building with basement, constructed from 'red brick with cream stone dressings, sash windows with green shutters and arched windows on the ground floor'.² The bank's principal frontage is illustrated in a painting produced in 1897 [Figure 3.5] as well as a photograph taken in c.1910 [Figure 3.6].
- 3.5 An Ordnance Survey map dated 1915 [Figure 3.7] identifies the rear, west end of the bank as having been separated in plan and possible function. However, this range was certainly incorporated into the plan of the main bank by 1953.
- 3.6 The first, second and third floors of the bank originally served as a residence for the family of the Bank Manager, and access to these levels was provided by an internal entrance, located within the Waiting Room.



Figure 3.4 1896 OS Map

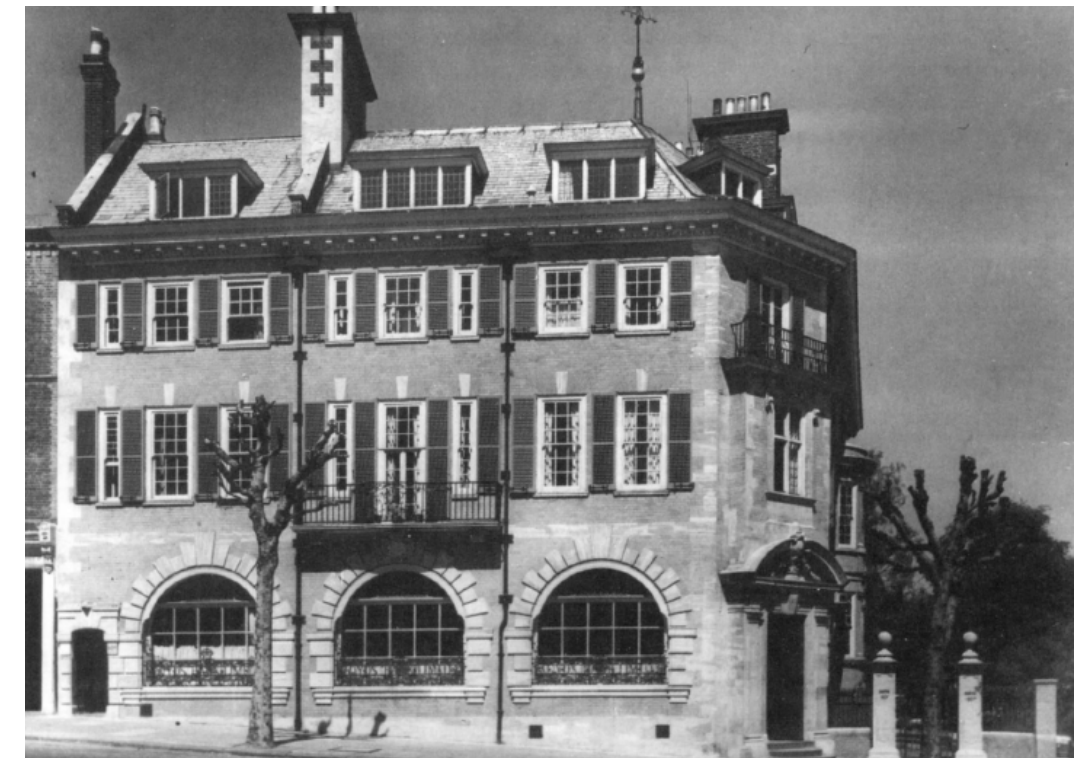


Figure 3.6 Photograph of the Site, taken c.1910

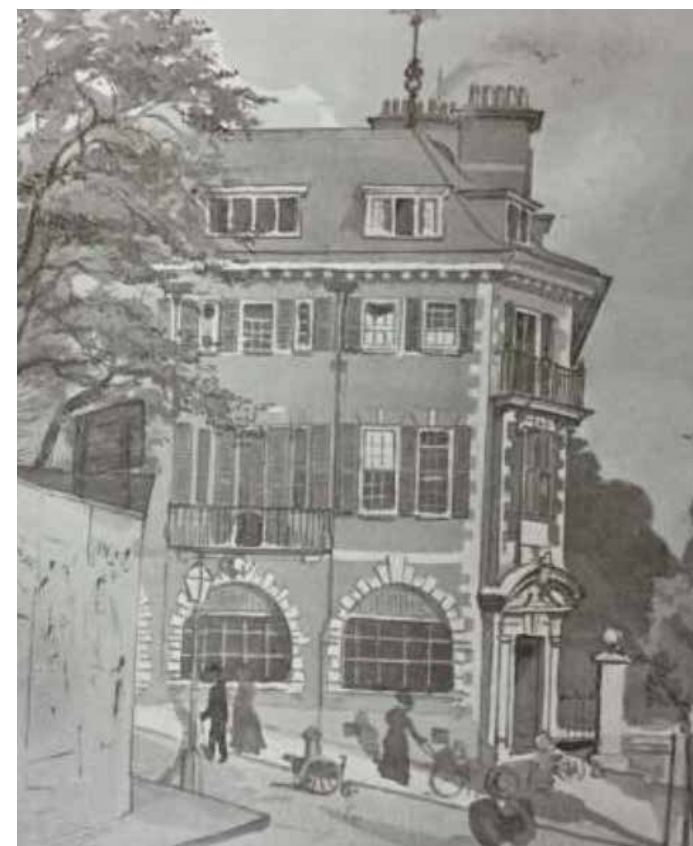


Figure 3.5 1897 Watercolour of Lloyds Bank 1953 OS Map



Figure 3.7 1915 OS Map

¹ Timothy Brittain-Catlin, *Horace Field and Lloyds Bank*, Architectural History, 2010, Vol. 53 (2010), pp. 271-294, pg.271

² Ibid, pg.275

3 | Historic Development of the Site and Surroundings

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This entrance was likely blocked during the 1950s, when the upper levels were converted into flats.

- 3.7 In 1974, the Bank was listed Grade II* as part of a group of buildings, including the adjoining dwellings at nos. 40 and 40A Rossllyn Hill. The Site has a relatively extensive planning history, however a few notable applications for changes to the building's fabric and use will be addressed in this Section.
- 3.8 In 1979, Listed Building Consent was granted by Camden Council for the installation of a cashpoint machine and night safe in the north-western ground floor window of the bank.³ This consent also involved the proposed rearrangement of the Meeting Room (previously named Interview Room on plan [Figure 3.9]).
- 3.9 The existing panelled wall positioned between the Waiting Room and the Bank Hall was approved to be partially removed and a new wall constructed within the Waiting Room space to form the Interview Room.⁴ As a result of this change, the public space comprising the main Bank Hall would have extended into the Manager's Room.
- 3.10 Amendments to the proposed reconfiguration of the Waiting Room were approved in 1980.⁵ These included the rearrangement of the consented new partition to run straight to create a rectangular space, instead of angled. The historic door continued to be proposed for repositioning as a large portion of the panelled wall in which it fit was approved to be removed. It does not appear that the reconfiguration of this space was implemented.
- 3.11 In 2004, Listed Building Consent was granted for the construction of a ramp at the front of the building for the provision of disabled access to the Bank.⁶ That same year, consent was granted for the replacement of an existing central counter in the Bank Hall and the creation of a meeting room within this space.⁷
- 3.12 In 2008, proposed internal and external alterations in connection with the change of use of ground floor and basement from a bank (Class A2) to restaurant/cafe (Class A3) was granted consent.⁸ In 2011, Listed Building Consent was granted for the external additions and alterations to include the installation of glazed infill panels to existing handrails to the front elevation of the bank.⁹ In 2019, further consent was granted for the removal of existing external signage and an external ATM.¹⁰



Figure 3.10 1938 Aerial photograph, Britain From Above

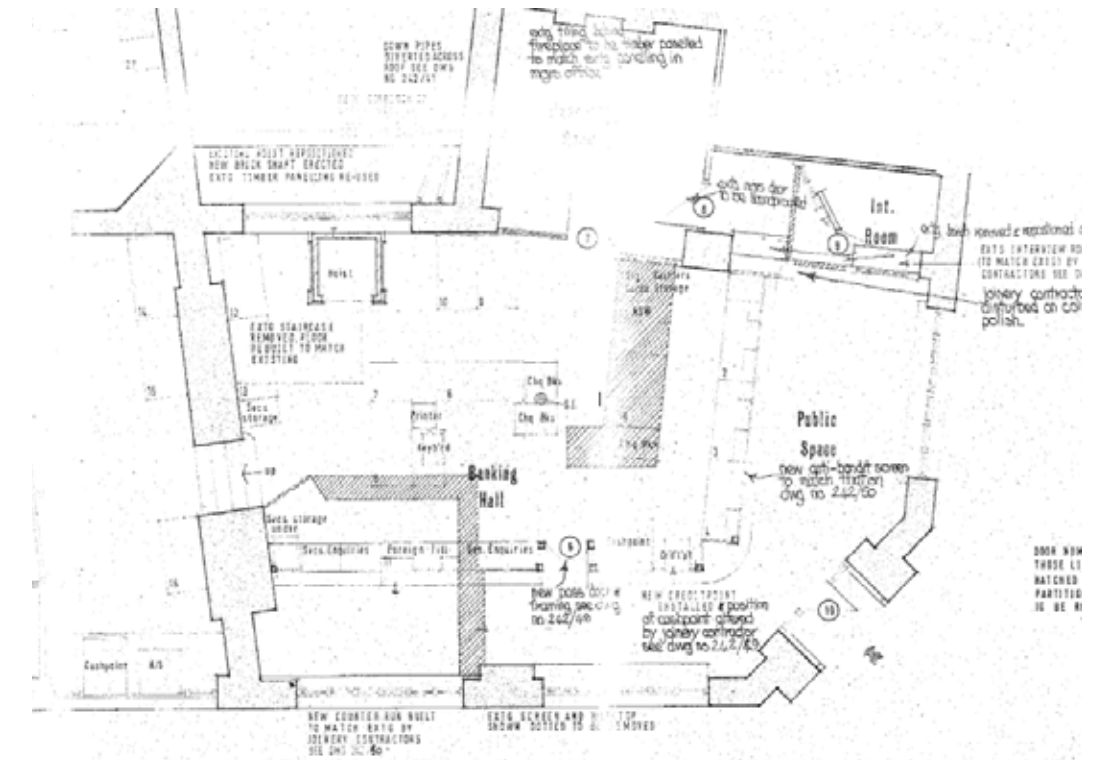


Figure 3.8 1980 Proposed ground floor plan, Planning Ref. HB2583

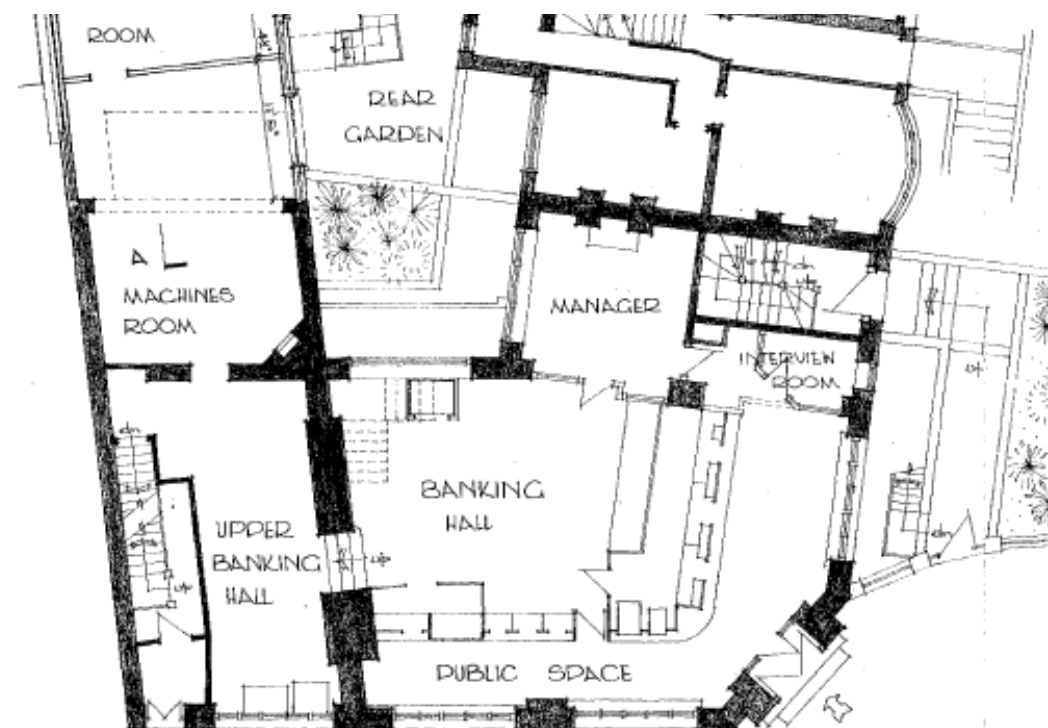


Figure 3.11 1979 Proposed ground floor plan, Planning Ref. HB2259

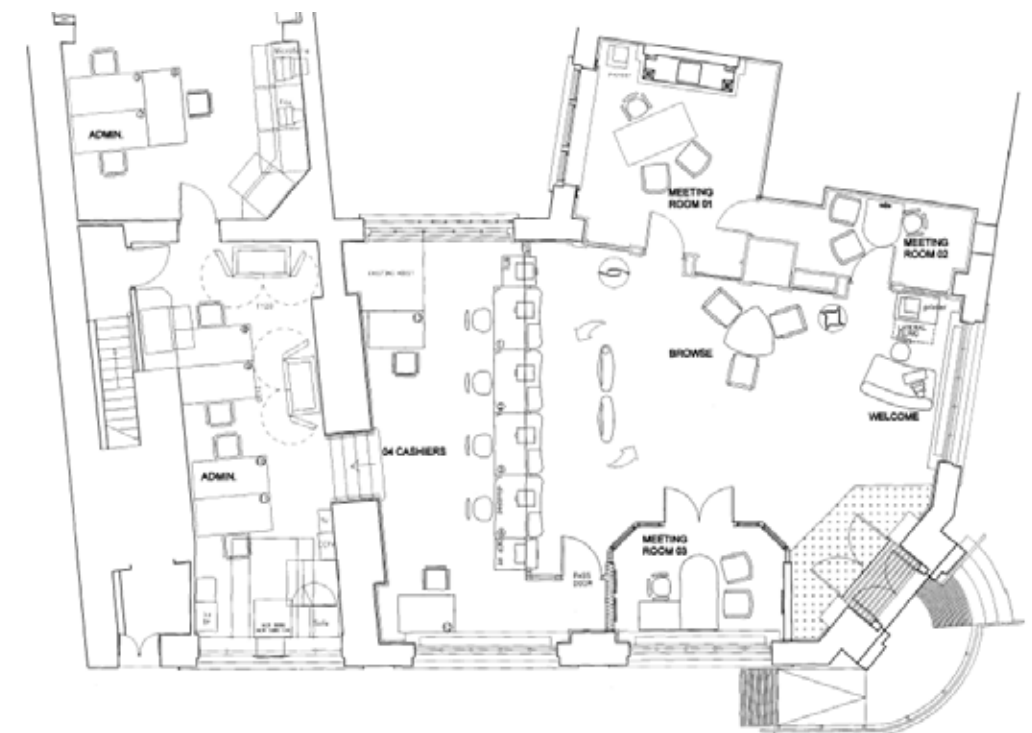


Figure 3.9 2004 Proposed ground floor plan, Planning Ref. 2004/4314/L

3 Camden Council, Planning Ref. HB2259
 4 Ibid, Planning Ref. HB2304
 5 Ibid, Planning Ref. HB2583
 6 Ibid, Planning Ref. 2003/1385/L
 7 Ibid, Planning Ref. 2004/4314/L
 8 Ibid, Planning Ref. 2008/0261/L
 9 Ibid, Planning Ref. 2011/1561/L
 10 Ibid, Planning Ref. 2019/3204/L

Section 4

Site Description and Assessment of Significance.

4 | Site Description and Assessment of Significance

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Site Location

- 4.1 The Site is located at no. 40 Rosslyn Hill, Hampstead and comprises the former Lloyds Bank building. It is situated on the corner junction of Rosslyn Hill and Pilgrim's Lane, and comprises the ground and lower ground floors of no. 40. The Site is bounded by Rosslyn Mews to the west. No. 40 Rosslyn Hill forms part of an L-shaped terrace which includes the Bank building (the Site) and two houses at nos. 1 and 3 Pilgrim's Lane.

Methodology

- 4.2 The assessment methodology used for assessing the significance of the identified heritage assets and their settings is based on the Historic England's Conservation Principles (both the published version by English Heritage in 2008 (ref. 1) and the draft revised version by Historic England in November 2017 (ref. 2)).
- 4.3 Identification of special interest and significance is based on the three heritage interests - historical, archaeological and architectural & artistic - the definitions of these interests are set out in the PPG and cited in section 2 of this report.
1. <https://content.historicengland.org.uk/images-books/publications/conservation-principles-sustainable-management-historicenvironment/conservationprinciplespoliciesguidanceapr08web.pdf/>
2. <https://historicengland.org.uk/content/docs/guidance/conservationprinciples-consultation-draft-pdf/>

Site Description and Significance

- 4.4 The Grade II* Listed building comprises the former Lloyds Bank (the Site) and its two adjoining terraced houses, located at nos. 1 and 3 Pilgrim's Lane. The building was constructed as a single-phase development in 1895-6 to designs by Horace Field and has been described as, 'one of the two or three chef d'oeuvres' of Field's works.

Exterior

- 4.5 The former Bank building comprises a three-storey building with a basement and attic, however the Site itself only comprises the ground and lower ground floors. It is constructed from red brick and presents an Edward Baroque frontage, decorated with stone dressings and quoins. A modillion eaves cornice with carved enriched frieze is also present. The principal corner entrance is surrounded by a stone doorcase with pilasters supporting an open pediment with cartouche.
- 4.6 Three large round-arched windows with rusticated voussoirs are situated at ground floor level, and the central window has a carved cartouche. The upper floors possess 9x9 and 6x6 sashed windows with exposed boxing and louvred shutters. At first-floor level, these windows are decorated with gauged red brick flat arches with stone keystones. A French window with cast-iron balcony is centrally positioned at this level, and another is positioned above the corner entrance at second-floor level.
- 4.7 The delicate, yet expressive arrangement of features amongst the building's principal façades has been praised for its irresistibility and inventiveness.¹ Its near-experimental external composition has also been cited as an example of Field's admiration for the work of fellow architect, Richard Norman Shaw.²
- 4.8 Whilst the building's exterior is a typified representation of Field's later works, it not only, 'stands apart from Field's earlier work in Hampstead',³ but has been identified as, 'one of the best buildings in Hampstead and one of the most attractive of its period in London'.⁴

1 Alistair Service, *Victorian and Edwardian Hampstead: two walks around its streets and buildings* (New Barnet, Herts : Historical Publications, 1989), pg. 26

2 Catlin, *Horace Field and Lloyds Bank*, pg. 275

3 Ibid

4 Service, *Victorian and Edwardian Hampstead*, pg. 25

- 4.9 Minor alterations to the building's exterior include the installation of boarded signs along the iron railings which affront the ground-floor windows and security and lighting equipment. Evidence of multiple former signs is also present close to the doorcase surrounding the principal entrance. Most notably, a modern ramp - introduced in 2004 - is located at the front of the building.
- 4.10 Overall, the external features of the building make a very high contribution to its listing as a group at Grade II,* through their high architectural and historic interest.
- 4.11 Proposed works are predominantly located within the Bank Hall and basement rooms of the building (accompanying plans in Figures 4.5 and 4.6), where new W.C spaces are to be created and partitions are to be constructed in the former Vault. Proposed changes also concern lighting replacement, modern flooring replacement, new and refurbished wall finishes and repair and maintenance of historic wall panelling.



Figure 4.1 Corner elevation facing onto Rosslyn Hill



Figure 4.2 The principal south elevation



Figure 4.3 The stone doorcase with modern disabled ramp, installed in 2004 following Listed Building Consent. Stonework to the left of the arched pediment presents evidence of a former sign

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Bank Hall

- 4.12 The Bank Hall is the only interior space to be addressed within Historic England's Listing description of the Site. It describes the Bank Hall as 'sumptuous and complete[ly] surviving', however the commentary on this space is outdated.
- 4.13 Plans of the building dating to after the Site was Listed in 1974 suggest that the layout of the Bank Hall has been altered on multiple occasions. Changes to the plan have predominantly involved the subdivision of the space for the creation of service and storage rooms, achieved through the erection of partitions within the hall. Historic Listed Building Consent for the reconfiguration of the Meeting Room does not appear to have been implemented.
- 4.14 Original decorative wall panelling survives within the Bank Hall and its adjacent Waiting Room and Manager's Room. Historic England describes panelling located within the main hall in detail, including the pedimented door inscribed with 'Waiting Room'. This feature provides a prominent source of interest to the Site as a whole due to its expression of the building's hierarchical circulation of space and historic function.
- 4.15 This architectural and aesthetic value of the panelling is, however, limited by its generally poor condition. Holes and loose areas of the panelling resulting from systemic wear and tear detract from its overall appearance. There is an opportunity to make appropriate reparations to the panelling and enhance its contribution to the significance of the building.
- 4.16 Although Historic England note the presence of the original central counter in this hall, it no longer exists after having been removed as part of LBC granted in 2004.⁵
- 4.17 Other features identified by Historic England include, 'radiator covers...with decorated grilles and topped with timber ledges'. These covers survive in situ and are considered to be historic features of some interest due to their expression of the historic decoration of the rooms. However, the historic radiators housed within this boxing make a lesser contribution to the space due to their poor condition and concealed presence.

- 4.18 Whilst the installation of modern fittings such as new ceiling lighting, modern signage, wall-mounted air conditioning units and electrical sockets are considered to detract from the aesthetic quality of the room due to their low-quality form and limited stylistic expression, they make a neutral contribution to its significance. There is an opportunity to enhance this contribution through the improvement of the quality and aesthetic appearance of such features.
- 4.19 The existing meeting room installed within the Bank Hall as part of approved Listed Building Consent granted in 2004 has been almost entirely removed. This room is considered to detract from the architectural and historic interest of the space due to its concealment of the original window panelling scheme and alteration to the original plan of this space. The removal of modern partitions comprising the meeting room has facilitated the better expression of the original composition of the room and has reinstated the original open plan of the Bank Hall. Its complete removal presents an opportunity to enhance the overall significance of the building through the removal of this modern addition.
- 4.20 A goods lift located within the Bank Hall and extending between the ground and basement levels has been removed and its associated floor opening infilled. An inspection of the lift carried out in April 2021 suggested that this feature was not original and was likely introduced to the Bank Hall in the late twentieth century. Indeed, plans of the Bank Hall dated 1980 confirm that a set of steps was previously located in the same place as the existing (now removed) lift, with an earlier lift having been located elsewhere in the hall.
- 4.21 The modern lift comprised a commercial goods hoist, enclosed within a panelled 'box'. Whilst this feature was associated with the function of the Banking Hall, its character as a modern addition is not considered to have contributed to the special interest of the space. Furthermore, the lift's concealment of original wall panelling and window detailing detracted from the architectural interest of the room. As such, it was not considered to make a neutral contribution to the significance of the building. Its removal is considered not to cause harm to this significance.
- 4.22 Overall, the Bank Hall is considered to possess high historic and architectural interest.

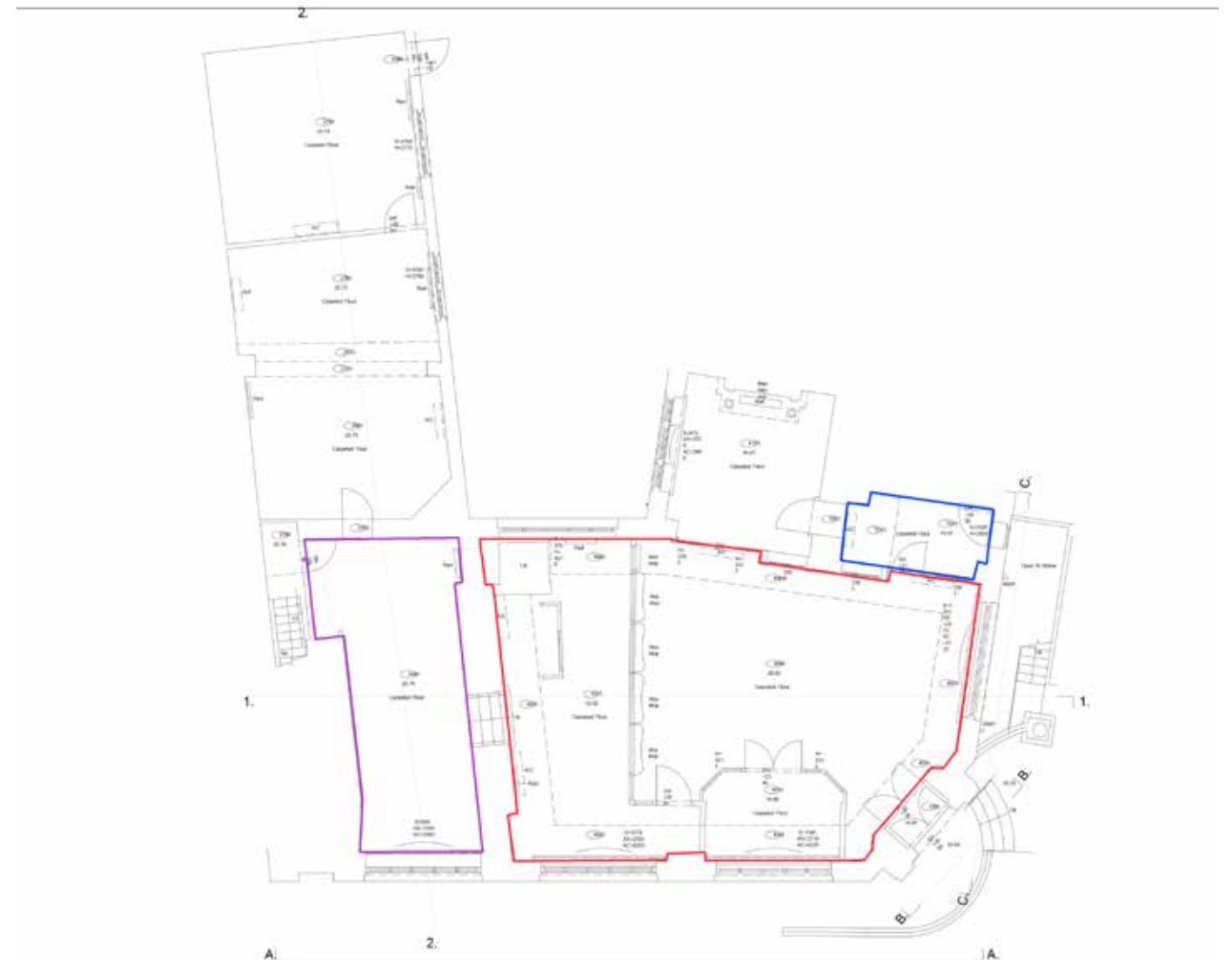


Figure 4.4 Ground Floor Plan of the building. Red = Bank Hall. Blue = Waiting Room. Purple = Upper Bank Hall

⁵ Camden Council Planning Ref. 2004/4314/L

4 | Site Description and Assessment of Significance

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Waiting Room

- 4.23 This room comprises one of the small ancillary spaces located adjacent to the main Bank Hall. Although multiple Listed Building Consents were granted for the reconfiguration of this space, it presently appears to retain its original rectangular plan.
- 4.24 Historic dado panelling decorates each wall within the room and provides a prominent source of interest due to its expression of the room's functional and architectural association with the Bank Hall. Decorative ceiling cornicing also contributes a source of architectural interest, as is the stained glass window located on the east wall.
- 4.25 An original panelled door with projecting cornice detail also indicates the former internal entrance to the Bank Manager's flat. This entrance has been blocked, yet the door remains a source of interest through its visual and physical aid to understanding the original circulation of the building. The visible presence of modern cinder block within the infilled entrance is considered to detract from the aesthetic quality of the space. There is an opportunity to enhance this quality through concealing this material.
- 4.26 Modern elements within this room, including wall-mounted air conditioning unit, an access hatch within the floor and a vent within the panelling are considered to detract from the aesthetic quality of the space, but make an overall neutral contribution to its significance.



Figure 4.5 Original wall panelling provides a principal source of architectural and historic interest to the building.



Figure 4.6 Modern carpet has been lifted to reveal a concrete flooring. There is an opportunity to enhance the aesthetic value of the space through improving the quality of modern finishes and making reparations to the panelling.



Figure 4.7 The modern meeting room, constructed in 2004, has been almost entirely removed to better reveal the original panelling and reinstate the open plan of the room [Figure 4.5].



Figure 4.8 The Waiting Room.



Figure 4.9 The former Bank Hall goods lift has been removed



Figure 4.10 Visible cinder block within the infilled entrance between the Waiting Room and Manager's flat detracts from the aesthetic value of the room.

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West Wing

- 4.27 This space is located to the rear of the Bank Hall and comprises a series of former office rooms, arranged along a simple linear plan. The Upper Bank Hall is also located in this wing.
- 4.28 The rooms themselves provide no physical indication of their previous function as a typist's room, machine room and former bank hall. The latter room contributes limited interest to the building through the architectural and aesthetic value of its decorative ceiling corning and window panelling. A modern dropped ceiling had been installed within the Upper Bank Hall at an unknown date, however this has recently been removed. The removal of this ceiling is considered not to have required Listed Building Consent and it has revealed the original volume of the room, as well as previously hidden original ceiling decoration.
- 4.29 Except for the aforementioned ceiling corning and panelling in the Upper Bank Hall, the rooms within the west wing all present plain internal finishes, with evidence of modern intervention. Modern fittings such as plain doors, servicing and window bars are considered to detract from the aesthetic quality of the room due to their low-quality form and limited stylistic expression, yet make a neutral contribution to the significance of the building.



Figure 4.11 The removal of the modern dropped ceiling has reinstated the original volume of the Upper Bank Hall and revealed previously hidden ceiling corning.



Figure 4.12 Other rooms in the west wing contain no decorative features.



Figure 4.13 A photograph of the former modern dropped ceiling which has since been removed.



Figure 4.14 Various elements of panelling require repairs, including this piece of panelled window architrave in the Upper Bank Hall.

Basement

- 4.30 The basement level of the building predominantly retains its original plan form, except for a handful of spaces which have been subdivided to create W.C rooms and stores. This level is not included in descriptions of the building by Historic England, not any other published sources.
- 4.31 The original strong rooms, located at the front, south end of the building, are considered to make a limited contribution to the significance of the building through their expressed historic function as a bank vault. The rooms present painted brick walls of notable thickness. These features are not exemplary of the building's bank typology, however when presented in plan drawings, they denote the historic use of the spaces. Modern surface-mounted electrical equipment and lighting is considered to detract from the aesthetic value of the space, but make a neutral contribution to its overall significance.
- 4.32 Other rooms located throughout the basement level have been fitted out with modern alterations and present no features of high quality design or finish. These rooms are therefore considered to hold no architectural interest. Modern finishes in the two W.C's, such as toilets and sinks have been removed, however this change is not considered to have required Listed Building Consent.
- 4.33 The lighting located throughout the building, including this level, comprises modern fabric and is generally considered to detract from the significance of the spaces in which it is located. This assessment is based upon the plain design of lighting fixtures which are considered to contribute no aesthetic quality to the surrounding space and the location of the fixtures are likewise considered to be irreflexive of the historic lighting of the spaces.

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Figure 4.15 Basement Plan of the building. Green = Former strong rooms



Figure 4.16 A strong room located at basement level.



Figure 4.18 A typical W.C located at basement level comprises entirely modern finishes

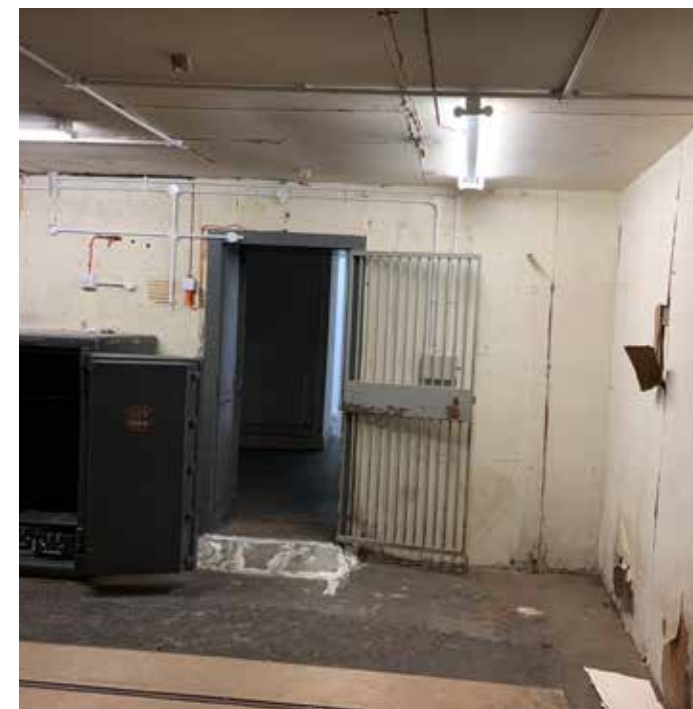


Figure 4.17 Modern surface-mounted services have been installed throughout the basement, including this strong room and detract from the building



Figure 4.19 A typical storage room located at basement level presents no decorative features of interest

Section 5

Description of Proposals and Assessment of Impact.

5 | Description of Proposals and Assessment of Impact

Description of the Proposals

- 5.1 The proposed development seeks to repurpose the Site for the provision of a luxury hair and beauty treatment salon. Proposed changes to the building are centred around the refurbishment of outdated internal room compositions to improve the architectural quality of the building's interior. They are intended to respect - and where possible, better express - the character and appearance of the building, and thereby contribute to the overall maintenance of its significance.
- 5.2 Whilst general refurbishment works are proposed to be carried out throughout the building, the location and composition of targeted, bespoke changes have been considered with relation to the building's unique character and areas which present opportunities for positive change. Care has been taken to ensure that proposed changes avoid interference with historic features, where they survive, and the proposed form and materiality of new features is informed by an understanding of the building's character.
- 5.3 The proposed development can be summarised as follows:
- The existing meeting room, located within the Bank Hall, is proposed to be removed. This change is intended to better reveal the original wall panelling in this area and reinstate the original open plan of the room.
 - A new, bespoke partition is proposed to be constructed within the Waiting Room to create an enclosed ambulant W.C. The proposal presents an opportunity to improve the accessibility of the building and ensure that appropriate facilities are available for all users of the building.
 - Sensitive, localised reparations are proposed to be carried out to the original panelling located in the Bank Hall and Upper Bank Hall.
 - A service area, comprising a counter with sink, is proposed to be created by the construction of a partition wall within the Upper Bank Hall. This partition will not completely subdivide the existing space, but provide a privacy screen for users of the service area.
 - Outdated W.C facilities located in the basement are proposed to be upgraded, with the arrangement of bathroom stalls within the existing space altered for an improved layout. A room

within the basement will be converted into a single W.C, however this change will not involve any major alterations to existing fabric.

- New partitions are proposed to be introduced to the store rooms within the basement. These partitions will facilitate the new function of the spaces as treatment rooms for the salon.
- Upgrades will be made to the lighting throughout the building to improve sustainability as well as improve their aesthetic quality. New plumbing service runs will be introduced at both ground floor and basement level, under the floor and at ceiling level respectively.

- 5.4 Proposed works are discussed in turn below in the impact assessment and examples of the design concept for the Bank Hall, Waiting Room W.C and other spaces are presented here.

Assessment Methodology

- 5.5 The impact assessment utilises the guidance as set out in Historic England's Good Practice Advice in Planning Note 2: Managing Significance in Decision Taking in the Historic Environment (July 2015).

Impact Assessment

New Ambulant W.C

- 5.6 It is proposed that the existing Waiting Room be redeveloped to function as an ambulant W.C. This proposal seeks to enable the Applicant to fulfil their anticipated duty as a service provider to provide equal standards of access to both disabled and abled customers and users of the building.¹ Its associated changes to the space are nevertheless informed by an understanding of the room's character and intend to improve accessibility where practically possible, without prejudicing this character.²
- 5.7 It is proposed that a new partition be introduced to the Waiting Room to create an enclosed space for function as a W.C. This partition is deliberately positioned to maintain the existing pivot area of the historic Waiting Room door. It is located in the same place along the internal panelled wall as the 1979 approved partition.
- 5.8 The new partition has been considerably designed to avoid interference with existing historic dado panelling and ceiling corncicing; both of which are principal sources of interest this room. It will be bespoke moulded around these details and rubber inserts will be placed between the partition and panelling to ensure no future damage occurs to the historic fabric. The partition will be fixed to the ceiling and floor using screws. A panelled door will be inserted into the partition which will maintain the aesthetic quality of the space.
- 5.9 A new element of boxed joinery is proposed to be introduced within the new W.C to house the cistern associated with the toilet. This piece of joinery will be positioned close to the existing panelled wall, but will sit proud of it. It will be fixed to the floor and its presence will allow for the new toilet to be secured to the joinery box without interference with the panelling. Furthermore, the size of this box has been designed to remain a subservient presence within the space and avoid concealment of windows within the panelled wall.
- 5.10 A new, floor-fixed sink is proposed to be located along the external wall, beneath the window. This sink will be positioned away from the dado panelling to avoid interference with this historic fabric.

1 The Equalities Act 2010, referenced within Historic England: Easy Access to Historic Buildings

2 Building Regulations Document M, referenced within Historic England: Easy Access to Historic Buildings

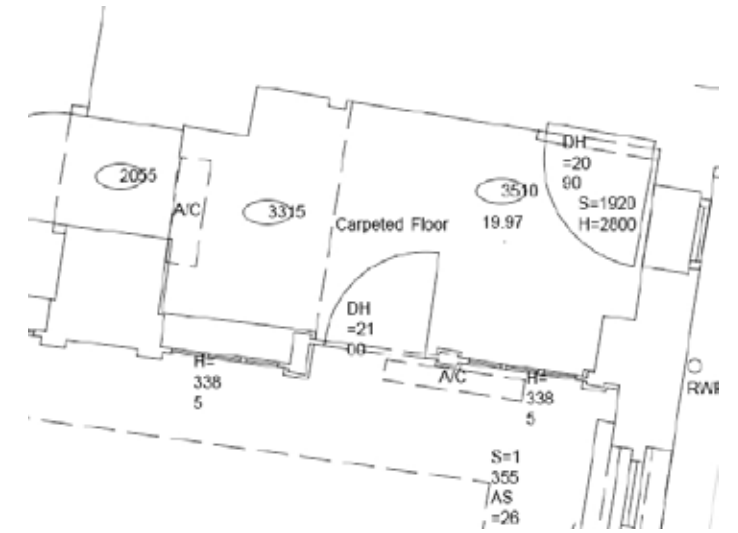


Figure 5.1 Existing plan of the Waiting Room

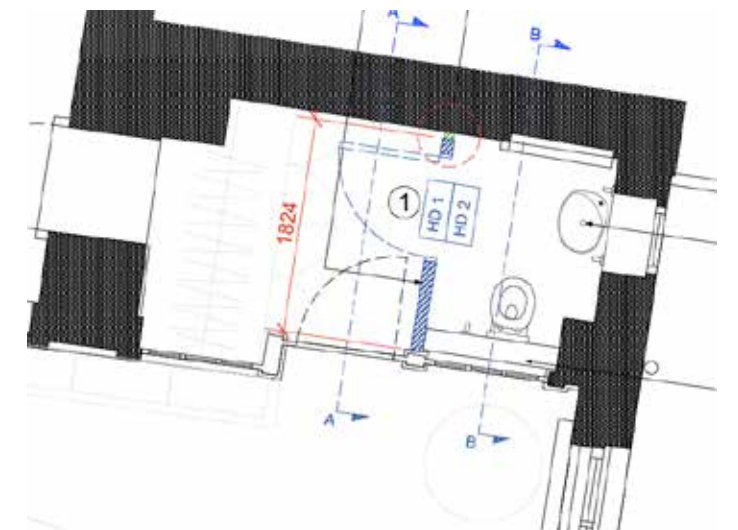


Figure 5.2 Proposed plan of the Waiting Room with ambulant W.C
Drawing produced by Reis Design

5 | Description of Proposals and Assessment of Impact

- 5.11 New plumbing runs are required to be installed to serve this space, however they are proposed to be installed at lower-ground floor level, at ceiling height, with connections to these services at ground floor level requiring very minor change to existing floorboards in the room. No pipework is proposed to be fixed to the walls. Existing floorboards will be carefully lifted and stored on site whilst connections to new service runs located at lower-ground floor level are made, then they will be reinstated. Where necessary, small, localised openings will be made to feed pipes through to the toilet and sink.
- 5.12 The proposed alteration to the Waiting Room for the provision of an ambulant W.C is considered to comprise reasonable adjustments which respect the character and interest of existing historic fabric. Whilst the construction of a disabled ramp at the front of the building made improvements to the accessibility of the Site, the building's existing interior remains predominantly inaccessible for all users. W.Cs are available at basement level, but access to these requires traversing a series of steps and a steep, narrow staircase, which are unusable for some people.
- 5.13 The proposed creation of an ambulant W.C within the Waiting Room is assessed to achieve a sensitive balance between enhancing the accessibility of the building, whilst maintaining its inherent character and significance. In doing so, the proposal complies with guidance published by Historic England.³

Bank Hall

Wall Panelling

- 5.14 It is proposed that localised reparations be carried out where necessary to the decorative wall panelling located in the Bank Hall and Upper Bank Hall. These reparations will predominantly comprise the small-scale infilling of holes and treatment of areas damaged by previous installations of electrical services etc. Major restoration works are considered unnecessary here, however should more substantial works to the panelling be required, the Applicant will consult with officers at Camden Council prior to commencing such works.

Floor Finish

- 5.15 The existing concrete floor finish in the Bank Hall is proposed to be made good and polished. This proposal seeks to avoid interference with both the highly significant wall panelling and any potential historic flooring located beneath the concrete finish. It will maintain the existing volume of the room and the existing floor level will not be altered.
- 5.16 The original floor finish in the Bank Hall is unknown, however it would likely have comprised a tiled or marbled finish, as was typical amongst its building typology. A polished floor finish is considered to appropriately respond to the character of the building and this room in particular. Its simple monotone quality would furthermore avoid any distraction from an appreciation of the original wall panelling, and maintain the role of this feature as a prominent source of interest. The floor would improve the aesthetic value of the room and maintain its overall significance.

Bank Hall Fit-out

- 5.17 It is proposed that furniture associated with salon servicing be introduced to the Bank Hall and its adjoining Manager's Room throughout these spaces. These items of furniture will not be fixed items of furniture and will be detached from the wall and floor of the rooms. As such they will have no impact on the built fabric of the rooms.
- 5.18 Whilst the new hair-washing units will be non-fixed items of furniture, they will be serviced by new plumbing services. These services will be located beneath the existing flooring. Existing floorboards will be carefully lifted and stored on site whilst service runs are installed, then they will be reinstated. Where necessary, small, localised openings will be made within the floorboards to feed pipes through to the units.

Removal of Goods Lift

- 5.19 This application seeks retrospective permission for the removal of the late-twentieth century goods lift, located in the northwest corner of the Bank Hall. This lift has been removed and its associated floor opening has been infilled. The lift has been assessed in Section 4 of this report to make a neutral contribution to the significance of the building. Its

removal has altered a corner of the Bank Hall which has experienced much change over time and is less susceptible to further alteration.

- 5.20 The lift's removal has exposed previously hidden sections of the original wall panelling and window details and facilitated a better expression of the hall's original decorative scheme. This change has involved the removal of modern fabric and no alterations have been made to the original wall panelling. Infilling works to the floor have likewise been limited to the former opening associated with the lift, and no changes have been made to the surrounding floor and its fabric. A concrete finish has been applied to this localised area of infilling to match the existing finish of the hall's floor.
- 5.21 Overall, this change is not considered to have caused harm to the significance of the building and has made improvements to the aesthetic value of the Bank Hall.

West Wing

New Staff Service Area

- 5.22 It is proposed that a new stud partition be erected within the Upper Bank Hall to create a staff service area. This partition will function as a privacy screen and will not create an enclosed space, thus maintaining a clear understanding of this area's historic plan. It will adjoin the plain, blank wall of the Upper Bank Hall. The partition will not extend so far as to interfere with the historic corncicing present along the ceiling of the room, from which the limited interest of this room is derived. As such, its presence is not considered to detract from the interest of the room, nor cause harm to the significance of the building.
- 5.23 A counter with sink is proposed to be installed behind the new partition. This feature is required to facilitate the provision of salon services at ground floor level. The new counter will be a fixed item of joinery, however its presence within the room will not obscure any existing features of historic or architectural interest. It will be concealed behind the new screen partition and its simple, unobtrusive form will have very limited impact on the volume of the space.
- 5.24 Service runs associated with this counter will be appropriately installed at lower-ground floor level, at ceiling height, and connections to these runs from

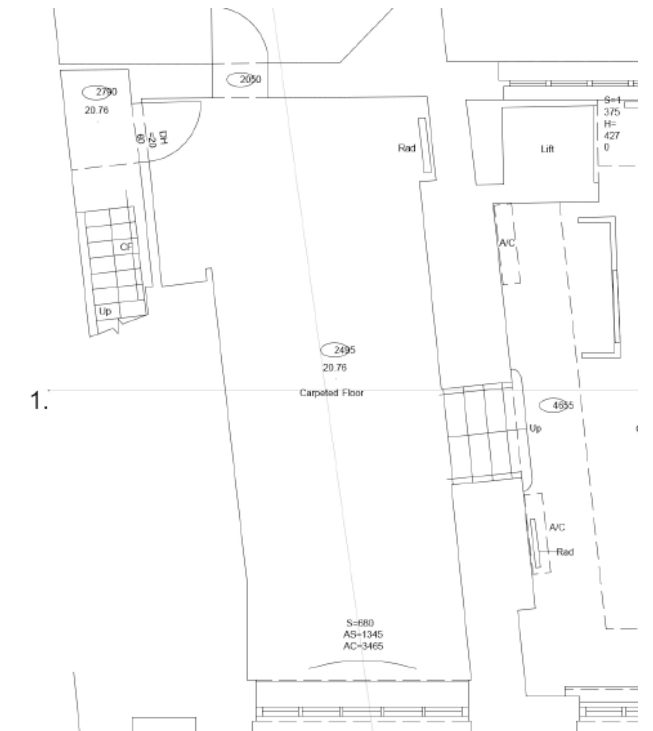


Figure 5.3 Existing plan of the Upper Bank Hall

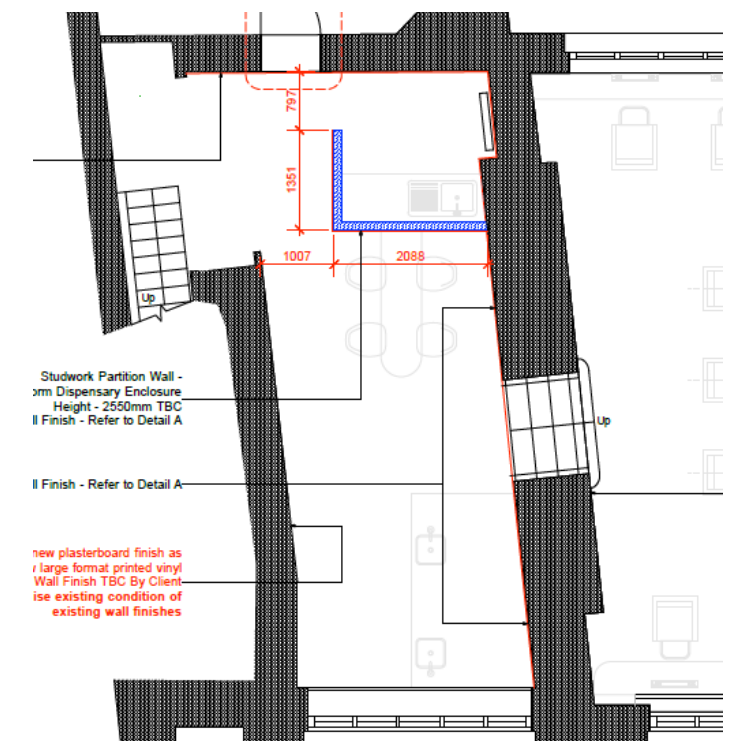


Figure 5.4 Proposed plan of the Upper Bank Hall
Drawing produced by Reis Design

3 Historic England: Easy Access to Historic Buildings

5 | Description of Proposals and Assessment of Impact

ground floor level will require the careful, temporary lifting and reinstatement of historic floorboards. Other new plumbing services associated with salon services in this wing will be installed using this same method. No harm to the significance of the building is considered to occur as a result of this proposed change.

Decorative Finishes

- 5.25 It is proposed that the north and east walls of the Upper Bank Hall be treated with applied timbers to create a decorative panelling effect. This proposal seeks to enhance the architectural and aesthetic interest of the room by upgrading existing plain, bare walls with a decorative finish. The panelling would not be visible within internal views towards the Upper Bank Hall from the Bank Hall. As such, the panelled effect would not interfere or distract from any appreciation of the highly significance historic wall panelling located in the main hall.
- 5.26 The panelled effect will be created through the application of individual timber pieces onto the existing bare wall, and will not involve the installation of large panelled boards. As such, the proposed change will have a very limited impact on the existing wall fabric. This method of decoration will also avoid any notable change to the existing volume of the room, and enables a selective placement of panelling which will avoid interference with features such as door and window architraves. Overall, the proposed decorative panelled effect is considered to improve the architectural and aesthetic interest of the room, whilst maintaining the significance of the building.

Basement

Store Rooms Changes

- 5.27 It is proposed that new partitions be introduced within the store rooms of the basement. These partitions will facilitate the new function of these spaces as treatment rooms for the salon. The store rooms are acknowledged to contribute to the Site's significance through their association with the original function of the building as a bank. This function is expressed by the visible thickness of the walls in these rooms, as well as their representation on plan drawings.

- 5.28 The proposed reconfiguration of these spaces resulting from the new screens will not involve alterations to the existing composition of the rooms' walls. In addition, the existing bank vault door will be retained in-situ. As such, the proposal will facilitate a maintained expression of the rooms' historic functions, both in person and on plan, thereby maintaining their contribution to the Site's significance.

- 5.29 It is proposed that the new partitions be treated with fluted timber panelling. This decorative finish is considered to improve the aesthetic quality of the room. Likewise, wainscot panelling is proposed to be applied to the entrance wall within the main store room, located adjacent to the corridor. This proposal will improve the aesthetic quality of this space and visually integrate it into the decorative scheme proposed throughout the wider basement.

- 5.30 Nevertheless, historic walls located elsewhere in the main store room - as well as the entire innermost store room - are proposed to be kept free of any applied decoration. This selective treatment of wall finishes is intended to maintain an expression of the rooms' utilitarian function and role within the hierarchy of the building.

Proposed W.Cs

- 5.31 It is proposed that outdated W.C facilities located in the basement are upgraded, and a new single W.C be created through the conversion of an ancillary room. These changes will involve the reconfiguration of the existing layout of these rooms through the construction of new partitions. The rooms are presently considered to make a neutral contribution to the significance of the building and their subdivision will maintain this contribution.

- 5.32 The proposed changes associated with the upgrading and conversion of these rooms will not involve major alteration to historic fabric, and will in fact improve their functional role within the building's plan. As such, the proposed changes are considered to cause no harm to the significance of the building.

Basement Fit-out

- 5.33 A new suspended plasterboard ceiling is proposed to be introduced throughout the basement. No

decorative features of interest exist at ceiling level here which may be concealed by the suspended ceiling. The new ceiling will make limited alteration to the volume of rooms located within the basement. Its precise depth is to be determined, however it will be suspended no lower than is necessary to fit new service runs within its void. The concealment of these service runs within the ceiling will allow for the removal of existing clusters of modern surface-mounted equipment which is considered to detract from the aesthetic value of the basement. Overall, the introduction of a suspended ceiling is not considered to harm the significance of the building.

- 5.34 It is also proposed that an oak herringbone floor finish be introduced throughout the basement. This floor finish is considered to improve the aesthetic quality of the basement and no skirting features of interest exist at this level which may be impacted by this proposed change. Similarly, it is proposed that wainscoting be applied to corridor walls at this level. This change is considered to improve the aesthetic quality of these spaces.

Proposed Lighting Fit-out

- 5.35 The existing lighting throughout the building is dated and does not offer good amenity value or performance. Furthermore, the existing lighting system is predicted to have a significantly higher energy consumption than a modern installation due to the use of high energy consumption lamps and the absence of any automatic lighting controls. The proposed lighting replacement works are intended to improve the quality of the lighting system throughout the building.

- 5.36 It is proposed that all of the existing lighting located throughout the building be replaced with new. At ground floor level, it is proposed that a new suspended light track system be fixed to the existing ceilings, with new cabling to utilise existing wireways as far as is practicable. Where this is not possible small localised temporary access openings will be formed within the ceiling to provide access for feeding cables through the ceiling void, which will then be closed up and made good with like-for-like materials following completion of the cabling works.

- 5.37 This proposal is considered to maintain the appropriately balance the lighting requirements

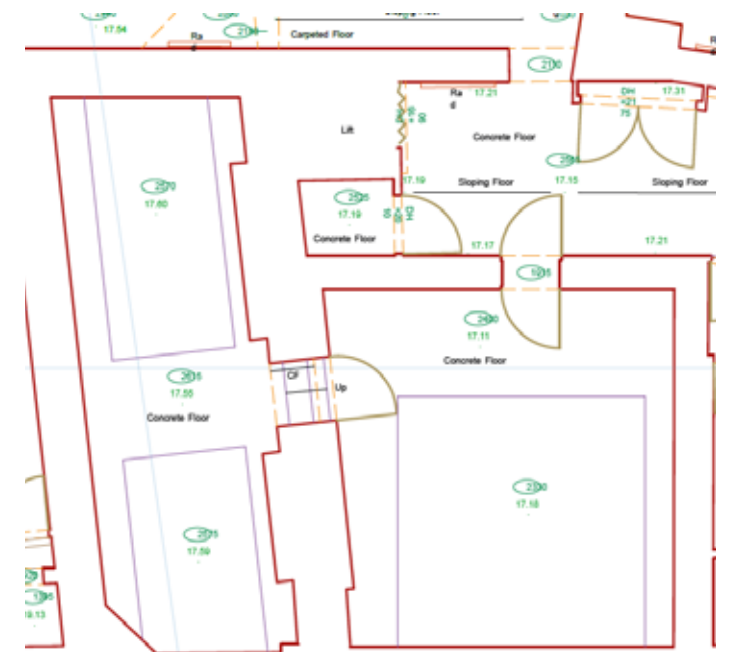


Figure 5.5 Existing plan of the Basement Strong Rooms



Figure 5.6 Proposed plan of the Basement Strong Rooms
Drawing produced by Reis Design

5 | Description of Proposals and Assessment of Impact

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of the new salon, with the preservation of existing features of architectural interest. The existing ceilings at this level are plain and possess no architectural or artistic interest, therefore its alteration as a result of new lighting would cause no harm to existing fabric. The track system will be situated away from the historic wall panelling and ceiling cornicing, and will not interfere with these features either visually or physically. As such, it is considered to maintain their role of sources of interest within these ground-floor spaces.

- 5.38 New LED lighting proposed throughout the basement will likewise utilise existing wireways where possible and will utilise the new suspended ceiling to install fittings in new locations. This change is considered to maintain the architectural interest of rooms located at this level.
- 5.39 Work associated with the refurbishment of lighting and detectors will avoid interference with architectural details and any disruption of plasterwork will be replaced with like-for-like plaster. Changes to the lighting within the building are considered to improve the aesthetic quality of the irrespective space and enhance the overall sustainability of the building. Overall, the impact of the new lighting on the significance of the building is low.

Exterior

New Signage

- 5.40 A new external sign is proposed to be installed on the principal front elevation of the building, adjacent to the main corner entrance. The sign will be located in the same position as previous signs which are known to have been fixed in this location during the twentieth century. It will be set away from the highly significant stone door surround to the main entrance and its small scale and minimal protrusion away from the building's elevation will mitigate the presence of this new feature within the composition of the principal facade. As such, the new sign is considered to maintain the significance of the building.
- 5.41 The Site is located within the Hampstead Conservation Area and the proposed installation of a sign to the exterior of the Site building is not considered to impact the character and appearance of this area.

Summary

- 5.42 These works are considered to have a low impact on the historic fabric of the building and take care to preserve and enhance its special interest through emphasising features of significance, such as the decorative wall panelling in the Bank Hall and its ancillary rooms, as well as historic cornicing and window architraves within the Upper Bank Hall.
- 5.43 The proposal will also enhance the interest of the building's interior by replacing detracting elements such as modern surface-mounted equipment with high quality material, as well as making reparations and improving the finish of existing wall panelling and concrete flooring in the Bank Hall. The proposed works take care to avoid alteration to historic features of particular significance, particularly in areas such as the Waiting Room, where proposed works are considered to be reasonable and appropriate to improve the building's accessibility.
- 5.44 All of these works are considered to be either neutral or beneficial to the building and comprise high quality finishes which make changes that are sympathetic to the character of the building. In most cases, the proposed changes are wholly reversible and allow the Applicant to continue to cater successfully to its changing market.

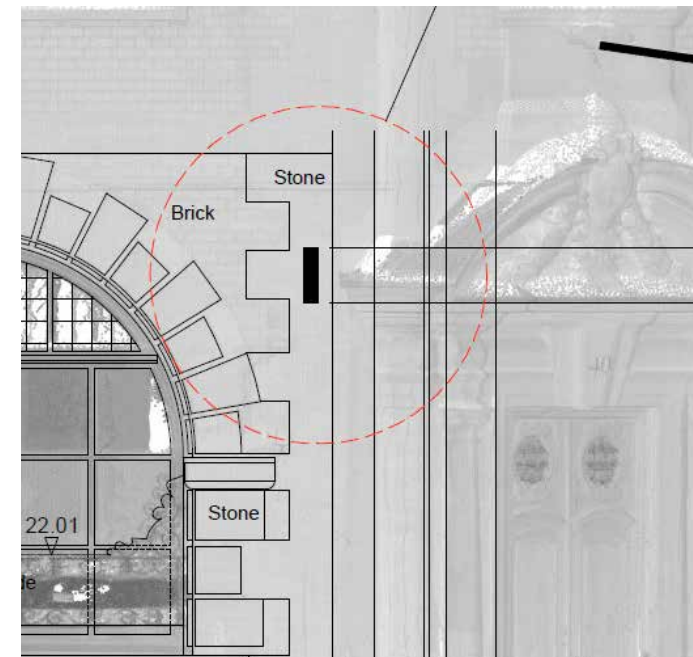


Figure 5.7 Proposed external sign to be located close to the main corner entrance, circled in red.
Drawing produced by Reis Design

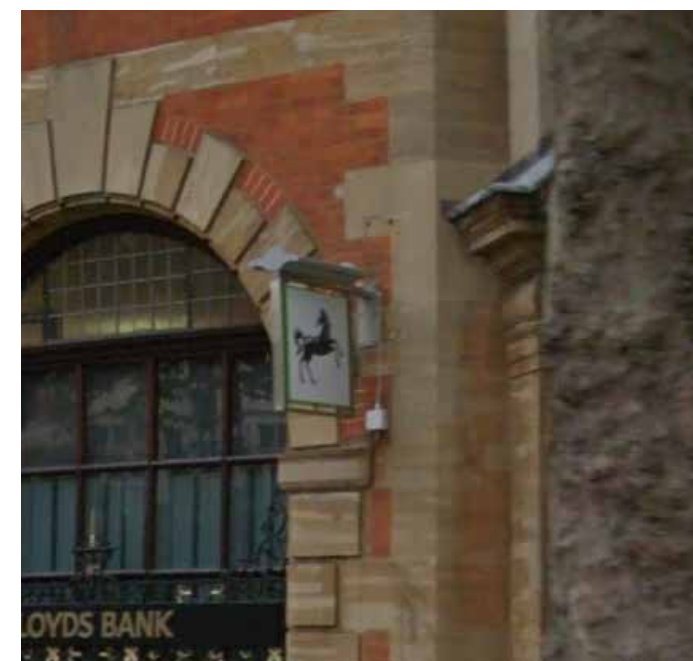


Figure 5.8 Former external sign located in the same position as the proposed new sign. This photo also captures evidence of other former signs having been installed in this location, and this evidence is present on Site
Source: Google Streetview 2015

Section 6

Conclusion.

6 | Conclusion

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- 6.1 The report has been supplied to support an application for Listed Building Consent. It has been written with regard to Historic England Advice notes and relevant Camden Council SPDs.
- 6.2 The assessment has considered the historic development of the Site and the surrounding area to demonstrate and inform an assessment of significance of the building. The proposed refurbishment works to the interior of the building are considered to be wholly beneficial to the building and improve the architectural quality of its fabric and supporting a better expression of its unique character.
- 6.3 Proposed works to improve the accessibility of the building are likewise considered to be reasonable and appropriate in their approach to making minor alterations to the building's plan, whilst taking care to preserve its fabric. The proposal involves the introduction of modern features, such as new lighting and plumbing services, which promote the sustainability of the building through improving its long-term functionality, yet sensitively maintain its historic interest through the considered method of installation which minimises the interference with historic fabric.
- 6.4 The proposed scheme will preserve the significance of the building and introduce a new viable use and associated public access and appreciation to a high quality series of spaces. As a whole, the scheme largely avoids any physical impact with historic fabric whatsoever. There will be small areas of historic fabric which will be affected, but this will not cause any harm to the significance of the building.
- 6.5 The proposal is assessed to be compliant with policy, including the NPPF, and in alignment with the statutory requirements under the Planning (Listed Buildings and Conservation Areas) Act 1990. It is considered to meet the requirements of Policy D1 of the Camden Council Local Plan (2017), its relevant SPDs and those of the London Plan Policy HC1. The proposal also demonstrates consideration and compliance with guidance for accessibility and care for Listed building, presented by Historic England.

Appendix 1

Statutory List Entry.

LLOYDS BANK NUMBERS 1 AND 3 WITH RAILINGS
AND GATES TO SOUTH

Heritage Category: Listed Building

Grade: II*

List Entry Number: 1130392

Date first listed: 14-May-1974

Statutory Address: NUMBERS 1 AND 3 WITH
RAILINGS AND GATES TO SOUTH, 1 AND 3,
PILGRIMS LANE

Includes: Nos. 1 AND 3 with railings and gates to south PILGRIMS LANE. Bank incorporating 2 terraced houses of the same development. c1895-6. By Horace Field. Edwardian Baroque style. EXTERIOR: Bank: red brick with stone dressings and quoins. Slated roof dormers, slab chimney-stacks and modillion eaves cornice with carved enriched frieze. 3 storeys, attic and basement. 8 windows to Rosslyn Hill. Entrance to bank on splayed corner. Stone doorcase with pilasters supporting an open pediment with cartouche; architraved doorway with keystone and double panelled doors. Ground floor to main frontage with 3 large round-arched windows having rusticated voussoirs; central window with cartouche. Upper floors have gauged red brick flat arches with stone keystones to flush framed sashes with exposed boxing and louvred shutters; floors above central ground floor round-arched windows have flanking narrow sashes, the 1st floor a French window with cast-iron balcony. Above entrance, a transom and mullion window and cast-iron balcony to 2nd floor. Nos 1 & 3 Pilgrims Lane: in similar style. 3 storeys, attics and semi-basements. Entrances with pilasters carrying entablature with fanlights and panelled doors. Each with 3-window segmental bays rising from basement through 1st floor. INTERIORS: a sumptuous and complete surviving banking hall. Reverse of entrance door has round-headed pediment, richly carved with cartouche, set over fluted Corinthian columns. Panelled walls, window surrounds and radiator covers, these last with decorated grilles and topped with timber ledges. Original central counter, with later security screens mounted on top. A door to side (south-east) with pediment inscribed 'waiting room'. Other interiors not inspected.



Delivery | Design | Engagement | Heritage | Impact Management | Planning
Sustainable Development | Townscape | Transport

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Glasgow : 177 West George Street | Glasgow | G2 2LB

London : Da Vinci House | 44 Saffron Hill | London | EC1N 8FH

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