



12 and 13 Primrose Hill Studios
Planning Application

Design and Access Statement

*On behalf of Rory and Barbara Campbell-Lange
August 2022*

Jamie Fobert Architects

1.0	Project Summary	
1.1	<i>Introduction</i>	4
1.2	<i>The Site</i>	5
1.3	<i>The proposal</i>	6
2.0	Urban context and site analysis	
2.1	<i>Site history</i>	7
2.2	<i>The conservation area</i>	8
2.3	<i>Relevant Planning History</i>	10
2.4	<i>Streetscape</i>	16
2.5	<i>Landscape</i>	17
2.6	<i>Site character and context</i>	18
2.7	<i>Site visibility and views</i>	22
3.0	Proposals	
3.1	<i>Design summary</i>	24
3.2	<i>Massing strategy</i>	25
3.3	<i>Materials and detailing</i>	32
3.4	<i>Critical views: existing and proposed</i>	47
3.5	<i>Plans</i>	52
3.6	<i>Amenity space</i>	55
3.7	<i>Privacy/overlooking</i>	55
4.0	Landscaping	
4.1	<i>Proposed Garden</i>	56
5.0	Access	
5.1	<i>Statement</i>	58
5.2	<i>Access to the house</i>	58
5.3	<i>Refuse/delivery</i>	58
5.4	<i>Service/maintenance</i>	58
5.5	<i>Transportation</i>	59
5.6	<i>Internal layout and inclusive design</i>	59
6.0	Planning Policy Context	
6.1	<i>Statement</i>	60
7.0	Sustainability Statement	
7.1	<i>Strategy</i>	62
7.2	<i>Energy Performance</i>	63
8.0	Appendices	
8.1	<i>Planning Drawings</i>	66
8.2	<i>Jamie Fobert Architects relevant experience</i>	67

1.0 Project Summary

Introduction

Numbers 12 and 13 Primrose Hill Studios form the southern end of this beautiful 19th-Century enclave of artists' studios. No. 12 is the final end-of-terrace studio and No. 13 was designed as the Caretaker's Lodge: a house of modest proportions.

Rory and Barbara Campbell Lange have lived in Camden for 25 years, and have raised their 3 children here. They are a creative family looking to create a new home which combines living spaces and studio spaces, which is what has drawn them to acquire 12 and 13 Primrose Hill Studios.

Prior to Rory and Barbara's purchase of the site, the house at No. 13 had received planning consent for a two-storey addition in the location of two garages, in the south-eastern corner of the complex. Rather than proceeding with the construction of this extension, Rory and Barbara wanted to find a better solution. They approached my practice with a brief to consider how to gain equivalent space but in a more sympathetic way, without visually detracting from the setting of the conservation area.

They love the scale and proportion of the historic studio at Number 12, and asked if we could find a way of adding a 13th studio here, so that they can each have a studio in which to pursue their work. Our proposal excavates the new studio, as opposed to building upwards on this sensitive corner. In doing so we have been careful to stay away from neighbouring properties and not to allow the new works to alter the historic studio space.

Working closely with Heritage Consultants, Purcell, Rory and Barbara are keen to restore the historic fabric of the house and studio where possible, while carefully adding new elements which sit comfortably with the old.

In my practice, I have always sought to find design solutions which are neither pastiche nor overbearing in relation to their context. Instead, my proposals have added distinct, contemporary 'strata' to the reading of historic buildings with modesty and beauty. In our proposals for the refurbishment and extension of Rory and Barbara's house and studio, I truly believe that I have achieved an elegant and modest addition to the Primrose Hill streetscape as well as creating a home fit for both family life and creative practice.



I have good experience of working within the Borough of Camden, and in 2015 I won a Camden Design Award for Levring House. Recognising the sensitive design approach and careful attention to detail, the jury comments described the house as "an infill building which respects both the scale and character of its mews site, but which introduces sculpted massing to produce finely modulated elevations of exceptional quality."

Our renovation and extension of a family home at 1 Fitzroy Road, completed in 2019, has recently been awarded an RIBA Regional Award and was shortlisted for 'House of the Year'.

The following document establishes the key principles and rationale behind the design for 12 & 13 Primrose Hill Studios, documenting the care and sensitivity of the proposal towards the Primrose Hill Conservation Area and the improvement this will make to the historic reading of the buildings and the Primrose Hill Studios complex.

Jamie Fobert, June 2022

The Site

Numbers 12 and 13 Primrose Hill Studios are located within the Primrose Hill Conservation Area, to the West of the borough of Camden.

Number 12 is a purpose built single-storey artist studio with a Painting Room, dating from the 1880s. The end of terrace studio forms part of a larger complex of artists' studios arrayed around a rectangular courtyard, situated in a central block behind Fitzroy Road.

Number 13, known as The Lodge, is a two storey dwelling and was originally constructed as a Caretaker's Lodge between 1877 and 1882. The east elevation of The Lodge suffered significant bomb damage in WWII and has been altered several times. Both properties are Grade II listed and are in need of extensive repair.

Adjacent to both buildings is a small yard and garages, separating the properties and located in the south-east corner of the development.



OS Plan

The Proposal

The proposed scheme takes a sensitive design approach within the context of the Conservation Area and the Grade II listed Primrose Hill Studios complex.

The proposal seeks to carefully refurbish and extend elements of the No.12 Studio and No.13 dwelling, making alterations that will ensure they are suitable for 21st Century living and secure the future of the buildings.

The design process aims to respect and enhance key characteristics of the Conservation Area and Studio complex, seeking to fulfil key aspects of Camden's Planning Core Strategy and Development Policies. The proposal is guided by the following key principles, seeking –

1. To carefully repair and restore the deteriorated exteriors of the two buildings, using the most historically appropriate detailing and materials to allow the buildings to once again provide a handsome presence at the Primrose Hill Studios complex.
2. To update the failing structures, walls and roofs of the two buildings to make them structurally and environmentally sound for another 100 years.
3. To provide significant improvements in energy performance, sound insulation and air circulation beyond the current poor conditions.
4. To return No.12 back to its former use as an Artist Studio with some alterations necessary for contemporary living. The interiors of many of the neighbouring studios within the complex have been altered over the years for domestic-only use. The proposal seeks to protect it from domestic-only use and to enable it to be used for a variety of creative purposes, in accordance with the original intentions of Alfred Healey, the designer and builder of the Primrose Hill Studios complex.
5. To enhance the flexible nature of the property by introducing an additional artist's studio at basement level.
6. To propose a refurbishment and extension that fit comfortably in their surroundings and address the local context in terms of mass, materials and views.

The existing buildings have provided the starting point for the development of the scheme and played a fundamental role in shaping the final design. The proposal sits comfortably alongside its neighbours and positively enhances the architecture that characterises the area and studio complex.



2.0 Urban Context and Site Analysis

Site History

An appraisal of the building and its context was prepared by Purcell in June 2022, the purpose of which was to inform the design team of the key heritage issues and considerations. The following text excerpts present a summary of the key aspects of the historical analysis.

The following history is abridged from the detailed research and analysis undertaken into the evolution of the site included in the accompanying Heritage Statement.

Primrose Hill is a predominantly residential district in north London, from the medieval period until the seventeenth century, the area remained rural, comprising open fields separated with small lanes. It was not until the mid-nineteenth century that extensive development of the area began, in response to the expansion of London as both a trade centre and fashionable place to live. The first major development was the Regent's Canal, which linked the Grand Junction Canal at Paddington and London Docks. The completion of the Regents Canal and the London to Birmingham Railway Line in the 1830s was followed by proposals to develop Lord Southampton's land for housing. In 1840, the Southampton Estate was sold in freehold portions for development and a plan of the same year shows a grand estate consisting of large semi-detached and detached villas located in large gardens, with wide and generously curving roads.

Primrose Hill Studios were built in two phases during 1877-82 by the speculative builder, Alfred Healey, of Healey and Baker builders, and comprised a group of 12 artists' studios. In 1877, Healey had completed ten terraced houses (Nos.31-49, odd) on a previously undeveloped plot on the east side of Fitzroy Road. Behind this, he reserved a large area for 12 terraced studios and a lodge, which were to be accessed via a narrow passageway between 39 and 41 Fitzroy Road, with a secondary access point off Kingstown Street entering the site via the lodge courtyard. Completed by 1882, the studios represented the last major phase in the nineteenth century development of Primrose Hill.

By the 1870s, the artists' studio was emerging as a distinctive building typology across London. The professional status and conditions for artists had changed significantly since the turn of the nineteenth century as social change, combined with improved wealth of a booming population, had provided a market for all manner of consumer goods including works of art. The status of art had also improved considerably during this period due to a 'pro-art' political climate, supported by Disraeli, Gladstone and the Royal Family, combined with the publication of periodicals and magazines, the founding of a significant number of public galleries and the establishment of art schools.

The studio complex comprises four studio-house types, arranged around a rectangular courtyard. The Goad Insurance Plan from 1900 gives an insight into the original layout and design of the studios. Studio 12 was built as part of a group of four studios, Nos.9-12, which had matching footprints, with no 13, the two-storey lodge, which served all the studios, built to a different footprint and articulation with a more residential character. The most important and defining element of the artists' studio would have been the studio or Painting Room itself, which had to be of a substantial, albeit proportional, size in order to utilise lighting effectively, assess works from varying distances, and accommodate tall windows and large sculptures or paintings. Studios were also often used as entertainment and sale rooms, and had to be large and impressive enough for these purposes. As such, the majority of these single-storey buildings would have been taken up by the studio room. As a result, some of the first tenants had family homes elsewhere and used their studio for work only, while others chose to live in their studio.



At Primrose Hill, the studios incorporated adjacent rooms which provided storage space or a changing area for models. A gallery over the studio area was also a popular feature. They were used to provide living accommodation, for storage of canvasses and materials, or were added as a later decorative element which could be used by visitors to view works.

According to the London County Council Bomb Damage Map, Studio 12 and the lodge were seriously damaged by falling bombs during the Second World War. Both were rebuilt, the lodge significantly so. The current east elevation has been substantially rebuilt and remodelled over the latter part of the 20th century alongside a remodelling of the interiors. In 1953, the former outbuildings in the yard adjacent to the Lodge were cleared away and replaced by a new single-storey brick block containing two garages. Throughout the post-war period, the Lodge remained in residential use.

The studio complex has been home to a number of known and up and coming artists over its history including the painters John Dawson Watson (No. 1), Joseph Wolf (No. 2), John William Waterhouse RA (No. 3) as original occupants and Arthur Rackham who lived at No. 3 in 1905-6, when some of the illustrated books for which he is best known were published, and at No. 6 after 1920 when his main home was in Sussex. Twentieth century residents include the abstract artist John Hoyland and painter and printmaker Patrick Caulfield.

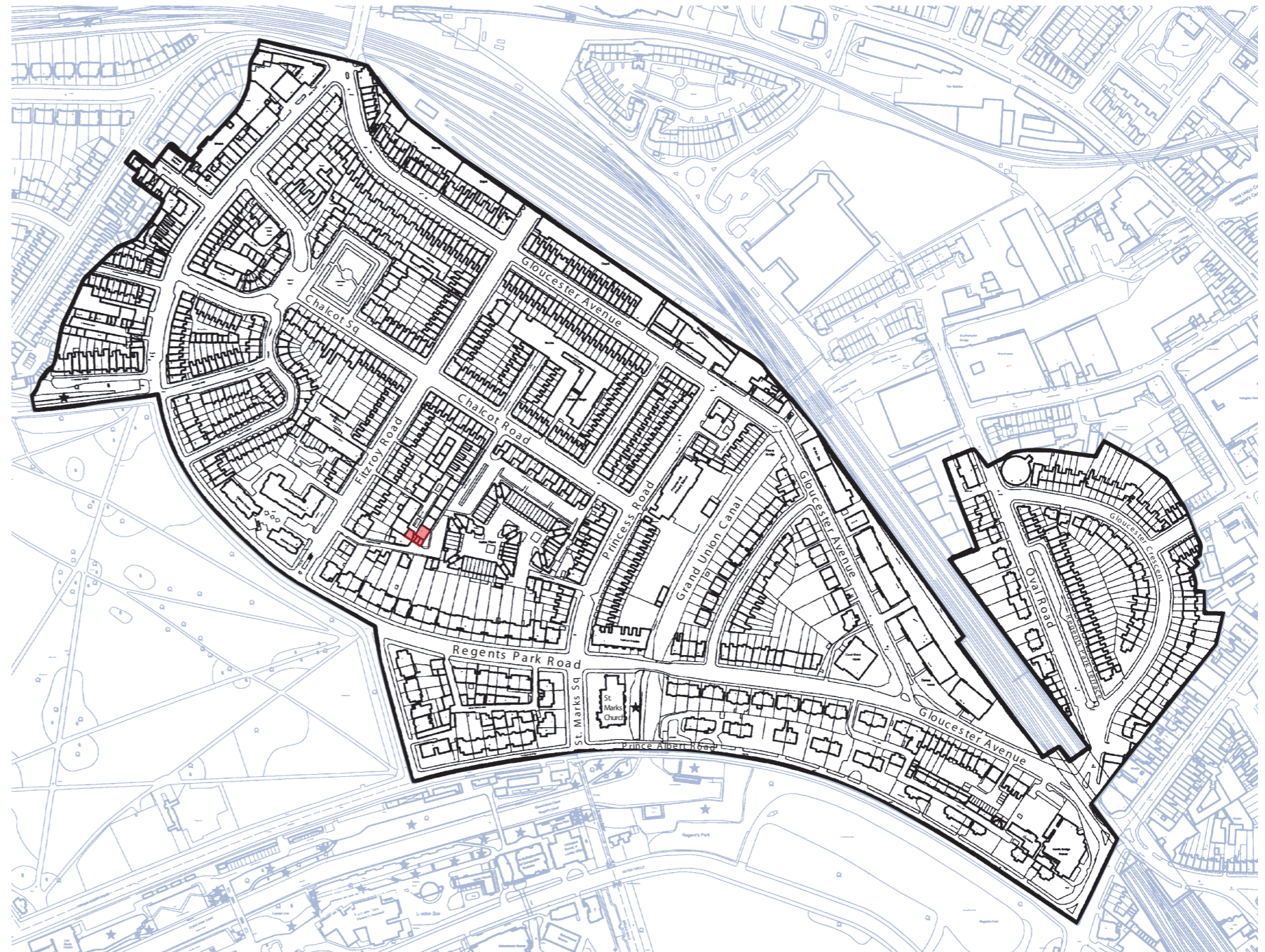
The Conservation Area: The Wider Setting

The following summary defines the character and appearance of the Conservation Area as identified in the Purcell Appraisal:

Primrose Hill Studios is located in the Primrose Hill Conservation Area, which covers the historic core of the Primrose Hill neighbourhood in north-west London. The Conservation Area is predominantly delineated by Regent's Park to the south, Primrose Hill park to the east, railway lines to the north and west, with an additional section to the east covering Gloucester Crescent and Regent's Park Terrace. The Conservation Area is bisected by the north-east/south-west orientated Grand Union Canal. A prime example of the suburban development of inner London, the architectural makeup of the Primrose Hill Conservation Area comprises a mix of mid-to-late-Victorian detached and semi-detached villas and terraces, interspersed with later, post-war housing developments. The historical events and range of developers that contributed to the initial development of Primrose Hill has led to a variety of architectural styles emerging across the conservation area, ranging from restrained Classical to Italianate and Gothic, but the predominant use of yellow stock-brick (albeit soot covered) and stucco throughout provides some coherence to the overall character. Due to the vicinity of Primrose Hill and Regent's Park, the character of the conservation area is also defined by its greenery and adjoining open spaces. Today, the majority of the buildings within the conservation area remain in residential use and Primrose Hill largely retains its leafy suburban character.

Primrose Hill Studios form part of a distinct sub-area of the Primrose Hill Conservation Area, referred to as 'Sub Area 2: Central Area' in the Conservation Area Appraisal, this sub area covers the central part of the Conservation Area and is largely flat with a small incline from south-east to north-west. It is neighboured to the north by the railway line and to the south-east by Grand Union Canal. The area is urban in character with a high density of development with sporadic areas of greenery. It is dominated by long terraces of mid-and-late-19th century houses that are set back from the pavement with small lightwells and railings to basement areas. There are also a number of Victorian light industrial and commercial buildings, including a former piano factory, shops and public houses, which are either located within the terraces or occupying corner plots. The Primrose Hill School (c.1885, Grade II) dominates Princess Road in terms of bulk, height and scale. To the south of the sub area there are a cluster of post-war housing developments.

The principal roads include Chalcot Road, Gloucester Avenue, Princess Road and Fitzroy Road. These roads are of a consistently generous width, with wide pavements and intersect to form a grid pattern. In addition to these roads, narrower secondary roads, such as Edis Street and Egbert Street, penetrate the blocks and have three-storey terraces on both sides. The majority of land at the centre of the blocks and neighbouring the railway line is occupied by buildings of a more varied age and style, but are generally lower than the surrounding terraced properties. They are clustered around small, enclosed courtyards, or gardens, accessed by narrow alleyways, and accommodate a variety of uses, including industry, offices, artist's studios and residential accommodation. These alleyways are generally contemporary with the 19th century development of the area and are either located discretely between the residential terrace properties on the main roads, or through the terraces via gated archways. Consequently, although these developments occupy a considerable amount of land, they are largely hidden from view, therefore allowing the residential terraces to dominate the townscape.



Site Boundary ■
Primrose Hill Conservation Area Boundary

The Conservation Area: The Immediate Setting

The following summary defines the character and appearance of the site as described in the Purcell Heritage Appraisal:

Primrose Hill Studios is located at the centre of an urban block bound by Fitzroy Road to the west, Chalcot Road to the north, Manley Street to the east, and Kingstown Street to the south. Fitzroy Road extends north-south in a straight line from Regent's Park Road to Gloucester Avenue, and bisects Sub Area 2 of the conservation area.

Fitzroy Road was developed in phases by speculative developers during the mid-to late-19th century and largely comprises three-storey residential brick terraces with a mix of classical and Italianate detailing. Directly opposite the alleyway to Primrose Hill Studios is a five-storey former piano factory at 44 Fitzroy Road. Designed in a neo-Gothic style, this building terminates in a prominent gable and is notably bolder than much of the surrounding development. The west side of Primrose Hill Studios is enclosed by the rear elevations and gardens of 31-49 Fitzroy Road. Built in the late-19th century, the rear elevations of this terrace have since been altered with modern window and door openings, roof-level extensions, and rear extensions in a mix of glass and brick, and are largely obscured from view by 1-6 Primrose Hill Studios.

To the south of Primrose Hill Studios is Kingstown Street, which developed from the late-19th century as a small mews servicing the rear gardens of the grander houses fronting Regent's Park Road. The gated access into the studio complex off Kingstown Street is identified as a footpath (FP) on the 1895 Ordnance Survey Map. Kingstown suffered bomb damage during the Second World War (including a direct hit to the Studio lodge-No. 13- on the Kingstown Street side of the complex) and the west end of the street now comprises a series of late-20th century villa-style buildings of two-three storeys, designed in a mix of contemporary idioms. One of these contemporary villas directly abuts the south elevation of 13 Primrose Hill Studios, on the site of the former stable block that served the studio complex. The villas are still overlooked by the rear elevations of the grander 19th century residences fronting Regent's Park Road, but these are not visible from street level. The central section of Kingstown Street has been extensively redeveloped with a modern residential estate known as Auden Place, which comprises two U-shaped brown brick blocks of three storeys arranged around a series of courtyard spaces and surrounded by soft and hard landscaping. Auden Place extends northwards along Manley Street, a small street accessed from Chalcot Road which bounds the east side of Primrose Hill Studios, and directly overlooks the site from the east.

To the north, Primrose Hill studios is enclosed by a small terrace of railway workers cottages fronting the north-west side of Manley Street. These cottages are two storeys high with basements and are constructed of multi-coloured stock brick. Behind these cottages is Fitzroy Yard enclosed to the north, east and west by the rear gardens and extension of the street-facing terraces, and to the south by the north party wall of Primrose Hill Studios. Further north, the rear elevations of the 19th century terraces fronting the south side of Chalcot Road project above the back land development and can be seen from the courtyard of Primrose Hill Studios.



Relevant Planning History

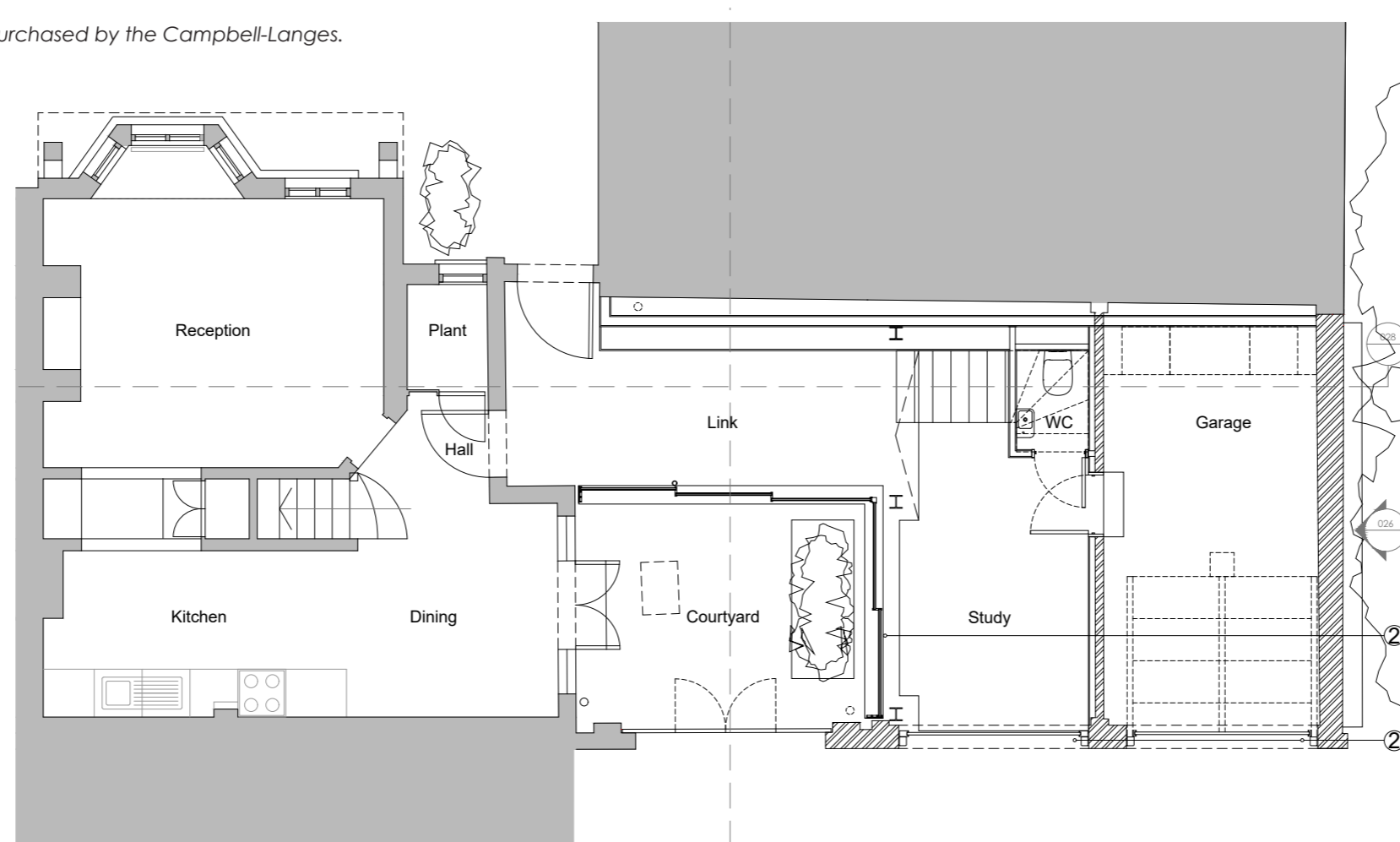
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13 Primrose Hill Studios

First Floor extension over existing double garage and single storey link to main dwelling at ground floor.

This planning application was activated in December 2021 and confirmation thereof received by Camden Planning on 10th December 2021 by Adam Greenhalgh.

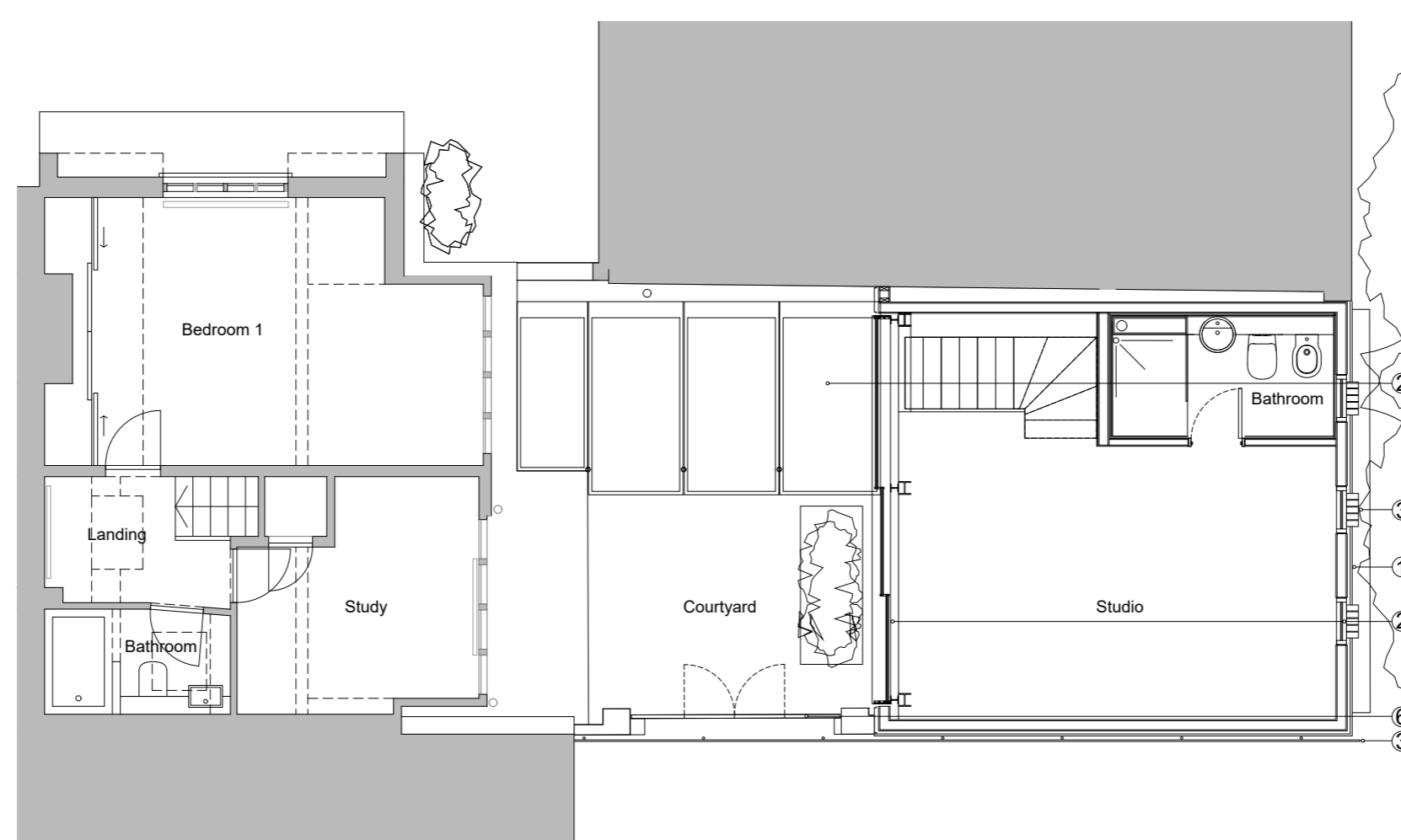
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Ground Floor Plan - 018/0191/P

Relevant Planning History

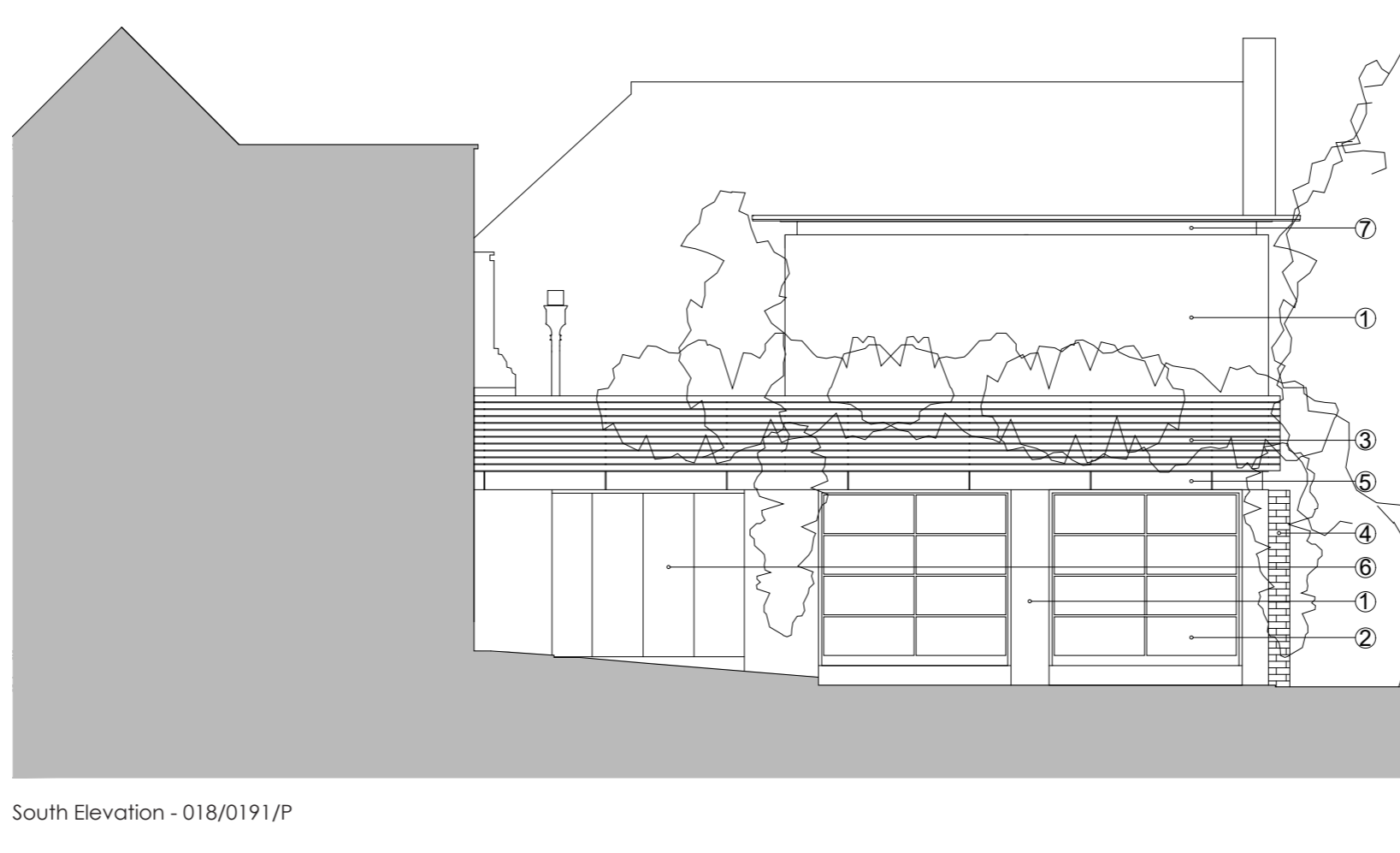
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First Floor Plan - 018/0191/P

Relevant Planning History

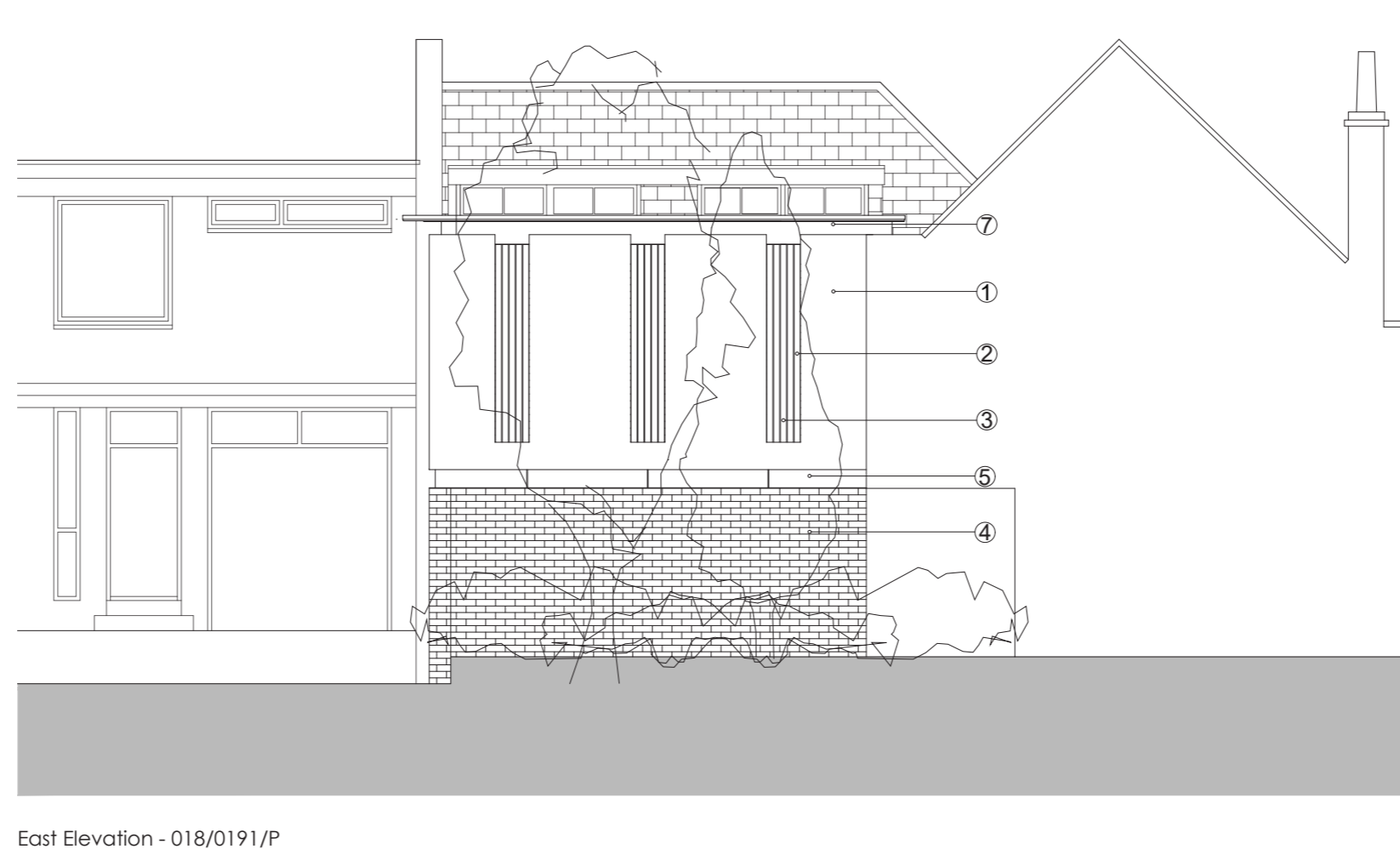
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South Elevation - 018/0191/P

Relevant Planning History

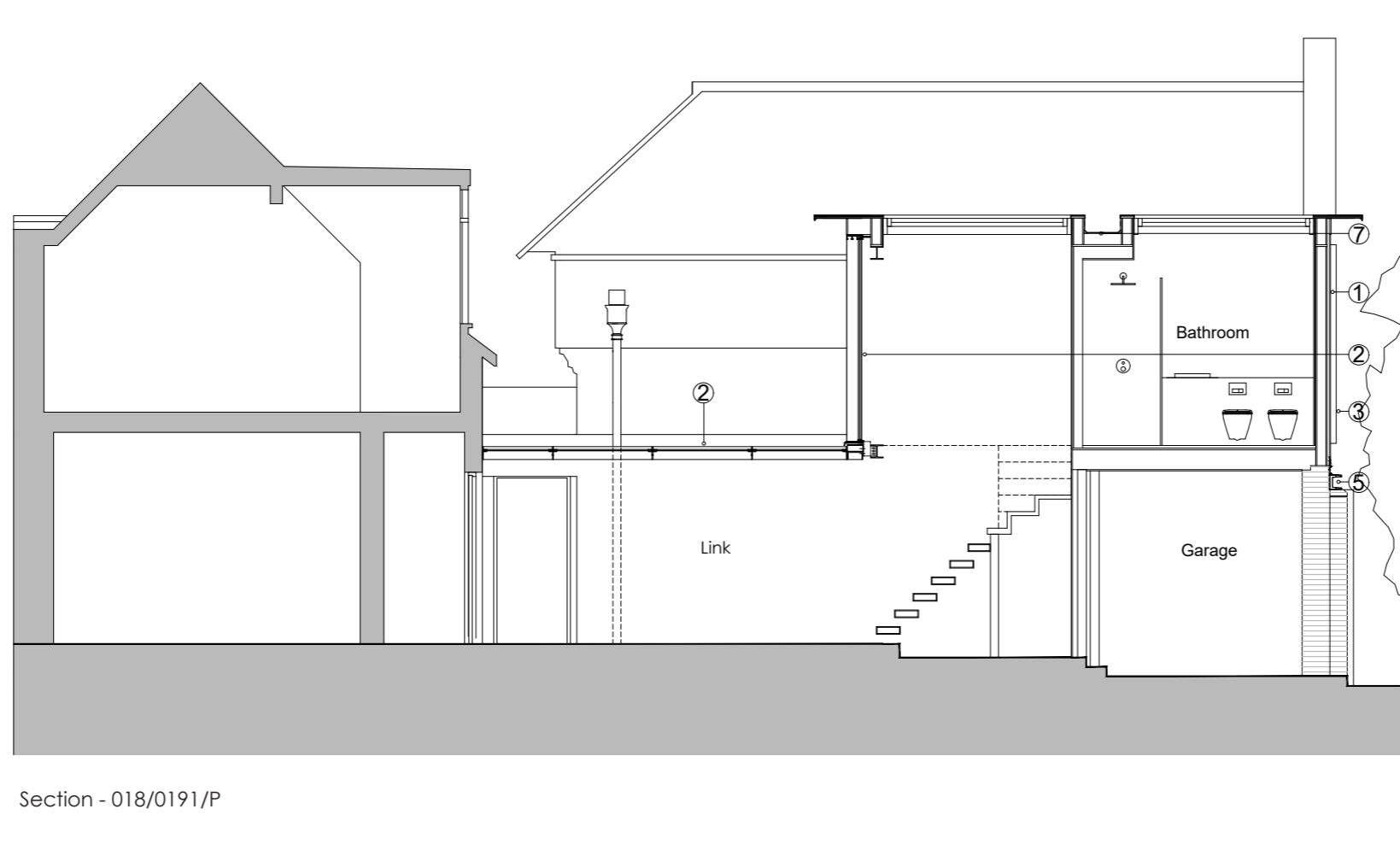
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East Elevation - 018/0191/P

Relevant Planning History

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Section - 018/0191/P

Relevant Planning History

018/0191/P and Listed Building Consent 2018/1156/L Granted 08/02/2019



Section - 018/0191/P