

Iceni Projects Heritage & Townscape

February 2019





"It is refreshing to find a company like IcenI, an energetic business that has brought together a group of like-minded, diligent professionals with a wide range of specialist planning, political and highways disciplines, who are passionate about their work and meeting the needs of their clients. My team and I receive prompt and efficient advice from IcenI that is well presented, user-friendly and yet also provides detailed back-up information exploring the wider aspects of the brief that is put to them where appropriate. I would not hesitate to recommend the services of IcenI to others, and have already done so".

James Barnes, Development Director, Generator Group

"IcenI Projects bring a commitment to their work. That commitment is personal and real. IcenI Projects are well respected and are listened to by policymakers and decision takers. This means that they are able to negotiate consents where others would often need to go to appeal"

Russell Harris QC, Landmark Chambers

"Thank you once again for accommodating us and your generous hospitality. The collective contributions you gave were very much appreciated and have provided the students with some excellent insight. They were impressed with what they saw and heard so I suspect a number will be in touch in the future".

Nick Smith, Associate Head of Development, University of West of England



Introduction

IcenI's Heritage and Townscape teams are in the results game. Approachable, direct, innovative and commercially aware, we deliver great results, and are proud to have worked on wide range of projects for a varied client base, who share our desire to create great places.

Young, dynamic, ambitious and fiercely intelligent, the team's focus is on achieving genuinely great and commercially successful schemes for clients, seeing heritage and townscape not as constraints on development, but as shapers of it.

In appraising sites, we frequently identify not just where height, bulk and massing may need to be limited, but also where there might be opportunities for greater height, for more development, greater massing.

We know from experience that where schemes embrace heritage assets, better open views, or create great new spaces, their ability to deliver extra floorspace, more units, greater profit, is enhanced exponentially. Our approach is therefore not to just advise on where mitigation where be required, but to engage directly in the design process to massage schemes in the direction of great consents.

Working on everything from the alteration of houses within the high-end Central London residential market, to

the redevelopment of whole City quarters or major urban extensions, the team applies the same approach to all of its Sites. We deliver specialist heritage and townscape services of the highest quality, with passion, determination, and verve.



Your Strategic Adviser



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The Team Structure of IcenI

Ian Anderson
Chief Executive

Andrew Gale
Chief Operating Officer

James Bompas
Director | Business Devt. & Strategic Planning

DELIVERY

David van der Lande
Director

DESIGN

Paul Drew
Director

ENGAGEMENT

Ciron Edwards
Director

Philippa Curran
Director

HERITAGE & TOWNSCAPE

Laurie Handcock
Director

PLANNING

Anna Snow
Director | Central London

Eilish Smeaton
Director | Strategic

Gary Mappin
Director | Glasgow

Ian Gallacher
Director | Glasgow

Ian Mayhead
Director | Strategic

James Waterhouse
Director | Strategic

John Mumby
Director | Urban

Kieron Hodgson
Director | Central London

Leona Hannify
Director | Strategic

Murray Graham
Director | Manchester

Nick Ireland
Director | Strategic

SUSTAINABLE DEVT.

Dan Jestico
Director

TRANSPORT

Clive Burbidge
Director

Fred Peters
Director

Mike England
Director

The Team, Heritage & Townscape



Laurie Handcock
Director
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- Advice on strategy and scheme development;
- Expert Witness services;
- Promotion of urban regeneration schemes;
- Tall buildings and townscape;
- Strategic land, and setting of heritage assets;
- Heritage EIA;
- London and the South East.



Nairita Chakraborty
Associate
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- Adaptation and conversion of listed buildings
- Creative design solutions
- Heritage led regeneration schemes & master-planning
- Characterisation Studies and appraisals
- Urban Design, public realm and place-making strategies
- Strong public-sector understanding
- London and North East England



Tom Brooks
Senior Consultant
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- Twentieth century architecture and landscapes;
- Historic industrial buildings and infrastructure;
- Engineering and infrastructure projects;
- Certificate of Immunity applications and listing rebuttals;
- Central London, the Midlands and South West.



Ailish Killilea
Senior Consultant
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- Tall Buildings and townscape advice;
- New design and additions within historic urban contexts;
- Townscape, Heritage and Visual Impact Assessment;
- Townscape EIA;
- Selection and production of Viewpoints for Assessment;
- London, Dublin, Northern Ireland and strategic land sites.



Lewis Eldridge
Associate
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- New architecture in historic contexts
- Heritage, Townscape and Visual Impact Assessment (EIA and non-EIA)
- Tall buildings and visual management guidance
- Heritage-led regeneration
- Urban character and townscape appraisals
- Central London, outer boroughs and regional towns and cities.



Edwina Coward
Consultant
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- Comprehensive fabric analysis and assessment of significance;
- Architectural design input to improve accommodation and enhance significance;
- Fabric condition analysis and advice on conservation techniques;
- Nineteenth and early twentieth century architecture;
- Central London and Kent.



Genevieve Arblaster-Hulley
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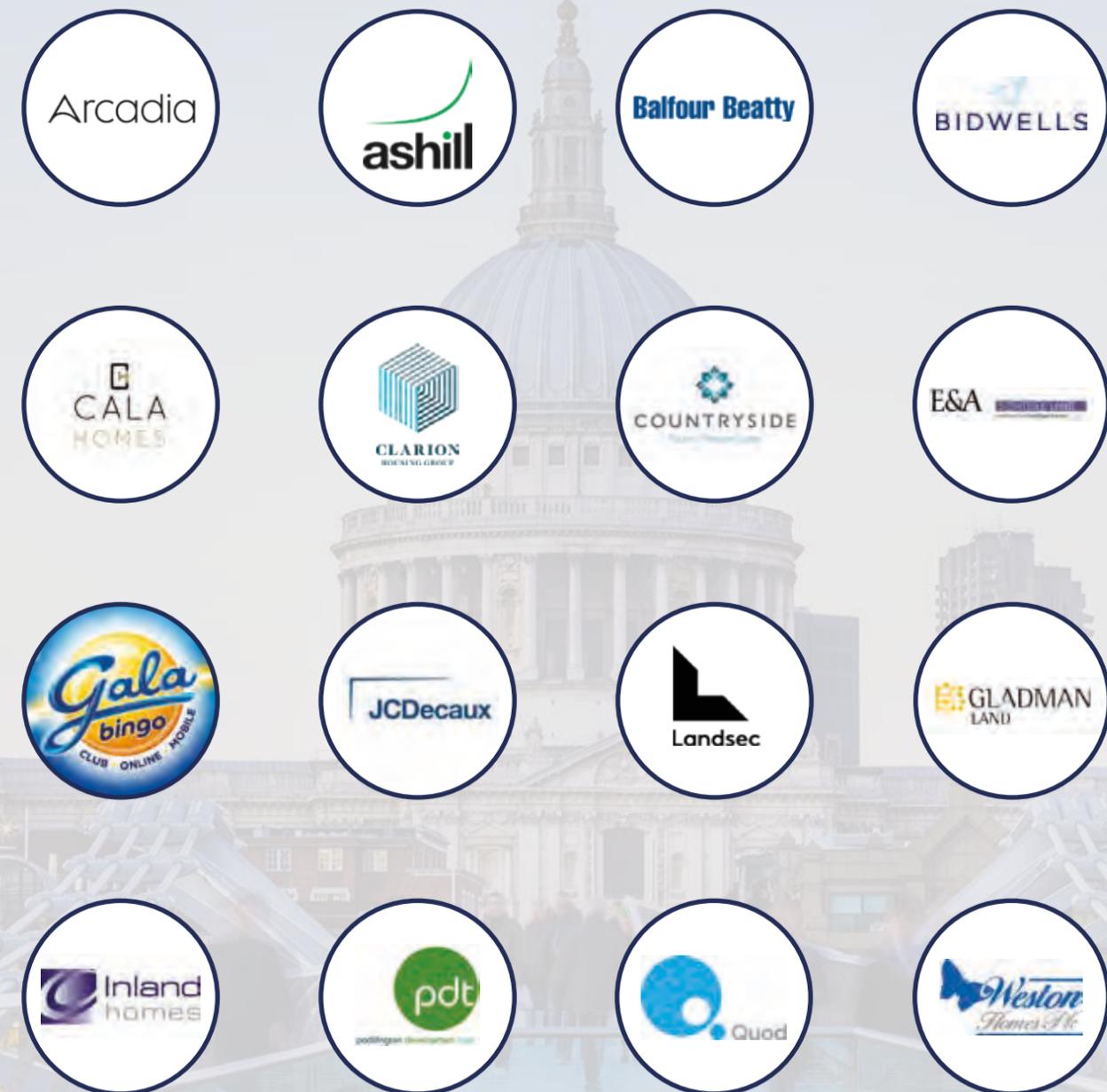
- Assessment of historic building fabric and 'deep-dive' research;
- Historic Building Recording;
- Eighteenth and nineteenth century architectural history;
- Country Houses & Estates;
- 'Clubland' and Club buildings;
- Central London, the South & West Wales, Bristol & the Marches.



Stephen O'Fegan
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- Industrial Architecture and 'dirty' Sites;
- Social and Community buildings: Cinemas, theatres and pubs;
- Strategic land, including brownfield;
- The North of England.

Our Clients & Partners



Heritage Experience: Embracing the Past, Facing the Future



Heritage

Heritage is all around us, and the chances are that if you have a site, it will be within a historic environment. The cobblestones of heritage may sometimes feel like they are there to cause a trip, but good advice can help a project to proceed on smooth York stone paving.

We provide advice on the historic and built environment at all stages, from project inception to completion. Our aim is to get the best possible results for our clients and stakeholders, giving realistic and pragmatic, yet creative and commercial, guidance, that will stand the test of time.

Our services include:

- First-pass strategic assessment of your site to highlight heritage and townscape constraints and opportunities;
- In depth research, allowing an informed approach to site use and design;
- Detailed Assessments of Significance;
- Listed Building Consent advice at all stages – from first plans to discharge of conditions;
- Heritage Statements and Assessments to accompany applications;
- Designation advice: Certificate of Immunity evidence and rebuttals of applications to list;
- Heritage management planning, the belt and braces solution to managing your historic buildings and sites;
- Heritage impact assessment for consent applications and Environmental Impact Assessment;
- Historic Building Recording; and
- Stakeholder engagement and negotiation.



Former Foyles Site, City of Westminster

Iceni Projects provided heritage advice and advocacy to Soho Estates in support of the scheme for the ambitious redevelopment of the former Foyles Site, known as Ilona Rose House.

The Site, in the Soho Conservation Area, and containing both listed buildings and undesignated heritage assets has gained consent for its total redevelopment, with work now underway to develop a building of 9 storeys above ground, and four basements below. A mixed use scheme, it will deliver a mixture of shops, offices, build-to-rent apartments, restaurants, shops, bars and a nightclub; capturing Soho's character, it also includes a film editing studio.

Working with Matt Architecture and SODA, Iceni were able to use detailed analysis, and a robust argument, to persuade the City of Westminster of the acceptability of the scheme, despite objections from Historic England, the Victorian Society, and SAVE Britain's Heritage. The scheme will create a landmark new building for Charing Cross Road, close to the new Crossrail Station at Tottenham Court Road, as well as new public realm, and a new thorough from Greek Street to Manette Street.



Beaumont Works, St Albans

Iceni Heritage worked with Inland Homes and John Pardey Architects to deliver a scheme for the creation of 58 units on a former raincoat factory site in Fleetville, St Albans. Beaumont Works, a Grade II listed, north-lit structure, originally of 1900 but with later additions and alterations, was identified early on in the process as having significance for its decorative terracotta main façade, and the quality of its internal spaces and framing.

Working closely with the design team, and developing very positive relationships with officers, Iceni were able to help gain consent for a scheme with significant intrusions into the historic fabric. Officers were ultimately persuaded of the acceptability of the part-demolition of the listed building and a curtilage listed building, and of the appropriateness of an subdivision scheme internally to create top-lit warehouse style units, around internal covered courtyards.

In addition, consent was granted for the creation of two large new-build elements to the rear, with landscaping and parking. Addressing officer concerns regarding subdivision, and persuading them of the value of punching additional windows into the external façade, the scheme was moved from inception to consent in less than a year; Iceni's role in forming a conduit between architect and conservation officer was integral to this swiftly delivered success.

The scheme has now been sold on, and Iceni Heritage are working with the new owner to ensure swift discharge of conditions related to the listed building.



Appeals and Expert Witness

Iceni Projects has extensive experience of the appeal process, and in Director Laurie Handcock, an experienced and well-regarded expert witness

The team have undertaken a large number of appeals by written representations, as well as having regularly supported clients through the hearing process. Through regular involvement in the appeal process, the team have a strong understanding of policy and legislative issues, and their relevance to historic environment planning. Recent cases include a successful appeal against a refusal for the London Borough of Hackney for a roof extension to a pair of buildings in the Conservation Area, and a successful appeal through the hearing process for the residential redevelopment of the Mansfield Bowling Club Site, in Camden.

Laurie Handcock's expert witness experience includes work for Local Authorities, Amenity Societies and developers, relating to both urban and rural Sites. He has most recently been involved in supporting Gladman Developments on a number of development Sites in sensitive historic settings in the open

countryside, including a recently granted appeal in Barnack, Cambridgeshire, for 80 new homes next to a Conservation Area.



Randalls, Uxbridge

Iceni Heritage, on behalf of Inland Homes, helped secure Listed Building Consent for the part-demolition, conversion and extension of the Grade II listed former Randall's Department Store on Vine Street and Cricket Field Road in Uxbridge, as well as the construction of three new residential of up to seven storeys blocks to its rear, within a Conservation Area.

An important local institution for many years, Randall's is most notable for its impressive 1930s art deco façade, but has undergone various unsympathetic internal changes and extensions and has been vacant since 2015. The site also includes the Old Fire Station, which was considered a positive contributor to the conservation area and curtilage to the Listed Building.

Iceni Heritage prepared a Heritage, Townscape and Visual Impact Assessment to support the commercial and residential re-use of the Randall's building, including a roof extension to provide an additional level of apartments, and residential redevelopment of the rest of the site.

The development of the site was granted consent in June 2017 and our appointment has been extended to cover advice on discharging the conditions attached to the consent, including the provision of a Historic Building Recording report.



Central London

We regularly advise clients with high value projects in Central London, smoothing the waters for ambitious developments in highly sensitive historic contexts. These often include new basements and roof extensions in order to maximise the potential value of a site and are subject to particular scrutiny from heritage bodies and local stakeholders.

The team are currently working on two high profile projects close to Kensington Palace, involving listed houses within a Conservation Area. These have included, in one instance, justifying the demolition of a 1950s extension to a Grade II* listed Philip Webb house, and providing a new, high-quality extension in its place, as well as the internal refurbishment and reordering of the listed building.

Past projects our team members have worked on also include:

- The Orangery, Kensington Palace: Support to a now-consented application for a new extension and basement addition to the Grade I listed Orangery within the Scheduled Monument of Kensington Palace;
- Blenheim Road, Westminster NW8: Successful application, at appeal, for a contra-policy side extension, contemporary rear extension, additional basement and internal re-ordering of a Grade II listed house in a conservation area;
- Grosvenor Square, Westminster: the redevelopment and partial demolition of a Grade II Edwardian mansion as a 33-room luxury boutique hotel and private members' club;
- Holland Park, Kensington and Chelsea: the remodelling of a Grade II Victorian villa as a single-family home with major basement development;
- Norfolk Road, St John's Wood: the internal refurbishment and reordering of accommodation to a Grade II listed semi-detached Villa built in the 1840s. This included the introduction of a basement, garden room and loft conversion which provided an additional three bedrooms;
- Campden Hill Square, Kensington and Chelsea: Demolition and reconstruction of a rear extension to the Grade II listed Georgian townhouse with interventions to the principal façade.



Designation

The team have particularly strong experience in gaining certainty for clients through the designation process. Taking advantage of Historic England's streamlined Enhanced Advisory Service, the team's in-depth knowledge of the listing process allows them to remove the uncertainty provided by the risk of listing.

Iceni frequently find that the risk of listing can cause significant uncertainty for clients; given that listing applications can be brought forward at any time, and no cost by objectors to schemes, listing applications can come forward at any time, and lead to delays in process and uncertain outcomes.

Accordingly, the team are frequently involved in seeking Certificates of Immunity from Listing, which prevent listing applications from coming forward for periods of five years, and rebuttals of applications to list buildings. Using the Enhanced Advisory Service, a decision can now be delivered within a matter of weeks.

The team's recent experience includes:

- Successfully amending the list description for buildings within the North London Collegiate School's Site in Canons Park, to make clear what building are and are not included in the listing, and excluding the main school buildings;
- Gaining a Certificate of Immunity from Listing for a 1960s house in Wimbledon by former RIBA President David Rock, to allow a high-quality new home to be developed in its place;
- Delivery of a Certificate of Immunity from Listing for Sovereign House, a 1960s office building within the Anglia Square development, in Norwich;
- Laurie Handcock also led, historically, on the delivery of Certificates of Immunity and Listing rebuttals for a number of significant power station sites for RWE npower, including Didcot A, Fawley and Tilbury B.

Where the team recommend seeking a Certificate of Immunity, or advise that listing can be successfully rebutted, they have a 100% record.



Beehive Mill, Manchester

Iceni Heritage are working with Urban Splash and the Prince's Trust to deliver a new mixture of uses to the Grade II* listed Beehive Mill, an Ancoats landmark best known as the location of the legendary Sankeys nightclub.

Located within one of Central Manchester's most historic industrial areas, this Site includes one of the earliest mill buildings within this part of the City. Iceni Heritage acted as heritage consultants on a scheme to fully refurbish the building and to update it to provide high quality office accommodation in a highly desirable location.

Iceni Heritage advised on the significance and sensitivities held by this listed building and collaborated with the architect, Shapero Architects, on appropriate design solutions to ensure creative modern design could successfully integrate and celebrate the impressive 1820s mill and fireproof construction. Primary to the success of this project was the involved consultation with Manchester City Council and Historic England, which Iceni Heritage and Iceni Planning Manchester helped to progress.



**Townscape
Experience:**
Influencing
design to shape
great places



Townscape

Iceni Townscape provide robust support in assessing the existing townscape environment and exploring opportunity for development within this context.

How new development can appropriately contribute to the existing urban form is an exciting aspect of how our cities and places evolve, becoming part of the future townscape in which we explore, work, live and enjoy.

Our experienced team hold a broad range of specialisms including architecture and urban design, and we have forged strong relationships with local planning authorities, visualisations specialists, architects and statutory organisations.

These strengths have resulted in us helping to identify and deliver creative design solutions, which integrate new design within a site's existing composition most appropriately, while also adding value to the site. Townscape is a specialism within its own right, but by its nature benefits from an understanding of the layering of heritage which is intrinsic to understanding its characteristics.

The collaborative approach of our respective teams, townscape and heritage, is advantageous in gaining on hand expert insight into the complexity of a scheme.

Our Townscape Services Include:

- Strategic advice on design and planning issues related to the townscape environment;
- Townscape, Heritage and Visual Assessment;
- Townscape Visual Impact Assessment;
- Environmental Impact Assessment (Townscape);
- Site Appraisals, and Assessment of Sensitivity/Opportunities; and
- Viewpoint Study and Assessment of Urban Environment.



33 Creechurch Lane, London

Iceni Projects were appointed by Merchant Land Investment Ltd to provide Townscape, Heritage, and Visual Impact Assessment services in support of applications for a tall building development within the City of London.

The redevelopment of the Site includes the demolition of a smaller, 5 storey office block, located within the Eastern Cluster, which was identified as not utilising the full potential of the Site, to be replaced with a 22 storey building comprising office and retail and associated works which has been developed by Assael Architecture.

As the Site is within the City of London, a number of highly significant heritage assets are within its immediate and wider setting, including the Grade I listed Bevis Marks Synagogue, Grade II* listed Former Port of London Authority Building, and the Tower of London World Heritage Site. Iceni Heritage were commissioned to provide advice regarding the setting of these sensitive heritage assets.

As well as detailed analysis on the setting of heritage assets, the height of the scheme required analysis of views and townscape impacts, with key views agreed with City of London, which included viewpoints within the LVMF.



York Road, Wandsworth

Iceni Heritage worked with Cherwell Group and GRID architects to gain consent for a 14-storey mixed-use redevelopment scheme on York Road, Wandsworth including the demolition of the existing concrete and red brick early 1970s public house.

Providing Townscape, Heritage and Visual Impact advice and analysis, Iceni contributed to the design development working closely with the design team. By identifying wayfinding routes and understanding the legibility of the site, Iceni identified the opportunity for the building to become an effective marker within the wider townscape providing a landmark and enhancing pedestrian routes to local transport hubs. A townscape and character assessment and the study of identified character areas revealed opportunities to improve the public realm, including the introduction of green spaces and hard and soft landscaping.

Whilst there were no heritage assets on the site, potential impacts were assessed to surrounding designated heritage assets, including three Conservation Areas and a number of grade II* and grade II listed buildings. Iceni

supported obtaining accurate visual representations of the proposed site to contextualise the development within the townscape and historic environment enabling strong understanding of the benefits of the scheme.



Anglia Square, Norwich

Iceni Townscape carried out the Townscape and Visual Impact Assessment section of the Environmental Impact Assessment for Columbia Threadneedle and Weston Homes' scheme for Anglia Square, Norwich.

Anglia Square is the major redevelopment of a currently underperforming site to the north of Norwich City Centre, with ambition to deliver a comprehensive mixed-use scheme, including over 1,200 homes, hotel, community uses and an enhanced public realm. Iceni Townscape consulted on the selection of viewpoints with Norwich City Council, assessment of the townscape character of Norwich City and the surrounding area and the impact of this scheme, which reaches 25 storeys at its highest point, on the existing urban environment.

This collaboratively developed scheme is expected to introduce much needed regeneration of this neglected site and surrounding area, delivering high quality mixed use accommodation, improved legibility and wayfinding across the city, and boost activity and commerce within the area through a phased development approach.





The Sustainable Development Scorecard

The National Planning Policy Framework (NPPF) has running throughout it the 'golden thread of sustainable development'. In spite of this, there is no clear-cut, NPPF-based assessment criteria to consider a site or project's sustainable development credentials, making current assessment processes both tricky and subjective.

The Sustainable Development Commission was established to address this recognised issue with our planning system. Made up of a balanced cross-section of industry professionals, the Commission has debated the issues and found solutions, culminating in the creation of the Sustainable Development Scorecard.

The Scorecard website is free to use and accessible to anyone with a vested interest in development, including developers, architects, planners, community groups and members of the public. By crystallising the NPPF's guidance into a simple, online analysis tool, the Commission aims to provide a more consistent approach to sustainable development, leading to a more sustainable built environment.

www.thescorecard.org.uk



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

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