



City of London | Local Development Framework

Lloyd's Avenue Conservation Area

Character Summary & Management Strategy SPD

Lloyd's Avenue Conservation Area

Character Summary & Management Strategy
Supplementary Planning Document

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Introduction

The present urban form and character of the City of London has evolved over many centuries and reflects numerous influences and interventions: the character and sense of place is hence unique to that area, contributing at the same time to the wider character of London.

This character summary and management strategy provides an understanding of the significance of the conservation area by identifying and analysing its principal characteristics. It does not include specific detail about every building and feature within the area, and any omission from the text should not be interpreted as an indication of lesser significance. The character summary and management strategy has been prepared in line with the English Heritage document *Understanding Place: Conservation Area Designation, Appraisal and Management* (2011).

This document was adopted as a Supplementary Planning Document to the City of London's LDF Core Strategy on 31 January 2012. It should be read in conjunction with the Core Strategy, saved policies from the City's Unitary Development Plan and other guidance, including *'Conservation Areas in the City of London, A General Introduction to their Character'* (1994) which has more information on the history and character of the City.

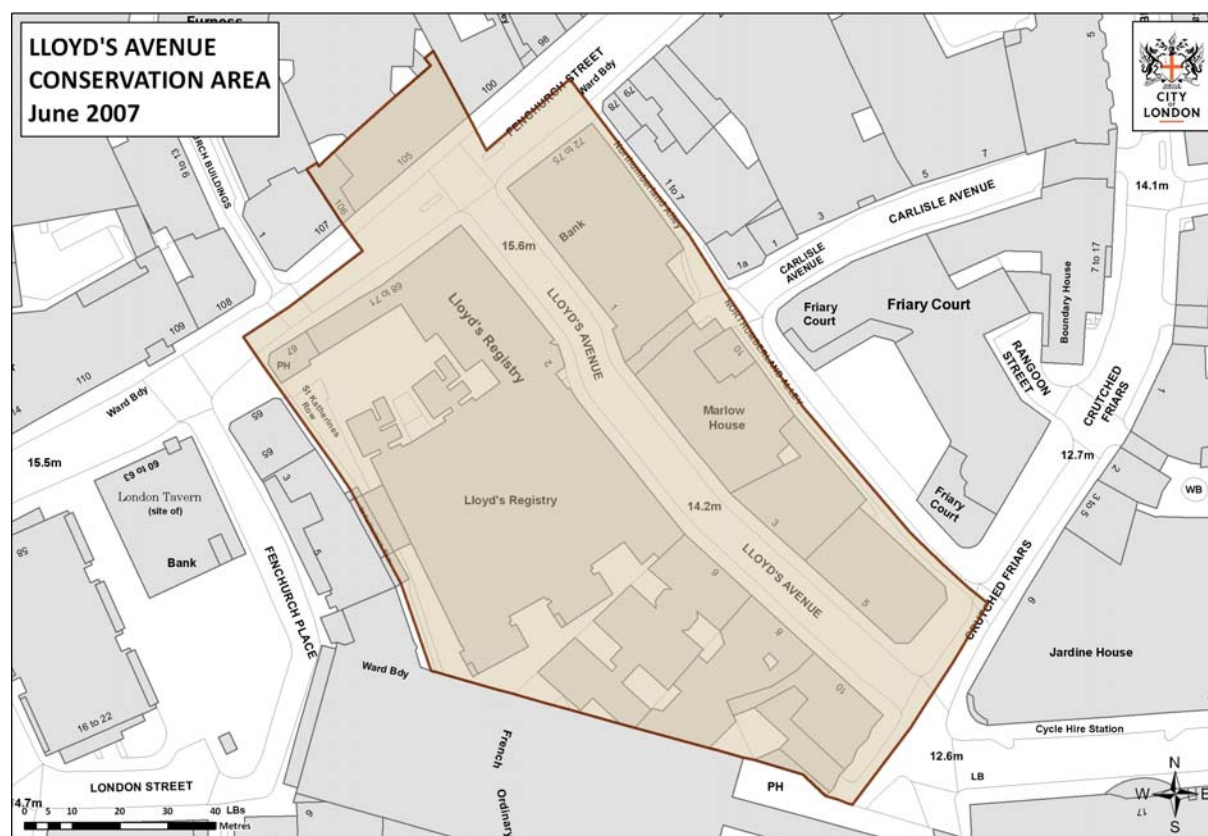


Character Summary

1. Location and context

Lloyd's Avenue Conservation Area is located to the east of the City of London between Fenchurch Street and Crutched Friars, focused on the Edwardian Street of Lloyd's Avenue. The conservation area is within Aldgate Ward and extends to an area of 13,003 sq.m (0.13 Ha).

Fenchurch Street Station Conservation Area adjoins to the south.



2. Designation history

10 th December 1981	Original designation
14 th June 2007	Re-designation with extensions to include part of Nos. 105-106 Fenchurch Street, No. 67 Leadenhall Street and St Katherine Coleman Churchyard. The area to the south of Crutched Friars de-designated.

3. Summary of Character

The characteristics which contribute to the special interest of Lloyd's Avenue Conservation Area can be summarised as follows:

- an area with a rich history spanning a number of periods, relating to the medieval church of St Katherine Coleman; the East India Trading Company; and Lloyd's Register of Shipping;
- a townscape which varies according to different periods of development and responds to the natural and historical topography of the area.
- a group of listed and unlisted office buildings of consistently high architectural quality, mainly Edwardian in origin, with a high level of conformity in terms of scale, design and street plan;
- an area focused on a collection of buildings along Lloyd's Avenue, which have solid masonry facades with regular punched openings, enriched by abundant classical modelling and surface detail.

The detail of features and characteristics which help to define the special interest of the conservation area are described below.

4. Historical Development

Early history

Recent archaeological excavations undertaken at the Lloyd's Register site have revealed evidence of Roman occupation on sloping ground by a tributary of the Lorteburn Stream, including first-century timber buildings and ditches. The wider setting of the area, within the Roman and medieval city and proximity to the river, had particular significance in this early period of development. The Roman Forum was located immediately to the west, and the main Colchester Road to the north.

Later Roman development recorded on the site includes more substantial stone buildings reached by secondary alleyways dating from the mid-2nd century onwards. The remnants of unusual sunken rooms, possibly with adjoining warehouses, were found to have had high status painted plaster decoration. Roman abandonment of the area in the late 4th century preceded a prolonged period where there was no evidence of settlement. This continued until the late Saxon /early medieval period in the 11th century.

The church of St Katherine Coleman was first recorded in 1157-61 but may have origins as early as 1134. It has been suggested its title relates to a garden or 'haw yard' belonging to an adjoining resident by the name of Coleman. St Katherine's Row, also known as Church Row or Church Court, was in existence by 1425-7 and ran to the west of French Ordinary Court. By the early 1720s it was known as 'Magpye' or 'Pye' Alley, with a name derived from the Magpie Ale House which stood on the corner of Fenchurch Street by 1645 – likely to be the same location as the present day East India Arms Public House. The Row is recorded as having as many as 17 households at its residential peak.

Northumberland Alley takes its name from the Inn of the Earl of Northumberland, Northumberland House, which by the beginning of the 18th century had been converted to other mercantile or residential uses. The family moved their household to the Strand in the early 17th century. Northumberland Alley remained a residential street after the Great Fire, and was described by John Strype in 1720 as "... very long, which with several turning passages falls into Crutched Fryers; and for the generality is but an ordinary place as well for Buildings as inhabitants, yet not without some few that are good." Strype described the area around Fenchurch Street as being "well inhabited" by "Merchants and persons of repute".

The eastern part of the City was less densely occupied than areas further west, demonstrated by the relatively generous spacing of properties south of Fenchurch Street prior to the 18th century. Historic maps show the large gardens to the south and east of St Katherine Coleman.

Eighteenth and nineteenth centuries

St Katherine's Church took its final form in c.1735, when structural instability necessitated its rebuilding, despite avoiding damage in the Great Fire. In the rebuilding, the church was relocated to the south, meaning that it had effectively swapped places with the present-day churchyard. The new church, designed by architect James Thorne in a style described as "Vernacular Palladian", and was considered to possess "*no beauty of form or decoration*" when it closed for demolition in 1925. Haddon House was built in its place (since demolished), although the railings and gate piers from the eighteenth-century church were retained to the east side of St Katherine's Row.

Following the church's demolition, some of its contents were relocated to Hammersmith where a new church had been dedicated to St Katherine Coleman, itself severely damaged in World War II. The Georgian church is depicted in the stained glass of the Lady Chapel at nearby St Olave Hart Street.

An 18th-century building of significance in the area was the Hambro' Synagogue, constructed in 1725 to the south of St Katherine's Church. It was the third private synagogue in the vicinity to be built by Mordecai Moses, or 'Moses Hamburger' due to his Hamburg origins. The building was apparently a modest Georgian building with unusual curved double chimney stacks. A number of synagogues were built in the east of the City at this time, resulting from re-settlement by Spanish and Portuguese Jewish people in the mid-17th century following three centuries of exclusion from England. Jews were initially forbidden from erecting a building in a high street, as illustrated by the discreet location of the surviving synagogue off Bevis Marks, 1699-1701.

By 1870 an extensive area south of Fenchurch Street, between St Katherine's Row and Northumberland Alley, was occupied by extensive Bonded Warehouses of the East India Trading Company built to store goods imported from the Empire, including the Tea and Drugs Warehouse. The buildings were arranged behind a Neo-Classical Fenchurch Street façade, with a substantial central service road, on the same alignment but slightly to the west of the present-day Lloyd's Avenue.

The warehouses removed all pre-existing buildings on the site with the exception of the church and synagogue; some smaller buildings fronting Fenchurch Street; and some in the area of Northumberland Alley and Northumberland Back Alley.

Lloyd's Register of Shipping

In the late 17th century Lloyd's Coffee House (on the corner of Lombard Street and Abchurch Lane) had become a hub of social and business activity in the City, described as "*the headquarters of maritime business and maritime insurance, and the great resort of all persons connected with shipping*". Its owner, Edward Lloyd established the Lloyd's News in 1696, a forerunner of Lloyd's List which commenced 30 years later.

A register of ships to record their size, condition and other qualities at a specified date was created to meet the requirements of insurance underwriters and merchants who sought reliable information about the soundness of their investments. Nautical insurance, which had been provided since ancient times, covered the risk of transporting merchandise by sea.

The earliest incarnation of the Register was the 'ship lists' which were advertised in the London Gazette from 1668, with Lloyd's Register of Ships published almost a century later in 1760. A rival version began to be produced by ship-owners themselves from 1799, before the two were reconciled in 1834 to form the Lloyd's Register of Shipping still in existence today.

Lloyd's Register remains an independent classification society, though it retains close ties with the Corporation of Lloyd's whose members sit on the Register's committee. The organisation's portfolio now extends beyond maritime interests, and includes expertise in management systems, land-based industries, railways, oil and gas, with 200 offices and 5000 employees worldwide.

Development of Lloyd's Avenue

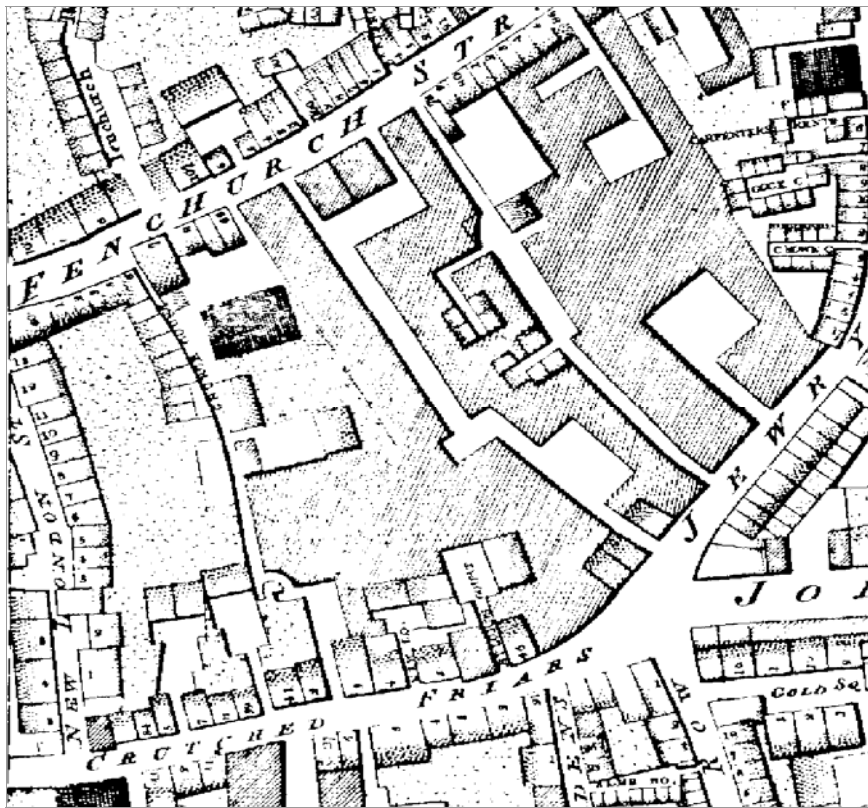
The international trading functions which had come to dominate the area in the 19th century made it an appropriate location for Lloyd's Register to establish permanent premises, completed by 1900. Lloyd's Register collaborated with property developer James Dixon and architects T.E. Colcutt and B. Emmanuel in the creation of their building and the street. The visual coherence and appearance of Lloyds Avenue's streetscape owes a great deal to the infrastructure created by this partnership.

The East India Company warehouses were demolished and the new street laid out to the east of St Katherine's Row roughly parallel to Northumberland Alley, hence its irregular alignment. Nos. 3; 4 (Coronation House); and 6 are very similar in design and appearance, whilst Nos. 72-75 Fenchurch Street (Dixon House) by Davis and Emmanuel shares many architectural characteristics.

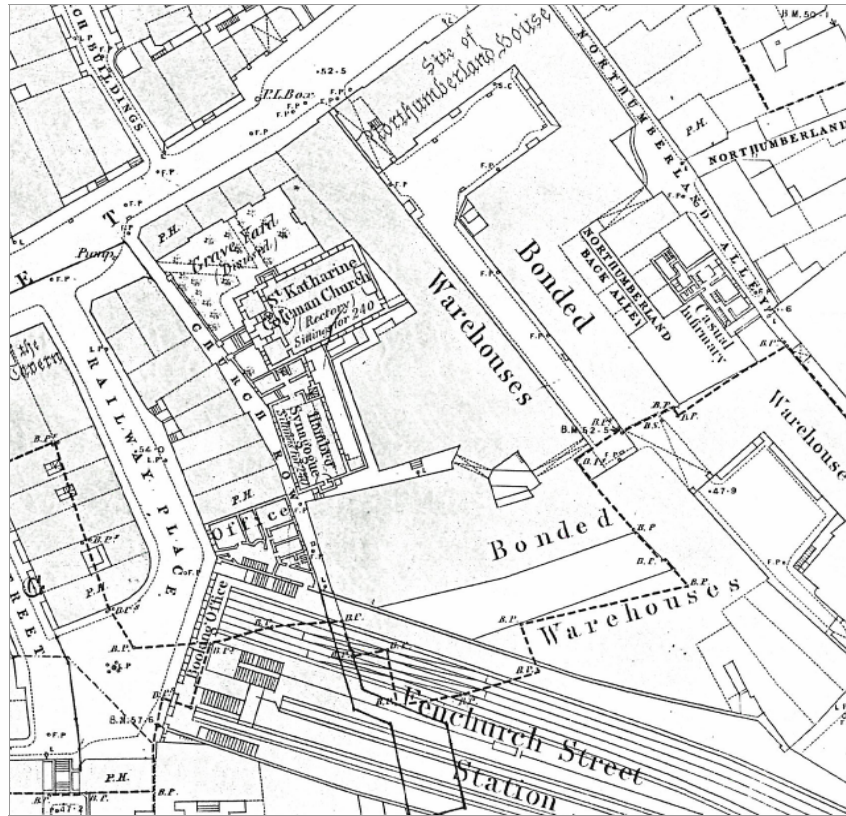
Expansion during the twentieth Century resulted in Lloyd's Register acquiring a number of adjoining properties. The Register was restored and neighbouring buildings dramatically extended to incorporate a new stepped building, rising from six storeys behind the retained façade of Coronation House, and a new 14 storey development east of St Katherine's Row. The distinctive new building was completed to critical acclaim in 2000, being shortlisted for the RIBA Stirling Prize and winning a Civic Trust Award, among others.



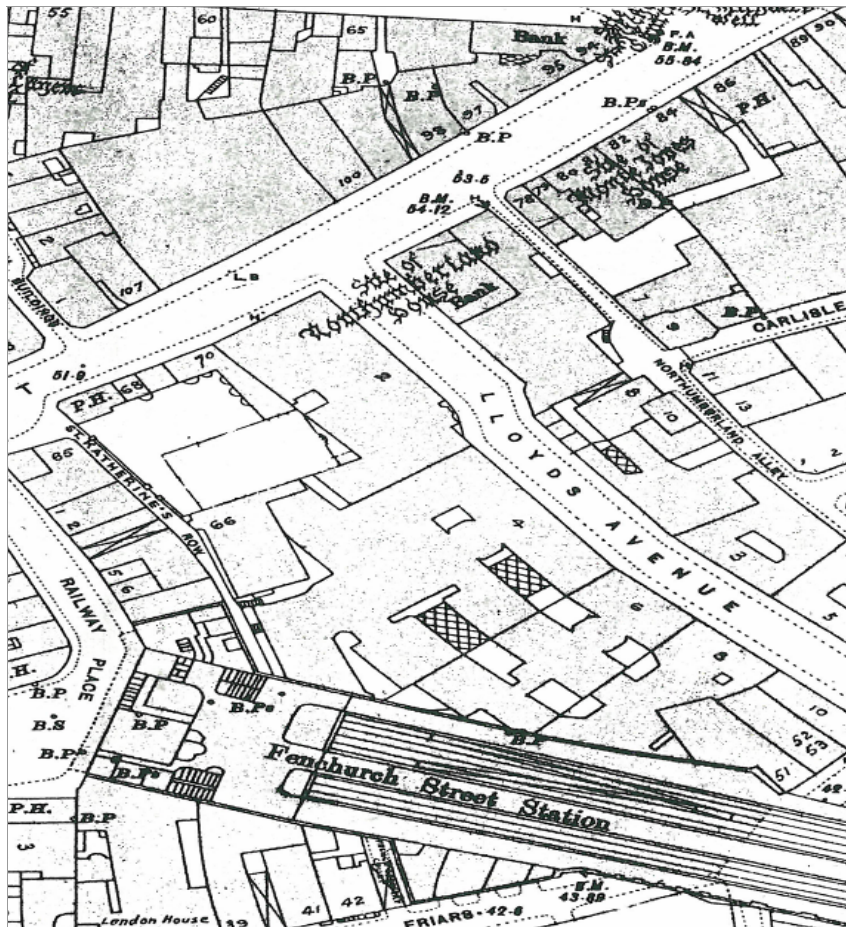
Ogilby and Morgan 1676-79



R. Horwood 1792-99



1870s Ordnance Survey



1930s Ordnance Survey

5. Spatial Analysis

Layout and plan form

The conservation area comprises three streets of varying age and character, all running approximately north-west to south-east between the historic routes of Fenchurch Street and Crutched Friars.

Despite its Edwardian origins, Lloyd's Avenue does not follow a formal linear route, but includes a gentle curve to the southern half and a more dramatic double-curve further north. These irregularities contribute to the unique character of the area and its special interest at street level.

Building plots

The consistent scale does not relate to the size of individual building plots, which have significant variations, resulting from alterations, extensions and redevelopment, but the integrity of street frontages and rooflines has remained largely intact.

Properties to the eastern side of Lloyd's Avenue retain the scale of their early-20th-century plots, which are limited by the alignment of Northumberland Alley. Marlow House and No. 5 Lloyd's Avenue were redeveloped in the 20th century to largely the same footprints as the previous buildings on site.

To the west of Lloyd's Avenue, building plots have been subject to a greater degree of change, with the amalgamation of plots resulting from the Lloyd's Register extension accounting for the most dramatic change. The scheme involved the incorporation of four Edwardian buildings, whilst retaining key buildings and facades fronting Fenchurch Street and Lloyd's Avenue, as well as the open space of the churchyard.

Additionally, Nos. 6, 8 and 10 Lloyd's Avenue have been redeveloped in the late 20th century, and their sites maximise the available space between the street frontage and Fenchurch Street Station to the rear.

The East India Arms, No. 67 Fenchurch Street, is an early-19th-century building likely to have earlier origins and provides a strong association to the area's historic plan form. No. 10 Northumberland Alley is 19th century building which survived the construction and subsequent works to Marlow House, which enveloped Northumberland Back Alley at the time of the site's 1929 re-development.

Building heights

There is a direct relationship between the height of buildings and their age. The earliest building, the East India Arms, is the most modest in scale, with four storeys that reduce in height towards the parapet. The Edwardian and early-20th-century buildings on Lloyd's Avenue are also four storeys, but are significantly greater in scale featuring higher ground floors, double or triple mansard roofs and semi-basements.

The two buildings that flank the corners of Lloyd's Avenue and Fenchurch Street are more monumental in scale and appearance, with two or three substantial storeys below cornice level augmented by elaborate stone dormers and turrets that

contribute to the dramatic roofscape. Opposite, the 1920s façade of Furness House rises to six full storeys with substantial attics and stone dormers.

Individual storeys of the 19th and 20th-century buildings are strongly articulated by architectural modelling which makes use of an array of classical details and features. Rusticated bands, string courses and entablatures (frieze, architrave and cornice) delineate each floor and break up the bulk of each substantial building, creating a unity between buildings of different periods.

Views and vistas

The area's distinctive built form, curved street plan, and natural topography provides a range of views into, out of, and within the conservation area. The following illustrates a range of distant and local views which exist in Lloyd's Avenue Conservation Area. This list is not comprehensive, and the area provides numerous further opportunities to capture long, short and kinetic views.

- Viewed from the west along Fenchurch Street, the buildings which face Fenchurch Street on the south side can be appreciated as a group in oblique views, with the East India Arms in the foreground, culminating in the grandest buildings at the top of Lloyd's Avenue.
- The double curve of Lloyd's Avenue creates a series of subtly different views north along Lloyd's Avenue, with each building viewed obliquely and collectively in groups. At the top of the street, Furness House, Nos. 105-106 Fenchurch Street, has a dominant presence and terminates the view with its imposing central pedimented bay being gradually revealed upon approach.
- The ground level rises between Crutched Friars and Fenchurch Street as it moves north away from the river. This emphasises the height and appearance of buildings when looking northwards, especially Furness House which forms an end stop looking north.
- The 30 St Mary Axe building is a prominent feature in views north along both Lloyd's Avenue and Northumberland Alley.
- Views south along Lloyd's Avenue are terminated by a group of modern buildings, including the north elevation of No. 17 Crosswall, the corner turret of Jardine House, and the upper storeys of No. 1 America Square beyond.



Lloyd's Register (detail)



Coronation House, Lloyd's Avenue



Marlow House

6. Character Analysis

Lloyd's Avenue

Lloyd's Avenue has a unified character resulting from a number of factors, including scale, proportion, building materials, architectural style and building age. In addition to these shared characteristics each building makes an individual contribution to the streetscape. The sequence of development and redevelopment along Lloyd's Avenue has resulted in a sense of opulence and grandeur most evident at the northern end of the street, which lessens to the south, where the late-20th-century buildings contrast with those further north.

Lloyd's Register of Shipping and Lloyd's Bank (Dixon House) face Fenchurch Street, individually and together forming an imposing entrance to Lloyd's Avenue, with an eclectic range of classical architectural features that provide references for the rest of the street. The two buildings both date from c.1900 and mark the first phase of Lloyd's Avenue's development by architects Emmanuel and Colcutt.

Lloyd's Avenue has a consistent scale, with buildings comprising of four main storeys and the majority having an additional storey or two contained within a steeply pitched slate mansard roof. The individual storeys of the Edwardian buildings are delineated by a wealth of decorative surface detail including pedimented windows, string courses, cornices, rustication and carved channelling which provide a horizontal emphasis that leads the eye along the street and creates links between buildings.

Vertical rhythm is created by a regular arrangement of columns and pilasters, many of which have a distinctive block detail, known as 'blocked columns'. The roofline provides further harmony along Lloyd's Avenue where steeply pitched mansards are finished in slate and broken up by a regular pattern of dormer windows and tall stone chimneys. Central focal points are typical of several buildings and achieved by ornate stone dormers to the roof, and projecting pedimented entrance canopies at ground floor level.

The only building on Lloyd's Avenue not to make use of classical features is Marlow House, designed by G Bailey in 1929 with a combination of modern glass and metal spandrel panels to the main elevations, surmounted by an elaborate Portland stone Tudor Gothic vine scroll frieze. The building has a cornice line and steep slated mansard consistent with neighbouring buildings and its use of robust Portland stone to the front elevation provides further harmony with Lloyd's Avenue.

Two buildings which flank the southern end of Lloyd's Avenue were constructed in 1972-5 and lack the imposing appearance of those to the northern end. No. 5 on the eastern side by Gollins, Melvin and Partners has bronze panels and concrete mullions, and No. 10 on the west side by Lister, Drew and Associates has broad windows and a robust facade of solid polished dark stone, as well as a distinctive undulating wall surface to Crutched Friars.

St Katherine's Row and Northumberland Alley

St Katherine's Row and Northumberland Alley form the western and eastern boundaries to the conservation area, and are historic thoroughfares, with a modest scale and character, that contrast greatly with the grandeur of Lloyd's Avenue.

St Katherine's Row, the medieval alley that historically connected Fenchurch Street and Crutched Friars prior to the construction of Fenchurch Street Station, follows its historic route alongside the tallest section of the Lloyd's Register building. It then doglegs beneath the brick railway vaults that lead to French Ordinary Court and Crutched Friars along a 15th century alignment, within Fenchurch Street Station Conservation Area. A City of London blue plaque identifies the former location of St Katherine Coleman Church.

The decorative iron gates and railings on the eastern side of St Katherine's Row enclose the space, define the buildings and provide views through to the mature trees and planting of the enclosed churchyard, which is otherwise hidden between buildings fronting Fenchurch Street and the 2000 Lloyd's Register building. Further south, passing the substantial stone piers which formed the front entrance to St Katherine's church, the sense of enclosure increases as the dramatic height of Rodgers' striking modern building rises to the east and bridges the alleyway.

Northumberland Alley is equally intimate in character and medieval in scale as the remaining section of St Katherine's Row, and from Fenchurch Street forms a narrow passage to the rear of Lloyd's Avenue's formal buildings, which steadily widens as it proceeds south to Crutched Friars. Building elevations facing the street are generally utilitarian and pleasing in appearance, with a number of simple brick or glazed brick walls in a mixture of colours and materials. No. 10, which has been integrated into the rear of Marlow House, appears earlier in origin but much altered. On the eastern side, outside the conservation area, there is a sunken garden with trees and greenery which makes a substantial contribution to the character of the alley in this location. The alley has a peaceful and secluded character in contrast to the busy thoroughfare of Fenchurch Street.



Lloyd's Register & 105 Fenchurch St East India Arms, Fenchurch Street St Katherine's Row

Fenchurch Street

On Fenchurch Street there are three buildings of contrasting age and appearance, with each fundamental to the conservation area's character. Most substantial is the frontage of Nos. 105-106, the southern elevation of Furness House, built with frontages to Fenchurch Street and Leadenhall Street, extending to Fenchurch Buildings, since reconstructed internally. From Lloyd's Avenue, the commanding classical 'Beaux Arts' façade of the building with its elaborate roofline terminates the

view north. Although approximately 30 years later than the earliest buildings of Lloyd's Avenue, through its use of Classical Orders and details it has a strong architectural and visual relationship with Lloyd's Register and other buildings on the street.

On the corner of St Katherine's Row is the conservation area's oldest building, the East India Arms, which was built on the site of the Magpie Ale House in c.1830. The building is of red brick to the front and side elevations, with a curved corner typical of its period which provides an effective termination to the western corner of the block. The building's materials provide a notable contrast to the predominant Portland stone, but with its cream painted cornice and banding the building relates to the classical proportions of its Victorian and Edwardian neighbours.

The late 20th century extension to Lloyd's Register forms one of the most distinctive elements which despite its relatively large height and striking appearance has a minimal impact at street level. Rising to a height of 14 storeys at the centre of the site, the extension is inconspicuously tucked behind the original Lloyd's Register building and the façade of Coronation House on Lloyd's Avenue. The structure comprises of three separate towers that are most easily read from a distance, from within the churchyard or on St Katherine's Row. Its elevations are mainly in glass, with strong articulation provided by the steel which is colour-coded according to its function.

7. Land Uses and Related Activity

A large number of buildings in the conservation area are in office use for Lloyd's Register, the international classification society.

The financial sector is represented by Lloyd's Bank, who continues to occupy Dixon House, whilst the remainder of the buildings are in office use, with one food retail outlet at No. 5 Lloyd's Avenue and the public house on Fenchurch Street.

Fenchurch Street and the vicinity of Fenchurch Street Station are busy thoroughfares which are seen at their busiest on weekdays, particularly at peak commuting times. Lloyd's Avenue and Northumberland Alley are, by contrast, relatively quiet with minimal activity on the street at most times. The robust masonry facades of the majority of buildings ensures that the activities within remain unobserved. The ground floor openings and entranceways are not as grand and outward looking as contemporary examples in the City.

8. Architectural Character

Architects, styles and influences

During the late-Victorian period, the stylistic preference in the City continued to be classical, utilising Giant Orders, pediments, entablatures and rustication. Buildings of the late Victorian period are characterised by an abundance of different styles derived from a range of sources and periods, international and domestic. The preferred style for banks and financial institutions in the later Victorian period was a rich Italianate style, associated with financial solidity.

Edwardian architects and developers confidently re-interpreted classical architecture, whilst taking advantage of advances in construction technology to dramatically change the outward appearance of buildings. Steel and concrete frames allowed buildings to rise to new heights, less constrained by earlier regulations, and making widespread use of passenger lifts. The introduction of electric light reduced the requirement for light wells and access to daylight, and consequently building plots increased in size, with footprints becoming larger than Victorian examples.

When built in 1907-8, No. 8 Lloyd's Avenue was significant in the City for its use of the revolutionary 'Kahn' system of concrete construction. The building, which was built for Associated Portland Cement has since been rebuilt behind its façade. It was architect Richard Norman Shaw's last building, and is his only surviving work in the City.

Favoured architectural styles remained predominantly classical in the City through the Edwardian period and into the 1920s and 30s, despite a number of notable exceptions. However, the classical language was reinterpreted, often with strong Baroque or Mannerist influences. Colcutt's Lloyd's Register building is a significant and early example of this style, described by Pevsner as "Arts and Crafts Baroque", displaying a range of architectural sculpture relating to shipping.

Completed three decades later, the façade of Furness House, Nos. 105-106 Fenchurch Street, is Beaux-Arts in style, with classical forms utilised in unorthodox combinations on a monumental scale. Its architect, Leo Sylvester Sullivan designed Nos. 36-39 Lime Street and 16 St Martin's Le Grand, both of which are listed buildings in a distinctive modern style.

The conservation area includes a substantial work of modern architecture in the form of Richard Rogers Partnership's Lloyd's Register extension, designed around its enclosed setting which has an outward expression to the street at the north-western corner of the conservation area. Its architectural style features stepped towers dominated by a refined combination of glass, articulated by a highly distinctive system of colour-coded steelwork.

Building ages

The conservation area is characterised primarily by Edwardian and early 20th-century buildings fronting Lloyd's Avenue and the corners which flank its junction with Fenchurch Street.

While the dominant buildings in the conservation area, including Lloyd's Register and Dixon House, date from the period 1899-1914, their character is reinforced and complimented by later buildings built before World War II, Marlow House and Furness House.

The conservation area's two 1970s buildings, Nos. 5 and 10 Lloyd's Avenue are characteristic of their period in terms of design and appearance, yet reinforce the character of the area by virtue of their scale and proportions.

The earliest and latest buildings, the East India Arms dating from c.1840 and the Lloyd's Register extension of 2000, each makes a distinctive contribution to the character of the conservation area.

9. Local Details

Architectural sculpture

Lloyd's Register incorporates a notable collection of carved sculpture by George Frampton and J.E. Taylerson. It follows the prototype of the Institute of Chartered Accountants on Moorgate Place, and is integrated into the architecture of the facades. Sculpture takes the form of armorials and insignia relating to Lloyd's Register and other towns connected with shipping and shipbuilding. Also displayed are a selection of emblematic personifications, although the messages they convey have been considered difficult to interpret (Ward-Jackson, p.101). The sculpture is of Hopton-Wood Stone, a type of fine grained limestone that has the appearance of marble.

The mannerist and Baroque features adopted by Colcutt for the Register building, set the tone for the rest of the street, which are replicated or referenced in the detailing of other buildings.

Decorative and carved stone work features on other buildings, including the Tudor Gothic vine scroll frieze of Marlow House, and the enriched entrance canopies and pediments of Nos. 3, 4 and 6 Lloyd's Avenue. The grandeur and visual prominence of Dixon House is enhanced by carved stone enrichments to the ground floor window surrounds, first floor panels and elaborate roofline.

10. Building Materials

A principal characteristic of the conservation area is robust masonry buildings, predominantly faced in Portland stone. There are individual examples of buildings clad in other masonry types, with the diversity of materials relating to each period of construction.

Contrasts are provided by the red brick of the East India Arms, and the Ham stone used for the façade of Coronation House, No. 4 Lloyd's Avenue. The Portland stone façade of Marlow House is complimented by Purbeck marble bands to the ground floor columns, and metal spandrel panels between the large windows. 8 Lloyd's Avenue has marble columns to the ground floor, whereas 105-106 Fenchurch Street uses copper clad roofs and dormers to striking effect.

A number of elevations to Northumberland Alley are finished with white and brown glazed bricks, characteristic of a secondary street.

No. 10 Lloyd's Avenue has elevations of polished dark stone; number 5 is more assertively modern with elevations of concrete and glass, whilst the towers of the recent Lloyd's Register extension are fully glazed with a system of colour-coded steelwork behind.

11. Open Spaces and Trees

The conservation area is characterised by solid masonry buildings abutting the pavement, with minimal open space or greenery.

A significant exception is the open space of St Katherine's Churchyard. This space, landscaped at the time of the extension of Lloyd's Register, provides a valuable green enclave that is publicly accessible and distinct from its surroundings. The churchyard is accessible through an archway within Nos. 68-70 Fenchurch Street, and can be appreciated through the historic railings which face St Katherine's Row.

Trees in the churchyard and St Katherine's Row include a varied selection of mature and semi-mature specimens, some of which are protected by Tree Preservation Orders – see Management Strategy.

Outside the conservation area boundary on Northumberland Alley is a private sunken garden with a range of mature trees and planting which make a distinct contribution in this part of the area.

12. Public Realm

Paving materials are largely of York stone with granite kerbs, granite setts, stone setts or asphalt to side alleys, lanes and courts.



Lloyd's Avenue, west side

Management Strategy

The management strategy sets out the position regarding the wider policies and guidance concerning the conservation and enhancement of the Lloyd's Avenue Conservation Area. Future development schemes and enhancement projects will need to take account of these policies in relation to the special architectural and historic interest of the conservation area, as detailed in the above character summary. Significant characteristics of the conservation area include its richly layered historical development, and the high level of conformity in scale and appearance of its largely Edwardian buildings on Lloyd's Avenue.

Documents produced by the City of London are available on our website www.cityoflondon.gov.uk

13. Planning Policy

National policy

The Civic Amenities Act, 1967, gave Local Authorities the power to designate Conservation Areas, and these powers are now contained in the Planning (Listed Buildings and Conservation Areas) Act 1990. The Act (section 69 (1) (a)) defines a conservation area as "*an area of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance*". Section 71 (1) of the Act requires the local planning authority to "*formulate and publish proposals for the preservation and enhancement of any parts of their area which are Conservation Areas.*" See www.legislation.gov.uk

The Government intends to replace all existing Planning Policy Statements with a new, concise, single statement of policy, the National Planning Policy Framework (NPPF), which is due to be adopted in early 2012. For up to date references to national planning policy please check the Department for Communities and Local Government website www.communities.gov.uk

London-wide policy

The London Plan (2011) forms part of the statutory development plan for the City of London and must be taken into account when considering development within the conservation area. Key policies to consider are: policies 7.8 'Heritage assets and archaeology' and 7.9 'Heritage-led regeneration'. See www.london.gov.uk/thelondonplan

City of London policy

Planning policy in the City of London is contained within the Local Development Framework Core Strategy and a number of saved policies from the 2002 Unitary Development Plan (UDP). The UDP policies will be superseded upon the adoption of the Development Management DPD in 2013. Further information can be found on the website www.cityoflondon.gov.uk/ldf

Development proposals within the Lloyd's Avenue Conservation Area have to be considered in the context of all the policies in the Core Strategy and the 55 saved policies from the UDP. Particular account will need to be taken of Core Strategy

policies CS10 Design, CS12 Historic Environment. Saved UDP policies include ENV 11 Development in Conservation Areas and ENV 13 Conservation Areas: Premature Demolition.

Protected Views

The character summary identifies a number of distant and local views that contribute to the character of the conservation area. Proposals will be assessed for their potential effect on these and other views of significant individual buildings, townscape or skylines.

The City of London Protected Views SPD (2012) outlines protected views of St Paul's Cathedral, the Monument, Tower of London World Heritage Site and other historic landmarks and skyline features protected and managed by planning policies in the LDF Core Strategy (2011) and Mayor's London Plan (2011).

Sustainability and climate change

The City of London is committed to being at the forefront of action in response to climate change and other sustainability challenges that face high density urban environments. In particular, areas will need to be resilient to warmer wetter winters, hotter drier summers and more frequent extreme weather events.

In adapting to meet these challenges, it is important that sustainable development is sensitive to the historic environment. Development, including the incorporation of climate change adaptation measures, should have regard to the need to protect the historic significance of heritage assets.

Issues specifically relevant to the Lloyd's Avenue Conservation Area include:

- The mature trees and green space of St Katherine's Churchyard contribute to the biodiversity of the conservation area (see Open Spaces Trees and Soft Landscaping).
- Fenchurch Street and the forecourt of Fenchurch Street Station suffers from traffic related air pollution including high levels of nitrogen dioxide and fine particulates (PM10). *The City of London Air Quality Strategy 2011-2015* (March 2011) sets out the current position and the measures required to ensure predicted improvements in the City's air quality.
- In order to minimise the risks of flooding elsewhere in the City, new development schemes will be expected to make use of Sustainable Urban Drainage Systems (SUDS) including rainwater harvesting systems and green roofs.

The Core Strategy policy CS15 provides guidance on sustainable development and climate change and policy CS18 on Sustainable Urban Drainage Systems (SUDS). This will be supplemented by policies in the forthcoming Development Management DPD, and the City has produced a *Climate Change Adaption Strategy* (Revised and Updated January 2010).

14. Environmental Enhancement

The City Corporation is currently progressing projects to enhance the public realm in Lloyd's Avenue Conservation Area through the Aldgate and Tower Area Strategy (see Transport).

The City of London Street Scene manual sets out the policies to manage the public realm, and is expected to be reviewed and adopted as SPD in 2012. The main principles which provide the framework for the City's vision for the City streets are:

- Rationalise street furniture
- Improve the pedestrian experience
- Enhance paving and surfaces
- Introduce more trees and planting
- Preserve historic character
- Create an inclusive environment
- Maximise the sustainability of each project.

15. Transport

Much work has already been done on reducing motor vehicle traffic in the centre of the City, including Lloyd's Avenue Conservation Area.

- The City's traffic and environment zone regulates and records motor vehicles coming into and leaving the zone and encourages motor vehicle through traffic to route around the zone.
- The Mayor's congestion charging zone scheme has significantly reduced motor vehicle traffic in Central London.
- The Mayor's low emission zone scheme has further reduced numbers of the most-polluting heavy vehicles across London.

In adopting its Core Strategy the City has refined its highway hierarchy to further reduce the adverse impacts of motor vehicle traffic, including on the valued character of the City's conservation areas, and will continue to reduce the impact of traffic management infrastructure wherever possible.

- Fenchurch Street is a local distributor road. This street should only be used by motor vehicles that need access into the eastern central part of the City and should not be used by motor vehicle through traffic other than buses.
- Crutched Friars, Lloyd's Avenue and Northumberland Alley are local access roads and should only be used by motor vehicles for access to local premises.
- The footpath between Lloyd's Avenue and Northumberland Alley, leading through to Carlisle Avenue, is a public footpath but is privately maintainable.

A strategy is in development for the Aldgate and Tower areas, including Lloyd's Avenue Conservation. Its principal aims and objectives are as follows:

- To achieve a successful balance between pedestrians and other modes of transport in order to enhance the pedestrian experience.
- To introduce more green elements such as street trees and planting.

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- To improve the quality and consistency of surface materials and street furniture to create an enhanced street scene.
 - To remove the Aldgate one-way streets and make these two-way, creating a new public space.
 - To improve links between transport hubs in the area.
 - To smooth traffic flow and reduce journey-time variability and traffic congestion in the City.

16. Management of Open Spaces and Trees

Trees, churchyards, gardens and other green spaces make a strong contribution to the character and appearance to parts of Bank Conservation area and will be enhanced, where appropriate, when opportunities arise.

The City of London *Open Space Strategy* (2008) details the existing open spaces of the City, what spaces are to be provided in future, and how these could be delivered. The City of London *Biodiversity Action Plan 2010-2015* (2010) outlines the importance of the City's urban greenspaces, which in Lloyd's Avenue includes a churchyard and trees. In addition, the City has published a Habitat Action Plan (HAP) for Urban Greenspaces, Churchyards and Cemeteries, and for Built Structures.

The City of London Tree Strategy SPD (2012), Parts 1 and 2, sets out a strategy for the protection, maintenance and increase in privately owned trees and City owned and managed trees within the City of London. The location of trees or the potential loss of trees in the townscape may have an impact on the setting and views of heritage assets. It is important that this issue is considered and that significant harm is not caused to the setting of heritage assets.

There is currently one Tree Preservation Order (TPO) in Lloyd's Avenue Conservation Area, comprising one mature *Ailanthus Itissima*, and one *Platanus hispanica*. Trees in the conservation area are protected under section 211 of the Town and Country Planning Act 1990 (as amended) except those which are dead, dying or dangerous. Anyone proposing to carry out works to a tree in a conservation area, excluding those the subject of a TPO, must give six weeks notice of their intention to do so prior to undertaking such works.

17. Archaeology

Any development proposals in the City of London which include groundworks could have an impact on below-ground archaeology. Planning Advice Note 3: Archaeology in the City of London, offers advice to applicants how archaeology will be dealt with in the planning and development process. Information required to assess the archaeological potential of a site and the impact of proposed alterations or development is in Planning Advice Note 3 and guidance for applicants.

18. Enforcement

Potential breaches of planning regulations are investigated in accordance with the City of London Enforcement Charter (updated June 2008). This sets out the manner and timescales in which issues will be investigated, and is available on the City of London website.

19. Condition of the Conservation Area

The buildings, open spaces and public realm of Lloyd's Avenue Conservation Area are generally in good condition and maintained to a high standard. Potential pressures in the conservation area have been identified as new development and utilities replacement works, although these do not threaten its character. The condition of the conservation area is judged to have improved in recent years, and is expected to further improve in coming years.

Planning applications will be judged against the local, regional and national policies and guidance identified above, and the loss of buildings and features that contribute to the character of the area will be resisted accordingly.

Further Reading and References

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www.helm.org.uk/climatechange .

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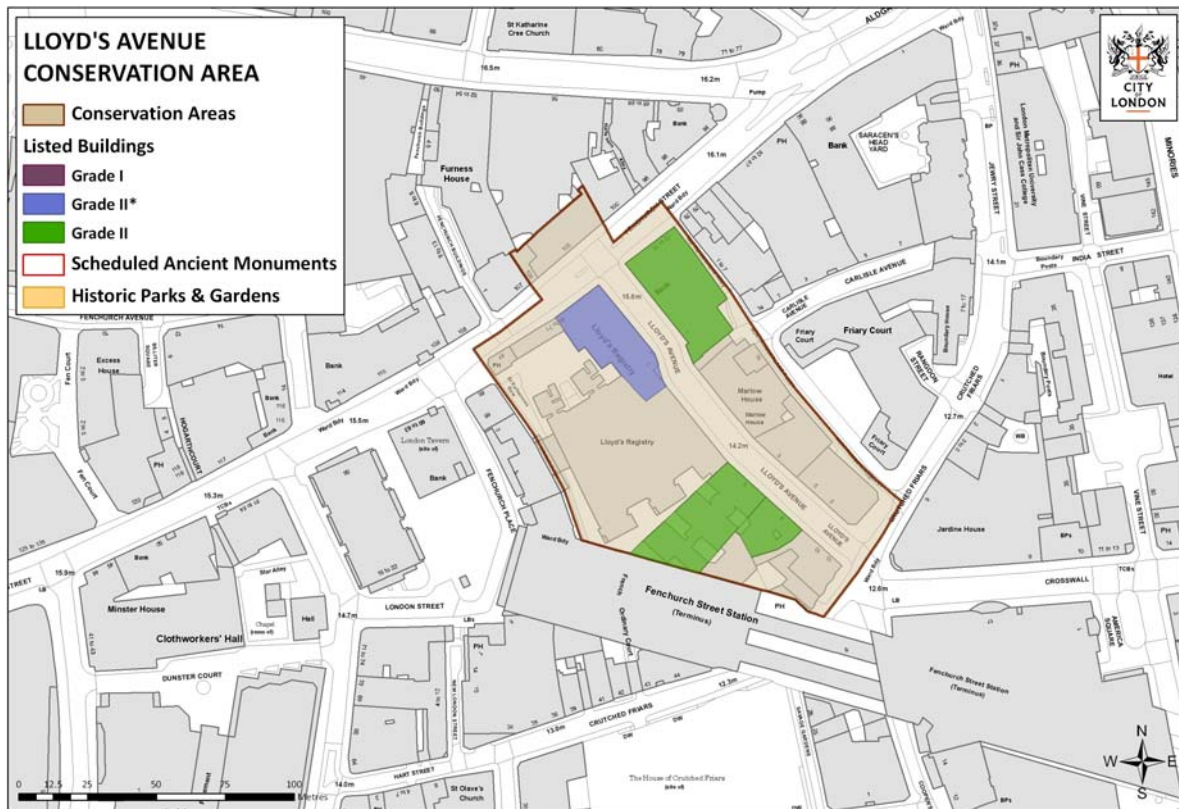
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Ward-Jackson, Philip, *Public Sculpture in the City of London* (2003)

Appendices

Appendix A - Designated Heritage Assets

Correct January 2012. Please consult the City of London website for up to date information www.cityoflondon.gov.uk/plans



Listed buildings

STREET	NUMBER /NAME	GRADE
Fenchurch Street	71, Lloyd's Register	II*
	72-75, Dixon House	II
Lloyd's Avenue	6, Lloyd's Avenue House	II
	8	II

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