

Kathleen Saxton

35 WILLOW ROAD, HAMPSTEAD

Heritage Statement

Project Ref: FL12278

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1 INTRODUCTION

1.1 PROJECT BACKGROUND

- 1.1.1. Fuller Long has been commissioned by Kathleen Saxton to produce a Heritage Statement in support of a retrospective application at 35 Willow Road, Hampstead NW3 1TN (hereafter referred to as the subject site). The subject site is located within the administrative boundary of the London Borough of Camden.
- 1.1.2. The scheme is for a new boundary fence (to replace the current timber one with black painted rails to match the historic), a pergola, bin store and reclaimed granite sett hardstanding.
- 1.1.3. For full details of the subject site and the proposed scheme, reference should be made to the plans and documents submitted with this application produced by London CAD and Survey Services which should be fully viewed in tandem with this HS.
- 1.1.4. This report provides an assessment of the heritage significance of the Hampstead Conservation Area and group listed building, 33-41 Willow Road. Professional expert opinion has been used to assess heritage significance, based on historic, archaeological, architectural or artistic interest, and the heritage values set out in Historic England Conservation Principles (2008). The report provides a heritage impact assessment of the contribution of setting to the significance of designated assets within the study area in line with The Planning (Listed Buildings and Conservation Areas) Act 1990, The National Planning Policy Framework (2021) (NPPF) and Local Plan policies. This Heritage Statement does not address buried heritage assets (archaeological remains).
- 1.1.5. A survey of the site was conducted on 16/03/23 by visual inspection to analyse the site and to ascertain whether the proposed works will affect the character and appearance of the conservation area and neighbouring heritage assets. Consideration has been given to the features which contribute to the special interest of these designated and non-designated assets and their settings.

1.2 AIMS AND OBJECTIVES

- 1.2.1. The aim of this Heritage Statement is to assess the impact of the scheme and to provide a suitable strategy to mitigate any adverse effects, if required, as part of a planning application. The aim is achieved through six objectives:
 - identify the presence of any known or potential heritage asset that may be affected by the scheme;
 - describe the significance of such assets, in accordance with the National Planning Policy Framework (NPPF), taking into account factors which may have compromised an asset's survival or significance;
 - determine the contribution to which setting makes to the significance of any sensitive (i.e. designated) heritage assets;
 - assess the impacts upon the significance of the asset(s) arising from the scheme,
 - assess the impact of the proposed scheme on how designated heritage assets are understood and experienced through changes to their setting; and
 - provide recommendations for further investigation and/or mitigation where required, aimed at reducing or removing any adverse effects.

2 METHODOLOGY AND SOURCES

- 2.1.1. This HS has been carried out in accordance with the requirements of the National Planning Policy Framework (NPPF) (MHCLG 2021) and to standards and guidance produced by Historic England (HE), the Institute of Historic Buildings Conservation (IHBC), and the Chartered Institute for Archaeologists (CIfA). The British Standard: Guide to the Conservation of Historic Buildings 7913:2013 (BS 2013) has also been used to inform this HS.
- 2.1.2. In addition to the above, the scheme will be assessed in relation to its compliance with the following principal sources:
- The Planning (Listed Building and Conservation Areas) Act 1990
 - National Planning Policy Framework (NPPF), 2021
 - Planning Practice Guidance (PPG)
 - Conservation principles, policies and guidance for the sustainable management of the historic environment, Historic England, April 2008
 - Historic Environment Good Practice Advice in Planning, Historic England, March 2015:
 - Planning Note 1: The Historic Environment in Local Plans
 - Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment
 - Planning Note 3: The Setting of Heritage Assets
 - The London Plan (2021)
 - Local Planning Policy and Guidance
- 2.1.3. The table below provides a summary of the key data sources used to inform the production of this HS. Occasionally there may be reference to assets beyond the study site or surrounding study area, where appropriate, e.g., where such assets are particularly significant and/or where they contribute to current understanding of the historic environment.
- 2.1.4. Table 1 - Summary of data sources

Source	Data	Comment
Historic England	National Heritage List (NHL) with information on statutorily designated heritage assets	Statutory designations (scheduled monuments; statutorily listed buildings; registered parks and gardens; historic battlefields) can provide a significant constraint to development.
Local Planning Authority	Conservation area supporting documents	An area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.
Ordnance Survey mapping	Ordnance Survey maps from the 1st edition (1860–70s) to present day.	Provides an indication of the development of settlements/ landscape through time as well as the possible date of any buildings on the site. Provides a good indication of past land use, the potential for archaeology and impacts which may have compromised archaeological survival.
Internet	Web-published local history; Archaeological Data Service	Many key documentary sources, such as the Victoria County History, the Survey of London, and local and specialist studies are now published on the web and can be used to inform the archaeological and historical background. The Archaeological Data

Service includes an archive of digital fieldwork reports. Local History Societies online published material.

The client

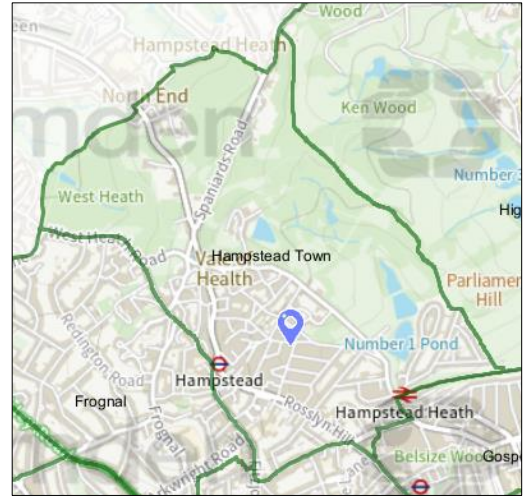
Planning data

Drawings of the existing and proposed.

2.2 DEFINITION OF HARM

- 2.2.1. Current guidance by Historic England is that 'change' does not equate to 'harm'. The NPPF and its accompanying PPG effectively distinguish between two degrees of harm to heritage assets – substantial and less than substantial. Paragraph 201 of the NPPF states that:
- 2.2.2. 'Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss...'
- 2.2.3. Paragraph 202 of the NPPF states that:
- 2.2.4. 'Where a development proposal would lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposals...'
- 2.2.5. In determining the effects of the Proposed Scheme this heritage statement is cognisant of case law. Including the below:
 - Flag Station, Mansel Lacy, Herefordshire [22/09/2015] Case Number EWHC 2688
- 2.2.6. This ruling has emphasised the primacy of the 1990 Planning Act – and the fact that it is up to the decision makers in the planning system to 'have special regard to the desirability of preserving the [listed] building or its setting'. As stated by HH Judge David Cooke in a judgment of 22 September 2015 regarding the impact on the setting of a listed building:
- 2.2.7. 'It is still plainly the case that it is for the decision taker to assess the nature and degree of harm caused, and in the case of harm to setting rather than directly to a listed building itself, the degree to which the impact on the setting affects the reasons why it is listed.'
 - PALMER Appellant and Herefordshire Council and ANR [04/11/16] Case No: C1/2015/3383
- 2.2.8. The judgment was agreed by Lord Justice Lewison at the Court of Appeal, who stated that:
- 2.2.9. 'It is also clear as a matter both of law and planning policy that harm (if it exists) is to be measured against both the scale of the harm and the significance of the heritage asset. Although the statutory duty requires special regard to be paid to the desirability of not harming the setting of a listed building, that cannot mean that any harm, however minor, would necessarily require planning permission to be refused.'
- 2.2.10. In line with the above, this HS will make an assessment of the significance of the heritage asset(s) subject to a potential effect due to the proposed scheme. This assessment will identify and set out the principal heritage values that contribute to the significance of the subject property/ site, and, where relevant, heritage assets beyond the subject property/ site.
- 2.2.11. The relative contribution of the heritage values to the significance of the asset(s) are graded as either high, medium, low, neutral or detrimental.

3.1.1. 35 Willow Road, Hampstead is a grade II listed building located within the Hampstead Conservation Area in the London Borough of Camden. The cottage was built as a series of 9 cottages that stood atop of a former almshouse. The cottage is still used as a residential property today. The site is two storeys over sub-basement and runs along Willow Road, which leads to the heath and can be traced on historical maps back to the 18th century.



Map of Hampstead ward, within Camden Council. Subject site indicated in blue. Map source: Camden Council website.

3.2.1. This section provides an overview of the subject site and the historical background relevant to an understanding of the property, its site and its historic context and interest. This is based on accessible records. It is not the purpose of this document to create a detailed historical narrative of the area, but to provide an assessment of the subject property and the site's historical development and heritage potential in accordance with the NPPF.

- 3.2.2. Hampstead is located in north London on a hill overlooking the city. Its location offered natural advantages to early settlers and historic records trace it back to the Roman era. ¹ The name derives from the Anglo-Saxon *Hamestede*, meaning homestead.
- 3.2.3. The Domesday Book, written in 1086, showed *Hamestede* as a small farm. This manor was documented as having been given to the monastery at Westminster by King Ethelred, which he confirmed in a charter of 986. In the Middle Ages the manor had a village with a parish church and was owned successively by the Knights Templar and the Knights Hospitaller.
- 3.2.4. Following the dissolution of the monasteries by Henry VIII ownership of the manor changed again, passing into the hands of local gentry. It was from this period that the Parish church of St John was built in 1745 and enlarged in 1878. Development in Hampstead initially radiated from the location of the parish church and High Street. Hampstead became a desirable place to live for its clean air, walks and spas and so became an attractive destination for city dwellers wishing for a healthier settling location.

¹ In 1774 Roman remains were found in the vicinity of Hampstead village. Researchers believe there was a Roman road from Hampstead to St Albans along the route that the artefacts were found.

- 3.2.5. With the introduction of the railway, The Charing Cross, Euston and Hampstead Railway (CCE & HR), also known as the Hampstead Tube in 1891, building development continued throughout the 19th century resulting in an eclectic mix of domestic scale buildings.
- 3.2.6. The Hampstead village, just beneath the heath, became the regularised townscape we recognise today with the development that spurred St John's Parish Church and the High Street in approximately 1745. A number of well-to-do Manors were scattered around Hampstead, with the area immediately surrounding St John's becoming an area of lower-class settlement. Gradually the village became integrated into direct routes to the heath and manors were then demolished to make room for more modest dwellings and workers cottages for the middle classes.
- 3.2.7. Willow Road began as a track leading from the Heath to the Long Room of the spa on Well Walk, shown in historical maps from 1740s. The road, called Willow Road after willows planted there in 1845, was by 1785 a public road from the bottom of Pond Street across the heath. The road initially ran alongside a small tributary of the Fleet River and first appears on Rocque's map of 1746. The waterway had already become an exposed sewer in this poorer part of the parish by the early 19th century.
- 3.2.8. Willow Cottages were built in 1886 as a modest terrace to house workers in the local community.² The cottages reflect the growing taste for symmetry and classical design at the time and now form an important part of Hamstead's historic built environment.
- 3.2.9. The growing popularity of the Heath and the arrival of the railway link spurred more development aimed at the middle and upper classes. As seen in the OS maps in the Map Progression chapter below, properties were concentrated on the route from the High Street to the heath. However, during the early 19th century, Hampstead village spread downhill with the development of stuccoed villas and terraces in Downshire Hill and John Street.



A view of Hampstead from the Pond, 1752. Image shows the village at the summit of the heath. The sparse urban buildings that are represented are showing the regularised facades we see today.

3.3 MAP PROGRESSION

- 3.3.1. The following section will review the subject property and its evolution over time based on available map-based evidence. The approximate position of the subject site is identified with a red dot or is circled in red on the following maps.

² The cottage has been referenced as being created to house watercress pickers though no evidence is given for this.

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John Rocque's Map of London 1746.

This map is the first recording of a regularised street pattern within Hampstead village. It depicts what is now known as Willow Road.



A New and Correct Map of the Counties Twenty Miles Round London, Bowen, 1770.

This map, although less detailed than the previous, shows how initial development in Hampstead village was based around the High Street and the parish church.



Fuller Long

1798 OS Map.

The first OS maps to be produced of Hampstead depict the former Almshouse on the location of the subject site.

Here it is drawn in red and lies on the western end of Willow Road.



London and its Environs, B. D. Rees, 1844.

This map gives a clear impression of the sparse and open nature of the area surrounding the subject site up until the mid-nineteenth century.

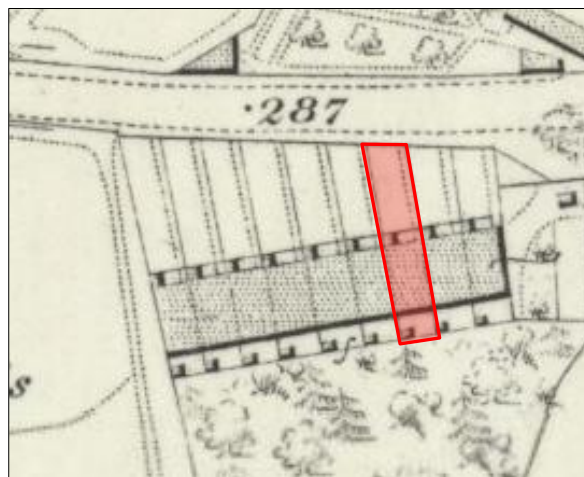


1866 OS Map.

The 1866 OS Map is the first recording of Willow Cottages, which are documented to have been built in the same year. The dotted lines within the front gardens possibly depict long paths which correspond with the front entrances. The front gardens with their matching paths appear uniform with the regular pattern of pathways and neat lawns, which is a tenet of classical design.

To the rear of the properties are small yards with detached sheds/WCs or drying area.

The land to the south of the cottages remains a small pocket of mixed woodland. It should also be mentioned that these cottages are shown to be in close proximity to springs and wells, which was one of the main attractions for settlers in Hampstead – the availability of local spring water.

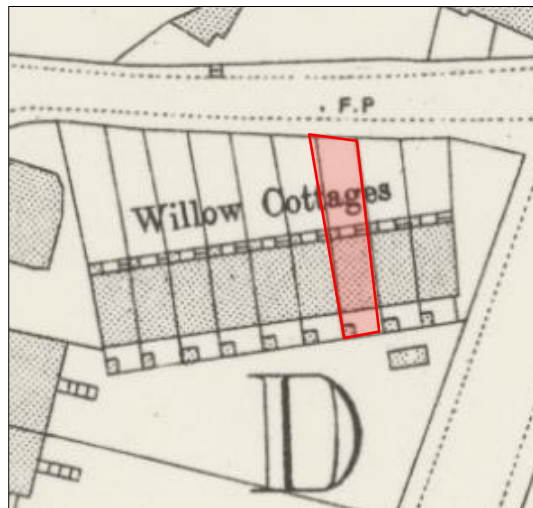


Fuller Long

1893 OS Map.

The area surrounding the subject site has become increasingly urbanised with properties being developed on the eastern and southern edges of the site. Therefore, with the support of these maps it can be seen that a huge surge of building development occurred between 1866 – 1900.

The cottages are now encircled by roads. Willoughby Road is now lining the eastern edge of no. 33 Willow cottage. Gayton Crescent lines the western side of no. 41 Willow cottage.



1898 Charles Booth Poverty Map.

The workers cottages are marked as 'Fairly comfortable. Good ordinary earnings'. These cottages were built as residential dwellings for local workers, they well planned, modest dwellings.



BLACK	Lowest class. Vicious, semi-criminal.
DARK BLUE	Very poor, casual. Chronic want.
LIGHT BLUE	Poor. 18s. to 21s. a week for a moderate family
PURPLE	Mixed. Some comfortable others poor
PINK	Fairly comfortable. Good ordinary earnings.
RED	Middle class. Well-to-do.
YELLOW	Upper-middle and Upper classes. Wealthy.

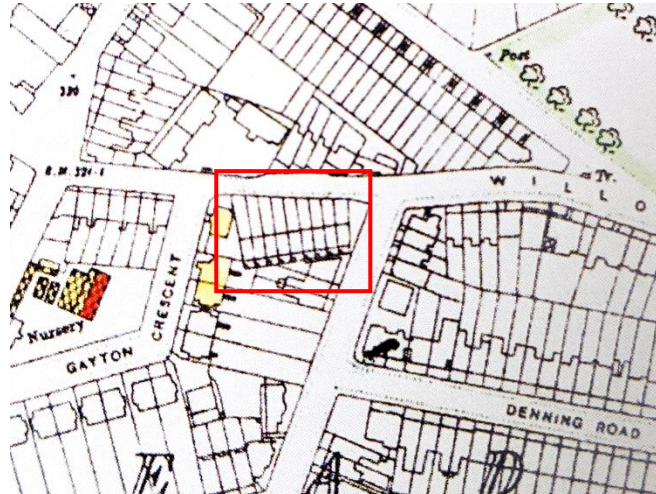
A combination of colours - as dark blue or black, or pink and red - indicates that the street contains a fair proportion of each of the classes represented by the respective colours.

Fuller Long

Bomb damage map (based on the 1916 OS map)

The site and its neighbours within Willow Cottages did not sustain any bomb damage.

Properties have infilled the land to the rear of Willow Cottages.



1945 RAF Aerial Image.

Each front garden can be seen to have an informal layout, some containing shrubbery some consisting of mostly hardstanding.



Google Earth 2020

Current gardens have a lot more vegetation and appear more informal relative to the 1945 and 1866 OS map.



3.4 SITE BACKGROUND AND DESCRIPTION

- 3.4.1. As workers cottages, the refined and simplistic ornament to the street facing elevations and gardens are a humble composition than might be expected in residential developments of this period and location. They were designed to be appreciated in an open setting with formal lawns and equally spaced footpaths to the front entrances. Willow road was historically used as a throughfare to the heath from the village and the road still serves this purpose today.
- 3.4.2. Most front gardens along Willow Road are small forecourts whilst the larger gardens face the rears. Willow Cottages is particular in that its orientation on the road has allowed for large front gardens, creating a much more open setting for the terrace and allowing for farther reaching views. The boundary treatment consists of a brick wall of middling height, laid in the Flemish bond, punctuated by matching wrought iron gates (Figure 15) which correspond to the footpaths of each property. These gates match the location of the footpaths as seen in the 1866 OS Map. The boundary wall is stepped at several intervals to accommodate the level change in the street, which slopes from west to east. As such the westmost houses have a more substantial level change within their gardens relative to the eastmost houses, including the site, which remains on a single level. The boundary treatment has been removed at nos.40 and 41 (Figure 15) causing an uncharacteristic break in the historic boundary treatment.
- 3.4.3. The front gardens have become overgrown with heavy vegetation concentrated around the front boundary wall, likely causing the wall to lean in areas due to the large roots that have been left unmaintained. Although the informal green setting has become an established part of the character and appearance of this part of the Hampstead Conservation Area, this is not necessarily the original design intention, which likely followed the tenets of classical architectural and more formal design, albeit modest. The front elevations and fenestration patterns of the terrace remains much more uniform and display muted classical characteristics in their shared façade.
- 3.4.4. Willow Cottages forms part of an ensemble of modest 19th century houses on Willow Road, some semi-detached, some terraced. As seen in the above map progression, it was not until the late 19th century that the built development reached the recognisable urban grain seen today. The piecemeal construction of Willow Road has developed a patina of age over time. Much of the built form is derived from a vernacular material palette, including red brick, timber casement windows, slate tiles and stucco. Later layers of history are discernible, including side and rear extensions and altered boundary treatments. Together, the dwellings form a coherent and attractive series of buildings, unified by recurring features and their consistent scale, form, materials and architectural detailing.
- 3.4.5. The site lies within sub area 3 of the Hampstead Conservation Area. The appraisal's description of Willow Road is as follows:

Willow Road runs east from the junction of Flask Walk/ Well Walk down the hill to South End Road. On the south side four storey terraced houses (1870's & 1880's) in red or gault brickwork, face East Heath. At the top of the hill are Nos.42-48, a terrace in gault brick, similar in design to some on Gayton Road. They are three storey with semi-basements, pitched roofs and prominent chimneys due to the stepping of the houses. Some have been painted, which does little to enhance them. The rear elevations are visible from Gayton Crescent and Gayton Road. They have low front brick walls topped with railings between piers. The side brick wall to No.42 has interesting curved coping bricks. A poorly designed dormer mars No.44. Just beyond the junction with 34 Gayton Crescent are Willow Cottages (listed), a pretty group of nine cottages, built in the mid- 19th century. They are distinctive due to their pastel colours, long

front gardens and unaltered boundary walls, windows and rooflines. The paving in front of the terrace is red brick. On the north side is Willow Buildings, two mid 19th century blocks of flats, raised above street level and facing a courtyard. They were radically altered in the 1960s that included changing the front elevations. The boundary to Willow Road has a brick wall with recessed arches and an arched entrance with steps up to the flats. As the road curves towards South End Road Nos.8-32 form a terrace with a considerable variety of design within it. Most of the buildings are three storey and have semibasements. Boundaries vary and are either a front wall with piers, caps and railings or a brick wall with a hedge. Bricks generally match the house behind.

- 3.4.6. Willow Cottages are situated in an area which forms one of the densest and architecturally eclectic parts of Hampstead. The houses along Willoughby Road are mostly of red or gault brick, particularly to the south, with architectural styles ranging from Arts and Crafts to post-war modernism. The same can be said for Gayton Crescent, which displays a high-quality compilation of Victorian design including Italianate and Gothic Revival architecture. On the same road classicised stucco facades stand alongside Queen Anne terraces made from London stock brick.
- 3.4.7. Having been built on the peripheries of Hampstead village initially, Willow cottages stood as an isolated series of homes for local workers. The gardens were integrated into the curtilage of the houses, for the purpose of providing a spacious outdoor area. The generous ratio of garden area on the front elevation and rear, reflected the Victorian favour for design that concerned itself with health and quality of wellbeing. Therefore, the evidential value of the cottages and front gardens is high as they give a comprehensive glimpse into the design and improvements in 19th century housing standards for the working class.
- 3.4.8. Historic England's publication on Conserving Georgian and Victorian Terraces (2020) provides some insightful description of the relationship between front gardens and terraced houses: *"As an urban building type, the relationship between the terrace and the street is an important element of its special interest. The architectural consistency of the terrace extended to the treatment of boundaries when private space began to be created, which was usually outside city centres. Where the terrace faces directly onto a front garden or area this space provides an important transition between public and private zones and maintaining a distinct defined boundary was important. Original boundary treatments (which could include dwarf walls with metal railings, stone balustrades or hedges) were usually treated as part of the architectural composition and would also become simpler further down the 'class' of terrace."*

3.5 SITE PHOTOS



3.5.1.

Figure 14: Views looking southeast towards Willow Cottages – note only parts of the first floor of the terrace is visible from the street

Fuller Long



3.5.2.

Figure 15: (LEFT) View looking southeast towards nos.38-41 Willow Road, historic boundary wall was replaced with metal and timber fencing. (RIGHT) No. 35 Willow Road front entrance gate (historic wrought iron)



3.5.3.

Figure 16: (LEFT) Reclaimed setts within the hardstanding area of the garden. Bin store in the background with planter and vegetation around the boundary wall. (RIGHT) Timber fencing to garden boundary



3.5.4.

Figure 17: (LEFT) View towards neighbouring property. (RIGHT) Subject site garden with planting and mature camelia shrub, lightwell in the background



3.5.5.

Figure 18: Pergola in the front lightwell



3.5.6.



Figure 19: (LEFT) Neighbour at no.34 – totally altered lightwell with new timber staircase. (RIGHT) No.33 boundary treatment removed to allow for off street parking, essentially removing the garden use. Some shrubs have been retained at the sides

3.6 PLANNING HISTORY

- 3.6.1. The subject site's planning history is quite limited; only one listed building consent and planning application is available on the LPA's planning search, namely the internal and external alterations including reconfiguration of staircases, addition of a rear window and two new rear rooflights. This was granted in 2019.
- 3.6.2. Most recently, the occupier carried out works to the front garden which may require planning and/or listed building consent. This is the subject of this pre-application.

4 STATEMENT OF SIGNIFICANCE

4.1 ASSESSING HERITAGE SIGNIFICANCE

- 4.1.1. Significance is a concept that forms the foundation of conservation philosophy. The NPPF states that heritage ‘assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.’
- 4.1.2. A heritage asset is defined in the NPPF (Annex 2) as ‘A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage assets include designated heritage assets and assets identified by the local planning authority (i.e through local listing).’
- 4.1.3. The framework (NPPF Annex 2) goes onto define significance as, ‘The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.’
- 4.1.4. Following Historic England’s Conservation Principles: Policies and Guidance for the Sustainable Management of the Historic Environment (2008), significance can commonly be derived from five areas:
- Evidential Value: this derives from the potential of a place to yield evidence about past human activity. The evidential value of a place is largely derived from physical remains, these remains maybe archaeological (below ground), embedded in upstanding remains within the landscape or within built heritage (above ground remains).
 - Historical Value: this derives from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative.
 - Aesthetic Value: derives from the ways in which people draw sensory and intellectual stimulation from a place.
 - Communal Value: this derives from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory. Communal values are closely bound up with historical value but tend to have additional and specific aspects that establish a more direct relationship between a group or groups both in the past and or present.
 - Setting: the setting of a heritage asset is defined in the NPPF as ‘the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.’ Setting is not an asset in itself.

4.2 SUMMARY OF HERITAGE ASSETS

- 4.2.1. The following section is intended to identify any heritage assets (within a given area) that have a potential to be affected by the proposed scheme – either directly through a material change to the asset(s) or through a change to the contribution of setting to an asset(s) significance or the character of an area.
- 4.2.2. The retrospectively proposed works relate to external alterations within the garden. Therefore, when taking into consideration the above values, the focus of the assessment will be on the contribution the setting, or more specifically the garden, makes to the significance of the statutorily group listed building of Willow Cottages and the wider Hampstead Conservation Area.
- 4.2.3. Two heritage assets have been identified as having the potential to be affected by the proposed scheme. They comprise 1 conservation area and one group listed building: These are listed below:
- Hampstead Conservation Area
 - Willow Cottages (statutory address: 33-41 Willow Road) – statutorily grade II listed (group)
- 4.2.4. Those assets with a potential to be subject to change will be considered in more detail below.



4.2.5.

Figure 21: Subject site outlined in red. Map source: Historic England.

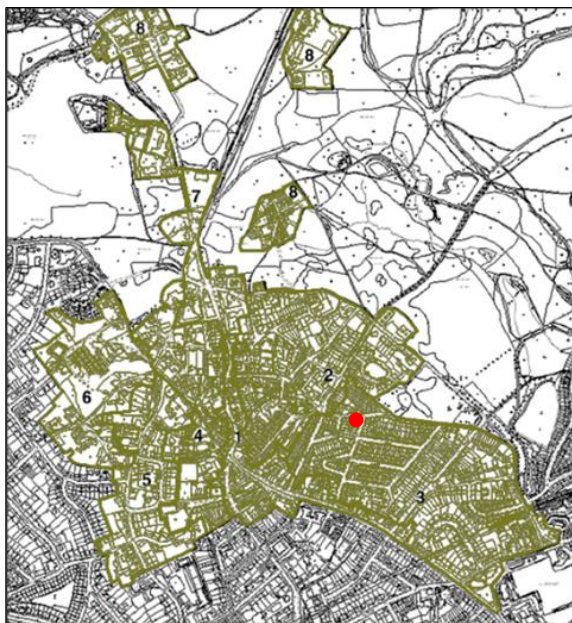


Figure 22: Hampstead Conservation Area Map. Red dot indicates subject site location.

4.3 ASSET DESCRIPTION

WILLOW COTTAGES, WILLOW ROAD

4.3.1. *Heritage Category: Listed Building*

Grade: II

List Entry Number: 1379197

Date first listed: 14-May-1974

Listed building description:

Terrace of 9 cottages. c1866. Stucco with rusticated quoins and 1st floor bands. Slated roofs. 2 storeys and semi-basements. 2 windows each. Square-headed doorways with splayed jambs, fanlights and panelled doors; Nos 33-37 with C20 Neo-Georgian doorcases and doors with arched heads. Entrances approached by stone steps with cast-iron railings. Round-arched recessed sashes with splayed jambs; ground floors with margin glazing. Shaped plaque inscribed "Willow Cottages" between 1st floor windows of Nos 37 and 38. INTERIORS: not inspected. HISTORICAL NOTE: built on the site of earlier almshouses.

EVIDENTIAL VALUE

- 4.3.2. "Evidential value derives from the physical remains or the genetic lines that had been inherited from the past. The ability to understand and interpret the evidence tends to be diminished in proportion to the extent of its removal or replacement" (Conservation Principles, Para 38).
- 4.3.3. The core of medieval Hampstead was designated by the London Borough of Camden as an Archaeological Priority Area, however the site is outside that boundary.
- 4.3.4. Prior to any built development, the area was open marshy land. Willow Cottages sits on what was previously an Almshouse. The late 18th and early 19th century saw the bulk of the construction of housing as seen today and there is likely little to no physical remains of earlier uses and settlement. The 19th century historic layout however, remains largely as it was when it was laid out. This is an example of 19th century sub-urban expansion. The site itself represents housing stock at a time where living standards and wellbeing of inhabitants was a key design matter. The generous front garden reflects this. On balance, evidential value is therefore medium.

HISTORICAL VALUE

- 4.3.5. "Historical value derives from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative." (Conservation Principles Para 39).
- 4.3.6. "The historical value of places depends upon both sound identification and direct experience of fabric or landscape that has survived from the past, but is not as easily diminished by change or partial replacement as evidential value. The authenticity of a place indeed often lies in visible evidence of change as a result of people responding to changing circumstances. Historical values are harmed only to the extent that adaptation has obliterated or concealed them, although completeness does tend to strengthen illustrative value." (Conservation Principles Para 44).
- 4.3.7. The material palette, modest design and overall proportions offer some insight into the original status of Willow Cottages. Alterations to the cottages' shared front façade are not readily perceivable. The interiors of the cottages were not inspected. Much of the historic value derives from its context and its visual relationship with surrounding buildings and the front gardens. On balance, historic value is medium.

AESTHETIC VALUE

- 4.3.8. "Aesthetic value derives from the ways in which people draw sensory and intellectual stimulation from a place". (Conservation Principles Para 46).
- 4.3.9. "Aesthetic values can be the result of conscious design of a place including artistic endeavour. Equally they can be the seemingly fortuitous outcome of the way in which a place has evolved and be used over time. Many places combine these two aspects. Aesthetic values tend to be specific to a time cultural context and appreciation of them is not culturally exclusive." (Conservation Principles Para 47).
- 4.3.10. "Design value relates primarily to the aesthetic qualities generated by the conscious design of the building, structure or landscape as a whole. The embraces composition (form, proportions, massing, silhouette, views and vistas, circulation) and usually materials or planting, decoration or detailing, and craftsmanship." (Conservation Principles Para 48).
- 4.3.11. The built form of the site is derived from a common material palette seen throughout Hampstead, including the tile and slate roofs, timber casement windows, leaded lights, red brick, timber shutters and weatherboarding. The building is part of an ensemble with several other buildings of the same type on Vale of Health. Together they have a charming domestic appeal. Internally, much of the fabric is fragmented or has changed over time. There are several notable internal features that contribute to the aesthetic value of the site, including the dining room fireplace, the exposed timber frame, the room proportions (albeit altered in many instances) and several

earlier windows, though the building has several later windows which in this context detract from the aesthetic value. On balance, the aesthetic value is medium internally and medium-high externally.

COMMUNAL VALUE

- 4.3.12. “Communal value, derives from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory. Communal values are closely bound up with historical value, but tend to have additional and specific aspects” (Conservation Principles, Para 54).
- 4.3.13. Although the building has not had a public use, locals have a relatable collective experience of the building. It is a key contributor to the townscape of sub area 8 of the conservation area and as mentioned previously, it forms part of an ensemble of attractive vernacular buildings. However, most of it is tucked away out of site and its contribution to that collective experience as enjoyed from the public realm is somewhat limited. The communal value is medium.

SETTING

- 4.3.14. Despite the thick foliage within the front gardens of Willow Cottages, there are still intermittent glimpses of the front elevations. The size of the cottages’ front gardens has remained unchanged, with the only readily visible change being the boundary walls in 1930, and the overgrown nature of the gardens which originally would have been more formal in appearance. The 1866 OS map shows lawns with footpaths equally spaced to correspond with the entrance doorways to the cottages. Nevertheless, the greenery in the gardens, particularly the concentration of vegetation abutting the boundary wall, creates a verdant setting which in turn contributes to the setting of the conservation area.

5 RELEVANT LEGISLATIVE & POLICY CONTEXT

5.1 INTRODUCTION

- 5.1.1. In determining any planning application for development, the local planning authority will be guided by current legislation, government planning policy, and the policy and guidance set by the relevant Local Planning Authority (LPA).
- 5.1.2. The following section sets out the legislative and planning policy context for the proposed scheme, including national and local planning guidance.
- 5.1.3. The applicable legislative and policy framework to this assessment includes the following:
- The Town and Country Planning Act 1990;
 - The Planning and Compulsory Purchase Act 2004;
 - The Planning (Listed Buildings and Conservation Areas) Act 1990, and
 - Planning Act 2008.
 - Section 16 of The National Planning Policy Framework (NPPF)
 - Local Planning Policy
- 5.1.4. In addition to the above the following guidance is also applicable:
- National Planning Policy Guidance (NPPG)

5.2 THE PLANNING (LISTED BUILDING CONSENT AND CONSERVATION AREAS) ACT 1990

- 5.2.1. The Planning (Listed Buildings and Conservation Areas) Act 1990 (P(LBCA) Act) sets out the legal requirements for the control of development and alterations which affect heritage assets.
- 5.2.2. Any decisions relating to conservation areas must address the statutory considerations of the P(LBCA) Act 1990. The key elements of this Act relevant to this heritage statement are outlined below:
- 5.2.3. Section 66 of the Act places a duty upon the decision maker in determining applications for planning permission affecting listed buildings to pay special attention to the desirability of preserving or enhancing the character or the listed building.
- 5.2.4. Section 72 of the Act places a duty upon the decision maker in determining applications for planning permission within conservation areas to pay special attention to the desirability of preserving or enhancing the character or appearance of that area.

5.3 NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

- 5.3.1. The National Planning Policy Framework sets out the Government's planning policies for England and how these should be applied. The framework recognises the need for the planning system is to contribute to the achievement of 'sustainable development', through achieving three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):
- 5.3.2. a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;
- 5.3.3. b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
- 5.3.4. c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

- 5.3.5. Paragraph 11 of the framework states that 'plans and decisions should apply a presumption in favour of sustainable development'.
- 5.3.6. Section 16, paragraphs 189 to 208, of the framework sets out the national planning policy basis for conserving and enhancing the historic environment.
- 5.3.7. Paragraph 189 recognises that heritage assets are an irreplaceable resource and requires the significance of heritage assets to be considered in the planning process, whether designated or not.
- 5.3.8. Paragraph 194 places a duty on local planning authorities to require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.
- 5.3.9. Paragraphs 199 to 208 of the framework address the impact of a proposed development on the significance of designated and non-designated heritage assets.
- 5.3.10. Paragraph 199 of the framework states that, 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.'
- 5.3.11. Paragraph 200 of the framework states that, 'Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of: a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional; b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.'
- 5.3.12. Paragraph 201 of the framework states that, 'Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply: a) the nature of the heritage asset prevents all reasonable uses of the site; and b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and d) the harm or loss is outweighed by the benefit of bringing the site back into use.'
- 5.3.13. Paragraph 202 of the framework states that, 'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.'
- 5.3.14. Paragraph 206 of the framework states that, 'Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 195 or less than substantial harm under paragraph 196, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.'

5.4 THE LONDON PLAN (2021)

POLICY HC1(C)

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

5.5 CAMDEN LOCAL PLAN, (JULY 2017)

- 5.5.1. Policy D1 Design: The Council will seek to secure high quality design in development. The Council will require that development:
 - a. respects local context and character;
 - b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;

- c. is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;
- d. is of sustainable and durable construction and adaptable to different activities and land uses;
- e. comprises details and materials that are of high quality and complement the local character; [...]
- n. for housing, provides a high standard of accommodation; and

5.5.2. Policy D2 Heritage

“The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal convincingly outweigh that harm.

In order to maintain the character of Camden’s conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. The Council will:

- e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;
- f. resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area;
- g. resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and
- h. preserve trees and garden spaces which contribute to the character and appearance of a conservation area or which provide a setting for Camden’s architectural heritage.

To preserve or enhance the borough’s listed buildings, the Council will:

- i. resist the total or substantial demolition of a listed building;
- j. resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the building; and
- k. resist development that would cause harm to significance of a listed building through an effect on its setting.”

6 IMPACT ASSESSMENT

6.1.1. The proposed scheme is for works that have been carried out already within the garden of no.35 Willow Road. The works comprise the following:

1. New boundary fence (to replace the current timber one with black painted rails to match the historic)
2. Pergola in the front lightwell
3. Bin store
4. Reclaimed setts
5. Border planting areas

The boundary fence

6.1.2. The garden boundary fence that has been installed is a timber picket style fence. It is acknowledged that this does not follow the historic iron fencing to the lightwell or neighbouring gardens. As such, it is proposed that the current fencing is to be removed and replaced with black painted metal fence to match the surrounding in profile, height and finish. As such, it will be in keeping with the boundary treatments prevalent in the front gardens of Willow Cottages and will sit comfortably within the setting of the listed building, Willow Cottages. It will also be in keeping with the character and appearance of the Hampstead Conservation Area, though it will not be visible from the public realm.

Pergola in front lightwell

6.1.3. This is a modest timber pergola located at lower ground floor level and tucked away within the lightwell. It is mainly fixed by weight rather than permanently attached to the surrounding structure. In terms of impact to the fabric of the listed building, any intervention to the surrounding materials is negligible. As a temporary addition with minimal fixings, the work is entirely reversible.

6.1.4. Visually, the pergola is a diminutive structure. It has an open frame, allowing for the spatial quality of the lightwell to still be appreciable from the garden of no.35. From the subject site garden and the neighbouring gardens, it is not readily apparent given its recessed position within the lightwell (Figure 18). It is only fully visible at close quarters from the entrance stairs of no.35 and nos.34 and 36 when looking back. Impact on the setting of the listed building is therefore minimal. The neighbouring building at no.34 has a completely altered lightwell with timber staircase, which is much more substantial in terms of alterations to fabric and the original spatial relationship between the lightwell and front elevations. The pergola is not visible from the public realm and as such, does not impact the character and appearance of the conservation area.

Bin store

6.1.5. The bin store is located behind the main brick boundary wall. It is understood that there was already a bin store within the garden in a different location prior to these works being carried out. Although bins are mobile, they will always be required as part of living standards. They are plastic, visually unappealing and add clutter to the gardens. As such, the applicant has sought to create a purpose-built store to house the bins in a discreet location. The store is painted timber, a traditional material, and is very modest in scale. It is tucked behind the main boundary wall and is not visible from the public realm. As such it does not impact the conservation area or the setting of the listed building.

Hardstanding

6.1.6. The hardstanding is made up of reclaimed granite setts. The 1866 OS map shows paths leading towards the front entrances of each property with lawn on the side. There is no evidence in the historic maps showing detailed landscaping or the material of the paving. Historic photos are available from Camden's Local Studies Archives and from the London Metropolitan Archives, however, given the brick boundary wall, there are no views of the gardens themselves. The predominant paving material now is 'crazy paving' slabs, though, this varies from property to property. For example, no. 33 is almost entirely occupied by gravel for the off-street parking.

6.1.7. To the west, the gardens are set on a slope and the gardens are terraced to accommodate the level change. From no.36 onwards to the east the gardens are flat and become shorter in an eastward progression. In terms of topography, there is a large range between the westmost property to the eastmost property, which has led to quite varied landscaping in the front gardens. This is not readily apparent from Willow Road due to the solid brick wall boundary treatment from nos.34-37. From no.38 onwards to the west there are metal railings and timber picket fencing in place of the brick wall which has opened up views to the gardens in the western section of

the Willow Cottages terrace. To the east, no.33 has also had works to the front boundary treatment comprising the removal of a large section of the wall to allow for off-street parking leading to the loss of the garden space, opening up more full views of nos.33 and 34. The lower ground and raised ground floors as well as the garden of no.35 remain hidden behind the boundary wall.

- 6.1.8. The applicant has chosen paving setts, a traditional reclaimed material for the hardstanding seen in other areas of the Hampstead Conservation Area such as Perrin's Walk. As a traditional material that is reclaimed, adding a patina of age, the area of hardstanding fits comfortably within its context and is softened by the perimeter planters. Currently, the hardstanding occupies a large portion of the garden. A new lawned area is proposed to mitigate the loss of greenery within the garden. The proposal rebalances the amount of hardstanding versus soft landscaping. A cobbled path, which matches the location of the one in the 1866 OS map, will remain in place.
- 6.1.9. The garden is almost entirely hidden from view behind the boundary wall and thick vegetation that is growing above and next to it and a wrought iron entrance gate. As such, the visual impact on the conservation area is negligible. Impact on the setting of the listed building, Willow Cottages, is also minimal given the number of intervening objects such as border planting, vegetation and fencing. The material simply adds to an already varied material palette used in the front gardens.

Planters

- 6.1.10. There are several planters in the garden which run along the perimeters, including along the west garden fence line, the lightwell and the brick wall boundary treatment next to the bin store. The planters were designed around a mature camelia shrub to ensure it was left in place, in compliance with policy D2 Heritage (h) of the Local Plan. These are typical garden features which allow for natural planting and act as visual buffers for hard landscaping and built structures. Impact on the setting of the listed building and the conservation area is therefore neutral.

7 CONCLUSIONS

- 7.1.1. The NPPF states that in determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. This HS has identified the heritage assets with a potential to be sensitive to the proposed works, it has considered their significance and assessed the impacts of the proposed works on their significance.
- 7.1.2. Paragraph 206 of the framework also goes on to state that, 'Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 201 or less than substantial harm under paragraph 202, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.' It is considered that the contribution the garden of no.35 Willow Road makes to the character and appearance of the Hampstead Conservation Area is principally derived from the spatial quality and provision of an open area around Willow Cottages. Features which contribute to the conservation area include the general urban grain and openness that the front gardens provide, the boundary wall, the historic wrought iron gate and the vegetation above the wall, all of which form a pleasant enclosure viewed from street level. The landscaping within the garden of no.35 however, has very limited contribution given it is not readily visible from the public realm. The first floor of Willow Cottages is the only readily visible part of the terrace as seen from Willow Road, with exception of nos.38-41 where the historic boundary wall was removed. The proposed works have therefore resulted in no loss to the significance the conservation area 'as a whole.'
- 7.1.3. As per D1 Design of the Local Plan, the scheme includes high quality materials that follow the existing material palette used in the conservation area and thus complement the local character. The trees and planting which contribute to the character and appearance of the conservation area and setting of the grade II listed building, Willow Cottages, were identified and retained as part of the scheme, including the metal fencing to the sides of the garden, additional lawned area and the retention of well established vegetation. These included the mature camelia shrub within the garden of no.35 Willow Road and the thick vegetation around the boundary wall, which creates a soft frame for the terrace behind when viewed from Willow Road. The scheme is therefore in accordance with policies D1 and D2 of the Local Plan.
- 7.1.4. Based on the above it is contended that the ability to understand and appreciate the core heritage values that contribute to the significance of Willow Cottages – its architectural and historical interest as a group grade II listed building will be maintained. It is also contended that the prevailing character and appearance of the Hampstead Conservation Area will also be preserved.
- 7.1.5. As a result, the scheme does not alter the ability to understand and appreciate the significance of either of these assets and is therefore believed to be in accordance with relevant legislation and national and local planning policy.

Thank you for viewing our Heritage Statement.

If you have any queries or would like to discuss anything further with us please don't hesitate to get in contact hello@fullerlong.com

