

14 Well Road, Camden NW3 1LH

Appeal Statement

LPA Ref: 2023/0208/P

Firstplan Ref: 22429/KM/TH

Date: August 2023

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Section 1 Introduction

1.1 This Appeal Statement has been prepared by Firstplan on behalf of our client, Mr Bryant Park, in support of an appeal against the refusal of planning permission ref: 2023/0208/P by the London Borough of Camden for development at 14 Well Road, NW3.

1.2 The application sought permission for:

External alterations including installation of stone cladding to front and part of side elevations, roof-coping and rooflight above garage, alterations to fenestration at ground floor level, new boundary treatment to frontage and landscaping works.

1.3 The application was refused on 6th July 2023 for the following single reason:

“The proposed facade works and front boundary works, by virtue of their design, height and bulk, would result in an incongruous and dominant addition which would harm the character and appearance of the host building, the streetscene and Conservation Area, contrary to Policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017, and Policies DH1 (Design) and DH2(Conservation areas and listed buildings) of the Hampstead Neighbourhood Plan 2018.”

1.4 Accordingly, the key considerations for this appeal are whether the alterations to the front façade and boundary would be out of keeping with the host property and its setting within the streetscene and Hampstead Conservation Area.

1.5 The case officer, in their supporting report, confirm the works opposed to in this instance relate to the use of stone cladding along the front façade and the installation of a new 2.6m high fence along the front boundary. They establish at Paragraph 3.20 that the remaining works applied for are not opposed in principle. As such, these are not considered matters of relevance to this appeal. Specifically, this paragraph sets out that:

“The landscaping alterations proposed to the side passage are not opposed in principle and would not be highly visible from the street. There is no objection as such to the additional door giving access to the garage, the rooflight over the garage, the

new bin store or the new glazed sliding doors to the rear of the site improving garden access. It is rather the impact of the façade works and boundary treatment on the streetscape and wider conservation area that is considered of concern.”

1.6 The report assumes the following structure:

- **Section 2** presents the relevant background information;
- **Section 3** sets out the details of the proposed scheme;
- **Section 4** sets out the relevant planning policies and guidance to be considered;
- **Section 5** provides an assessment of the reason for refusal; and
- **Section 6** presents the conclusions.

Section 2 Relevant Background Information

a) The Site and Surrounding Area

- 2.1 The Appeal Site is no. 14 Well Road, which comprises a detached family-sized residential property situated on the eastern side of Well Road. The property has a contemporary design which is rendered white and features a projecting integrated garage accessed directly off the street.
- 2.2 The building is not listed, however is located within the Hampstead Conservation Area. Manaton Lodge and Nos. 21 - 27 Well Walk (to the rear) are all Grade II listed. Neighbouring the property, at No. 15, is a black wood-clad property understood to have been built pursuant to consent in the 1980s.
- 2.3 An aerial view of the site is provided at Figure 1 below, with extracts of the existing streetscape provided at Figures 2 & 3. Further images of the surrounding area are provided at [Appendix 1](#) with photomontages of the streetscape provided at [Appendix 2](#). These depict that the white rendered building sits prominently along the streetscene adjacent to No. 15, which is clad in dark wood. The wider Well Road consists of a range of building types, including a row of traditional brick buildings (Nos. 3 – 13 Well Road) together with buildings set behind high walls.

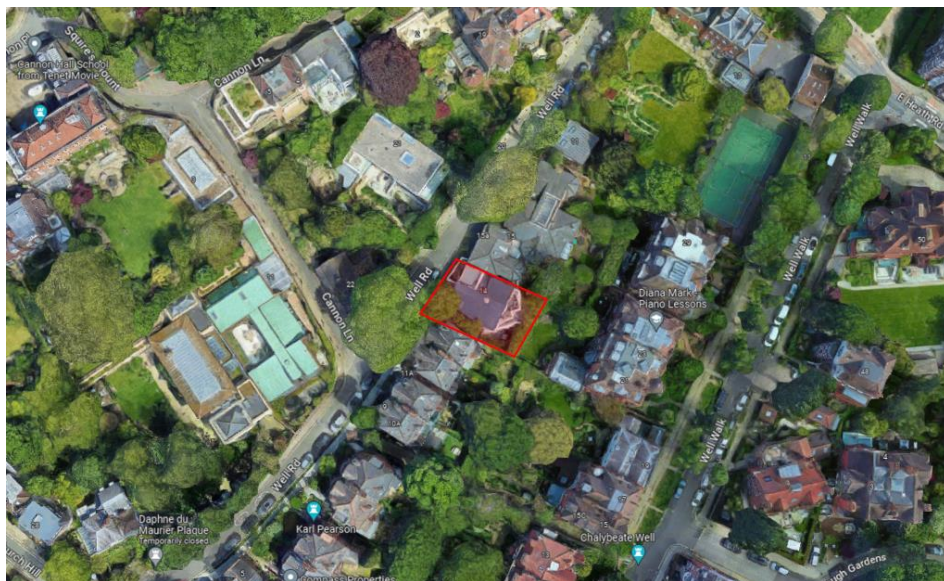


Figure 1. Aerial view of site (Google Maps)



Figure 2. Extract of existing streetscene 1 (Google Maps)



Figure 3. Extract of existing streetscene 2 (Google Maps)

2.4 As depicted in these images, No. 14 sits within a row of properties in the northern area of Well Road which are modern in appearance. This is in contrast to the more traditional properties to the south along the street.

b) Relevant Planning History

i) The Site

2.5 Consent was granted in 2014 (ref: 2013/3998/P) for the erection of a three-storey dwelling following demolition of the existing property. An extract of the building consented under this permission is provided at Figure 4 below.

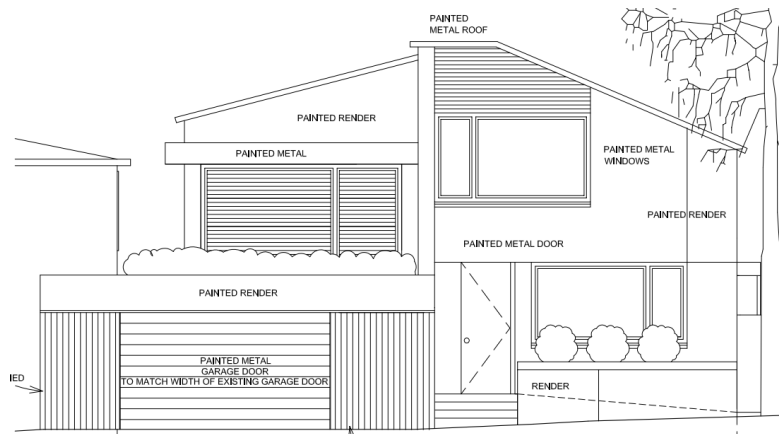


Figure 4. Extract of proposed front elevation approved under ref: 2013/3998/P

2.6 Variation of condition applications have subsequently been approved to reflect alterations to the proposed materials, with the latest identified from 2018 (ref: 2017/6700/P). This is understood to be the extant consent for the existing property accordingly and an extract of the approved design is provided at Figure 5 below.

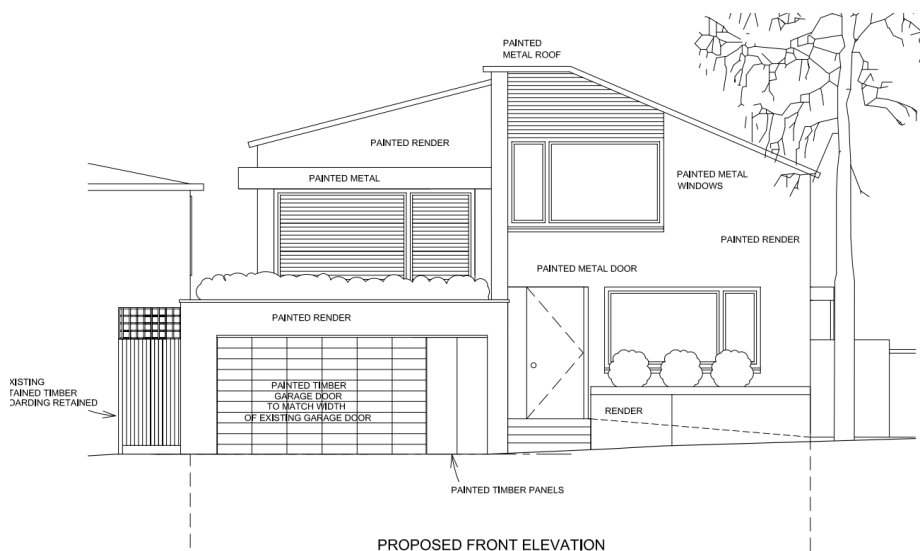


Figure 5. Extract of proposed front elevation approved under ref: 2017/6700/P

2.7 When constructing the approved scheme, an area of the pitched roof on the eastern roofscape was omitted from the final design. This can be seen at Figures 2 and 3 above.

ii) The Surrounding Area

2.8 Consent was granted in 2004 (ref: 2003/2115/P) for the redevelopment of 21 Well Road to provide a new three storey dwelling with integral garage. The approved design incorporated the use of textured earth pigmented concrete, as depicted at Figure 6 below.



Figure 6. View of No. 21 Well Road

- 2.9 Consent was granted in 2015 (ref: 2015/0127/P) for the partial redevelopment of 11 Cannon Lane. The approved scheme allowed for the use of grey brickwork for the proposed development.
- 2.10 Consent was granted for the development of a single dwellinghouse at No. 15 Well Road in 1985 (ref: 8500608). No details are available online for this application.
- 2.11 Consent was granted in 2010 (ref: 2009/2777/P) for the development of a works/studio to the rear of Foley House, 11 East Heath Road. Whilst ancillary to the main dwelling, this building is situated along Well Road adjacent to No. 15 and has a direct access off the road. This is depicted at Figure 7 below.



Figure 7. View of Ancillary building at 11 East Heath Road from Well Road (Google Maps)

c) **Summary**

2.12 The following conclusions are drawn from this review of the surrounding area and planning history:

- The site represents a contemporary building located in the Hampstead Conservation Area. Whilst located adjacent to a row of traditional style buildings to the south, it reads in the context of the more modern buildings to the north, which are finished in dark cladding, and include the use of contemporary and incongruous materials such as metal and concrete.
- High boundary walls and fencing are prevalent along Well Road in addition to more traditional low-lying fencing with taller planted hedges behind. These are used for both front and rear garden boundaries to properties in the area and provide privacy to residents.
- There are examples of varied materials being used for buildings in the locality. In particular this includes opposite, at No. 21, which whilst set behind a tall brick wall is still visible from the public realm.

Section 3 Appeal Proposals

3.1 The planning application, which is the subject of this appeal, sought approval for the following description of development:

External alterations including installation of stone cladding to front and part of side elevations, roof-coping and rooflight above garage, alterations to fenestration at ground floor level, new boundary treatment to frontage and landscaping works.

3.2 The proposed development has been designed to enhance the design of the building along the streetscape whilst also improving security and upkeep of the property. High-quality materials have been chosen to ensure that this is achieved.

3.3 The case officer's report identifies the aspects of the proposals they consider acceptable in principle at Paragraph 3.20. In the light of this the sole aspects of consideration relevant to this appeal are therefore the front façade works and front boundary treatments.

3.4 The Front elevation will be clad in stone and include new protective coping parapets at roof level and along the frontage which will provide a rain shield to avoid degradation of the elevation. The colour and texture of the stone is much softer than the existing white render, so will create a degree of visual quietness on the street in contrast with the existing sharp white rendered property. It will also be quarried in the UK, thereby maintaining a local material palette. A photograph of the proposed materials are provided at Figure 8 below.



Figure 8. Samples of proposed stone

- 3.5 Along the front boundary a new 2.6m high fence is proposed to both improve security and privacy at the site. The site currently suffers from passers-by climbing on the planter to look inside the front window, which is preventing the owner from enjoyment of their property. The fence is proposed to address this whilst also being designed to be minimally intrusive in appearance along the street scape. This will ensure both visibility around the site is maintained and that it can benefit from the proposed front garden planting.
- 3.6 The deep and densely planted front garden being proposed has been designed to visually set back the elevation and soften what is currently an extremely brutal and harsh façade. The design deliberately seeks to prioritise the view of the street user by creating this planted boundary, with the high perforate fence acting as a trellis within the planting bed.
- 3.7 How these changes will impact on the design of the building are depicted at Figures 9 and 10 below. The project architect, THISS Studio, have prepared a series of further photomontages and visuals to show how the works would enhance the existing building. These are provided in the Design and Access statement.



Image 9. Existing view of No. 14



Figure 10. CGI of proposed development

Section 4 Relevant Planning Policy and Guidance

4.1 This section sets out the relevant planning policies and guidance for the application proposals. The Council has specifically referenced the following policies as part of the reason for refusal of the application:

- Policies D1 ‘Design’ and D2 ‘Heritage’ of the Camden Local Plan 2017
- Policies DH1 ‘Design’ and DH2 ‘Conservation areas and listed buildings’ of the Hampstead Neighbourhood Plan 2018

4.2 Whilst the local policies have been referenced in the decision notice, it is also necessary to consider planning policy at National and London-wide levels. This section sets out the relevant planning policy in this context accordingly.

a) **National Planning Policy Framework (2021)**

4.3 The document confirms that the inherent purpose of the planning system is to contribute to the achieving of sustainable development, with **Paragraph 10** stating that at the heart of the NPPF lies the presumption of favour of sustainable development. **Paragraph 11** affirms that in terms of decision-making this is to equate to:

“approving development proposals that comply with an up-to-date development plan without delay.”

4.4 In respect of design principles, **Paragraph 126** establishes that the creation of high-quality buildings and places is a pivotal component of the planning and development process, with good design forming a central facet of sustainable development. In line with **Paragraph 130**, proposals should: function well and contribute to the overall quality of an area; be visually attractive and responsive to the local character of an area whilst optimising the potential of the site.

4.5 In determining applications affecting heritage assets, **Paragraph 194** sets out that Local Planning Authorities should 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 asset's importance and no more than is sufficient to understand the potential impact on their significance. **Paragraph 195** also sets out that Local Planning Authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.

b) London Plan (2021)

- 4.6 The London Plan provides the strategic plan for London, setting out an integrated economic, environmental, transport, and social framework for the development of London.
- 4.7 Design principles are provided at **Policy D4**, with **Policy D5** requiring development to achieve the highest standards of accessible and inclusive design. **Policy D8** supports development proposals which ensure that the public realm is well-designed, safe, accessible, inclusive, attractive, well-connected, related to the local and historic context, and easy to understand, service and maintain. Landscaping and surface materials should be of a good quality.
- 4.8 **Policy HC1** details that development proposals which affect heritage assets, and their wider sections, should conserve significance by being sympathetic to the asset's significance and appreciation with their surroundings. Development proposals should seek to avoid harm and identify enhancement opportunities where possible.

c) Camden Local Plan (2017)

- 4.9 **Policy D1** sets out that the council will seek to secure high-quality design in development and that they will resist development of poor design that fails to take opportunities to improve the character and quality of an area. The following key aspects are of note:
- “respects local context and character;
 - preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;
 - is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;
 - is of sustainable and durable construction and adaptable to different activities and land uses; e. comprises details and materials that are of high quality and complement the local character;

- integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage;
- is inclusive and accessible for all;
- is secure and designed to minimise crime and antisocial behaviour;
- responds to natural features and preserves gardens and other open space;
- incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping,
- incorporates outdoor amenity space;
- preserves strategic and local views;”

4.10 **Policy D2** identifies that the council will preserve and, where appropriate, enhance the rich and diverse heritage assets and their settings. With regards to Conservation Areas this means:

“The Council will:

- require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;
- resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area;
- resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and
- 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.”

d) **Hampstead Neighbourhood Plan (2018)**

4.11 **Policy DH1** sets out that development proposals should demonstrate how they respect and enhance the character and local context of the character areas. In particular this means:

- “Ensuring that design is sympathetic to established building lines and arrangements of front gardens, walls, railings or hedges.

- Incorporating and enhancing permeability in and around new developments to secure safe and convenient access for pedestrians and cyclists, and avoiding lockable gates and fencing that restricts through access.
- Responding positively and sympathetically to the existing rhythm, proportion, height, scale, massing, materials and storey heights of surrounding buildings.
- Protecting the amenity and privacy of neighbouring properties.
- Demonstrating how the proposal protects and enhances the views as shown on Map 4.”

4.12 In considering permeability, supporting paragraph 3.8 sets out that:

“Permeability (i.e. the ability for an area to be walked or cycled through) is a desirable feature of all the character areas, especially within larger developments. It is important that these character areas remain permeable to support safe and secure walking and, where feasible, cycling.”

4.13 **Policy DH2** states that: (inter alia)

“1. Planning applications within a Conservation Area must have regard to the guidelines in the relevant Conservation Area Appraisal(s) and Management Strategies.

4. Development proposals must seek to protect and/or enhance buildings (or other elements) which make a positive contribution to the Conservation area, as identified in the relevant Conservation Area Appraisals and Management Strategies.”

e) **Hampstead Conservation Area Statement (2001)**

4.14 The Hampstead Conservation Area was first designated in 1968 and subsequently extended, with the latest addition in 1991. The Hampstead Conservation Area Statement provides background information on the history and character of the area. It sets out at Page 12 that:

“Hampstead has an exceptional combination of characteristics that provide the distinct and special qualities of the Conservation Area. The variety of spaces, quality of the buildings, relationships between areas, all laid upon the dramatic setting of

the steep slopes are described below. The contrast between the dense urban heart of Hampstead and the spaciousness of the outer areas is one of its major characteristics. It also demonstrates its historic development with the 18th century village still evident, adjacent to the streets created in the Victorian era, as well as many 20th century contributions. The Conservation Area character is therefore derived from the wide range of areas within it.”

4.15 In considering materials, reference is made to the need to retain unpainted brickwork, however there is no specific guidance regarding modern rendered frontages.

4.16 In considering new development in the area Paragraph H21 sets out that:

“New development should be seen as an opportunity to enhance the Conservation Area and should respect the built form and historic context of the area, local views as well as existing features such as building lines, roof lines, elevational design, and where appropriate, architectural characteristics, detailing, profile, and materials of adjoining buildings.”

4.17 Paragraph H22 goes on to say that:

“Hampstead has a variety of building types, ages and styles. There are striking examples of modern architecture and design, however modern development has not always taken account of the area’s history and its context. Modern architectural design will not be resisted per se, but it should be considerate to its context.”

4.18 The application site is located within Sub-area 2 ‘Christ Church/Well Walk’. Well Road is identified as a quiet residential street with mainly 1880s red brick houses and mature street trees. There is no specific reference to the application site.

Section 5 Assessment of Reason for Refusal

5.1 Planning application ref: 2023/0208/P was refused by the Council for a single reason, which is set out below:

“The proposed facade works and front boundary works, by virtue of their design, height and bulk, would result in an incongruous and dominant addition which would harm the character and appearance of the host building, the streetscene and Conservation Area, contrary to Policies D1 (Design) and D2 (Heritage) of the London Borough of Camden Local Plan 2017, and Policies DH1 (Design) and DH2(Conservation areas and listed buildings) of the Hampstead Neighbourhood Plan 2018.”

5.2 In assessing the proposals, it is important to firstly set out the character of the host building, and indeed the wider area. The Appeal Site comprises a new-build contemporary building finished in white render that, together with the dark timber clad No. 15, sits subservient to the traditional Victorian three-storey brick semi-detached properties to the south. When viewed in the context of the streetscene, the distinctive design of the property sits in contrast to these brick-built properties. Indeed, there is observed to be an existing contrast in the streetscape between the traditional properties to the south and more modern buildings and high boundary walls in the northern area extending to East Heath Road.

5.3 As detailed at Section 4, Paragraph 194 of the NPPF requires that the significance of heritage assets is identified so that the impact of development can be assessed. The significance of the Hampstead Conservation Area in the 2001 report is referenced to draw from its array of 19th Century properties and more modern 20th Century additions. Well Road in particular was recognised for the presence of 1880 red brick houses. Given its modern appearance No. 14 is not considered to contribute positively to this identified significance. Indeed, this is recognised by officers of the council, who confirm at Paragraph 3.11 that they consider the property to be ‘neutral’ in the setting of the Conservation Area.

5.4 Whilst this is the case, they go on to suggest that its uniform render and low boundary wall means it has a degree of ‘visual quietness’. However, it is contended that the use of white render and positioning of the building on the site results in it sitting prominently along the streetscape. This is emphasised by the forward position of the front elevation and garage, which are also rendered. This is reflected at

Figure 11 below. It is therefore considered that it does not appear ‘visually quiet’ but appears prominent along the street and it is within this context that the proposed development should be considered.



Figure 11. View of No. 14 Well Road

5.5 As detailed at Section 3 of this statement the sole aspects considered of relevance to this appeal are as follows:

- The use of stone cladding and coping along the front elevation; and
- The installation of a 2.6m high boundary fencing along the front elevation.

5.6 These are considered in turn below. In considering the acceptability of the proposed works, it is important to note that Policies D1 and DH1 require that development demonstrates a high level of design. In particular it should respect the local context, be sustainable in design and construction, integrate well into the streetscene and enhance permeability (in order to support safe and secure walking and, where feasible, cycling). With regards to heritage, Policies D2 sets out that development should protect or enhance the setting of assets, with Policy DH2 identifying the importance of buildings which make a positive contribution in particular.

a) **The acceptability of the use of stone cladding and coping along the front elevation**

5.7 In considering the use of stone cladding the case officer specifically sets out at Paragraph 3.12 that:

“There is no comparable stone cladding anywhere else in the road, and the prevailing materials are overwhelmingly brick and timber, as they tend to be on residential streets within the Hampstead Conservation Area more generally. While there is also

very little render in the street beyond the subject site, render is noted as being a complementary material and often found in a Victorian suburb, which is the chief character of the street. The proposed alterations would result in a variety of stone claddings which are visually busy and draw more attention to a property which is already at odds with the positive elements of the existing streetscene (chiefly the c.19th properties).”

- 5.8 They go on to suggest at Paragraph 3.14 that there is no objection to the proposed coping as such, however are of the view that it contributes to the overall cumulative effect of making the property more prominent.
- 5.9 Whilst it is accepted that the Conservation Area Appraisal references the use of render in the Conservation Area, it is focussed on the need to protect original features on buildings, which include rendered sections. For new development, it suggests that it needs to respect the built form of the area but that this should not prevent modern architecture where it is considerate to its context. In this case, as detailed above the existing building is already contemporary in design, with the render used over the entirety of the property actually accentuating the presence of the building on the streetscene.
- 5.10 Indeed, the council’s position in this regard is at odds, suggesting that render is a complementary material yet later in the paragraph saying the property is already at odds with the positive elements along the streetscene. As shown by Figure 10 above the use of render in this case has clearly contributed to the building appearing at odds with the neighbouring properties.
- 5.11 The proposed cladding seeks to refine the presence of the building and thereby relate better to the adjoining properties. The range of stone cladding used is sought to provide a high-quality finish that provides visual interest to the property whilst using a softer palette compared to the stark bright white painted render. Furthermore, the proposed coping will contribute to the overall design, providing a successful termination to the top of the building, which at present appears unfinished. This overall design will achieve a coherent design that respects the existing profile of the property and therefore the council’s assertion that this would result in a ‘busy’ frontage combined with the coping is contested.
- 5.12 The case officer has also suggested that the use of stone would be inappropriate for the locality. This is despite examples being provided during the application process of properties along Well Road, which supported the use of a range of materials and colour. In particular, No. 21 was referenced for its contemporary design and finish in concrete / reconstituted stone. However, this example was specifically discounted by officers at Paragraph 3.13, where they asserted that:

“Although it is noted that nearby No 21 has an in-situ concrete/reconstituted stone finish, it is not considered a comparable precedent. No 21 is a standalone house of modern design and set back from the street behind a tall traditional brick wall, while No 14 Well Road is in a prominent position on the street (unlike other properties the garage comes right up to the pavement) in very close proximity to neighbouring properties.”

5.13 However, whilst it is accepted that this property is set back behind a tall brick wall, as shown at Figures 12 & 13 below the upper floor is still visible from the public realm and therefore it is contested that it does contribute to the setting of the area. Furthermore, it shows that such a material has been allowed in the immediate surrounds to the property.



Figure 12. View of No. 21 along Well Road (Google Maps)



Figure 13. View of the site frontage at No. 21

- 5.14 In addition, following initial comments raised by officers during the application process in this regard, further examples of the presence of stone in the locality were provided. This document has been provided at [Appendix 2](#) and identifies stone of various forms as a material used both on buildings and boundary walls in the area.
- 5.15 Whilst the proposed stone cladding is argued to improve the overall aesthetics of the host building, it does also provide other benefits to the host property, both in terms of sustainability and upkeep. Render is one of the cheapest/lowest quality materials available and is vulnerable to weathering which can result in a dirty appearance if not extremely well maintained. With regards to No. 14 Well Road it requires a great deal of maintenance to prevent it turning green given the proximity of the site to the Heath. In contrast the proposed materials are of a much higher quality that will weather much better, being extremely robust and long lasting. The coping will also ensure water from the roof does not drain directly onto the face of the building, meaning the frontage is protected from sitting water. Overall this will reduce the risk of degradation and ensuring less intensive maintenance is required.
- 5.16 In the light of the above, it is argued that the use of stone cladding on the host property will deliver a high-quality finish that will enhance the appearance and upkeep of the building. The building is accepted to already represent a neutral feature in the conservation area and therefore by enhancing the visual impact of the property it will have no further impact on the identified significance of the conservation area, which is identified to relate to the traditional properties along Well Road. The proposed cladding should be regarded as entirely appropriate accordingly.

b) The acceptability of the installation of a 2.6m high boundary fencing along the front elevation

- 5.17 In considering the proposed boundary fence, the case officer sets out at Paragraphs 3.17 – 3.18 that:

“The design put forward for a new boundary is high, defensive, highly contemporary and some representations provided give it a cage-like appearance from the street. The proposed boundary appears to have Japanese architectural references and would be made of charred timber and blackened steel sat behind a low Irish blue limestone planter.

Although there are high boundary treatments to the west of the site, these are traditional garden wooden fences with hedges behind/above. While the application site’s garage sits beside the higher garden fences to the west, the part-width garden

with low-rise boundary is sympathetic and aligned in terms of height to the traditional boundary treatments of the c.21st houses on the other side.”

- 5.18 Policy D1 identifies that high-quality design as also needing to improve movement and minimise crime and antisocial behaviour. The proposed fencing is sought to improve the security of the site in accordance with this Policy. In this regard, given the openness of the site the front garden is used to dump rubbish and sometimes for people to loiter and look into the property. This is of particular concern in the light of Well Road being a main thoroughfare for the Heath meaning there is a lot of foot traffic. As such, the Appellant are seeking a high fenceline to deter the use of this space by passers-by in line with other properties along the street.
- 5.19 Whilst this is the case, the Appellant is aware of the impact that a high boundary wall can have on the openness of an area. Accordingly, a contemporary design has been developed by the architect that maximises the permeability of the site in visual and amenity terms whilst at the same time gives security for residents. Through the use of timber and blackened steel this would appear lightweight and blend effectively into the wider design of the host property, acting as a continuation from the existing garage projection as demonstrated in the visuals provided at Section 10 of the Design and Access Statement. Furthermore, it would not extend beyond the existing boundary of the site thereby ensuring that pedestrian pathways along Well Road would not be affected and the new low planter will ensure that greenery is retained along the frontage. It will therefore not result in an increased sense of enclosure, create a ‘cage-like’ appearance as asserted by officers or impact on the established building lines. Indeed, through the replacement of the current planter with the proposed boundary fence the proposed works present an opportunity to draw the property’s domain back from the street, which in turn will improve the width of the footpath to the front of the site.
- 5.20 In considering the acceptability of the works, it is relevant to note that the existing streetscene along the northern area of Well Road is dominated by high street-facing walls. These are formed by both rear boundary walls of properties along East Heath Road together with front boundary walls at properties along Well Road. Furthermore, whilst the southern area of the street does host low-lying walls on the traditional properties, there is a further example of a high gate beyond these at No. 5, as depicted at Figure 14 below. The council assert that these are different to the proposed scheme however it is contested that these are relevant in demonstrating that high boundary walls are a common feature along Well Road. It is therefore argued that such a feature would not be out of keeping along the streetscene.



Figure 14. Entrance to No. 5 Well Road

- 5.21 As identified within the Conservation Area Appraisal, it is accepted that modern development can be acceptable in the area where it is considerate to its context. The proposed fencing will complement the host dwelling which is already contemporary in design. Together with the cladding it will add visual interest to the property and enhance its overall appearance from that existing. As a result of this it is considered that the works would be sympathetic to the building's surrounds.
- 5.22 Finally, it is noted that in coming to their view the council reason that the forward projecting garage relates to the properties north of the site whilst the garden relates to the more traditional properties to the south. However, it is contested that the building should be read in its entirety, ie as a new-build contemporary structure that sits in contrast to the traditional properties along Well Road.

c) Heritage impact - summary

- 5.23 The case officer summarises at Paragraph 3.24 that the proposed works would constitute a 'less than substantial' harm to the character and appearance of the Conservation Area and would therefore be inappropriate in the absence of any public benefits. However, as identified above, it is contested that the proposed works will not have any further impact on the significance of the Conservation Area when compared to the existing property. Indeed, it will actually become more sympathetic to the Conservation Area through the use of a softer and more neutral material palette. The property will therefore continue to have a neutral presence in the context of the area and the impact of the works should therefore be '**negligible**'. It should be considered entirely appropriate in the context of policies D1, D2, DH1 and DH2 accordingly.

Section 6 Conclusions

6.1 This Appeal Statement has been prepared in support of an appeal against the refusal of planning application ref: 2023/0208/P by the London Borough of Camden for development at 14 Well Road, NW3.

6.2 The application sought permission for:

External alterations including installation of stone cladding to front and part of side elevations, roof-coping and rooflight above garage, alterations to fenestration at ground floor level, new boundary treatment to frontage and landscaping works.

6.3 This Statement has demonstrated that:

- The LPA confirmed its acceptance that the proposals would not have a detrimental impact on the amenity of neighbours and this was not a reason for refusal;
- The proposed works are appropriate in scale, size, design and use of materials;
- The proposed enhancements would not be out of keeping with the host property and will not result in an unacceptable addition. It will not detrimentally impact on the character and integrity of the host building;
- There are examples of the use of stone in the locality, and Well Road hosts a number of properties with high boundary walls and gates.
- The existing building has a neutral impact on the conservation area, as identified by officers at the council. This will not change as a result of the works. The proposed development will therefore not detrimentally impact on the character or appearance of the area.
- The proposals fully accord with Policies D1 and D2 of the Camden Local Plan together with Policies DH1 and DH2 of the Hampstead Neighbourhood Plan.

6.4 Having regard to the above, the Inspector is respectfully requested to allow this appeal, and grant planning permission.

Appendix 1

Appendix 1. Views of Well Road (taken from Google Maps Streetview)



Image 1. View looking south of properties along eastern side of Well Road



Image 2. View looking south of properties along Well Road



Image 3. View of entrance to No. 5 Well Road



Image 4. View looking north of Well Road streetscape. As shown, No. 21 is visible from the public realm over an existing high wall. The remainder of this part of the street is characterised by high walls.



Image 5. View looking south along Well Road from East Heath Road

Appendix 2

Appendix 2 – Photomontage of properties along Well Road



Appendix 3



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14 Well Road, NW3 1LH

Application Ref: 2023/0208/P

Information in support of application
Stone Cladding

Stone Precedent - 19 Well Road



Stone Details on the boundary of N19 Well Road



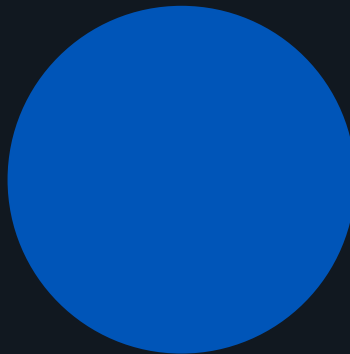
Stone Details on the boundary of N19 Well Road



Stone Elevation on N19 Well Road



Stone Elevation on N19 Well Road



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