

**33 Willoughby Road,  
Hampstead, NW3 1RT**

# Heritage Statement

For  
Mr R Jones



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## **1.0 Introduction**

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### **1.1 Project Background**

- 1.1.1 This Heritage Statement is provided to accompany a Householder Planning Application for external alterations, associated with a refurbishment of the existing family dwelling house, at 33 Willoughby Road, Hampstead, NW3 1RT.
- 1.1.2 This statement assesses the potential impact of the proposed works upon those heritage assets that have the potential to be affected: Willow Cottages (Grade II Listed Building) and Hampstead Conservation Area. Both are designated heritage assets. A copy of the listing entry for Willow Cottages is provided at **Appendix 1**.
- 1.1.3 The proposed works have been the subject of pre-application discussions and a site visit in order to understand the Officer's judgement as to the contribution that the site makes to the conservation area and to address any concerns they had regarding the impact of the proposals upon the significance of the conservation area. The details pertaining to the pre-application proposals and discussions are contained within the Design and Access Statement that accompanies the application

### **1.2 Aims, Objectives and Scope**

- 1.2.1 Statutory provision for the safeguarding of heritage assets has been made at a national and local level. 'Heritage assets' may comprise below and above ground archaeological remains, buildings, structures, monuments, or heritage landscape within or immediately around the site, identified as having a degree of significance meriting consideration in planning decisions, because of their heritage interest.
- 1.2.2 Such assets are identified as having a degree of significance meriting consideration in planning decisions and include designated heritage assets and assets identified by the local planning authority. The latter comprise non-designated assets (typically including locally listed buildings and as yet undiscovered archaeological remains).
- 1.2.3 The purpose of this Heritage Statement is to determine, as far as is reasonably possible from existing records, an understanding of the heritage significance of the relevant heritage assets to:

- 1) Provide a historic evidence assessment to understand the historical background to the site;
- 2) Set out the significance of heritage assets concerned; and,
- 3) An assessed the impact of the proposed development on the significance of the identified heritage assets.

1.2.4 Professional expert opinion has been used to assess built heritage significance, based on archaeological, architectural, artistic and historic interest, taking into account past alterations which may have compromised significance. In line with the National Planning Policy Framework (NPPF) the level of detail in this report is proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

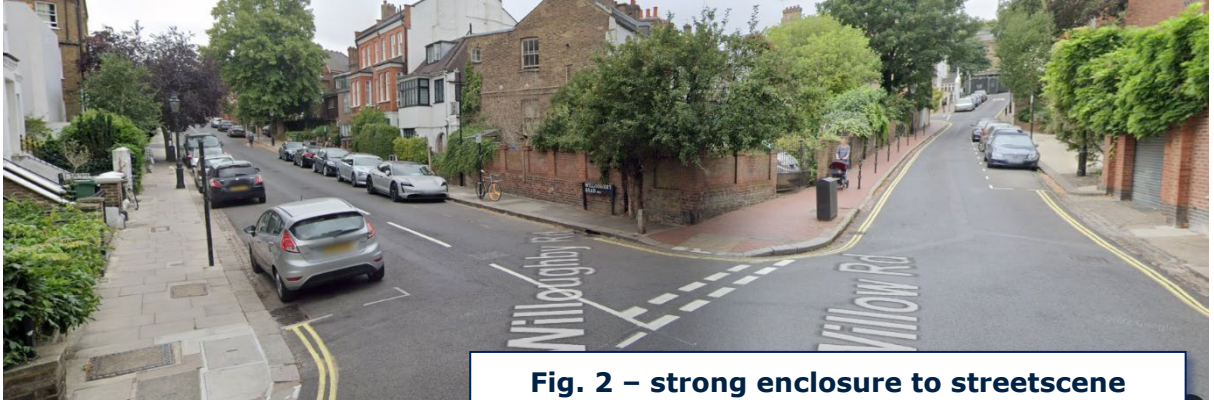
### 1.3 Site Context and Proposals

- 1.3.1 The site is located within a residential street within Hampstead, approximately 250 metres from the commercial centre of the settlement and 350 metres from the Hampstead Northern Line Underground station. The site lies in an established urban area, which forms part of the developed metropolitan area of Greater London.
- 1.3.2 The context of the application site is that of a two storey dwellinghouse, attached to a pair of three storey houses, within a residential area of housing that is dominated by 2 and 3 storey terraces from the mid to late 19<sup>th</sup> century. There is also a significant proportion of infill plots of 20<sup>th</sup> century housing, which are either two or three storeys in height.



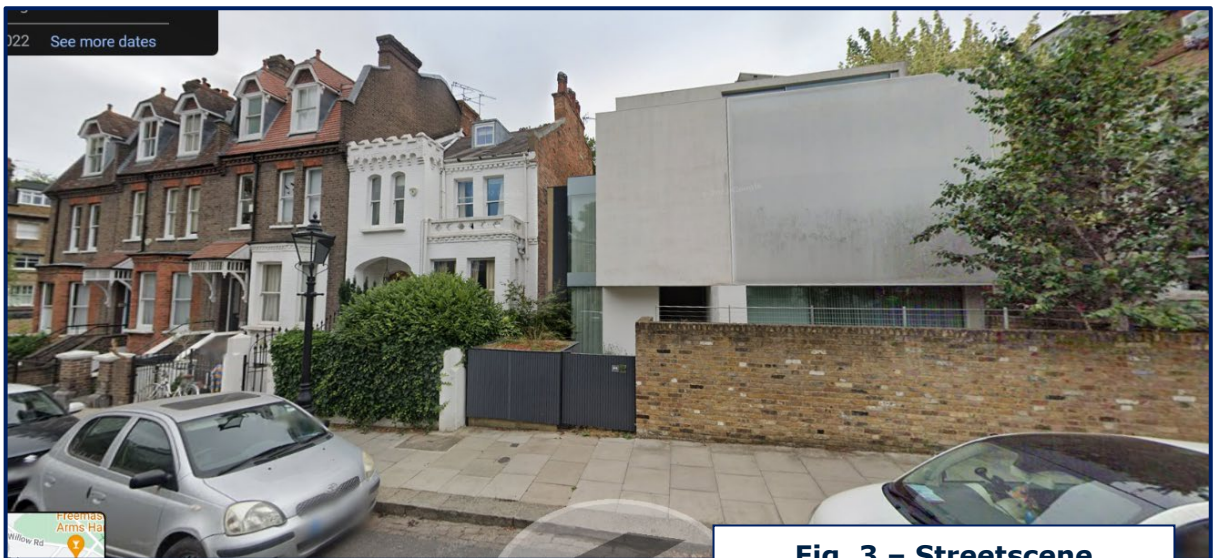
**Fig. 1 – Aerial photograph of the site's context**

- 1.3.3 There is a high degree of enclosure to the streetscene with housing set back behind high walls and hedging, which tend to be located at the back of the pavements, on either side of the road.



**Fig. 2 – strong enclosure to streetscene from back-of-pavement walls and buildings**

- 1.3.4 Opposite the site is a short terrace of late 19<sup>th</sup> century houses, attached to which is turn of the century picturesque dwelling with castellations to its two-storey projecting parapet and single-storey bay. Adjacent to this building is modern glass and rendered house of completely contrasting proportions and form.



**Fig. 3 – Streetscene opposite the site**

- 1.3.5 The site itself includes an early 20<sup>th</sup> century, two storey house, built adjoining the neighbouring dwelling at No. 31 Willoughby Road. No.31 is a pair of dwellings constructed as one development in the late 19<sup>th</sup> century. They are three storeys in height have strong

architectural features, such as two, well detailed, two storey square bays to the front elevation, gables roofs, and tall chimney stacks.

- 1.3.6 No.33 is, in contrast, a more subtle building with typical 1930 suburban proportions with a painted rough-cast finish, vertically boarded bay and dark painted timber windows, giving the building a quirky, pseudo-Arts and Craft feel. The site is triangular in shape, with a wider than normal frontage onto Willoughby Road, but with the rear three storey elevation of buildings fronting onto Willow Road in close proximity with the eastern boundary.



**Fig. 4 – relationship of site to adjacent terrace to east**

- 1.3.7 To the front of the dwelling is a small front garden, enclosed from the street by a low wall and hedge above.

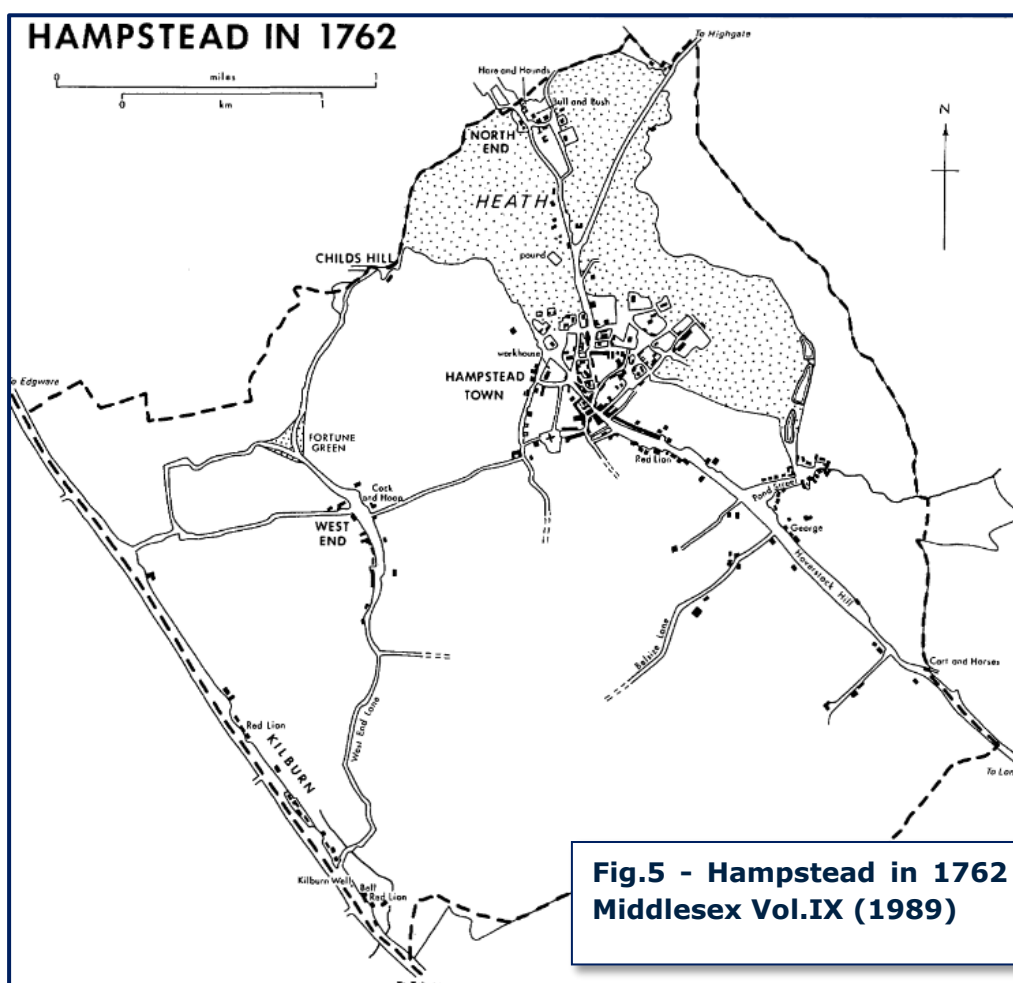
## **1.4 Historic Development**

- 1.4.1 The site lies within the parish of Hampstead. The name as written is the ancient way of spelling Homestead<sup>1</sup>.
- 1.4.2 The village, as it stood in the late 18<sup>th</sup> century was one of the most noted in the neighbourhood of London, lying on the side of a hill, about four miles from St. Giles's church. The fine views of the metropolis, and the distant country, which are to be seen

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<sup>1</sup> The Environs of London: Vol.2, County of Middlesex (1795), T Cadell and W Davies, London

from the heath, and from most parts of the hill on which the village is situated, are “not the only beauties of the scene; the home landscape, consisting of broken ground, divided with inclosures, and well planted with elms and other trees, is extremely picturesque”. Such attractions of situation, so near to the metropolis, have always drawn together a great number of occasional visitants, for whose accommodation several places of public entertainment have been established. Of these, the Spaniard and the Flask (taverns still remaining); a tea-drinking house called New Georgia (fn. 1), where the company were diverted with various water-works; and Bellsize House (fn. 2), have been most remarkable.



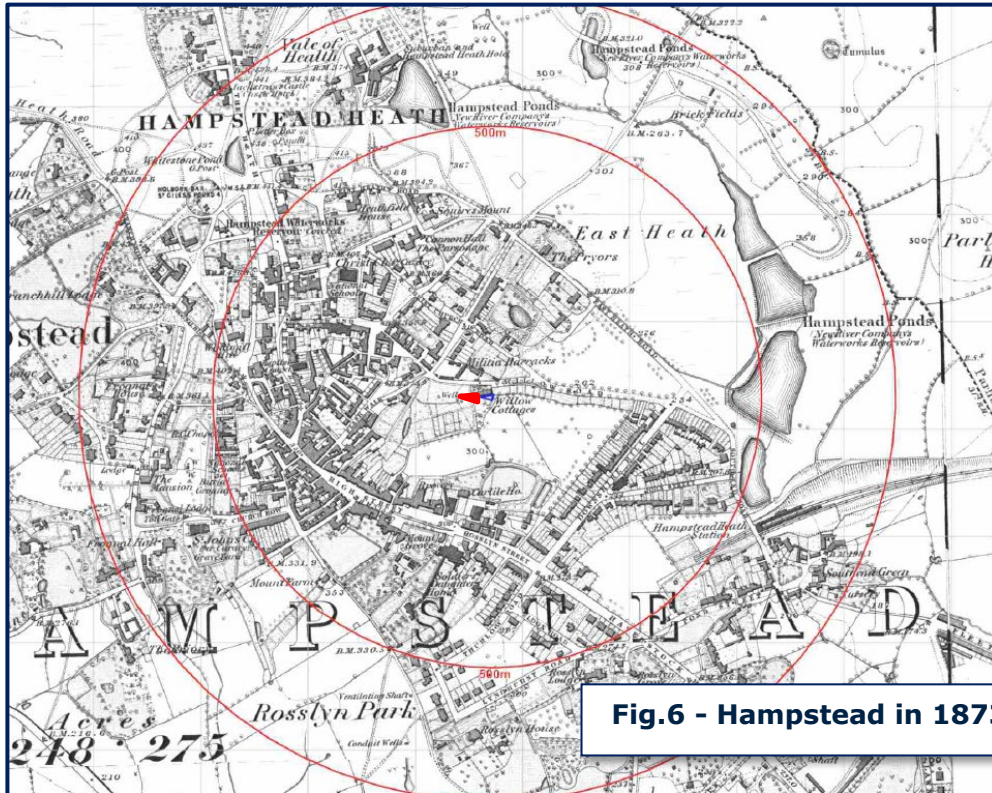
**Fig.5 - Hampstead in 1762 – VCH Middlesex Vol.IX (1989)**

1.4.3 On the side of Hampstead hill, to the east of the town, is a spring of mineral water strongly impregnated with iron, which was formerly much frequented. Adjoining to it is a long room, used when the wells were in fashion for promenades, public breakfasts, and now converted into a chapel of ease.

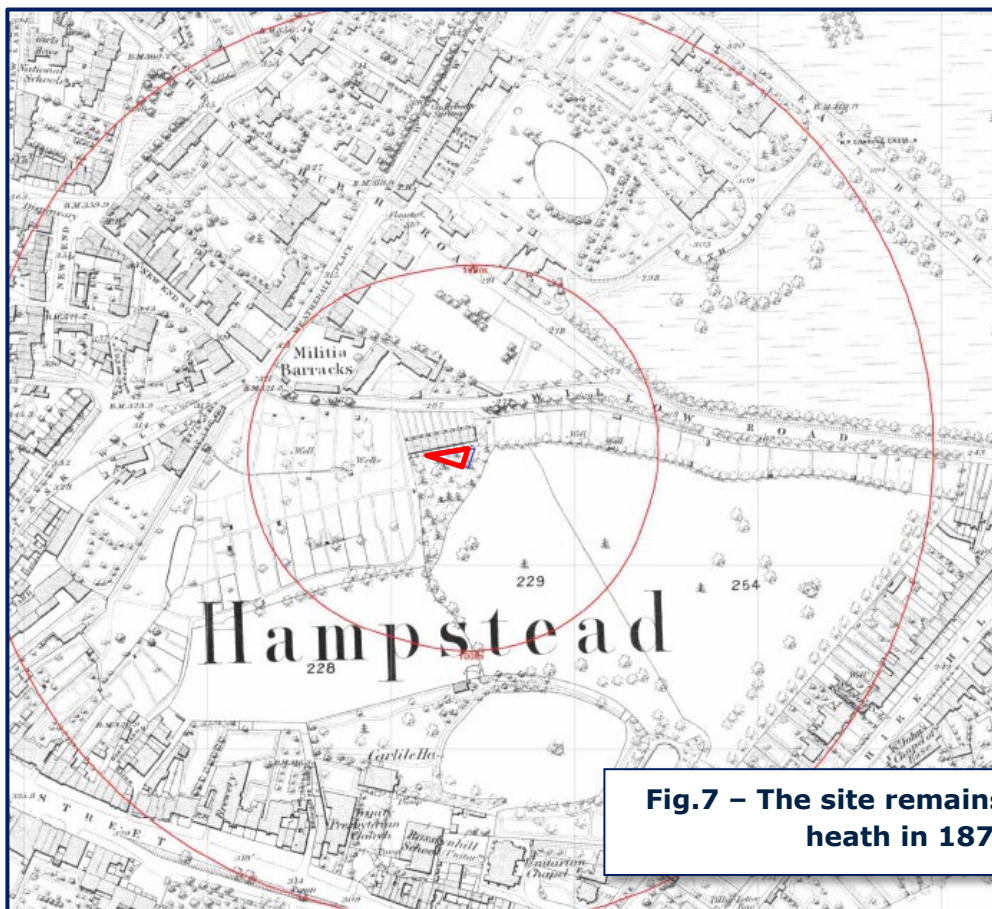
- 1.4.4 The manor of Hampstead was given, in the year 986, by King Ethelred to the church of Westminster and confirmed by Edward the Confessor. Following the dissolution Henry VIII granted the manor to Sir Thomas Wroth, in whose family it continued until 1620, when through marriage it transferred to the Lord Noel and latterly Earl of Gainsborough. Following the Civil War it passed through a number of subsequent families.
- 1.4.5 From the beginning of the 17<sup>th</sup> century Hampstead began to attract wealthy people from London, especially lawyers, merchants and bankers, who were drawn by the advantages of its elevated position, and the absence of resident landed aristocracy<sup>2</sup>.
- 1.4.6 In 1698 the Gainsborough family gave six swampy acres east of the High Street to 'the poor of Hampstead' and The Wells Trust was established to develop the chalybeate springs as a spa. A Pump Room and a large Assembly Room were built at the source in Well Walk and the waters were also bottled at the Lower Flask Tavern in Flask Walk for sale in the City. The monumental drinking fountain in Well Walk at the foot of Wells Passage commemorates the spa, as the first Pump Room and Assembly Room were located on the opposite side of the road.
- 1.4.7 Provided at **Appendix 2** are two sets of Ordnance Survey plans that show the site and its environs. One set is at a small scale, which shows the site in the wider context of the development of Hampstead and the other is at a large scale, which provides more detail of the site itself.
- 1.4.8 By the time of the first Ordnance Survey plan (1843), the village of Hampstead, with its historic core and principal thoroughfare of Rosslyn Street, the High Street and Heath Street being recognisable as of today (Fig.6). At this time the historic core of the village is almost surrounded by the heath, which comes close to the rear of the High Street, along the rear of Willow Cottages in Willow Road. Willoughby Road is yet to be laid out.
- 1.4.9 The small scale plan three decades later (1870)(Fig.7) still shows heathland between Rosslyn Street and Willow Road. To the west of the application site, there are two wells marked, which is one of the characteristics of this village on the side of a hill. The large scale plan of 1871 (Fig.8), shows the site was part of a wooded, undeveloped area.
- 1.4.10 Willow Cottages at this time were somewhat of an anomaly, three storeys in height, solid in form, and prominent amongst otherwise open countryside.

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<sup>2</sup> Conservation Area Statement, London Borough of Camden

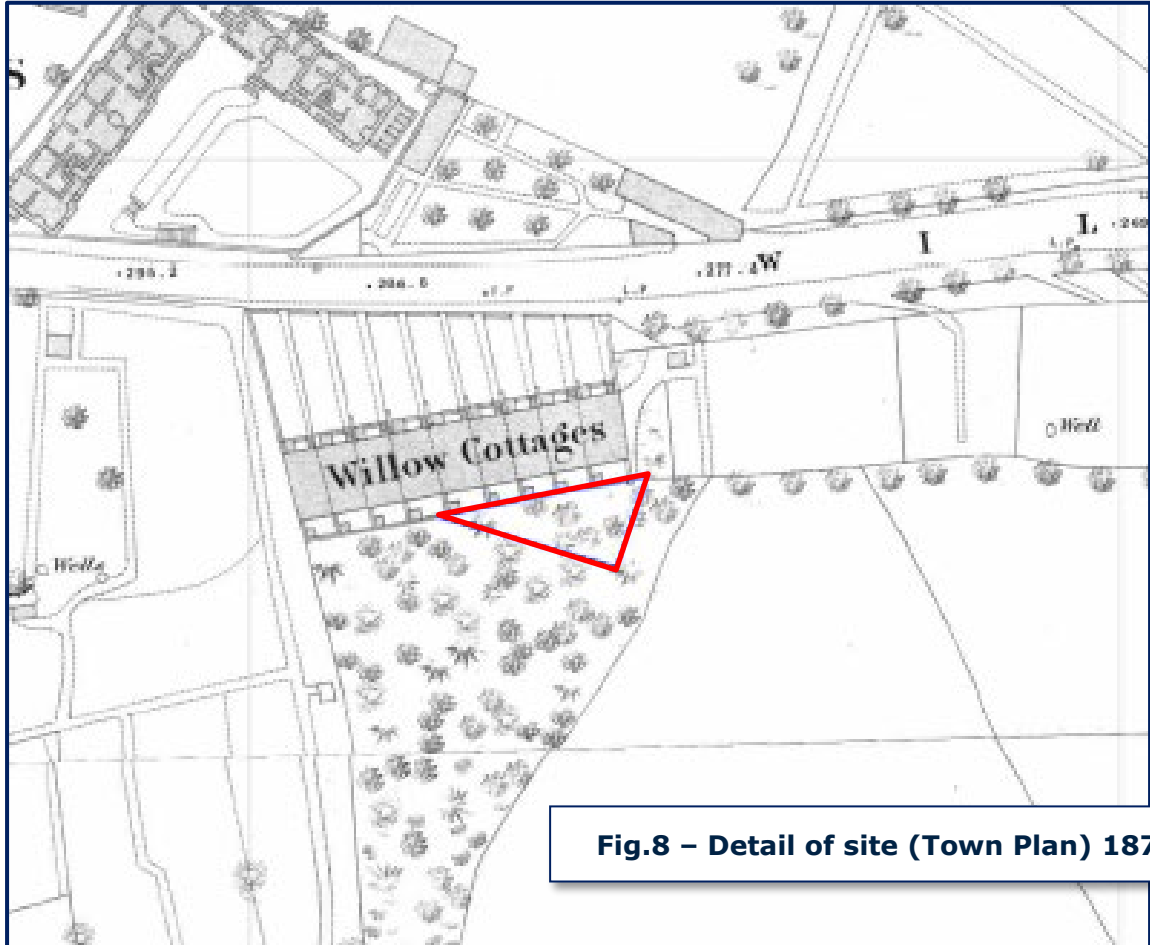


**Fig.6 - Hampstead in 1873 – OS Plan**

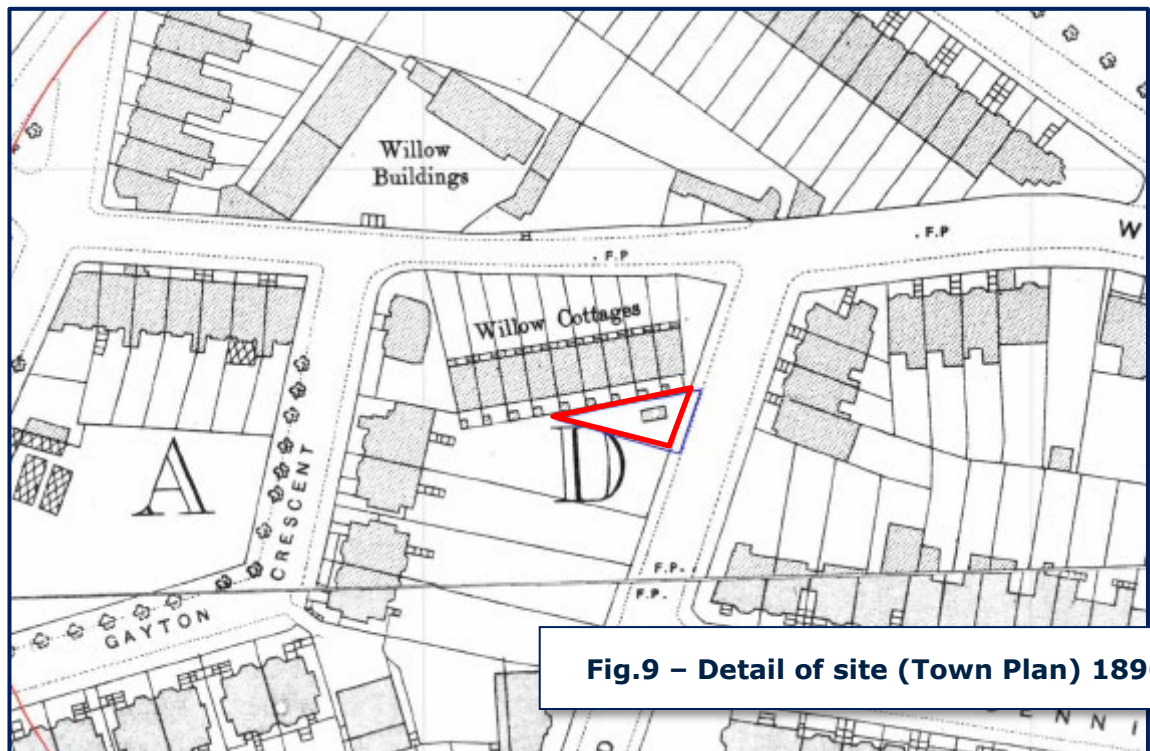


**Fig.7 – The site remains part of the heath in 1870**



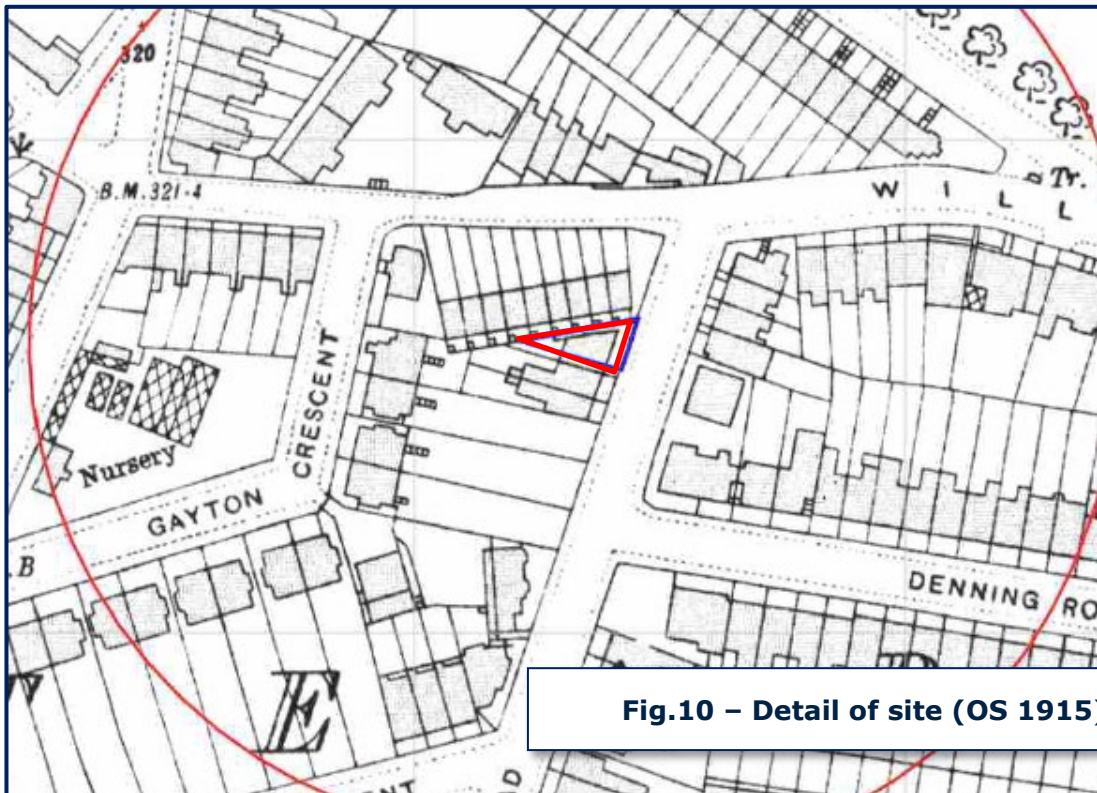


**Fig.8 – Detail of site (Town Plan) 1871**



**Fig.9 – Detail of site (Town Plan) 1896**

- 1.4.11 By 1896 (Fig.9) the street pattern of the surrounding roads has been laid out. The application site contained a small building, and the properties to its south were undeveloped, being the gardens to houses on Gayton Crescent.
- 1.4.12 It is not until the 1915 OS plan that a structure that conforms to the footprint of the dwelling at 33 Willoughby Road appears. The adjacent pair of houses to the south are also visible at this time.



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## 2.0 Methodology and Sources

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### 2.1 Heritage Statement

2.1.1 This Heritage Statement has been carried out in accordance with the requirements and guidance set out within the following:

- MHCLG 2021 [Ministry of Housing, Communities and Local Government], July 2021 National Planning Policy Framework
- Historic England, 2017, The setting of heritage assets. Historic Environment Good Practice Advice in Planning Note 3.
- Historic England, 2019, Advice note 12: Statements of significance.

2.1.2 A broad range of standard documentary and cartographic sources were examined in relation to the site to determine the significance of the known designated heritage assets which comprise the immediate and wider setting.

### 2.2 Legislative, planning policy and guidance framework

2.2.1 Section 6 of this report sets out the full legislative, planning policy and guidance context relevant to the proposals, a summary of which is provided here:

#### **Legislation**

2.2.2 The Planning (Listed Buildings and Conservation Areas) Act 1990 sets out the legal requirements for the control of development and alterations which affect listed buildings or conservation areas.

#### **The Planning Framework**

2.2.3 The Government issued a revised version of the NPPF in July 2021 (MHCLG 2021). The purpose of the planning system is to contribute to the achievement of sustainable development. Section 16 of the NPPF deals with 'Conserving and Enhancing the Historic Environment'.

2.2.4 The NPPF requires the significance of heritage assets to be considered in the planning process, whether designated or not. This report aims to fully understand the significance of any heritage asset that has the potential to be affected, and to discern the elements

which contribute to their significance, as relevant to the consideration of the proposals.

## 2.3 Assessing Heritage Significance

- 2.3.1 The NPPF defines significance as *"The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic, or historic. Significance derives not only from a heritage asset's physical presence but also from its setting. For World Heritage Sites, the cultural value described within each Site's Statement of Outstanding Universal Value forms part of its significance."*
- 2.3.2 The determination of the significance of a heritage asset is based on its assessment in line with Historic England guidance and professional judgement against these interests. The definition of these interests is provided in the NPPF glossary and reproduced in full below:

**Archaeological interest** - *There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.*

**Architectural and artistic interest** - *These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skills, like sculpture.*

**Historic Interest** - *An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.*

## 2.4 Assessing the Contribution of Setting

- 2.4.1 Setting 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"* (NPPF, Annex 2: Glossary).

2.4.2 Setting is how an asset is understood and experienced. It is not an asset in itself. It differs from curtilage (historic/present property boundary); context (association with other assets irrespective of distance) and historic character (sum of all historic attributes, including setting, associations, and visual aspects).

2.4.3 Guidance produced by Historic England (The setting of heritage assets. Historic Environment Good Practice Advice (GPA) in Planning Note 3, 2017) has been used to adopt a stepped approach for settings assessment. This sets out five steps, of which the first four are relevant:

**Step 1: asset identification.** *The NPPF requires an approach that is proportional to the significance of the asset, and for this reason only the settings of the most sensitive (i.e. designated) heritage assets are considered in this assessment. A scoping exercise filters out those assets which would be unaffected, typically where there are no views to/from the Site.*

**Step 2: assess the contribution of setting.** *This stage assesses how setting contributes to the overall significance of a designated asset.*

**Step 3: assess change.** *This considers the effect of the proposals on asset significance. It is noted however that it can be difficult to quantify such change to the overall significance of a designated heritage asset (for example, significance would rarely be downgraded from 'high' to 'medium' due to changes in setting). For this reason, the impact is reported in this assessment in terms of the extent to which the proposals would change how the asset is understood and experienced (in terms of no harm, less than substantial harm, substantial harm or total loss of significance).*

**Step 4: mitigation.** *This explores the way to maximise enhancement and avoid or minimise harm. This is typically considered at the design stage (i.e. embedded design mitigation).*

**Step 5: reporting.** *Making and documenting decisions and outcomes. This reports the assessment of effects.*

2.4.4 In accordance with Historic England guidance (GPA 3, 2017), this assessment has taken into account, the physical surroundings of the asset, including topography and intervening development and vegetation.

2.4.5 It also considers how any heritage assets are currently experienced and understood through their setting, in particular views to and from the asset and the site, along with views, and the extent to which setting may have already been compromised.

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## 3.0 Statement of Significance

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### 3.1 Introduction

- 3.1.1 A heritage asset may be defined as a building, monument, site, place, area, or landscape positively 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 (including local listing).
- 3.1.2 An assessment of the area, including cartographic review and on-site analysis has shown that there are two designated heritage assets that have the potential to be affected by development on the application site: the Grade II listed Willow Cottages and Hampstead Conservation Area. This assessment therefore focuses on the significance of these two heritage assets and how the site contributes to their significance.

### 3.2 Significance of Willow Cottages

- 3.2.1 Willow Cottages were listed in May 1974 as Grade II. The long terrace contains a high level of significance by virtue of being statutorily listed. The listing description reads as follows:

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. HISTORICALNOTE: built on the site of earlier almshouses

- 3.2.2 The listing description has no legal status and is provided simply to enable identification of the building. The reasons for the building being listed and the significance it contains is likely to be greater than those elements contained in the description, which is addressed below.
- 3.2.3 Development on the application site has the potential to affect the significance of this listed building by virtue that the application site lies within its setting. There is no known historic connection between the cottages and application site, but the close physical relationship

means and the boundary treatment means that there is a high degree of intervisibility between them.

- 3.2.4 In accordance with the NPPF definition and Historic England guidance, the significance of this designated heritage asset can be summarised as follows.

#### **Archaeological Interest**

- 3.2.5 The building dates between c1840 (Pevsner) to 1870 (listing), although its design would suggest that the date is more likely to be closer to 1840. In archaeological terms this is relatively recent. Its interest lies in what remains of the original floor plan and any features that assist in explaining the original purpose of the rooms. This can provide an insight into how the buildings were originally occupied and the social context in which its occupants lived. However, even if the floor plans were unaltered since its construction, its overall archaeological interest will be low because of its relatively recent construction.

#### **Architectural and Artistic Interest**

- 3.2.6 It can be seen from the historic map progression (**Appendix 2**) that when the cottages were built they were situated in open countryside. The combination of this isolated location, the three-storey height and its overall length, the building would have appeared as an impressive structure. This artistic value would have been increased by the quality of the architecture and its detailing. Whilst the ability to see the building from a distance has diminished, its overall architectural and artistic interest remains high.

#### **Historic Interest**

- 3.2.7 No evidence can be found that confirms any of the building's occupiers were national importance or relevance. The terrace represents an early form of good quality housing for farm workers: in this case watercress gatherers who worked from the ponds on Hampstead Heath. The historic interest of this building is moderate.

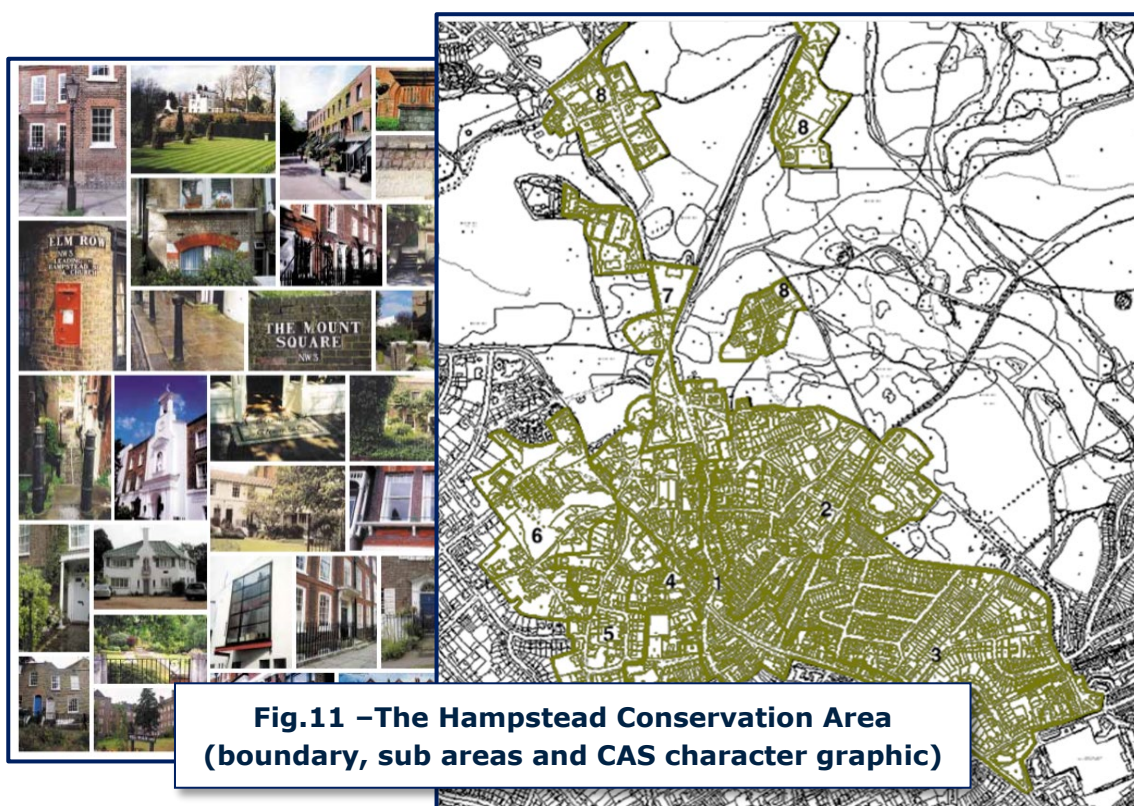
#### **Contribution from its Setting**

- 3.2.8 The setting of this building has changed considerably since it was built, being originally sat on its own in open countryside, with views likely to and from the heath. The terrace is



today set within an urban environment, surrounded by two and three storey housing and a heavily parked highway at its front. The application site does not have any identifiable associations with the listed building and the site’s development has been completely independent of that of the listed terrace. The immediate setting provides the opportunity to view and thereby appreciate its architecture, which makes a moderate contribution to its significance.

### 3.3 Significance of Hampstead Conservation Area



3.3.1 Hampstead Conservation Area was first designated in January 1968. It has subsequently been amended several times, each amendment increasing the area that falls within the conservation area. This designated heritage asset is divided into eight sub areas, which illustrates the diversity of built form and character which the conservation area includes. Much of this diversity is a result of the varied topography and the reasons that attracted people to live here: such as its association with healthy living and the fresh-water springs. The application site is located in Sub Area 3: Willoughby Road/Downshire Hill. It is

important to note however, that when assessing impact on the conservation area, it is the impact on the asset as a whole that must be considered.

3.3.2 Camden Council published a Conservation Area Statement (CSA) in October 2002 which seeks to provide a clear indication of the Council's approach to preservation and enhancement of the conservation area. From this document and a physical tour of the area, it is possible to draw together the significance of this designated heritage asset, in accordance with the NPPF definition and Historic England guidance, as set out below.

### **Archaeological Interest**

3.3.3 Those elements that contribute to its archaeological interest include:

- the street pattern of the original village, which is retained and is reflected in the fragmentation of the street blocks and close and irregular grouping of the old buildings;
- the contrast between the dense urban heart of Hampstead and the spaciousness of the outer areas is one of its major characteristics, which helps to inform patterns of life and use of the area;
- the remnants of buildings and spaces associated with the fresh water wells; and
- the existence of two Archaeological Priority Areas, identified by Historic England's Greater London Archaeological Advisory Service.

### **Architectural and Artistic Interest**

3.3.4 Those elements that contribute to its architectural and artistic interest include:

- the variety of space, quality of the buildings, relationships between areas, all laid upon the dramatic setting of the steep slopes of the land upon which it lies. The contrast between the dense urban heart of Hampstead and the spaciousness of the outer areas is one of its major characteristics; and
- the wide range of architectural styles, including Queen Anne revival and Arts and Crafts, and the significant proportion being good examples of their period and style.

### **Historic Interest**

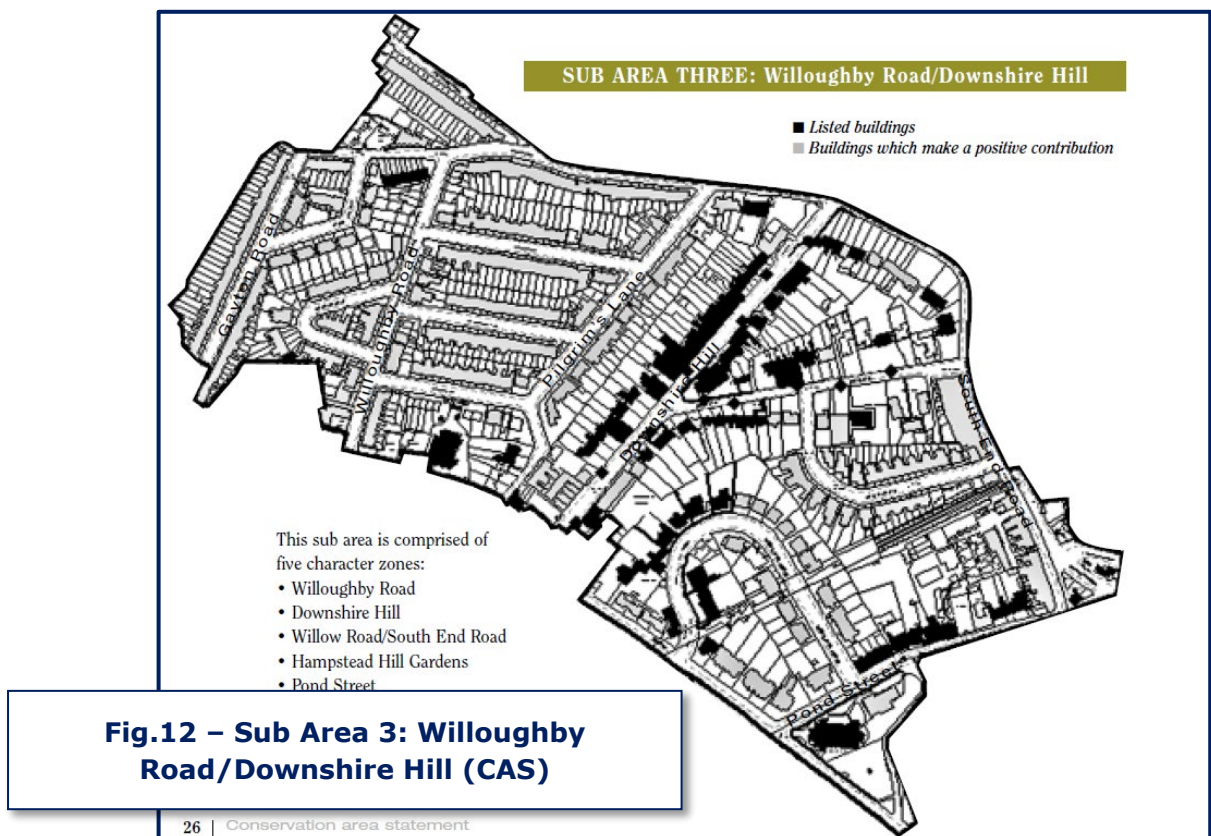
3.3.5 Those elements that contribute to its historic interest include:

- the association with architects of national significance, such as Richard Norman Shaw's work in Fitzjohn's Avenue;
- in the late 18<sup>th</sup> century the establishment of the Wells Trust to develop the local springs as a spa and for the benefit of local people. The spa stimulated development of Hampstead, with villas and boarding houses being built to accommodate temporary residents; and
- following the death of the lord of the manor, Sir Thomas, his heir, Sir John, negotiated the release of his manorial rights in 1871 and the subsequent formation in 1897 of the Hampstead Heath Protection Society, which played a major role in preserving Hampstead Heath and led to its expansion from its original 200 acres to today's 800 acres.

3.3.6 The overall historic interest of the Hampstead Conservation Area is high.

### Sub Area Three: Willoughby Road/Downshire Hill

3.3.7 As explained above, the CAS identifies eight sub areas within the conservation area and the application site lies within Sub Area 3 (Fig.12).



3.3.8 The CAS includes the following *description of this sub area*:

These streets form one of the most dense and homogenous parts of Hampstead, laid out somewhat like a grid. The houses are mostly of red or gault brick. Few are of high architectural quality, but many have attractive timber porches, ornamental brickwork or other flourishes typical of their period. Denning Road, Carlingford Road, Kemplay Road all run downhill away from Willoughby Road comprising largely four storey terraced Victorian houses with their rooflines stepping downhill to the east. Many of the houses have semi-basements and steps up to the front door with boundary walls to the pavement. Architectural details vary from street to street adding character to the area as a whole. A few smaller, modern houses have been built on gap sites or back gardens. These generally have fewer floors, lower ceilings and smaller windows than the older houses and in some cases the disparity in scale is uncomfortable.

3.3.9 From this description the following characteristics of the sub area can be identified:

- red and gault brick is the dominant facing material;
- there are a few examples of high-quality architecture; and
- architectural details vary from street to street.

3.3.10 The CAS includes a description of every street within the conservation area. It provides the following description of Willoughby Road:

The road falls downhill towards Christchurch Hill, and mostly has three storey terraced properties, some with semi-basements. From the junction with Rosslyn Hill Nos.2-18 are three storey in red brick with semi-basement and a square bay to the first floor. The third floor has both a dormer and half dormer in the roof. The porch has a tiled roof and decorative timber. Nos.3-7 are three storey red brick with semibasement. The mansard roof has a pedimented central window. Nos.9-17 are similar but with different roof details. On the east side Nos.18-24 form a terrace of three storey properties with a semi-basement and a dormer in the pitched roof. Unfortunately No.22 has a full width dormer that severely mars the group. No.28 & 28a are a 1950s two storey semi-detached pair whose symmetry is spoiled by the introduction of a roof extension on No.28. Nos.23-27 are post Second World War two storey houses with dormers that sit back from the road, forming a group. They lie between two 19th century buildings. There is a fine sycamore on corner of Willoughby Road and Willow Cottages (garden of No.33).

3.3.11 Whilst this description may be useful as a record of what existed at the time of the publication, it fails to provide any qualitative assessment of what is important in this

street and how it contributes towards the significance of the conservation area as a whole. The building at No.33 is not specifically mentioned in the CAS and is not identified as making a positive contribution. Its appearance and style are at odds with the characteristics of the conservation area and the sub-area as identified above.

### **Contribution of Site to the Hampstead Conservation Area**

- 3.3.12 Hampstead Conservation Area covers a large area and includes the historic centre and most of the pre-war village. It is not surprising that the application site is not mentioned within the document, other than a reference to a tree located within it. The dwelling on the application site was erected sometime between 1896 and 1915. The use of materials and the interwar characteristics of the bay and the round arched front doorway, suggests that it was built towards the end of this period.
- 3.3.13 The building is not consistent with the pre-dominant building material within Sub Area 3 or within the wider conservation area. It does not form part of any planned development or any recognisable townscape feature that makes a particular contribution to the area.
- 3.3.14 Its appearance has a low-quality character about it with poor quality, rough aggregate finish to its elevations, which on close inspection looks like a poor-quality rough cast, an array of rainwater pipes, odd timber cladding and irregular fenestration.
- 3.3.15 The building has the characteristic features of a suburban house from the 1920s and 1930s. The dark painted windows and boarding to the bay suggest some attempt at an Arts and Craft style but it is not well executed or consistent with the design principles of that architectural style, of which there are many, better examples in the conservation area. There is no evidence that the building was designed by a known architect, either of local or national standing, or occupied by anyone of importance.
- 3.3.16 The above analysis and the lack of any specific reference in the CAS leads to the logical conclusion that the building is not characteristic of the conservation area and makes no material contribution to its significance.

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## 4.0 Assessment of Impact

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### 4.1 The Proposals

- 4.1.1 The Applicant acquired the property and has lived in it with his family house since early 2021. Having lived in the house for two winters they have identified a number of improvements that the family would like to undertake in order to improve the quality of the accommodation, the appearance of the building and enhance its energy efficiency.
- 4.1.2 The original proposals included the relocation of the front door to the position of the existing bay window, the replacement of the existing front door and all external windows and doors, the removal of the existing smooth render and pebble dash to the external walls and render with a smooth finish, such as a traditional stucco. Other, works proposed include the replacement of the existing timber cladding, all existing rainwater and foul drainage pipework and gutters, and relocation of the pedestrian access gate to align with the proposed location of the front door.
- 4.1.3 Whilst the proposals were not considered by the Applicant or his advisors as controversial it was decided to undertake best practice and engage with Officers at Camden Council through a pre-application process. This process started in August 2021 and concluded in March 2023, with an on-site meeting required to discuss matters with Officers.
- 4.1.4 This application includes a significant number of design changes and concessions in order to take on board the Officers' comments and address any concern raised to the pre-application proposal. The details of the pre-application process and responses from the Council are contained within the Design and Access Statement.

### 4.2 Impact Assessment – Willow Cottages

- 4.2.1 The existing makes no contribution to the significance of this listed building: it has a neutral effect. The proposals, whilst enhancing the appearance of the existing building, and thereby, the appearance of the street, they will not enhance or harm the contribution that the setting makes to the significance of the listed building.
- 4.2.2 The proposals will have a **neutral effect** on the significance of Willow Cottages.

### **4.3 Impact Assessment – Hampstead Conservation Area**

- 4.3.1 The high level of Officer engagement during the pre-application stage suggests that the application building is an important one in terms of the significance of the conservation area, particularly as the planning system operates on a proportional basis: the more important the asset, the greater the need for its conservation. However, the proper identification of the significance of the conservation area, using the Council's published guidance, demonstrates that No.33 does not make any material contribution to its significance.
- 4.3.2 The proposals will undoubtedly improve the appearance of the existing building, but this will not enhance the significance of the conservation area or harm it, as it contains none of the pre-requisite characteristics that makes the heritage asset architecturally and historically interesting.
- 4.3.3 The proposed works will have a **neutral effect** on the significance of the Hampstead Conservation Area.

### **4.4 Conclusion**

- 4.4.1 The proposals will not result in any loss of significance to any identified heritage assets.

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## 5.0 Summary

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- 5.1 This Heritage Statement demonstrates that the existing dwelling was erected on the application site in the first or second decades of the 1900s. It has no heritage significance in its own right that warrant consideration of it in the planning system as a heritage asset. The principal heritage considerations are therefore, whether it currently makes a contribution to the significance of identified heritage assets and if so, will the works have an effect on that significance.
- 5.2 The significance of the Grade II listed Willow Cottages and the Hampstead Conservation Area is summarised above. By applying the NPPF definition of significance and the guidance published by Historic England, it is clear that the existing building does not make any material contribution, either negatively or positively, to the significance of these two designated heritage assets.
- 5.3 The proposals, therefore, will not result in the loss of any significance or create harm through any visual distraction.
- 5.4 By having regard to this assessment and applying the heritage policies contained within the NPPF, the decision maker will have met the statutory duties of Sections 66(1) and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.



## Appendix 1 – Listing Description – Willow Cottages

7/17/23, 9:16 PM

WILLOW COTTAGES, Non Civil Parish - 1379197 | Historic England

# WILLOW COTTAGES

### Official list entry

Heritage Category: **Listed Building**

Grade: **II**

List Entry Number: **1379197**

Date first listed: **14-May-1974**

List Entry Name: **WILLOW COTTAGES**

Statutory Address 1: **WILLOW COTTAGES, 33-41, WILLOW ROAD**

This List entry helps identify the building designated at this address for its special architectural or historic interest.

Unless the List entry states otherwise, it includes both the structure itself and any object or structure fixed to it (whether inside or outside) as well as any object or structure within the curtilage of the building.

For these purposes, to be included within the curtilage of the building, the object or structure must have formed part of the land since before 1st July 1948.

[Understanding list entries](https://historicengland.org.uk/listing/the-list/understanding-list-entries/) (<https://historicengland.org.uk/listing/the-list/understanding-list-entries/>)

[Corrections and minor amendments](https://historicengland.org.uk/listing/the-list/minor-amendments/) (<https://historicengland.org.uk/listing/the-list/minor-amendments/>)

### Location

Statutory Address: **WILLOW COTTAGES, 33-41, WILLOW ROAD**

The building or site itself may lie within the boundary of more than one authority.

County: **Greater London Authority**

District: **Camden (London Borough)**

Parish: **Non Civil Parish**

<https://historicengland.org.uk/listing/the-list/list-entry/1379197?section=official-list-entry>

1/4

7/17/23, 9:18 PM

WILLOW COTTAGES, Non Civil Parish - 1379197 | Historic England

National Grid Reference: TQ 26709 85863

## Details

CAMDEN

TQ2685NE WILLOW ROAD 798-1/27/1724 (South side) 14/05/74 Nos.33-41 (Consecutive) Willow Cottages

GV II

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.

Listing NGR: TQ2670985863

## Legacy

The contents of this record have been generated from a legacy data system.

Legacy System number: **478564**

Legacy System: **LBS**

## Legal

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

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WILLOW COTTAGES, Non Civil Parish - 1379197 | Historic England



Map

This map is for quick reference purposes only and may not be to scale.  
This copy shows the entry on 17-Jul-2023 at 21:16:13.

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(<https://historicengland.org.uk/terms/website-terms-conditions/>).

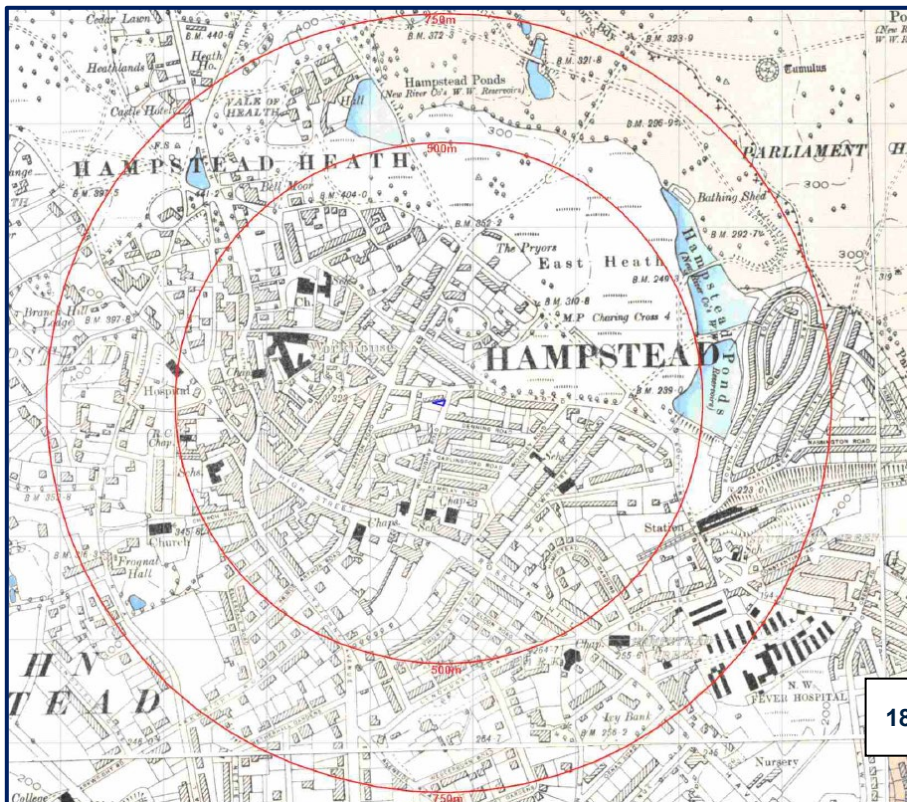
End of official list entry

## Appendix 2 – Ordnance Survey Plans

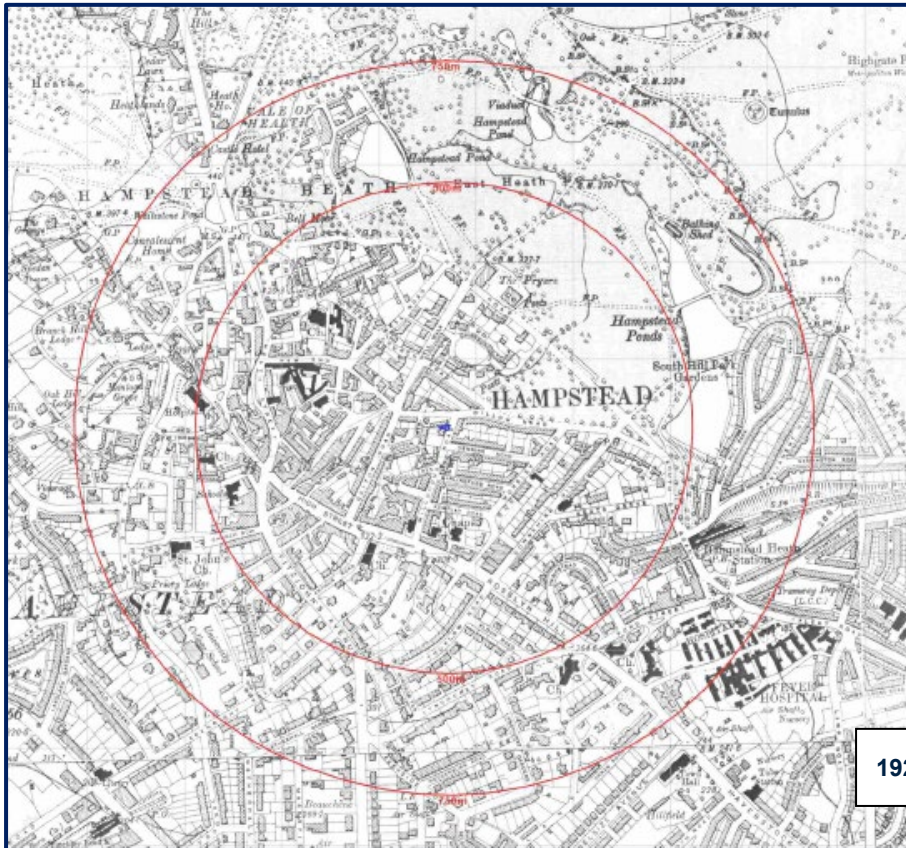
### A) Small Scale Maps



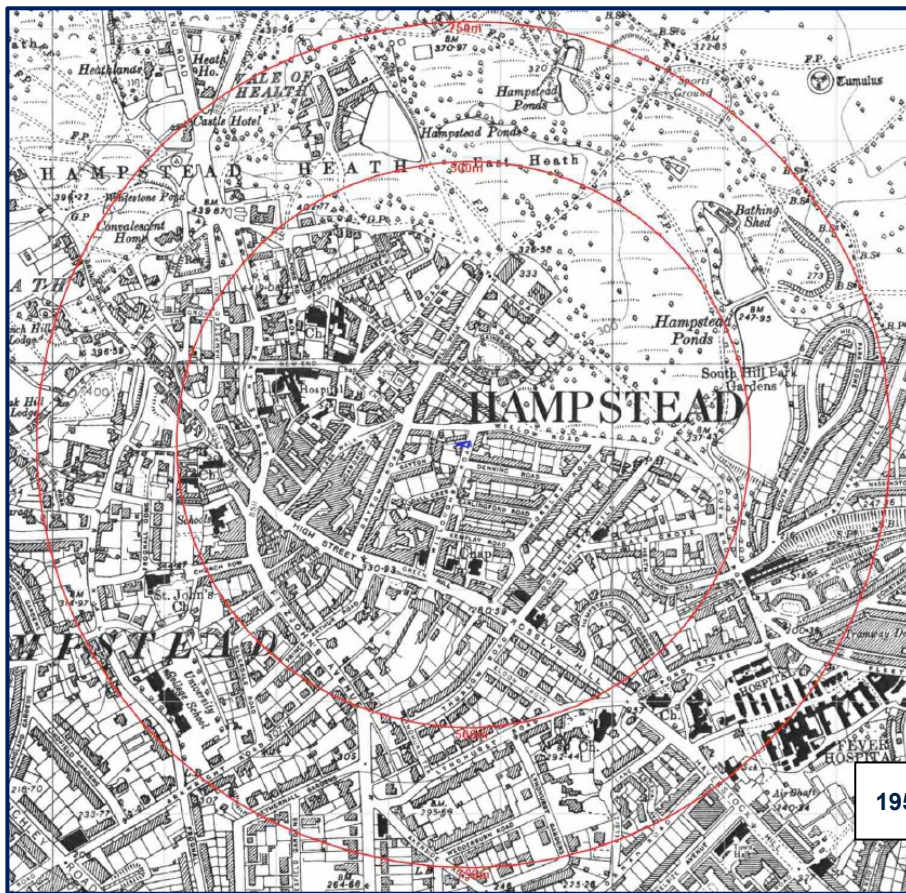
1873 County Series



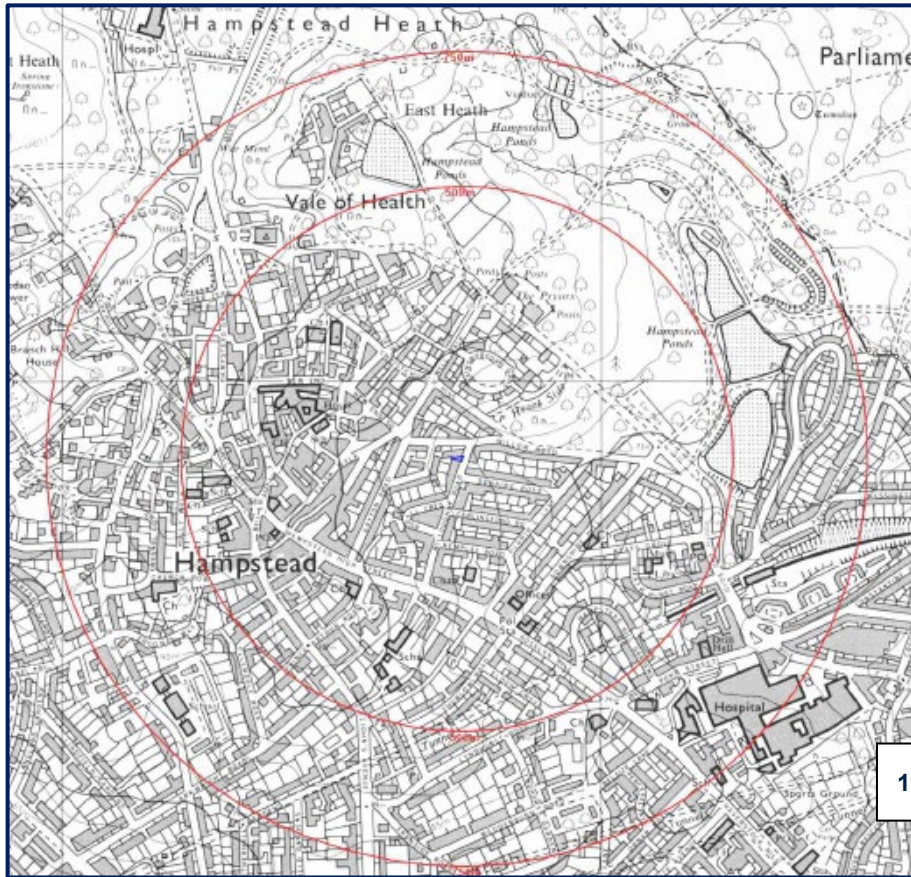
1894 County Series



1920 County Series

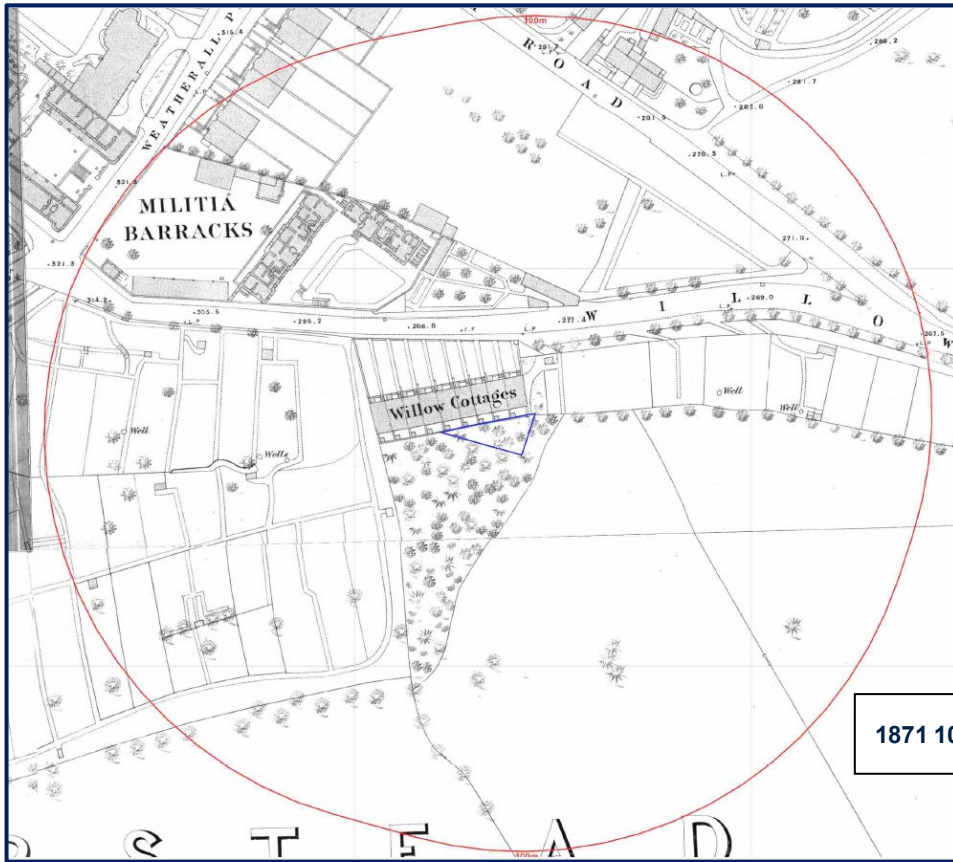


1951 Provisional

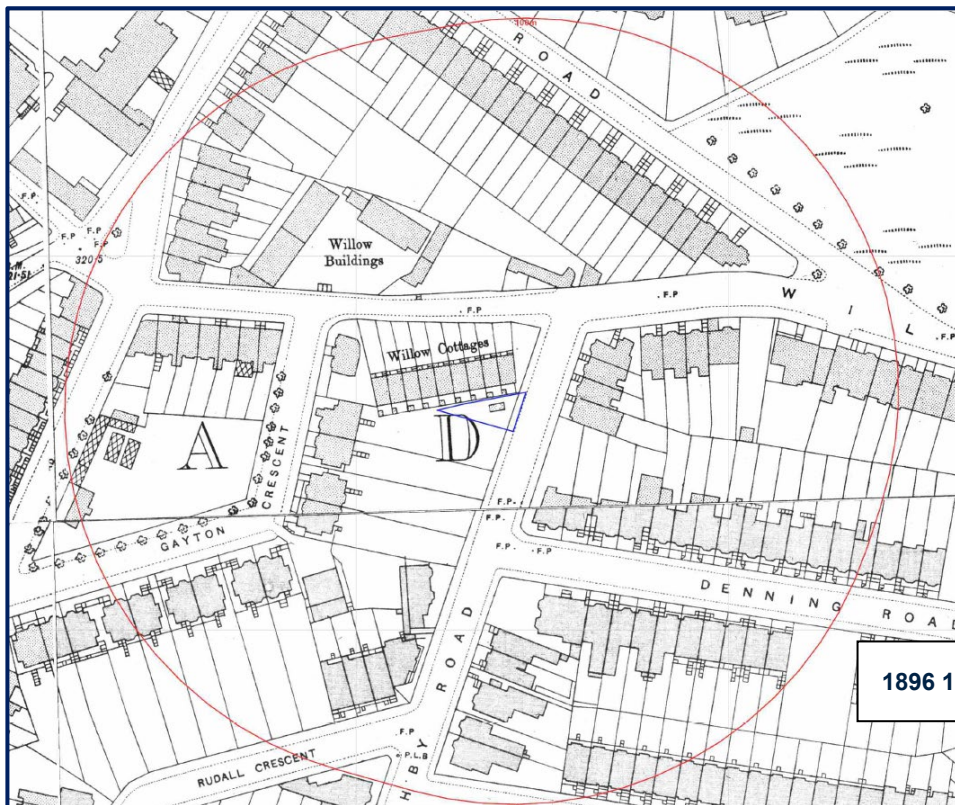


1973 - National Grid

**Large Scale Maps**



**1871 1056 Scale Town Plan**



**1896 1056 Scale Town Plan**

