

33 Willoughby Road, London, NW3 1RT

Householder Planning Application Design & Access Statement
October 2023



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0.0 About the Architect

Guttfeld Architecture is an award-winning RIBA Chartered Architects Practice based in Twyford, Berkshire. As a specialist in residential design, we have extensive experience of the design of unique houses and extensions in both rural and urban settings. A recent house design won Best Modern Design at the Chilterns Building Design Awards and Best Large Extension at the British Homes Awards. Guttfeld Architecture was recently included in 'New Architects 4', a book by The Architecture Foundation "surveying the best British architectural practices established in the past ten years."

Practice Principal Fred Guttfeld is an ARB and RIBA Chartered Architect and member of the Reading Borough Council Design Review Panel, assisting Reading Borough Council Planning Department with the assessment of complex Planning Applications in the Borough. He is also a RIBA Professional Examiner and RIBA Student Mentor.

1.0 Purpose of this application

This is a Householder Planning Application for refurbishment of this single family dwelling house in Hampstead.

2.0 The site

2.1 Existing building and immediate context

33 Willoughby Road (33 WR) is a two-storey semi-detached single family dwelling house.

It is understood to have been constructed in the early twentieth century, most likely between 1920 and 1935, as an infill development to the side gable of three-storey Victorian property, 31 Willoughby Road. On the other side of 33 WR are Willow Cottages, a Gd 2 Listed terrace of houses on Willow Road.

33 WR is a four-bedroomed house occupying a small, roughly triangular end-of-terrace plot. As such the house benefits from extremely limited external amenity space – consisting of very small back and front courtyards. Because of the shape and location of the plot, the rear courtyard is overlooked from all sides and is overshadowed for most of the day. The front courtyard is compromised by its use as the main access from the street to the front door as well as storage of bins etc. Neither courtyard is therefore particularly suitable for real external amenity, such as outside dining.

The property is of unremarkable design and features a haphazard arrangement of materials and glazing styles: The elevations feature variously pebble-dash (rough cast) render, smooth render, painted brickwork and painted timber cladding – all in a poor state of repair. There are timber framed, single-glazed casement windows in a variety of styles, all of which are leaking and require replacement. Many are rotten and on a rainy day water drips into the house in a number of places. Many of the windows, especially to the front elevation, are leaded in a Georgian style, which is inappropriate for the age of house and style of architecture. The roof, of plain tiles, features dormer windows to the front, side and rear facing towards Willow Road, all of which are rotten and leaking. The appearance of the house is made worse by a haphazard arrangement of rainwater and foul drainage pipework.

The internal layout of the house is constrained by the position and arrangement of the stairs, particularly the adjacency of the stairs and front door at ground floor level.



Fig. 1 - Front Courtyard: wider section to foreground, narrow space to background



Fig. 2 - Front courtyard: wider section



Fig. 3 - Rear Courtyard



Fig. 4 - Front elevation: Windows and materials

2.2 Wider context

33 WR is located at the lower end of Willoughby Road, as it drops down towards the heath. This end of the road is characterised by a variety of architectural styles from a variety of periods.

23-27 WR are post Second World War two storey houses, whereas 29 and 31 WR are Victorian semi-detached villas. Opposite, 44 WR is a late twentieth century modernist house.

The houses feature a wide variety of materials, proportions, glazing styles etc. and there is no prevailing style or character. As such the lower end of Willoughby Road is characterised by variety.



Fig. 5 - 29 ,31 ,33 WR



Fig. 6 - 44 WR



Fig. 7 - 23, 25, 27 WR

2.3 Planning constraints

33 WR is:

- In the Hampstead Conservation Area
- Subject to an Article 4 Directive – removal of Permitted Development Rights
- Not Listed
- Adjacent to Willow Cottages which are Gd2 Listed

2.3.1 Hampstead Conservation Area Appraisal

The map on page 26 of the appraisal does not show 33 WR as making a positive contribution to the Conservation Area.

Page 29 describes many houses on Willoughby Road but does not mention 33 WR apart from 'a fine Sycamore' which is no longer in existence. Strangely, the lists on pages 33 and 34 do not include 33 WR as either a building that detracts from the character of the Conservation Area, would benefit from enhancement or as a building that is neutral. This suggests the building makes a positive contribution, which is contradicted by the map on page 26.

2.4 Heritage Analysis

Please see submitted Heritage Statement by Vitruvius Heritage, which concludes that the existing building is not characteristic of the Conservation Area and makes no material contribution to its significance.



Fig. 8 - 33 WR to centre, Willow Cottages to the right, 31 WR to the left

3.0 Brief

The house has been home to our Clients since March 2021. They have identified several improvements they would like to make to those that, given the constraints listed above, would require planning permission, as follows:

- Relocate the front door from the arched opening to the bay, so that the larger patio area in front of the arch can be used for external amenity;
- Replace all external doors and windows with a consistent style of energy-efficient glazing that also improves the overall appearance of the house;
- Replace the external materials of the house to improve the overall appearance of the house whilst adding external insulation to improve the energy efficiency of the house;
- Replace and simplify the existing rainwater and foul drainage design to improve the overall appearance of the house;

4.0 Pre-Application Advice

4.1 Summary

The proposals considered by the pre-application process were alterations to, and refurbishment of, the existing single family dwelling house, including:

- Relocation of front door to position of existing bay window.
- Replacement of existing front door with terrace access door.
- Replacement of all external windows and doors.
- Removal of smooth render and pebble dash to all external walls and insulation of walls (typically 70mm insulation) and finish of new smooth render.
- Replacement of existing timber cladding (like for like).
- Replacement of all existing rainwater and foul drainage pipework and gutters, including simplification where possible.
- Relocation of existing pedestrian access gate to match relocation of front door (and associated alterations to low level wall and hedge).

The pre-application advice process took place between 24th August 2021 and 8th March 2023, the extended period of time allowing for detailed discussions, including a site visit with Case Officer and Conservation Officer, and for four detailed iterations of design development and feedback.

The formal pre-app response, ref '2021/4089/PRE' dated 8th March 2023, summarises the different iterations developed and Officers' responses to each of these.

The process eliminated all principle concerns and advised that only two detailed design points from the final pre-app design submitted on 24th November 2022 needed to be addressed by the Planning Application. The first of these details for development relates to the first floor bay in Officers' preferred option, EL2. The second point for development relates to the ground floor bay in the Applicant's preferred option option EL3.

4.2 Detail 1: First Floor Bay

"The remaining issue with EL2 relates to the upper bay window which is shown with a dark grey material surrounding the black window frames. As per the lower part of the bay and the existing arrangement, this area would also benefit from white render. This detail can also be seen on the part side elevation and google street view imagery provided below."

4.3 Detail 2: Ground Floor Bay

This detail can be summarised as being that Officers did not support the low-level sidelight panels either side of the proposed front door as dark metal (as shown by EL3).

Officers stated they would support these panels if they were rendered (as shown by EL2).

The advice around Officers' preference for render in this location was as follows:

"Minor interventions to the existing bay window could enable creation of a new doorway without harming the character of the host building. Therefore the cladding around the bay is being suggested to be in keeping with the overall re-cladding approach.... We would like to maintain the character of the existing host building; and retaining some solidity to the bay window/ new door surround would achieve this. Cladding to replicate the existing smoother finish to the bay surround as shown on your photograph would also be acceptable here, as opposed to rough-cast previously mentioned, but we would like to retain the character and general appearance of the existing bay."

Despite submitting detailed reasoning to support the low level panels appearing as part of the sidelights, as proposed by the applicant's preferred option, EL3, no advice was given as to why it was not acceptable, simply:

"For the avoidance of doubt, the bay window detailing of EL3 is not supported."

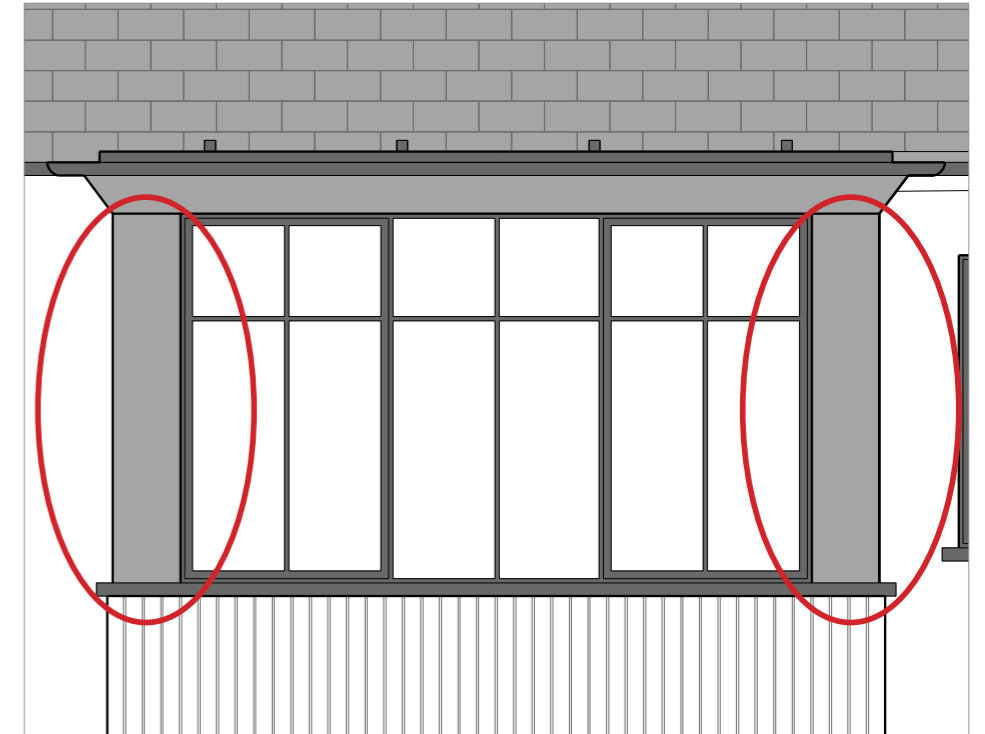


Fig. 9 - Detail 1: First Floor Bay (EL2)

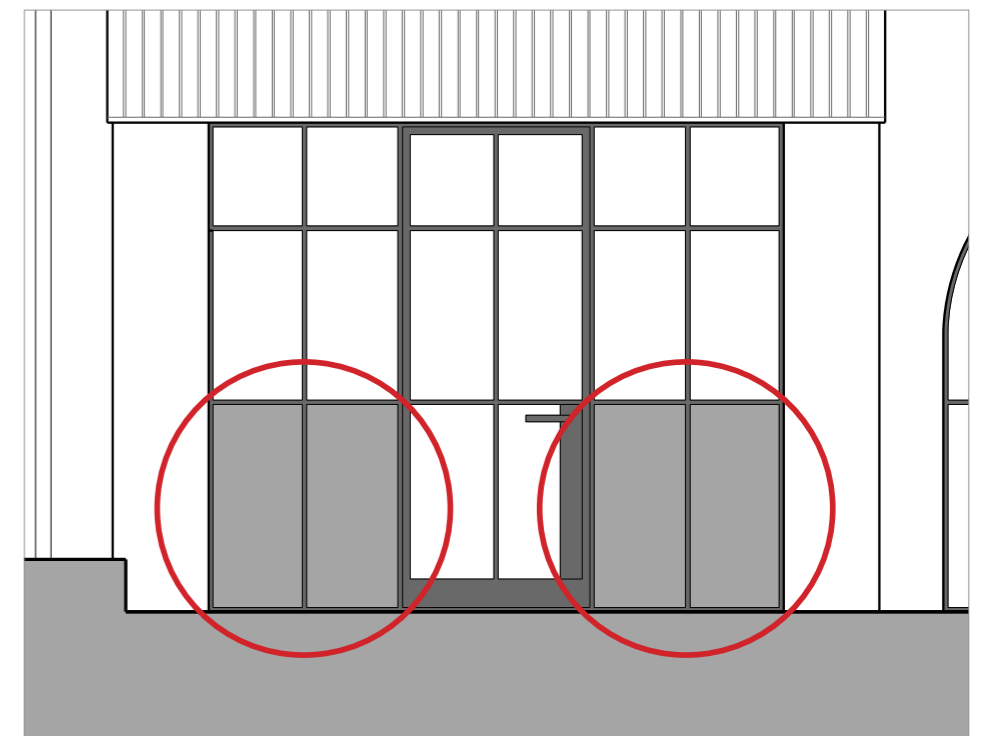


Fig. 10 - Detail 2: Ground Floor Bay (EL3)

5.0 Design Development following Pre-Application Advice

5.1 Detail 1: First Floor Bay

The pre-application advice regarding Detail 1: First Floor Bay was used to develop a refined approach to the detailed design of the corners of the first floor bay window as follows:



Fig. 11 - Existing First Floor Bay

The existing first floor bay window has dark grey painted window frames continuously to all 3 sides. As such it reads as a true bay window – without walls and uninterrupted by alternate materials. As part of this arrangement, there are dark grey painted frames on the 2 external corners, approx. 180mm x 180mm on plan, that read as part of the bay window as a whole.

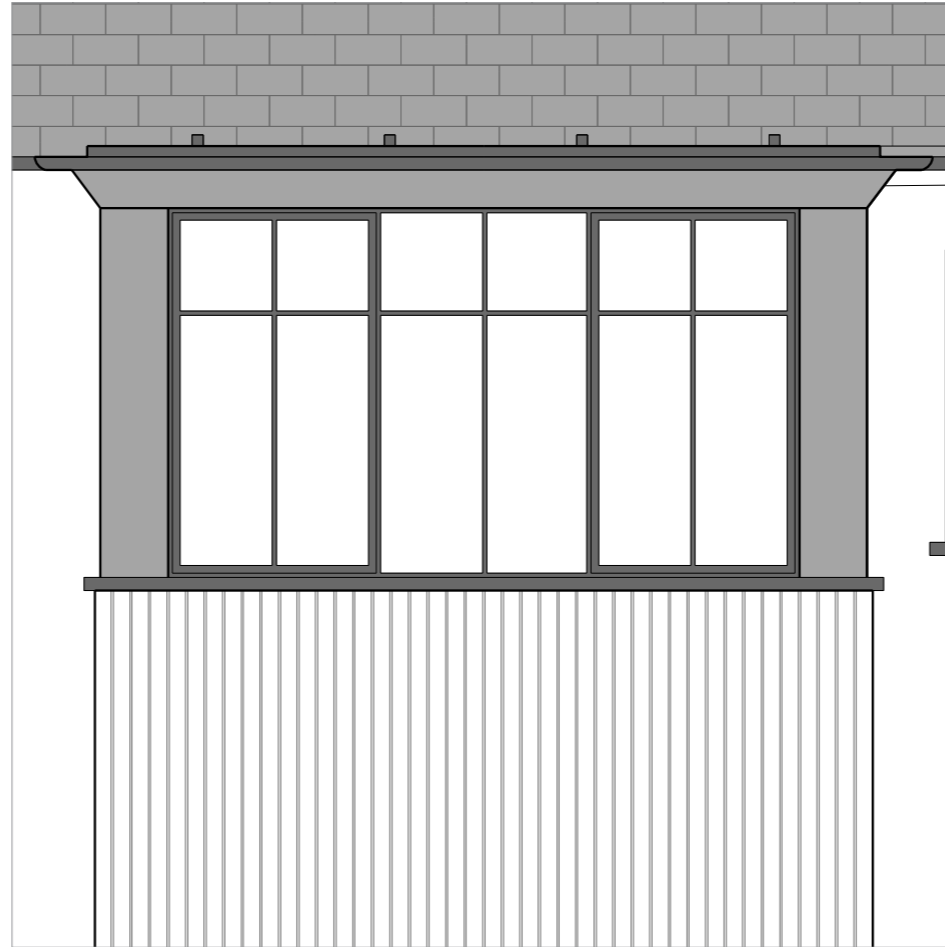


Fig. 12- Pre-Application First Floor Bay

The design presented for pre-application advice proposed increasing these corners to 300mm x 300mm to allow for structure and insulation. A dark metal finish was proposed to match the window frames so the bay window would continue to read, like the existing, as a true bay window.



Fig. 13 - Refined First Floor Bay

The pre-app advice was to replace the dark metal cladding to the two 300mm x 300mm corners with white render, which would move away from the existing appearance and character of the bay window, effectively using alternate materials to separate the street facing window from the side facing windows. It would no longer read as a true bay window or like the existing.

Instead of this, the design has been developed with more slender structure and insulation to the bay corners, so it can stay much closer to the existing character and appearance. As per the existing, the corners will remain at 180mm x 180mm or less, and will remain as a dark colour to match the surrounding window frames.

This approach would stay closer to the existing character and appearance than either the pre-app proposals or pre-app advice.

5.2 Detail 2: Ground Floor Bay

The pre-application advice regarding Detail 2: Ground Floor Bay did not support our preferred approach to the detailed design of the low-level side-light panels, which after due consideration, remains as follows:



Fig. 14 - Existing ground floor bay

The existing window at ground floor level is not a true bay window as it has solid side walls. It features a single large rectangular window facing the street. The remaining walls are very poorly finished with modern smooth render. We are of the opinion that this part of the house does not add any heritage value, character or visual interest to the house or Conservation Area and is not something that we feel we should be encouraged to replicate or conserve.

This part of the house is also concealed by both the wall along the street and the hedge above it and is also therefore not currently visible as part of the street-scene.



Fig. 15 - Officers' suggestion for T-shaped window / door opening (EL2)

The pre-application advice was essentially to cut a door opening into the rectangular window and render below, which would create a T-shaped window and door opening as described by EL2.

EL2 was produced purely to demonstrate why we didn't think it was a suitable design response given the character of the existing building and the wider Conservation Area.

The T-shaped opening would be quite unusual and discordant in terms of its appearance and character – and is not something currently seen either on the host building or that we can see anywhere else within the Conservation Area.

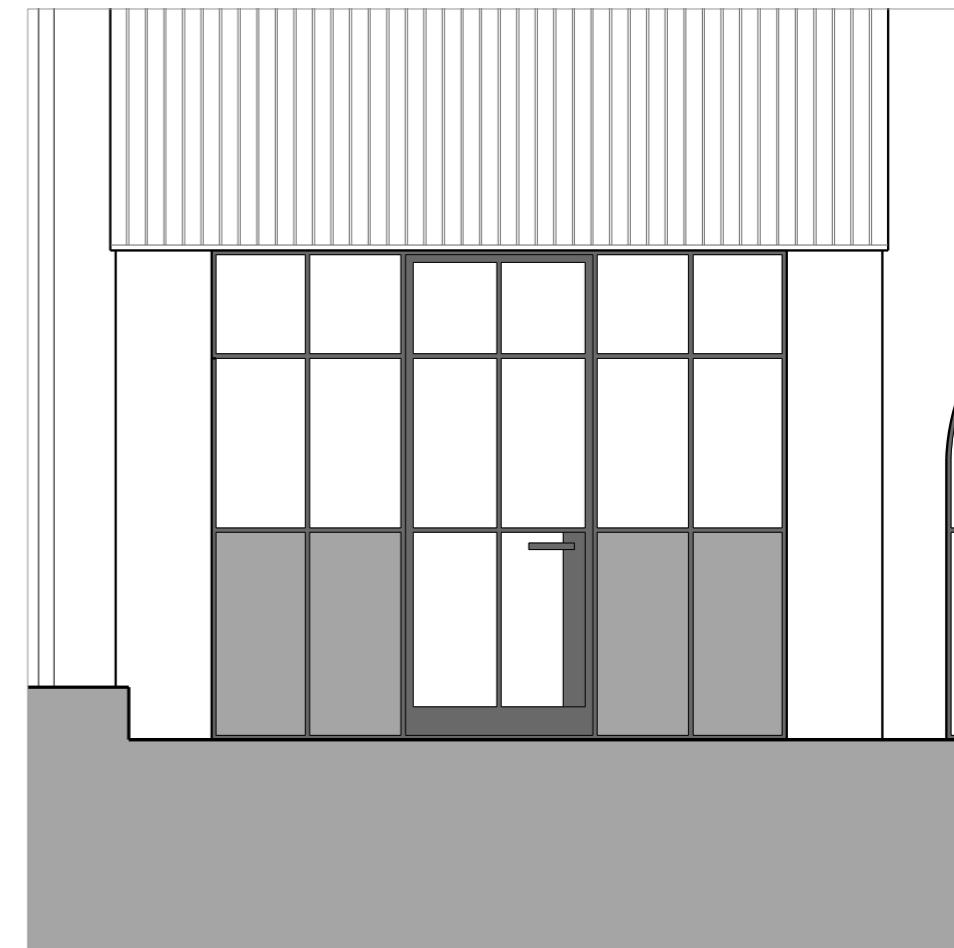


Fig. 16 - Applicant's preferred approach (EL3)

Rather than the Officers' suggestion of rendered panels, we proposed EL3 because it had an appearance and character that is seen both on the host building and that is widespread within the Conservation Area.

It is traditional for low-level sidelight panels to be designed as part of the sidelights, rather than being expressed as part of the surrounding wall.

The bay is split into eight equal widths, of which the outer two as well as the side walls of the bay would be smooth render to match the rest of the building.

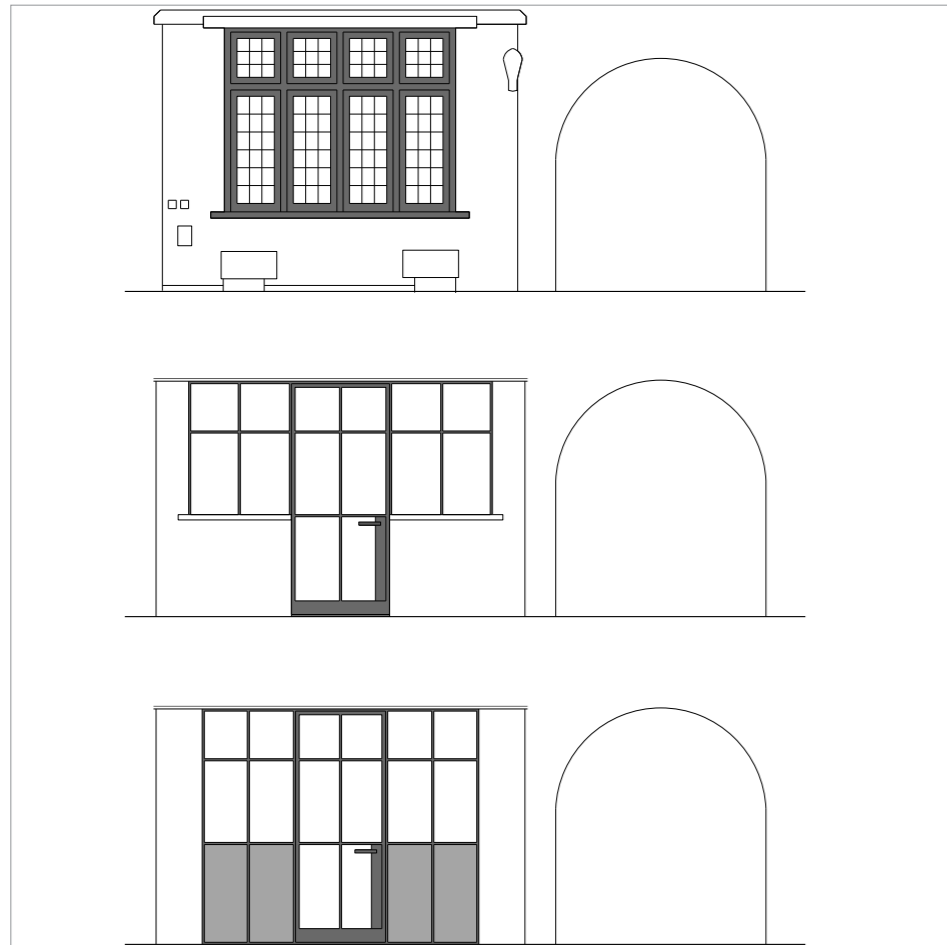


Fig. 17 - Comparison of different approaches with existing

A comparison of the existing (top), Officers' preferred approach (middle) and Applicant's preferred approach (bottom), highlights the middle as a discordant and unfamiliar arrangement.

It has not been explained how render finish to the low-level panels would outweigh the unusual arrangement of the middle option.

It has also not been explained why the Applicant's preferred approach (bottom) was not supported.

For these reasons, our referred approach remains solid low level panels that are designed as part of the sidelights, not the surrounding walls.



Fig. 18 - Existing sidelights with solid low-level panels

The preferred approach mirrors the existing front door of the property, which has sidelights with matching solid low-level panels, in this case, black painted timber.

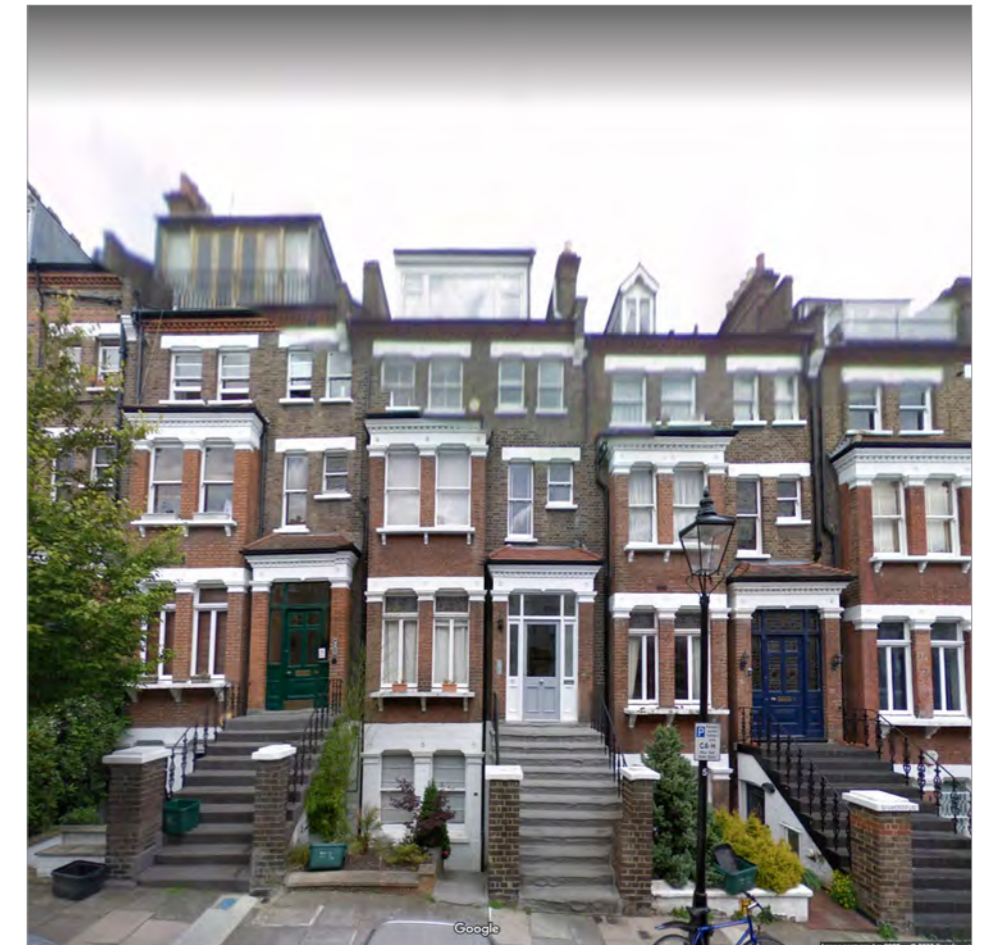


Fig. 19 - Carlingford Road opposite - low level panels part of sidelights, not walls

This arrangement, appearance and character is also prevalent throughout the Hampstead Conservation Area, for example along Carlingford Road opposite, where most houses have the same arrangement as EL3 - full height glazed sidelights incorporating solid panels at low level, either side of the front door, set within a bay.

In all of these examples, panels at low level either side of the front door, do not follow the material of the wall, for example render or brick, but form part of the composition of the front door and sidelights and follow their materiality.

We therefore feel that EL3 is an appropriate and contextual response to both the existing house and wider Conservation Area and retains more of the original appearance of the property than EL2.

5.3 Pre-Application Advice – Conclusion

During the pre-application advice process the applicant made significant changes to the proposals in order to make them acceptable. As a result, all principle concerns were eliminated.

The final pre-application advice received described just two detailed design points to be addressed and these have been addressed by the Householder Planning Application submitted.

The proposals addressing the two remaining detailed design points have been carefully developed in terms of their relationship with both the character and appearance of the existing building and the wider Conservation Area and are well justified in these terms.

We have also sought the opinion of Vitruvius Heritage on this matter who have concluded that the proposals will undoubtedly improve the appearance of the existing building and will not result in any loss of significance to any identified heritage assets. Please see submitted Heritage Statement.



· Fig 20 - Existing front elevation



· Fig 21 - Officers' preferred front elevation



· Fig 22 - Applicant's preferred front elevation

6.0 Design Summary

6.1 Relocation of front door

The existing front door is within the arched opening to the right-hand side of the front elevation, at the rear of the more generous front patio space.

The house suffers from a lack of external amenity space, so in order to make the more generous patio space in front of the arch more usable for dining etc, the front door would be moved to the existing 'bay' window to the left-hand side.

The relocated front door within the 'bay' is designed to be glazed, with glazed sidelights featuring solid low-level panels. These panels reflect the design of the existing front door and other front doors throughout the Conservation Area, allow provision of a letter box and provide the solidity and restricted views into the house requested during the pre-application process. The side walls of the 'bay' would be finished in render to match the rest of the elevations, also as requested during the pre-application process.

At the same time as relocating the front door to the left-hand side of the elevation, the existing pedestrian access gate and brick piers would be relocated to match. The existing opening within the low-level garden wall would be infilled and made good, and similar alterations would be made to the existing hedge.

6.2 Replacement of all external windows and doors

The existing house has a haphazard collection of different styles of external windows and doors, none of which are appropriate for the style and age of house. All external windows at the property are of poor quality and are in an extremely poor state of repair, leaking regularly.

Replacement of all external doors and windows at the house using a consistent, attractive and appropriate style of glazing would significantly improve the contribution this property makes to the Conservation Area and would significantly improve the energy efficiency of the house and internal living conditions.

A slim metal-framed 'Crittall' style of glazing was chosen, both to reflect the early twentieth century style of the house, and also because the style and composition could be designed to reflect the slim profiles of the sash windows of the properties either side.

All windows and doors have been designed with mullions and transoms to replicate the rhythm of existing glazing and the neighbouring properties.

The existing arch is retained, with a matching glazed door to allow patio access.

The rear patio access door is enlarged and replaced with a matching bi-fold glazed door to allow patio access.

6.3 External finishes

The existing elevations feature a haphazard mixture of pebble-dash (rough-cast) render, smooth render, painted brickwork and painted timber cladding which are all in a poor state of repair. The external finish of the building, both in terms of mixture and quality of finish, is unattractive. Refinishing the building with a consistent, high-quality finish would significantly improve the contribution this property makes to the Conservation Area.

For this reason, it is proposed to remove all external rough-cast and smooth render and refinish all elevations with smooth render.

The existing walls also have no insulation, so refinishing of the external elevations is an ideal opportunity to externally insulate the building, prior to application of the render. Typically 70mm of insulation will be added, but this is adjusted in various places according to detailed requirements, which are shown on the drawings.

In order to improve the quality of all external finishes it is also proposed to replace the existing white-painted timber cladding to the front bay, on a like-for-like basis.

Similarly, the existing dark metal cheeks to dormer windows will be replaced.

The existing tiled roof finish will be retained.

6.4 External pipework

The appearance of the house is also made worse by a haphazard and over-complicated arrangement of rainwater and foul drainage pipework.

Like the external finishes, replacement of all existing rainwater and foul drainage pipework and gutters, including simplification where possible, would significantly improve the appearance of the house.



· Fig 23 - Existing front elevation



· Fig 24 - Proposed front elevation

7.0 Planning Policy Consideration

7.1 Character of the Conservation Area

The existing windows, doors, materials and the drainage arrangements for no.33 are inferior – and certainly not of a quality befitting the property's inclusion within the defined 'Sub Area 3: Willoughby Road/Downshire Hill' of the designated Hampstead Conservation Area. The existing features of no.33 are arguably discordant when viewed alongside the adjacent Grade II listed house, 'Willow Cottages', which strikes a somewhat jarring note that our enclosed scheme proposal now seeks to improve.

Properties located within the local vicinity feature a wide variety of materials, proportions, glazing styles and so on; and in short, there is no prevailing overall style or dominant characteristic shared by the houses to be found in Sub Area 3. As such, the lower end of Willoughby Road is characterised by variety per se; and in considering the matter of the application scheme design so we have carefully noted and evaluated features in the wider area that contribute to local distinctiveness.

The proposed new front door would reflect the design of the existing and other front doors throughout the Conservation Area. By replacing all external windows and doors with a more appropriate, consistent and attractive style of glazing, we propose a scheme which better integrates into its surroundings and the Hampstead Conservation Area.

The external finish of the building, both in terms of mixture and quality of finish, is currently unattractive. Enhancing the building with a consistent, high-quality finish as shown on our scheme plans and images would significantly improve the contribution no.33 makes to the Conservation Area, in accordance with Camden's key development plan policy, Local Plan Policy D2(e). See Appendix A for policy excerpts.

The property also falls within 'Character Area 3/C – 19th Century Expansion' in the adopted Hampstead Neighbourhood Plan (2018). As per Appendix 2 of the Neighbourhood Plan, the character area "...can be clearly distinguished by the planned appearance and typical urban streets lined by rows of houses. A number of development types can be found in this wider area from dense terraced streets (e.g. Willoughby Road)" (see Appendix A of this DAS for further context).

In accordance with Hampstead Neighbourhood Plan Policy DH1, our scheme proposal will enhance the defined 'character area' by improving the quality and visual interest of the subject property. The choice and quality of materials we have chosen, together with the textures and colour for our design scheme will be very much in keeping with the design features and standards of the character area.

Overall, our application proposal will make no.33 a more attractive and interesting building, composed of materials that will complement the host property, immediate neighbouring properties and the wider area in general. In that way, the application scheme meets the Government 'test' for development in conservation areas (i.e. the *preserve* or *enhance* test, putting it crudely) – and we would refer you to the Heritage Statement prepared by Vitruvius Heritage, for further details on this key topic.

In terms of policy compliance, the application scheme:

- accords with and respects local context and character, meeting the aims and objectives of Local Plan Policy D1 and Neighbourhood Plan Policy DH1;
- enhances Hampstead Conservation Area and the nearby listed buildings, in accordance with Local Plan Policy D2 and Neighbourhood Plan Policy DH2; and
- in addition, the scheme aligns with various Camden Planning Guidance (CPG) documents, including the 'Home Improvements' (2021) and 'Design' (2021) CPGs.

7.2 Energy Efficiency

Local Plan Policy CC1 states that Camden Council will support and encourage sensitive energy efficiency improvements to existing buildings. By replacing all external windows and doors with either double or triple-glazed units, our scheme proposal will significantly improve the energy efficiency of our client's home.

The existing walls at no.33 have no insulation – so refinishing of the external elevations is an ideal opportunity to externally insulate the building, prior to application of the render. Typically, 70mm of insulation will be added, but this will be adjusted in various places according to detailed requirements (refer to scheme drawings for additional clarity).

Further, our design scheme will utilise materials that are robust, sustainable and locally resourced, wherever possible, in accordance with Local Plan Policy D1(c)(d) (Design).

To this end, it is clear the our scheme accords with:

- Local Plan Policies CC1 and D1;
- various CPG documents including Camden's 'Energy Efficiency and Adaptation' CPG (2021), specifically sections 8.6 and 8.7, which encourage the replacement of single-glazed windows with more energy efficient alternatives;
- the 'Design' CPG (2021); and
- the Council's 'Retrofitting Planning Guidance' (2013) document.

7.3 Amenity Space

By moving the front door, a dedicated outdoor amenity space is created that will provide sufficient space for enjoyment and improved well-being and 'liveability', say for the occupants to have mealtimes around a small table, for clothes drying, or for spending time with family and friends outdoors.

This small design benefit accords adopted London Plan Policy C4.2 ('Private Outside Space').

7.4 Neighbour Amenity

Relocation of the front door, replacement of existing windows and refurbishment of the exterior of the building does not affect or diminish in any way the existing amenities that neighbours enjoy, including existing privacy and outlook. Indeed, by improving the appearance of the building as described, some neighbours will see their outlook improved (aesthetically speaking).

Taking Local Plan Policy A1 into account, the proposed works involved in our application scheme will not create any adverse impacts including those listed at criteria (e) to (n) of the policy – spanning matters such as visual privacy, outlook, sunlight and daylighting, etc.

Our application scheme design also accords with Camden CPG, 'Amenity'.

8.0 Neighbour Consultation

The Applicant has consulted the following neighbours prior to submitting the application:

- 35 Willow Road;
- 37 Willow Road;
- 39 Willow Road;
- 41 Willow Road;
- 23 Willoughby Road;
- 31 Willoughby Road;

All responses have been either supportive of the application and / or raised no concerns.

9.0 Conclusion

We have presented high-quality designs for minor alterations to, and refurbishment of, a single family dwelling house that would improve the contribution the house makes to the Hampstead Conservation Area.

The alterations would improve the usable external amenity space at the house, improve the house's appearance, improve the house's energy efficiency and improve the outlook of many neighbours.

The alterations are fully in accordance with the Camden Local Plan, CPG's and the London Plan and we have fully engaged with a very detailed pre-application process.

The alterations would have no negative impacts, including upon the amenity and privacy of neighbours, who have been fully consulted about the proposals and have raised no concerns.

We therefore recommend this application to you for approval.

Appendix A - Summary of Key Development Plan planning policies

Local Plan (2017)

- Policy A1 – Managing the impact of development

The Council will seek to protect the quality of life of occupiers and neighbours. The Council will grant permission for development unless this causes unacceptable harm to amenity.

Factors the Council will consider include, inter alia, (e) visual privacy and outlook; and (f) sunlight, daylight and overshadowing.

- 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;
- f. 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;
- g. is inclusive and accessible for all;
- h. promotes health;
- i. is secure and designed to minimise crime and antisocial behaviour;
- j. responds to natural features and preserves gardens and other open space;
- k. 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,
- l. incorporates outdoor amenity space;
- m. preserves strategic and local views;
- n. for housing, provides a high standard of accommodation; and
- o. carefully integrates building services equipment. The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

- Policy D2 - Heritage

The Council will preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.

Conservation areas are designated heritage assets and this section should be read in conjunction with the section above headed ‘designated heritage assets’. 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 require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area.

- Policy CC1 – Climate change mitigation

The Council will require all development to minimise the effects of climate change and encourage all developments to meet the highest feasible environmental standards that are financially viable during construction and occupation.

The Council will, inter alia, support and encourage sensitive energy efficiency improvements to existing buildings; and expect all developments to optimise resource efficiency.

Hampstead Neighbourhood Plan (2018)

- Policy DH1 - Design

1. Development proposals should demonstrate how they respond and contribute positively to the distinctiveness and history of the character areas identified in Map 2 and Appx 2 through their design and landscaping.

2. Development proposals should demonstrate how they respect and enhance the character and local context of the relevant character area(s) by:

- a. Ensuring that design is sympathetic to established building lines and arrangements of front gardens, walls, railings or hedges.
- b. 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.
- c. Responding positively and sympathetically to the existing rhythm, proportion, height, scale, massing, materials and storey heights of surrounding buildings.
- d. Protecting the amenity and privacy of neighbouring properties.
- e. Demonstrating how the proposal protects and enhances the views as shown on Map 4.

3. All development proposals which are required to produce a design and access statement will need to produce additional information on how the proposal conserves and / or enhances the relevant character area(s) relating to that proposal.

4. Development proposals that fail to respect and enhance the character of the area and the way it functions will not be supported.

- Supporting paragraph 3.7

Where applicable, the design and access statement and the plans and elevations submitted as part of any planning application must explain and illustrate:

- a. how the design considers the defined special character of the vicinity as described in the Conservation Area Appraisals and Management Strategies and Appendix 2 of the Neighbourhood Plan;
- b. the reason why the proposal is higher or larger than adjacent buildings or uses building elements (e.g. mansard roofs) not present nearby;
- c. what factors led to a decision either to contrast with or, alternatively, to relate carefully to the surrounding buildings and urban character;
- d. the scale and massing of the proposed development including elevational elements (doors, windows, etc.) and the relationship to the neighbouring buildings;
- e. how the proposal relates to the surrounding roads, alleys etc. and contributes to the local urban character (see the Conservation Area Appraisals and Management Strategies and the Neighbourhood Plan);
- f. the choice of materials, textures and colour;
- g. how the proposal is designed to avoid loss or damage to trees and vegetation or relevant features;
- h. the reasons for the design of boundary walls and built forms and planting surrounding the proposed development – particularly the space (if it exists) between the proposed development and the street, alleys etc.; and
- i. how the design has considered access for those who might experience difficulties in using the space.

- Policy DH2 - Conservation areas and listed buildings

1. Planning applications within a Conservation Area must have regard to the guidelines in the relevant Conservation Area Appraisal(s) and Management Strategies.
2. In reference to NPPF paragraphs 131 to 136, the Plan provides further guidance on the application of these policies below.
3. New development should take advantage of opportunities to enhance the Conservation Areas by protecting and, where appropriate, restoring original architectural features, including walls, windows, doors, etc., that would make a positive contribution to the Conservation Areas.
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 (see Appendix 3).

- Map 2 / Appx 2: Site falls within Hampstead NP 'Character area 3 – 19th Century Expansion'.

The relevant commentary of the application property's location on Willoughby Street found in Appendix 2 of the Hampstead Neighbourhood Plan is provided below:

- *"The streets around Willoughby Road and South Hill Park / Parliament Hill typically feature terraced housing with a direct relationship to the street. While building styles vary, a common palette of brick and stucco and rooflines that rise and fall with the topography preserve the integrity of the street."*
- *"The transition from the public pavement to the private home through a semi private space is a notable feature of these terraced streets. A typical ground level includes a boundary of railings or low brick parapet enclosing a planted space. New houses that disregard this principle disrupt the quality and character of the street."*
- *"Other new developments such as the house at the junction of the High Street and Willoughby Road are unsuccessful despite the intention to 'replicate' the street form."*