

REPRESENTATIVE VIEWS AND VISUAL RECEPTORS

- 7.12

During pre-application discussions with the LPA, seven representative AVRs were identified to support the assessment. The location of the representative views has been informed by on-site observations, nearby heritage receptors and viewpoints identified in the Local Plan. The views are representative of the experience of visual receptors moving through the area.
- 7.13

The text below sets out the different groups of people who may experience views of the development, the places where they will be affected and the nature of the views and visual amenity at those points.
- RESIDENTS
- 7.14

A large proportion of the Study Area comprises high quality residential development consisting of large scale detached and semi-detached properties occupying generous plots, interspersed with pockets of more ordinary terraced and flatted properties. As a result, the dominant visual receptor are residents. Residential receptors are considered to have a good deal of familiarity with their surroundings and a higher ability to notice change.
- 7.15

The Site is located centrally within the established residential area of Hampstead, which includes a number of conservation area designations. These areas are characterised by contemporaneous 19th century residential development, with pockets of later infill redevelopment, and verdant streetscapes, which continue to provide high-quality accommodation and contribute to the visual amenity of the area.
- 7.16

Within TCA1, the visual experience of receptors would be contained within their close environment. Development here is generally arranged on a tight grain, and the orientation of streets creates a sense of containment within linear visual corridors. As a result, the residents affected by the Proposed Development would be predominantly located within the streets enclosing the Site.

- 7.17

Views 2, 4 and 5 are representative of the experience for residents living on Maresfield Gardens. The experience of residents on Nutley Terrace, which has a more varied development pattern, is illustrated in views 3 and 6. Views 1 and 7 represent residents living on the periphery of the Fitzjohn’s neighbourhood to the north. From here, the elevated topography to the north and orientation of the streets allows for mid-distance views towards the Site. Residents here are likely to be focussed on their immediate surroundings, defined by the intersecting streetscapes of Netherhall Gardens and Fitzjohn’s Avenue.
- 7.18

In its current condition the Site is an unremarkable element, imperceptible through the gaps in the building frontages, boundary treatments and street planting. The built form. It makes a neutral contribution to the visual amenity for residential receptors.
- 7.19

Visual amenity value: Medium



Figure 7.2 View 2, looking south along Maresfield Gardens. Source: Rockhunter.



Figure 7.3 View 4, looking north along Maresfield Gardens. Source: Rockhunter.



Figure 7.4 View 5, looking north from the south end of Maresfield Gardens. Source: Rockhunter.

ROAD USERS (PEDESTRIANS, DRIVERS, CYCLISTS, BUS PASSENGERS)

- 7.20 The experience of road users is a transient one, with views experienced as part of a kinetic sequence traveling through an area. Road users generally have less familiarity with an area and those traversing these routes will be focused on their journeys rather than the specific elements of views understood statically. As a general rule, the attention of drivers and cyclists is taken to be focussed on the road ahead, whilst pedestrians and passengers are a little more aware of landmarks and notable features which mark their way.
- 7.21 Fitzjohn’s Avenue is the main north-south route through the study area, connecting Hampstead with Swiss Cottage, and is the busiest in terms of traffic. View 7 indicates the experience of road users and pedestrians travelling south along Fitzjohn’s Avenue towards the Site. The topography, width and linear character of Fitzjohn’s Avenue, combined with the consistent boundary treatments and scale of residential development on either side, allow for long-range channelled views down the road. Views of the surrounding development are limited by the height of the various boundary treatments and further filtered by the dense street trees. Fitzjohn’s Avenue has generous pavements, which diminishes the visual clutter of the street furniture and on-street parking. The visual amenity is generally Medium.
- 7.22 The other main road in the area is Finchley Road, to the west of the Site, however the ZTV indicates that the Proposed Development would have no visual impact on road users here, so it has been scoped out of further assessment.
- 7.23 Representative views have also been selected to illustrate the experience of road users travelling in the immediate vicinity of the Site, which would be limited to pedestrians, drivers and cyclists. The key views experienced by this group are Views 2, 3, 4 and 6 which illustrate the approach towards the Site via Nutley Terrace and Maresfield Gardens.
- 7.24 These streets form part of an enclosed grid which is generally quiet in terms of traffic. There is limited visual clutter along these roads, although the streets are lined with parked cars, and the visual amenity is Medium. Receptors would generally be traveling east-west or north-south, towards the crossroads of Nutley Terrace and Maresfield Gardens. They would likely be moving slowly on these narrow streets and would be able to appreciate elements of the immediate townscape including the quality

of the built form and verdant character of the streets, which create a heightened sense of enclosure.

- 7.25 In its current condition, the Site makes a neutral contribution to this group of visual receptors.
- 7.26 Visual amenity value: **Medium**

SUMMARY

- 7.27 **Table 9.1** below provides an overview of the visual receptor considerations.

Table 7.1 Summary of visual receptors and values.

REF	VISUAL RECEPTOR / STRATEGIC VIEW	REPRESENTATIVE VIEWS	VISUAL AMENITY VALUE
Representative Views			
1	Residents	Views 1, 2, 3, 4, 5, 6 and 7 Views selected owing to the prevailing residential character of the neighbourhood of Fitzjohn’s Avenue. The visual envelope of the Proposed Development would be limited by the orientation of the street network, extent and scale of neighbouring development, and verdant character of the townscape.	Medium
2	Road Users	Views 2, 3, 4, 6 and 7 Views selected owing to principal pedestrian and vehicular route through the neighbourhood of Fitzjohn’s Avenue. Fitzjohn’s Avenue is the principal vehicle and pedestrian route connecting central Hampstead with important commercial centre at Finchley Road/Swiss Cottage, and contains attractive buildings of good architectural quality. However, the Site is generally much poorer in terms of architectural quality and maintenance. The Proposed Development would be visible from points along Fitzjohn’s Avenue, Nutley Terrace, and Maresfield Gardens.	Medium

8.0

PROPOSED DEVELOPMENT AND CONSULTATION

39A FITZJOHN'S AVENUE & LAND ADJACENT TO 46 MARESFIELD GARDENS, NW3

PROPOSED DEVELOPMENT AND CONSULTATION

8.1 This section provides an overview of the pre-application consultation and the parts of the Proposed Development which are the relevant considerations to the HTVIA.

CONSULTATION

8.2 The Proposed Development is the result of an extensive process of discussion prior to this submission, and includes as follows:

- Four formal pre-application meetings with the LB Camden (January–October 2023);
- One presentations to the Camden Design Review Panel (July 2023); and
- Public consultation at two events (August and November 2023).

8.3 The design evolution is described in the DAS and further detail on the pre-application process is provided in the Planning Statement. The consultees were supportive of a dedicated use for the Site, subject to impacts on heritage, townscape and visual amenity.

8.4 The Proposed Development has been refined through options testing, with reference to the sensitivities of the Site amongst other constraints.

8.5 From a heritage perspective, the main changes during the design development process related to the scale, massing and design detail. The scale and configuration of the proposed new building on land adjacent to 46 Maresfield Gardens has been extensively refined, with particular attention paid to its relationship with neighbouring property at 39 Fitzjohn’s Avenue.

THE PROPOSED DEVELOPMENT

8.6 The Proposed Development is comprised of two new build elements: 39a Fitzjohn’s Avenue (designed by CH+MRP architects) to the north–east of the Site facing Fitzjohn’s Avenue; and land adjacent to 46 Maresfield Gardens to the south–west of the Site addressing the corner of Maresfield Gardens and Nutley Terrace. The proposed Site Plan is reproduced at **Figure 8.1**.



Figure 8.1 Proposed Site Plan. Source: Sergison Bates.

8.7 The Proposed Development seeks to optimise the Site, maximising heritage and urban design benefits whilst also delivering a much-needed mix of housing in this part of Camden. In relation to that use, we record here for completeness: the planning application comprises:

- 4no. family housing units across a range of sizes (39a Fitzjohn’s Avenue); and
- 4no. family sized 3–bedroom apartments; 17no. 2–bedroom apartments; and 8no. 1–bedroom or studio apartments (on land adjacent to 46 Maresfield Gardens).

8.8 The lengthy design development and consultation process resulted from the desire to get the best possible result for heritage (including landscape) and housing (see the planning statement). This has resulted in a series of proposals that are sensitive to the character and appearance of the Fitzjohn’s/Netherhall Conservation Area and the setting of nearby listed buildings.

8.9 The various components of the ‘Wider Site’ are linked by a single, cohesive landscape design that maintains the continuity of the historic relationship between the individual building plots and pattern of development, and the landscape infrastructure of the neighbourhood.

- 8.10
- The Proposed Development is described in detail in the DAS and Planning Statement, but can be summarised as follows:

 - Delivery of a landscape-led masterplan to create a sense of arrival and positive place-making contribution, underpinned by a desire to bring a largely vacant, underutilised site into optimum use;
 - Substantial demolition of 39a Fitzjohn’s Avenue, and its redevelopment to create 4no. residential units, comprising 2no. large family houses and 2no. maisonettes, across five storeys of built form (B & GF+3); and
 - Erection of a six storey (B, GF+4 and plant room) building at Land adjacent to 46 Maresfield Gardens, providing for 29no. high-quality residential units across a mix of units sizes.

LAYOUT, FORM AND SCALE

- 8.11
- The proposed form and layout of the landscape-led masterplan serves to retain the visual containment of the Site through improvements to the boundary treatment and provision of communal landscaped gardens including mature trees and perimeter planting. The configuration of new and extended building footprints within the Site releases a generous area for an integrated landscaping scheme between them and surrounding the perimeter of the Site, providing a well-enclosed green setting which is consistent with the verdant suburban residential character of the CA.
- 8.12
- The form and scale of the individual built elements are different, which is reflective of the masterplan-led approach to the Site and the character and sensitivities of the Site.

39A FITZJOHN’S AVENUE
- 8.13
- The proposals for 39a Fitzjohn’s Avenue would retain much of the existing external form of the building through the retention of the north, west and south facades, but seeks to raise the height of the building by an additional storey, add two new brick gables facing Fitzjohn’s Avenue, and add a new three-storey rear infill extension to match that which was previously consented in an earlier planning permission (2018/2415/P). This will result in the overall expansion of its current footprint and a notable change to the roofline. Nevertheless, it would remain consistent in the terms of form and scale with many of the prominent late-19th and early-20th century houses and villas lining Fitzjohn’s Avenue. In its redeveloped state, the building would comprise four principal storeys over a basement.
- LAND ADJACENT TO 46 MARESFIELD GARDENS
- 8.14

The proposed building on land adjacent to 46 Maresfield Gardens is an entirely new structure and is five principal storeys over a basement. The building’s form and layout has been governed to a large extent by the mature trees in this part of the Site and the proximity to 39 Fitzjohn’s Avenue to the north, which is a positive contributor to the CA. This has resulted in a highly faceted footprint whereby the massing consists of two interconnecting blocks which hinge at their junction. External amenity spaces branch from both masses to embed the building footprint amongst the trees.

8.15

This part of the Site constitutes a historically vacant plot on the corner of Maresfield Gardens and Nutley Terrace. Despite its contemporary form, the positioning of the new building takes contextual reference from its surroundings and from the historic development pattern of the wider CA. As shown on the Site Plan, the proposed new building would be set back from the street edge within a generous spatial envelope, which is a characteristic of many of the neighbouring high-quality suburban houses within the CA. Its height and scale is also generally in keeping with that of neighbouring properties, most notably 39 Fitzjohn’s Avenue.
- APPEARANCE, MATERIALS AND DETAILING
- 8.16

As with form and scale, the appearance, materiality and detailing of the Proposed Development differs to account for the varied character of development within and adjacent to the Site.

39A FITZJOHN’S AVENUE

8.17

The proposals for 39a Fitzjohn’s Avenue take a considered, traditional approach to the external appearance, materiality, and detailing, which is consistent with much of the development in this part of the CA.

8.18

As proposed, the building will retain the existing rhythm of gables and bays across the elevations while aligning more closely to the architectural style and quality materiality of the neighbouring building at 39 Fitzjohn’s Avenue.

8.19

The use of a traditional building material palette, including redbrick facades, clay roof tiles, external metalwork, and purple brick and masonry detailing, makes reference to the historic context of the Site and its surroundings. Similarly, the proposals will employ traditionally-detailed fenestration, in the form of sash and casement windows and external doors.

LAND ADJACENT TO 46 MARESFIELD GARDENS

8.20

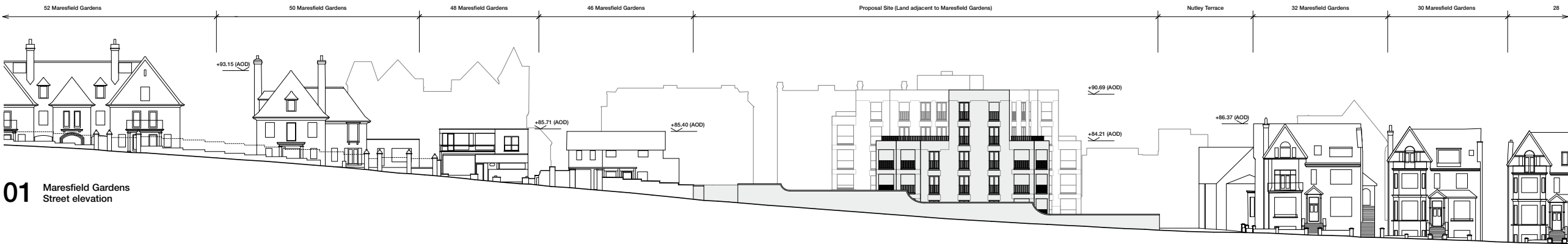
The detailing and materiality of the new building in this part of the Site is defined by a more contemporary approach to the external appearance and is largely governed by its irregular external form.

8.21

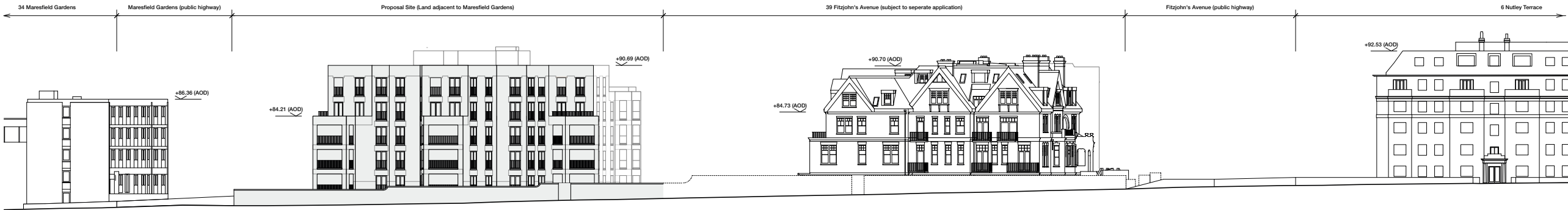
Nevertheless, it will reflect the heritage sensitivity of the Site through:

 - The extensive use of brick which complements the pervading building material in the conservation area;
 - The dark, muted tones of the brickwork distinguish the new building as a contemporary addition to the streetscape, and separate it from the development of 39a Fitzjohn’s Avenue;
 - A secondary palette of materials, including steel, plaster and timber, reference the traditional materiality of neighbouring properties throughout the CA, and provide contrast to the muted brickwork;
 - The expression across the elevations of a base, middle and crown to the building is an architectural motif that is redolent of contemporary residential development; and
 - The use of vertical arrangements and detailing, in the form of recesses, loggias, and fenestration, further diffuse the mass of the proposed new building and create visual interest and scale.

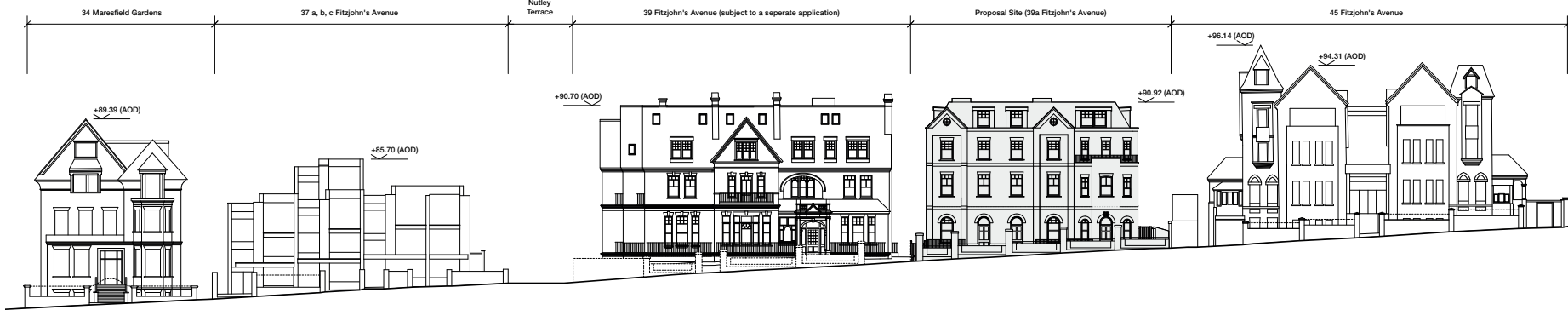
HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT | FEBRUARY 2024



01 Maresfield Gardens Street elevation



02 Nutley Terrace Street elevation



03 Fitzjohn's Avenue Street elevation

Figure 8.2 Proposed Site elevations. Source: Sergison Bates Architects.

LANDSCAPE STRATEGY

- 8.22
- The landscape strategy has been proposed by Bowles & Wyer and takes a holistic approach to the entire Site. A landscape plan showing the main areas and features is reproduced at **Figure 7.2**.
- 8.23
- The landscape strategy has been conceived to respond to the strong leafy character of the surrounding area, which is defined by generous garden plots, extensive vegetation, and street trees.
- 8.24
- The landscape strategy includes hard and soft landscaping elements which would be shared by residents. New access and routes for vehicles and pedestrians will be created through the Site to improve circulation. A number of mature trees are to be retained in situ and incorporated into the wider landscape strategy alongside new planting.

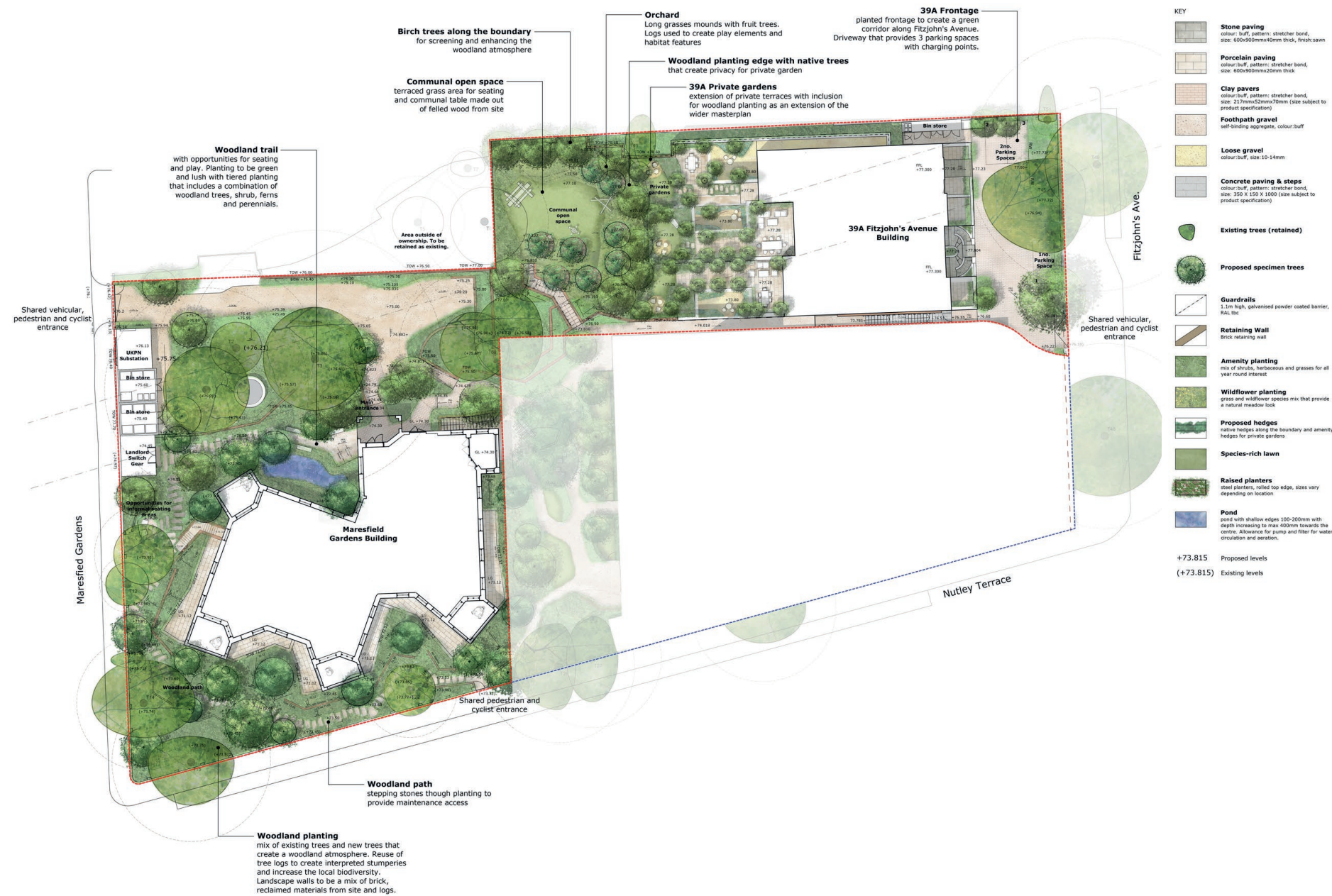


Figure 8.3 Landscape Masterplan. Source: Bowles & Wyer.

BOUNDARY TREATMENT WORKS

- 8.25

The proposals include scope of improvements to the existing boundary treatment enclosing the Site to Fitzjohn’s Avenue, Nutley Terrace and Maresfield Gardens. The form and materiality of the boundary treatment changes to reflect the contrasting characteristics of the different streets. The existing boundary to 39a Fitzjohn’s Avenue (which is shared with No.39) is to be retained and restored, with existing openings adjusted to restrict vehicles.
- 8.26

A new tall wall is proposed from the corner of Fitzjohn’s Avenue to extend along Nutley Terrace. It will comprise reclaimed bricks laid in a traditional English Garden wall bond and surmounted by creasing tiles and rowlock bricks. The wall will step up in line with the topography and block views into the new apartments located close to the boundary. There are two proposed pedestrian openings in the wall, enclosed with metal gates, which provide access to a communal bin store and shared landscape respectively.
- 8.27

This new wall will continue along Maresfield Gardens and would introduce a significance new frontage to this part of the Site. The height of the wall will rise in line with the topography and maintain the overall sense of privacy and enclosure. On this side of the Site, a series of utility enclosures are disguised and integrated into the boundary arrangement. A new gate would replace an existing solid gate which must be retained for Network Rail maintenance vehicles and provides a convenient arrival for residents to the new building on land adjacent to 46 Marefield Gardens.

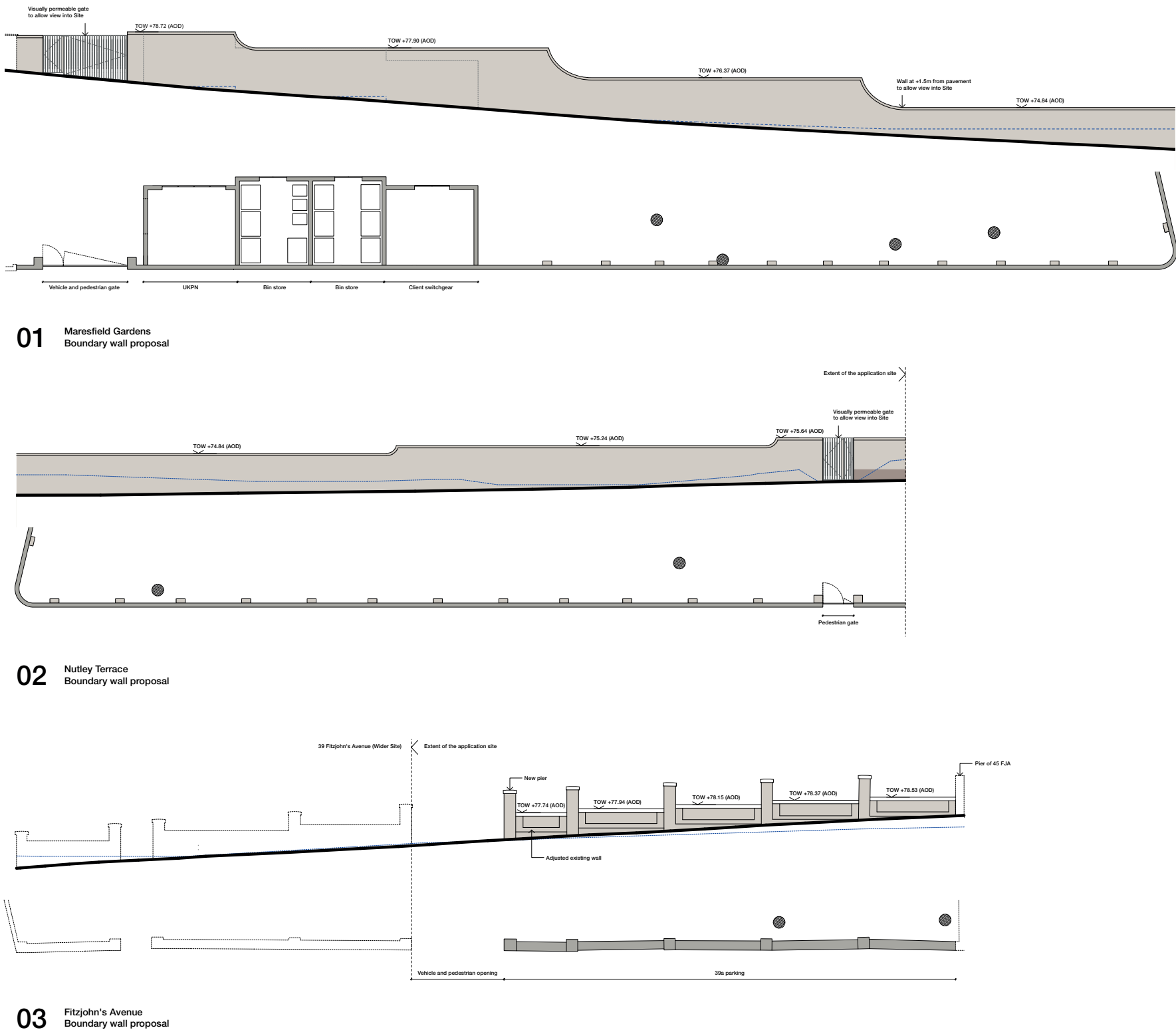


Figure 8.4 Plan showing proposed boundary treatment works. Source: Sergison Bates Architects.

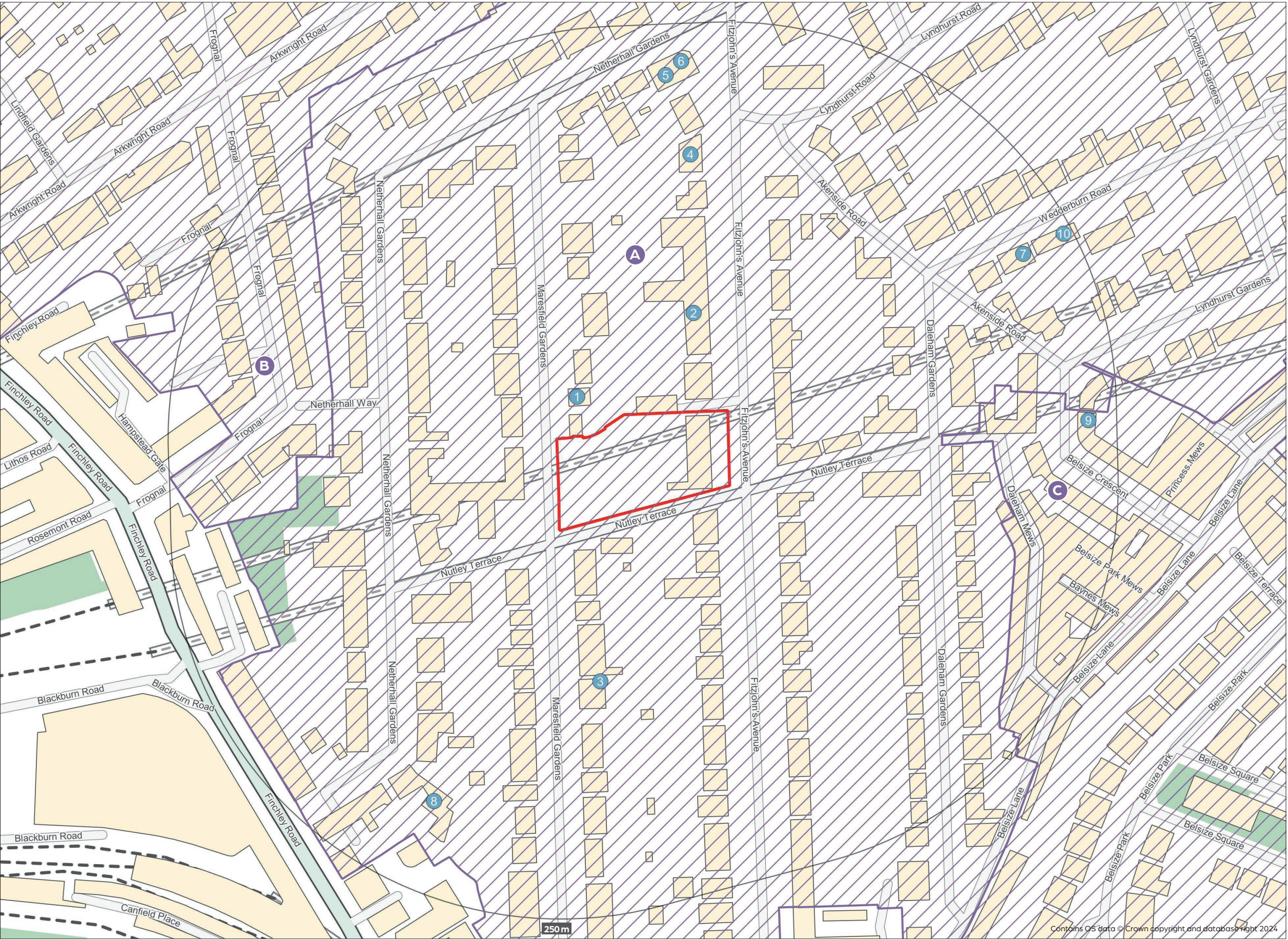
9.0

ASSESSMENT: HERITAGE

39A FITZJOHN'S AVENUE & LAND ADJACENT TO 46 MARESFIELD GARDENS, NW3

ASSESSMENT: HERITAGE

- 9.1 This section assesses the impact of the Proposed Development on the built heritage receptors identified in **Section 5.0**. The assessment is informed by the ZTV, reproduced at **Figure 9.1**, which gives an indication of the potential visibility of the Proposed Development within the study area.
- 9.2 In preparing the proposals, the desirability of preserving the setting of both designated and non-designated heritage assets has been afforded great weight (consistent with the NPPF).
- 9.3 The principal considerations regarding heritage are as follows:
- Whether the proposed development will preserve or enhance the character and appearance of the Fitzjohn's/Netherhall Conservation Area; and
 - Whether the proposed development will preserve the setting and special architectural interest of nearby listed buildings.



HERITAGE ASSET PLAN

Application Site

Conservation Areas

- A. Fitzjohns Netherhall CA
- B. Redington Frognal CA
- C. Belsize Park CA

Listed Buildings

Grade II

- 1. 48 Maresfield Gardens
- 2. St Marys Convent School and attached Wall with Railings and Gates
- 3. 20, Maresfield Gardens
- 4. Hampstead Tower and attached Walls
- 5. 50, Netherhall Gardens
- 6. 61, Fitzjohns Avenue
- 7. 11 and 13, Wedderburn Road
- 8. British College Of Naturopathy and Osteopathy
- 9. Number 24 and Walls and Gate Piers
- 10. 7 and 9, Wedderburn Road

LOCATION:
39 Fitzjohn's Avenue

DATE:
February 2024

SCALE:
1:2,500 @ A3

FIGURE 9.1 Heritage Asset Plan.

▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
70 ST MARY AXE,
LONDON, EC3A 8BE
T: +44 (0)20 7493 4002
WWW.MONTAGU-EVANS.CO.UK

HERITAGE ASSETS DIRECTLY AFFECTED BY THE PROPOSALS
FITZJOHN'S/NETHERHALL CONSERVATION AREA

- 9.4
- The Site forms part of the Fitzjohn's/Netherhall Conservation Area, which is a designated heritage asset and subject to the statutory duty set out in Section 72(1) of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990.
- 9.5
- It is important to note that the statutory duty set out in Section 72 is met where the Proposed Development as a whole would at least preserve the contribution of the Site to the character or appearance of the CA. That is, if new development is of sufficient quality to maintain the Site's contribution to the significance of the CA, then the 'preserve' test has been met and the planning authority will have discharged its statutory duty in such a decision.
- 9.6
- Paragraph 213 of the NPPF is clear that:
Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance.
- 9.7
- At present, the condition of the Site is considered to make a neutral contribution to the significance of the CA as it does not contribute to the loose grain of varied, high-quality historic suburban development and associate landscape infrastructure which characterises much of the CA. Nevertheless, the plots within the Site are remnant of the initial subdivision of this part of the Hampstead Manor estate for housing and, therefore, does correspond with the historic layout and spatial enclosure of the area.
- DEMOLITION WITHIN THE CONSERVATION AREA
- 9.8
- For the avoidance of doubt, the 'substantial demolition' of existing buildings within the Site applies only to 39a Fitzjohn's Avenue. The proposals for this building involve the facade retention of the north, west and south external walls to facilitate its redevelopment. As a matter of law, the extent of these works comprises 'demolition' as defined by the Courts.
- 9.9
- 39a Fitzjohn's Avenue is an unlisted building fronting Fitzjohn's Avenue that is of no intrinsic historic or architectural interest. It has not been identified as a positive contributor to the CA in LB Camden's recently adopted Appraisal. The extent of 'demolition' within the CA would, therefore, be acceptable in principle and paragraphs 208 and 213 of the NPPF would not be engaged. Similar conclusions have been reached previously in 2018 and 2020, when permission has been or was intended to be granted for the demolition of 39a Fitzjohn's Avenue.

- 9.10
- The demolition of 39a Fitzjohn's Avenue would facilitate the implementation of the wider masterplan scheme, which is capable of delivering planning, urban design and heritage benefits. As proposed, the above ground envelope of 39a Fitzjohn's Avenue would match that which was consented under 2018/2415/P.
- PRINCIPLE OF DEVELOPMENT AND USE
- 9.11
- The Fitzjohn's/Netherhall CA has a reputation as a high-quality historic residential suburb in north London, and this is reflected through various statutory designations. In developing the proposals, the team has been informed by a detailed understanding of the history and significance of the CA, as set out in **Sections 4.0** and 5.0 of this report, and also addressed in the DAS. The design team has sought to preserve and enhance the character and appearance of the CA where possible. The design of the new buildings and landscape strategy has sought to respond sensitively to the suburban context. This work has benefitted from consultation with the Council.
- 9.12
- This approach is supported by the NPPG which promotes sensitive design that delivers public benefits in a sustainable and appropriate way, and paragraph 212 of the NPPF, which states that local planning authorities should treat favourably those developments that better reveal the significance of a heritage asset. This is also consistent with paragraph 203 of the NPPF which emphasises the desirability of new development making a positive contribution to local character and distinctiveness.
- 9.13
- The CA has retained much of its historic suburban residential character. The Site contains one of the only vacant plots in the area. In the context of an otherwise regularly developed suburban townscape, the Site is an anomaly due to the amount of undeveloped land within it. The principle of what is proposed must therefore be acceptable subject to detailed design, alongside height, scale, bulk and mass.
- 9.14
- The current lack of positive management, involving selected clearance, maintenance and new planting, poses a challenge to the character and appearance of the wider conservation area; as stated in the PPG, sustaining heritage assets in the long term often requires an incentive for their active conservation.⁴ If left unmanaged, the condition of the Site may, over time, detract from the suburban character of the CA, which is defined by landscaped areas managed as part of residential curtilages.

- 9.15
- Through its integration into a wider masterplan, which also includes 39a Fitzjohn's Avenue, the Proposed Development will introduce a viable use that is in keeping with the predominantly residential character of the CA. Overall, there is no inherent conflict between the character and appearance of the CA and the redevelopment and optimisation of the Site for residential use.
- 9.16
- The proposals would introduce contemporary residential buildings of high architectural quality and associated landscaping which will make a valuable contribution to local character and distinctiveness while also securing the optimum viability, occupancy, and upkeep of the Site.
- IMPACT OF NEW DEVELOPMENT
- 9.17
- When considering the impact of the Proposed Development on the character and appearance of the Fitzjohn's/Netherhall Conservation Area, the first point to note is that it is localised to the Site and its immediate environs and thus limited to one part of a larger asset. This is due to the relatively modest scale of the proposals and the visual containment afforded by surrounding development, street layout and topography.
- LANDSCAPE-LED MASTERPLAN AND BOUNDARY TREATMENT WORKS
- 9.18
- The introduction of formal landscaping would improve the experience and functionality of the Site as a modern, high-quality residential development in a suburban context. The arrangement of the proposed new development would open-up Site-wide views between them across landscaped gardens, which is a key characteristic of the CA, and would break up the perception of increased density of development within the Site.
- 9.19
- The spatial envelope and enclosure of the Site would be reinforced by the new and refurbished boundary treatment works, which collectively take the form and materiality of traditional gated garden walls. As such, the new development would appear consistent with the historic pattern of development. The improvements to the boundary treatment would also enhance the outward appearance of the Site from street level and provide a sense of privacy and enclosure, which is another common characteristic of properties within the CA.
- 9.20
- Overall, it is considered that the landscape-led masterplan and boundary treatment works would improve the way in which the Site appears and functions, and thereby constitute an enhancement to the character and appearance of the CA.

4 PPG, Paragraph: 015 Reference ID: 18a-015-20190723

REDEVELOPMENT OF 39A FITZJOHN'S AVENUE

- 9.21 The proposals involve the substantial redevelopment and extension of an existing building fronting Fitzjohn's Avenue, which is not identified as making a positive contribution to the CA.
- 9.22 The proposals for the redevelopment of 39a Fitzjohn's Avenue seeks to convert the property from a single-family dwelling into two townhouses and two maisonettes within an extended footprint. The subdivision and extension of larger properties is common throughout the CA and would ultimately retain the optimum viable use for the property. The contribution that this part of the Site makes to the character of the CA would, therefore, be preserved in principle.
- 9.23 The design approach to the building exterior draws contextual references from historic housing typologies. The north, south and east facades are to be retained but the proposed elevational treatment would better reflect the rhythm of gables and bays of neighbouring properties on Fitzjohn's Avenue, notably No.39. The proposed traditional material palette for the new and refurbished faces are reflective of the high-quality residential character of the CA.
- 9.24 Despite some increase in scale through extensions to the rear and roofscape of the existing building, its form and exterior would still retain the appearance of a large Hampstead house and its visual impact on the CA would be limited to the confines of the Site.
- 9.25 Overall, the proposed redevelopment of 39a Fitzjohn's Avenue would vastly improve the external appearance of development in this part of the Site and, by extension, would constitute an enhancement to appearance of the CA.

DEVELOPMENT OF LAND ADJACENT TO 46 MARESFIELD GARDENS

- 9.26 The proposals for the development of a six-storey residential building on the land adjacent to 46 Maresfield Gardens would introduce a notable new component within the Fitzjohn's/Netherhall Conservation Area. It would be erect on a vacant, underutilised part of the Site which makes a neutral contribution to the character and appearance of the CA.



Figure 9.2 View 2, looking south along Maresfield Gardens towards the Proposed Development on land adjacent to 46 Maresfield Gardens. Source: Rockhunter.

- 9.27 The principal impact would derive from the increase in density and scale of development on a previously-undeveloped corner of the Conservation Area. The proposed building is slightly larger than the typical Victorian or Edwardian houses in the area, with a character that is more akin to a mansion block providing self-contained accommodation with communal facilities. The scale of the proposed new building is considered appropriate for the size of the Site and its prominent location on the corner of two main streets within the CA.
- 9.28 The CA already contains a number of mansion blocks, some of which are identified as making a positive contribution to its character and appearance, despite their larger size and scale. It is considered, therefore, that the principle of introducing of a new building of this size and scale to the Site would not negatively impact the character and appearance of the CA, subject to design quality.
- 9.29 The design approach responds sympathetically, in its form, orientation and layout, to the existing mature trees within the Site and takes contextual reference from its surroundings. The proposed new building would be set within a generous spatial envelope and replace vegetation

and hardstanding which are unattractive. The building footprint is broken down and the elevations are expressed as bays, which reduces its mass and introduces variety that responds to the landscape context and the position of the Site. Finally, the building would be set back from the street edge within landscaping and behind a clearly defined boundary, which is a characteristic that defines much of the built development within the CA.

- 9.30 The mass and composition of the proposed new building has evolved over time, through analysis and discussion. The principal aim is to integrate this larger building type into its context, adjusting bulk and scale to conform with the local topography and prevailing building heights of neighbouring buildings, to mitigate the transition in scale. This further softens the impact on the CA deriving from the increased scale and density in this part of the Site.
- 9.31 The architecture of this aspect of the proposals is clearly contextual and picks up on recognisable architectural motifs from older buildings in the vicinity. It is well ordered but incorporates variety through the use of loggias and highly articulated form deriving from its faceted footprint. The detailed design and materiality of the proposed new building has been developed to a high degree. Particular attention has been paid to the articulation of the façades and use of materials, which reference the historic context of the Site and its surroundings in unique and individual ways. As a result, it would represent a contribution to the varied, high-quality architecture within the CA.
- 9.32 The relevant AVRs indicate that there would be an inevitable increase in the perception of height and mass in this part of the CA deriving from the new built form. However, the visual impact on the CA would be well-contained to the immediate vicinity of Maresfield Gardens and Nutley Terrace, owing to the orientation of streets, height of neighbouring buildings, and density of vegetation. In any case, the limited visual impact on the CA arising from the height and scale of the built form would be successfully mitigated by the design quality of the proposals.
- 9.33 Overall, owing to its contextual design approach, considered massing, and high-quality of the architecture, the proposed new residential building on land at 46 Maresfield Gardens is considered to enhance the contribution that the Site makes to the character and appearance of the CA.

SUMMARY OF ASSESSMENT AND POLICY COMPLIANCE

- 9.34 As discussed above, the Proposed Development would replace a predominantly vacant, underutilised plot within the southern part of the CA with new high-quality residential development, and associated landscaping and boundary treatment works, which would open up the Site and demonstrably improve the way this part of the CA appears and functions.
- 9.35 While the proposed development will require some demolition and introduce new contemporary residential building forms of some scale to the CA, it will not alter any of the positive characteristics that contribute to its inherent significance. One would still be able to appreciate and experience the loose suburban grain, the range of 19th and 20th century housing typologies, and the quality of architecture within the CA, as well as the associated landscape and townscape characteristics.
- 9.36 The Proposed Development represents an opportunity to reinforce the character and appearance of the CA as a high-quality residential suburb through a holistic scheme comprising new development, landscaping, and boundary treatment works that respond sensitively to the historic context. The regeneration of a low-quality and degraded Site within the CA, and the associated improvements to legibility, functionality and outlook, would constitute an enhancement to its significance.
- 9.37 As a result, we do not identify any harm to the CA arising from the Proposed Development and paragraphs 208 and 213 of the NPPF would not be engaged.
- 9.38 In accordance with Paragraph 212 of the NPPF, the proposals would deliver an enhancement to the significance of the CA through the optimisation of a predominantly vacant plot to deliver a use that is consistent with its suburban residential character. The architecture and materiality of the new buildings draw from the local area and achieves a high standard of design that reflects the scale and variety of the townscape, continue the tradition of individually designed properties in the area, and displays their own identity within historically set parameters of the CA.
- 9.39 The proposed development would, therefore, comply with the aims of London Plan Policy D3 and Local Plan Policy D1, as a design-led development that responds well to local character, and London Plan Policy HC1 and Local Plan Policy D2 in relation to the preservation and enhancement of heritage assets.

9.40 The Council would, therefore, be able to discharge their statutory duties in respect of the Fitzjohn’s/Netherhall Conservation Area under Section 72(1) of the 1990 Act.

OTHER HERITAGE ASSETS – SETTING CONSIDERATIONS

- 9.41 The impact of the Proposals on the setting of nearby listed buildings is derived from any intervisibility arising from the refurbishment and extension of an existing building at 39a Fitzjohn’s Avenue, the development of a contemporary five-storey building (plus basement) on land adjacent to 46 Maresfield Gardens, and the associated landscaping strategy.
- 9.42 As described in **Sections 4.0** and 5.0, the built environment within the vicinity of the Site is largely defined by a single phase of suburban residential development during the late-19th century. This established the street pattern, the generous building plots, and much of the surviving housing stock, which displays a range of architectural styles and typologies. Despite some instances of later infill and redevelopment, the settings of the nearby listed buildings are generally understood within this wider context of a homogenous Victorian inner-London suburban area.
- 9.43 This wider suburban setting contributes positively to the significance of the listed buildings by reinforcing their historic domestic character, and this is reflected through the Fitzjohn’s/Netherhall Conservation Area designation. Given that the Proposed Development has been judged to deliver an enhancement to the character and appearance of the CA, it follows therefore that it would also deliver enhancements to the setting of nearby listed buildings.
- 9.44 However, owing to orientation of the streets, the extent of trees and vegetation, and enclosure afforded by prominent boundary treatments, the main aspect the listed buildings’ setting does not extend far beyond their respective building plots.
- 9.45 As discussed above, the proposed boundary treatment works, perimeter planting, and orientation of the proposed buildings in relation to the streetscape, would result in a restricted visual envelope. As such, the visual impact on the setting of nearby listed buildings would be negligible and consistent with general intervisibility between neighbouring properties.

- 9.46 Where it is visible, the use, form, scale and detailing of the Proposed Development would contribute to the varied suburban character of the streetscape and would, therefore, correspond with the established wider suburban setting of the listed buildings. However, the Proposed Development would have no impact on the immediate settings of the listed buildings in the vicinity of the Site, which are largely restricted to their individual building plots and the enclosure afforded by tall boundary walls and perimeter planting.
- 9.47 Overall, it is considered that the respective settings of the nearby listed buildings identified in the baseline would be preserved in accordance with Section 66(1) of the 1990 Act.

10.0

ASSESSMENT: TOWNSCAPE

39A FITZJOHN'S AVENUE & LAND ADJACENT TO 46 MARESFIELD GARDENS, NW3

ASSESSMENT: TOWNSCAPE

- 10.1
- The following section assesses the effect of the Proposed Development on the townscape character identified in **Section 6.o**.
- 10.2
- The Site is visually and spatially well-contained owing to the orientation of surrounding streets, the topography of the area, and the scale of neighbouring residential development. These characteristics limit the primary effects of the proposals to localised townscape impacts, which comprises a relatively homogenous suburban residential townscape.
- 10.3
- The contained nature of the Site, the significant separating distances involved and the extent of interposing development prevents any impact from the Proposed Development on Finchley Road (Townscape Character Area 2).
- 10.4
- Below we provide an assessment on the impact of the Proposed Development on the pervading suburban residential townscape character of the area encompassing the Site.
- 10.5
- Owing to its central location within the Fitzjohn's/Netherhall Conservation Area, there is considerable overlap between the character of the CA and that of the surrounding townscape. The following assessment applies the methodology outlined in **Section 2.o** to determine the nature of the impact on townscape.
- TCA1: SUBURBAN RESIDENTIAL
- 10.6
- As outlined above, Proposed Development has been through a design-led iterative process that has sought to determine the most appropriate form(s) of development to respond to the townscape context and optimise an underutilised and predominantly vacant Site. This has beneficial urban design implications.
- 10.7
- The Proposed Development would respond positively to the subtle changes in character between the main thoroughfare of Fitzjohn's Avenue and the secondary routes of Nutley Terrace and Maresfield Gardens. This would be achieved through a positive landscape-led masterplan

incorporating an attractive and functional landscaping strategy, coherent boundary treatments, and variations in massing and design approach to built form within the Site.

REDEVELOPMENT OF 39A FITZJOHN'S AVENUE

- 10.8
- The redevelopment of 39a Fitzjohn's Avenue reflects the established pattern, scale and character of development lining this historic route through the area, whilst providing a sympathetic material palette that integrates the built form into the townscape more successfully than the extant building.
- 10.9
- The upper parts of the building form a positive contribution to the Fitzjohn's Avenue skyline, providing legibility and visual interest as part of the imposing and prominent ridgeline character of the route.
- 10.10
- Overall, the proposed redevelopment of 39a Fitzjohn's Avenue would better reflect the prominence of Fitzjohn's Avenue as a strategic and historic road connecting Finchley Road with Hampstead and would have a beneficial impact on the character of the townscape.
- LAND ADJACENT TO 46 MARESFIELD GARDENS
- 10.11
- The more disparate architectural character and greater enclosure of Maresfield Gardens provides opportunity for a new building of greater scale and contemporary form on the west side of the Site (adjacent to 46 Maresfield Gardens).
- 10.12
- The new building will be slightly taller than many of the neighbouring buildings on Maresfield Gardens. However, and crucially, the new building would not exceed the height of 39 Fitzjohn's Avenue to the east, thus preserving the latter's own prominent position within the townscape.
- 10.13
- The Proposed Development utilises the sloping topography and extensive vegetation of Maresfield Gardens to mitigate the impact of increased height and scale in this part of the Site on the surrounding townscape. The positioning of the new building within the Site, set back from the frontage, retains the existing canopy trees as the dominant structural forms within the streetscape and uses them as a veil around the well-sculpted built form. This further diminishes the impression of enclosure arising from the new built form and is consistent with the irregular building line of neighbouring properties. The new building also utilises setbacks and loggias to break up the massing and perception of scale, provide visual interest, and integrate more sensitively into the townscape.

- 10.14
- Owing to its scale, this element of the Proposed Development would result in a material visual change to this part of the townscape (see **Section 11.o**). This change would be limited to views aligning with the Site from within Maresfield Gardens and Nutley Terrace. However, the sculptural form, sensitive massing and considered materiality would ultimately result in a positive, albeit not overly dominant, feature of the local townscape.
- 10.15
- Overall, the new building would provide a positive contemporary contribution to the visual interest and legibility of the streetscape and skyline at a nodal point between Maresfield Gardens and Nutley Terrace. The design quality is sufficient to mitigate any slight increase in the perception of height and mass on the Site and would, therefore, have a beneficial impact on the immediate townscape.
- LANDSCAPING AND BOUNDARY TREATMENT
- 10.16
- The built form of the Proposed Development is softened by retained and new landscaped elements within the Site, which ties the proposed built form into the prevailing landscape infrastructure. The implementation of communal spaces and routes into and through the Site as part of the landscape strategy would improve its appearance and functionality. The retention of existing mature trees provides further enclosure and screening whilst also mitigating the increased perception of height and mass on the Site from the surrounding townscape.
- 10.17
- The gaps in built form between the Fitzjohn's Avenue and Maresfield Gardens creates a locally characteristic glimpse between the built forms, where currently there is none, opening up the positive influence of the intimate, garden character beyond the buildings to this area of Prince Arthur Road.
- 10.18
- New, more coherent, perimeter planting and boundary treatments provides a more positive influence on the character of Fitzjohn's Avenue, Nutley Terrace and Maresfield Gardens. All frontages would be presented positively with rationalised boundary and entrance features creating a more legible and coherent relationship with the surrounding streets.
- 10.19
- The landscaping and boundary treatment works would have a beneficial impact on the townscape quality of the Site itself and its relationship with the surrounding streets.

SUMMARY OF ASSESSMENT

- 10.20
- The susceptibility of this TCA to the type of change proposed is considered to be **Low**. This is due to its pervading residential character, which includes a mix of housing typologies ranging from detached late-19th century villas to late-20th century residential blocks, and the poor extant condition of the Site. The form, scale and use of the Proposed Development would complement and enhance the existing townscape and reinforce the pervading residential character of the surrounding area. It would also correspond with development plan policies on design and heritage. When calibrating susceptibility with the Medium value, the sensitivity is considered to be Low/**Medium**.
- 10.21
- In its current condition, the Site is underutilised and unmanaged. While capable of accommodating much needed housing, subject to design considerations, it currently makes a limited contribution to the appearance and function of the surrounding townscape. The Proposed Development improves this through the provision of a holistic landscape-led residential masterplan incorporating an attractive and functional landscaping strategy, coherent boundary treatments, and variations in massing and design approach to built form within the Site.
- 10.22
- In urban design terms the Proposed Development would enhance the character and appearance of the streetscape. This is achieved through improvements to the architecture and landscaping within the Site, permeability through it, and the boundary enclosures around it. This will, ultimately, benefit the understanding of the area as an inner-London residential suburb.
- 10.23
- The architectural and design quality of the built form and the associated landscape strategy represent clear and obvious improvements to the Site, by improving its outward appearance, better defining its boundaries, and ensuring ongoing use and maintenance. The masterplan approach to the Site also situates the Proposed Development within the context of the 'Wider Site', formed by 39 Fitzjohn's Avenue, and thus presents opportunity for considered integration into a wider townscape grouping.
- 10.24
- Owing to the well-articulated and refined scale of the Proposed Development and contained nature of the Site, the impact of the Proposed Development on the TCA would be experienced from a relatively small geographical area. While this area includes the key

routes of Fitzjohn's Avenue, Maresfield Gardens and Nutley Terrace, the Magnitude of Impact is considered to be **Low**; the Proposed Development would constitute only a minor, localised change to a much larger townscape area and would be consistent with its pervading residential character. Nevertheless, the extent of proposed development, redevelopment and landscaping would result in a notable transformation of the Site and its contribution to the character of the townscape.

- 10.25
- The Proposed Development would, therefore, have a **Minor** likely effect on the townscape character area. The nature of this effect would be **Beneficial** owing to the substantial improvements to the Site's functionality, legibility and outlook, as discussed above.

11.0

ASSESSMENT: VISUAL

39A FITZJOHN'S AVENUE & LAND ADJACENT TO 46 MARESFIELD GARDENS, NW3

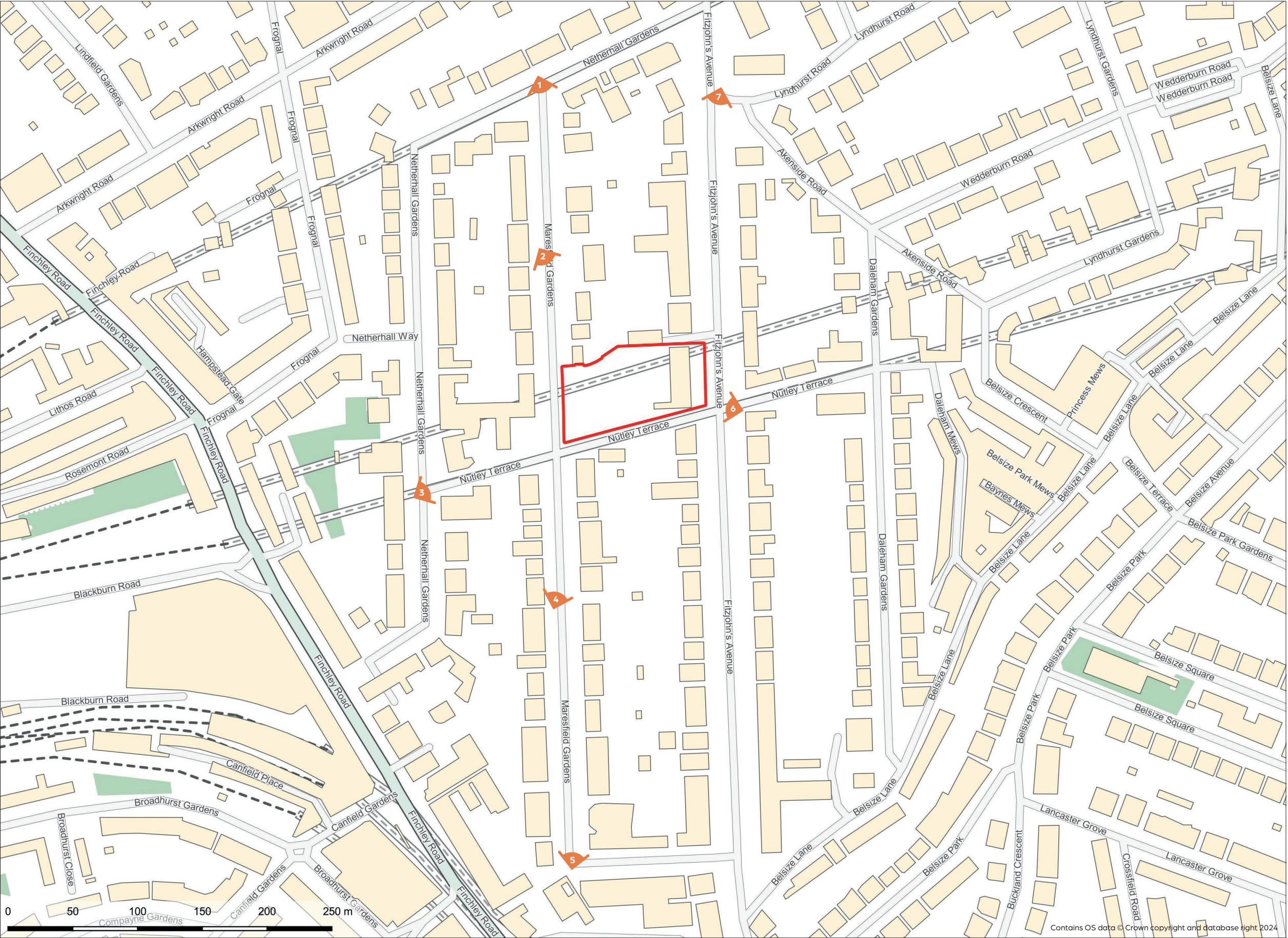
ASSESSMENT: VISUAL

- 11.1
- This section assesses the likely effects arising from the impact of the development of land adjacent to 46 Maresfield Gardens on the visual receptors identified in **Section 7.0**. For ease of reference, the View Location Plan is provided at **Figure 11.1**. The full set of views, both existing and proposed, are reproduced at **Appendix 1.0**.
- RESIDENTS
- 11.2
- Residents have a **High** susceptibility to change owing to their familiarity with an area. The Site is well-contained but sits centrally within a suburban residential area at the intersection of two prominent streets, Maresfield Gardens and Nutley Terrace.
- 11.3
- The introduction of a contextual, six-storey residential block into a previously undeveloped part of the Site would result in a material change to visual amenity.
- 11.4
- Residents on Maresfield Gardens are most likely to notice this aspect of the Proposed Development, particularly those to the north of the Site. Owing to the topography of the surrounding area, the height, scale and form of the Proposed Development becomes more visible within the streetscape as one travels south along Maresfield Gardens from the junction with Netherhall Gardens (see Views 1 and 2).
- 11.5
- The positioning of the new built form away from the street frontages combined with the refurbishment of the existing boundary treatment and retention of mature trees, would soften its visual impact. The base of the proposed new building would be largely obscured from view while the middle and top elements would generally appear in glimpsed views through the existing and proposed planting on the Site, which would serve as a green veil around the built form.
- 11.6
- Nevertheless, where it is visible, the design quality of the sculptural form and articulation of the massing combined with the restrained material

palette and façade treatment would create a consistent visual reference amidst the changing topography and irregular roofscape. This would enhance visual amenity.

- 11.7
- In views from the south of the Site along Maresfield Gardens, the relevant wireline views (see Views 4 and 5) indicate that the Proposed Development would be enclosed by neighbouring development and heavily screened by street trees. Nevertheless, the overall height and form of the proposed building and articulation of the street-facing elevations would still be glimpsed in mid- and long-distance views along the street. In any case, the form, massing and materiality of the Proposed Development would sit comfortably among the neighbouring large, detached houses which characterise much of Maresfield Gardens to the south.
- 11.8
- From Nutley Terrace, running east-west to the south of the Site, the main bulk of the built form would be screened by street trees. From the west, any glimpse of the Proposed Development would be limited to the upper storeys and would be seen in the context of larger-scale modern development (see View 3). From the east, the Proposed Development would be almost entirely occluded from view by 39 Fitzjohn's Avenue, which forms part of the 'Wider Site' (see View 6). In response to comments received from LB Camden during design development, the design team have ensured that the height of the Proposed Development would not interfere with the roofline of 39 Fitzjohn's Avenue in views west along Nutley Terrace. Where it is visible, the contrasting form and materiality of the new building would distinguish it as a separate property.
- 11.9
- Owing to the topography and orientation of the surrounding street layout, the visual envelope of the Proposed Development is relatively limited to its immediate environs. Therefore, residents living in neighbouring streets are unlikely to experience any changes to visual amenity arising from the Proposed Development (for example, see View 7).
- SUMMARY ASSESSMENT
- 11.10
- Despite its well-articulated and refinsed scale, this aspect of the Proposed Development would result in a material change to visual amenity for residents. When calibrating the Medium value of the extant visual amenity with resident's High susceptibility, the sensitivity of the receptor is considered to be **Medium/High**.

- 11.11
- Overall, there would be a noticeable change to the Site and an improvement to visual amenity for residential receptors within the Study Area. This is achieved through a contextual residential building, with a multi-faceted fragmented form and muted material palette, which responds well to the landscape context. The architectural quality of the detailed design provides visual interest to residents and passers by. The proposed vertical articulation of the bays and horizontal brick bands relate well to the surrounding streetscape and boundary treatments, while the use of loggias provides glimpses through the Site and breaks up the massing.
- 11.12
- The visual impact of the proposals is limited to areas close to the Site, namely Maresfield Gardens and the west end of Nutley Terrace. The Magnitude of Impact would be **Low**, owing to the limited geographic extent of the proposals and minor change to the visual amenity value for residents as a whole.
- 11.13
- Residents are most likely to experience the urban realm improvements in their day-to-day lives, and will benefit from the positive change to visual amenity in the immediate surrounds of the Site. The Likely Effect is therefore **Moderate**.
- 11.14
- The Nature of this effect is **Beneficial** as the new building would make a positive contribution to the appearance and character of the streetscape. This is due to the architectural quality of the built form, as well as the improvements to landscaping and boundary treatments, which all contrast with the existing vacant condition and impermeability of this part of the Site.



VIEW LOCATION PLAN

Application Site

LOCATION:
39 Fitzjohn's Avenue

DATE:
February 2024

SCALE:
1:3,000 @ A3

FIGURE 11.1 View Location Plan.

▲ NORTH



MONTAGU EVANS
CHARTERED SURVEYORS
70 ST MARY AXE,
LONDON, EC3A 8BE
T: +44 (0)20 7493 4002
WWW.MONTAGU-EVANS.CO.UK

ROAD USERS (PEDESTRIANS, DRIVERS, CYCLISTS, BUS PASSENGERS)

- 11.15 Road Users are considered to have a Low susceptibility to the type of change proposed, owing to the transient nature of their experience and focus on the road, wayfinding and destination. However, owing to the enclosed nature of the surrounding street layout, it is likely that many road users would also be residents and therefore have an enhanced familiarity of the area. When calibrated with the Medium value, the Sensitivity is Medium/High. Due to the transient and localised nature of the viewing locations in sum, using professional judgement the sensitivity is considered to be **Medium**.
- 11.16 The change to visual amenity for road users would be similar to that of residents, albeit more fleeting and incidental as they traverse the Study Area. Road users would notice the Proposed Development in passing, briefly appreciating the contextual form and articulation of the building’s multi-faceted bays, where it would be read as part of the pattern of varied residential development that is characteristic of the area.
- 11.17 The Proposed Development would better define the corner of Maresfield Gardens and Nutley Terrace, which is a prominent junction within the immediate streetscape. There would, therefore, be a beneficial urban design impact through improvements to wayfinding.
- 11.18 However, the geographic extent of noticeable changes is very limited owing to the orientation of the streets, extent of street planting, and interposing development.
- 11.19 Overall, the change for road users would be limited geographically to the streets running adjacent to the Site. In these locations the change would be noticeable but experienced fleetingly. Elsewhere, along Fitzjohn’s Avenue and Netherhall Gardens for example, there would be no perceptible changes to visual amenity. Given the limited visual envelope of the Proposed Development, the magnitude of impact will be lessened.
- 11.20 The Magnitude of Impact would be Very **Low**, owing to the limited geographic extent of the proposals and the transitional way in which it is experienced by this receptor group. The Likely Effect is Minor, owing to the manner in which road users experience the area, likely being more focused on travel. The Nature of Effect is **Beneficial** for the reasons outlined above.

12.0 CONCLUSION

39A FITZJOHN'S AVENUE & LAND ADJACENT TO 46 MARESFIELD GARDENS, NW3

CONCLUSION

- 12.1
- This HTVIA assesses the impact of the proposals for the redevelopment of 39a Fitzjohn’s Avenue & Land Adjacent To 46 Maresfield Gardens on identified heritage, townscape, and visual receptors. ‘Heritage’, ‘Townscape’ and ‘Visual’ are treated as individual disciplines and separate assessments are provided in accordance with legislation, planning policy and best practice guidance.
- 12.2
- In conclusion, the Proposed Development has been carefully considered and responds well to the Site and its Conservation Area context. This report demonstrates that the Proposed Development would not give rise to any unacceptable impacts to heritage assets or townscape character. The Proposed Development would demonstrably improve the appearance, character and function of the Site and would result in notable benefits to heritage, townscape, and visual receptors. It therefore satisfies the relevant policies within the development plan.
- HERITAGE
- 12.3
- The Site is located within the Fitzjohn’s/Netherhall Conservation Area and there are several listed buildings in the vicinity. In its present condition, the Site generally makes a neutral contribution to the character and appearance of the Conservation Area and the setting of nearby listed buildings.
- 12.4
- In our judgement, the proposals would deliver significant heritage and urban design benefits through the optimisation of a brownfield site within the CA for residential use. The design and broader concepts for the Site, as presented in the DAS, demonstrates a considered approach which respects the character and history of the surrounding area.
- 12.5
- It is concluded, therefore, that the proposed landscape-led masterplan, incorporating an attractive and functional landscaping strategy, coherent boundary treatments, and sensitive built forms of high design quality, would result in a notable enhancement to the character and appearance of the Fitzjohn’s/Netherhall CA.

- 12.6
- Due to the contained nature of the Site, and the sensitive scale of the Proposed Development, it is considered that there would be no material change to the respective settings of nearby heritage assets. The significance of these heritage assets would, therefore, be preserved.

TOWNSCAPE AND VISUAL

- 12.7
- The townscape assessment has considered the Proposed Development within its urban context, comprising buildings, streets, and open spaces, and the relationships between them.
- 12.8
- The Proposed Development would replace the extant poor-quality buildings and open land on the Site with contemporary high-quality residential development, separated by a well-considered landscape strategy and enclosed by boundary walls. In conjunction, it also seeks to respond to the need for more housing, particularly affordable housing, in this part of Camden and thus optimises the brownfield site in a highly accessible location.
- 12.9
- The proposals would result in a perceptible increase in scale and massing within the Site. This increase is considered to be justified in order to properly optimise the Site. In any case, the proposed arrangement of the built form is wholly consistent with the historic pattern of suburban development in this part of London and have benefited from an extensive design-led process.
- 12.10
- The perception of increased scale within the Site would be predominantly limited to glimpsed views from narrow viewing corridors and the proposed built forms would be seen in the context of neighbouring properties of a similar scale and orientation. The visual impact would be softened further by the quality of the proposed landscape design and boundary treatments which also form part of the Proposed Development. As such, the report identifies no harm to townscape or visual amenity arising from an increase in the perception of scale and massing on the Site.
- 12.11
- This report concludes that the Proposed Development would transform the landscape and architectural quality of the Site and deliver a series of urban design benefits. These improvements would result in a minor beneficial impact to the character, appearance and function of the local townscape and the visual amenity of the streetscape.

POLICY COMPLIANCE

- 12.12
- This assessment has followed the approaches set out in legislation, policy, and best practice guidance, namely the 1990 Act, the Development Plan, the NPPF, and guidance published by Historic England. Furthermore, it is mindful of the great weight that should be given to the preservation of heritage assets which has been confirmed in Court judgements. To preserve the significance of a heritage asset has been defined as ‘to do no harm’.
- 12.13
- In accordance with the statutory duties outlined in The Planning (Listed Buildings and Conservation Areas) Act 1990, we conclude that the character and appearance of the Fitzjohn’s/Netherhall Conservation Area would be enhanced by the proposals and the significance of nearby listed buildings would be preserved.
- 12.14
- We reiterate that we have not found any harm to heritage assets. The scheme has been prepared to optimise the Site in an appropriate way through a design-led approach which has included extensive consultation and engagement with the Council.
- 12.15
- On this basis we consider that the proposals comply with Policies D3 and HC1 of the London Plan and Policies D1 and D2 of the Camden Local Plan. The development would also comply with the provisions set out in paragraphs 200, 205, and 212 of the NPPF.
- 12.16
- On that basis, the decision maker will be able to discharge their legal duty under Sections 66(1) and 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, and planning permission is capable of being granted.

APPENDIX 1: VERIFIED VIEWS

39A FITZJOHN'S AVENUE & LAND ADJACENT TO 46 MARESFIELD GARDENS, NW3