

# 3. Design and Heritage

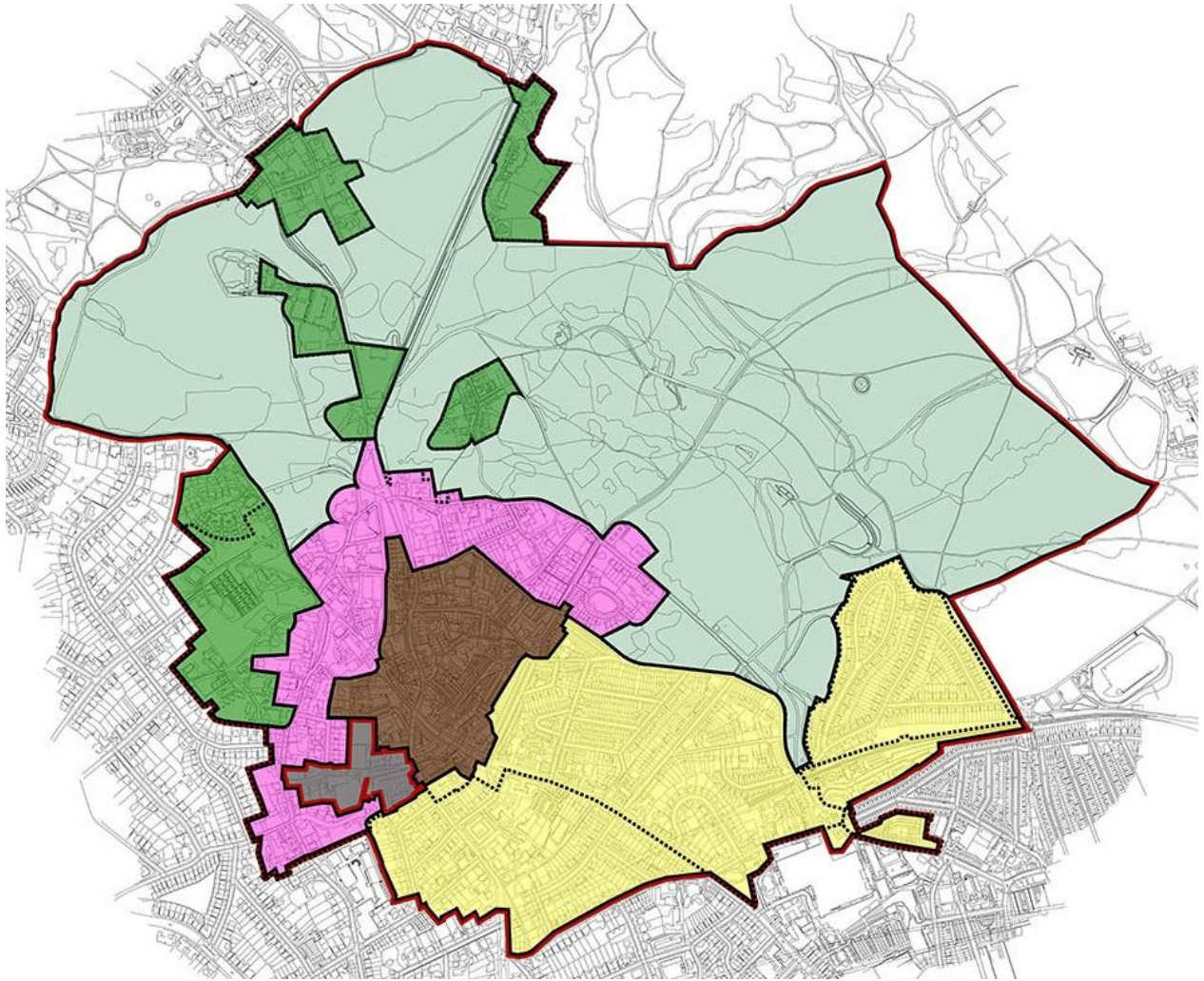


## Introduction

- 3.1 The Hampstead Neighbourhood Plan area includes all of the conservation areas of Hampstead and South Hill Park Estate as well as the northern part of the Fitzjohns and Netherhall Conservation Area and an edge of the Mansfield Conservation Area (see Map 3 below). It is an area of immense historic interest and visual appeal, with diverse architecture, public spaces and outstanding natural beauty. The Forum area contains seven Grade I-listed properties (Burgh House, Fenton House, St Stephen's Rosslyn Hill, St John's Church Downshire Hill, Romney House, 6 Ellerdale Road and Keats House), as well as more than 20 Grade II\* listed and hundreds of Grade II-listed properties and features (see Appendix 3).
- 3.2 The hills on which Hampstead is located have shaped the character of its streets and buildings over the centuries. The dense cluster of streets and alleys around the High Street and Heath Street developed in an informal pattern over time and feature an eclectic mix of fine houses, cottages and modern infill developments, while the grid-like later neighbourhoods, with more uniform terraces, were carved out of old estates by industrious Victorian developers.
- 3.3 The Plan area contains few opportunities for any large scale development as the last of Hampstead's manorial and private estates were developed in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries and considerable infill development has taken place ever since. Though the Camden Local Plan does not identify Hampstead as an area of significant growth, there will be opportunities for further development to satisfy local housing and other needs. This Plan outlines ways that this can occur while protecting the area's high level of amenity. See Section 8, Housing and Community.








## Character areas

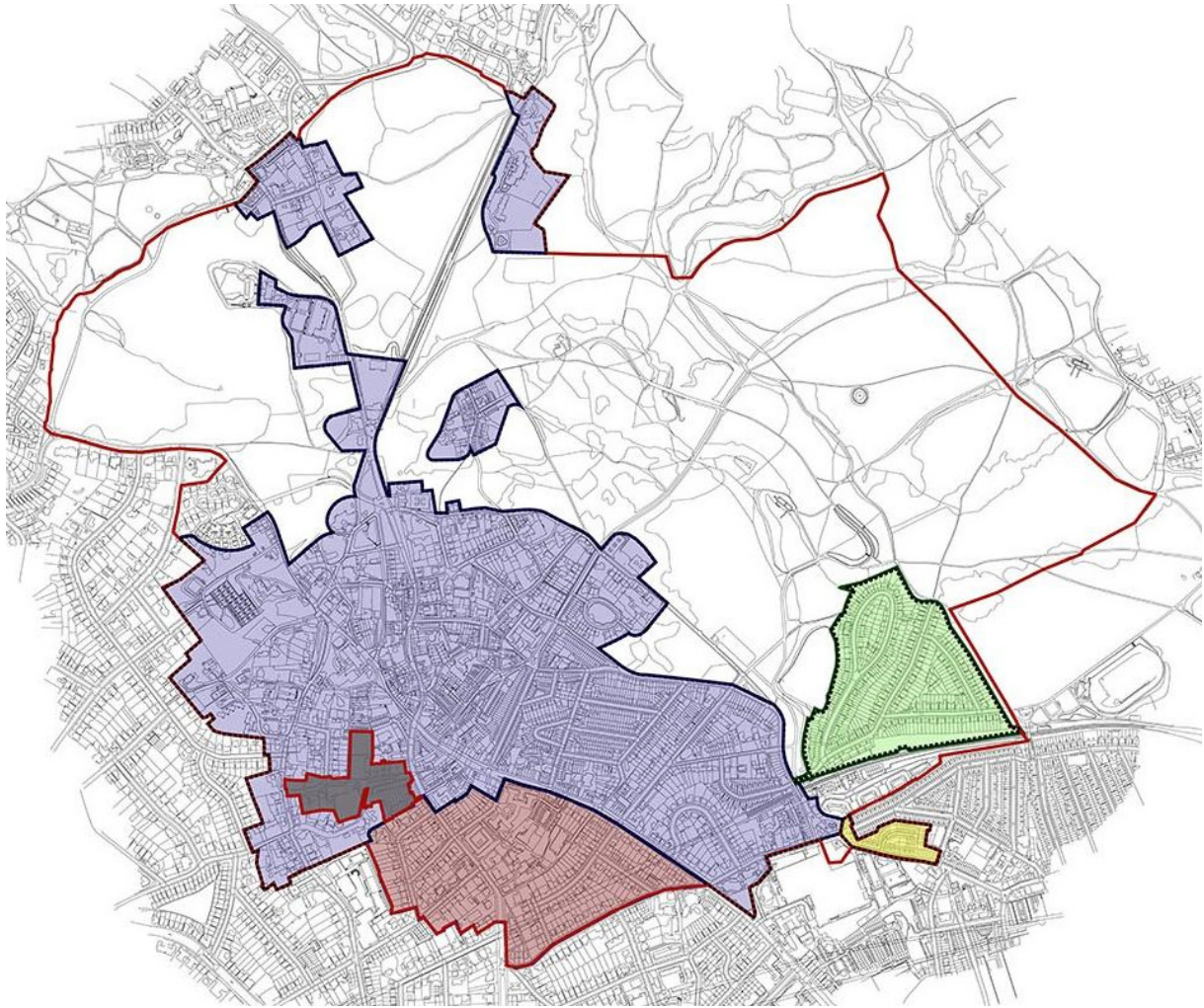
- 3.4 The Plan Area contains sub areas of varying character distinguished not only by history and topography, but also by the “public aspect” of the buildings – the way that built form relates to landscape, open spaces, and streets. The Plan Area has five character areas, each with its own identity and individual character. It is important to refer to Appendix 2, which provides details of the character areas that form the basis for the design policies in this Plan. Map 2 below outlines the location of the different character areas.



## Map 2: Character areas




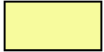


Note: the Hampstead Neighbourhood Plan Area does not include Church Row or Perrin's Walk, as shown in the grey area above

-  Character area 1 – Village Core
-  Character area 2 – Outer Village
-  Character area 3 – 19<sup>th</sup> Century Expansion
-  Character area 4 – Outlying areas
-  Character area 5 – Hampstead Heath
-  Hampstead Neighbourhood Forum Boundary
-  Church Row and Perrin's Walk Neighbourhood Forum Boundary



### Map 3: Conservation areas

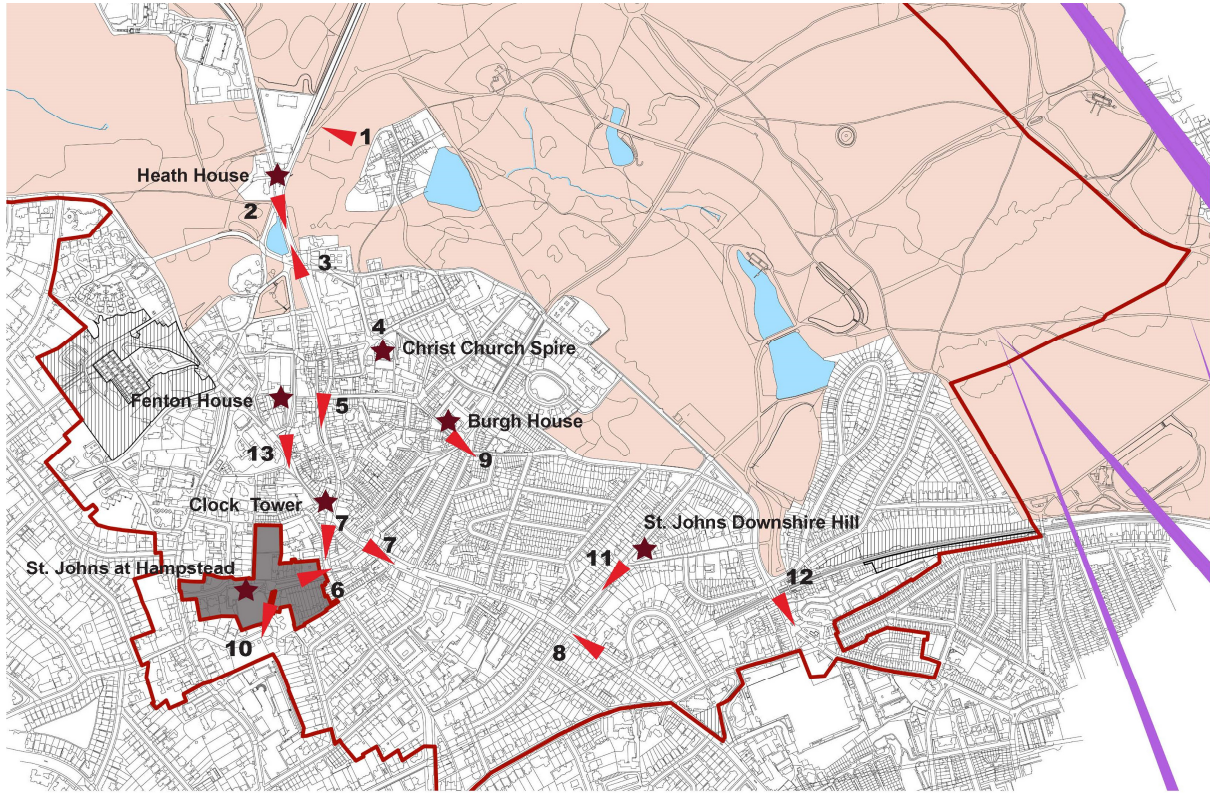
Note: the Hampstead Neighbourhood Forum does not include Church Row or Perrin's Walk, as shown in the grey area above

-  Hampstead Conservation Area
-  South Hill Park Conservation Area
-  Fitzjohns and Netherhall Conservation Area
-  Mansfield Conservation Area
-  Hampstead Neighbourhood Forum Boundary
-  Church Row and Perrin's Walk Neighbourhood Forum Boundary  
*(not included in Hampstead Neighbourhood Plan Area)*




## Views

3.5 There are numerous important historic and significant views in Hampstead, Hampstead Heath and in and out of the area, one of which, Parliament Hill to Central London, is designated in the London Plan. Map 4 identifies the key important views within the area as listed below (see Appendix 7 for photos and justifications).

1. Below Spaniards Road near Northern Fairgrounds, across Vale of Health
2. From Whitestone Pond north toward War Memorial, Jack Straw's Castle, Heath House
3. From Whitestone Pond south down Heath Street
4. Christchurch spire from various points in area
5. Up Heath Street toward the Mount
6. From Heath Street to St John's, Church Row
7. Toward Clock Tower from High Street and Heath Street
8. Down High Street toward Rosslyn Hill
9. Burgh House from Well Walk
10. Back of Church Row from Frogna! Way
11. Down Downshire Hill toward the Heath
12. South End Green toward South End Road and entrance to Heath
13. View from Holly Bush/Frogna! Rise toward Fenton House



**Map 4: Views**

-  Important Views
-  Landmarks
-  London View Corridors

## Policy DH1: Design

- 3.6 National planning policies enable neighbourhood plans to develop robust and comprehensive policies that set out the quality of development that will be expected for the area.

### 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 Appendix 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.



- 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.
- 3.8 Permeability (i.e. the ability for an area to be walked or cycled through) is a desirable feature of all the character areas, especially within larger developments. It is important that these character areas remain permeable to support safe and secure walking and, where feasible, cycling.
- 3.9 Boundary walls are an important feature of the character areas and treatment of boundary walls, identifying materials and design, should be included in any planning application where changes are planned.

## Policy DH2: Conservation areas and listed buildings

- 3.10 National planning policies require local plans to set forth a positive strategy for the “conservation and enjoyment of the historic environment.” The effect of a planning application on a listed asset (designated heritage asset) or an asset noted as making a positive contribution in the relevant Conservation Area Appraisals or are in Camden’s Local List (non-designated heritage asset) should be taken into account. See Appendix 3 for a complete list of designated and non-designated heritage assets.

### 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).

- 3.11 Exceptional circumstances mentioned in paragraph 132 of the National Planning Policy Framework (NPPF) would not include, for example, deliberate neglect. Wholly exceptional circumstances would include if the heritage asset in its current state was a threat to public safety.

- 3.12 Harm to a designated or non-designated heritage asset would include development that through its height, mass, profile or quality, obstructs or degrades that asset or its setting.

- 3.13 Where there is evidence of deliberate neglect of or damage to any building making a positive contribution to a Conservation Area (as identified in the applicable Conservation Area Appraisals and Management Strategies), the deteriorated state of such a building should not be taken into account in any planning decision.

- 3.14 Historic features are easily lost or compromised through development but development can prove positive by restoring historic features, particularly windows, doors, railings and gardens and, where appropriate, restoring painted brickwork to its original state. Development should follow the guidance given in the relevant Conservation Area Appraisals and Management Strategies and manuals.
- 3.15 Where there is potential for archaeological interest, measures should be put in place to cease work if the developer finds any archaeological artefacts during construction.
- 3.16 Development should maintain and enhance the historic street character of the immediate context through choice of façade materials, provision of setbacks, boundary conditions, building entrances and plantings (e.g. building to the edge of the plot line on a street where buildings are set behind walls or railings will not comply with this policy).
- 3.17 Where an applicant claims that no viable use of a heritage asset can be found and therefore proposes demolition, the applicant first will be required to market the heritage asset at fair market value to potential buyers for a medium period of time of five years.
- 3.18 New buildings should relate to the scale, density, mass and detail of the local character and use the highest quality materials. All buildings should contribute positively to the public realm. This may be achieved through either traditional or contemporary architecture.

## Policy DH3: The urban realm

### Policy DH3: The urban realm

1. The Plan supports development that responds positively to the character areas and complies with the relevant streetscape design guidance produced by Camden Council, including in the choice of:
  - a. paving materials;
  - b. lighting;
  - c. location and design of telecommunication cabinets and mobile phone masts;
  - d. design of street furniture such as benches.
2. Advertisements on street furniture, including benches, lighting, bus shelters, guardrails, traffic lights or signals and other objects placed on the street (see Camden Planning Guidance 1, 8.10) will be resisted where they would contribute to visual clutter, harm the character areas or hinder accessibility.
3. The Plan resists any free-standing furniture such as telephone kiosks where the display of adverts over-dominates the primary purpose of the structure.

3.19 The Plan supports guidance provided in The Camden Streetscape Design Manual for maintaining and improving the local street environment. The manual outlines the following design principles for street works:

- Respecting and enhancing the local streetscape.
- Using a simplified palette of quality materials.
- Providing a clutter-free environment on our streets.
- Enabling equal and inclusive access for all road users.
- Considered, yet innovative complementary design.
- Making the street environment safer.

3.20 Designs for elements belonging to the urban realm should enhance the character areas described in Appendix 2 and conform to guidance contained in the relevant Conservation Area Appraisals and Management Strategies.

3.21 The Plan supports efforts to reduce visual street clutter by removing any unnecessary street furniture.

- 3.22 Poorly designed and obtrusively sited telecommunication cabinets and mobile phone masts are detrimental to the Forum area. The manual “Streets for All”, issued by Heritage England and TfL’s Streetscape Guidance 2017 or any future updates provide guidelines for the colour, design and siting of utility boxes to minimise the visual clutter they create.
- 3.23 Where there is an exceptional need for new street furniture or where furniture needs to be replaced, it should be of high quality design and construction, and placed carefully to relate well to the character and function of the street.