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6A Well Road, Camden

Heritage Statement

Iceni Projects Limited on behalf of
Raj Gidda.

April 2025

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6A Well Road, Camden
HERITAGE STATEMENT

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1. INTRODUCTION

- 1.1 This Heritage Statement report is supplied to provide an assessment of the significance of 6A Well Road (henceforth 'the Site'), and its surrounding heritage assets, and the impact a proposed development upon these. This is provided as part of an application submission following pre-application engagement with the Local Planning Authority. The revised scheme has taken the comments onboard, and the mass and design of the extension have been revised.
- 1.2 6 Well Road is not a designated heritage asset, nor is the Site recognised to be locally listed, however the Site does sit within the Hampstead Conservation Area.
- 1.3 This report will:
- Set out the relevant legislative and policy framework within which to understand the proposed redevelopment of the Site.
 - Provide a proportionate and robust analysis of the Site and surrounding area's historic development.
 - Describe the site and identify relevant designated heritage assets.
 - Appraise the heritage significance of the Site and identify its contribution to the Hampstead Conservation Area; and,
 - Provide a detailed assessment of impact for the proposals on the Site and its setting, and on the character and appearance of the Hampstead Conservation Area.
- 1.4 The existing Site and surrounding area were appraised during a site visit (Autumn 2024), and a desk-based study was also undertaken which included review of the Hampstead Conservation Area Appraisal, and an Ordnance Survey map regression.
- 1.5 The report is produced by Iceni Projects. Specifically, it is authored by Rebecca Mason, Associate Director – Built Heritage & Townscape with guidance and review by Laurie Handcock MA (Cantab) MSc IHBC, Director – Built Heritage & Townscape.

2. RELEVANT LEGISLATION, POLICY, AND GUIDANCE

Legislation

- 2.1 Where any development may have a direct or indirect effect on designated heritage assets, there is a legislative framework to ensure the proposals are considered with due regard for their impact on the historic environment.
- 2.2 Primary legislation under Section 66 (1) of the Planning (Listed Buildings and Conservation Areas Act) 1990 states that in considering whether to grant planning permission for development which affects a listed building or its setting, the Local Planning Authority or Secretary of State, as relevant, shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest that it possesses.
- 2.3 Section 72(1) of the Act, meanwhile, states that:

'In the exercise, with respect to any buildings or other land in a conservation area, of any functions under or by virtue of any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.'

National Policy

National Planning Policy Framework (Dec 2024)

- 2.4 The government published the updated National Planning Policy Framework ("NPPF"), Dec 2024. The document maintains focus on sustainable development that was established as the core of the previous, 2012, NPPF.
- 2.5 This national policy framework encourages intelligent, imaginative and sustainable approaches to managing change. Historic England has defined this approach, which is reflected in the NPPF, as 'constructive conservation': defined as 'a positive and collaborative approach to conservation that focuses on actively managing change...the aim is to recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment' (Constructive Conservation in Practice, Historic England, 2009).
- 2.6 Section 12, 'Achieving well-designed and beautiful places', reinforces the importance of good design in achieving sustainable development, by ensuring the creation of inclusive and high quality places. This section of the NPPF affirms, in paragraph 135, the need for new design to function well and add to the quality of the surrounding area, establish a strong sense of place, and respond to local

character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities).

- 2.7 The guidance contained within Section 16, 'Conserving and enhancing the historic environment', relates to the historic environment, and developments which may have an effect upon it.
- 2.8 Heritage Assets are defined in Annex 2 of the NPPF as: 'A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).' Listed buildings and Conservation Areas are both designated heritage assets.
- 2.9 'Significance' is defined as 'The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site's Statement of Outstanding Universal Value forms part of its significance.'
- 2.10 The 'Setting of a heritage asset' is defined as 'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.'
- 2.11 Paragraph 198 requires local authorities to maintain or have access to a historic environment record. This should contain up-to-date evidence about the historic environment in their area and be used to assess the significance of heritage assets and the contribution they make to their environment.
- 2.12 Paragraph 200 states that, when determining applications, local planning authorities should require applicants to describe the significance of the heritage assets affected and any contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset and sufficient to understand the impact of the proposal on this significance. According to Paragraph 190, local planning authorities are also obliged to identify and assess the significance of any heritage asset that may be affected by a proposal and should take this assessment into account when considering the impact upon the heritage asset.
- 2.13 Paragraph 203 emphasises that local planning authorities should take account of: the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.

- 2.14 Paragraph 205 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. It emphasises that the weight given to an asset's conservation should be proportionate to its significance, and notes that this great weight should be given irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.
- 2.15 Paragraph 206 states that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification.
- 2.16 Paragraphs 207 - 209 address the balancing of harm against public benefits. If a balancing exercise is necessary (i.e. if there is any harm to the asset), considerable weight should be applied to the statutory duty where it arises. Proposals that would result in substantial harm or total loss of significance should be refused, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss (as per Paragraph 207). Whereas Paragraph 208 emphasises that where less than substantial harm will arise as a result of a proposed development, this harm should be weighed against the public benefits of a proposal, including securing its optimum viable use.
- 2.17 Paragraph 209 requires a balanced judgment for proposals that affect non-designated heritage assets, having regard to the scale of any harm or loss and the significance of the heritage asset.
- 2.18 Paragraph 212 encourages opportunities for new development within, and within the setting of, Conservation Areas and World Heritage Sites, to enhance or better reveal their significance. It requires favourable treatment for proposals that preserve those elements of the setting that make a positive contribution to the asset, or which better reveal its significance.
- 2.19 Paragraph 213 notes that not all elements of Conservation Areas and World Heritage Sites will contribute to their significance, but that, if harm to their significance is caused, decisions should follow the balancing exercise set out in paragraph 201 and 202, as appropriate.

National Design Guide (September 2019)

- 2.20 In September 2019, the Ministry of Housing, Communities and Local Government (MHCLG) produced a National Design Guide illustrating how well-designed places that are beautiful, enduring and successful can be achieved in practice. It forms part of the Government's collection of planning practice guidance, alongside the separate planning practice guidance on design process and tools.
- 2.21 The Guide recognises that well-designed places have individual characteristics which work together to create its physical Character. It introduces 10 specific characteristics that would need to be considered when considering new development. These are:

- *Context* - An understanding of the context, history and the cultural characteristics of a site, neighbourhood and region influences the location, siting and design of new developments.
- *Identity* – The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings or how a place looks, but how it engages with all of the senses.
- *Built form* – Built form is the three-dimensional pattern or arrangement of development blocks, streets, buildings and open spaces. It is the interrelationship between all these elements that creates an attractive place to live, work and visit, rather than their individual characteristics.
- *Movement* – Patterns of movement for people are integral to well-designed places. They include walking and cycling, access to facilities, employment and servicing, parking and the convenience of public transport. They contribute to making high quality places for people to enjoy. They also form a crucial component of urban character. .
- *Nature* – Nature contributes to the quality of a place, and to people's quality of life, and it is a critical component of well-designed places. Natural features are integrated into well- designed development. They include natural and designed landscapes, high quality public open spaces, street trees, and other trees, grass, planting and water.
- *Public spaces* – The quality of the spaces between buildings is as important as the buildings themselves. Public spaces are streets, squares, and other spaces that are open to all. They are the setting for most movement. The design of a public space encompasses its siting and integration into the wider network of routes as well as its various elements.
- *Uses* – Sustainable places include a mix of uses that support everyday activities, including to live, work and play. They need to include an integrated mix of tenures and housing types that reflect local housing need and market demand. They are designed to be inclusive and to meet the changing needs of people of different ages and abilities.
- *Homes and buildings* – Well-designed homes and buildings are functional, accessible and sustainable. They provide internal environments and associated external spaces that support the health and well-being of their users and all who experience them. They meet the needs of a diverse range of users, taking into account factors such as the ageing population and cultural differences.
- *Resources* – Well-designed places and buildings conserve natural resources including land, water, energy and materials. Their design responds to the impacts of climate change. It identifies measures to achieve: mitigation, primarily by reducing greenhouse gas emissions and minimising embodied energy; and adaptation to anticipated events, such as rising temperatures and the increasing risk of flooding.

- *Lifespan – Well-designed places sustain their beauty over the long term. They add to the quality of life of their users and as a result, people are more likely to care for them over their lifespan . They have an emphasis on quality and simplicity.*

- 2.22 MHCLG have also recently published a National Model Design Code, setting out detailed standards for key elements of successful design. The purpose of the National Model Design Code is to provide detailed guidance on the production of design codes, guides and policies to promote successful design. It expands on the ten characteristics of good design set out in the National Design Guide.
- 2.23 The NDG acknowledges that quality design does not look the same across different areas of the country, for instance, that by definition local vernacular differs. MHCLG, therefore, expects that local planning authorities develop their own design codes or guides, taking into consideration the National Model Design Code. These would be expected to set clear parameters for what good quality design looks like in their area, following appropriate local consultation.

Planning Practice Guidance ("PPG") (Department for Communities and Local Government, last updated July 2019)

- 2.24 The guidance on Conserving and enhancing the historic environment in the PPG supports the NPPF. Paragraph 002 states that conservation is an active process of maintenance and managing change that requires a flexible and thoughtful approach, and that neglect and decay of heritage assets is best addressed through ensuring that they remain in active use that is consistent with their conservation.
- 2.25 Paragraph 006 sets out how heritage significance can be understood in the planning context as archaeological, architectural, artistic or historic, defined as follows:

archaeological interest: As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

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

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

- 2.26 The PPG emphasises in paragraph 007 the importance of assessing the nature, extent and importance of a heritage asset in understanding the potential impact and acceptability of development proposals.
- 2.27 Paragraph 018 explains that, where potential harm to designated heritage assets is identified, it needs to be categorised as either less than substantial harm or substantial harm (which includes total loss) in order to identify which policies in the National Planning Policy Framework (paragraphs 200-202) apply. It goes on to state that whether a proposal causes substantial harm will be a judgment for the decision-maker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework. In general terms, substantial harm is a high test, so it may not arise in many cases. For example, in determining whether works to a listed building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest.
- 2.28 Harm may arise from works to the heritage asset or from development within its setting. A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.
- 2.29 The PPG also provides clear guidance in paragraph 020 on the meaning of ‘public benefits’, particularly in relation to historic environment policy, including paragraphs 201 to 202 of the NPPF. The PPG makes clear that public benefits should be measured according to the delivery of the three key drivers of sustainable development: economic, social and environmental outcomes, all of which are reflected in the objectives of the planning system, as per Paragraph 8 of the NPPF. Public benefits include heritage benefits, and do not always have to be visible or accessible to the public in order to be genuine public benefits, for example, works to a listed private dwelling which secure its future as a designated heritage asset could be a public benefit.

Regional Policy

The London Plan

- 2.30 Regional policy for the London area is defined by the London Plan (March 2021) and deals with heritage issues in Chapter 7 Heritage and Culture, covering policies HC1 – HC7, London’s Living Spaces and Places – Historic environment and landscapes.
- 2.31 Policy HC1 Heritage Conservation and Growth requires boroughs to develop evidence that demonstrates a clear understanding of London’s historic environment. It further requires Boroughs to use this knowledge to inform the effective integration of London’s heritage in regenerative change by:

1. setting out a clear vision that recognises and embeds the role of heritage in place-making.
2. utilising the heritage significance of a site or area in the planning and design process.
3. integrating the conservation and enhancement of heritage assets and their settings with innovative and creative contextual architectural responses that contribute to their significance and sense of place; and,
4. delivering positive benefits that conserve and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing.

2.32 Part C - E of Policy HC 1 state that:

C “Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets’ significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process”.

D “Development proposals should identify assets of archaeological significance and use this information to avoid harm or minimise it through design and appropriate mitigation. Where applicable, development should make provision for the protection of significant archaeological assets and landscapes. The protection of undesignated heritage assets of archaeological interest equivalent to a scheduled monument should be given equivalent weight to designated heritage assets”.

E “Where heritage assets have been identified as being At Risk, boroughs should identify specific opportunities for them to contribute to regeneration and place-making, and they should set out strategies for their repair and reuse”.

Local Development Plan

Policy Document	Relevant Policy	Summary
	D1: Design	Policy D1 ‘Design’ requires high quality design that, relevant to this assessment:

Camden Local Plan 2017		<ul style="list-style-type: none"> • ‘respects local context and character’; • ‘preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage’; • ‘comprises details and materials that are of high quality and complement the local character’; • ‘preserves strategic and local views’.
	D2: Conservation	<p>Policy D2 Heritage states that ‘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’.</p> <p>Regarding Conservation Areas, the Council will:</p> <ul style="list-style-type: none"> • ‘require that development within Conservation Areas preserves or, where possible, enhances the character or appearance of the area; • resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a Conservation Area; • resist development outside of a Conservation Area that causes harm to the character or appearance of that Conservation Area; and • preserve trees and garden spaces which contribute to the character and appearance of a Conservation Area or which provide a setting for Camden’s architectural heritage.’

3. SITE DESCRIPTION AND HISTORIC DEVELOPMENT OF THE SITE AND SURROUNDINGS

- 3.1 6 Well Road occupies a plot on the northern side of Well Road within the Hampstead Conservation Area. Well Road is a narrow, winding residential street that forms part of the historic core of Hampstead village. The immediate area is characterised by a fine-grained pattern of historic development, where buildings of different ages, scales, and architectural styles sit in close proximity, creating a picturesque and informal streetscape.
- 3.2 The prevailing character of Well Road is intimate and domestic. Buildings are typically two to three storeys in height, set close to the street edge or slightly recessed behind small front gardens or boundary walls. The mix of building forms, traditional materials, and irregular building lines results in a varied but harmonious street scene. Architectural styles range from 18th-century cottages and early Georgian townhouses to later 19th- and early 20th-century infill development. Despite this variety, a consistent use of materials such as London stock brick, painted stucco, and slate or clay tile roofs lends visual coherence to the street.
- 3.3 6 Well Road itself is a modest, semi-detached three-storey dwelling plus basement, likely dating from 1880. It is set slightly back from the street, behind a low brick boundary wall and a small, lightwell, which softens its visual presence within the street scene. The building adopts a simple traditional form with a pitched roof and restrained elevational treatment, characteristic of its period but designed in a manner that respects the domestic scale and materials of the surrounding context.
- 3.4 To the west and east of the site are buildings of varied age and appearance, reflecting the layered development of Well Road over several centuries. Opposite the site, on the south side of Well Road, buildings are generally of earlier origin and closer to the street edge, including several 18th- and 19th-century cottages. This contrast in scale and siting contributes to the informal and organic character of the street.
- 3.5 The setting of 6 Well Road is further enhanced by mature garden planting and trees, both within private plots and in the wider townscape, reinforcing the verdant quality of this part of the conservation area.

Historic Development of Hampstead

- 3.6 Hampstead has a long and layered history, with evidence of settlement in the area dating back to the medieval period. The name 'Hampstead' derives from the Old English words ham (homestead) and stede (place), indicating its origins as a rural settlement. By the 14th century, the area formed

part of the Manor of Hampstead, although for much of its early history it remained sparsely populated, characterised by common land, fields, and woodland.

- 3.7 Significant development in Hampstead began in the late 17th and early 18th centuries, following the discovery of medicinal springs — the Hampstead Wells — which attracted visitors seeking the health benefits of spa waters. The growth of the spa trade led to the development of new buildings, taverns, and lodging houses, with Well Walk and Well Road forming important thoroughfares associated with the wells.
- 3.8 Throughout the 18th and 19th centuries, Hampstead evolved into a fashionable residential area for wealthy Londoners, drawn by its elevated position, clean air, and rural charm. The construction of new roads, houses, and civic buildings during this period reflected its growing prosperity and desirability. The arrival of the railway in the 19th century accelerated development, facilitating greater access from central London while retaining Hampstead's distinctive village atmosphere.
- 3.9 Well Road, in particular, retains strong associations with this early development. It was historically an important route linking Well Walk to the west with Hampstead Grove and the parish church to the east. The street preserves a mixture of 18th-century cottages, later Georgian houses, Victorian infill, and early 20th-century development, illustrating the incremental growth of the village over time.
- 3.10 The area's artistic and literary associations also form an important part of its historic interest. Hampstead attracted numerous artists, writers, and intellectuals, particularly during the 19th and early 20th centuries, drawn by its bohemian character, picturesque environment, and proximity to Hampstead Heath.
- 3.11 In this context, 6 Well Road reflects the later phases of Hampstead's evolution — a modest infill dwelling that respects the established domestic scale and informal layout of the historic village core, while illustrating the continued appeal and development of Hampstead into the 20th century.

4. IDENTIFICATION OF ASSETS

- 4.1 GIS software has been used to identify heritage assets within a 100m radius of the site. The scope of this assessment is considered to be proportionate to the significance of identified heritage assets and the nature of change proposed, in line with National Planning Policy Framework (NPPF) paragraph 200.
- 4.2 The Site is not listed but it is within the Hampstead Conservation Area, and within the setting of a number of Grade II listed buildings. These buildings are predominantly houses and relate to the 18th and 19th century expansion of Hampstead.
- 4.3 Due to the nature of the proposals, the majority of assets have been scoped out as a result of a lack of potential effects.
- 4.4 Assets identified as relevant include:
- Hampstead Conservation Area
 - 26 Christchurch Hill, Grade II



Figure 1 Heritage Asset Map

5. ASSESSMENT OF SIGNIFICANCE

Assessment methodology

- 5.1 The assessment methodology used here for assessing the significance of the identified heritage assets and their settings is the framework set out in the November 2017 consultation draft of Historic England's best-practice guidance document *Conservation Principles*.¹ This proposes the use of three heritage interests – historical, archaeological, and architectural and artistic - in assessing what makes a place and its wider context special. These are broadly in line with the values – evidential [now archaeological], historical, aesthetic [now architectural and artistic], and communal [now part of historical] – set out in the previous, 2008 version,² but are consistent with the heritage interests in the NPPF, the definitions for which are now included in the updated Planning Practice Guidance:

archaeological interest: As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

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

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

Significance of the Hampstead Conservation Area

- 5.2 The Hampstead Conservation Area is of considerable heritage significance deriving from its special architectural and historic interest, its distinctive townscape character, and its cultural and social associations. Designated in 1968, it encompasses the historic core of Hampstead village and

¹ <https://historicengland.org.uk/content/docs/guidance/conservation-principles-consultation-draft-pdf/>

² <https://content.historicengland.org.uk/images-books/publications/conservation-principles-sustainable-management-historic-environment/conservationprinciplespoliciesguidanceapr08web.pdf/>

surrounding residential streets, reflecting the area's long evolution from rural hamlet to fashionable London suburb.

Architectural Significance

- 5.3 Architecturally, the conservation area is notable for its rich and diverse built fabric. Buildings date from the 17th century through to the early 20th century, often sitting side-by-side within the same street. This eclecticism is a defining characteristic, contributing to the area's visual richness and organic sense of development. Despite the variety of styles and building forms, there is a strong consistency in the use of traditional materials, including London stock brick, painted render, slate and clay tile roofing, timber sash windows, and ironwork details.
- 5.4 Many of the streets, including Well Road, exhibit a fine-grained pattern of development, with narrow plot widths, irregular building lines, and intimate streetscapes. This pattern contributes to a human-scaled, village-like character, further enhanced by front boundary treatments, mature planting, and glimpsed views of trees and gardens.

Historic Significance

- 5.5 The conservation area's historic significance lies in its representation of Hampstead's development over several centuries. Streets such as Well Road and Well Walk illustrate the early 18th-century spa origins of the settlement, while later Georgian, Victorian, and early 20th-century infill development reflect Hampstead's continued desirability and changing architectural fashions. The area tells a layered story of growth and change, from rural village to artistic enclave to desirable London suburb.

Contribution of 6 Well Road to the Significance of the Conservation Area

- 5.6 6 Well Road makes a modest but positive contribution to the character and appearance of the Hampstead Conservation Area.
- 5.7 Although not a listed building, nor one of the older properties within Well Road, the building reflects key aspects of the conservation area's special interest. It embodies the tradition of domestic residential architecture that typifies this part of Hampstead. Its vernacular respects the prevailing scale, massing, and residential grain of the surrounding townscape.
- 5.8 The building's palette of materials, including brickwork and clay tiled roof, aligns with the traditional materials seen more widely in the conservation area, supporting visual coherence within the street. Its setback from the street, front boundary wall, and small lightwell are consistent with the pattern of development on the north side of Well Road, contributing to the area's layered and varied townscape character.

- 5.9 Importantly, the site's contribution is primarily contextual — it maintains the established domestic scale and informal building line of Well Road, preserving the street's intimate character and visual rhythm. It does not form a landmark or focal point within the conservation area but plays a supporting role within the streetscape.
- 5.10 The garden setting of the building further reinforces the verdant character of the street and the conservation area more widely, where glimpses of greenery within plots are a valued feature.
- 5.11 In summary, while 6 Well Road is not of high individual significance, it contributes positively to the Hampstead Conservation Area through its appropriate scale, traditional form and materials, and its role within the intimate and varied townscape of Well Road.

Significance of 26 Christchurch Hill

- 5.12 26 Christchurch Hill in Hampstead, Camden, is a Grade II listed early 19th-century detached house, recognised for its architectural and historical significance. Constructed from multi-coloured stock brick with a slated roof, the two-storey building features a main south-east frontage to the garden with three windows. Notable architectural elements include a round-arched doorway with reeded pilaster jambs, a cornice head, and a patterned fanlight, as well as recessed sash windows with gauged brick flat arches. The property has undergone alterations, including the addition of late 19th-century red brick bays flanking the entrance and a projecting bowed bay at the south-west end. Situated within the Hampstead Conservation Area, the house contributes to the area's historic character.

Contribution of the site to the setting of 26 Christchurch Hill

- 5.13 6A Well Road lies to the north-east of 26 Christchurch Hill, on a separate street with no direct street-facing relationship. The two properties are separated both physically and perceptually by other intervening buildings, boundary treatments, and topography. Well Road and Christchurch Hill are distinct streets within the conservation area, each with their own character and development pattern.
- 5.14 The primary setting of 26 Christchurch Hill is its immediate garden plot and its frontage onto Christchurch Hill, where its architectural qualities can be appreciated. The building's significance is most readily experienced in views along Christchurch Hill itself, where its formal frontage and detached composition are visible.
- 5.15 6A Well Road does not form part of these key views, nor does it have any direct visual, functional, or historic relationship with 26 Christchurch Hill. There are no clear or designed views between the two sites. Any views from rear gardens or upper storeys are incidental and limited, given the dense urban grain and mature vegetation typical of Hampstead.

- 5.16 Given this context, it is considered that 6A Well Road makes no material contribution to the setting of 26 Christchurch Hill, as defined in heritage terms. The building does not form part of the listed building's designed setting, nor does it contribute to the ability to appreciate the heritage significance of 26 Christchurch Hill.
- 5.17 The significance of 26 Christchurch Hill is experienced primarily through its street-facing elevation, garden setting, and its role within the historic streetscape of Christchurch Hill itself — none of which are affected by the presence or alteration of 6A Well Road.

6. DESCRIPTION OF PROPOSALS

6.1 The proposed development at 6 Well Road comprises a series of alterations and extensions to the existing residential property. These include:

- Replacement of some existing windows with new timber-framed double-glazed units.
- A new single-storey side extension.
- A new single-storey rear extension, aligned with the rear building line of neighbouring No.7 Well Road.
- Reconfiguration of the garden including new steps and a raised terrace.
- Alterations to internal layout.
- External works including a bin and bike store.

Planning History and Pre-application feedback

6.2 In July 2024 permission was refused for a single storey wrap-around extension owing to its height, form, scale, and design resulting in an unsympathetic addition to the area.

6.3 Following a review of the Delegated report it is clear that the harm identified came from the mass being unbroken along the rear elevation, with the wrap-around detracting from the vertical features of the building. There was also concern that the extension would impact a townscape gap when viewed from the street owing to the height of the addition.

6.4 Subsequently, the proposals have been adapted and subject to pre-application discussions. Whilst the majority of the scheme was identified as being compliant with the identified policies a few suggestions were made:

The proportions of the extension should reference the rear elevation.

6.5 The current scheme represents a sensitive and materially improved design response. Pre-application feedback identified that, overall, the revised proposals were broadly compliant with relevant planning and heritage policies, subject to a small number of detailed design refinements. These included:

- Ensuring that the proportions of the rear extension responded more closely to the established rhythm and vertical emphasis of the host building.

- Reducing the height and visibility of the side extension to preserve the perceived openness of the townscape gap when viewed from the street.

7. ASSESSMENT OF IMPACT

- 7.1 The proposed development at 6A Well Road has been carefully revised in response to the previous refusal of planning permission in July 2024. The current scheme has been informed by a detailed review of the Council's Delegated Report and by constructive pre-application discussions with Camden Council. The design evolution has sought to directly address the specific concerns raised in relation to heritage and townscape impacts, ensuring compliance with relevant local and national planning policies.

Scale and Massing

- 7.2 The proposed side and rear extensions are modest in scale and subordinate to the main building. The rear extension sits within the established rear building line of neighbouring properties, ensuring that the proposed massing integrates comfortably within the existing townscape of Well Road. The side extension respects the established building envelope and is set back from the street frontage, minimising its visibility and impact on the public realm.
- 7.3 The overall height of the proposals remains consistent with the existing building and neighbouring properties, preserving the established scale and domestic grain of the conservation area.

Architectural Treatment and Materials

- 7.4 The proposals adopt a sensitive contemporary approach that draws upon the traditional materials characteristic of the conservation area. The new extensions will utilise high-quality materials including brickwork and framed glazing, ensuring visual compatibility with the existing building and wider streetscape.
- 7.5 The replacement of existing windows with new timber-framed units represents a positive enhancement, reinstating a more traditional and appropriate materiality in line with the character of the conservation area.
- 7.6 The proposed glazed elements, including sliding doors and rooflights, have been carefully positioned to minimise their visibility from the public realm while providing improved levels of natural light and connectivity to the garden. These contemporary elements are sympathetic in scale and design, representing a subtle evolution of the site without detracting from its contextual qualities.

Impact on Townscape and Views

- 7.7 Due to the siting of the proposed extensions to the side and rear of the property, there will be limited visibility from public vantage points within Well Road. The extension has been consciously designed to sit below the existing gate, therefore maintaining the established townscape gap. Where visible

from private views, the proposed development has been designed to sit discreetly within the established built form, preserving the intimate, enclosed, and verdant character of the street.

- 7.8 Views along Well Road and its distinctive informal townscape will be preserved, with no impact on key sightlines or historic features.

Impact on the Contribution of 6 Well Road

- 7.9 The proposed works retain the building's positive contribution to the Hampstead Conservation Area. The development preserves the established siting, scale, and residential character of the property while introducing high-quality contemporary interventions that enhance its functionality and appearance.

Summary of Impact

- 7.10 In summary, the proposed works to 6 Well Road have been sensitively designed to preserve and enhance the character and appearance of the Hampstead Conservation Area. The extensions are modest, appropriately scaled, and utilise high-quality materials that are sympathetic to their historic context.
- 7.11 The works will preserve the positive contribution the site makes to the conservation area, while enhancing its architectural coherence and securing the building's continued viable residential use.
- 7.12 The proposals are therefore consistent with national and local heritage policy objectives, and the statutory duty to preserve or enhance the character or appearance of the conservation area is considered to be met.

Policy Review and Assessment

- 7.13 The proposed development at 6 Well Road has been carefully considered against the relevant national and local planning policy framework, specifically the National Planning Policy Framework (NPPF, 2024) and the policies set out within the Camden Local Plan (2017). The proposals have been informed by a clear understanding of the significance of the Hampstead Conservation Area and the contribution of the site to that significance.
- 7.14 Paragraph 211 of the NPPF (2024) requires applicants to describe the significance of any heritage assets affected by development proposals, including any contribution made by their setting. This Heritage Statement fulfils that requirement, providing an assessment of the significance of the Hampstead Conservation Area and the role of 6A Well Road within that context.
- 7.15 Paragraph 213 of the NPPF (2024) advises that when determining applications, local planning authorities should give great weight to the conservation of designated heritage assets, recognising

the positive contribution they make to local character and distinctiveness. In line with this guidance, the proposals have been designed to sustain and, where possible, enhance the character and appearance of the Hampstead Conservation Area. The replacement of unsympathetic modern windows with high-quality, traditional timber-framed units represents a clear heritage benefit, improving both the appearance and material integrity of the building in a manner that is sensitive to its historic context.

- 7.16 Paragraph 218 of the NPPF requires that any harm to the significance of a designated heritage asset should require clear and convincing justification. In this case, the proposals have been carefully designed to avoid harm. No historic fabric of significance will be lost, and the proposed extensions are modest, subordinate in scale, and sited to minimise their visibility and impact on the conservation area. The proposed palette of materials, including brickwork, timber windows, and sedum green roofs, is sympathetic to the local context and will support visual coherence within the streetscape.
- 7.17 Paragraph 223 of the NPPF encourages local planning authorities to look for opportunities for new development within conservation areas to enhance or better reveal their significance. The proposed works, particularly the reinstatement of high-quality traditional timber windows and the sensitive design of the new extensions, represent an opportunity to enhance the architectural character of the building and its contribution to the conservation area.
- 7.18 At the local level, the proposals have been assessed against Policies D1 and D2 of the Camden Local Plan (2017). Policy D1 requires development to respond positively to the local context, character, and distinctiveness of the area, including the use of appropriate materials, scale, and design. The proposals meet these objectives through their respectful scale, form, and the use of high-quality materials that reflect the prevailing character of the conservation area.
- 7.19 Policy D2 sets out Camden's approach to heritage, requiring development affecting heritage assets to preserve or, where possible, enhance their significance. It requires proposals to be based on a clear understanding of the asset and its setting, and for harm to be avoided or minimised. The proposed development has been informed by an understanding of the significance of the Hampstead Conservation Area and has been designed to preserve its special interest. The replacement of unsympathetic windows with timber-framed units is considered to be a positive enhancement, while the proposed extensions have been designed to sit discreetly within the established built form of Well Road.
- 7.20 The proposals also respond positively to Camden's aspirations for sustainability and biodiversity, as set out in Policy A3, through the incorporation of sedum green roofs to the new extensions. These will have a minimal visual impact while supporting local biodiversity objectives.

7.21 In conclusion, the proposed works to 6 Well Road are consistent with the requirements of the NPPF and the Camden Local Plan. The proposals will preserve the character and appearance of the Hampstead Conservation Area, avoid harm to heritage significance, and provide enhancements to the architectural quality and materiality of the existing building. The statutory duty to preserve or enhance the character or appearance of the conservation area is therefore satisfied.

8. CONCLUSION

- 8.1 This Heritage Statement has assessed the significance of the Hampstead Conservation Area and the contribution made by 6 Well Road, Hampstead, to that significance. It has also considered the potential impact of the proposed development on the character and appearance of the conservation area, with reference to the relevant national and local planning policies.
- 8.2 The Hampstead Conservation Area is of considerable architectural, historic, and cultural significance, reflecting the area's long evolution from rural settlement to fashionable London suburb. Well Road, in particular, forms part of Hampstead's historic village core and is characterised by its intimate scale, varied architectural forms, and verdant setting.
- 8.3 6 Well Road is a modest residential property that makes a positive, contextual contribution to the conservation area. Its scale, form, and materials are consistent with the prevailing residential character of Well Road, and its siting within the established building line preserves the rhythm and grain of the street.
- 8.4 The proposed development has been carefully designed to respect and respond to this sensitive context. The proposed extensions are modest, subordinate to the host building, and sited to minimise their impact on the streetscape. The use of high-quality materials, including brickwork and traditional timber-framed windows, ensures visual compatibility with the local character. The replacement of the existing windows with timber-framed units represents a clear heritage benefit, reinstating a traditional materiality more appropriate to the conservation area.
- 8.5 The proposals will preserve the established scale, form, and character of 6 Well Road while improving its functionality and appearance as a residential property. The development will avoid harm to the significance of the Hampstead Conservation Area and will sustain and enhance the site's contribution to the special interest of the area.
- 8.6 In this context, the proposals are fully consistent with the relevant heritage provisions of the National Planning Policy Framework (2024) and the Camden Local Plan (2017). The statutory requirement under Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to preserve or enhance the character or appearance of the conservation area is satisfied.
- 8.7 Accordingly, the proposed development is considered appropriate in heritage terms and should be supported from a conservation and design perspective.