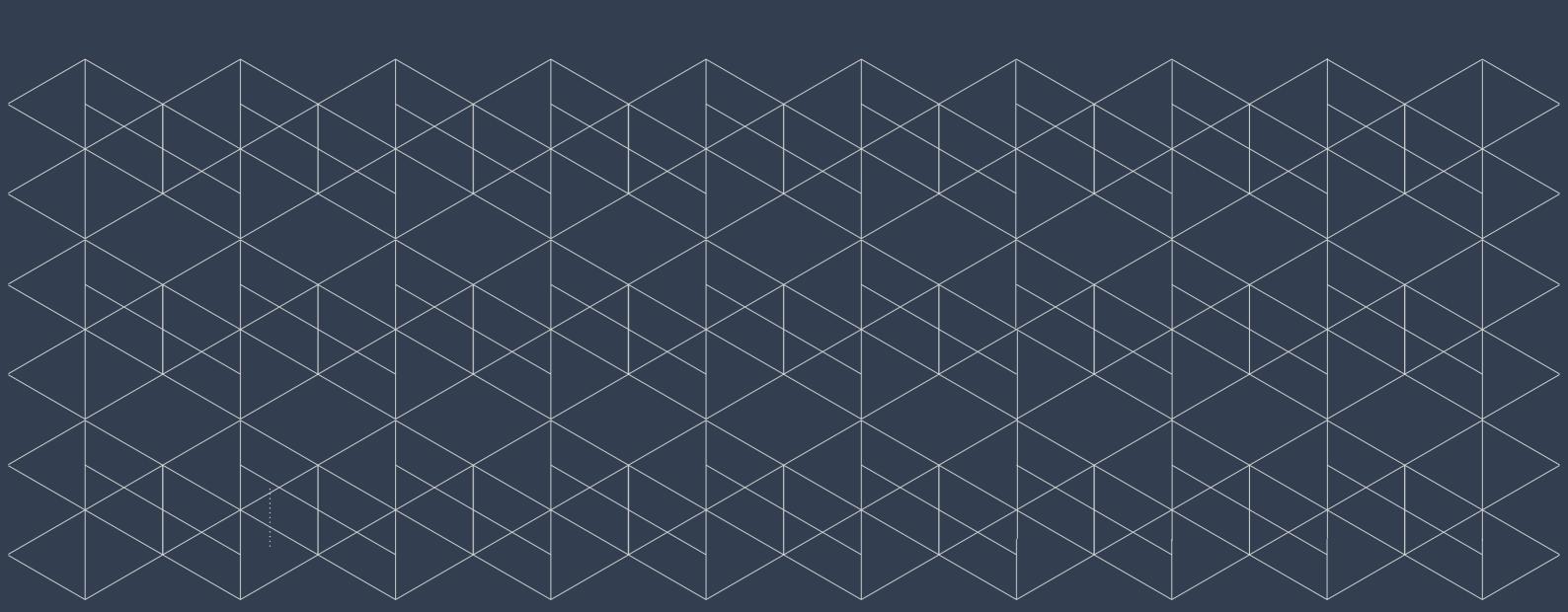
3 Holly Mount, London NW3 6SG

Heritage Appraisal



April 2025



3 Holly Mount London, NW3 6SG

The Heritage Practice Heritage Appraisal

April 2025

CONTENTS

1.0	Introduction
2.0	Site and surroundings
3.0	Historical development of the site and area
4.0	Significance of the site
5.0	Assessment of the proposals
6.0	Conclusion
	Annendix A Relevant planning policy framework



Heritage Appraisal No.3 Holly Mount, London NW3 6SG April 2025

1 Introduction

- 1.1 The following Heritage Appraisal has been prepared to support applications for planning permission and Listed Building Consent at no.3 Holly Mount, London NW3 6SG.
- 1.2 The application building dates from the mid-late 18th century with a wedge-shaped section to the north dating from the early 19th century. It is a three storey, terraced house which is Grade II listed and situated within the Hampstead Conservation Area.
- 1.3 The proposals are for internal alterations at lower ground, ground and 1st floor levels and modifications to the roof of the existing rear closet wing.
- 1.4 In line with paragraphs 207 and 208 of the National Planning Policy Framework 2024, the purpose of this appraisal is to define the significance of the listed building and the features which contribute to its special architectural and historic interest, as well as its contribution to the character and appearance of the Hampstead Conservation Area. This assessment has been made in line with the heritage values set out in Historic England's 'Conservation Principles' (2008).
- 1.5 Online and archive research has been undertaken in order to produce this appraisal, combined with a visual inspection of the site and wider area.
- 1.6 The document will describe the proposed works to the listed building and their impact. They will then be assessed in relation to the relevant statutory, national, regional and local heritage policy framework.
- 1.7 The appraisal should be read in conjunction with drawings and supporting information prepared by Robert Dye Architects.
- 1.8 The author of this appraisal is Hannah Walker (BA (Hons) Oxon MSc IHBC) who has extensive experience in dealing with proposals that affect the historic environment. She has 15 years of local authority experience, including 10 years as a Principal Conservation & Design Officer at the London Borough of Camden. She also has experience in the private sector, preparing heritage statements and appraising the significance of historic buildings. She has trained as a historian, has a specialist qualification in historic building conservation and is a full member of the Institute of Historic Building Conservation (IHBC).









Figures 1-3: Views along Holly Mount and a view looking up Holly Mount Passage towards Holly Mount House.

2 Site and surroundings

- 2.1 Holly Mount forms part of the tangle of small streets and lanes to the west of Heath Street. These sit on steeply rising ground, with view over the roofscapes and rear gardens of surrounding houses.
- 2.2 Holly Mount is a short, 'L' shaped lane with vehicle access from Holly Hill to the west. Two sets of steeply sloping pedestrian steps named Holly Bush Steps and Holly Mount rise up from Heath Street.
- 2.3 The road is primarily residential and lined with a series of 18th and early 19th century houses and cottages. The earlier buildings are generally constructed in plum brickwork with red brick dressings. Yellow London stock brickwork combined with painted stucco characerises the later properties. The Holly Bush Public House has a full painted stucco façade, whilst no.17, a former Baptist Chapel, has the same finish, with distinctive arched windows and gable ends to the road. The buildings almost all have flat front facades with classical proportions and a strong parapet line which often conceals the roofscape. Where roof structures are visible these are clad in slate or red clay tiles, often with dormers. Windows are almost exclusively painted timber, subdivided sashes.
- 2.4 The houses along Holly Mount are generally two or three storeys in height and situated at the back of pavement. Where there are semi-basements, these have shallow lightwells to the front. The position of the buildings and the narrow width of the lane provides a strong sense of enclosure and intimate character to Holly Mount.

No.3 Holly Mount

- 2.5 No.3 Holly Mount forms part of a pair with no.4. The houses originally date from the mid to late 18th century, with front facades of plum brickwork and red brickwork dressings to the windows. To the north is a wedge-shaped building, constructed in darkened yellow London stock brickwork and with an early 19th century character. This once formed part of no.2 Holly Mount but is now connected internally to no.3.
- 2.6 The house is three storeys in height, set over a semi-basement. It is positioned at the back of pavement, behind a shallow front lightwell, bounded by cast iron railings.
- 2.7 The rear façade of the building is also faced in plum brickwork with red brickwork window heads. There is a narrow projecting closet wing, of part one/part two storeys. There is a generous sized private garden to the rear extending west to meet Holly Hill.
- 2.8 A more detailed assessment of the significance of no.3 Holly Mount can be found at section 4 of this Appraisal.





Figure 4: A view of the front and flank façade of no.3 Holly Mount, with the mid to late 18th century plum brickwork element to the left and the early 19th century yellow London stock brickwork wedge-shaped element in the centre of the image.

Heritage designations

Statutorily listed buildings

2.9 Nos.3 & 4 Holly Mount were Grade II listed on 11 August 1950. The listing description indicates that they were listed for group value.

CAMDEN

TQ2685NW HOLLY MOUNT 798-1/26/902 (West side) 11/08/50 Nos.3 AND 4 and attached railings GV II

Pair of terraced houses. Mid/later C18, No.3 with early C19 extension (formerly a separate house) filling angled gap between Nos 2 & 3. Brown stock brick with red brick dressings; plain brick 1st floor band. 3 storeys, attics and semi-basements. 3 windows each. Central entrances linked by mid C19 stucco surround with small cornice flanked by modified consoles; overlights and panelled doors approached by steps. Gauged red brick flat arches to recessed sashes. Parapet. No.3 extension of multi-coloured stock brick with stuccoed ground floor and 1st floor band. 3 storeys 1 window. Central plain entrance with panelled door. Later sash to right; upper floor with gauged brick flat arches to tripartite sashes. Parapet. INTERIOR not inspected. SUBSIDIARY FEATURES: attached cast-iron railings to areas with spearhead finials. Listing NGR: TQ2631585881

2.10 This area surrounding the application site is rich in historic buildings and almost all the buildings which line Holly Mount are Grade II listed, except for nos. 14 and 17. Due to the surrounding topography, the Grade II listed buildings at nos.1-4 (consecutive) The Mount and 12-24 (even) Holly Hill also form part of the immediate and wider setting of no.3 Holly Mount.

The Hampstead Conservation Area

2.11 The application site is located within the Hampstead Conservation Area which was first designated in 1968. The designation is large and includes the historic core of Hampstead village, swathes of surrounding residential development from the 18th and 19th centuries and more isolated pockets of housing situated on Hampstead Heath itself, such as North End and Vale of Health. The document summarises the character of the conservation area as follows:

Hampstead is a Conservation Area of considerable quality and variety. A range of factors and attributes come together to create its special character. These are principally; its topography; the Heath; the range, excellence and mix of buildings; the street pattern and Hampstead's historical association with clean water and fresh air. The Conservation Area stretches beyond the village itself to include South End Green, Frognal and Rosslyn Hill and offers many fine and interesting examples of the architectural development of London.......The Urban Grain map highlights the diversity of the urban form of Hampstead, from the dense cluster of streets and alleys around the High Street to the grid of the Willoughby Road area to the expansive open spaces of Oakhill. All of these are set against the backdrop of Hampstead Heath and the outlying areas of the Conservation Area (page 3).



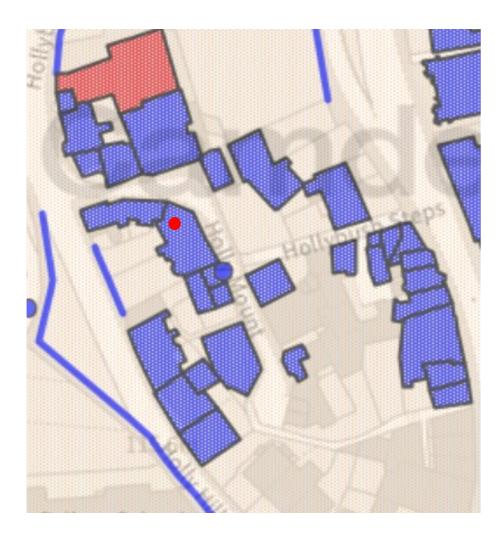


Figure 5: Extract from the LB Camden's online map showing Grade II listed buildings in dark blue, Grade I listed buildings in red, and the Hampstead Conservation Area shaded in buff. The application site is marked with a red dot.

Hampstead has an exceptional combination of characteristics that provide the distinct and special qualities of the Conservation Area. The variety of spaces, quality of the buildings, relationships between areas, all laid upon the dramatic setting of the steep slopes are described below. The contrast between the dense urban heart of Hampstead and the spaciousness of the outer areas is one of its major characteristics. It also demonstrates its historic development with the 18th century village still evident, adjacent to the streets created in the Victorian era, as well as many 20th century contributions. The Conservation Area character is therefore derived from the wide range of areas within it, each of which makes an important and valuable contribution to the Conservation Area as a whole (page 12).

2.12 The Hampstead Conservation Area Appraisal and Management Plan was adopted in 2002. This includes an analysis of the history and development of the conservation area as well as the features which contribute towards its special character. Due to the size and variety of the conservation area it is divided into a number of character based sub-areas. The application site forms part of **Sub Area 4: Church Row/Hampstead Grove.** Within this, Holly Mount forms part of the Mount Square/Holly Bush area, which is described as follows:

This section rises steeply to the west of Heath Street and has several narrow roads and lanes and a dense urban fabric. The topography provides numerous vistas and glimpses of the buildings, many of which are 18th century.

2.13 In relation to Holly Mount the HCAAMP notes that:

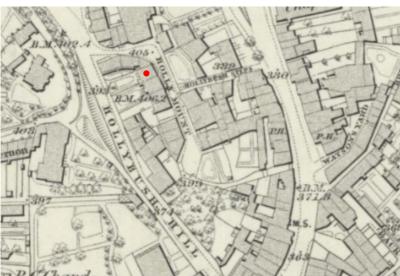
Holly Mount runs to the east of Holly Bush Hill. It is formed by a group of early/mid 18th and 19th century buildings that articulate the qualities of the area. It can also be approached via an alleyway between Nos.73&75 Heath Street that rises steeply between retaining walls (formerly 18th century) to emerge at the open end of Holly Mount with impressive views to the north and west. The houses on the west side (all listed) take full advantage of the topography, with the three and four storey buildings creating a dense urban fabric. The view north is closed by Holly Bush pub (1797 - listed), built as stables it became a pub in 1807. A flight of steps to the east returns to Heath Street, with the tiny courtyard of Golden Yard halfway down (page 34).

Non-Designated Heritage Assets

2.14 There are no locally listed buildings in the vicinity of the application site or which form part of its setting.







Figures 6 & 7: An early 20th century watercolour painting looking north along Holly Mount with the former Baptist Chapel at no.17 in the middle ground and the red brick no.15 in the foreground. The Holly Bush pub closes the view and has its original exposed brickwork finish at this date (top).

The 1870 Ordnance Survey map showing the dense urban fabric within the heart of Hampstead village.

3 Historic development of the site and area

- 3.1 Until the beginning of the 17th century Hampstead was a rural village situated on rising ground to the north of London. Gradually the area began to attract members of the gentry and merchant class who built villas and large houses on the sloping ground to the east and west of Hampstead village, allowing them to take advantage of the clean air and views, whilst still within easy reach of London.
- 3.2 The area briefly flourished as a spa during the late 17th and early 18th centuries with a pump room and assembly room constructed near the source of the chalybeate springs in Well Walk. This stimulated fashionable development within Hampstead, however the spa declined relatively quickly due to the impact of day trippers on its exclusivity.
- 3.3 Roque's map of 1746 shows the narrow network of streets within the village, still surrounded by open fields. At this time the population of Hampstead had grown to around 1400, compared with a century before.

Holly Mount

- 3.4 Holly Mount is a narrow lane that forms part of the cluster of streets to the west of Heath Street. It was developed incrementally during the 18th and early 19th centuries with a series of houses and cottages. Of note is no.17, which was originally the first Baptist Chapel in Hampstead, erected in 1818 (Figure 6). This later became the home of the Hampstead and Highgate Express printing works, before becoming an artist's studio and then a house. The Holly Bush Inn was converted from stables formerly owned by the artist George Romney in 1807, and was initially associated with the nearby Assembly Rooms, functioning as their catering annex before becoming a separate inn in 1897.
- 3.5 Up until 1830 the street was known as Nags Head Side1, after the pub in Heath Street. It also had close connections with Holly Hill (formerly Cloth Hill), with many laundresses living in Holly Mount. Hampstead ponds were used for washing, with the clothes hung out to dry and bleach in the sun on nearby holly bushes. No.18 was a laundry in the 1850s, and in the 1851 census there were four laundresses resident in Holly Mount.
- 3.6 The 1870 Ordnance Survey map (Figure 7) shows the dense concentration of buildings between Heath Street and Holly Hill. Hollybush Steps and the pedestrian portion of Holly Mount can be seen rising up to the lane, with its western side filled with buildings, besides for one empty plot.

¹ Christopher Wade, The Streets of Hampstead, (2000), p. 27.



Heritage Appraisal No.3 Holly Mount, London NW3 6SG April 2025







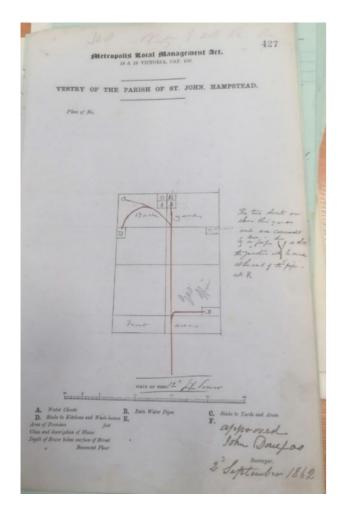
Figures 8 & 9 top left to right: Details of the 1870 and 1895 Ordnance Survey maps showing the site at no.3 Holly Mount.

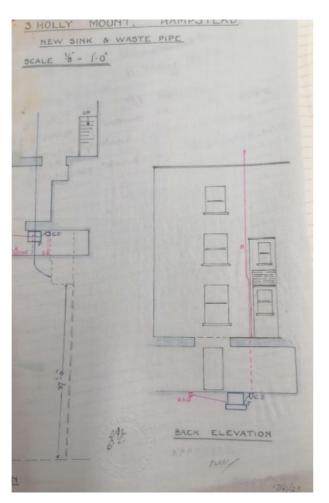
Figure 10: An extract from Booth's map produced as part of his 'Inquiry into the Life and Labour of the People in London' showing Holly Mount in a mixture of red and pink.

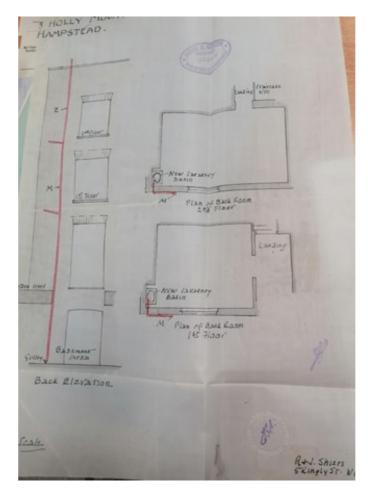
Development of no.3 Holly Mount

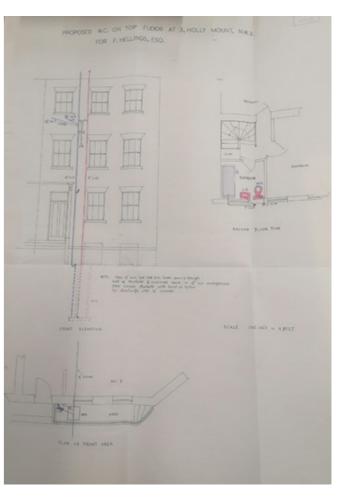
- 3.7 The statutory listing description for no.3 Holly Mount notes that it dates from the mid to late 18th century and certainly its style and detailing are characteristic of that period. The house was built on land belonging to the Manor of Hampstead, with the house held as copyhold until 1892.
- 3.8 The 1841 census shows that a Mrs Theodosia Heyward headed a household which contained her mother-in-law, two ladies of independent means, and four childrenz. In 1861 no.3 was occupied by a policeman, with his wife and four daughters aged under five3. Prior to that date, evidence from the rate books, show that a wine merchant was resident at the property during the second decade of the 19th century and several other occupiers were noted as 'esquire' and keeping servants. This tallies with Booth's maps produced as part of his 'Inquiry into the Life and Labour of the People in London' (1886-1903) which shows Holly Mount to be generally middle class in character (Figure 10).
- 3.9 The first basic layout drawing we have of the house is a drainage plan dating from 1862 (Figure 11), which shows how some of its internal sinks were connected to the mains, and that both nos.3 and 4 had outside WCs, set within the back garden. The plan suggests that the house was two rooms deep, with no rear projections at this time.
- 3.10 The 1870 Ordnance Survey map (Figure 8) tells a slightly different story with a small projecting closet wing to the south and a lightwell against the rear façade. To the west was a large, landscaped garden extending west to meet Holly Hill.
- 3.11 The 1870 map also shows a wedge-shaped building situated between nos.2 and 3 Holly Mount. The yellow stock brickwork finish and fine gauged brick window heads are similar to those at nos.1 and 2, which are thought to date from the early 19th century. This suggests a similar construction date for this element and that it likely originally formed part of no.2. The map shows no connection between the structure and either adjacent house, however the northern party garden wall to the rear of no.3 includes the rear façade of the wedge-shaped structure, suggesting that they could have been in the same use at this time.
- 3.12 No.3 was purchased by The Gas Light and Coke Company in 18764and the 1881 census shows one of its employees in residence Frederick Purry, a 55 year old Inspectors. He lived in the house with his wife and seven adult children (several of whom also worked for the Gas Light and Coke Company or as clerks). They had all been there at least ten years before, and appear along with an additional son, in the 1871 census.
- 3.13 Reference is made in documentation from the 1930s to a 'conveyance' taking place in 1879 and affecting no.3 Holly Mount. This could relate to the formal acquisition of the adjacent section of no.2 Holly Mount. In 1883 it was said that there was 'a gas office at 3 Holly Mount' and perhaps the ground floor, with its separate entrance, was purchased for that reason by Gas Light and Coke Company, and the upper rooms amalgamated into the house.6
- 2 Census online 1841.
- 3 Census online 1861, 1871 and 1881.
- 4 London Archives, E/MW/H/201.
- The Gas Light and Coke Company (also known as the Westminster Gas Light and Coke Company, and the Chartered Gas Light and Coke Company), was a company that made and supplied coal gas and coke and was based in Horseferry Road, Westminster. Coke was stored in the arches at the end of the garden at no.3
- 6 Hampstead News, 6 Sept.1883.











Figures 11-14 left to right: A drainage plan of 1862 showing the lower ground floor of the house, the rear elevation on a drainage plan of 1923, plans and the rear elevation in 1930 and the front elevation and 2nd floor plan in 1964 [Camden Local Studies and Archives Centre]











Figures 15 & 16: Images of the front and rear of the building taken in 1973 and 1986 respectively [© Camden Local Studies and Archives Centre and David Hellings]

Figures 17 & 18: Extracts from the 1934-36 and 1953 Ordnance Survey maps showing the formal amalgamation of the wedge-shaped building into no.3.

- 3.14 In 1923 works to the house were undertaken for Mr W. H. Watts, a builder of Powis Gardens, Golders Green who had bought the house from the Gas Light and Coke Company in 1892. Improvements included the fitting of a new sink in the basement. A sketch shows the rear of the house at that date and confirms that the closet wing was in its current part single/part two storey form by this date (Figure 12).
- 3.15 After the death of W. H. Watts, his widow Emily7 bought out the manorial rights (it had been copyhold) for £317 14s. and almost immediaitely sold on the then vacant houses to Robert Brasher, who became the first freehold owner/occupier of No. 3 Holly Mounts. He described himself as 'Gentleman'. Prior to moving in, Mr Robert Brasher, then of Rupert Street, employed plumbers to install new wash hand basins on the back rooms of the 1st and 2nd floor bedrooms. The old bath on the top floor was replaced with a new one, as well as the WC on the 1st floor (Figure 13). During 1931, Mrs Brasher placed several adverts looking for an 'experienced Cook-General' to work at the house which was said at the time to have '3 separate bedrooms'.10 They did not live at Holly Mount for long.
- 3.16 In 1933, the house was sold to a surveyor, Bernard Selwyn Savage and afterwards to another surveyor, John Douglas Trustram Eve. These professionals, and subsequent ones stayed at the property for only a short time, living with their spouses and perhaps a servant.

9 London Archives, E/MW/H/201.

10 Leeds Mercury 18 Feb 1931.

⁷ Along with the house and garden at No. 3 Holly Mount, the Watts, and prior to them the Gas Light and Coke Company held two arches on Holly Hill. They are described as 'all that brick vault or arch situate at a place called Holly Hill formerly sometimes called the Back Hill and near the Windmill Hill adjoining northward onto other property and numbered 4 and formerly ... of the Gas Light and Coke Company and also another brick arch No. 5'. London Archives, E/MW/H/201. 8 In 1929, Miss Amelia Frances Langmead died at No. 3. She was the long-time (52 years) Clerk to the Trustees of Hampstead Parish Church.



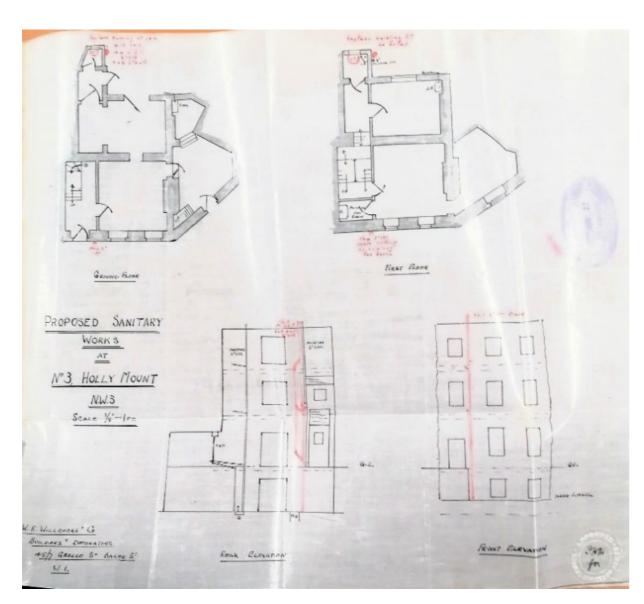


Figure 19: Drainage plan from 1934 showing the main section of no.3 connected internally at lower ground and ground floor level to the adjacent wedge-shaped building.

- 3.17 The house escaped damage during World War II and in 1947 it was purchased by Mrs Margaret D. Hellings, remaining in the hands of the Hellings family until c.199011. The only documented work found for the house since that time were changes to the drainage in the front bathroom on the second floor in 1964, when a WC was added (Figure 14).
- 3.18 The 1934 drainage plan (Figure 19) shows no.3 connected internally to the wedge-shaped building to the north. This structure is still depicted as a separate building on the 1934-36 Ordnance Survey map (Figure 17) but was formally amalgamated with no.3 by the time of the 1953 map (Figure 18).

11 David Hellings, 3 Holly Mount: The History of a House in Camden History Review: 13 (1985).









Figures 20-22 clockwise from top left: The front and rear elevations of the building, and a views of the flank of the projecting closet wing.

4 Significance of the site

- 4.1 The National Planning Policy Framework Annex 2 defines significance as "The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting."
- 4.2 A heritage asset is defined 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. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing)." In this case the designated heritage asset is no.82a Heath Street and the Hampstead Conservation Area.
- 4.3 Historic England's document 'Conservation Principles Policies and Guidance for the sustainable management of the historic environment' (2008) identifies a series of values that can be attributed to a heritage asset and which help to appraise and define its significance. Paragraph 3.3 of the document outlines that:

"In order to identify the significance of a place, it is necessary first to understand its fabric, and how and why it has changed over time; and then to consider:

- who values the place, and why they do so
- how those values relate to its fabric
- their relative importance
- whether associated objects contribute to them
- the contribution made by the setting and context of the place
- how the place compares with others sharing similar values."
- 4.4 No.3 Holly Mount is an end of terrace townhouse, originally dating from the mid to late 18th century.
- It has a flat front façade, constructed in plum brickwork with bright red brickwork dressings to the windows. The brickwork appears to have been cleaned to parts of the 1st and 2nd floor façade, with the parapet rebuilt in plainer yellow brickwork and poorly toothed into the parapet of no.4. This work post-dates photographs of the building taken in 1973 (figure 15) which show the parapet in the same brickwork as the remainder of the façade, and with a cast iron tie plate, suggesting that this element was rebuilt for structural reasons.
- 4.6 The house is setback from the street behind a shallow front lightwell, bounded with cast iron railings. The main entrance is reached via a short flight of steps. Here there is a simple recessed opening, with a horizontal fanlight and painted timber door. This is set beneath a doorcase that is shared with no.4, and which has a simple painted render surround with corbels to each end and integrated boot scrapers.
- 4.7 The house has three main storeys, set over a semi-basement, with further accommodation at attic level. The frontage is three window bays wide, with the openings reducing in height as they ascend, creating a traditional sense of hierarchy and proportion. Embellishment is limited to the contrasting red brickwork dressings and a very simple brick string course above the ground floor windows. Unfortunately, the front façade is disfigured by the extensive pipework which runs vertically between the door surround and the central bay of windows, as well as the crudely rebuilt and mismatching parapet brickwork.



Heritage Appraisal No.3 Holly Mount, London NW3 6SG April 2025

- 4.8 The roofscape is largely concealed by the front parapet and consists of pitched slopes over the front section of the house, clad in clay tiles and with the ridge running from side to side. Over the rear portion is an asphalt clad mono pitch roof which falls towards the centre of the house and into a valley gutter. The roofscape of the early 19th century side addition is also well concealed and consists of a series of shallow hipped slopes.
- 4.9 The rear façade of the house is constructed in plum brickwork and terminates with a simple parapet line and coping stone. There is one main bay of aligned windows which light the rear room at each floor level, and these have a relatively wide opening beneath a gauged red brick arch. To the 1st and 2nd floor level there are unusual 6 over 6 painted timber sash windows with additional margin lights. These appear to be later additions due to the presence of sash horns. To the ground floor there is a later 20th century set of painted timber French doors. There is evidence of a blocked up window at 2nd floor level where the red brick arch remains just visible.
- 4.10 The lower ground floor level is not expressed in views from the rear, with its façade concealed beneath a walk on grille. To one side of the ground floor French doors there is a cast iron spiral staircase providing access to the rear lightwell.
- 4.11 The house appears to have had a closet wing from the mid 19th century onwards according to OS mapping. However, the ground floor element matches the brickwork of the main rear façade adjacent to it and there could originally have been a single storey closet wing in this position. It has however been rather crudely extended upwards so that it partially covers over one of the original window openings at 1st floor level, and a door has been infilled in the flank elevation in the same bred brickwork. The closet wing is now part two storey, with a modern flat bitumen covered roof, and part single storey, with a pitched slate clad roof.
- 4.12 The house has a relatively large rear garden, with decking adjacent to the house, a lawned area and planted flower beds. This extends west to reach Holly Hill, where there is a tall brickwork wall and vaulted spaces which sit below the rear garden level. These have arched timber doors facing onto the street.

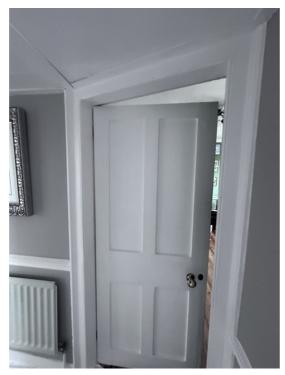
Interior

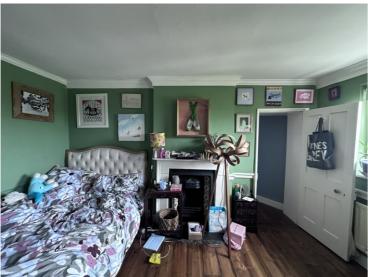
- 4.13 The house has a typical two room deep layout, characteristic of terraced houses of the 18th and 19th century. However, in this case the stair compartment is located to the front of the plan, creating a narrow space behind it which was originally lit by windows in the rear façade. The house accords with the typical hierarchy of the period, with principal rooms at ground and 1st floor level, and secondary spaces for children and servants to the top and lower ground floors.
- 4.14 The house was amalgamated at some point in its history with the wedge-shaped building to the north, which likely once formed part of no.2 Holly Mount. Openings have been made through the original party wall, to the side of the chimneystack, at all floor levels. This has created a complexity to the layout, with secondary rooms accessed through principal spaces.
- 4.15 At lower ground floor level the front and rear rooms have been connected via a wide opening in the spine wall. An assumed partition at the base of the staircase, creating a hallway, has been removed at some point in time. The lower ground floor has a generally modernised character, with few historic details.

13









Figures 23-25 clockwise from top left: Details of the staircase at 2nd floor landing level, a typical four panelled door and the front room at 2nd floor level with simple cornicing and Victorian fire surround.

- 4.16 A door opening to the west of the chimneystack leads through to a vaulted room beneath the northern section of the building, with an exposed brickwork finish to the upper sections and curved roof. A second opening through the party wall has stone steps leading up to the ground floor level of this part of the building.
- 4.17 The ground floor has a single leaf opening through the spine wall which connects the front and rear spaces. The front room retains its original plan form and spatial quality. Historic drainage plans from 1934 (Figure 19) show that the rear room was open to the adjacent narrow space behind the stair compartment at that time. The opening is now narrower due to the presence of the later added WC, which is accessed from the front hallway.
- 4.18 Within the northern section of the house a curved partition with glazing to its upper section has been added. This uncomfortably divides the space and is visually intrusive.
- 4.19 The 1st floor retains its original two room deep plan and intact spine wall. The rear room has had a WC added into an area marked simply as the 'landing' on the 1930 drainage plans. This does not overly detract from the spatial quality of the main rear room as it is tucked behind the original dividing wall between the rear room and landing.
- 4.20 The 2nd floor layout accords with the 1960 drainage plan, with a bathroom to the front and a cranked partition between the landing and the front room. Since the 1930 drainage plan an ensuite bathroom and fitted cupboard have been installed into the rear room. This has not fundamentally undermined the plan form or spatial quality of the room as the main bedroom retains a generous size and rectangular shape, with the ensuite and cupboard tucked against the party wall.
- 4.21 The roof space over the front portion of the house has been converted to habitable accommodation and is accessed via a very steep flight of stairs leading from the 2nd floor landing. Within the attic space the roof rafters remain expressed, with plastered and painted panels between them.
- 4.22 The main staircase rises from ground to 2nd floor level. This is located towards the front of the building with a dog leg plan. The ground to lower ground floor flight has chunky turned balusters and an early to mid 18th century character but a consistency and lack of patina of age to the balusters which suggest that it is a replacement. A section of early 19th century balustrading survives to the 2nd floor landing, with stick balusters and an elegant turned newel.
- 4.23 The house retains a number of decorative and architectural features from various periods. These include an 18th century style fireplace with 'ears' to the front room at 1st floor level and various Victorian fire surrounds, including to the front rooms at ground and 2nd floor levels. Areas of historic cornicing can be found in some areas of the house, including to the front room at 2nd floor level. Doors are four panelled, with mouldings to those at ground and 1st floor level and plain panels to the 2nd floor. The dado height panelling to the ground floor is thought to be modern due to its consistent appearance and presence on modern partitions.



Heritage Appraisal No.3 Holly Mount, London NW3 6SG April 2025

Values and significance

4.24 As referenced at paragraph 3.16 above, Historic England's 'Conservation Principles' identifies four values that can be attributed to a heritage asset. These have been examined in turn below.

Evidential Value

This value is derived from the potential of a place to yield evidence about past human activity (para 35) and is generally closely associated with archaeological sites and remains, with age being a strong indicator of evidential value.

In this case the building illustrates life during the 18th and 19th centuries but does not provide any obvious unique evidence about past human activity.

Historical value

Paragraph 39 of the Conservation Principles document outlines that "Historical value derives from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative."

The building forms part of the historic local scene in this part of Hampstead and has been a feature of the townscape for around 250 years. The building has historical value in terms of illustrating the gradual development of Hampstead village during the 18th century and is a survivor of the village's history prior to its rapid suburban expansion during the 19th and 20th centuries.

Aesthetic value

Aesthetic value is defined as "....the ways in which people draw sensory and intellectual stimulation from a place."

As described in the paragraphs above, the building is an attractive 18th century terraced house, of moderate status. It is constructed with typical materials and detailing of the period, including plum brickwork and contrasting red brickwork dressings to the windows. The architectural coherence and significance of the front façade is however undermined by the visually intrusive downpipes and the crudely repaired brickwork to the parapet.

The building has townscape value due to its group setting and stylistic and aesthetic similarities with other buildings of the same period along Holly Mount.

The rear elevation is of medium significance and retains its 18th century character, in particular the contrast of the plum brickwork and red window heads. The closet wing, which has been much altered, detracts to a degree from the architectural coherence of the rear façade and cuts uncomfortably across the original window opening at 1st floor level.

Internally the building retains significant elements of its original plan form and spatial quality although this has been eroded in some areas, particularly to the ground floor hallway. Connections originally existed or have been made through the spine wall at ground and lower ground floor level as well as the wall between the ground floor rear rooms. The house retains a range of modest architectural and decorative features.

15



Heritage Appraisal No.3 Holly Mount, London NW3 6SG April 2025

Communal value

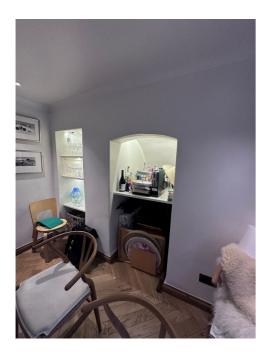
This value is derived from the meanings of a place for the people who relate to it, or for whom it figures in their collective experience of memory. In this case, any communal value would be 'social', defined at paragraph 56 as "....places that people perceive as a source of identity, distinctiveness, social interaction and coherence."

The building has communal value in so far as it has been part of the local scene for around 250 years and has thus featured in the day to day lives of those who live, work and pass through the area. It is a remnant of an early phase in the development of Hampstead village. This communal value however is local in its focus and the building does not have any particular regional or national symbolism or value.

Conclusion

- 4.26 The key significance of no.3 Holly Mount relates to its historic and architectural contribution to the development of this part of Hampstead, reflecting the incremental growth of Hampstead village over the course of the 18th century.
- 4.27 Its frontage has a strong 18th century character, with typical materials and detailing of the period. It forms part of the coherent 18th and early 19th century streetscene along Holly Mount and makes a demonstrable positive contribution to the character and appearance of the Hampstead Conservation Area. Its crudely rebuilt parapet and extensive servicing to the front elevation do however detract from its visual and architectural quality.
- 4.28 The rear façade also has an attractive 18th century character, with contrasting red brick window heads and a simple but pleasing sense of classical proportion. The modified closet wing however lacks quality and has a mismatching selection of brickwork and incongruous overhanging modern roof. It also cuts uncomfortably across the original 1st floor rear widow.
- 4.29 Internally, the building retains a sense of its original plan form and spatial quality, albeit that the front and rear rooms are already connected at lower ground and ground floor levels. The historic interconnection with the wedge-shaped section of no.2 to the north has confused the layout, with rooms accessed through principal spaces and a rather complex circulation pattern. The house retains some historic decorative features from various periods, however the lower ground floor has a more modern character.









Figures 26-28 clockwise from top left: The recess at lower ground floor level which will receive doors, the existing cylinder room within the rear area, and a view into the rear area from the garden showing the cast iron grid with glass blocks and spiral staircase.

5 Assessment of the Proposals

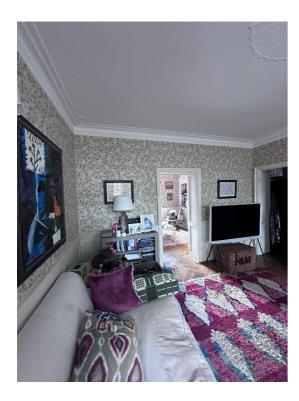
5.1 The following section will describe the proposals and assess their impact upon the special architectural and historic interest of the host building. They will be assessed against the requirements of the relevant statutory duties and the applicable national and local heritage policy framework.

Internal alterations

Lower Ground Floor

- 5.2 It is proposed to widen the existing opening in the spine wall. This will be centred upon the windows in the front elevation and the door opening to the rear. Nibs to either side of the opening, and a downstand will be retained, preserving an appreciation of the original layout of the lower ground floor. The proposals will modestly alter the floor plan and spatial quality of the lower ground floor to create better connected and more practical spaces. This is an area of lower significance within the hierarchy of the house and has been modernised in terms of its character. The front and rear rooms area already connected and there will be no harmful effect upon an appreciation of their separate form and character.
- 5.3 A new enclosed lobby will be created within the rear area. The existing French doors which lead into the space will be rehung to swing inwards. The cast iron grate and glass blocks above the area will be retained and repaired. A new double glazed sloping roof will be installed beneath the grate in order to make the new lobby weather tight. A Crittal type door will be provided to the base of the existing spiral staircase, alongside new painted timber doors into the adjacent vaulted area, which houses the hot water cylinder. The existing space within the area already has an internal character, due to its clay tiled floor and the presence of internal decorative features such as a wall mirror and shelving. The proposals will make this space water and weather tight and create a more attractive appearance, by shielding views into the vaulted service space.
- 5.4 The ground to lower ground staircase is currently open to the lower ground floor accommodation. It is proposed to install a new glazed partition in order to provide a 30 minute means of escape and to ensure that the staircase is Building Regulations compliant. The partition wall represents a light touch intervention which will retain views through to the staircase whilst ensuring that the house is safe. The stair compartment would presumably have been enclosed originally, so the introduction of a partition is in keeping with the character of the house.
- 5.5 A set of doors will be installed into the niche in the southern wall of the rear room to create storage. This is a minor and reversible intervention that will have no harmful effect.
- 5.6 The existing modern herringbone timber floor will be replaced with a new hardwood engineered timber floor. The modern porcelain tiles to the pantry would also be replaced. This will not result in the loss of any historic fabric and will be in keeping with the character of the listed building.









Figures 29-31 clockwise from top left: The existing single leaf opening in the spine wall at ground floor level, the existing modern WC space to the rear 1st floor room and the existing wide opening to the rear room at ground floor level.

Ground Floor

- 5.7 It is proposed to widen and slightly increase the height of the existing single leaf opening in the spine wall so as to better connect the front and rear rooms. The new opening will sit well below the cornice line and will be proportionate in height and scale to the rooms either side. The new opening will require the trimming back of skirtings and the modification of modern panelling. New four panelled doors will be installed into the opening, with a new architrave to match the existing. The retention of generous nibs and a downstand to the wall will ensure that the cellular plan form, spatial quality and physical distinction between the rooms will be maintained. This will be aided by the inclusion of doors, which when shut will create a solid division between the spaces.
- 5.8 The modern WC which has been installed into the space to the rear of the stair compartment will be removed. This is a later addition that detracts from the floor plan and spatial quality of the ground floor accommodation. The existing panelled door into the WC will be retained and rehung in the same position, opening towards the rear. Historic drainage plans from 1934 show that there was originally a solid wall in this location and the retention of the door will maintain the spatial quality of the stair compartment.
- 5.9 A new WC will be formed within the rear closet wing which currently has no defined use. A door will be installed to separate the WC from the adjacent living space. This will reinstate the historic layout of the building as shown on the 1934 drainage plans. Servicing for the new WC will be connected into existing pipework. This will include a minor repositioning of the cast iron SVP which connects into the existing WC space above at 1st floor level. A small utility room will be created in the rearmost section of the closet wing which currently houses the boiler. These works are appropriately positioned, in an ancillary closet wing area.
- 5.10 The existing opening between the rear room and the narrow rear space will be widened very slightly in order for it to appear symmetrical when viewed from the rear room. This will have a very modest impact and will enhance the proportions of the space. Indeed the 1934 drainage plan shows an even wider opening in this position. The altered opening will have no effect upon existing cornice and the existing skirting, modern panelling and dado rail will be modified slightly to suit.
- 5.11 The existing modern door in the single leaf opening which connects the main section of no.3 with the early 19th century element to the north will be replaced with a bookcase door. When shut this will read as a shelfed niche, reinstating some of the original character and spatial quality of the front room. No historic fabric will be affected.
- 5.12 The modern partition wall within the early 19th century element at ground floor level will be removed. This is clearly modern fabric and does not appear on the 1934 drainage plan of this space. Its removal will reinstate the plan form and spatial quality of this part of the building, thus enhancing special interest. The step within the current hallway area will be slightly repositioned within the space. This is a very modest intervention which will make the space safer and more practical to use.
- 5.13 A door will be provided for the storage area at the rear of the plan. This will reuse the existing historic leaf which is currently located in the adjacent modern partition.
- 5.14 The existing modern laminate flooring will be replaced with new engineered timber flooring. This will not result in the loss of any historic fabric and will be in keeping with the character of the listed building.



Heritage Appraisal No.3 Holly Mount, London NW3 6SG April 2025

1st Floor

5.15 The existing bathroom which is housed partially within the rear room and partially within the upper part of the closet wing will be refitted, with the WC and basin swapping positions. The existing non-original timber fanlight in the former window opening in the rear wall will be removed and the opening blocked up to the underside of the window head. A door height opening will remain beneath this, to connect the two spaces. The new sanitary ware will be connected into existing pipework and the character of the spaces will remain largely unchanged.

External alterations

- 5.16 The existing two storey element will have its brickwork raised to match, with approximately five courses, creating a new parapet wall. This will improve the currently very low floor to ceiling height within the closet wing. The works will be undertaken with matching bricks, using lime mortar and Flemish bond. The new parapet wall will be topped with a high-quality cast stone coping. A skylight will be introduced behind the parapet wall, which will conceal it in views from the rear garden.
- 5.17 Where the closet wing currently cuts uncomfortably across the pre-existing window opening, the upper section will be bricked up. This will create a neat appearance, notwithstanding that this feature will not be easily visible from the rear.
- 5.18 The proposed works will improve the appearance and proportions of the closet wing, by introducing a traditional parapet wall and replacing the existing bitumen covered roof which currently overhangs onto the brickwork. The uncomfortable visual relationship with the original window opening on the rear façade will also be improved.
- 5.19 Existing pipework will be removed from the rear and flank elevations of the closet wing and replaced with a new cast iron effect downpipe and hopper. This will improve the appearance of this element by removing unsightly visual clutter. Servicing will also be removed from the attractive red brick window arch above the closet wing.



Heritage Appraisal No.3 Holly Mount, London NW3 6SG April 2025

Assessment of the proposed development against the statutory, national and local policy framework

The Planning (Listed Buildings and Conservation Areas) Act 1990

- 5.20 The proposals are considered to preserve the special architectural and historic interest of the listed building and the character and appearance of the Hampstead Conservation Area, thus satisfying the statutory tests at s.16 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- 5.21 The proposed works to the upper section of the rear closet wing will improve its proportions and appearance, as well as its weathering capabilities. The proposed skylight will be concealed by the parapet wall and the works to the original window opening will create a more visually coherent appearance, with the removal of the incongruous timber fanlight. The rationalisation of redundant pipework to the closet wing will reduce visual clutter.
- 5.22 Within the rear areaway the works will be very discreet and obscured by the existing spiral staircase and cast iron grille with glass blocks. The space already reads as part of the internal lower ground floor accommodation and the incorporation of doors and a lightweight glazed roof will create useable space without harm to the character of the listed building.
- 5.23 Internally the works are relatively minor in their scope and will create better connected spaces where there are already openings in walls. Impact on historic fabric will be minimal, and the overall cellular plan form and spatial quality of the rooms will be maintained, with the retention of nibs, downstands and openable doors between the front and rear ground floor rooms. Some of the works will be beneficial, including the removal of the modern partition from the northern section of the building at ground floor level and the relocation of the modern WC which has been carved out of the rear ground floor room.

National Planning Policy Framework 2024 (NPPF)

- The NPPF requires the significance of heritage assets that are affected by a proposal to be identified and assessed and to take this into account to avoid or minimise conflict between proposals and a heritage asset's conservation (paragraphs 207 & 208). This Heritage Appraisal has provided an analysis of the significance of the building and the features which contribute towards its special architectural and historic interest.
- 5.25 The proposals have been formulated to take account of the significance of the listed building and its internal and external character, which will be conserved.

The London Plan 2021

5.26 The proposals are also considered to comply with the adopted London Plan (2021). The thrust of Policy HC1 - Heritage conservation and growth is that heritage assets should be conserved and that enhancement opportunities should be identified early on in the design process. In this case the proposals are modest in scale and impact and will cause no harm to the significance of the listed building. Enhancements to the internal character of the building will be secured through the removal of modern partitions and the modern WC at ground floor level. Externally the visual quality of the closet wing and its relationship with the original rear wall of the house and original window opening will be improved.

London Borough of Camden Local Plan 2017

5.27 The proposed works are considered to comply with the relevant sections of the London Borough of Camden's Local Plan 2017. The proposals will respect the application building's local context and character, with materials, detailing and overall design, which is sympathetic, in line with **Policy D1 – Design**. In compliance with **Policy D2- Heritage**, the proposals will conserve the significance of the listed building and the surrounding Hampstead Conservation Area.



Heritage Appraisal No.3 Holly Mount, London NW3 6SG April 2025

6 Conclusion

- 6.1 This Heritage Appraisal has been produced to accompany proposals for internal and external works to the Grade II listed building at no.3 Holly Mount.
- 6.2 The proposals are modest in their scale and scope and are focused mainly upon the interior of the listed building where the minor reconfiguration of spaces and connectivity will take place. The intrinsic character of the listed building will be maintained, in terms of its plan form, spatial quality and architectural detailing. Externally the works to the closet wing and the rationalising of servicing will have a beneficial effect.
- 6.3 Overall the special architectural and historic interest of the listed building, and the character and appearance of the Hampstead Conservation Area will be preserved.
- The proposals are considered to fully comply with the relevant statutory requirements within the Planning (Listed Buildings and Conservation Areas) Act 1990, the provisions of the National Planning Policy Framework 2024, the London Plan 2021 and the adopted London Borough of Camden Local Plan 2017.



Heritage Appraisal No.3 Holly Mount, London NW3 6SG April 2025

Appendix A - Relevant Policy Context

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The Planning (Listed Buildings and Conservation Areas) Act 1990

A1 Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that:

"In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses."

- A2 Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires that:
- "...special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area."

The National Planning Policy Framework 2024

A3 The revised National Planning Policy Framework 2024 (NPPF) sets out the Government's planning policies and how these are expected to be applied. There is a general presumption in favour of sustainable development within national planning policy guidance.

Paragraph 207

In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary.

Paragraph 208

Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

Paragraph 210

In determining planning applications, 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. or impact on long views in particular. Roof terraces/gardens should not be located on mansard roofs.

Paragraph 212

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 (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

The London Plan 2021

A4 The London Plan 2021 is the Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for Good Growth. Policy HC1 Heritage conservation and growth part C is relevant.

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.

Local Planning Policy

A5 Camden's Local Plan was adopted on 3 July 2017 and sets out the Council's planning policies. Only the relevant sections of the policies have been cited.

Policy D1 – Design

The Council will seek to secure high quality design in development. The Council will require that development: a. respects local context and character;

b. preserves or enhances the historic environment and heritage assets in accordance with "Policy D2 Heritage"; e. comprises details and materials that are of high quality and complement the local character;

Policy D2 - Heritage

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

Designated heritage assets

The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal convincingly outweigh that harm.

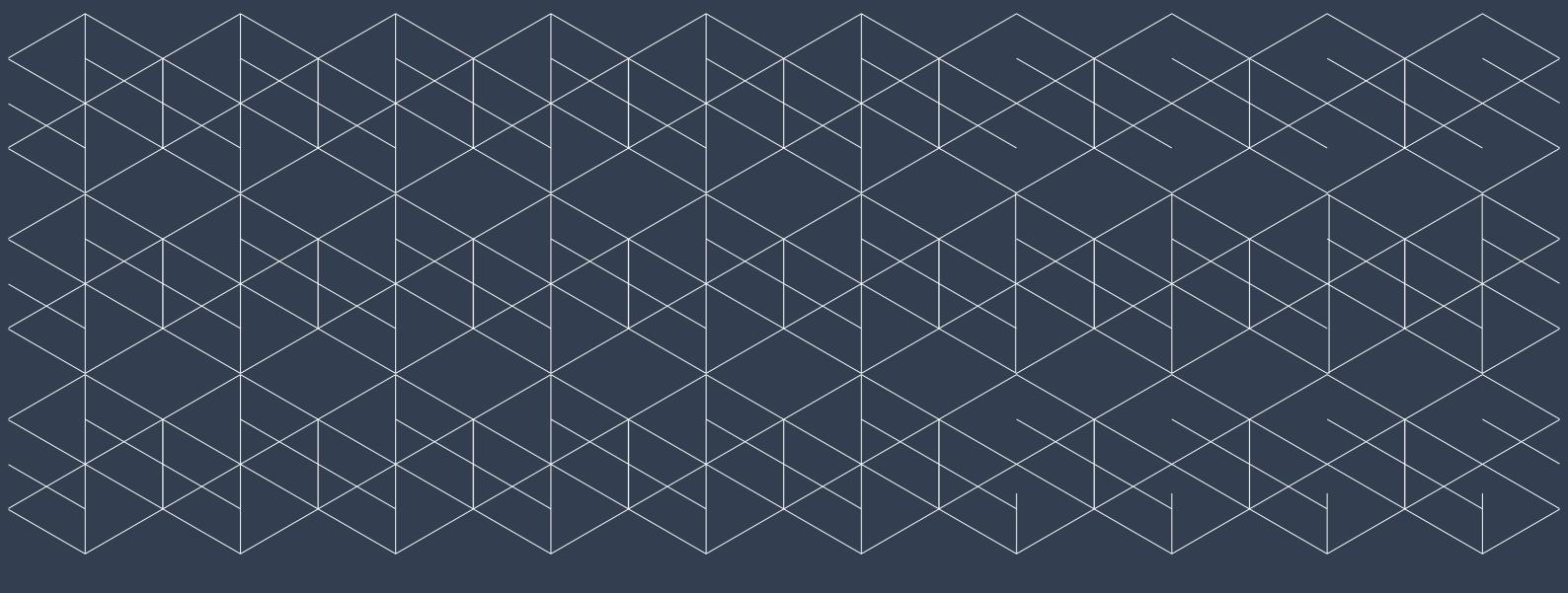
Conservation areas

Conservation areas are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. The Council will:

e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;

Listed Buildings

Listed buildings are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. To preserve or enhance the borough's listed buildings, the Council will: j. resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the building; and





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