
Heritage Statement

The site is located within the Hampstead Conservation Area, therefore the proposal's impact on the surroundings and neighbouring buildings has been assessed over the following pages.

The application site fronts onto the south side of North End.

The site itself is empty and has been cleared following the demolition of the previous dwelling on the site as part of the commencement of planning permission dated 07/02/2011 (ref: 2010/5139/P and 2010/5160/C).

The building comprised of a two storey detached dwelling dating from the 1970s with very plain elevations, uPVC windows and painted brick walls. The main roof was clad in concrete tile and a single-storey rear extension roofed with bitumen felt. The house was not identified as making a positive contribution to the character and appearance of the area.

Designated Heritage Assets

The site is within the Hampstead Conservation Area. The 2001 Hampstead Conservation Area Statement describes the area as;

“a loose cluster of quite modest houses centred on the Olde Bull and Bush pub with the Hampstead Heath Extension banked up steeply all around. It has the distinct quality of a small enclave detached from urban life. The roads peter out into paths through the surrounding woodland. Greenery dominates and the relationship between the houses, their gardens and the Heath is particularly intimate.”

Adjacent to the site on the north side of North End are numerous Grade II listed buildings;

- The Old Bull and Bush public house - Reputedly built as a farm c1645, licensed 1721, rebuilt with modern extensions 1923-24 in similar style to the old;
- 1 and 3 North End - Pair of early 18th century terraced houses
- 9 North End - Mid C19 Stucco cottage
- Former coach house to Wildwood Coach house, now in domestic use. Mid C19. Stock brick
- Wildwood and Lesser Wildwood - Farmhouse, now 2 residences. Mid C18. Brick

The site is also within the Hampstead Heath Archaeological Priority Area and has an article 4 direction attached to it.

Non-designated Heritage Assets

In addition the 2001 Hampstead Conservation Area Statement identifies:

- 6, Hogarth Court
- 19 North End
- 21-29 North End
- Wildwood Cottage, as making a positive contribution to the character and appearance of the area.

The main issues to consider are the impact the erection of 4 new dwellings on the site would have on the character and appearance of the Hampstead Conservation Area and setting of the adjoining heritage assets, having particular regard to the approval for 2 x three-storey plus basement dwelling houses with forecourt parking granted permission on 07/02/2011 (ref: 2010/5139/P).

The impact has been considered in respect to relevant policies:

National Planning Policy Framework

- Section 12 - Conserving and enhancing the historic environment

London Borough of Camden Core strategy;

- CS14 - Promoting high quality places and conserving our heritage
- CS15 – Protecting and improving our parks and open spaces and encouraging biodiversity

London Borough of Camden Development Plan policies

- DP24 – Securing high quality design
- DP25 – Conserving Camden’s heritage

Camden Planning Guidance 1 2011

Hampstead Conservation Area Statement 2001

London Plan

- 4B.11 : London’s Built Heritage;
- 4B.12: Heritage Conservation.

Assessment

This assessment should be read in conjunction with the full

Design and Access document.

The development has understood the significance of the Conservation Area and adjoining heritage assets. The proposal has taken the opportunity to develop 4 new dwellings which enhance the Hampstead Conservation Area within the setting of heritage assets to better relate to their setting and significance.

The provision of 4 dwellings on the site results in a reduction in the plot sizes and scale of each dwelling. The more modest scale dwellings directly respond to the development and finer grain of the historic terraced dwellings on the opposite side of North End over above the extant scheme.

This reinforces the elements of the immediate area which create the distinct character and thereby enhances the setting and special interest of the listed buildings

As well as the ‘cluster of quite modest houses’ on the opposite side of the road. Sub-area 8 comprises groups of terraced cottages and numerous buildings of a similar size and plot ratio. The proposal has actively responded to this prevailing pattern of development in a contemporary way so as to improve the quality of an area and give a stronger identity.

In this regard the scale, form and vernacular design of the dwellings enhance the character of Hampstead Conservation Area.

The proposal has retained the generous perimeter planting established as part of the previous scheme. This preserves the verdant and secluded character that is of importance as one enters the fringes of the heath.

As such the proposal is considered to comply with the advice set out in NPPF and with the London Borough of Camden LDF policies, design guidance and Conservation Area Statement and the London Plan. The proposal would contribute positively to the locality and improve with the character and appearance of North End as part of the Hampstead Conservation Area.

Listed Buildings

Building Details:
Building Name: 1 and 3
Parish: Hampstead
District: Camden
County: Greater London
Postcode: NW3 7HH

Details:
LBS Number: 477599
Grade: II
Date Listed: 14.05.1974
Date Delisted:
NGR: TQ2606986968

Listing Text:
Camden
TQ2686NW North End
798-1/8/1209 (North side)
14/05/74 Nos. 1 and 3

GV II

Pair of terraced houses. Early C18. Multi-coloured stock brick with plain brick bands at floor levels. 3 storeys and semi-basements. 2 windows each. No.1 early C19 wooden doorcase with architraved surround and corner stops with fretted star decoration; patterned overlight and panelled door. No.3, C20 period doorcase; overlight and panelled door. Segmental arches to flush framed sashes with exposed boxing; No.3 ground floor window tripartite. Parapet. Interiors: Not inspected.

Building Details:
Building Name: Wildwood Lodge
Parish: Hampstead
District: Camden
County: Greater London
Postcode: NW3 7HH

Details:
LBS Number: 4776100
Grade: II
Date Listed: 14.05.1974

Date Delisted:
NGR: TQ2611486987

Listing Text:
Camden
TQ2686NW North End
798-1/8/1210 (North side)
14.05.1974

GV II

Cottage omee. Mid C19. Stucco with slated gabled roof with carved bargeboards and bracketed eaves cornice. 2 storeys, irregular gabled frontage with 3 windows. Gothic style. Doorway with bracketed hood and half glazed door. Casement windows with mullions and labels. C20 rear extensions.
Interior: Not Inspected

Building Details:
Building Name: Garden Wall and Gateway with Overthrow to Wildwood Lodge
Parish: Hampstead
District: Camden
County: Greater London
Postcode: NW3 7HH

Details:
LBS Number: 477601
Grade: II
Date Listed: 11.01.1999
Date Delisted:
NGR: TQ2611786975

Listing Text:
Camden
TQ686NW North End
798-1/8/1211 Garden wall and gateway with overthrow to Wildwood Lodge

GV II

Garden wall & gateway with overthrow. Mid C19. Yellow brick, stone capped wall and pediment gate piers with

elaborate cast-iron lamp overthrow having twisted supports and scroll pattern detailing with globular lamp-holder. Wooden gate.

Building Details:
Building Name: Wildwood and Lesser Wildwood
Parish: Hampstead
District: Camden
County: Greater London
Postcode: NW3 7HH

Details:
LBS Number: 477602
Grade: II
Date Listed: 14.05.1974
Date Delisted:
NGR: TQ2612987008

Listing Text:
Camden
TQ2687SW North End
798-1/1/1212 (North side)
14.05.74 Wildwood and Lesser Wildwood

GV II

Farmhouse, now 2 residences. Mid C18. Brick, completely hung with red machinetic tiles. Double hipped slated roofs. Irregular fenestration. Lesser Wildwood with canted bay rising through ground and 1st floors with dentil cornice. 3rd floor has tripartite sash, Modillion cornice with blocking course across front. Former main entrance in stucco portico at east end. C20 extensions at rear.
Interior: Not inspected

Building Details:
Building Name: Former Coach House to Wildwood
Parish: Hampstead
District: Camden
County: Greater London
Postcode: NW3 7HH

Details:
LBS Number: 477603
Grade: II
Date Listed: 14.05.1974
Date Delisted:
NGR: TQ2612585991

Listing Text:
Camden
TQ2686NW North End
798-1/8/1213 (North side)
14.05.74 Former coach house to Wildwood
(Formerly listed as: North End Former Coach Hose of Wildwood Lodge)

GV II

Coach house, now in domestic use. Mid C19. Stock brick.
Tiled gabled roof with wooden cupola. 2 storeys, 1 window.
Oculus over segmental-arched entrance.
Interior: Not inspected

Building Details:
Building Name: The Old Bull and Bush Public House
Parish: Hampstead
District: Camden
County: Greater London
Postcode: NW3 7HE

Details:
LBS Number: 477636
Grade: II
Date Listed: 14.05.1974
Date Delisted:
NGR: TQ2606186972

Listing Text:
Camden
TQ2686 NW North End Way
798-1/8/1230 (East side)
14.05.74 The Old Bull and Bush Public House

GV II

Public house. Reputedly built as a farm c1645, licensed 1721,

rebuilt with modern extensions 1923-24 in a similar style to the old: this included the rebuilding of the ground-floor bay windows and Venetian window originally on the ground floor. Additions 1970s by Roderick Gradidge. Brown brick with hipped slated roof having brick modillion eaves cornice and tail slab stacks with blind arches. 2 storeys and cellars. Slightly projecting centre of 3 windows, 2 windows to each flanking extension. Round-arched entrances in outer bays with wooded doorframes, shaped brackets supporting hoods, fanlights and part glazed doors; keyed oculus to each penultimate bay. Ground floor centre with 2 canted bay windows. Upper floor with gauged red brick flat arches to slightly recessed sashes with exposed boxing; centre window round-arched with radial pattern to head. Facade centre with parapet rising above eaves, segmental-arched in centre with statues of sphinx at either end.

Interior: retains old features, and good inter-war fittings. Frequented by the painters Hogarth, Gainsborough, Reynolds and playwright Garrick.

Building Details:
Building Name: Formal Pond Surround, Fountain and Pedestals in Inverforth house and Garden
Parish: Hampstead
District: Camden
County: Greater London
Postcode: NW3 7ES

Details:
LBS Number: 477612
Grade: II
Date Listed: 14.12.1978
Date Delisted:
NGR: TQ2611485696

Listing Text:
Camden
TQ2585NW North End Way
798-1/8/12/18 Formal pond surround, fountain and 14/12/78 pedestals in Inverforth House garden (Formerly listed as: North End Way Pond surround, fountain & urns in Hill Garden at Inverforth House)

GVII

Formal pond surround, fountain and pedestals on a wide terrace, aligned westwards on Inverforth House, running east-west from Terrace Steps to Cruciform Pergola. C 1906-10. By Thomas H Mawson as part of a garden scheme for Lord Leverhulme at the Hill (now Inverforth House). Paved stone surround for rectangular pond with curved ends and central fountain, at 1978 listing with bronze statue of boy on a dolphin, now missing. Pond flanked by pedestals which at 1978 listing supposed Classical urns, now missing. Historical Note: the garden was divided when the house became a hospital: for the remainder of the garden see under The Hill Garden, North End Way.

Building Details:
Building Name: Inverforth House
Parish: Hampstead
District: Camden
County: Greater London
Postcode: NW3 7ES

Details:
LBS Number: 477610
Grade: II
Date Listed: 07.09.1988
Date Delisted:
NGR: TQ2617986676

Listing Text:
Camden
TQ2686NW North End Way
798-1/8/1217 (West side)
07.09.88 Inverforth House

GV II

Formerly known as: The Hill North End Way
Substantial house, now a convalescent home. Original house 1807, rebuilt c 1895 and successfully modified by WH Lever, Viscount Leverhulme, who owned the house from 1904 until his death in 1925. Alterations included rebuilding of central block and addition of north and south wings to garden front (now with C20 2nd storeys) of c1905 by Grayson and Ould of Liverpool who also design the terrace along the garden front to which Thomas H Mawson added iconic veranda c1910.

Terrace later altered 1926 by Leslie Mansfield whi added a ballroom beneath it. South wing extended and remodelled 1924-5 by Mawson in conjunction with TH Mawson and Sons: library wing added entrance front 1913-14 by William and Segar Owen of Warrington. Red brick; steeply pitched, hipped tiled roof to eaves. Neo-Georgian manner with Queen Anne style wings to garden front.

Exterior: 2 storeys plus roof storey and basement. North and south wings formerly single storey. Garden front unified horizontally by a Portland stone ionic colonnade across the ground floor, with three segmental projections and balustrading to terrace. Dominant slightly projecting centre piece of 5 bays beneath hipped roof with open segmental pediment to central dormer. Canted bay window to 1st floor centre bay of 3 windows wide, flanked by smaller canted timber bay windows; 4 further windows to wings on either side/ Flush frames with small panes, some with transoms and mullions. Stone eaves cornice. Projecting wings have brick half-columns applied between bays, the 3 bays closest to house being treated as an arcade with arches between piers; remaining bays with brick architraves to 18-paned sashes. Much rubbed brickwork; rich moulded brick cornices.

Interiors: richly decorated in various styles ranging from Jacobean to William and Mary Adamesque. Decorative features of interest throughout the house but of particular note are the ionic pilastered entrance hall with carved marble staircase, the fine Adam-style room opening onto the terrace at ground floor level with its columnar screen and decorative plasterwork ceiling and cornice; also the marble columned lobby to the south of this at ground floor level and the music room panelled in C17 style and probably reusing some C17 woodwork, particularly in the decorative chimney-piece. A non architectural amalgam reflecting the tastes of a notable patron.

Historical Note: following Leverhulme's death in 1925, the house was bought by Lord Inverforth and when he dies The Hill was presented to Manor House Hospital in 1956. The gardens were designed and laid out by Thomas H Mawson from 1905. Further northern garden laid out during 1920s by Leslie Mansfield. Garden west of the Formal Pond and further northern garden, now under separate ownership and known as The Hill Garden, north end Way; this garden is open to the public.

Building Details:

Building Name: Archway to Former Pitt House Garden in Woodland Approximately 5 metres East of Road

Parish: Hampstead

District: Camden

County: Greater London

Postcode: NW3 7ES

Details:

LBS Number: 477605

Grade: II

Date Listed: 10.03.1960

Date Delisted:

NGR: TQ2615586821

Listing Text:

Camden

TQ2566NW North end Way

798-1/8/1213 (East side)

10.03.60 Archway to former Pitt House garden in woodland approximately approximately 5m east of road

(Formerly listed as: North end Avenue Archway to former Pitt House)

GV II

Archway to former Pitt House. Located in woodland approx 5m east of North End Way and 9m north of Inverforth Close entrance. Mid C18. Multi coloured stock brick with Portland stone dressings. Round-arched archway with moulded stone impost bands and open pediment. Stone coped flanking walls terminated by piers.

Historical Note: formerly garden entrance to Pitt House, now demolished.