

Town & Country Planning Act 1990
Planning (Listed Building and Conservation Areas) Act 1990
Planning Policy Guidance Note 15: 1994

**REAR DWELLING AND ANCILLARY STAFF HOUSE AT HEATH HOUSE,
NORTH END WAY, HAMPSTEAD, LONDON NW3 7ET**



VISUAL IMPACT ASSESSMENT
to accompany an application for Planning Permission and Listed Building Consent
(Supplementary to the PPG15 Justification Statement for the
Rear Dwelling and Ancillary Staff House at Heath House)

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1 ATTACHMENT 1 - VISUAL IMPACT ASSESSMENT

Commentary on Proposed Views

1.1 Assessment Methodology

The methods used in undertaking this assessment includes fieldwork, consideration of documentary evidence, analysis of baseline conditions/proposed views and previous assessment experience. Limitations of the assessment include reference to fixed-position baseline and proposed views, where the resulting impact may vary significantly with only minor adjustments in the recorded position.

1.2 Scope of Potential Impact – Hampstead Conservation Area

The proposed development described herein may have an impact upon:

- a) the setting of Heath House; and
- b) the character and appearance of the Hampstead Conservation Area

1.3 Impact Assessment Criteria

For the purpose of assessing the comparative visual impact likely to result from the proposed development, established criteria have been employed. The visual impact of this proposal has been assessed against receptor sensitivities, ranging from:

"negligible" – no material change;

"minor" - changes that only make a small difference to the ability to understand and appreciate the historic context or setting. A minor impact may also be defined as involving receptors of low sensitivity exposed to intrusion, obstruction or change of a low to medium magnitudes for short periods of time.

"moderate" - a change that makes an appreciable difference to the ability to understand the historic context or setting. A moderate impact may also be defined as the result of moderately sensitive receptors exposed to intrusion, obstruction or change of a medium magnitude, or highly sensitive receptors exposed to intrusion or change of a low magnitude.

"substantial" - a fundamental change in the appreciation of the resource and historic context or setting. A substantial impact may also be defined as the result of highly sensitive receptors exposed to intrusion, obstruction or change of a high or medium magnitude for prolonged periods.

The impact of proposals can also be neutral, beneficial or detrimental/adverse.

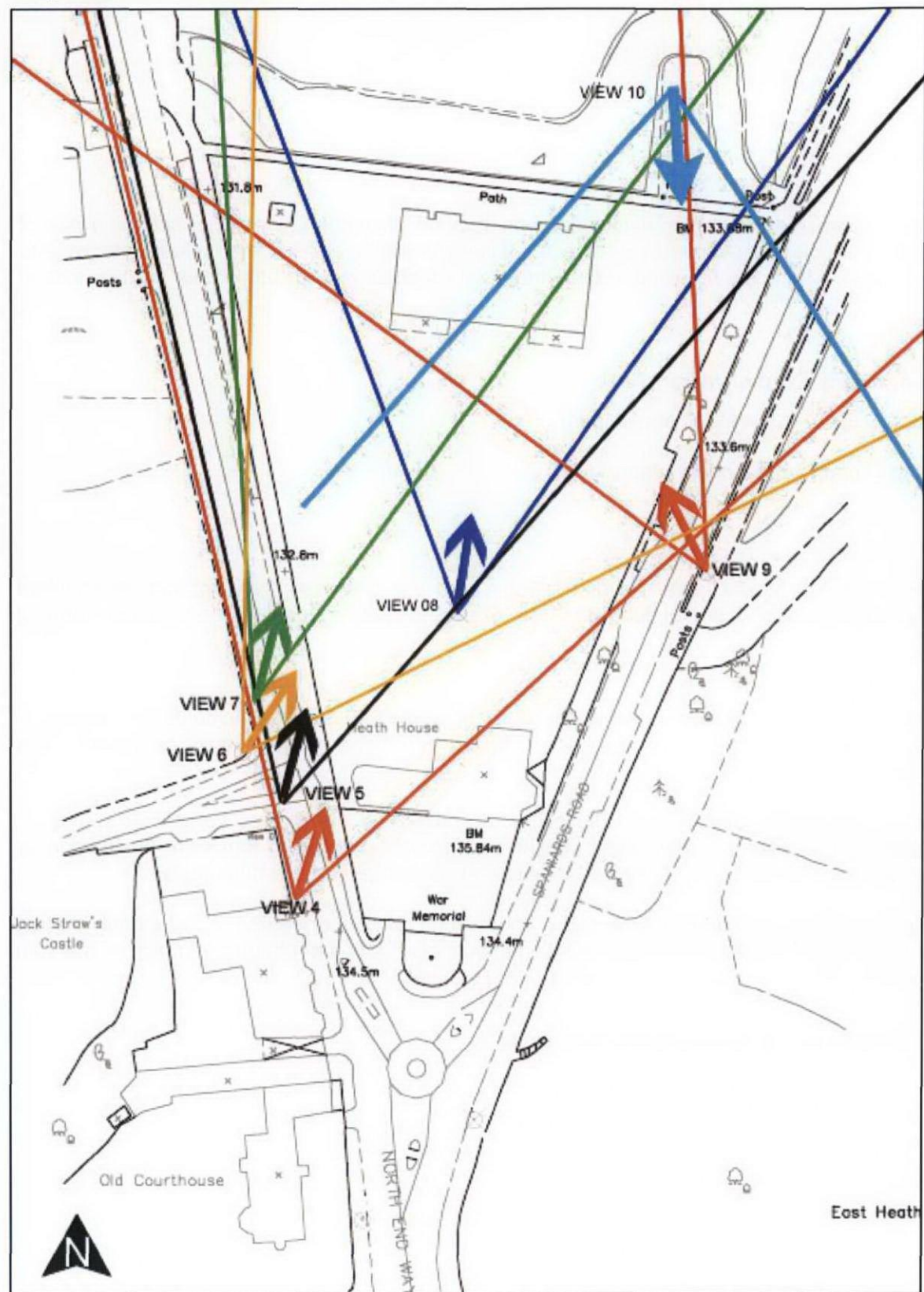


Fig. 1 – Key views plan indicating the position of viewpoints 4, 5, 6, 7, 8, 9 and 10

1.4 View 8 - Baseline Commentary

This view was taken from a position centred on the east wing axis of Heath House and the rear dwelling facing north. From this vantage point, the rear dwelling appears in isolated tranquillity, enclosed by the mature trees to the north, east and west. The single storey dwelling is contained and overshadowed by the surrounding landscape. Long views towards the Heath are screened by the surrounding vegetation, creating a private aspect to the view range.

This view is largely dominated by, and characterised by foliage and gardens, although, the rear dwelling does create a vast aspect in the view range. From this view range the immediate setting is contained and uninterrupted by any other built form, where the mature landscape clearly maintains strong presence over the built form.

The spaciousness of these outer areas is one of the major characteristics of the Hampstead Conservation Area.



(Source: Glass Canvas Productions)

1.5 View 8 – Proposed View



(Source: Glass Canvas Productions)

Visual Impact

The design of the proposed development depicted in the computer generated image (CGI) from View 8 takes inspiration from Palladian architecture; with a Tuscan style portico in classical design, capturing a sense of grandeur and elegance. Heath Park remains in the same footprint as the previous rear dwelling (exclusive of the staff house, the footprint for which is not replicated), enhancing the architectural form and presence within its park-like setting. The proposed dwelling is not seen in conjunctive views with the Grade II* Listed Heath House and View 8 is a limited view that can only be appreciated from within the grounds themselves. From this viewpoint, Heath Park is prominent in the centre mid ground, flanked by and contained to the north by the dense vegetation with generous grounds sweeping across the entire foreground. It is therefore considered that the view depicted would leave the character and appearance of the Conservation Areas unharmed.

In this regard, it is considered that the proposed development, as depicted in View 8, would have a **minor** visual impact on the character and appearance of the Hampstead Conservation Area and a **negligible** impact on the setting of the Grade II* Listed Heath House. This is because the change in respect to the Conservation Area would only make a small difference in the ability to understand and appreciate its historic context; and in respect to the setting of the listed Heath House, there would be no material change.

1.6 View 9 - Baseline Commentary

This view is taken from a position on the east side of Spaniards Road opposite the bus shelter looking North West towards the rear dwelling located in the centre background. The mid ground of the view range is characterised by the linearity of the Grade II Listed garden wall and a line of tall trees and shrubs which during certain periods of the year screen views of the rear dwelling from this view range.

The foreground and mid ground are characterised by Spaniards Road, a bus stop and road signage. The background of the view range by contrast depicts a tree lined street, characteristic of a semi-rural scene.



(Source: Glass Canvas Productions)

1.7 View 9 – Proposed View



(Source: Glass Canvas Productions)

Visual Impact

The barely visible verified wire frame rises gently above the Grade II boundary wall and depicts the extent of the proposed height of the new development, Heath Park. The proposed replacement dwelling remains in the original footprint previously located on the site, and will be obscured by existing flanking trees lining Spaniards Road and new planting immediately west of the boundary wall. It is considered that these trees will comprise the predominant feature in the mid ground of the view range for a considerable portion of the year.

The view shown remains virtually unchanged from that of the baseline condition. The extent to which change is evident is limited to new landscaping, thereby leaving the new development fully concealed. It is considered that the visual effect on the setting of the listed Boundary Wall and character and appearance of the Hampstead Conservation Area likely to result from the bulk and location of the proposed development depicted by the wire frame and the proposed new landscaping, would be **negligible** and **minor** respectively.

This is because:

- a) there would be no material change evident from the selected viewpoint in relation to built form; and
- b) there would only be a small difference in the ability to appreciate the historic setting in relation to the proposed tree planting

1.8 Sequential Views from North End Way - Baseline



(Source: Glass Canvas Productions)

Sequential View A (View 4 - Autumn)

Baseline Commentary

Taken from North End Way looking north east towards Heath House Boundary Wall, the existing rear dwelling is located in the centre background. A glimpse of the roof and dormers in View A (roof only in View B) of the unlisted rear dwelling is visible beyond the canopy of the forward tree in the view range. The left midground features a perspective through a gentle descent of North End Way, flanking tree-lined streets partially shaded by canopies that create a dense vegetative screen and sense of enclosure

The impermeability of the Grade II listed Boundary Wall dominates the centre mid ground of the view range, restricting views of Heath Park beyond North End Way in the right midground. The entrance gateway is a key feature in the right mid ground, with its massive projecting southern pier casting deep shadows over the modest timber entrance. The centre background is characterised by the dense foliage of Heath Park.



(Source: Glass Canvas Productions)

Sequential View B (View 5 - Summer)

1.9 Sequential Views from North End Way – Proposed

North End Way Views

View A



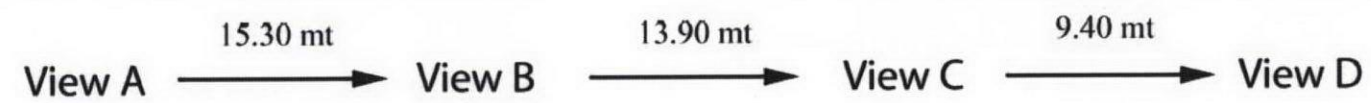
View B



View C



View D



The sequential views depicted above are also provided in an enlarged format on the following pages of this assessment. These views show that the northbound approach to the subject site confirms that the proposed new dwelling (Heath Park) would be substantially or fully obscured by the Grade II listed Boundary Wall and landscaping.

Sequential Views from North End Way

VIEW 4 (View A of Sequential) – Proposed View



(Source: Glass Canvas Productions)

VIEW 5 (View B of Sequential) – Proposed View



(Source: Glass Canvas Productions)

Visual Impact

The proposed new detached dwelling, as depicted by the green-line in Views 4 and 5 above, shows that the proposed replacement dwelling will be largely obscured by a combination of existing trees and the planting of new deciduous trees in near sequential coincidence northeast of the boundary wall when viewed from North End Way.

These sequential views demonstrate that the degree to which change would be evident is limited to virtually inconspicuous glimpses of the new dwelling through dense foliage of proposed deciduous trees, thereby leaving the new dwelling essentially concealed from this view point. The view emphasises dense foliage over and beyond high masonry walls, which is characteristic of the Hampstead Conservation Area.

It is therefore considered that the visual effect likely to result from the bulk and location of the proposed development depicted by the wire-frame and the proposed new landscaping, on the setting of the listed Boundary Wall and the character and appearance of the Hampstead Conservation Area, would be:

- a) **minor**, in relation to built form as experienced from View 4 in the Autumn;
- b) **negligible**, in relation to built form as experienced from View 5 in the summer; and

- c) **minor**, in relation to new landscaping

This is because:

- a) the new dwelling might only be seen through foliage at certain times of the year as depicted in View 4, representing only a small difference in the ability to appreciate the historic setting;
- b) the new dwelling would be inconspicuous during certain times of the year as depicted in View 5, representing no material change; and
- c) the new plantings would represent only a small difference in the ability to appreciate the historic setting

Note: the impact of the proposed works to the Grade II listed Boundary Wall as depicted in View 5 is discussed in the full PPG15 Justification Statement Titled GARDEN WALL AND RAILINGS TO HEATH HOUSE.

Sequential Views from North End Way

VIEW 6 (View C of Sequential) – Proposed View



(Source: Glass Canvas Productions)

VIEW 7 (View D of Sequential) – Proposed View



(Source: Glass Canvas Productions)

Visual Impact

The proposed new detached dwelling, as depicted by the green-line in Views 6 and 7 above, shows that it will be obscured by the high masonry boundary wall and the introduction of a new hedge inside the boundary wall.

These sequential views demonstrate that the degree to which change would be evident is limited to the new evergreen hedge, thereby leaving the new dwelling fully concealed from this view point. The view emphasises dense foliage over and beyond high masonry walls, which is characteristic of the Hampstead Conservation Area.

It is therefore considered that the visual effect likely to result from the bulk and location of the proposed development depicted by the wire-frame and the proposed new landscaping, on the setting of the listed Boundary Wall and the character and appearance of the Hampstead Conservation Area, would be:

- negligible**, in relation to built form as experienced from View 6;
- minor**, in relation to new landscaping as experienced from View 6;
- negligible**, in relation to built form as experienced from View 7; and
- minor**, in relation to landscaping as experienced from View 7

This is because:

- the new dwelling would be inconspicuous as depicted in View 6, representing no material change;
- the new evergreen hedge and the removal of an existing conical evergreen tree would represent only a small difference in the ability to appreciate the historic setting;
- the new dwelling would be inconspicuous as depicted in View 7, representing no material change; and
- new landscaping would represent only a small difference in the ability to appreciate the historic setting;

VIEW 10 – Baseline View



(Source: Glass Canvas Productions)

Baseline Commentary

View 10 is taken from the centre of a bench just to the left of the footpath, axially-aligned with the original raised access way in the tranquil, shaded and heavily-wooded area of the Heath just west of Spaniards Road and to the north of the wall that marks the boundary of the settlement of Hampstead Village. From this view, the existing Rear Dwelling is nearly inconspicuous in the right background, where the organic interface between masonry boundary walls and dense foliage nestled into a lush ground scape expresses one of the key characteristics of the Hampstead Conservation Area.

VIEW 10 – Proposed View



(Source: Glass Canvas Productions)

Visual Impact

From this view, the new detached dwelling would be fully obscured by the high masonry wall and new 4m high espalier plantings introduced to the south side of the boundary wall. It is therefore considered that the visual effect likely to result from the bulk and location of the proposed development and the proposed landscaping would be:

- a) **negligible**, in relation to built form; and
- b) **minor**, in relation to new landscaping

This is because:

- a) the new dwelling would be obscured, representing no material change; and
- b) the new plantings would represent only a small difference in the ability to appreciate the historic setting;

2 VISUAL IMPACT ASSESSMENT CONCLUSION

It is concluded that the proposed development would have virtually no visual impact on the setting of the Grade II* listed Heath House because the two structures are not entirely seen conjunctively. With regard to any potential visual impact resulting from built form and new landscaping on the character of the Conservation Area, it is considered that this would range from negligible to minor. With regard to the sequential views, it is also considered that the degree to which the new extension to Heath House would be seen from North End Way would be negligible. The key view points assessed have evolved out of discussions with the design team and recommended by the Council.