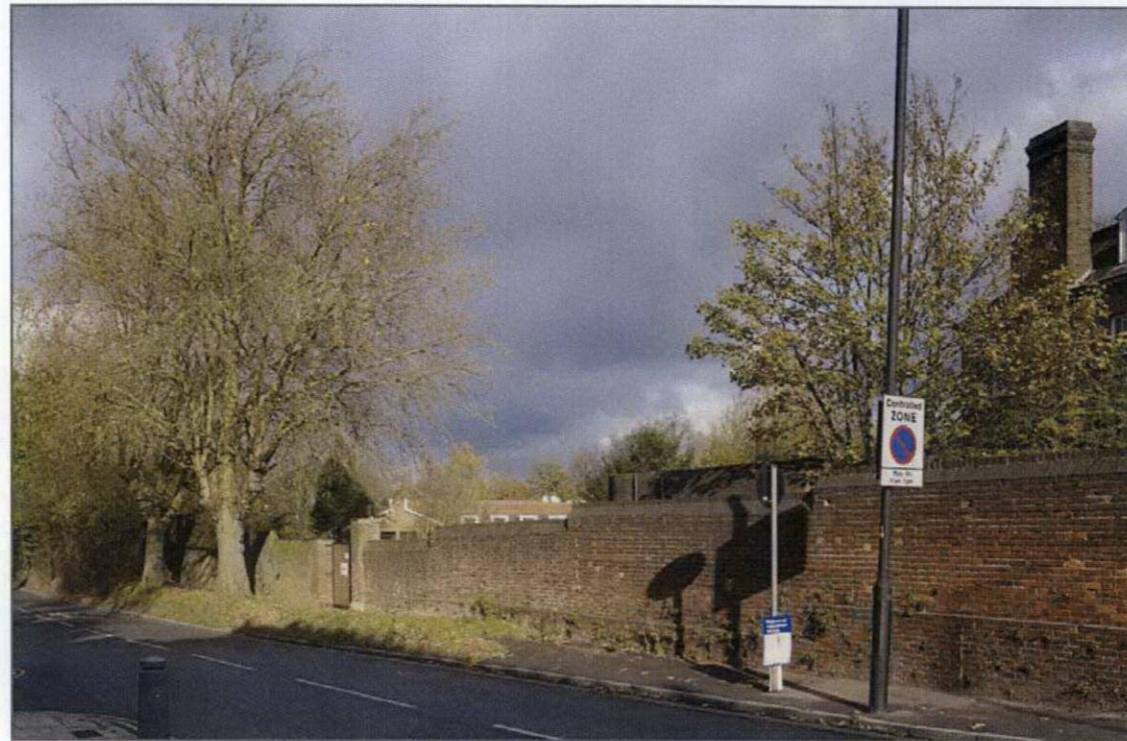


Town & Country Planning Act 1990
Planning (Listed Building and Conservation Areas) Act 1990
Planning Policy Guidance Note 15: 1994

**GARDEN WALL AND RAILINGS TO 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 Garden Wall and Railings to 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 the Boundary Wall; 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.

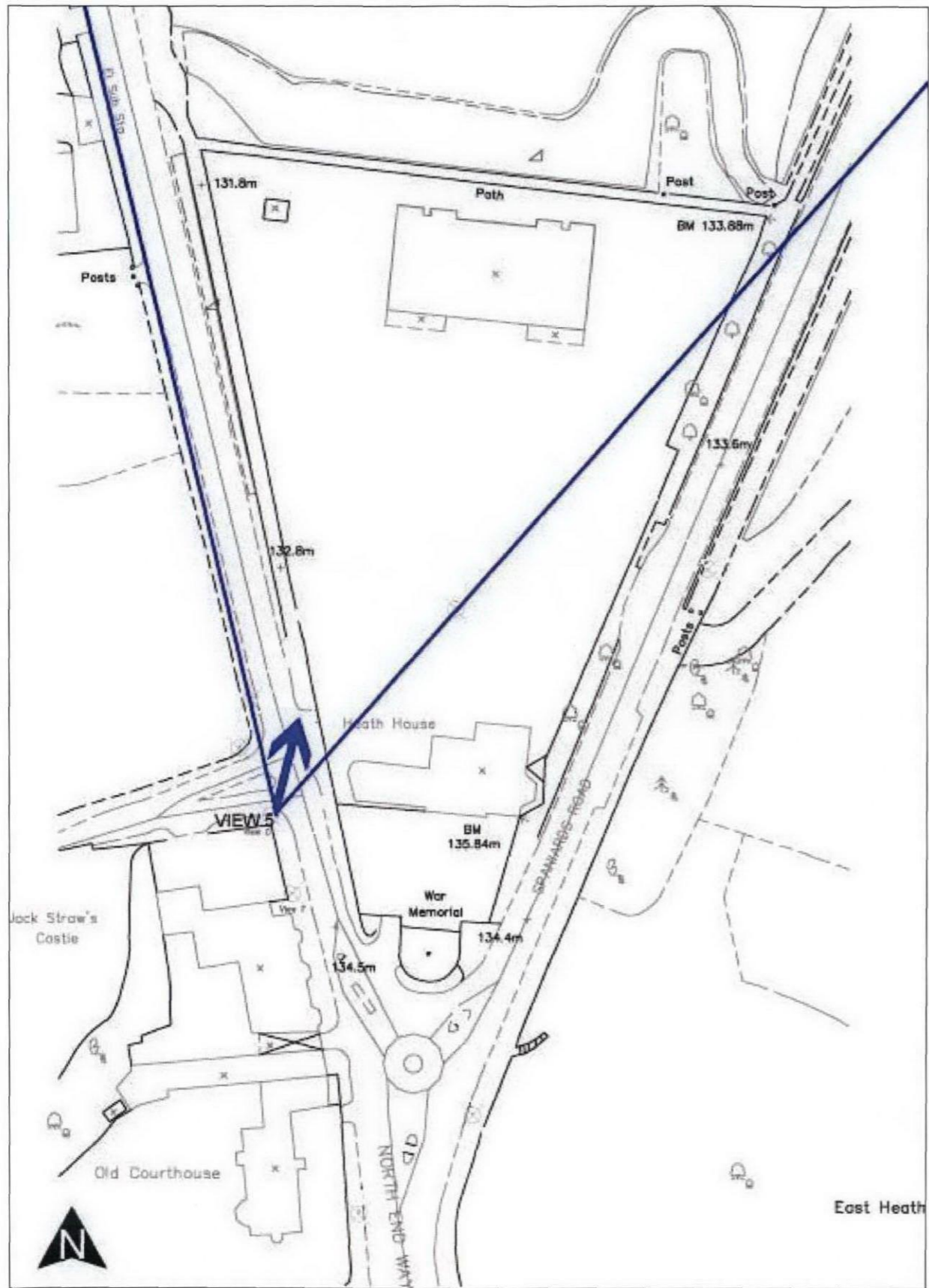


Fig. 1 – Key views plan looking north indicating the position of viewpoint 5

Baseline Commentary and Assessment of Visual Impact

VIEW 5

Baseline Commentary

Taken from North End Way looking north east towards Heath House Boundary Wall, Park Place is located in the centre background. A glimpse of the roof of the unlisted rear dwelling is visible beyond the canopy of the foreword 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 linearly 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)

VIEW 5

Proposed View



(Source: Glass Canvas Productions)

Visual Impact

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

This sequential view demonstrates 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 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, would be:

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

This is because:

- a) the new dwelling would be inconspicuous during certain times of the year as depicted in View 5, 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 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 on the character of the Conservation Area, it is considered that this would be very minor. With regard to the sequential views, it is also considered that the degree to which Heath House would be seen from North End Way would be minor during the summer and negligible during the autumn. The key view points assessed have evolved out of discussions with the design team and recommended by the Council.