



ENGLISH HERITAGE

LONDON OFFICE

Mr Rob Tulloch
London Borough of Camden
Town Hall
Argyle Street
London
WC1H 8ND

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Our ref: P00443123

19 January 2015

Dear Mr Tulloch

**Notifications under Circular 01/2001, Circular 08/2009 &
T&CP (Development Management Procedure) Order 2010
6 STREATLEY PLACE LONDON NW3 1HL
Application No 2014/7778/P**

Thank you for your letter of 19 December 2014 notifying us of the application for planning permission relating to the above site. We do not wish to comment in detail, but offer the following general observations.

English Heritage Advice

This application is for the demolition of a cluster of outbuildings within Hampstead Conservation Area and the erection of a 2-3 storey building which will be used as holiday accommodation. The development site is located on Streatley Place which is described in Hampstead Conservation Area Statement (LB Camden) as a narrow alleyway providing dramatic views of the surrounding Victorian municipal buildings (p20).

We recognise that the dilapidated and poor quality buildings currently on site detract from the character of this part of Hampstead Conservation Area. This scheme therefore presents an opportunity to enhance the significance of the conservation area as is advised in Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) and in Paragraph 137 of the National Planning Policy Framework (NPPF). Whilst we have no significant concerns with the 3 storey height of the replacement building, and we recognise the proposed use of compatible building materials such as London Stock Brick and timber cladding, we would encourage some design amendments to be pursued to improve the building's contribution to the conservation area.

This could include a reduction in height of the brick elevation to Streatley Place which would help retain the intimate character of the alleyway and maintain some views to the historic buildings and townscape beyond. From the information provided in the



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submission, it appears that some historic brickwork remains on the existing Streatley Place elevation, and this historic fabric should be retained and incorporated into the new elevation. Finally, the visualisations provided suggest that the barrel-vaulted Constable's Studio would dominate some views along Streatley Place. Consideration should therefore be given to reducing the height of this element or relocating it to a less prominent part of the building. A change in the paint colour for the timber cladding from white to a more recessive tone would also be welcomed. Darker weatherboarding, as evident in the historic photographs provided, could be considered.

Recommendation

We would urge you to address the above issues, and recommend that the application should be determined in accordance with national and local policy guidance, and on the basis of your specialist conservation advice. It is not necessary for us to be consulted again. However, if you would like further advice, please contact us to explain your request.

Please note that this response relates to historic building and historic area matters only. If there are any archaeological implications to the proposals it is recommended that you contact the Greater London Archaeological Advisory Service for further advice (Tel: 020 7973 3712).

Yours sincerely



Alasdair Young

Assistant Inspector of Historic Buildings and Areas

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cc



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