

## The Studio, North End Avenue, NW3 7HP

Planning and Heritage Statement

**Appeal Ref:**

**LPA Ref:**

**Firstplan Ref:** 18004/KM/jc

**Date:** March 2018

# Contents

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Section 1	Introduction .....	4
Section 2	Relevant Background Information .....	6
Section 3	Application Proposals .....	10
Section 4	Planning Policy Considerations .....	13
Section 5	Heritage Assessment .....	19
Section 6	Assessment of Proposals .....	23
Section 7	Conclusions .....	29

# Section 1 Introduction

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1.1 This Planning and Heritage Statement has been prepared by Firstplan Ltd, on behalf of our clients, Mr and Mrs Burgess, in support of a planning application submitted to Camden Council in respect of the application site known as The Studio, North End Avenue, London, NW3 7HP.

1.2 This statement is provided in support of a planning application for demolition of the existing residential property and erection of a replacement dwelling within the Hampstead Conservation Area. The description of development is set out below:

**“Demolition of existing two storey residential dwelling and erection of a replacement, two-storey, four-bedroom dwelling”**

1.3 The existing dwelling was constructed at the turn of the 21<sup>st</sup> Century following a similar redevelopment scheme and is therefore a recent addition to the Hampstead Conservation Area. The existing building harnesses no particular architectural or historical merit that would warrant its retention.

1.4 It is a material consideration that permission has been granted previously for demolition of the former outbuilding historically occupying this plot and construction of a new residential building in its place (ref: CW9702553R4 / PW9702486R4). The principle of demolition and redevelopment of this site for residential use has therefore been established.

1.5 The applicants have occupied the building for several years and as a growing family have identified a need for additional living accommodation. It is also relevant that two of the bedrooms within the existing dwelling have a poor standard of daylight and sunlight (one of which is also below the minimum space standards at 7.5sqm) and as such, it is their intension to redevelop the site with a view to making most efficient use of the plot and provide the additional improved living accommodation required to allow their continued residence at this site.

1.6 The proposal also provides the opportunity to create a high-quality home building which will enhance the character and appearance of the Hampstead Conservation Area.

1.7 Accordingly, it is considered that the proposal accords with the policy and guidance contained within the NPPF, London Plan and Camden Statutory Development Plan.

1.8 The statement is set out as follows

- Section 2 describes the existing site and surrounding area and outlines the full planning history of the site;
- Section 3 provides details of the scheme;
- Section 4 considers the relevant planning policy context;
- Section 5 provides a heritage assessment;
- Section 6 provides an assessment of the scheme against relevant planning policy;
- Section 7 sets out conclusions.

## Section 2      Background Information

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### a) Application Site

- 2.1 The site comprises a small detached residential dwelling situated directly to the east of North End Avenue in Hampstead and to the north of Hampstead Heath as identified on the enclosed site location plan (ref: 207\_GA\_101). The application site was originally associated with Brandon House which adjoins the site to the East. The plot now forms an independent residential unit with Garden.
- 2.2 The site is currently occupied by the existing house located within the south west corner of the plot and otherwise garden space predominantly laid to lawn or with planting. The existing building comprises a brick built dwelling with wooden cladding, dual pitched tiled roof with gable ends and centrally located dormer windows. A front porch projects from the front northern elevation and a single storey timber and glass side extension has been installed to the eastern elevation.
- 2.3 Internally, the property comprises an open lounge and kitchen area, bathroom and two very small bedrooms at ground floor level. A further bedroom and bathroom is located at first floor.
- 2.4 The site is bounded by a brick wall with trellising facing North End Avenue which also provides the main access to the site. A further brick wall bounds the site to the north adjacent to the access to Brandon House. Otherwise wooden fencing is located to the remaining north, east and south boundaries. The site is also situated amongst several mature trees located immediately adjacent to the site boundary.

### b) Surrounding Area

- 2.5 The application site is situated within a predominantly residential area characterised with detached dwellings sited within large plots and laid out in an informal street pattern. The area is also abundant with numerous mature trees giving a rural forested feel.
- 2.6 The site is bordered to the west by a small grass verge and North End Avenue before a further verge of large mature trees and Hampstead Heath beyond. To the north is an access road and garage which is set at a lower ground level to the application site and serves the adjacent Brandon House to the east. Beyond is the garden associated with neighbouring property No. 3 North End Avenue.

- 2.7 Brandon House, for which this plot was formerly associated, is sited to the east and comprises a large three-storey building currently separated into two residential units at ground / first and second floors however understood to be under a single ownership with no occupiers of the top floor flat. Brandon House is separated from the application site by a large garden split between the two units of Brandon House spanning approximately 30m.
- 2.8 To the south is a further access road leading to the adjacent plots of three dwellings named as Northgate, Northstead and The Lodge.

**c) Planning History**

- 2.9 On 03.11.1995, an application for a lawful development certificate to regularise use of the site as a residential dwelling was refused pursuant to application ref: 9500391.
- 2.10 However, an application for full planning permission (ref: 9501331) was later sought and granted (16.11.1995) for *'The continuation of the use of the building as a self-contained residential dwelling as shown on drawing no. 1'*. This application is understood to have established the principle for use of the original building as a residential dwelling.
- 2.11 Conservation Area Consent was granted on 28.05.1998 (ref: CW9702553R4) for demolition of the single storey house. In association with this, planning permission was also granted (ref: PW9702486R4) on the same date for redevelopment of the site comprising: *'The erection of a two-storey single family dwelling house, as shown on drawing numbers: 189/01B, /02B and one unnumbered drawing'*. This application allowed for development of the building currently located at the application site.
- 2.12 It is a material consideration that planning permission (and conservation area consent) has been approved previously for demolition of the house and erection of a replacement building. This application also demonstrates that the existing building is a recent addition to the site and conservation area.
- 2.13 Following approval for redevelopment of the site a number of applications have since been submitted seeking various alterations to the house including installation of an outbuilding and tree works. These are set out below:
- Ref: PW9902920. The erection of a two-storey extension to the existing two storey building. As shown on three unnumbered drawings. Refused 01.02.2000.

- Ref: PWX0002142. Erection of single storey rear conservatory extension to provide additional accommodation for the existing single dwellinghouse, As shown on drawing numbers; 001, 02B, unnumbered A3 size existing and proposed drawings. Approved 25.09.2000.
- Ref: 2003/3429/P. The erection of a new dormer roof extension to the south facing roof pitch, with the insertion of conservation specification rooflights within the north facing roof pitch, and the enlargement of the existing front glazed porch area, the enlargement of 2 existing windows, with the insertion of new fenestration within the south elevation. Approved 02.02.2014.
- Ref: 2007/5096/P. Construction of a single storey timber framed outbuilding in rear garden of single family dwelling. Approved 05.12.2007.
- Ref: 2014/1661/T. FRONT GARDEN: 1 x Silver Birch - Remove. No objection 25.04.2014.

2.14 The current building is therefore a recent addition to the site and conservation area. Planning permission has also been approved for several modifications to the building over time including a side extension, front porch, dormer roof extensions and rooflights along with tree works. It is our view that the building has minimal architectural or historic value.

**d) Relevant Properties in the Surrounding Area**

2.15 The applications set out below identify examples whereby planning permission has been approved for demolition of existing buildings within the local area and context of Hampstead Conservation Area including erection of replacement dwellings of contemporary design.

Terrace House, North End Avenue, NW3

2.16 Planning permission was approved on 18.11.1991 (ref: PL/9100334/R1) and renewed on 21.02.1997 (ref: P9602830) for: 'Demolition of the existing house and erection of a new 3 storey plus semi-basement house'.

2.17 Further planning permission was approved at Terrace House on 20.11.2000 (ref: PW9902961) for a revised redevelopment scheme comprising a two-storey house, plus basement with ancillary single storey garage and studio building.

2.18 The building has a contemporary design and is constructed from brick – see figure 1 below.





Figure 1: Image of Terrace House from North End Avenue

No. 10 North End, NW3 7HL

- 2.19 Planning permission was also approved at No. 10 North End on 18.04.2005 (ref: 2005/0121/P) for: ‘Demolition of existing dwelling house and erection of new two-storey plus basement single family dwelling house with 1x forecourt parking space’. Again, this new property has a contemporary design which complements the conservation area.



Figure 3: Image of No. 10 North End Road



Figure 2: Image of No. 44 Willoughby Road

No. 44 Willoughby Road

- 2.20 At No. 44 Willoughby Road conservation area consent was approved on 17.06.2004 (ref: 2003/0972/C) for demolition of the existing building and planning permission later granted on 22.12.2005 for a redevelopment scheme to provide a new three storey dwelling house of contemporary design – see figure 3. This application was also varied on 27.04.2010 to include a PVC mesh material on screens to the front and rear of the property (ref: 2010/0828/P).

## Section 3 Application Proposals

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- 3.1 The proposed development involves the demolition of the existing building on site (102sqm GIA) and the erection of a replacement four-bedroom dwelling house (195sqm GIA) – an addition of 93sqm GIA. The proposed dwelling will also be repositioned within the site to the north / eastern boundaries which is set back from the street. This provides a more comfortable relationship with North End Avenue.
- 3.2 The building is laid out in an ‘L’ shape reflecting the irregular shape of the plot. A generous garden (125sqm) will then be provided between the house and the western boundary which is predominantly laid to lawn aside from paving within the south eastern corner and boundary planting. An extract of the proposed site plan (ref: 207\_GA\_102\_A) has been provided at Figure 4 below:

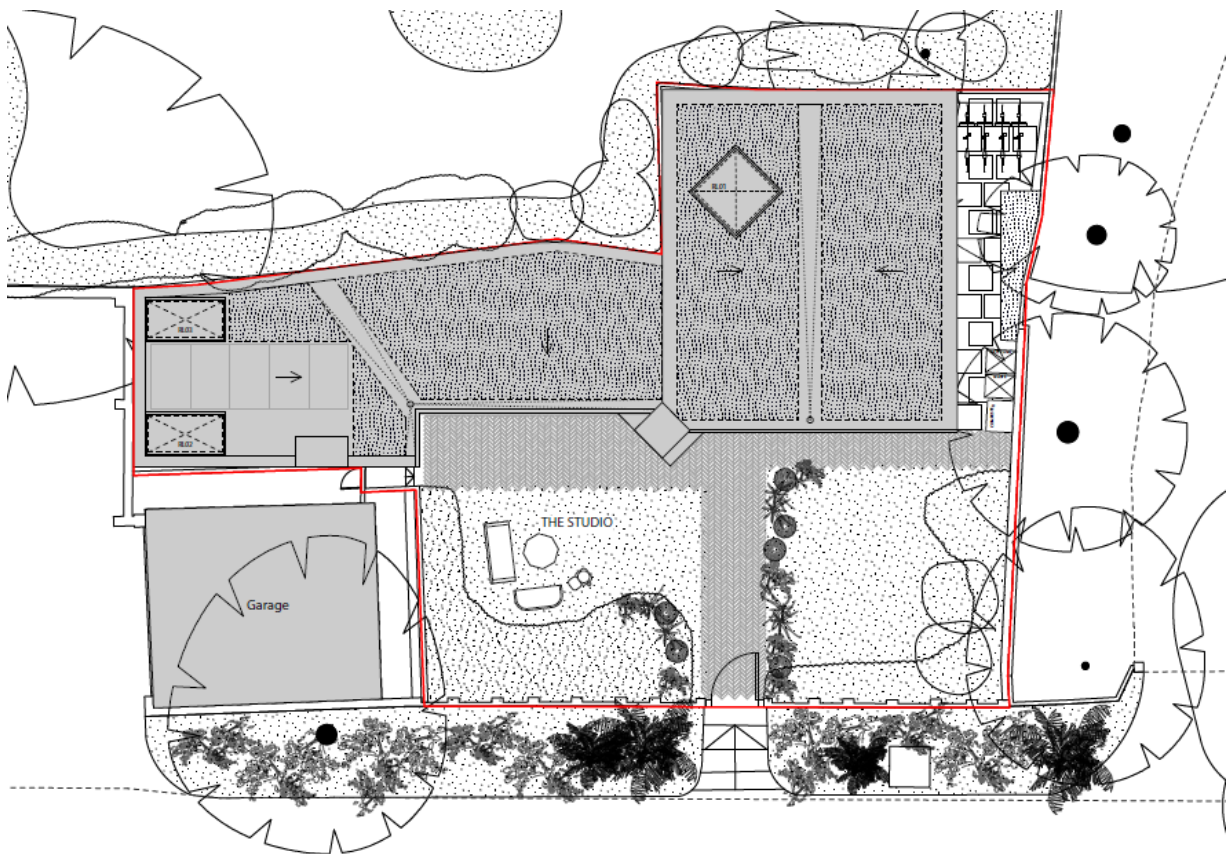


Figure 4: Extract of proposed layout plan (ref: 207\_GA\_102\_A).

- 3.3 The new replacement dwelling will extend over ground and first floor levels. Internally, the ground floor layout is predominantly open plan with four reception areas and a guest bedroom (9sqm) with en-suite

WC and shower. At first floor the floor space is predominantly devoted to bedroom accommodation. The southern area comprises a small landing leading from the staircase and providing access to two large bedrooms (22 / 21.5 sqm) and a separate bathroom. The master bedroom with en-suite bathroom occupies the northern block which also has separate access to the ground floor. All rooms comfortably exceed the recommended space standards. A chimney is also located centrally within the western frontage.

- 3.4 Externally, the building is predominantly faced with brick however with further exterior glazing to the principle western elevation fronting the garden. All windows are double glazed with aluminium frames and cills for windows inset into brickwork and timber frames and detailing for all other glazing / doors. An extract of the proposed western elevation drawing (ref: 207\_GA\_140\_A) is provided at figure 5 below:

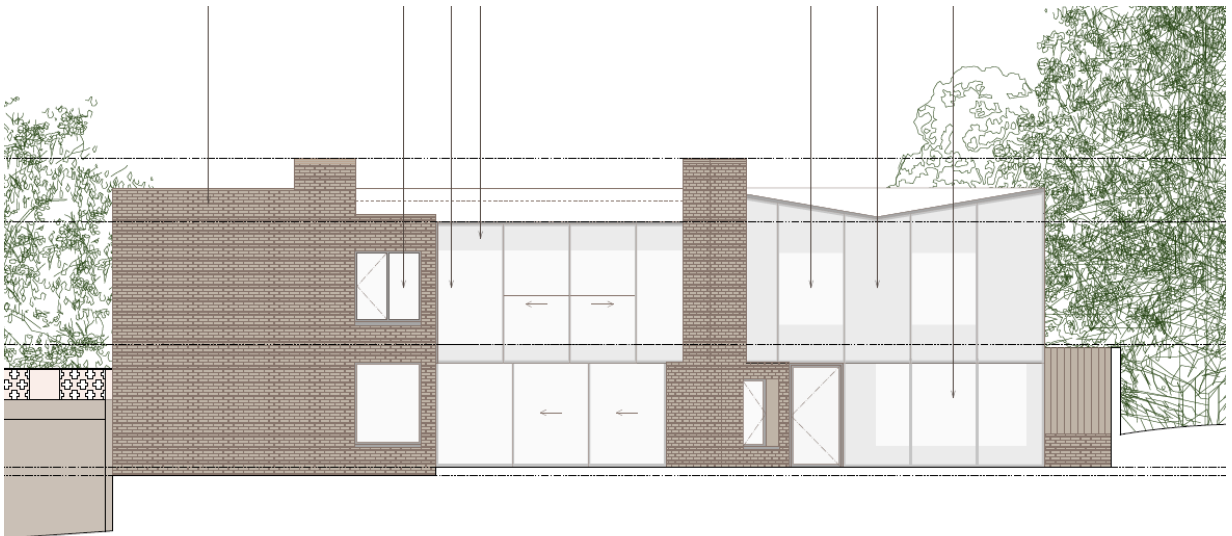


Figure 5: Extract of proposed western Elevation (ref: 207\_GA\_140\_A)

- 3.5 At roof level a sedum vegetation blanket will be installed across the majority of the roof slope. Three roof lights will also be installed along with five PV panels sited within the northern roof section although these will be hidden by the small parapet wall.
- 3.6 It is also demonstrated within Figure 5 and the corresponding drawing (ref: 207\_GA\_140\_A) that the building will extend no more than 750mm above the height of the existing dwelling and only in part given the articulated roofline. Only the two brick chimneys rise significantly above the line of the existing building.

- 3.7 In terms of boundary treatment the existing brick wall and access gate adjacent to North End Avenue will be retained, as will the timber fencing. The property itself will otherwise form the boundary to the north and east.
- 3.8 Storage for four bicycles is provided in the south-east corner of the plot. It is proposed that the existing parking permits for North End Avenue are retained.
- 3.9 Refuse storage including provision of waste, recycling and composting is provided along the southern boundary.
- 3.10 All opportunities for recycling of materials within the building have also been assessed. In this regard it is proposed to utilise resulting timber to furnish the house internally and externally in addition to recovering the flag pavers for use within the garden.
- 3.11 Further detail on the scheme is set out in the accompanying Design and Access Statement prepared by AOC Architecture Ltd.

## Section 4 Planning Policy Considerations

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- 4.1 This section sets out relevant national, regional and local planning policy guidance.
- 4.2 The statutory development plan for the site comprises the London Plan (2016), Camden Local Plan (July 2017) and Site Allocations Plan (September 2013). The NPPF, Draft version of the New London Plan (2017), and Camden’s Supplementary Planning Guidance are also materials considerations.

a) **National Planning Policy Framework**

- 4.3 The NPPF sets out the Government’s economic, environmental and social planning policies for England.
- 4.4 The Framework specifically states that at the heart of the planning system, there is a “**presumption in favour of sustainable development**”. This proposal is a sustainable form of development, which is consistent with this guidance.
- 4.5 The Framework states that three of the core planning principles underpinning decision making are:
- The encouragement of the effective use of land that has been previously developed (brownfield land);
  - High quality design and a good standard of amenity for all existing and future occupiers of land and buildings;
  - The conservation of heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.
- 4.6 Paragraph 58 states that decisions should aim to ensure that developments optimise the potential of a site to accommodate development, respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation and are visually attractive as a result of good architecture and appropriate landscaping. Paragraph 63 goes on to state that *‘In determining applications, great weight should be given to outstanding or innovative designs which help raise the standard of design more generally in the area’*.
- 4.7 With regard to heritage assets, Paragraph 131 highlights that 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.

4.8 Paragraph 134 states *“Where development proposals will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimal viable use”*.

i) Summary

4.9 The scheme responds directly to this guidance. The proposal will replace the existing building comprising poor quality living accommodation and of little historic or architectural value, with a new high-quality dwellinghouse, which will sensitively maximise use of this previously developed site and improve the standard of the Borough’s housing stock. The result be a contemporary, innovative design which responds sensitively to its setting to the benefit of the character and appearance of the Hampstead Conservation Area.

b) The Adopted London Plan

4.10 The Adopted London Plan (March 2016) is consolidated with alterations since 2011.

4.11 Policy 3.3 sets out annual average housing supply monitoring targets for each London Borough. A minimum target of 8,892 new homes is set for Camden in the period from 2015-2025 with an annual monitoring target of 889 new units. The proposal involves replacing the existing single three-bedroom property with a new single four-bedroom property so will have a neutral impact on housing targets.

4.12 Policies 3.4 and 3.14 states that loss of housing should be resisted unless the housing is replaced at existing or higher densities with at least equivalent floorspace in a manner that takes account of local character and context. Clearly, this proposal accords with these policy objectives.

4.13 Policy 3.8 requires new developments to offer a range of housing choices, in terms of the mix of housing sizes and types. The Policy requires 90% of new housing to meet Building Regulation Requirement M4(2) ‘accessible and adaptable dwellings’.

4.14 Policy 6.9 refers to the relevant cycle parking standards as set out within the accompanying Table 3. This confirms that residential dwellings should provide 2 long stay spaces.

4.15 Policy 7.2 requires all new development in London to achieve the highest standards of accessible and inclusive design. Policy 7.6 states that architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and design appropriate to its context.

4.16 Policy 7.8 seeks to ensure that development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

c) **Draft London Plan (2017)**

4.17 The Greater London Authority issued the new draft version of the London Plan in December 2017 for a public consultation exercise which is due to close on the 2<sup>nd</sup> March 2018. However, it is confirmed on the GLA website that *'...the Draft London Plan is a material consideration in planning decisions. It gains more weight as it moves through the process to adoption, however the weight given to it is a matter for the decision maker'*. As such, due regard has been paid to the contents of this document.

4.18 **Policy GG2** seeks to increase development density and proactively explore the potential to intensify the use of land including promoting higher density development. The policy also seeks to protect London's open and green spaces.

4.19 **Policy GG4** seeks to create good quality homes that meet high design standards. **Policy GG6** promotes measures to improve energy efficiency and ensure buildings are adaptive to climate change.

4.20 **Policy D1** states development proposals should use land efficiently by optimising density, deliver appropriate outlook, privacy and amenity, respond to local context in terms of scale, appearance and shape, be of high architectural quality and sustainable. Proposals should also respect and enhance heritage assets and local architectural features and maximise opportunities for urban greening.

4.21 **Policy D4** states the to optimise the development of housing on sites across London and bring forward development on constrained sites, innovative housing designs that meet space standards will be supported.

4.22 **Policy D6** confirms that development proposals must make the most efficient use of land and be developed at optimum density.

4.23 **Policy H2** requires small sites to play a greater role in housing delivery and that borough's should proactively support well designed homes on small sites through planning decisions to support those wishing to bring forward custom and self-build housing.

4.24 **Policy H10** states the loss of existing housing will generally only be acceptable where it is replaced at existing or higher densities of at least equivalent floorspace. Replacement dwellings should also include an equivalent or improved quality of accommodation.

- 4.25 **Policy HC1** states that development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings.
- 4.26 **Policies G3 and G4** seek to protect green and open spaces, including MOL, from inappropriate development. **Policy G6** requires designated SINCs to be protected.
- 4.27 **Policy G7** states trees and woodlands should be protected with development proposals ensuring that trees of quality are retained where possible.
- 4.28 **Policy T5** sets out further parking standards which is set at two long stay spaces and one short stay space for dwellings above single bedroom units.

**d) Camden Local Plan (July 2017)**

- 4.29 The adopted proposals map confirms that the site is located within the Hampstead Conservation Area and Hampstead Heath Archaeological Priority Area. The site is not statutorily or locally listed. In respect of the surrounding area immediately bordering the site the following designations exist:
- Wall on the opposite (eastern) side of North End Avenue is Grade II Listed; and
  - Land to the East (including North End Avenue) is designated as part of Hampstead Heath Open Space, Metropolitan Open Land (MOL) and Metropolitan Site of Importance for Nature Conservation (SINC).
- 4.30 **Policy G1** states that the council will promote the efficient use of land by supporting development that makes the best use of its site considering site factors of design, surroundings, amenity, heritage and transport accessibility.
- 4.31 **Policy H1** seeks to maximise the supply of housing in the borough. **Policy H3** aims to protect existing homes and will resist development that poses a net loss in residential floorspace.
- 4.32 **Policy H4** states that the council will require affordable housing contributions for developments that provide one or more additional homes and a total addition of 100sqm or more of residential floorspace. The development will not include an additional dwelling or 100sqm or more of additional floorspace (93 sqm proposed) meaning we understand no affordable housing contributions are required.



- 4.33 **Policy H7** sets out the Council’s aim for securing a range of homes of different sizes. The accompanying Table 1 sets out the Council’s Dwelling Size Priorities with four-bedroom dwellings noted as a priority.
- 4.34 **Policy A1** refers to managing the impact of development through only permitting development that does not cause an unacceptable harm to amenity. This includes ensuring the amenity of communities, occupiers and neighbours is protected through a number of factors including visual privacy, outlook, sunlight, daylight and overshadowing and transport.
- 4.35 **Policy A2** seeks to protect and enhance Open Space. This includes resisting development that would detriment the setting and heritage value of designated open spaces including Hampstead Heath. The policy also gives strong protection to maintaining the openness and character of Metropolitan Open land.
- 4.36 **Policy A3** refers to biodiversity and seeks to protect and enhance sites of nature conservation including gardens. The policy also seeks to protect existing trees of significant amenity, historic, cultural or ecological value including their continued wellbeing.
- 4.37 **Policy D1** seeks to secure high quality design in new development that respects local character whilst preserving or enhancing the historic environment and heritage assets. Support is given for development that is sustainable in design and construction including resource management, comprises high quality materials that complement local character, incorporates high quality landscape design and outdoor amenity space and provides a high standard of accommodation.
- 4.38 **Policy D2** requires development proposals to preserve and where appropriate enhance heritage assets and their settings including conservation areas and listed buildings. The council will resist development that includes loss of or harm to a heritage asset. In respect of conservation areas, the councils confirm that it will resist demolition of unlisted buildings that make a positive contribution to the character and appearance of the area. Trees and garden spaces which contribute to the character, appearance and setting of the conservation area will also be preserved. In respect of listed buildings this policy also seeks to resist development that would cause harm to the setting of a listed building.
- 4.39 **Policy CC1** requires all development to minimise the effects of climate change and meet the highest environmental standards possible. This includes requiring proposals to demonstrate it is not possible retain and improve the building and to optimise resource efficiency.

- 4.40 The supporting text to this policy confirms that the proposal should demonstrate the development is capable of achieving a maximum internal water use of 150 litres per person, per day and a 19% CO<sub>2</sub> reduction below Part L of the Building Regulations (2013).
- 4.41 **Policy CC2** also provides support for a number of climate change adaptation measures including protection of green spaces, use of sustainable urban drainage systems and green roofs / walls.
- 4.42 **Policy CC3** encourages development to incorporate water efficient measures. **Policy CC5** seeks to ensure all development includes facilities for the storage and collection of waste and recycling.
- 4.43 **Policy T1** promotes sustainable transport options including walking, cycling and public transport. This includes requiring development to accord with the London Plan Standards for cycle parking facilities (table 6.3). The proposed development will provide four cycle spaces which is in accordance with these standards.
- 4.44 **Policy T2** requires all new development within the borough to be car-free. Supporting guidance contained within Camden Councils Transport Guidance Document does however confirm that 'existing parking rights can normally be retained on development sites, where it can be demonstrated that existing occupiers are to return to the address when it is completed'.

**e) Site Allocations Plan (September 2013)**

- 4.45 There are no policies of relevance relation to the proposal within the Site Allocations Plan.

**f) Supplementary Planning Documents (SPDs)**

- 4.46 Of relevance to the proposal is the Hampstead Conservation Area Statement (Adopted October 2001) and the Hampstead Streetscape Audit. The existing building on the application site is not referred to within either of these documents however the adjacent properties to the east (Brandon House, Northgate, Northstead, The Lodge, No. 3) are noted as buildings which make a positive contribution.
- 4.47 Consideration has also been given to the Camden Supplementary Guidance (CPG1-8).
- 4.48 We also understand that consultation upon several further CPG documents has been undertaken and at the time of writing do not form material considerations.

# SECTION 5 HERITAGE ASSESSMENT

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5.1 The site is not statutorily or locally listed but is situated within the Hampstead Conservation Area. In addition, within the immediate vicinity the wall forming of the western boundary of North End Avenue is also Grade II listed. These two designations therefore form the heritage asset associated with the application site.

5.2 It is therefore important to understand the character and significance of the conservation area and listed wall, in order to assess the impact of the proposals and their potential for preserving and enhancing the asset overall.

**a) Character / Significance**

i. Hampstead Conservation Area

5.3 Hampstead Conservation Area, formerly 'Hampstead Village Conservation Area', was first designated on 29<sup>th</sup> January 1968 and as set out within the adopted Conservation Area Statement (Adopted October 2001) the reasons for the areas designation were:

- The large number of listed buildings of architectural interest, the historical association of these buildings in terms of former residents and of the village in the context of the history of London as a whole;
- The street pattern of the original village which is retained and is reflected in the fragmentation of the street blocks and close and irregular grouping of the old buildings;
- The striking topography which gives rise to the complex of narrow streets and steps characteristic of the village and provides an important skyline when viewed from other parts of London;
- The proximity of the unique open space of Hampstead Heath and its integration with the village on the northern side. (LB Camden, Planning & Development Committee - 30 October 1967, Report of the Planning Officer).

5.4 The conservation area has since been extended on numerous occasions and an article 4 direction has been imposed to prevent the painting of named listed buildings. Two Archaeological Priority Areas are also designated within the conservation area.

5.5 The Conservation Area Statement divides the conservation area into eight 'sub areas' for which the application site is located within sub area no. 8 'Outlying Areas'. This sub area is again split into three outlying 'character zones' for which the site is located within the North End region and described as:

**“North End is 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.”**

5.6 North End Avenue is also referenced specifically and described as follows:

**“North End Avenue has larger houses set in large gardens that merge into the surrounding Heath. Cedar Lodge (No. 1) is particularly fine and has a prominent brick boundary wall. The boldly modelled roofs of Northgate and Northstead are prominent in views from the Heath.”**

5.7 There is however, no reference to the application site itself.

5.8 The Conservation Area Statement is also accompanied by a Streetscape Audit which is intended to provide an indication of the streetscape elements considered to contribute to the character and appearance of the area. However, there is similarly no reference to North End Avenue or the buildings which occupy the site.

5.9 The significance of the heritage asset is therefore considered to lie mainly in the quality of the historic buildings and their overall setting within the street scene. This also includes reference to the areas greenery and substantial number of trees as well as the association with Hampstead Heath.

ii. Listed Building

5.10 The wall situated on the opposite (western) side of North End Avenue to the application site was statutorily listed at Grade II by Historic England on 11 January 1999 (Listing No. 1113180).

5.11 The wall is identified as 'Wall to south east of Terrace House (terrace house not included), North End Avenue' and the accompanying listing description states:

**“Wall. Mid C18. Red brick. Approx eight feet high to street, 63 metres long, one narrow break near northern end. The composition distinguished by pilasters every ten feet. This wall formerly formed part of the boundary to Inverforth House, (qv).”**

5.12 The significance of the listed wall is therefore considered to relate to its materiality and architectural detailing including its former relationship with Inverforth House (also Grade II listed).

**b) Significance of the Dwelling**

5.13 In respect to the application site, and in the context of the heritage asset identified above, this section demonstrates that the existing building known the ‘The Studio’ is considered to be of ‘neutral’ significance within the conservation area and in relation to the adjacent listed wall.

5.14 It is firstly apparent that given the planning history associated with the site, the existing building does not form part of the original layout of dwellings and buildings within North End Avenue at the time of the Conservation Areas Designation in 1968.

5.15 Further, it is relevant that the building was in fact not developed at the time of adoption of the Council’s Conservation Area Statement and Streetscape Audit meaning the both documents do not record the building within the Conservation Area. Planning permission was approved for the demolition of the former building and for its redevelopment to the existing dwelling on 28th May 1998 – The Conservation Area Statement was adopted on October 2001.

5.16 As mentioned previously, the only reference to North End Avenue specifically was a short description referencing the general nature of larger buildings with substantial gardens occupying the street. Cedar’s Lodge, Northgate and Northstead were also specifically referenced for their value.

5.17 In this regard the existing building comprises a small discrete dwelling within a small plot situated at the foot of the large Brandon House. The building does however conform to the wider materiality of other buildings through use of red brick and in relation to the woodland setting with timber panelling and detailing.

5.18 Additionally, the nature of the boundary wall to North End Avenue is of similar brick construction to the Listed wall opposite and is therefore a noticeable feature of the street.

5.19 However, the existing building is clearly a recent addition to the area and is not referenced within any statutory documents as forming a positive or indeed negative aspect of the conservation area. The

building is therefore considered to be of little historic / architectural significance and is considered to be of 'neutral' significance within the wider conservation area setting.

**c) Assessment of Impact of Proposed Development**

- 5.20 As noted above, the existing building is of minimal significance and therefore we trust that loss of the existing building will not be objectionable in accordance with Policy D2 so long as the proposed redevelopment continues to preserve and enhance the character of the conservation area and setting of the adjacent listed wall.
- 5.21 In this regard the proposed replacement dwelling has been sensitively designed so that it responds positively to its setting in architectural terms and preserves views through the conservation area.
- 5.22 The proposed dwelling will be repositioned within the site and set back from North End Avenue to maintain a more comfortable relationship with the street and Hampstead Heath opposite. The proposed building is appropriate for this plot in terms of height, scale and massing and the design will also make use of high quality materials with brown brick and timber detailing that are appropriate to the conservation area setting.
- 5.23 The boundary wall with North End Avenue will also be retained ensuring any perceived impact on views from the local street scene at North End Avenue is minimised.
- 5.24 In summary, the proposal is considered to be a significant improvement in design terms and will deliver a significant heritage gain to the benefit of the character and appearance of the heritage asset in accordance with the terms of the NPPF (2012).
- 5.25 It is also relevant that as the building forms part of an Archaeological Priority Area. In this regard an Archaeological Desk Based Assessment prepared by CgMs Ltd, dated February 2018 also forms part of this application. This report confirms that:

**“Given the limited archaeological potential of the study site, combined with modern development impacts, the proposed development is considered unlikely to have either a significant or widespread archaeological impact”**

- 5.26 As such, the development proposal is considered to have an acceptable archaeological impact.

# Section 6 Assessment of Proposals

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6.1 The key planning considerations associated with the proposed development are:

- Principle of the Development (Heritage Considerations Discussed Previously);
- Standard of Accommodation;
- Design;
- Impact upon Amenity;
- Transport;
- Trees and Landscaping; and
- Sustainability.

a) **Principle of Development**

6.2 It is firstly relevant to note that, as the proposal seeks to replace the existing residential dwelling, no change of use is proposed. The existing plot will remain in residential use which is the prevalent land use within North End Avenue and the local area.

6.3 The existing building is also a very recent addition to the site and as demonstrated with the Section 5 is of neutral significance with regard to the character and appearance of the conservation area. Indeed, it is relevant that the Hampstead Conservation Area was first adopted some time ago in January 1968 meaning the dwelling does not form part of the built environment the conservation area designation originally sought to protect. Camden policy D2 also refers specifically to demolition of buildings in conservation areas and states that protection from demolition is only afforded to buildings which make a positive contribution. It is our assessment that this is not the case with respect to the existing building.

6.4 The principle for demolition of the building and erection of a replacement building has also been established pursuant to the grant of permission / conservation area consent ref(s): CW9702553R4 / PW9702486R4, which despite having been undertaken some time ago remains a material consideration.

6.5 In addition, several further examples have been identified for proposals to demolish existing buildings within the conservation area in addition to the provision of replacement schemes of modern design.

This includes developments at Terrace House, North End Avenue and No. 10, North End as noted within the planning history section of this statement. The principle for removal of the existing building at this site is therefore considered to be acceptable.

- 6.6 The optimisation of brownfield sites to deliver high quality residential accommodation that makes efficient use of land to accommodate residential development and enhance housing stock is also a key objective of the NPPF, London Plan and the Camden Development Plan.
- 6.7 The proposal represents a sustainable form of development that involves the replacement of the existing three bed dwelling (102 sqm GIA) with a new four bed dwelling (195 sqm GIA). The proposal will increase the level of floor space and enhance the quality of the accommodation in compliance with Policy G1, The London Plan and NPPF.
- 6.8 In summary, the demolition of the existing building is considered to be acceptable given the buildings minimal historic / architectural significance and in light of recent precedent at this site and in the surrounding area. The scheme will also make efficient use of the site and provide a new high quality four-bedroom family dwelling which is a priority land use as noted within policy H7. This will encourage the property's use as a family home to the benefit of the Borough's housing stock in accordance with the NPPF, London Plan and Camden Local Plan.

**b) Standard of Accommodation**

- 6.9 The primary purpose of replacing the existing property is not only to provide a new dwelling of improved architectural design, but to also provide a better overall standard of accommodation. This will help meet the needs of the applicant as a growing family. The layout includes a generous level of open plan living space at ground floor with a guest bedroom and three further bedrooms at first floor.
- 6.10 The proposed building will extend to 195sqm and comfortably exceed minimum space standard at 115 sqm GIA for a 4 bed, 7-person dwelling set out in the London Plan. In addition, the dwelling will meet the minimum floor to ceiling height of 2.5m for at least 75% of the gross internal area as recommended by the London Plan.
- 6.11 The wider garden (125 sqm) will also provide a generous level of dedicated private amenity space in accordance with London standards.



6.12 Access will be continue to be provided from the entrance gate within the boundary wall facing North End Avenue and a generously sized garden will be provided.

**c) Streetscape and Design**

6.13 The NPPF (2012) stipulates that local planning authorities should give great weight to outstanding or innovative designs which help raise the standard of design. Development should also seek to sustain and enhance the significance of heritage assets.

6.14 In designing the current scheme, project architects, AOC Architecture, have carefully reviewed the site including the existing building height, irregular plot shape and surrounding context of built development, green space and woodland character to inform the proposed design.

6.15 The design concept is based around the idea of maximising use of the plot within these constraints to provide a high-quality family dwelling that creates a strong spatial and architectural relationship with the wider conservation area.

6.16 To this end, the location of the building within the site, its height, scale and massing, materiality and boundary treatment has all been selected to reinforce the linkage with the surrounding context and combines it with a contemporary design approach.

6.17 Indeed, the proposal will reflect the existing informal arrangement of detached dwellings with private gardens demonstrated at the neighbouring plot to the south comprising Northgate, Northstead and The Lodge.

**i) Siting and Massing**

6.17 The proposal seeks to relocate the siting of the dwelling to the north-western corner, which will make most efficient use of the space and open up the remainder of the plot for a good-sized landscaped garden.

6.18 This design approach serves to minimise the impact of building in relation to the local street scene and provides a more comfortable relationship with North End Avenue and Hampstead Heath.

6.19 The proposed building is larger than the existing house however it has been designed to be predominantly of equal height to the existing building as demonstrated on the proposed planning drawings prepared by AOC Architecture. Only the two brick chimneys extend beyond this established

building height, however, only to a level pre-agreed with the neighbouring occupier at Brandon House so as not to interrupt any views towards the Heath.

6.20 The building is also heavily screened by surrounding vegetation which will further limit any perceived impact in terms of scale and massing.

iii) Materials

6.21 High quality materials have been carefully selected to reflect those found on the existing building and forming surrounding properties in the street. The building will be Brick Built with Coleford Stock Brick coloured Vauxhall Grey and incorporate timber / powder coated aluminium detailing and glazing. A sedum roof is also proposed to further harmonise the building within its setting.

6.22 The replacement building will read as an innovative and historically inspired contemporary addition to the street and not a pastiche intervention.

6.23 Overall, the building is considered to represent a much more successful addition to the street than the existing property and will create a high-quality building which sits comfortably within the original garden plot.

6.24 Accordingly, the proposal will have a positive impact on the character and appearance of the Hampstead Conservation Area.

**d) Impact on Amenity**

6.25 The closest neighbouring properties are Brandon House, The Lodge, Northgate and Northstead.

6.26 No windows are proposed looking onto Brandon House. The boundary to the south is also heavily screened with mature trees ensuring no loss of privacy for the occupier of the site or adjacent dwellings at The Lodge and Northgate and Northstead.

6.27 The proposed accommodation will therefore be acceptable in terms of the amenity for occupiers of the site and surrounding development and will provide a high-quality living environment. This is in accordance with Policies G1, A1 and D1 of the Camden Local Plan.

e) **Access / Parking**

6.28 There will be no changes in relation to access from North End Avenue. However, the application site currently benefits from two parking permits for North End Avenue and in this regard supporting guidance to Policy T2 states:

**‘existing parking rights can normally be retained on development sites, where it can be demonstrated that existing occupiers are to return to the address when it is completed’**

6.29 In this regard, we confirm that the proposed dwelling is to be occupied by current site owners upon completion and it is requested that the existing parking rights are retained.

6.30 Four cycle spaces are also proposed within the plot which exceeds current and future London Plan Standards.

f) **Ecology, Trees and Landscaping**

I. **Ecology**

6.31 This application is accompanied by an Ecological Appraisal prepared by Crossman Associates which includes a bat survey. The report has the following conclusions / recommendations:

- The building offers a low suitability for roosting bats; and
- The plot has limited potential to support nesting birds however if nesting birds are found works in the vicinity should be deferred until the birds have fledged and left the nest.

II. **Trees**

6.32 Given the nature of the site within a wooded zone of the Conservation Area the application is accompanied by a Tree Survey Report and Tree Protection Plan (ref: 17-537-TPP) as prepared by Arboricultural Consultancy - Canopy Consultancy.

6.33 The Tree Protection Plan confirms that two small trees Category C trees (T2 and T3) located centrally within the site are to be removed in order to facilitate the proposed development. They are however of poor quality (Cat C) and of little amenity value.

6.34 Other tree works include pruning to trees T1, T4, T7 and T8 through a crown lift to clear 5m over the site.

6.35 There is also propensity for trees T1, T7, T8 and T9 to be affected as a result of the demolition works however mitigation measures will be imposed including Tree Protection Barriers, Supervised Excavation and retention of areas of hard surfaces with RPA's to avoid excavation. Further precautionary measures are also outlined within the Tree Survey Report.

6.36 The Tree Survey Report ultimately concludes that:

**“Overall, there are no known overriding arboricultural constraints which would prevent the proposed development from going ahead, subject to the protection measures and construction methodologies specified within this report being correctly implemented.”**

### III. Landscaping

6.37 In terms of landscaping, the garden space occupies the western and southern region of the plot and will be predominantly be laid to lawn. Low level perimeter planting will also be positioned against the western and southern boundaries and centrally forming a walkway to the front entrance.

6.38 This will create an attractive, high quality area of private amenity space for the occupier.

#### **g) Sustainability**

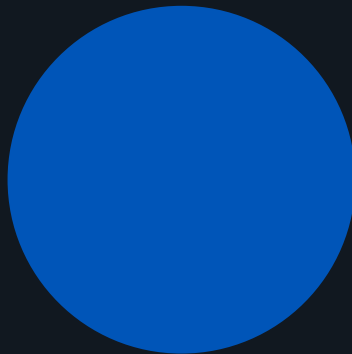
6.39 Planning Policy CC1 supports sustainable development initiatives and specifically requires proposals to demonstrate that the development is capable to achieving a maximum internal water use of 105 litres per person, per day and a 19% CO2 reduction below Part L of the Building Regulations (2013).

6.40 In response, the enclosed SAP calculations demonstrate that there will be a 19.19% CO2 reduction below Part L of the Building Regulations (2013). Furthermore a green roof is proposed which will provide sustainability and ecological benefits.

## Section 7 Conclusions

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- 7.1 This planning and heritage statement is submitted in support of proposals for the demolition of the existing dwelling and erection of a replacement two-storey four-bedroom dwelling within the site known as 'The Studio', North End Avenue, Hampstead.
- 7.2 The existing dwelling is a recent addition to North End Avenue being built sometime around the turn of the 21<sup>st</sup> Century and is not recognised by the Council as forming part of the character or significance of the conservation area. The principle of its demolition and redevelopment for a new replacement dwelling is therefore considered to be acceptable.
- 7.3 This proposed replacement dwelling comprises a significant design improvement, which will deliver important heritage gains by enhancing the character of the conservation area and the setting of the adjacent listed wall. The building will also sit comfortably within the site in terms of massing, bulk and design and its repositioning will offer improved relationship with the adjacent MOL and Open Space designations associated with Hampstead Heath. The overall development potential of the plot will also be maximised.
- 7.4 The proposal will also provide a significantly improved standard of accommodation and comfortably exceeds the minimum internal and private amenity space standards. Amenities of neighbouring occupiers in terms of privacy and overlooking will also be preserved.
- 7.5 The proposal also fully complies with the Council's sustainability standards.
- 7.6 Overall, the house will improve the street scene by replacing the existing dwelling with a modest and well-designed, high quality home, which will reinforce and enhance the character of the conservation area, whilst ensuring a high standard of amenity for neighbours and future residents.
- 7.7 Accordingly, it is considered that the proposal fully accords with policy and guidance contained within the NPPF, London Plan (Adopted and Draft) and the Camden Development Plan and as such, the scheme should be considered acceptable.



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