



**99 South End Road, London, NW3 2RJ**  
London Borough of Camden

**Heritage Statement:**  
**Heritage Significance, Impact Assessment and Justification Statement**

**Dorian A. T. A. Crone RIBA MRTPI IHBC**  
**Daniel Cummins MA (Oxon) MSc PhD**  
**of**  
**Heritage Information Ltd**

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99 South End Road, London – Heritage Statement

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Contact details: Dorian Crone, [datacrone@hotmail.co.uk](mailto:datacrone@hotmail.co.uk)

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## 1.0. INTRODUCTION

- 1.1 99 South End Road, Hampstead, London, NW3 2RJ is a Grade II statutorily listed building within the London Borough of Camden. The building comprises a semi-detached two-storey-over-basement stuccoed former worker's cottage built c.1820s as part of the Downshire Hill triangle on the edge of Hampstead Heath. It was statutorily listed in May 1974 as a pair with No. 97; the full list description can be found in **Appendix 1**. Within the rear garden is a former stable and coach house which was converted and extended to residential accommodation in 1951; it is likely this would be considered a curtilage listed building. The subject site is located within the Hampstead Conservation Area.
- 1.2. This Heritage Statement has been produced to inform pre-application discussions and to accompany an application for Listed Building Consent. The proposals involve a number of internal and external alterations, including:

### Lower Ground Floor

- The provision of a new entrance hall within the passageway at lower ground floor level with access into the main cottage.
- The provision of natural stone paving to a reduced front driveway with steps to the lower ground floor and continued through the passageway to the former stables building.
- The demolition of the 1975 extension to the former stables building and provision of a visually "lightweight" pergola link to the house.
- The demolition of the existing 1980s conservatory and the construction of a new single-storey conservatory with a green roof to the rear elevation.
- The reinstatement of traditional coach house doors to the eastern bays of the former stables building.

### Ground Floor

- The provision of a new timber sash window to the ground floor front elevation and remodelling of the interior of the front room of the over-carriageway extension.
- The removal of the existing 1950s stairs to the lower ground floor and enclosure within the rear room.
- The alteration of the doorway from the principal room into the over-carriageway extension.

### First Floor

- The reinstatement of a doorway within the spine wall.

### Roof

- The removal of the existing uncomfortable shallow pitched roof to the over-carriageway extension and the provision of a new flat roof.

### General / Throughout

- The replacement of the existing 1950s staircase within the over-carriageway extension with a high quality contemporary staircase linking the lower ground floor with the ground and first floors.

- The lowering of the floor levels within the over-carriageway extension to match the levels within the main cottage.
- The provision of new double-glazed timber sash windows throughout the building.
- The removal of all modern inappropriate internal architectural detailing and joinery and the provision of new fireplaces, doors, architraves, skirting and cornices more appropriate to the character of the building and hierarchy of the internal spaces.

1.3. This Heritage Statement complies with the requirements of the National Planning Policy Framework, February 2019 (NPPF) and the online Planning Practice Guidance (PPG) in respect of Heritage issues. No archaeological assessment has been undertaken as part of this report.

1.4. This Heritage Statement sets out:

- Section 1: Introduction including summary of findings.
- Section 2: An appraisal of the context of the subject site and the extent to which it contributes to the settings of other nearby heritage assets.
- Section 3: An historical background of the building, the site and the surrounding area.
- Section 4: A detailed description of the subject site as existing;
- Section 5: Morphological Plans which detail the evolution of the building, its plan form and fabric;
- Section 6: An appraisal of the historical significance of the building and its setting.
- Section 7: An assessment of the potential or actual impact of the proposed works upon the significance of the building and any other heritage assets.
- Section 8: How the proposed works comply with relevant policies in the NPPF and the PPG, and how the works are in accordance with local and regional planning policies.

#### 1.5. Summary

- The subject site at 99 South End Road is a Grade II statutorily listed building within the Hampstead Conservation Area.
- An assessment of the significance of 99 South End Road concludes that it possesses medium historical value, low to medium aesthetic value, and low evidential and communal values. The setting of 99 South End Road is considered to be of medium significance.
- An assessment of the impact of the proposals concludes there would be a **minimal and neutral to positive impact** on the significance of the Grade II listed building at 99 South End Road, on the character and appearance of the Hampstead Conservation Area, and on the settings of other nearby heritage assets. The proposals affect almost exclusively non-original fabric and plan form of little if any significance. The installation of a contemporary extension to the rear elevation and a replacement contemporary staircase within the over-carriageway extension are not considered to be out of context given the development history of the building, whilst the other proposals will cause no harm to the identified fragmentary significant historic fabric and plan form of the building. Any perceived detriment as a result of the proposals is considered to be outweighed by the enhancement to an understanding of the significance of the building brought about by the removal of incongruous and detrimental features within

the original footprint of the building and to the elevations, the better revealing of the proportionality of the original principal spaces, and the reinstatement of internal architectural detailing, fireplaces and doors more appropriate to and enhancing an appreciation and understanding of the hierarchy of the internal spaces.

## 1.6. Authorship

- **Dorian A T A Crone** BA BArch DipTP RIBA MRTPI IHBC - Heritage and Design Consultant. Dorian has been a Chartered Architect and Chartered Town Planner for over 30 years. He has also been a member of the Institute of Historic Building Conservation for 25 years. Dorian is a committee member of The Society for the Protection of Ancient Buildings, the International Committee on Monuments and Sites (ICOMOS), ICOMOS UK and Institute of Historic Building Conservation. He has been a court member with the Worshipful Company of Chartered Architects and a trustee of the Hampstead Garden Suburb. He is also a trustee of the Drake and Dance Trusts.

Dorian has worked for over 30 years as Historic Buildings and Areas Inspector with English Heritage, responsible for providing advice to all the London Boroughs and both the City Councils. Dorian has also worked as a consultant and expert witness for over 20 years advising a wide variety of clients on heritage and design matters involving development work, alterations, extensions and new build projects associated with listed buildings and conservation areas in design and heritage sensitive locations. He is a panel member of the John Betjeman Design Award and the City of London Heritage Award, and is a Design Review Panel member of the South West Region, the London Boroughs of Richmond upon Thames, Islington and Wandsworth, and the Design Council/CABE. Dorian has also been involved with the Royal Academy Summer Exhibition Architectural Awards and the Philip Webb Award along with a number other public sector and commercial design awards.

- **Dr Daniel Cummins** MA (Oxon) MSc PhD – Historic Environment Consultant. Daniel is an historian with a BA and Master's in History from Oxford University and a doctorate from the University of Reading, where he specialised in ecclesiastical buildings and estates and had his work published in leading academic history journals.

Daniel has a Master's in the Conservation of the Historic Environment and provides independent professional heritage advice and guidance to leading architectural practices and planning consultancies, as well as for private clients. He undertakes detailed historical research, significance statements, character appraisals, impact assessments and expert witness statements for new development projects, as well as for alterations and extensions which affect the fabric and settings of Listed Buildings and Locally Listed Buildings, the character and appearance of Conservation Areas, the outstanding universal value of World Heritage Sites, and all other types of heritage assets.

## 1.7. Methodology

This assessment has been carried out gathering desk-based and fieldwork data. The documentary research was based upon primary and secondary sources of local history and architecture, including maps, drawings and reports. Particular attention was given to Camden Local Studies and Archives and the London Metropolitan Archives. Site visits were conducted on 26<sup>th</sup> February and 13<sup>th</sup> March 2019, when a review of the subject site was conducted by visual inspection to analyse the building and identify the elements which contribute to its significance in order to establish how that significance might be affected by the proposed works, and if and how there would be an impact on the character and appearance of the Hampstead Conservation Area and other nearby heritage assets.

## 2.0. LOCATION AND CONTEXT

- 2.1. 99 South End Road is located on the south side of South End Road cul-de-sac to the south-east of the junction with Downshire Hill; it is set back from the road within a large front garden. The site is located within Sub-Area 3 of the Hampstead Conservation Area (South-End Road Character Area), London Borough of Camden (Figure 1).

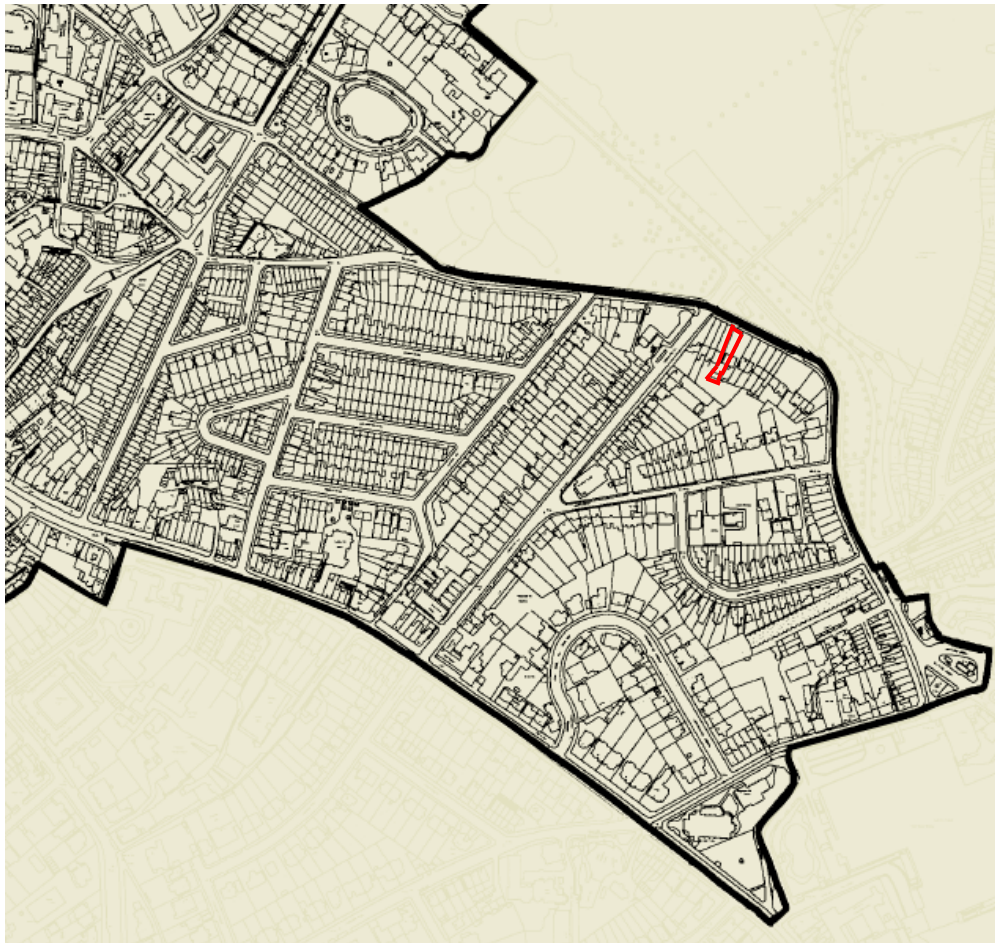


Figure 1: The location of the subject site within the Hampstead Conservation Area, Downshire Hill Sub-Area.

- 2.2. Historic England's *Good Practice Advice in Planning Note 3* (December 2017) provides guidance on managing change within the settings of heritage assets. The setting of a heritage asset is the surroundings in which a heritage asset is experienced. Elements of a setting may make a positive, neutral or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral (NPPF glossary). The guidance provides detailed advice on assessing the implications of development proposals and recommends a broad approach to assessment (see **Appendix 4** for an outline of the 5-Step approach described in the guidance). The following analysis takes account of Steps 1 and 2 of the guidance by firstly identifying the heritage assets and their settings which may be affected by the proposed development, and secondly assessing the degree to which the settings of those heritage assets contributes to their significance.
- 2.3. The variety of spaces, quality of the buildings, relationships between areas, all laid upon the dramatic setting of the steep slopes, are vital characteristics of the Conservation Area. The South End Road character area curves around the edge of the Heath, built on one side, facing the open spaces and vegetation of the Heath (Figure 3). The built form is largely made up of Regency (early 19th century) houses facing onto the very southern edge of Hampstead Heath. Long front gardens and mature landscaping define the character and filter views from the Heath towards the houses (Figures 2 and 3). The houses are two or three storey, some with semi-basements, and are stucco rendered. Some have long driveways sloping down to the lower ground level and these are considered to break up the verdant nature of the frontage. Pevsner described Keats Grove and Downshire Hill, with the cul-de-sac stretch of South End Road that links them, as 'two of the most attractive streets in Hampstead, with early C19 houses in a setting of generous foliage'. The houses in the area were by a number of different builders, some for personal occupation and some for letting, producing varying styles held together by their characteristic stucco exteriors, the leafy appearance of the roads and the prospect of the Heath opening out at the foot of both roads. The subject site is largely enclosed and does not feature in important townscape views towards the Heath (Figure 4).
- 2.3. There are a number of other statutorily listed buildings in close proximity to the subject site. Nos. 103-107 South End Road are Grade II listed and have important group value with the subject site, all dating from the early 19th century (Figure 2). They are however of a grander scale and more akin to some of the Grade II statutorily listed houses on Downshire Hill (particularly the nearby Nos. 34, 35 and 36 – Figure 4). The subject site has an attractive group value with the varied architectural styles and detailing of the other listed buildings on South End Road from the important open space at the crossroads where South End Road and Willow Road meet Downshire Hill; the front elevation of the subject site is therefore considered to contribute positively to the settings of these statutorily listed buildings (Figure 2).
- 2.4. Willow Road runs north-west from the junction with Downshire Hill, forming a crossroads with South End Road. The views up the hill form part of later 19th and 20th century development within the Sub-Area of the Conservation Area, including 1870s and 1880s redbrick terraced houses of three to four storeys and the Grade II listed Nos. 1-3 built during the 1930s by Erno Goldfinger to radical modern designs (Figure 5). The subject site is not considered to form part of the setting of this listed building, which is defined by the townscape views along Willow Road towards the Heath and later 19th century terraces.



**Figure 2: The subject site with its statutorily listed neighbours from the crossroads of South End Road, Willow Road and Downshire Hill (recognised as a public open space).**



**Figure 3: The buildings on the west side of South End Road are enclosed by planting within long front gardens, forming an appropriate backdrop from the edge of the Heath.**



Figure 4: Downshire Hill looking towards the Heath from outside the Freemason's Arms, the Grade II listed Nos. 34, 35 and 36 in the foreground and the Grade II listed Nos. 105 and 107 South End Road in the middle ground; the subject site cannot be seen in these important townscape views.



Figure 5: View looking north-west along Willow Road from the junction with Downshire Hill.

### 3.0. HISTORY AND DEVELOPMENT OF THE SUBJECT SITE

- 3.1. During the 18<sup>th</sup> and early 19<sup>th</sup> centuries, the area of land between the London Road and South End Road comprised fields which formed part of a number of copyhold tenements associated with the manor of Hampstead. In the late 18<sup>th</sup> and early 19<sup>th</sup> century, the lord of the manor Sir Thomas Maryon Wilson (d. 1821) and his mother Dame Jane (d. 1816) encouraged building on manorial copyhold land by waiving their right to arbitrary fines on every death and alienation in favour of fixed fines for a specified term; this provided builders with something of the security and certainty that they could enjoy under an ordinary building lease. In 1812, developer William Coleman purchased the 14 acres of copyhold land on the east side of the London Road north of Pond Street. The following year, the western part of Downshire Hill and Keat's Grove (originally Albion Grove) had been laid out between the London Road and South End Road; some of the land was divided into building plots with the builder William Woods as sub-lessee. The attraction of the location was the prospect of the Heath opening out at the foot of the hill. Houses had also been built on the west side of South End Road (known then as Lower Heath Place) to complete the triangle of land with John Street to the south and Downshire Hill to the west by the early 1830s (Figure 6). The subject site was one of these houses. It was not however depicted as part of a terrace, but rather as an individual building, suggesting that at this time it was not adjoined to its neighbour (now. No. 101) and there was open uncovered access to the rear garden.



Figure 6: Map of London and its Environs (1834-5).

- 3.2. Little is known of the early history of the subject site; it was probably built during the 1820s as a modest semi-detached worker's cottage with its neighbour (now No. 97). Lower Heath Place comprised a number of such cottages, including St John's Cottages and Southwell Cottage. The subject site appears to have been known as Duncan Cottage from an early stage. The first edition of the Ordnance Survey depicts the site in 1866, by which time the cottage had been attached to its neighbour (now No. 101) by a covered carriageway. This carriageway led through to the rear garden area which had a range of outbuildings including a coach house and stables; some tree planting is shown. Adjoining the rear elevation of the main house was a terrace area and a small projection in the eastern corner. The long front garden comprised a driveway which ran around the perimeter with a stopping area in front of the cottage; the central area was probably lawn with a tree and there were further trees planting to the boundary with the road (Figure 7).

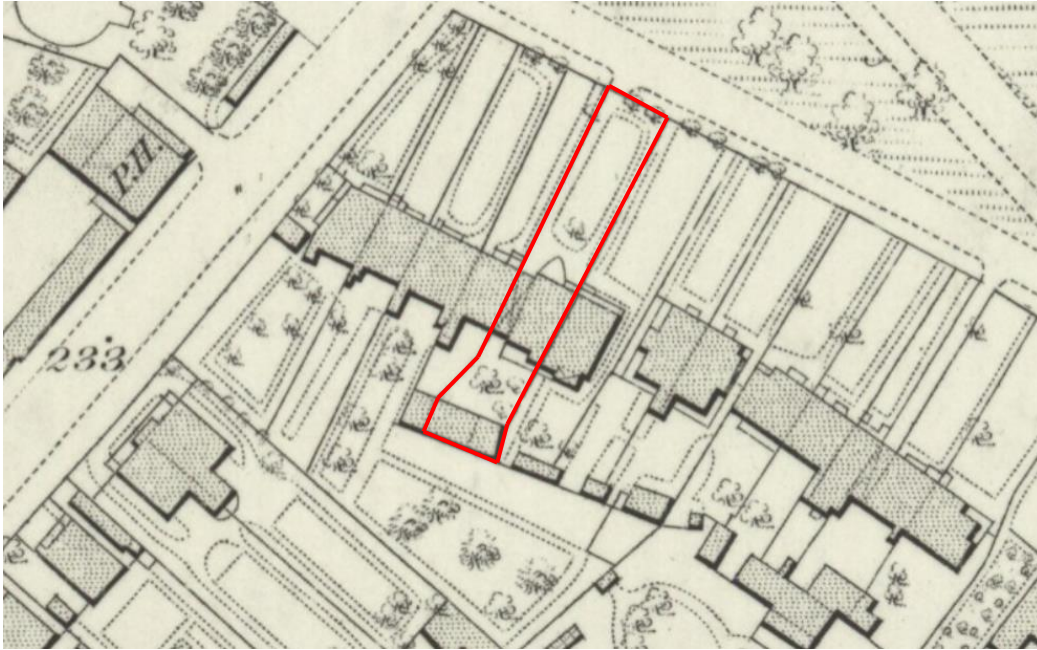


Figure 7: Ordnance Survey (1866-70).

- 3.3. The most significant development in the wider area was the opening of Hampstead Heath railway station in 1860. This development not only made the Heath accessible as a destination for thousands of Londoners, but also made the immediate environs popular with commuters into the City. This led to decline in the status of some of the houses within the Downshire Hill triangle, with many converted to lodging houses occupied by City workers and tradesmen. From the 1880s, Duncan Cottage was used for apartments for lodgers; although the internal layout is not known at this time, in 1901, a letting notice in the *Hampstead and Highgate Express* advertised two sitting rooms, three bedrooms, good cooking and attendance; this suggests two ground floor rooms, three bedrooms to the first floor, and the kitchen within the lower ground floor. The stables to the rear comprised a coach house, stables and a room above; in 1877 it had been let out separately from the cottage (*Hampstead and Highgate Express*). The overall footprint of the building had not changed by 1895 (Figure 8).



Figure 8: Ordnance Survey (1895).

- 3.4. The first drawings of Duncan Cottage date from 1912 which comprise drainage plans of the lower ground floor and stables, but also included elevations. The front elevation appears much as today, with the front doorway within an arched opening to the eastern bay of the ground floor and a full-height opening to the western bay; there was a single large window opening to first floor. Above the carriageway was a small window to the ground floor and a large window opening to the first floor (Figure 9). The rear elevation comprised window openings to the western bay of the main cottage, but not to the eastern bay where there was a “closet wing” adjacent to the doorway into the garden (as depicted on the OS maps) not quite extending to storey height (likely a later addition to provide internal toilet facilities – depicted within the ground-floor room); there was a low-level window opening to the first floor which may have provided light to the original staircase adjacent to the party wall. There were window openings within the extension above the open carriageway (Figure 10). The plan of the lower ground floor in 1912 comprised two rooms separated by a central spine wall, which likely mirrored the plan form of the upper storeys; at the front of the house to lower ground floor was a lightwell in front of the window opening and a “vault” beneath the front door which was likely used as an external coal shed. The rear garden was marked as a stable yard at this time, suggesting a more utilitarian use; the stables building was subdivided into three bays, two stables to the west and a coach house to the east which also contained a privy (Figure 11).

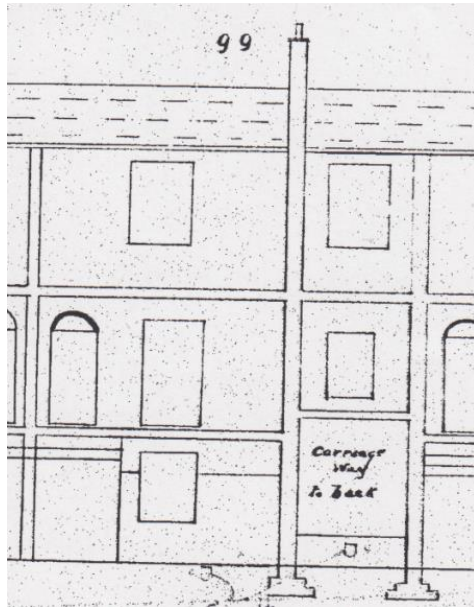


Figure 9: Front elevation (1912)

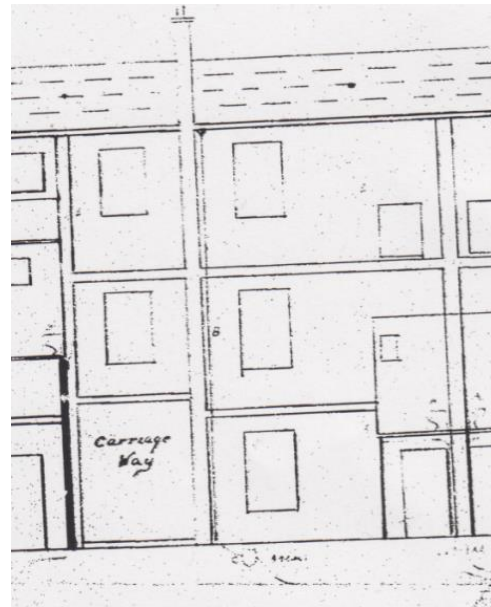


Figure 10: Rear elevation (1912)

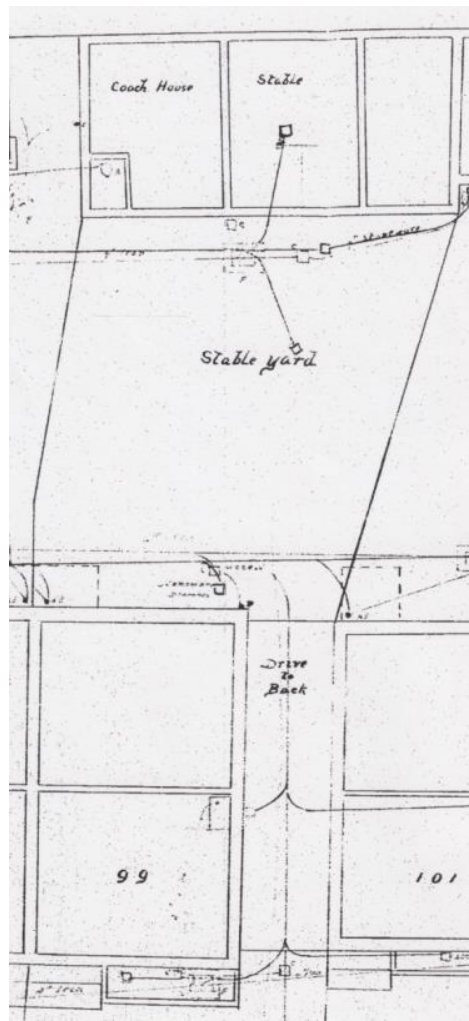


Figure 11: Plan of the lower ground floor (1912).

- 3.5. Drawings from 1947 offer additional clues as to the original layout of the house (Figure 12). Drainage plans from that year include the rear room of the cottage with its window to the western bay and doorway to the eastern bay. The doorway led into a corridor which ran adjacent to the party wall with No. 97; the corridor provided access to both front and rear lower ground floor rooms, as well as the staircase to the ground floor which was located adjoining the internal partition to the rear room. The elevation of the stables building was also depicted in 1947. The coach house to the eastern bay was single storey with a pitched roof, and the two stables bays were two storey (also with a pitched roof) with a first-floor doorway reached via a ladder. Each of the three ground-floor bays had a large carriage opening. The first floor room was used as a studio and had a window to the north elevation overlooking the garden, and to the east elevation overlooking the roof of the coach house.

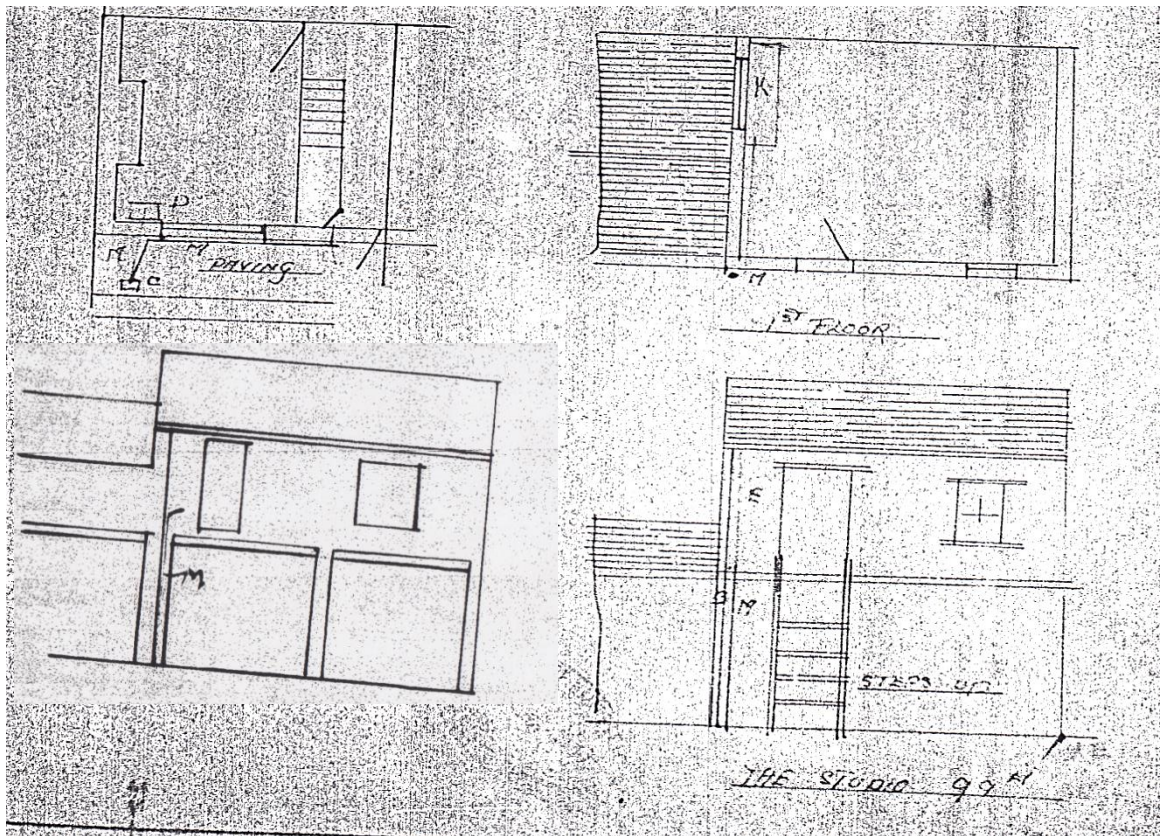


Figure 12: Plan of the rear room of the cottage (top left) and plan and elevation of the stables building (right and bottom left), 1947.

- 3.6. Substantial bomb damage occurred to the early 19<sup>th</sup> century buildings on South End Road during the Second World War, with Nos. 87 and 89 largely destroyed and Nos. 91 and 85 severely damaged. No bomb damage was recorded at the subject site (Figure 13a). Two photographs dating from 1943, however, reveal substantial repair works to the roof were carried out at that time. The unusual configuration of the pitched roof over the extension over the carriageway at a shallower pitch than the main cottage was present at that time. The ground floor window above the carriage doors was considerably larger than the present example and would have extended almost to floor level (Figure 13).



Figure 13: Two images from 1943, depicting repairs underway at the subject site.



Figure 13a: Bomb damage map, illustrating the location of damaged houses on South End Road.

### 1951 Alterations

- 3.7. Substantial works were undertaken at the subject site in 1951. The detailed plans and elevations can be found in **Appendix 2**. The stables building was converted to residential accommodation. Garages were retained within the former coach house and western stable bay, whilst the eastern stable bay housed a staircase, entrance hall and cloak room. The first floor was a sitting room with access onto the rebuilt coach house roof as a terrace; the elevation fronting the garden appears to have been largely rebuilt with a central window opening flanked by two roundel windows. A mansard-style extension was added with a dormer window to provide a bedroom on the second floor.
- 3.8. On the front elevation, a small toilet casement window was added to the front elevation of the main cottage to the ground floor above the carriageway, replacing the former larger window opening. The rear elevation was substantially remodelled, with window openings matching the existing eastern bay added to the ground and first floors of the western bay (the “closet wing” and low-level stair window having been removed). The spine wall was removed from the lower ground floor leaving only wall nibs and a new partition was erected within the footprint of the front room; the stairs to the ground floor were relocated adjacent to the party wall with No. 97 and enclosed by a new brick partition. The front “vault” beneath the front door appears to have been taken within the lower ground floor by this time to form a larder and WC. A small window opening was located within the front room looking into the carriageway, providing further evidence that this space was originally external and covered over later to provide the extension.
- 3.9. On the ground floor, the spine wall was also removed to leave a large open plan space; a partition was introduced adjacent to the north chimneybreast the full width of the cottage to create an entrance hallway. The enclosure of the relocated stairs from the lower ground floor filled the space of the likely original entrance hall adjacent to the party wall and had a curious curved partition manifest within the rear room. A new curved staircase to the first floor with semi-circular alcoves was introduced within the extension over the carriageway; this space was remodelled to create a kitchen to the rear room and a new WC within the front room, the partition of which awkwardly cut across the window to the front elevation. The spine wall was retained on the first floor, but with alterations adjacent to the party wall where the original staircase is likely to have been located. The new stairs within the extension over the carriageway led to remodelling within the extension space to include a third bedroom to the rear room and a bathroom to the front room.

## 1975 Alterations

- 3.10. In 1975, a single-storey extension of rendered blockwork was added to the western former stable bay to create a new entrance lobby and kitchen to the former stables building (Figure 14). By this time a large full-width lean-to glazed conservatory had been added to the rear elevation of the main cottage (Figure 14a).

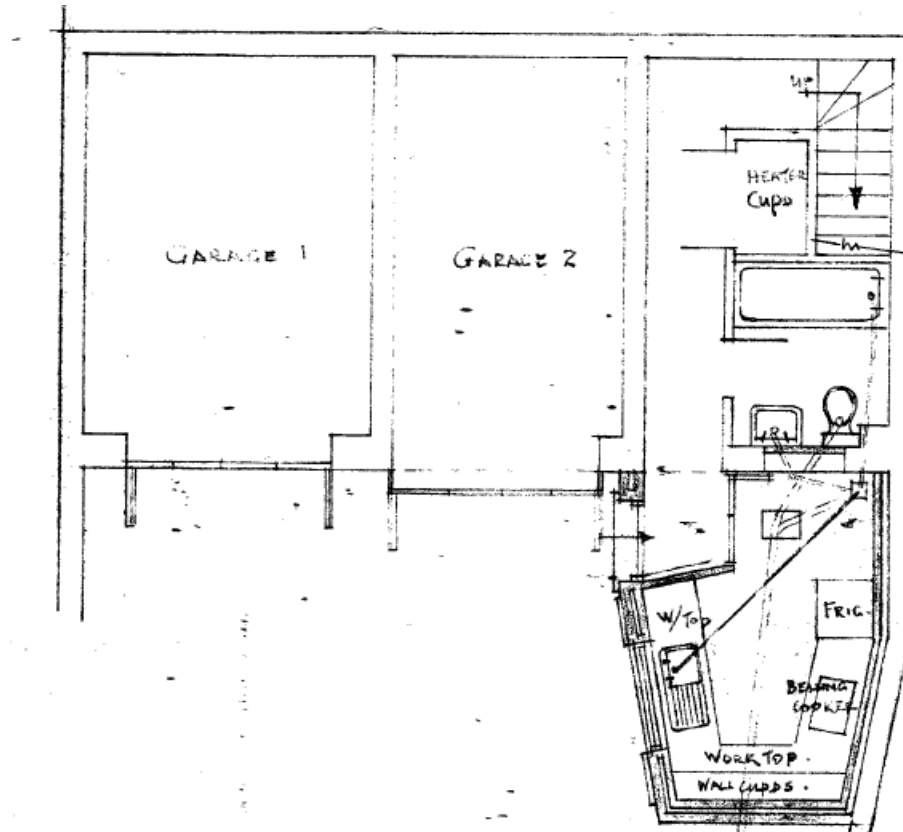


Figure 14: Proposals for a new extension to the former stables building (1975).

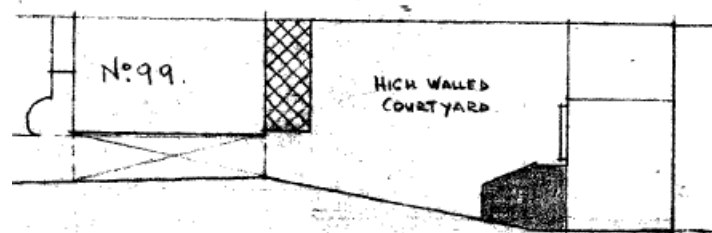


Figure 14a: Site plan in 1975, depicting full-width glasshouse adjacent to the rear elevation.

## 1988 Alterations

- 3.11. Additional alterations were made to the former stables building and the main cottage in 1988; the detailed plans and elevations can be found in **Appendix 3**. On the former, the carriage door openings were infilled and replaced by casement windows. On the rear elevation of the latter, the former open carriageway was infilled with brickwork and a doorway with part-glazed door installed, leaving the space as a pedestrian passageway. A new window was installed to the ground floor of the extension above, replacing a 1950s window. The lean-to conservatory was demolished and a new canted conservatory constructed; the doors leading into the lower ground floor were replaced with a pair of new French

windows. All stucco rendering to the rear elevation was hacked off and replaced. The rear garden was still a concrete stable yard and was turfed and landscaped at this time. On the front elevation, a new window was installed to the lower ground floor and the front door was altered to accommodate solid panels to the centre rather than glazed panels. The roof was re-slatted using reclaimed and second-hand slates.

- 3.12. A number of internal alterations were also made in 1988. At lower ground floor level, this included the removal of the 1950s partitions and the opening up of the stair enclosure; an additional landing level was added at ninety degrees to the bottom of the staircase. A new fireplace was added in the rear room. A new door was added to the front lightwell and new ceramic flooring was installed to the front room area. On the ground floor, the curved partition to the 1950s stair enclosure was removed and replaced by a recessed drinks unit. The fireplace within the rear room was replaced. A new door into the carriageway extension was installed, replacing a 1950s sliding door. The fitted shelving and cupboards date from this time. On the first floor, the third bedroom to the rear of the carriageway extension was converted to a shower room and access made from the rear bedroom of the main cottage and blocked from the landing area. The fireplace in the rear room was blocked and new built-in cupboards constructed.

### **The Residents of 99 South End Road**

- 3.13. The house may well have remained a single family residence for most of the 19<sup>th</sup> century. During the early 1880s, the house was lived in by widow Augustine Voysey and her family, including her son the architect Richard Annesley Ellison Voysey who was the cousin and sometime partner (trading as Voysey & Voysey) of the much better known architect C. F. A. Voysey. The Voysey family was succeeded by Stephen Trudgett and his wife Elizabeth; Stephen was a self-employed cab driver who likely made use of the coach house and stables to the rear of the house. Trudgett owned the house until 1928-29, during which time he took in lodgers and used the house as apartments, reflecting the wider declining social status of the Downshire triangle area at that time. The lodgers were mostly transient, although certain well-known names are recorded as residing at Duncan Cottage, including the future newspaper and publishing magnate Alfred Harmsworth in 1884 (during which time he wrote an article in the *Hampstead and Highgate Express* relating to the theft of flowers from the front gardens of the houses on South End Road), and well-known French cabaret dancer and theatre actress Gabrielle de Vere in 1901. At the time of the 1911 census, the Trudgetts occupied the house with the Lowe family (a widowed mother and two daughters), as well as a medical student lodger. This appears to be a large number of people for a small cottage, but prior to the introduction of the new stairs in 1951, additional bedrooms would certainly have been possible in the extension over the carriageway. After the Trudgetts, the house was occupied during the 1930s and 1940s by Noel and Catherine Carrington; Noel was a leading book designer and publisher and was responsible for founding Puffin Books in 1941 (London Electoral Roll, 1933-1946).

## 4.0. DESCRIPTION OF THE SUBJECT SITE

### External

- 4.1. The principal front elevation is set well back from the road with a long front garden with mature landscaping, a significant characteristic of this part of the Conservation Area (Figure 15). The driveway comprises unsympathetic asphalt terminating in concrete adjacent to the carriageway. The cottage comprises two storeys over a lower ground floor; it is of brickwork construction with stucco render and a traditional M-roof covered with grey slate. The two phases of building are clear, with the original cottage and the likely mid-19<sup>th</sup> century over-carriageway extension to its west side adjoining with No. 101. The main cottage has a front lightwell area providing access to the lower ground floor. The ground floor has an altered six-panelled front door beneath a 20<sup>th</sup> century trellised porch and a pair of 20<sup>th</sup> century French windows set within a recessed arched opening. There is a storey band above which is a 20<sup>th</sup> century timber sash window and blind opening to the west side. The over-carriageway extension has higher internal floor levels in order to carry the height above the carriage opening; there is a 1950s casement toilet window to the ground floor and a large 20<sup>th</sup> century timber sash window to the first floor (eight-over-eight). The roof to the extension is of a shallower pitch than the principal M-roof and appears uncomfortable and somewhat inept in its construction. The timber carriage doors are likely to date from the 20<sup>th</sup> century and were altered in 1988 to provide pedestrian access (Figure 15).



Figure 15: The front (north) elevation from the driveway.

- 4.2. The rear elevation has been subject to the more alteration (Figure 16). All windows are 20<sup>th</sup> century replacements comprising horned timber sashes and the window openings to the eastern bay of the main

cottage were created in 1951 following the removal of the “closet wing” to the lower ground and ground floors (still extant on the neighbouring No. 97). The blocked carriageway with part-glazed door and large visually intrusive canted conservatory both date from 1988. The unusual and somewhat uncomfortable shallow pitch of the roof above the over-carriageway extension is clearly discernible.



Figure 16: Rear (south) elevation.

- 4.3. The somewhat eclectic external appearance of the former stables building no longer reads as a stables and coach house with first floor loft, owing to the substantial alterations made during the 1950s and 1980s to firstly convert it to residential accommodation and then to incorporate the remaining garage areas. The ground floor has 1980s casement windows in place of the former carriage and stable openings, whilst the first floor retains its 1950s fenestration pattern with two roundel windows. The 1950s second floor is within a mansard style roof of clay tiles. The 1975 single-storey extension with its flat roof is a dominant and ungainly addition to the garden elevation which detracts from the appearance and character of the former service building (Figure 17). The interior possesses no fabric or layout of historic interest.



Figure 17: The much-extended and altered former stables and coach house to the rear of the main cottage.

#### Lower Ground Floor

- 4.4. There is little if any fabric or plan form of historic interest at this level of the house following the relocation of the stairs in 1951 and the removal of the spine wall; the retention of nibs and a downstand make the original spaces readable however, particularly following the removal of the 1950s partitions in 1988 (Figure 18). The fireplace within the rear room is a modern inappropriate addition introduced in 1988 (Figure 19). The flooring likewise dates from the 1980s within the front room, whilst the wood block floor in the rear room likely dates from the 1950s. The cornicing, fluted door architraves, six-panelled doors and skirting are modern additions and detract from an understanding of the hierarchy and spaces of the house; the kitchen and scullery would not have exhibited any such architectural detailing (Figures 18 and 19). The adjoining former carriageway (now more of a pedestrian passageway with no access from the interior) displays evidence of former window openings which demonstrate that this was originally an external space; a cast iron beam suggests an early date for its covering, likely mid-19<sup>th</sup> century in line with the map evidence (Figure 20).



Figure 18: Lower ground floor looking towards the front room, illustrating 1950s staircase (altered 1988) with 1950s nibs and downstand (RSJ) outlining the original spine wall.



Figure 19: Lower ground floor looking towards the rear room, illustrating inappropriate fire surround brought in in 1988 and 1980s French doors leading into the 1980s conservatory.



Figure 20: Historic blocked window opening and iron beam within the former carriageway, now more of a pedestrian passageway.

## Ground Floor

- 4.5. An appreciation and understanding of the original plan form of the cottage has been substantially lost following the remodelling that took place in 1951, when the original entrance hall and staircase to the first floor were removed, and a new stair enclosure to the basement was installed and a partition erected the width of the building to create a new entrance hall. The joinery and fabric almost entirely dates from the 1950s and 1980s, although nibs and a downstand allow the original dimensions of the two ground floor rooms to remain readable. The Regency-style fluted door architraves and cornicing are later 20<sup>th</sup> century in date and considered to be inappropriate in a cottage of this status (Figures 21 and 22). Much of the floor structure appears to date from the 20<sup>th</sup> century, particularly in the location of the former staircase and doorway into the demolished 19<sup>th</sup> century “closet wing”. The changes in level to the over-carriageway extension are clear, with two doorways made within the footprint of the original front room. The spaces within the extension contain no fabric or plan form of historic interest (Figure 23).
- 4.6. The staircase to the first floor is located within the over-carriageway extension but dates from 1951. It is somewhat over-grand and pretentious and so inappropriate to a relatively humble cottage, and is not considered to possess any intrinsic significance in itself (Figure 23). Some opening-up works reveal the entire staircase construction complete with curved enclosure with arched alcoves comprises modern plaster and brickwork with metal laths and plaster (Figure 24). In addition, the metal connectors between the crudely formed handrail sections at the top suggests that later alterations have taken place to the staircase, perhaps even a later handrail.



Figure 21: The 1950s configuration of the plan form partitioned the original front room to create an entrance hall; the doorway illustrates the change of levels to the carriageway extension; the joinery is all mid to late 20<sup>th</sup> century.



Figure 22: The former rear ground floor room, with 20<sup>th</sup> century cornice and 1980s fireplace.

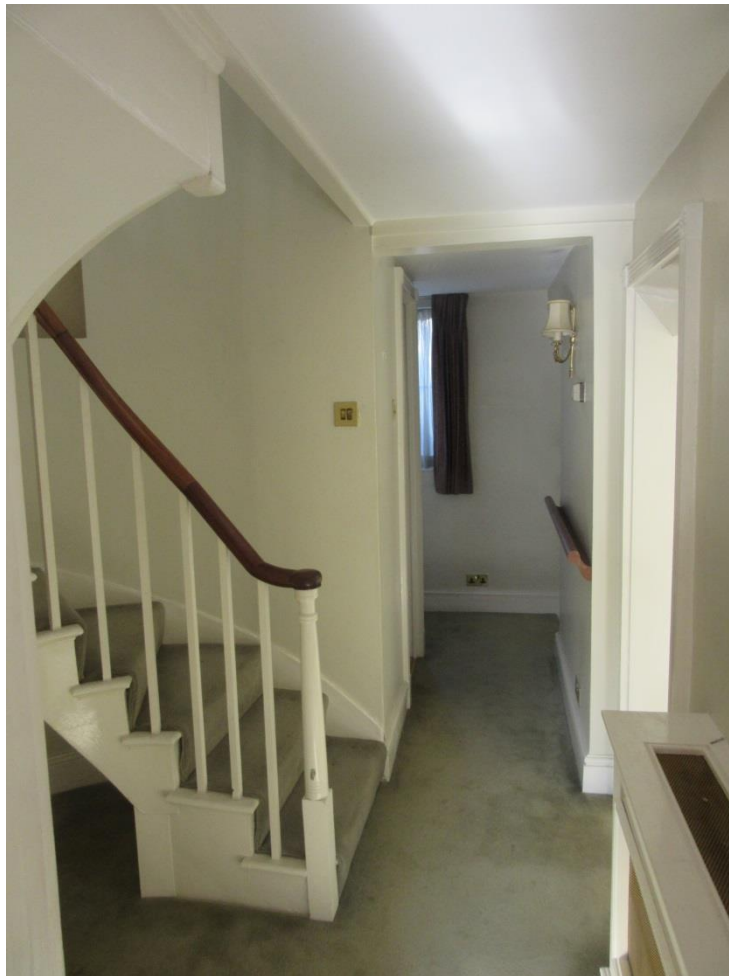


Figure 23: The over-carriageway extension, illustrating the 1950s staircase and plan form.

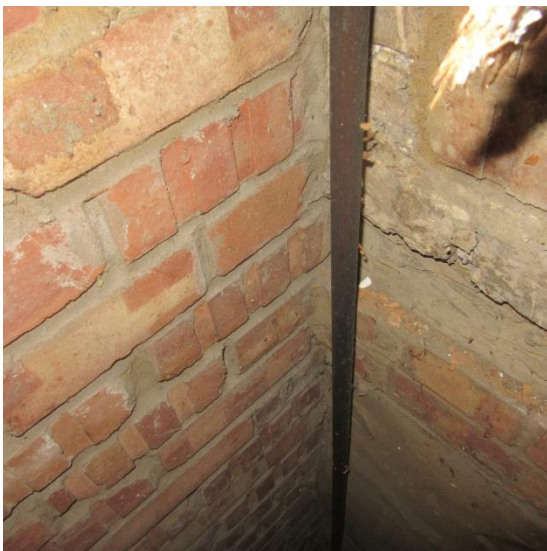


Figure 24: The structure of the 1950s staircase and its curved enclosure is made up of modern brickwork, metal laths and plaster.

## First Floor

- 4.7. The fabric and plan form of the first floor has likewise been profoundly affected by the 1950s alterations, particularly the removal of the original stairs and the addition of the 1950s stairs within the carriageway extension. The original spine wall appears to have been largely lost, with at least part of the partition between the front and rear rooms comprising wardrobes installed in 1988. Once again, the architectural detailing and joinery is considered to be inappropriate at this level of the house and all dates from the mid to late 20<sup>th</sup> century (Figures 25 and 26). Minimal opening-up works reveal that the floor appears to have been entirely re-boarded during the 20<sup>th</sup> century, although the original joists survive beneath. There is also evidence for surviving lath and plaster ceilings to the rear ground floor room below. The joists within the over-carriageway extension suggest this work was undertaken during the mid-19<sup>th</sup> century (Figure 27). There is no fabric of significance within the front and rear rooms of the over-carriageway extension. The rooflight above the 1950s staircase dates from 1988.



Figure 25: First floor rear room, depicting blocked fireplace, inappropriate 20<sup>th</sup> century architectural detailing, and 1980s doorway made into adjoining shower room.



Figure 26: First floor front room, depicting mid-20<sup>th</sup> century fire surround and modern fittings (left); the skirting and cornicing are modern inappropriate additions. The change in level to the carriageway extension is clear.



**Figure 27: The floor structure of the first floor (over-carriageway extension left, rear room right), indicating original joists and ceiling structure topped by modern boards.**

## Roof

- 4.8. The roof form of the original Regency cottage comprises a traditional M-roof with two parallel pitches and a central valley gutter. The timber structure was not inspected, but documentary evidence reveals the two pitches have been recently re-lined and re-covered with reclaimed slates. Brick chimney stacks are located at the gable ends of each roof pitch, serving the front and rear rooms respectively (Figure 28). The roof to the over-carriageway extension is a somewhat incongruous and uncomfortable addition and emphasizes the fact that the covered carriageway was a later alteration to the original cottage; not only does it sit at a lower pitch than the original two pitches of the M-roof, but it projects out further than the original eaves and is sited higher than the eaves line of the cottage (Figures 15 and 28). The gable end is built up of brickwork and rendered with modern concrete cement render (Figure 28). The timber structure suggests it dates from the 19<sup>th</sup> century (aligning with the over-carriageway extension), but has been altered and partially rebuilt during the mid to late 20<sup>th</sup> century evidenced by the numerous modern timbers and boarding. Unusually, the valley gutter runs into the covered roof area (Figure 29).



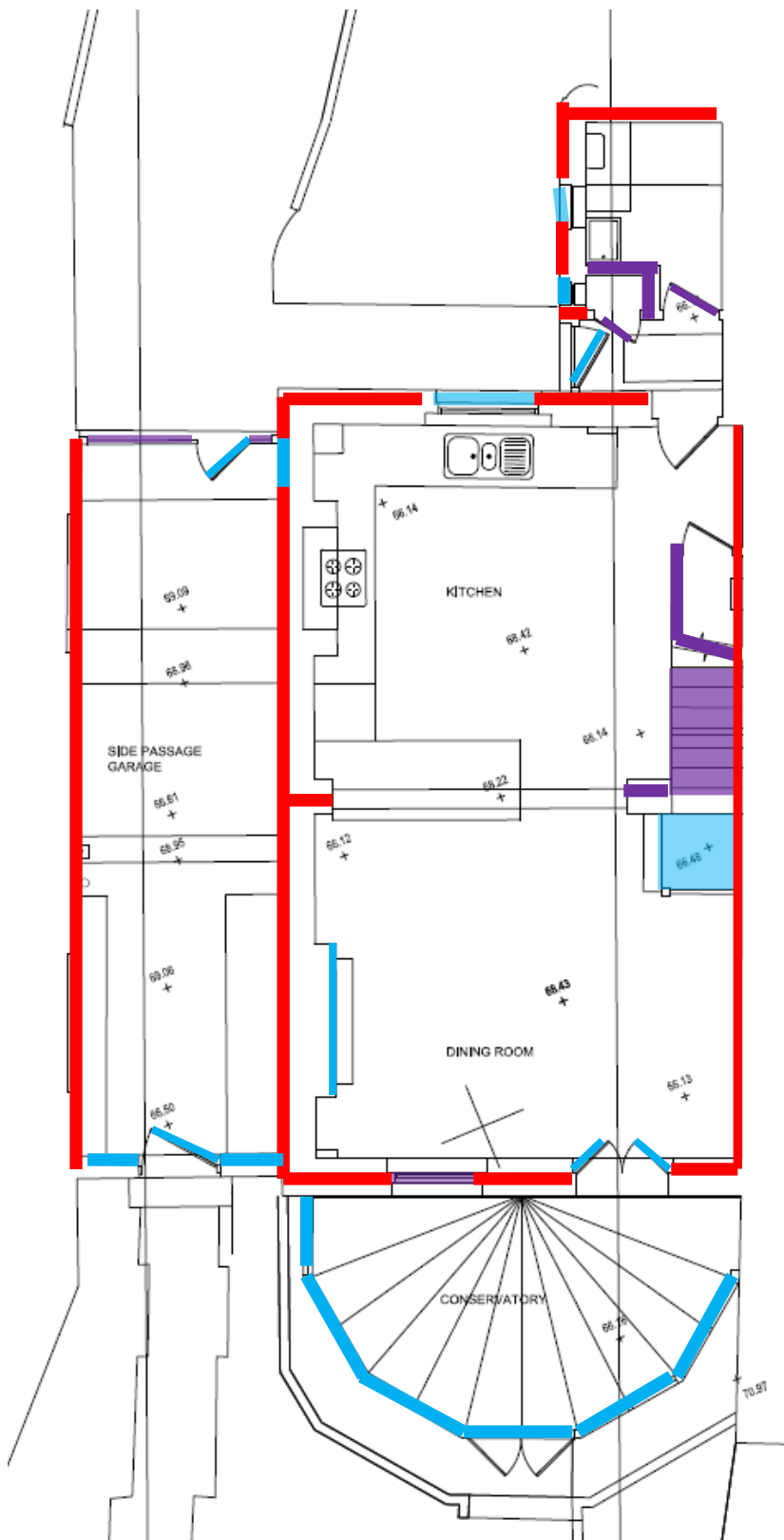
Figure 28: The original two pitches of the M-roof structure with central valley gutter, with the unusual and uncomfortable latter pitched roof above the carriageway extension.



Figure 29: The roof structure within the carriageway extension appears to be 19<sup>th</sup> century with mid-to late 20<sup>th</sup> century alterations; the original valley gutter runs into the extension beneath the casement window.

## 5.0. MORPHOLOGICAL PLANS

- 5.1. The following Morphological Plans have been produced with reference to the above historical development and description, the historic plans in Appendices 2 and 3 and a detailed examination of the fabric to provide a diagrammatic representation of the subject site as existing. The plans show in which time frame certain principle structural and detailed elements (such as walls, partitions, windows, joinery, etc) were incorporated into the building.



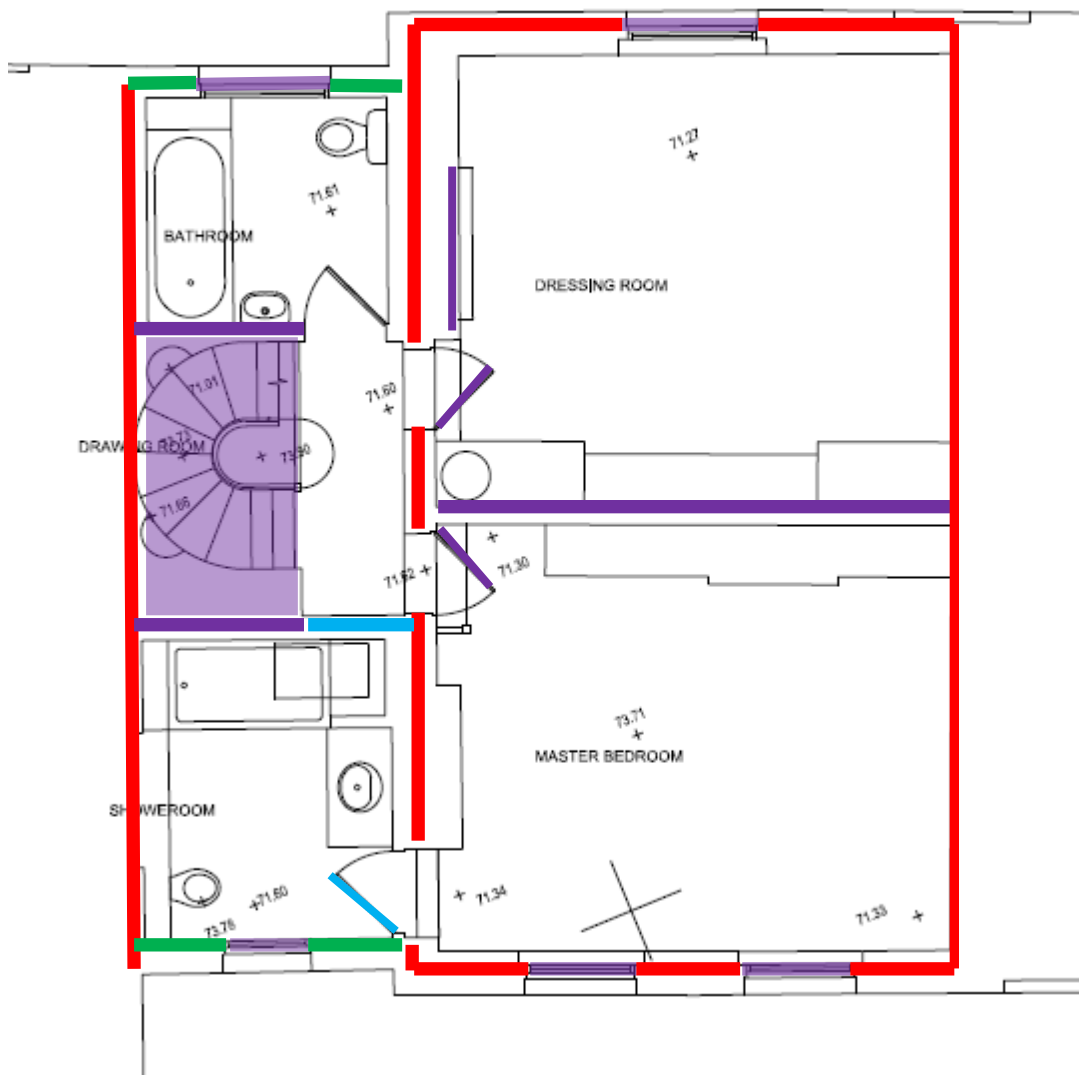
Morphological Plan of the Lower Ground Floor

Key:

- Red = original fabric belonging to the c.1820s
- Green = mid to late 19<sup>th</sup> century alterations
- Purple = fabric introduced in 1951/mid-20<sup>th</sup> century
- Yellow = fabric introduced in 1975
- Blue = fabric introduced from 1988 to present



Red = original fabric belonging to the c.1820s  
Green = mid to late 19<sup>th</sup> century alterations  
Purple = fabric introduced in 1951/mid-20<sup>th</sup> century  
Yellow = fabric introduced in 1975  
Blue = fabric introduced from 1988 to present



### Morphological Plan of the First Floor

Key:

Red = original fabric belonging to the c.1820s

Green = mid to late 19<sup>th</sup> century alterations

Purple = fabric introduced in 1951/mid-20<sup>th</sup> century

Yellow = fabric introduced in 1975

Blue = fabric introduced from 1988 to present

## 6.0. THE SIGNIFICANCE OF THE SUBJECT SITE

- 6.1. The aim of a Significance Assessment is, in the terms required by Paragraphs 189-190 of the NPPF, a “*description of the significance of a heritage asset*”. In the context of a historic building which has been the subject of a series of alterations throughout its lifetime, it is also a useful tool for determining which of its constituent parts holds a particular value and to what extent. *Good Practice Advice in Planning Note 2* (March 2015) states that understanding the nature of significance is important for understanding the need for and best means of conservation. Understanding the extent of that significance leads to a better understanding of how adaptable a heritage asset may be. Understanding the level of significance provides the essential guide as to how policies should be applied.
- 6.2. The descriptive appraisal will evaluate the building against listed selection criteria of ‘Principles of Selection for Listing Buildings’, DCMS, 2018. Historic England’s criteria outlined in ‘Conservation Principles, Policies and Guidance,’ which partially overlap with the Statutory Criteria, have also been considered and encompass the following values:
- **Evidential Value** – relating to the potential of a place to yield primary evidence about past human activity;
  - **Historical Value** – relating to ways in which the present can be connected through a place to past people, events and aspects of life;
  - **Aesthetic Value** – relating to the ways in which people derive sensory and intellectual stimulation from a place;
  - **Communal Value** – relating to the meanings of place for the people who relate to it, and whose collective experience or memory it holds.
- 6.3. Although not officially considered to be one of the four principal values, **setting** is increasingly viewed as an important value that makes an important contribution to the significance of a heritage asset. This assessment of the contribution to significance made by setting should provide the baseline along with the established values used for assessing the effects of any proposed works on significance.

The level of significance for each value and the setting will be assessed using the following grading:

- **High** – values of *exceptional or considerable* interest;
- **Medium** – values of *some* interest;
- **Low** – values of *limited* interest.

### 6.4. Evidential Value

Evidential value is closely linked with the integrity of the significant fabric and design in terms of the extent to which they possess potential research value in appreciating and understanding the previous uses and human activities associated with the building and site. 99 South End Road has been subject to substantial levels of alteration and change throughout its lifetime which has seen the erosion of much original significant fabric and plan form. The original plan form was fundamentally changed in 1951 with the removal of the original entrance hall and staircase adjacent to the party wall with No. 97 and the

remodelling of the internal spaces. No original internal joinery, architectural detailing or fireplaces survive; the cornicing, skirting and architraves all appear to be poor-quality 20<sup>th</sup> century replacements which are inappropriate to the character of the building and detract from an understanding of the hierarchy of its spaces. The former coach house and stables to the rear have been altered and extended to such an extent that their original function and subordinate character has been lost entirely. **Evidential value is therefore low.**

## 6.5. Historical Value

99 South End Road embodies the development of one of the earliest speculative developments in Hampstead at the beginning of the 19<sup>th</sup> century. This was one of the first developments on manorial copyhold land which the lord of the manor allowed special renewal terms in order to encourage building leases. It therefore forms an important part of a group of buildings in the Downshire Hill and Keats Grove triangle which include a large number of statutorily listed buildings.

Architecturally the building is a good example of a semi-detached worker's cottage dating from the Regency period. The original plan form is barely readable owing to the removal of the original staircase and entrance hall. Moreover there has been substantial loss of historic fabric which is detrimental to the historical value – all of the existing joinery, plasterwork and fixtures are poor quality mid to late 20<sup>th</sup> century additions, which detract from an understanding of the hierarchy of the spaces within the house and from an appreciation of its relatively modest origins. The 1950s work within the mid-19<sup>th</sup> century over-carriageway extension, including the staircase with its curved enclosure, is considered to possess little if any historical or architectural value in itself and appears to have been subject to later alteration in any event. The partial blocking of the carriageway to the rear to create a pedestrian passageway has been detrimental to an understanding of the historical development of the building, whilst the former coach house and stables to the rear have been altered and extended to such an extent that their original function and character has been lost entirely.

The building has a number of associations which provide historical value. These include the associations with previous owners and residents, particularly architect Richard Voysey, the newspaper magnate Alfred Harmsworth early in his publishing career, the cabaret actress Gabrielle de Vere, and publisher Noel Carrington who founded Puffin Books during his ownership of the building.

**Historical value is therefore medium.**

## 6.6. Aesthetic Value

The aesthetic value of the building lies in its picturesque modest scale and architectural detailing to the front elevation, and its group value with the adjacent early 19<sup>th</sup> century houses on the west side of South End Road. The long front garden with mature planting provides an attractive setting for the building and an appropriate backdrop to the edge of the Heath. The existing poor-quality asphalt driveway detracts somewhat from the approach to the house. The 1950s toilet casement window to the first floor of the over-carriageway extension unbalances the elevational composition, whilst the somewhat inept shallow pitched roof appears uncomfortable adjacent to the traditional M-roof of the main cottage. The landscaped rear garden dates only from 1988, but provides an attractive setting for the cottage and

former stables and coach house, diminished somewhat by the visually dominant 1980s canted conservatory and unattractive 1975 extension to the stables.

Internally, the alterations of 1951 and 1988 were not undertaken to a high standard and used unexceptional materials and craftsmanship, albeit approximately stylistically acceptable to the early 19<sup>th</sup> century, but not reflecting the status of a worker's cottage rather in a grander somewhat pretentious way. The aesthetic value of the interior makes little or no contribution to the aesthetic interest of the overall building; aesthetic values are severely diminished by the loss of original and significant features and fittings.

**Aesthetic value is therefore low to medium.**

#### 6.7. Communal Value

Communal values are linked with intangible concepts of heritage; the sense that a place can convey identity through historic, spiritual or cultural associations, collective experience or memory. For all of its history, 99 South End Road has been a private house and so has very limited potential for collective memory and experience. The somewhat secluded location of the house off South End Road does not make it highly visible from the public realm, although the house is therefore likely to be valued as contributing to the character of this part of Hampstead and as part of the 'cherished local scene' in views from the crossroads with Downshire Hill. **Communal value is therefore low.**

#### 6.8. Setting

The subject site is located within the Hampstead Conservation Area, but is not highly visible from the public realm owing to its somewhat secluded location along the cul-de-sac stretch of South End Road and its being set within a long front garden with mature landscaping. It does not therefore form part of any significant townscape views along Downshire Hill with its many Grade II statutorily listed villas towards the Heath. Its front elevation is only partially visible from the open space at the crossroads of Downshire Hill, Willow Road and South End Road, from where it forms an attractive composition with the nearby Grade II listed Nos. 103-107 South End Road and the other unlisted Conservation Area buildings on the west side of South End Road. The garden setting is enclosed by tall brick boundary walls and the former coach house and stables; glimpses of the upper storeys of rear elevations at Nos. 103-107 South End Road and the Grade II listed 12 Keat's Grove across the gardens are only possible from the roof terrace of the former stables building, not from ground level. **The value of the setting is therefore considered to be medium.**

## 7.0. IMPACT ASSESSMENT

- 7.1. A scheme detailing proposals at the subject site has been prepared by David Long Architects in August 2019. The proposals involve a number of internal and external alterations, including:

### Lower Ground Floor

- The provision of a new entrance hall within the passageway at lower ground floor level with access into the main cottage.
- The provision of natural stone paving to a reduced front driveway with steps to the lower ground floor and continued through the passageway to the former stables building.
- The demolition of the 1975 extension to the former stables building and provision of a visually “lightweight” pergola link to the house.
- The demolition of the existing 1980s conservatory and the construction of a new single-storey conservatory with a green roof to the rear elevation.
- The reinstatement of traditional coach house doors to the eastern bays of the former stables building.

### Ground Floor

- The provision of a new timber sash window to the ground floor front elevation and remodelling of the interior of the front room of the over-carriageway extension.
- The removal of the existing 1950s stairs to the lower ground floor and enclosure within the rear room.
- The alteration of the doorway from the principal room into the over-carriageway extension.

### First Floor

- The reinstatement of a doorway within the spine wall.

### Roof

- The removal of the existing uncomfortable shallow pitched roof to the over-carriageway extension and the provision of a new flat roof.

### General / Throughout

- The replacement of the existing 1950s staircase within the over-carriageway extension with a high quality contemporary staircase linking the lower ground floor with the ground and first floors.
- The lowering of the floor levels within the over-carriageway extension to match the levels within the main cottage.
- The provision of new timber sash windows throughout the building.
- The removal of all modern inappropriate internal architectural detailing and joinery and the provision of new fireplaces, doors, architraves, skirting and cornices more appropriate to the character of the building and hierarchy of the internal spaces.

- 7.2. The proposals may have an impact on the settings of all identified heritage assets, including:
- The significance of the Grade II listed subject site;
  - The character and appearance of the Hampstead Conservation Area.
- 7.3. Based on the above detailed assessments in Sections 2 to 6 and in accordance with the Historic England guidance *Setting of Heritage Assets* (December 2017), the following Impact Assessment appraises the effects of the proposed development, whether beneficial or harmful, on the significance of the identified heritage assets or on the ability to appreciate it (Step 3) and explores ways to maximise enhancement and avoid or minimise harm (Step 4).
- 7.4. For the purposes of assessing the likely impact to result from the proposals and the subsequent impact on the settings of the identified heritage assets, established criteria have been employed. If the proposed development will enhance heritage values or the ability to appreciate them, then the impact on heritage significance within the view will be deemed **positive**; however, if they fail to sustain heritage values or impair their appreciation then the impact will be deemed **negative**. If the proposals preserve the heritage values then the impact will be deemed **neutral**.
- 7.5. Within the three categories there are four different levels that can be given to identify the intensity of impact:
- **"negligible"** – impacts considered to cause no material change.
  - **"minimal"** - impacts considered to make a small difference to one's ability to understand and appreciate the heritage value of an asset. A minor impact may also be defined as involving receptors of low sensitivity exposed to intrusion, obstruction or change of low to medium magnitudes for short periods of time.
  - **"moderate"** - impacts considered to make an appreciable difference to the ability to understand or appreciate the heritage value of an asset.
  - **"substantial"** - impacts considered to cause a fundamental change in the appreciation of the resource.
- 7.6. Pre-application advice was received on 4<sup>th</sup> June 2019 in which the Conservation Officer expressed a number of concerns regarding the proposals. A further site meeting was held in July and subsequent negotiations via email helped to clarify the position of the Conservation Officer. The current proposals are considered to have responded positively to their concerns, the details of which will be addressed throughout this Impact Assessment.

### Lower Ground Floor

- 7.7. It is proposed to bring the existing space within the passageway into use as a new entrance hall with stairs to the upper floors. This former carriageway has become an internal and under-used storage area since its enclosure from the rear garden in 1988. The proposed traditional timber carriage doors to the front elevation, which will screen an inner glazed door and screen, will sustain an appreciation of the original function of this part of the building from the exterior and public realm on South End Road and not detract from the historic principal front entrance door on the ground floor. Moreover, the proposed use of

natural stone running from the driveway, through the passageway and out towards the former stables building following the removal of the 1980s rear wall and doorway will sustain and enhance an appreciation and understanding of the original use of the area and its connectivity with both front and rear garden spaces (Figure 30); indeed, the proposed new reduced front driveway covering in place of the existing asphalt will enhance the aesthetic appearance of the front garden area. The proposed creation of a doorway from the main cottage to make this a usable domestic space will necessitate some minimal loss of historic masonry within the flank wall of the cottage, although this is very much a secondary area of the house where historic window openings are known to have existed. **The proposal is therefore considered to have a minimal and neutral to positive impact on the significance of the listed building.**



**Figure 30: The proposals will re-open the former carriageway, enhancing an appreciation and understanding of the original use of the area and its connectivity with both front and rear spaces.**

- 7.8. The proposal to demolish the existing 1980s large and visually dominant conservatory is considered to enhance the appearance of the rear elevation of the listed building. The proposed new single-storey conservatory is considered to be an elegant high-quality “lightweight” design which will have minimal physical and visual impact on the listed building by nature of its independent steel structure and full-height glazing (see Figure 31). The proposed depth will not exceed that of the existing conservatory, whilst the width will be limited to that of the main house in accordance with the advice of the Conservation Officer. The solid green roof will enhance the garden character of the rear garden setting of

the listed building in views from the windows of the upper storeys, whilst a 900mm glazed band between the green roof and the rear elevation will make it a visually independent subordinate addition whereby the rear elevation will remain clearly legible with no physical impact on any historic fabric (see Figure 32). The enclosed situation of the rear garden will make the proposed conservatory extension an imperceptible addition from elsewhere within the Conservation Area, limited to oblique glimpses from upper storeys of neighbouring houses. **The proposal is considered to have a minimal and neutral impact on the significance of the listed building and on the character and appearance of the Conservation Area.**

- 7.9. It is proposed to create a pergola between the main house and the former stables building running the length of the tall western tall boundary wall. In response to the Conservation Officer's concerns regarding a fully glazed link, this structure will take the form of a contemporary pergola with a timber structure that is considered to be a more appropriate addition within the garden setting; it will likewise be a visually "lightweight" glazed structure to the roof and garden elevation which will have minimal visual impact and which allows the full proportions of the garden space to be readable (see Figure 31). The proposed pergola therefore will not harm any historic fabric or plan form of the main house and will be virtually imperceptible from elsewhere within the Conservation Area. Indeed the demolition of the unsightly 1975 extension to the former stables is considered to enhance the garden setting of the cottage and the aesthetic appearance of the curtilage listed former stables. The proposed natural stone paving will continue from the passageway through the pergola to provide a physical and visual link between the former stables, the former carriageway and the front driveway, thereby sustaining and enhancing a better appreciation of the historic layout and uses of the buildings within the site (Figure 30). **The proposal are considered to have a minimal and neutral to positive impact on the significance of the listed building and on the character and appearance of the Conservation Area.**



Figure 31: The proposed conservatory extension and pergola – the full rear elevation of the listed building and the full proportions of the garden remain clearly readable.



Figure 32: The proposed conservatory extension – the full rear elevation of the listed building remains clearly readable and the extension will be a visually independent subordinate addition.

- 7.10. The reinstatement of traditional timber coach house doors to the former coach house and stables in front of glazed sliding doors is considered to enhance an appreciation and understanding of its former uses. The existing blocked openings with casement windows were only installed in 1988 and have no significance. **This proposal is therefore considered to be minimal and positive.**

#### **Ground Floor**

- 7.11. It is proposed to remodel the existing front room within the over-carriageway extension and to replace the existing toilet casement window. The plan form here and the window were introduced in 1951, the partition cutting across the window opening, and are not considered to possess any significance. Indeed, the provision of an appropriately designed timber sash window that is not bisected awkwardly by a partition will enhance the character of the building from the front elevation and also the character and appearance of the Conservation Area. The proposal to block the doorway from this space into the cottage by the creation of a cupboard will likewise enhance a better appreciation of the original plan form. **The proposal will therefore have a minimal and neutral to positive impact.**
- 7.12. It is proposed to remove the existing 1950s staircase to the lower ground floor and its enclosure within the rear room, as well as the partition which created the separate full-width entrance hall. This fabric dates entirely from 1951 (altered in 1988) and was installed in place of the original staircase and entrance hall, having a highly detrimental impact on an understanding of the original plan form of the cottage; its removal will not therefore harm any historic fabric or plan form of significance. Indeed, by reinstating a wall nib at the location of the original spine wall in place of the 1950s stair enclosure, the

ability to appreciate the original dimensions of the front and rear rooms will be enhanced. **The proposal is therefore considered to have a minimal and neutral to positive impact on the significance of the listed building.**

- 7.13. It is proposed to alter the doorway from the principal room into the over-carriageway extension by moving it away from the chimneystack within the front room and towards the spine wall. Whilst there will be some minimal loss of historic brickwork from the flank wall of the cottage, this is not considered to harm the overall significance of the listed building. Moreover, it is considered that this location is more appropriate in allowing a better appreciation of the original chimney stack and the proportionality of the two spaces; **the impact is therefore considered to be minimal and neutral.**

### **First Floor**

- 7.14. It is proposed to reinstate a doorway between the front and rear rooms within the spine wall. This section of wall was added during the 1950s and 1980s when the original stairs to the ground floor were removed. This area was therefore originally open and the proposals will not cause any loss of historic fabric, **having a minimal and neutral to positive impact on the significance of the listed building.**

### **Roof**

- 7.15. The removal of the existing shallow pitched roof from the over-carriageway extension is not considered to cause harm to the significance of the listed building. Rather the removal of an uncomfortable and somewhat incongruous later addition is considered to enhance the appearance of the building at the junction with the main M-roof structure and gable chimney stacks. Some of the timber structure may date from the mid-19<sup>th</sup> century when the extension was constructed, but it has been altered during mid to late 20<sup>th</sup> century and is a poor-quality inept construction which has allowed water ingress to the detriment of any historic fabric to the upper floors of the over-carriageway extension. The proposed parapeted flat roof has been the subject of considerable negotiation with the Council and the present design is a result of these extensive discussions. The proposed parapeted flat roof with a concealed rooflight will be an appropriate subservient addition which can be found on a number of extensions to the houses on South End Road; it will sustain and enhance an understanding of the development of the building by maintaining a clearer separation from No. 101 whilst improving the appearance of the building to the front and rear elevations. **This proposal is considered to have a minimal and positive impact on both the significance of the listed building and on the character and appearance of the Conservation Area.**

### **General / Throughout**

- 7.16. It is proposed to remove the existing 1950s staircase and curved enclosure from the ground and first floors of the over-carriageway extension. Documentary and fabric evidence illustrate this is a mid-20<sup>th</sup> century addition which appears to have been altered at a later date; it therefore possesses little if any historical significance in its own right, and so this proposal is not considered to cause harm or loss of any significant historic fabric. It is proposed to install a high-quality replacement staircase using a contemporary design in the same location which links all floors of the building. It is considered that a contemporary design in this location will not be out of place: it will not detract from the character of the

original cottage and indeed will enable a better appreciation and understanding of the development of the building, making the over-carriageway extension a clearly discernible later addition. There is not considered to be any historic plan form or fabric of significance within the extension and so a contemporary approach within this part of the house is considered to be appropriate and based on an understanding of the significance of the listed building as a whole.

- 7.17. Closely linked, is the proposal to lower the floor levels within the over-carriageway extension to match those of the main cottage. The existing levels are the product of the need to gain additional height within the lower ground floor carriageway and the floor and ceiling joists appear to date from the mid-19<sup>th</sup> century when the extension was initially built. The difference in floor levels in this secondary and later part of the building is not considered, however, to contribute to its overall historical and evidential significance; as indicated above, the over-carriageway extension will remain a clearly discernible later addition both internally and externally and so this proposal is not considered to be detrimental to an understanding of the development of the building. The mid-19<sup>th</sup> century floor and ceiling joists will be re-used and so there will be little if any removal of historic fabric. **These proposals within the carriageway extension are therefore considered to have a minimal and neutral impact on the significance of the listed building.**
- 7.18. It is proposed to replace all windows throughout the building and to replace them with appropriate timber sash windows more appropriate in design to the early 19<sup>th</sup> century character of the building. None of the existing windows are of any historic interest, all dating from the mid to late 20<sup>th</sup> century with horns and crisp glazing bars. The proposal will not therefore harm any historic fabric and so will have a **neutral impact on the significance of the listed building and on the character and appearance of the Conservation Area.**
- 7.19. It is also proposed to remove all cornicing, doors, skirting, architraves, fireplaces and architectural detailing and to replace them with more appropriately designed examples. The existing joinery, plasterwork and doors all date from the mid to late 20<sup>th</sup> century; whilst early 19<sup>th</sup> century in style, they are considered to be inappropriate given the status of the building originally as a worker's cottage and detract from an appreciation and understanding of the hierarchy of the internal spaces. The proposal will therefore constitute a significant enhancement in the ability to appreciate and understand the significance of the listed building and so will have a **minimal and positive impact on its significance.**

### Summary of Impact

- 7.20. Overall it is considered there would be a **minimal and neutral to positive impact** on the significance of the Grade II listed building at 99 South End Road, on the character and appearance of the Hampstead Conservation Area, and on the settings of other nearby heritage assets. The proposals are considered to have responded positively to the comments provided by the Conservation Officer at the pre-application and subsequent negotiations and affect almost exclusively non-original fabric and plan form of little if any significance, which are largely the result of substantial alterations in 1951 and 1988. The installation of a contemporary conservatory extension to the rear elevation and a contemporary replacement staircase within the over-carriageway extension are not considered to be out of context given the development history of the building, whilst the other proposals will cause no harm to the identified fragmentary significant historic fabric and plan form of the building. Any perceived detriment as a result of the minimal

loss historic masonry to create new door openings is considered to be outweighed by the enhancement to an understanding of the significance of the building brought about by the removal of incongruous and detrimental features within the original footprint of the building and to the principal front elevation, and the better revealing of the proportionality of the original principal spaces.

## 8.0. POLICY COMPLIANCE AND JUSTIFICATION STATEMENT

### 8.1. Camden Local Plan (2017)

8.1.1. The Local Plan was adopted by the Council in 3 July 2017 and has replaced the Core Strategy and Camden Development Policies documents as the basis for planning decisions and future development in the borough.

8.1.2. **Policy D1** deals with design:

*The Council will seek to secure high quality design in development. The Council will require that development:*

- *a. respects local context and character;*
- *b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;*

This Heritage Statement has assessed in detail the local context of the subject site and how the design of the proposals has successfully address the site and its surroundings, particularly in protecting the significance of the Grade II listed 99 South End Road.

The proposal has taken into account the heritage significance values of the subject site, the settings of nearby heritage assets and character and appearance of the Hampstead Conservation Area. The proposed new rear conservatory extension and pergola have been designed to the highest standards in order to integrate them fully to the statutorily listed building by adopting a high-quality visually “lightweight” design appropriate to the rear garden setting. The new conservatory has been designed in a modern idiom to sit comfortably and subordinately alongside the rear elevation of the cottage and the elevation of the curtilage listed former stables building. The proposed conservatory will have minimal physical and visual impact on the listed building by nature of its independent steel structure and full-height glazing. The proposed depth will not exceed that of the existing conservatory, whilst the width has been limited to the two bays of the main house. The solid green roof will enhance the garden character of the rear garden setting of the listed building in views from the windows of the upper storeys, whilst a 900mm glazed band between the green roof and the rear elevation will make it a visually independent subordinate addition whereby the rear elevation will remain clearly readable. The proposed high-quality internal staircase will also use a contemporary design; it is considered that a contemporary approach within the carriageway extension of the house is appropriate and based on an understanding of the significance of the listed building as a whole. The proposals are considered to sustain and enhance the significance of the listed subject site without causing any adverse impacts. Therefore, the proposals comply with Policy D1 by respecting the local context and preserving and enhancing the historic environment.

8.1.3. **Policy D2** deals with heritage:

*The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal convincingly outweigh that harm.*

The proposals are considered to cause no harm to the significance of the Grade II statutorily listed subject site, the character and appearance of the Hampstead Conservation Area and to the settings of other nearby heritage assets. The scheme offers a number of enhancements which will benefit the heritage values of the building and enhance the character and appearance of the Conservation Area, and which are considered to outweigh any perceived detriment:

- The better appreciation and understanding of the physical and visual synergy between the front garden through to the former stables building via the former carriageway by appropriate landscaping and surface treatment;
- The enhancement of the aesthetic appearance and character of the principal front elevation of the main house and former stables building by the removal of uncomfortable and unsightly later additions and the reinstatement of more traditional and subservient features;
- The removal of the incongruous built-in fixtures and 1950s partitions and the better revealing of the original proportions of the principal spaces;
- The reinstatement of more appropriate doors, fireplaces, skirting, cornicing and architectural detailing throughout the building which will better reveal the significance of the listed building and an understanding of the hierarchy of its internal spaces;
- The provision of enhanced landscaping to the front garden area.

**Conservation Areas**

*In order to maintain the character of Camden's conservation areas, the Council will take account of conservation area statements, appraisals and management strategies when assessing applications within conservation areas. The Council will:*

- *e. require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;*
- *h. preserve trees and garden spaces which contribute to the character and appearance of a conservation area or which provide a setting for Camden's architectural heritage.*

The context of the subject site has been assessed fully in relation to its somewhat secluded location within the Hampstead Conservation Area, particularly the Downshire Hill Sub-Area which is defined by a combination of large detached villas and small cottages unified through the common use of materials and classical architectural detailing. The proposals are considered to preserve and enhance the character and appearance of the Conservation Area. The long front garden with its mature landscaping, which is a characteristic of this part of the Conservation Area on the edge of the Heath, will be sustained and enhanced by appropriate re-landscaping and the reduction in the width of the driveway and its re-surfacing with natural stone; this will continue to slope down to lower ground floor level at the former carriageway entrance (new traditional timber doors reinstated) with appropriately designed steps. Proposals to enhance the appearance of the principal front elevation of the house and hence also the character of the Conservation Area include the removal of the poor-quality and uncomfortable pitched roof to the carriageway extension, the 1950s toilet casement window, and the provision of more appropriately designed timber sash windows throughout the building. The proposed rear conservatory extension and pergola will be almost imperceptible from within the Conservation Area owing to the enclosed situation of the rear garden.

### **Listed Buildings**

*Listed buildings are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. To preserve or enhance the borough's listed buildings, the Council will:*

- *i. resist the total or substantial demolition of a listed building;*
- *j. resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the building; and*
- *k. resist development that would cause harm to significance of a listed building through an effect on its setting.*

The proposals have been based on a detailed understanding of the history and development of the statutorily listed building which has informed an understanding and appreciation of the relative significance of its constituent elements. The proposals are considered to preserve and enhance the heritage values identified in this Heritage Statement. The proposals will affect mostly unoriginal and modern alterations, fixtures and fittings which are of little or no significance, or which detract from an appreciation and understanding of the significance of the listed building and the hierarchy of the internal spaces. This includes the 1950s somewhat pretentious and over-grand staircase and partitions to the ground floor within the main cottage and the uncomfortable roof of the carriageway extension. The proposals to replace the existing 1950s staircase and to lower the floor levels within the over-carriageway extension are not considered to harm any historic fabric of plan form of significance; indeed, by adopting a more contemporary approach in this part of the building will enhance an understanding of the its morphological development as a distinct later addition. An appreciation and understanding of the former carriageway at lower ground floor level will be sustained and enhanced by the provision of traditional timber doors to the front elevation and a continuous natural stone paved driveway leading through the passageway to the former stables building to the rear. The creation of a new doorway into this space from the main cottage would involve minimal loss of historic masonry within a secondary space of the house. The design of the proposed rear conservatory extension and glazed pergola to the former stables building are considered to be high-quality visually subservient additions which will have minimal impact. The reinstatement of traditional timber carriage doors to the former stables building will enhance the appearance and an appreciation of the former uses of this curtilage listed building. There will therefore be no harm to the special architectural and historic interest of the statutorily listed building.

**The proposals therefore comply with Policy D2 in relation to Conservation Areas and Listed Buildings, and in offering heritage benefits to outweigh any perceived detriment.**

## **8.2. London Plan (2016)**

8.2.1. The London Plan is the overall strategic plan for London, and it sets out a fully integrated economic, environmental, transport and social framework for the development of the capital to 2036. Chapter 7 sets out policies on a range of issues about the places and spaces in which Londoners live, work and visit. The policies are designed to create a city of diverse, strong, secure and accessible neighbourhoods, and a city that delights the senses which has the best of modern architecture while also making the most of London's built heritage (London Plan, para. 7.1.).

8.2.2. **Policy 7.6** deals with architecture:

**B** Buildings and structures should:

- **a** be of the highest architectural quality
- **b** be of a proportion, scale and orientation that enhances, activates and appropriately defines the public realm

- *c* comprise details and materials that complement, not necessarily replicate, the local architectural character
- *d* not cause unacceptable harm to the amenity of surrounding land and buildings.

The proposal has been designed to the highest standards in order to integrate the new conservatory extension, pergola and internal staircase fully into the historic environment by adopting a high-quality design which remains subordinate to the listed building and its rear garden setting, and causes no harm to any significant historic fabric or plan form. The proposed rear extension, pergola and internal staircase have been designed in a modern idiom which does not seek to replicate the local architectural character; rather the new work designed to have minimal impact on the significance of the listed subject site and on the character and appearance of the Conservation Area. The proposed new rear extension and pergola have been designed to the highest standards and adopted a high-quality elegant “lightweight” design to ensure the new work sits comfortably and subordinately alongside the rear elevation of the cottage and the elevation of the curtilage listed former stables building. The proposed conservatory extension will have minimal physical and visual impact on the listed building by nature of its independent steel structure, the incorporation of a 900mm glazed band to make it appear visually distinct from the rear elevation, and full-height glazing to the garden elevation. The design and the enclosure of the rear garden ensure the new additions will be virtually imperceptible from surrounding buildings; the solid green roof of the proposed extension will enhance the garden character of the rear garden setting of the listed building in views from the windows of the upper storeys. The proposal therefore complies with Policy 7.6.

8.2.3. **Policy 7.8** deals with heritage assets and archaeology:

- **A** London's heritage assets and historic environment, including listed buildings, registered historic parks and gardens and other natural and historic landscapes, conservation areas, World Heritage Sites, registered battlefields, scheduled monuments, archaeological remains and memorials should be identified, so that the desirability of sustaining and enhancing their significance and of utilising their positive role in place shaping can be taken into account.
- **C** Development should identify, value, conserve, restore, re-use and incorporate heritage assets, where appropriate.
- **D** Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.

The proposals have been based on a detailed understanding of the heritage significance of the subject site, the history and development of the local area, and the character and appearance of the Conservation Area. The proposals recognise the historical, aesthetic and setting values of the building and the positive contribution the front elevation makes to the character and appearance of the Conservation Area. The proposed new extension and internal and external alterations will affect largely modern fabric and secondary areas of the house; they are subordinate to the historic interest of the listed building and allow the original plan form to be better understood and appreciated. The proposals therefore comply with Policy 7.8 of the London Plan.

### 8.3. The National Planning Policy Framework (February 2019)

- 8.3.1. The revised National Planning Policy Framework (NPPF) was introduced in February 2019 and provides a full statement of the Government's planning policies.
- 8.3.2. The NPPF contains a presumption in favour of sustainable development sympathetic to the conservation of designated heritage. The government's definition of sustainable development is one that incorporates all the relevant policies of the Framework, including the protection and enhancement of the historic environment.
- 8.3.3. Relevant NPPF Policies are found in Section 12 "Achieving Well-Designed Places" and Section 16 "Conserving and Enhancing the Historic Environment".
- 8.3.4. Paragraph 124 states that *"Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities"*. Section 12 goes on to outline the core expectations for good design and the importance of engagement between stakeholders relating to design:

*Paragraph 127. Planning policies and decisions should ensure that developments:*

- *a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- *b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- *c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);*
- *d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;*

*Paragraph 131. In determining applications, great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.*

The tenets of these paragraphs support the importance of good design in relation to conserving and enhancing the historic environment in Section 16:

*Paragraph 192. In determining applications, local planning authorities should take account of:*

- *c) the desirability of new development making a positive contribution to local character and distinctiveness.*

The proposal has taken into account the heritage significance values of the subject site, the settings of nearby heritage assets and character and appearance of the Hampstead Conservation Area. The proposed new rear conservatory extension and pergola have been designed to the highest standards in order to integrate them fully to the statutorily listed building by adopting a high-quality elegant "lightweight" design. The new work has been designed in a modern idiom to sit comfortably and subordinately alongside the rear elevation of the cottage and the elevation of the curtilage listed former stables building. The proposed conservatory extension will have minimal physical and visual impact on the listed building by nature of its independent steel structure and full-height glazing. The proposed depth will not exceed that of the existing conservatory, whilst the width will reflect the two bays of the main house. The solid green roof will enhance the garden character of the rear garden setting of the listed building in views from the windows of the upper storeys, whilst a 900mm glazed band between the green

roof and the rear elevation will make it a visually independent subordinate addition whereby the rear elevation will remain clearly readable. The proposed high-quality replacement staircase will also use a contemporary design; it is considered that a contemporary approach within the over-carriageway extension of the house is appropriate and based on an understanding of the significance of the listed building as a whole. The proposals are considered to sustain and enhance the significance of the listed subject site without causing any adverse impacts. Therefore, the proposals comply with Section 12 of the NPPF 'Achieving Well-Designed Places.

- 8.3.5. Section 16 deals with Conserving and Enhancing the Historic Environment. Paragraph 184 states that heritage assets "an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations".

*Paragraph 194. Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:*

- *a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;*
- *b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II\* listed buildings, grade I and II\* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.*

It is considered that the proposal would not cause any damage or loss of significance to the statutorily listed building, or the Hampstead Conservation Area. No. 99 embodies medium historical value and low to medium aesthetic value; the interior contributes minimally to the overall heritage significance of the statutorily listed building owing to substantial previous loss of historic fabric and plan form. Efforts have been made as far as possible to reinstate a better understanding of the original plan form. The proposals will affect mostly unoriginal and modern alterations, fixtures and fittings which are of little or no significance, or which detract from an appreciation and understanding of the significance of the listed building, including the internal partitions to the ground floor, the floor levels and 1950s staircase within the carriageway extension, and the uncomfortable roof of the carriageway extension. The design of the proposed rear conservatory extension and pergola are considered to be high-quality visually subservient additions which will have minimal impact. There will therefore be a minimal and neutral to positive impact on the significance of the listed building, and its contribution to the character and appearance of the Conservation Area. Therefore, it is argued that the proposals will not cause substantial loss or harm to the significance and setting of any heritage assets.

*Paragraph 196. Where a development proposal 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, where appropriate, securing its optimum viable use.*

The proposals are considered to cause no harm to the significance of the Grade II statutorily listed subject site, the character and appearance of the Hampstead Conservation Area and to the settings of other nearby heritage assets. The scheme offers a number of enhancements which will benefit the heritage values of the building and enhance the character and appearance of the Conservation Area, and which are considered to outweigh any perceived detriment:

- The better appreciation and understanding of the physical and visual synergy between the front garden through to the former stables building via the former carriageway by appropriate landscaping and surface treatment;

- The enhancement of the aesthetic appearance and character of the principal front elevation of the main house and former stables building by the removal of uncomfortable and unsightly later additions and the reinstatement of more traditional and subservient features;
- The removal of the incongruous built-in fixtures and 1950s partitions and the better revealing of the original proportions of the principal spaces;
- The reinstatement of more appropriate doors, fireplaces, skirting, cornicing and architectural detailing throughout the building which will better reveal the significance of the listed building and an understanding of the hierarchy of its internal spaces;
- The provision of enhanced landscaping to the front garden area.

*Paragraph 200. Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.*

The impact of the proposal has been assessed in conjunction with the effects on the character, distinctiveness and significance of the historic environment. The proposal will sustain the elements which contribute positively to the character and appearance of the Conservation Area, hence causing no harm. Opportunities for enhancements which will better reveal the significance of the Conservation Area and the contribution the subject site makes to it include: the removal of the poor-quality and uncomfortable pitched roof to the over-carriageway extension, the 1950s toilet casement window, the provision of more appropriately designed timber sash windows throughout the building, the reduction in the width of the driveway and providing it with a natural stone covering leading to the former carriageway, and the enhanced landscaping to the front garden. The proposed rear conservatory extension and pergola will be almost imperceptible from within the Conservation Area owing to the enclosed situation of the rear garden.

#### **8.4. National Planning Guidance (PPG)**

8.4.1. Revised in July 2019, the PPG is an online guidance resource which is updated continuously.

#### **8.4.2. Paragraph: 002 Reference ID: 18a-002-20190723 - What is meant by the conservation and enhancement of the historic environment?**

- *The conservation of heritage assets in a manner appropriate to their significance is a core planning principle...Conservation is an active process of maintenance and managing change. It requires a flexible and thoughtful approach to get the best out of assets...In the case of buildings, generally the risks of neglect and decay of heritage assets are best addressed through ensuring that they remain in active use that is consistent with their conservation. Ensuring such heritage assets remain used and valued is likely to require sympathetic changes to be made from time to time.*

The proposals recognise that the conservation of heritage assets must be in a manner appropriate to its determined significance and that heritage assets are an irreplaceable resource. Equally important is the definition of 'conservation' as the 'active process of maintenance and managing change'. This is implicit in the appropriate works to the Grade II statutorily listed subject site by nature of limiting proposals to

spaces and fabric of limited significance and offering enhancements which will better reveal the significance of the cottage and its curtilage listed former stables building.

**8.4.3. Paragraph: 008 Reference ID: 18a-008-20190723 - How can proposals avoid or minimise harm to the significance of a heritage asset?**

- *Understanding the significance of a heritage asset and its setting from an early stage in the design process can help to inform the development of proposals which avoid or minimise harm. Analysis of relevant information can generate a clear understanding of the affected asset, the heritage interests represented in it, and their relative importance.*

A detailed significance assessment has been undertaken as part of this application and its findings incorporated into the scheme. Visual inspection of the building informed constraints and opportunities and there was a conscious effort to minimise the impact of the proposed works upon the significance of the statutorily listed subject site, and on the character and appearance of the Hampstead Conservation Area and the settings of nearby heritage assets.

## 9.0. CONCLUSION

- 9.1. The proposals have been designed so as to cause no harm to the statutorily listed 99 South End Road. The subject site possesses medium historical value, low to medium aesthetic value and low evidential and communal values, as well as a setting of medium value. The proposals will both preserve and enhance these values; the proposals have been designed in an appropriate and sympathetic manner to sustain and enhance an understanding and appreciation of the significance of the building.
- 9.2. The proposals are considered to have responded positively to the comments and concerns raised by the Conservation Officer during the pre-application and subsequent negotiations, particularly in relation to the design of the rear conservatory extension, the pergola link to the former stables, and the roof of the over-carriageway extension. The high-quality design of the proposed single-storey conservatory extension and pergola ensures there will be minimal impact on the significance of the listed building and that the additions will be subordinate to the rear elevation of the main house and front elevation of the curtilage listed former stables. The proposed parapeted flat roof to the over-carriageway extension will remove the uncomfortable and inept existing pitched roof and replace with a well-considered structure will enhance the appearance of the front elevation from the public realm and enhance the degree of visual separation of the subject site from No. 101. The internal proposals, including the lowering of the floor levels within the over-carriageway extension and the installation of a new staircase to all floors, have been based on a thorough understanding of the significance and development of the listed building in order to ensure that no fabric or plan form of significance will be harmed.
- 9.3. The proposals are considered to have a minimal and neutral to positive impact on the significance of the Grade II statutorily listed subject site, on the character and appearance of the Hampstead Conservation Area and on the settings of other nearby heritage assets. The scheme offers a number of enhancements which will benefit the heritage values of the building and enhance the character and appearance of the Conservation Area, and which are considered to outweigh any perceived detriment:

- The better appreciation and understanding of the physical and visual synergy between the front garden through to the former stables building via the former carriageway by appropriate landscaping and surface treatment;
- The enhancement of the aesthetic appearance and character of the principal front elevation of the main house and former stables building by the removal of uncomfortable and unsightly later additions and the reinstatement of more traditional and subservient features;
- The removal of the incongruous built-in fixtures and 1950s partitions and the better revealing of the original proportions of the principal spaces;
- The reinstatement of more appropriate doors, fireplaces, skirting, cornicing and architectural detailing throughout the building which will better reveal the significance of the listed building and an understanding of the hierarchy of its internal spaces;
- The provision of enhanced landscaping to the front garden area.

9.4. The applicant has recognised the importance of performing investigations and analysis necessary for the assessment of the effects of the proposed works on the special interest of the surrounding heritage assets. This approach has been beneficial with regard to the process of acknowledging the best practice guidance as outlined in the NPPF and in local policies. It is considered that the information provided in this Heritage Statement is proportionate to the exceptional significance of the subject site. It sets out an appropriate level of detail sufficient to understand the potential heritage implications of the proposals in accordance with the proportionate approach advocated by Paragraph 189 of the NPPF.

9.5. The proposal is considered to sustain the special historic and architectural interest of the statutorily listed building by preserving those elements of significance that have been identified as contributing to that special interest and removing those elements which are detrimental to that interest. It is therefore concluded that the proposed works satisfy the relevant clauses of the NPPF. These are consistent with the spirit of local, regional and national planning policies and conservation principles.

## APPENDIX 1: LIST DESCRIPTION

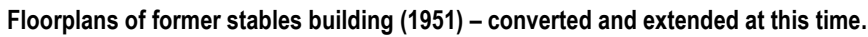
**Statutory Address:** 97 AND 99, SOUTH END ROAD

**County:** Greater London Authority

**District:** Camden (London Borough)

GV II

Pair of terraced cottages, No.99 with 1st floor extension linking to No.101 and forming a carriage entrance. Early C19. Stucco with plain 1st floor sill band. Slate roofs with boxed out eaves. 2 storeys and semi-basement. 1 window each plus central blind window. Entrances with C20 trellised hoods to half glazed doors. Ground floor casements in shallow round-arched recesses with cast-iron balconies. 1st floor sashes. INTERIORS: not inspected.

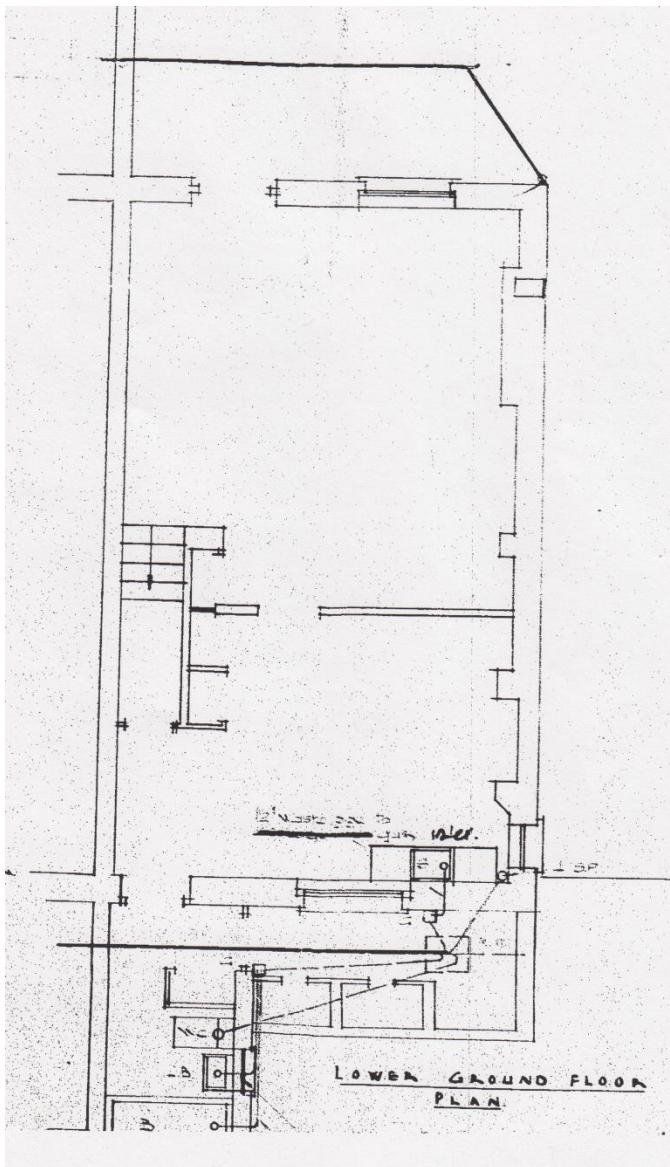




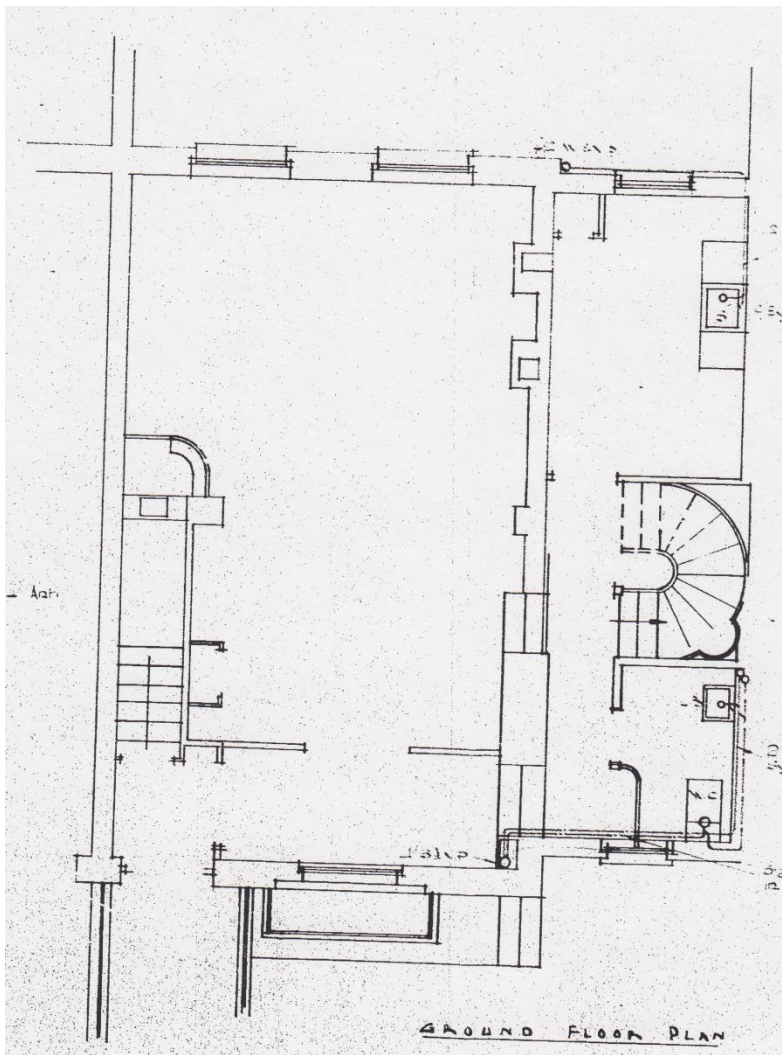
Front elevation (1951) with new toilet window above carriageway.



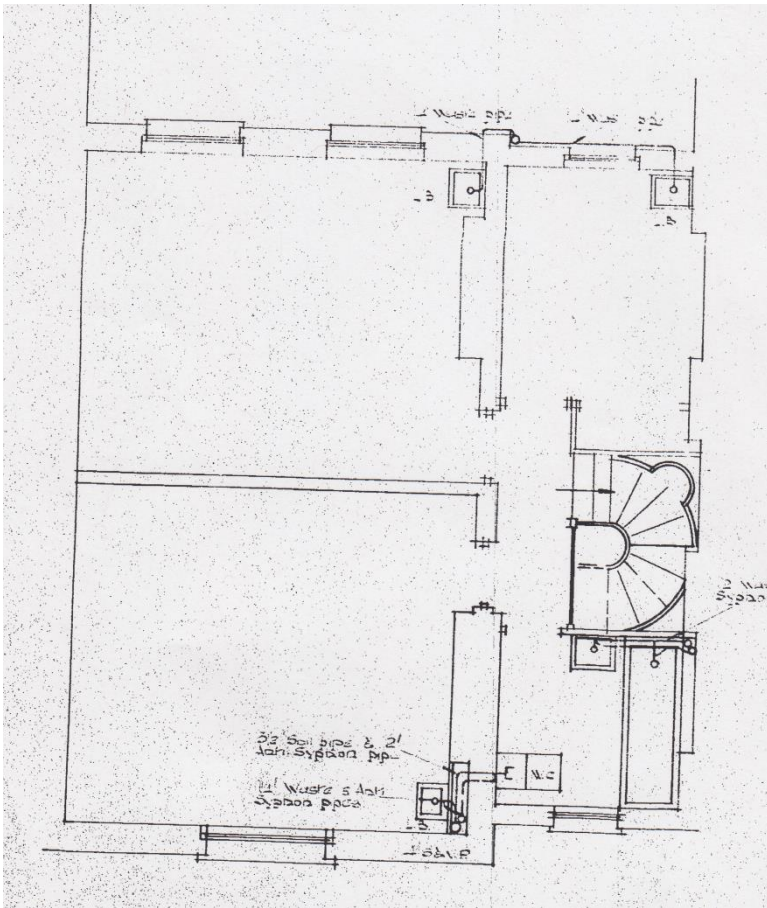
Rear elevation (1951) with new windows to the eastern bay of the cottage and removed "closet wing".



Lower ground floor (1951) – removed spine wall, new partitions and new staircase to ground floor.

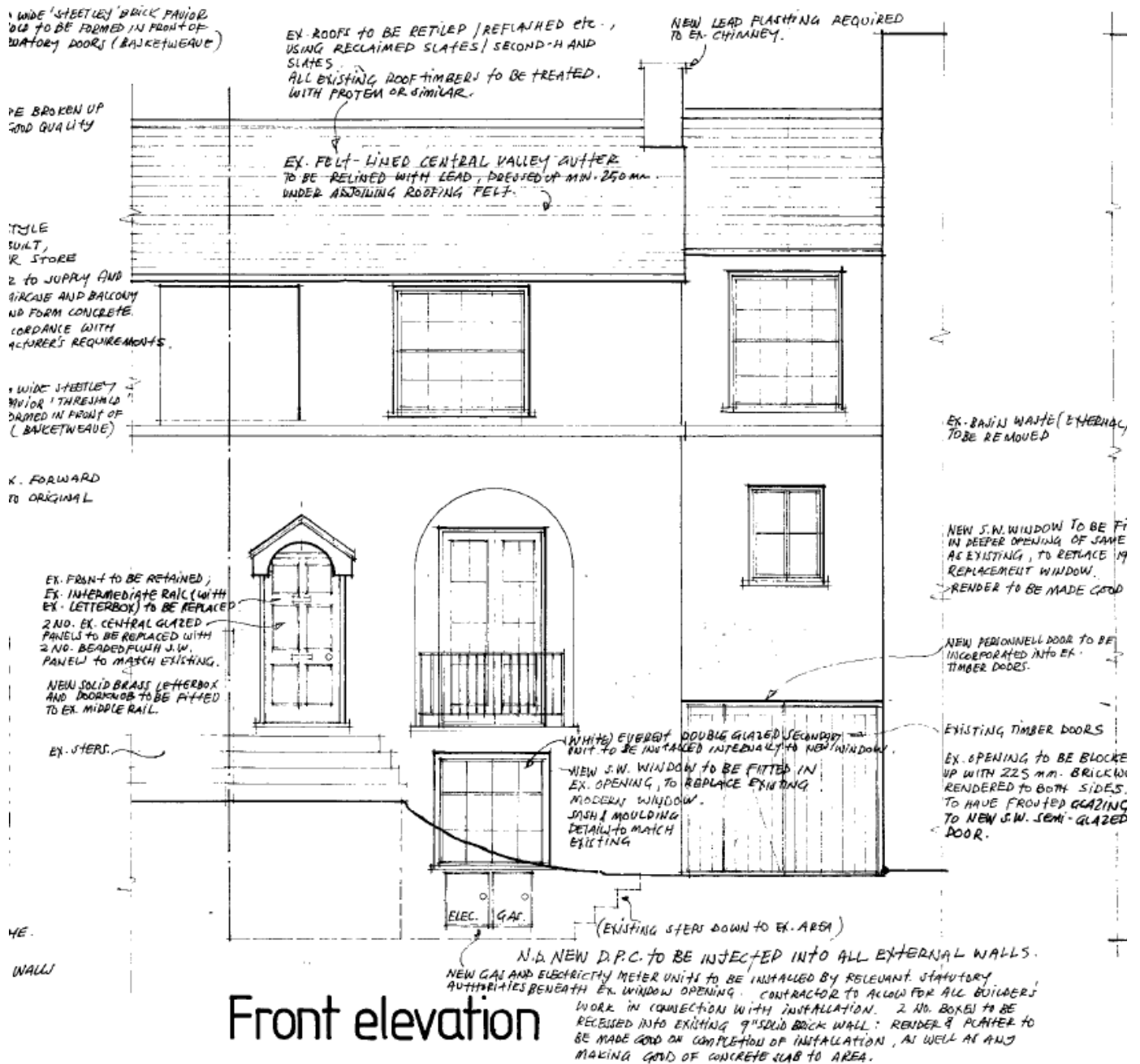


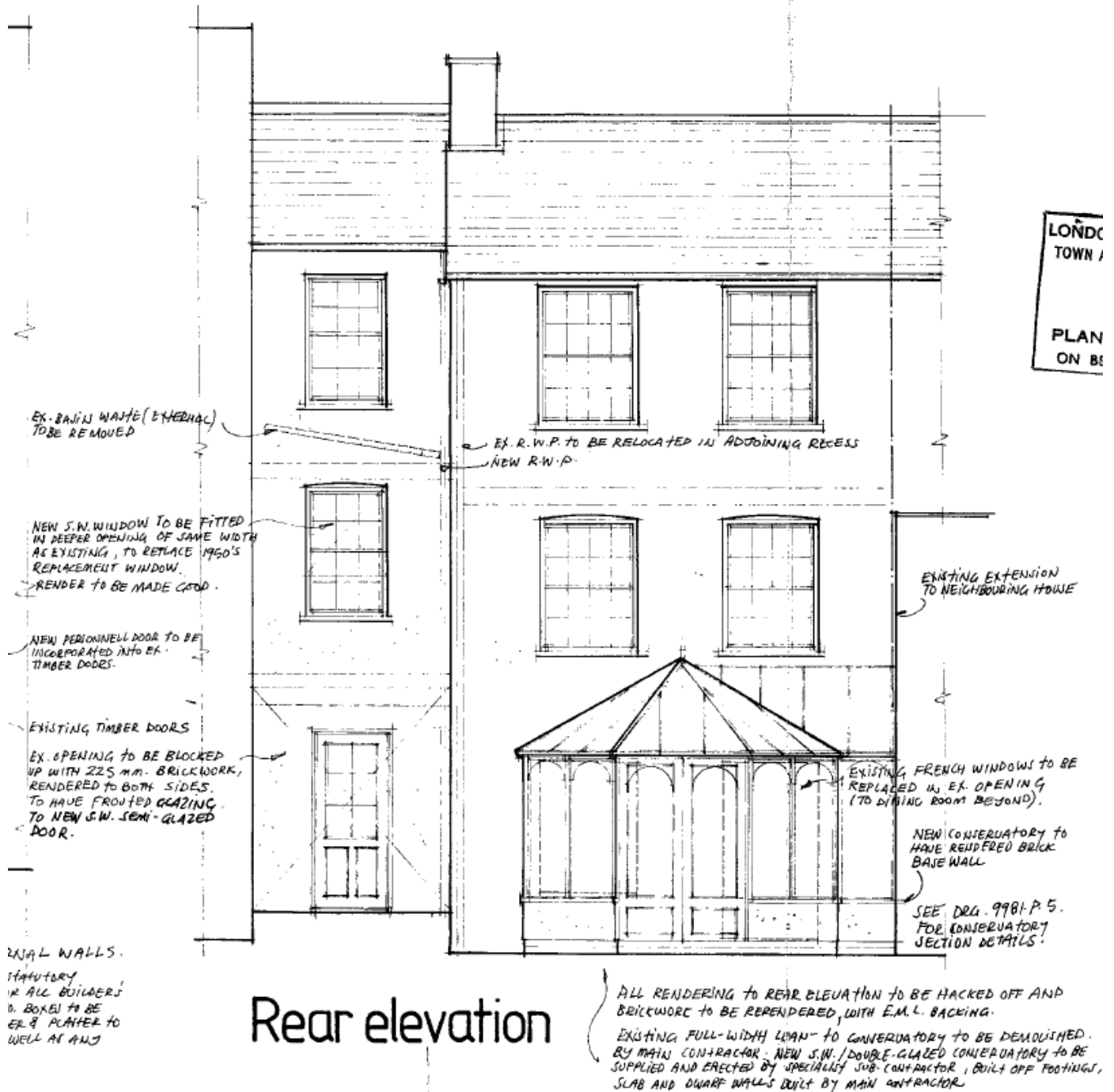
Ground floor plan (1951) – removal of spine wall, new partition to create entrance hall, new stair enclosure, new staircase to the first floor.



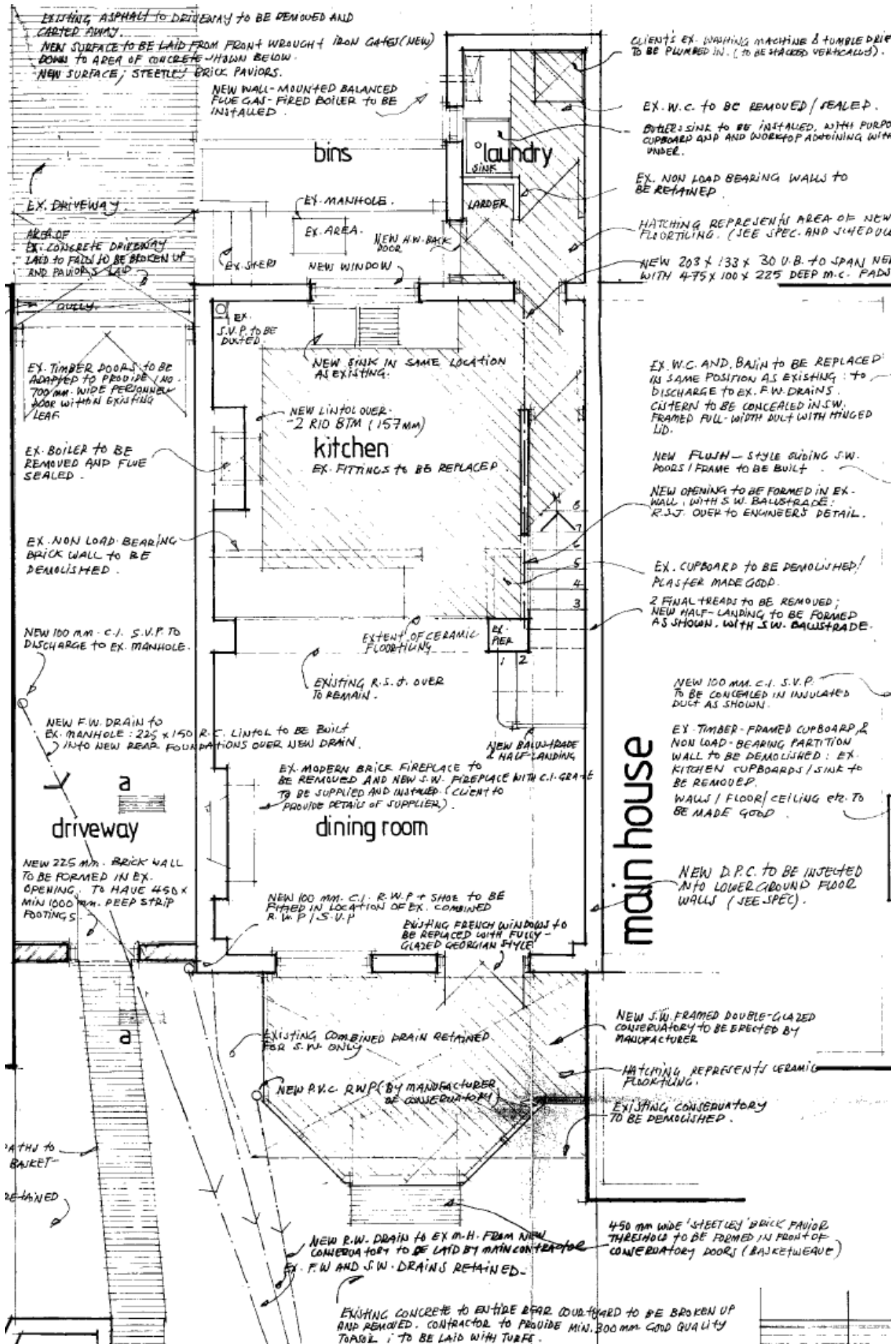
First floor plan (1951) – removed stairs from ground floor, new stairs from ground floor.

## APPENDIX 3: 1988 DRAWINGS (AS PROPOSED)

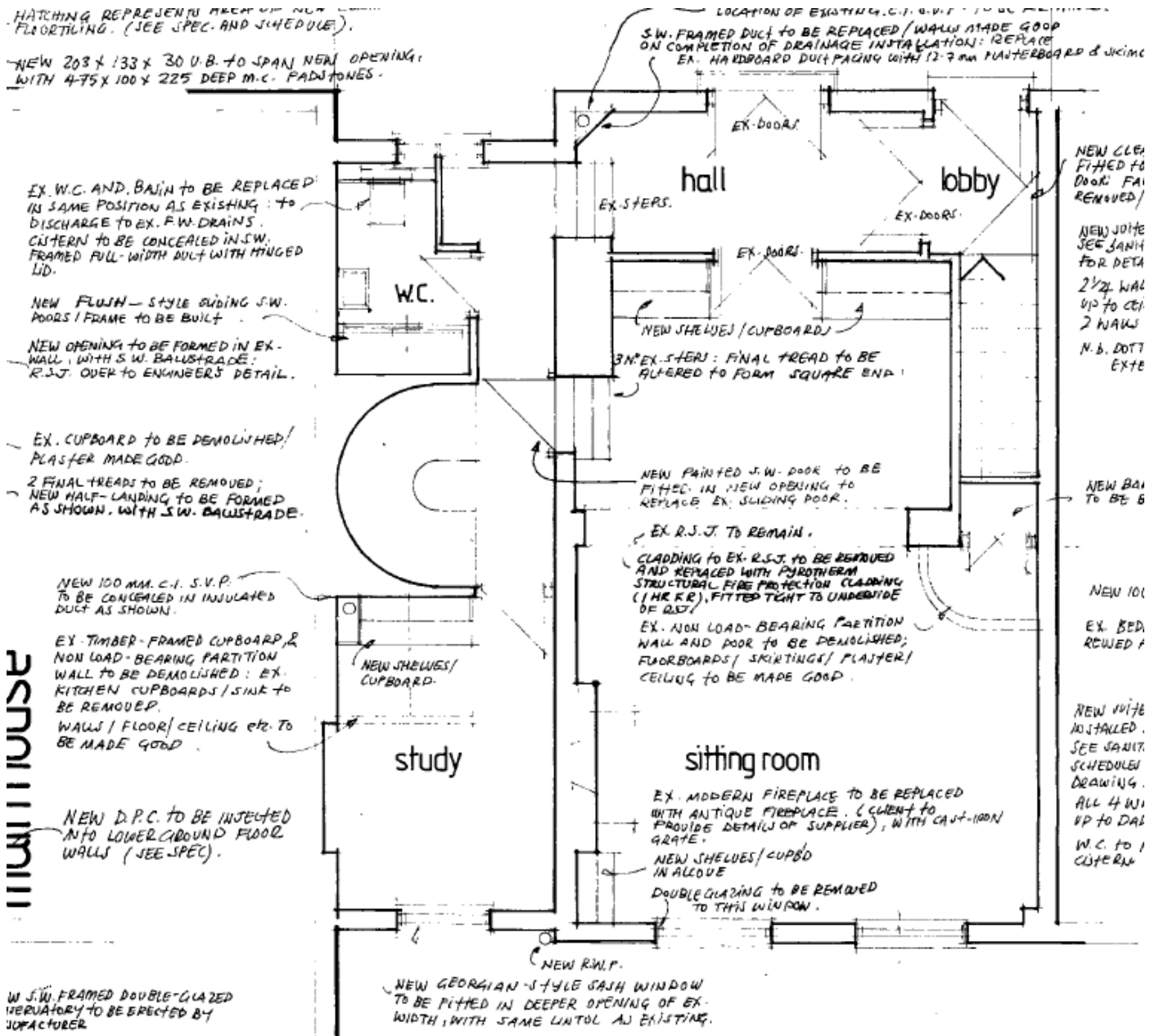




## 99 South End Road Heritage Statement (August 2019)



### Lower Ground Floor Plan



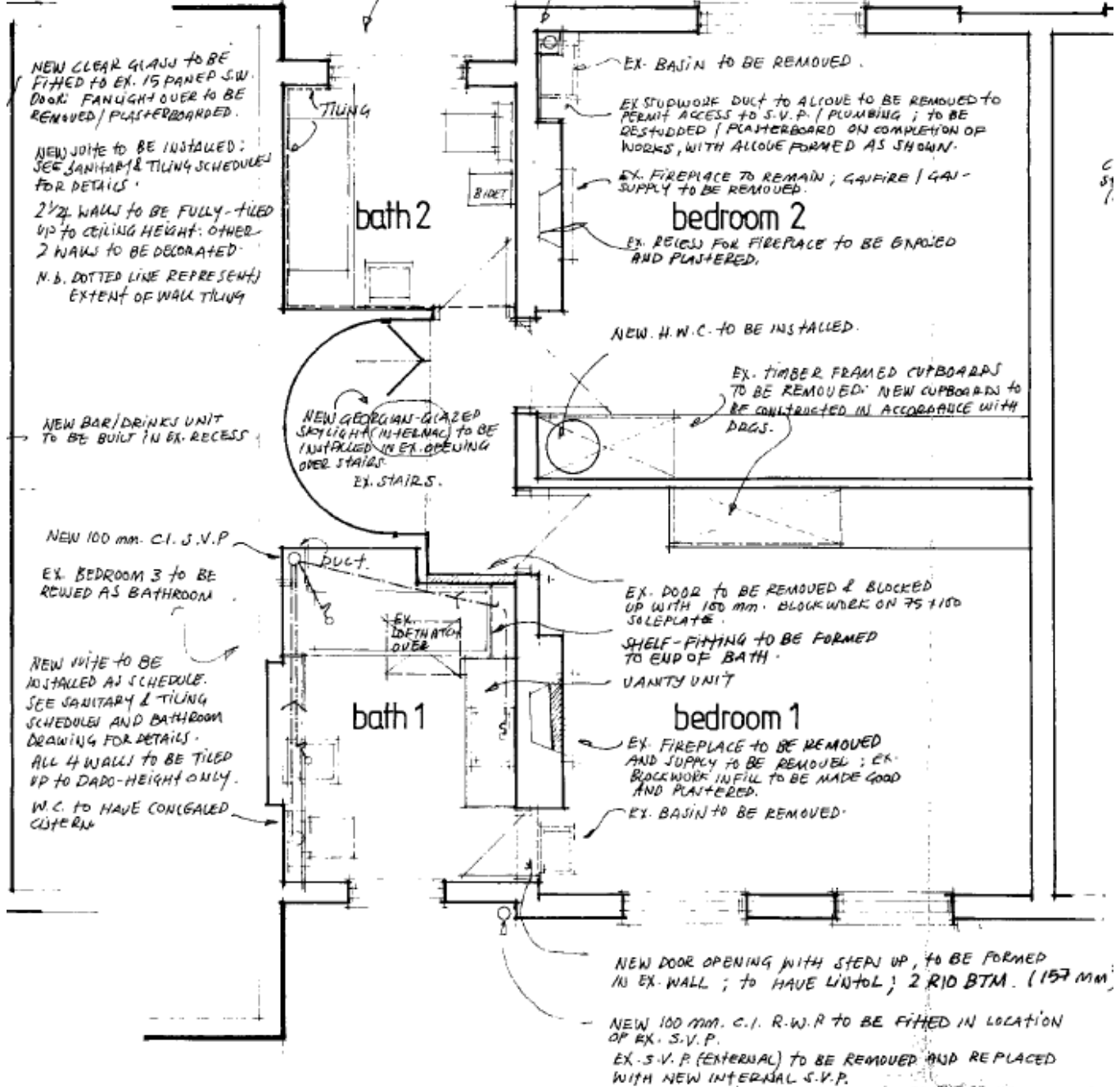
Ground Floor

PAINED.

AND VICINITY.

EXISTING BATH, BASIN & W.C.  
TO BE REPLACED IN SAME  
LOCATIONS, CONNECTED TO EX.  
F.W. DRAINAGE.  
NEW BIKE TO BE FITTED.

EX. C.I. S.V.P.  
TO BE REMOVED.



First Floor

## **APPENDIX 4: NATIONAL GUIDANCE (THE SETTING OF HERITAGE ASSETS, DECEMBER 2017)**

This note gives assistance concerning the assessment of the setting of heritage assets. Historic England recommends the following broad approach to assessment, undertaken as a series of steps that apply proportionately to the complexity of the case, from straightforward to complex:

### **Step 1: Identify which heritage assets and their settings are affected.**

The setting of a heritage asset is 'the surroundings in which a heritage asset is experienced'. Where that experience is capable of being affected by a proposed development (in any way) then the proposed development can be said to affect the setting of that asset. The starting point of the analysis is to identify those heritage assets likely to be affected by the development proposal.

### **Step 2: Assess the degree to which these settings make a contribution to the significance of the heritage asset(s) or allow significance to be appreciated.**

This assessment of the contribution to significance made by setting will provide the baseline for establishing the effects of a proposed development on significance. We recommend that this assessment should first address the key attributes of the heritage asset itself and then consider:

- the physical surroundings of the asset, including its relationship with other heritage assets
- the asset's intangible associations with its surroundings, and patterns of use
- the contribution made by noises, smells, etc to significance, and
- the way views allow the significance of the asset to be appreciated

### **Step 3: Assess the effects of the proposed development, whether beneficial or harmful, on that significance or on the ability to appreciate it.**

The wide range of circumstances in which setting may be affected and the range of heritage assets that may be involved precludes a single approach for assessing effects. Different approaches will be required for different circumstances. In general, however, the assessment should address the attributes of the proposed development in terms of its:

- location and siting
- form and appearance
- wider effects
- permanence

### **Step 4: Explore ways to maximise enhancement and avoid or minimise harm.**

Enhancement may be achieved by actions including:

- removing or re-modelling an intrusive building or feature

- replacement of a detrimental feature by a new and more harmonious one
- restoring or revealing a lost historic feature or view
- introducing a wholly new feature that adds to the public appreciation of the asset
- introducing new views (including glimpses or better framed views) that add to the public experience of the asset, or
- improving public access to, or interpretation of, the asset including its setting

Options for reducing the harm arising from development may include the repositioning of a development or its elements, changes to its design, the creation of effective long-term visual or acoustic screening, or management measures secured by planning conditions or legal agreements. For some developments affecting setting, the design of a development may not be capable of sufficient adjustment to avoid or significantly reduce the harm, for example where impacts are caused by fundamental issues such as the proximity, location, scale, prominence or noisiness of a development. In other cases, good design may reduce or remove the harm, or provide enhancement. Here the design quality may be an important consideration in determining the balance of harm and benefit.

#### **Step 5: Make and document the decision and monitor outcomes.**

It is good practice to document each stage of the decision-making process in a non-technical and proportionate way, accessible to non-specialists. This should set out clearly how the setting of each heritage asset affected contributes to its significance or to the appreciation of its significance, as well as what the anticipated effect of the development will be, including of any mitigation proposals.

### Assessment Step 2 Checklist

The starting point for this stage of the assessment is to consider the significance of the heritage asset itself and then establish the contribution made by its setting. The following is a (non-exhaustive) check-list of potential attributes of a setting that may help to elucidate its contribution to significance. It may be the case that only a limited selection of the attributes listed is likely to be particularly important in terms of any single asset.

#### The asset's physical surroundings

- Topography
- Aspect
- Other heritage assets (including buildings, structures, landscapes, areas or archaeological remains)
- Definition, scale and 'grain' of surrounding streetscape, landscape and spaces
- Formal design eg hierarchy, layout
- Orientation and aspect
- Historic materials and surfaces
- Green space, trees and vegetation
- Openness, enclosure and boundaries
- Functional relationships and communications
- History and degree of change over time

#### Experience of the asset

- Surrounding landscape or townscape character
- Views from, towards, through, across and including the asset
- Intentional intervisibility with other historic and natural features
- Visual dominance, prominence or role as focal point
- Noise, vibration and other nuisances
- Tranquillity, remoteness, 'wildness'
- Busyness, bustle, movement and activity
- Scents and smells
- Diurnal changes
- Sense of enclosure, seclusion, intimacy or privacy
- Land use
- Accessibility, permeability and patterns of movement
- Degree of interpretation or promotion to the public
- Rarity of comparable survivals of setting
- Cultural associations
- Celebrated artistic representations
- Traditions

### Assessment Step 3 Checklist

The following is a (non-exhaustive) check-list of the potential attributes of a development affecting setting that may help to elucidate its implications for the significance of the heritage asset. It may be that only a limited selection of these is likely to be particularly important in terms of any particular development.

#### Location and siting of development

- Proximity to asset
- Position in relation to relevant topography and watercourses
- Position in relation to key views to, from and across
- Orientation
- Degree to which location will physically or visually isolate asset

#### Form and appearance of development

- Prominence, dominance, or conspicuousness
- Competition with or distraction from the asset
- Dimensions, scale and massing
- Proportions
- Visual permeability (extent to which it can be seen through), reflectivity
- Materials (texture, colour, reflectiveness, etc)
- Architectural and landscape style and/or design
- Introduction of movement or activity
- Diurnal or seasonal change

#### Wider effects of the development

- Change to built surroundings and spaces
- Change to skyline, silhouette
- Noise, odour, vibration, dust, etc
- Lighting effects and 'light spill'
- Change to general character (eg urbanising or industrialising)
- Changes to public access, use or amenity
- Changes to land use, land cover, tree cover
- Changes to communications/accessibility/permeability, including traffic, road junctions and car-parking, etc
- Changes to ownership arrangements (fragmentation/permitted development/etc)
- Economic viability

#### Permanence of the development

- Anticipated lifetime/temporariness
- Recurrence
- Reversibility