



HERITAGE STATEMENT FOR

20 WELL ROAD HAMPSTEAD

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1. INTRODUCTION

Corrie Newell Historic Buildings Consultancy (CNHBC) has provided heritage advice for the owners of 18-20 Well Road, part of the former country house, 'The Logs'.

This statement is based upon the proposals for Number 20 Well Road, and is to be read in conjunction with the submission for s73 consent by DWD LLP and 5d Architects.

Corrie Newell is a full member of the Royal Institute of British Architects and of the Institute of Historic Building Conservation, and has over 25 years' experience working with listed buildings.

2. SUMMARY OF PROPOSAL

- 2.1 The application is for minor alterations to the Planning and Listed Building approvals 2018/2456/P and 2017/1848/L at 20 Well Road.
- 2.2 20 Well Road is in residential use and the proposals for lightwells will retain and improve amenity for that optimum viable use.

3. HERITAGE SIGNIFICANCE

- 3.1 20 Well Road comprises the southern corner of The Logs, a substantial late Victorian Villa facing Hampstead Heath. It was subdivided into separate maisonettes in circa 1951/1952.

Designations

- 3.2 20 Well Road was listed Grade II, with the rest of The Logs, on 14th May 1974. The entry is as follows:

The Logs and attached wall and archway

II

Includes: Nos.1, 2 AND 3 CANNON LANE.

Large detached villa now subdivided. c1868. By JS Nightingale. For Edward Gotto who added the wings each side c1876. Built by Charles Till. 1951, divided into maisonettes. Yellow stock brick with red brick and stone dressings and diaper work. Hipped tiled and slated roofs with ornate projecting bracketed eaves and tall, thin ornate chimney-stacks; tower with truncated pyramidal roof (originally with cresting) and round-arched dormer; elaborate masonry finials on corners. Irregular plan. An eccentric mixture of Gothic, Italianate and other styles. Mainly 2 storeys with 4 storey central tower. Irregular fenestration. Entrances mostly altered. Ground floor windows stone canted bays; upper floors round-arched. Elaborate plaque with initials EG on north side of house. INTERIOR: not inspected but some features noted to survive, eg Minton tiles, serpentine and Plymouth rock. Interior of tower with good oval staircase. SUBSIDIARY FEATURES: attached stone capped brick garden wall with dentil cornice (originally surmounted by cast-iron cresting); gabled gateway to No.19 on Well Road with pointed arch opening having keystone inscribed "Lion House" and carved stone lion-like creatures, 2 to each side of gable; base of gateway with paired inset colonnettes and enriched corbels; panelled double doors.

HISTORICAL NOTE: Gotto was a successful civil engineer and developer of land in this part of Hampstead.

- 3.3 The Logs is within the Hampstead Conservation Area. The house is described under the section on Well Road on page 24 of the Hampstead Conservation Area Appraisal as:

Further towards the Heath is The Logs, Nos.17-20, a bizarre pile of turrets, chimneys, gables and bay windows in heavily modelled grey brick built in 1868, by JS Nightingale.

The CAA notes it is a Listed Building and located within Sub-Area 2 Christ Church/Well Walk.

The characteristics of this part of the Conservation Area comprise an *intricate network of lanes and narrow alleyways built on the complex slopes of the land to the east of Heath Street, with an extraordinary variety of building types, ages and styles, ranging from tiny cottages of all ages, grand 18th century houses, Victorian tenements and substantial villas to 20th century council flats and small private houses.*

- 3.4 The Greater London Heritage Environment Record has 32 entries within 100 metres of the Site. The closest comprise other Listed Buildings. The entries are indicated with orange circles on the Heritage Gateway map, which shows no other entries are within the same block:



Figure 1. Heritage Gateway Historic England map of the GLHER entries. The Logs has been circled in red for identification.

Documentary Evidence

- 3.5 Historic maps show that The Logs was one of the last of a group of substantial houses to be built and it encroached upon a former Green.



Figure 2. 1873 OS First Edition Map (surveyed 1864-1865).

- 3.6 The original house was published in 'The Builder' in 1868¹. It cost £9,000 to build and was designed by J.S. Nightingale for Edward Gotto, a local civil engineer and developer.



Figure 3. 1868 Original Entrance Elevation. Number 20 is not visible, behind the left-hand wing.

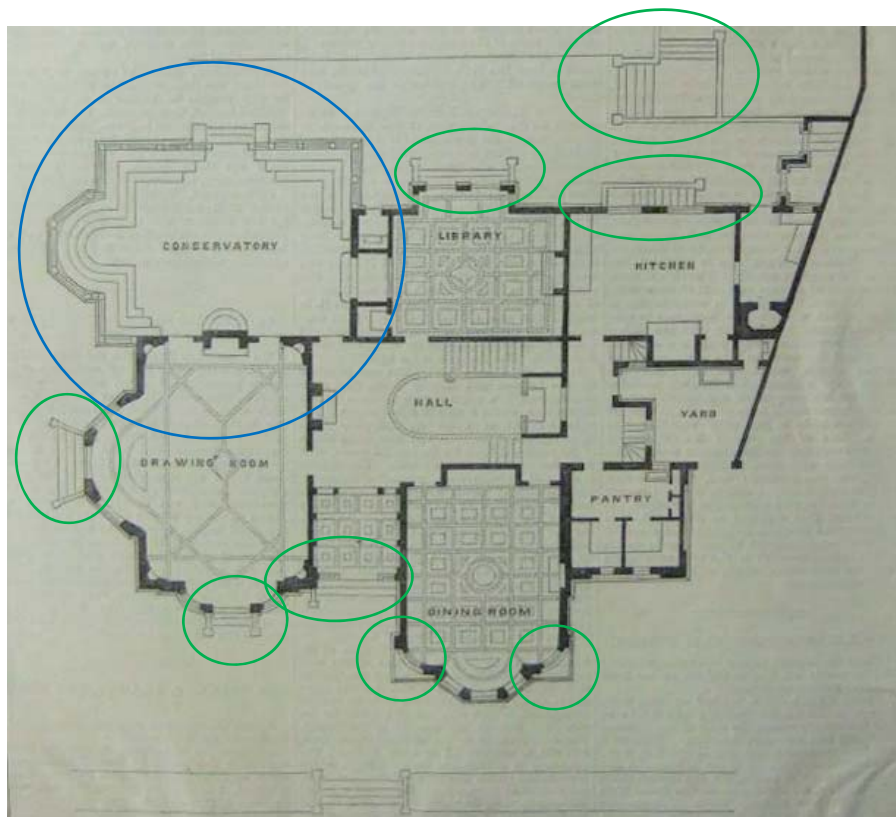


Figure 4. 1868 Original Ground Floor Plan. The Conservatory (circled blue) was located within the space now occupied by number 20. This plan shows that from the beginning, cellars and built changes of external levels were characteristic of the building.

¹ 'The Builder' Magazine, 28 November 1868. Richardson, John (2000) attributes the variety of styles to Gotto.

3.7 The Logs was described in 'The Builder' as:

'The house we illustrate in our present number is faced with doublepressed Burham bricks (the stables and offices with wire-cut Burham bricks), and has Portland stone dressings. Red bricks are sparingly used in panels, under the eaves and strings. The eaves project considerably from the face of the wall, and have a panelled soffit of Portland stone, supported on carved cantilevers. Polished granite and red Mansfield stone are used externally, and serpentine and Plymouth rock internally, in decoration. The roofs are covered with the Broomhall Company's patent tiles. Portland stone has been used internally for principal staircase, hall window, and screen between hall and vestibule. The hall, vestibule, and conservatory are paved with Minton's tiles.

There are open stained deal roofs over the hall and billiard – room. The joiner's work generally is of pitch pine, and carved work is introduced in the doors and other parts of ground floor. The drawing-room and diningroom ceilings have pitch pine ribs and cornices, and the library ceiling is wholly pitch pine. Arrowsmith's parquet has been used for the floors of the principal rooms. The furniture was made from special design'.

3.8 In 1876 the house was extended for Edward Gotto to the North-west and South-east and altered to provide a Billiard Room, additional service areas and a substantial glazed entrance lobby².

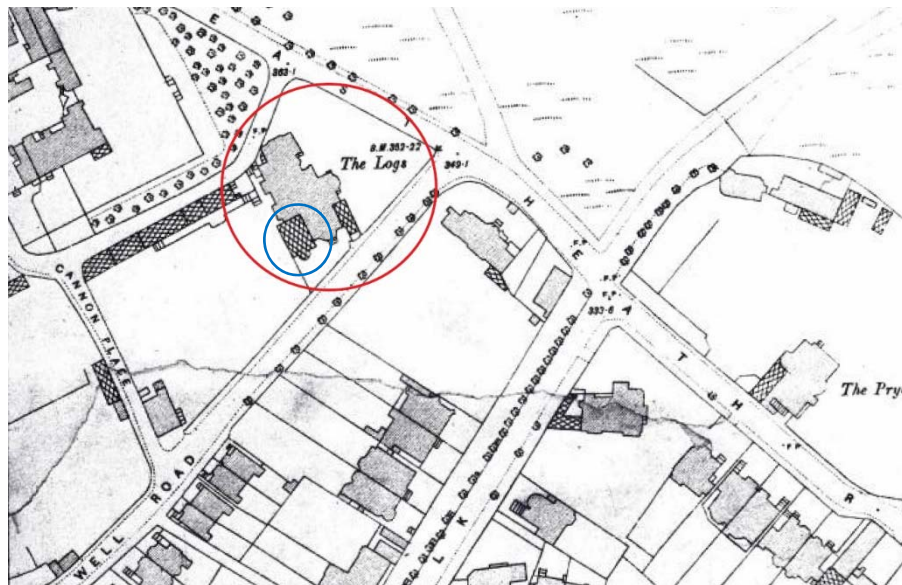


Figure 5. 1894 OS 2nd Edition Map showing side extensions of 1876. It shows the Conservatory (circled blue) had a glazed roof and there were raised platforms and extensive glasshouses along Cannon Lane.

3.9 Edward Gotto lived in the building until his death in 1897.

3.10 The Logs was then leased to Frederic Pusinelli³. The records of Messenger and Co Ltd, Loughborough, record that he bought glasshouses and heating apparatus from them in 1898, which were installed at The Logs⁴.

² Service, Alastair 'Victorian and Edwardian Hampstead', 1989.

³ 1897 Lease between Sarah Gotto and Frederick Pusinelli. This contains a schedule of rooms.

⁴ Messenger and Co Ltd catalogue T80/8 Leicestershire Museums, Art Galleries and Records Service.

- 3.11 The 1911 census recorded that Frederic Charles Pusinelli, his wife and 3 children still occupied the house and employed seven servants, including a footman, a lady's maid, two housemaids, a parlour maid, a kitchen maid, and cook. Frederic Pusinelli died in 1920.



Figure 6. 1906-1911 Deed plan when the house was occupied by Frederic Pusinelli and family.

- 3.12 The next owner is recorded as Charles Todd Owen (1870 – 1941), who was an MP (1892-1898), paper mill owner, amateur microscopist and avid book collector⁵. Differences between the maps of 1912 and 1935 indicate that either Mr Pusinelli or Mr Owen was responsible for the construction of the current number 20 Well Road within that period. As the works doubled the size of the Library, it is likely they were carried out when Mr Owen bought the building in the 1920s.



Figure 7. 1920 Third Edition Ordnance Survey Map, surveyed 1912, prior to the extension.

⁵ Charles Todd Owen, owner of Ely Paper Works, Cardiff. <http://microscopist.net/OwenCT.html>. Ely Paper Mill



Figure 8. 1935 Fourth Edition Ordnance Survey Map, after the extension.

The original southern Conservatory is shown as a solid structure, with a glazed (hatched) conservatory added to the rear. This is consistent with the next floor plan layout (below)

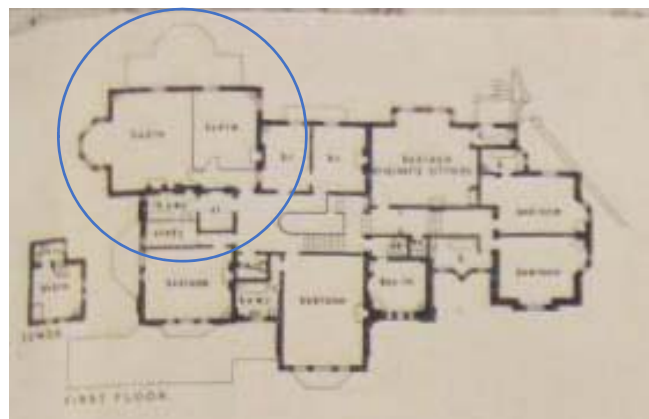


Figure 9. Circa 1935 First Floor Plan.

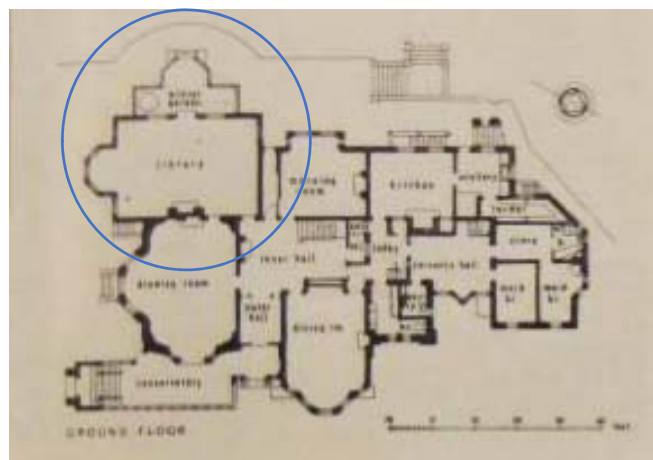


Figure 10. Circa 1935 Ground Floor Plan.

3.13 There are numerous external staircases and basement accesses around the plinth of the house, some of which still exist. The substantial raised platform along Cannon Lane west of the house also still exists.

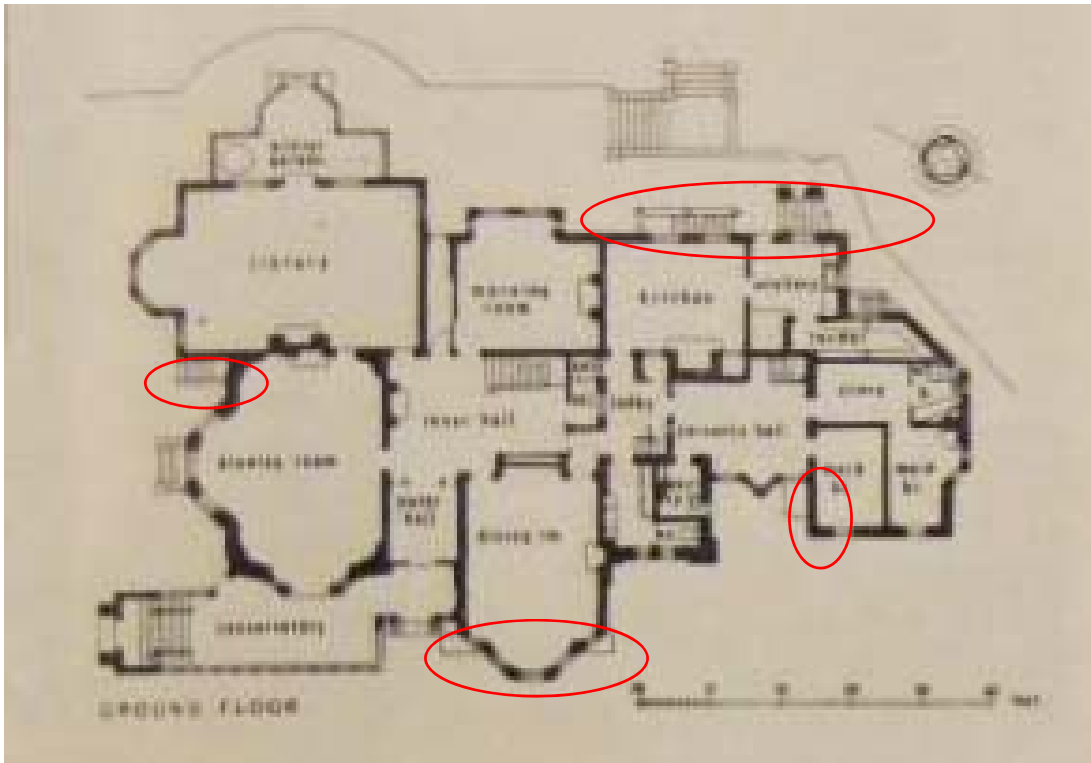
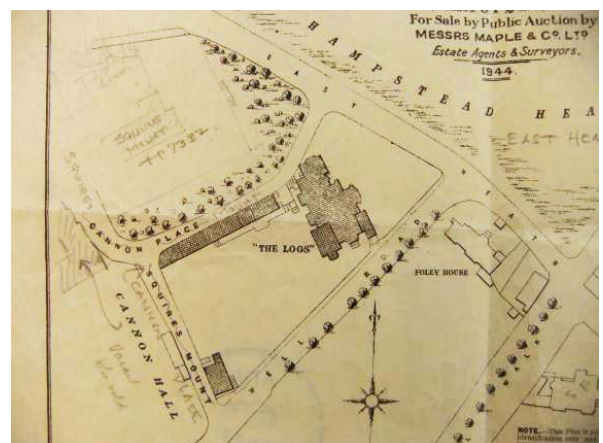


Figure 10a. Circa 1935 Ground Floor Plan enlarged with indications of basement accesses and lightwells circled in red. They include indication of a lightwell next to the front projecting bay of number 18 and at the rear of the house.

3.14 Figures 9 and 10 are reproduced from an undated article in the RIBA collection, which incorrectly attributes this floor layout to the original design. It is not original, as it includes changes documented in 1876 as well as the rebuilding of number 20 and the additional conservatory shown on the maps between 1912 and 1935. It is therefore likely that these floor plans are ‘as existing’ architect’s plans for the 1951/1952 subdivision of the house.

3.15 Together with the OS maps, they show that the former large southern Conservatory was rebuilt between 1912 and 1935 as a solid structure, now number 20. There was a large Library on the ground floor and two bedrooms on the first floor. A glazed extension was added facing the rear garden. The latter did not last long, as it is missing from the map in the sales catalogue of 1944, after Charles Todd Owen had died.

Figure 11. 1944 Sales catalogue. RIBA Collection.



- 3.16 The property was bought in 1950 by Alexander Gibson, who converted it into 6 maisonettes, with new-build garages and a house in the garden, in 1951/1952.

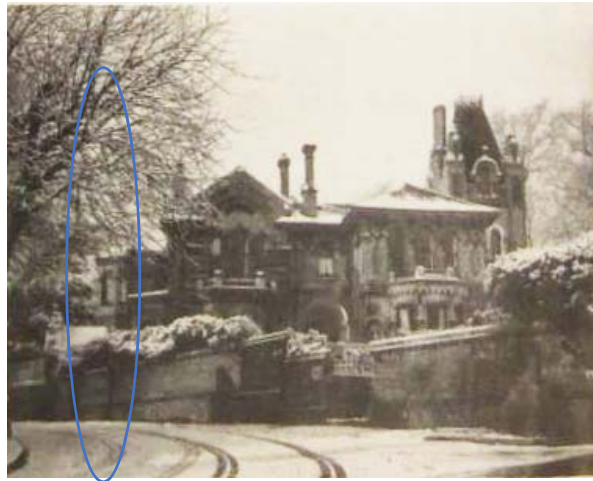


Figure 12. Circa 1952 Street view of The Logs. RIBA Collection. Number 20 is beyond.

- 3.17 The following are illustrations from an article about the conversion, published in the Architects Journal of 10 January 1952:



Figure 13. 1952 Front Elevations.

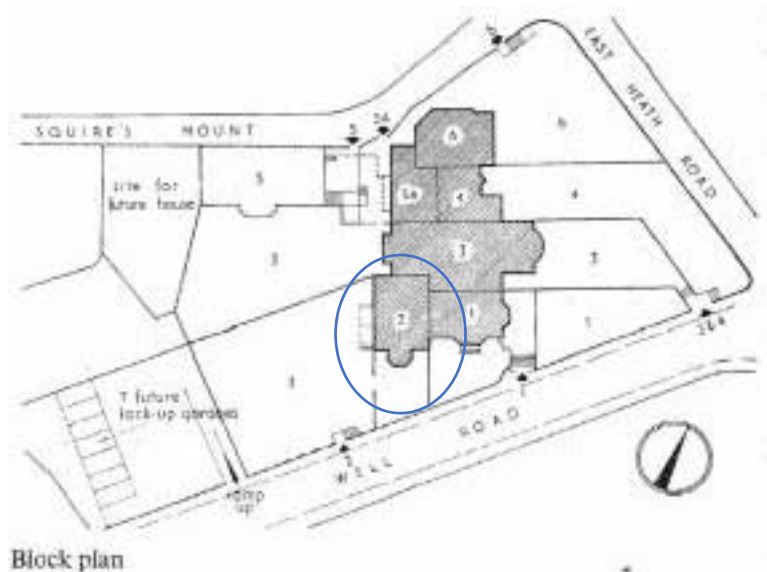


Figure 14. 1952 Block Plan showing the subdivision of The Logs into 6 homes.



Figure 15. 1952 First Floor Plan

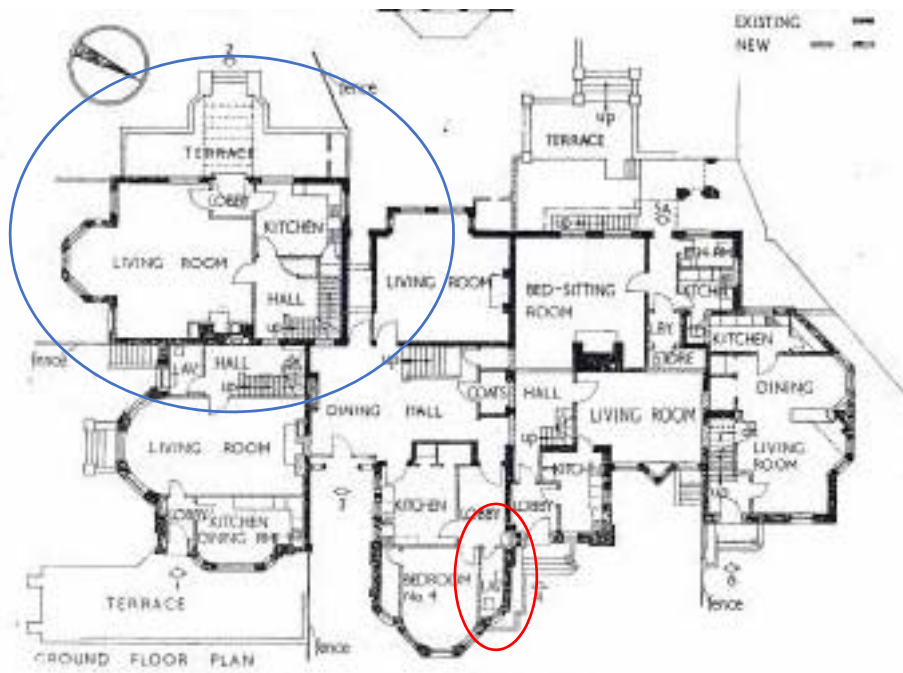


Figure 16. 1952 Ground Floor Plan showing the 1951/1952 conversion to separate houses, indicating previous basement accesses and an additional extended lightwell between numbers 17 and 18. The 1920s conservatory extension to number 20 had become a terrace.

3.18 The house was subsequently listed in 1974.

3.19 The Council's planning records show more recent planning approvals from 2011 to 2018 comprising basement works and a single storey extension, replacing an existing extension and the terrace.

3.20 The existing basement accesses / lightwells at numbers 17 and 19 comprise C19 and C20 elements, and lead to C19 basements.



Figure 17 (left) Number 19 shows historic and modern brickwork within the well and traditional brick structural openings.

Figure 18 (right). Part C19 stone edging and brick reveals at number 17.

3.21 The lightwell at number 19 was an enlargement of a former Basement stair on the boundary between numbers 19 and 20. It was granted consent in 1988 (Ref 8803685).

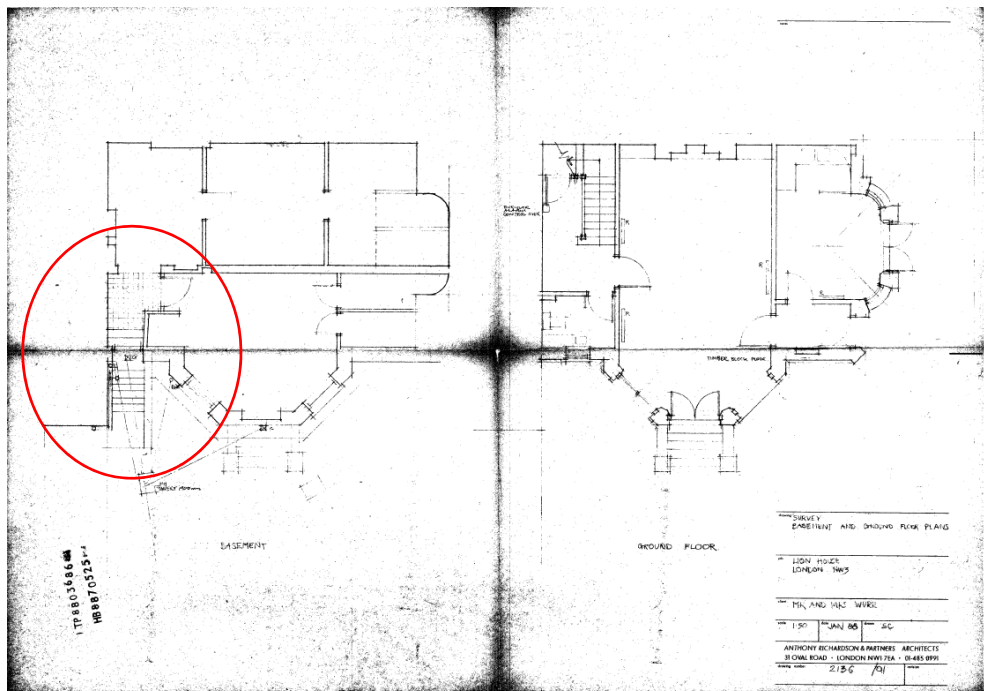
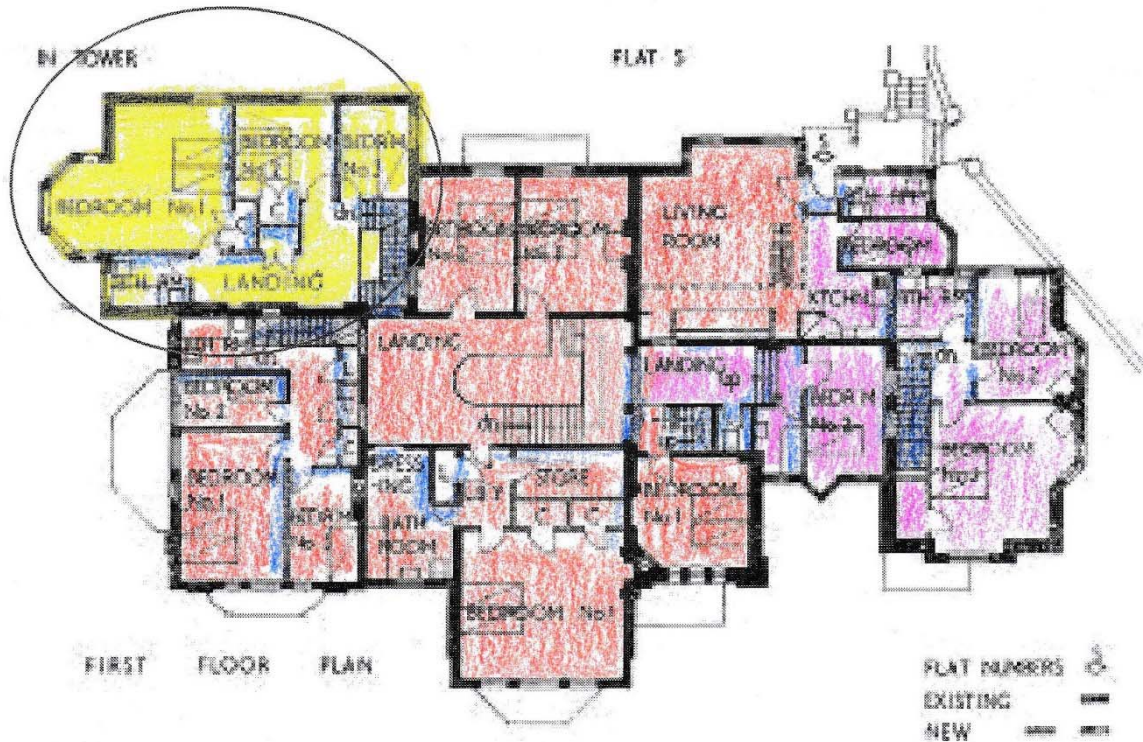
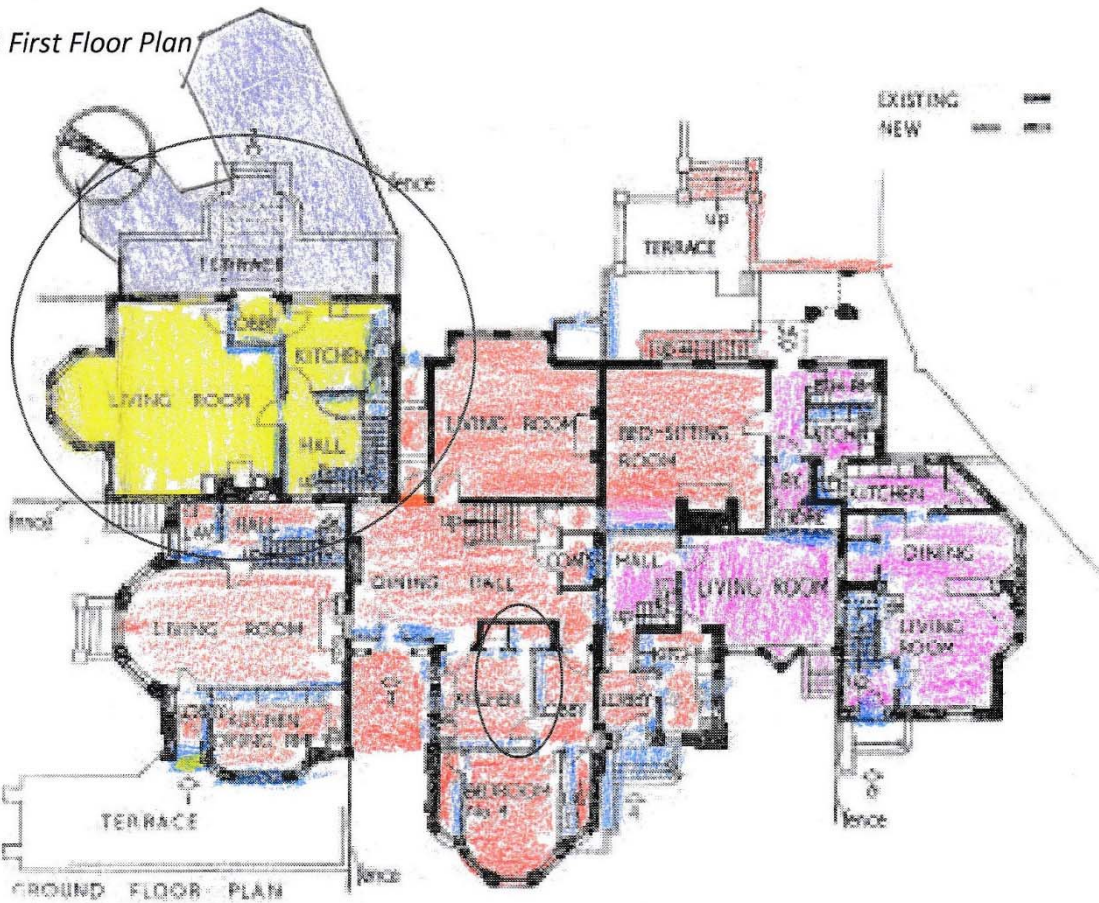


Figure 19. Survey plan 1988. Number 20 is to the left of this plan.

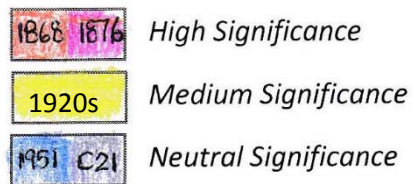


1952 First Floor Plan



1952 Ground Floor Plan

Figure 20. Significance Plan



4. STATEMENT OF SIGNIFICANCE

- 4.1 This statement assesses the significance of 20 Well Road in accordance with the English Heritage policy documents, *Conservation Principles, Policies & Guidance* and *Guidance for the Sustainable Management of the Historic Environment*.
- 4.2 It complies with the Policy requirement under NPPF 190 for Local Planning authorities to
“identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset’s conservation and any aspect of the proposal.”
- 4.3 The original circa 1868 building has **High significance** as a distinctive architect-designed Victorian villa developed during the mid and late-nineteenth century evolution of Hampstead. They also have interest as the home of Edward Gotto. This period does not include Number 20.
- 4.4 The later C19 extensions of circa 1876, for the original owner also have **High significance**, for their evidence of evolution and social changes of the period. This period does not include Number 20.
- 4.5 The 1920s extensions including the core building comprising Number 20 have **Medium significance**, for their evidence of the evolution of the building and the evidential links with Charles Todd Owen.
- 4.6 The changes during the 1950s eroded the interest of the building, so have no heritage significance. The extensions and changes of the C21st century are also **Neutral**.

5.0 PROPOSALS AND IMPACT –

- 5.1 The proposals are to provide localised light wells to light the basement.
- 5.2 The existing bay window is part of the 1920s build, so has Medium significance along with the rest of Number 20. This significance is derived from its evolution and ownership connection, which is not affected by alterations to later structure below ground.
- 5.3 The proposal would be part of a group of wells and accesses to the basement, as shown on the historic plans, so in principle is not out of character on this building.
- 5.4 The submitted drawings show that the proposal is designed not to project significantly above ground, and is to reflect existing details. The plans show plant screening which will mitigate any visual effect.
- 5.5 The alteration would not be visible or sensed from the public realm, so does not affect the character of the Conservation Area.
- 5.6 The proposal will therefore preserve the character of the Listed Building and Conservation Area.

Relevant Legislation and Policies

- 5.7 Sections 16(2) and 66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 require special regard to be paid to the desirability of preserving the listed building or its setting or any features of architectural or historic interest which it possesses.
Section 72 confirms that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of a conservation area.
- 5.8 Policy NPPF 193 says *“When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation (and the more important the asset, the greater the weight should be).”*
- 5.9 Policy NPPF 196 says *“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.”*
- 5.10 Camden Local Plan Policy D/2 Heritage states that:
The Council will not permit the loss of or substantial harm to a designated heritage asset, including conservation areas and Listed Buildings, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss.
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.

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.

Listed Buildings:

To preserve or enhance the borough’s listed buildings, the Council will:

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.

6.0 SCHEDULE OF SIGNIFICANCE, EFFECT AND IMPACT:

- 6.1 This section of the report is to be read in conjunction with Figure 20, the Areas of Significance Plan, and the proposals drawings.
- 6.2 Each section below summarises the significance, extent and impact of the detailed proposals described on those plans.

ELEMENT	HERITAGE VALUE	CONDITION	PROPOSALS
Number 20			
Main House	Medium (1920s extension) and Neutral (C20 and C21 changes below existing bay)	Good.	Neutral – Provide window openings within modern brickwork and light wells adjacent. Install removable horizontal gratings at ground level with copings to match existing.

7. CONCLUSIONS:

- 7.1 These proposals preserve and enhance the appearance and use of the Listed Building and this part of the Conservation Area, as follows:
- The works preserve the listed building and enable the basement to be naturally lit and naturally ventilated, which will improve the use and amenity of the space and better protect it against damp.
 - The proposals are based on archive research and would not remove or damage original / C19 fabric.
 - The works are unobtrusive. They are outside key views of the building, below ground, and enclosed from the public realm.
- 7.2 The impact on the designated heritage assets (the Listed Building and Conservation Area) would be neutral and will preserve their special interest.
- 7.3 Should the Local Planning Authority consider this equates to ‘less than substantial’ harm, it would be at a negligible level, and NPPF 196 directs that this is weighed proportionately against the public benefits of the proposal. Those benefits include enhancing the use and viability of the heritage asset in its optimum viable use.
- 7.3 As a result, the proposal complies with Local and National policies relating to Listed Buildings and the Conservation Area; and the statutory duty to preserve the special interest of the Heritage Assets will be fulfilled.