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Date: 01/11/2019
Our ref: 2019/4441/PRE
Contact: Nora-Andreea Constantinescu
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Dear Emma McBurney,

Re: 49 Willow Road, London, NW3 1TS

Thank you for submitting a pre-planning application enquiry for the above property which was received on 9th of September 2019 together with payment of £989.02 received on 16th of September. I write following our meeting at the property on 1st of October 2019.

1. Development Description

The proposed development include the following alterations:

- Demolition of existing single storey rear extension and erection of full width single storey rear extension and enclosure of rear lightwell to include purpose-built kitchen and conversion of workshop space to associated café/multipurpose space.
- Alterations to the internal staircase and creation of Theatre Box Office and Waiting Antechamber adjacent to the stairs.
- Enlargement of window opening at lower ground on front elevation on Gayton Road in connection with the puppet theatre (Sui-Generis).
- Demolition of existing two storey rear extension and mansard roof extension and erection of replacement full width two storey rear extension and mansard roof extension, in connection with the maisonette flat (Class C3).

The initial submission included a larger kitchen area and conversion of the rear workshop into a café/multipurpose space. This has been subsequently revised to retain the same kitchen area as previously approved and retain the children workshop area to the rear.

2. Planning History

2.1 Previous planning permission was granted on 07/08/2019 under app 2019/1812/P for: *Change of use of ground floor and basement levels from former pottery studio (Sui-generis class use) to children theatre at basement level and ancillary bookshop, café and workshop at ground level (Sui-Generis class use), to include flue extract in existing chimney breast.*

3. Site description

- 3.1 The application site comprises an end of terrace three storey building, in addition to basement and mansard levels, located on the western side of Willow Road, at the junction with Well Walk and Flask Walk.
- 3.2 The application building is late 19th Century stock brick property with a traditional Victorian shop unit at ground floor level, which lies within Hampstead Conservation area and identified to make a positive contribution to it. This conservation area is of considerable quality and variety with a range of factors and attributes including its topography, the Heath and the range, excellence and mix of buildings, which come together to create its special character.
- 3.3 The premises were previously known as The Pottery and designated as an Asset of Community Value (ACV) on 18th of September 2018, for it being part of local historical memory (since 1950's) and its ability to bring people together to take part in a shared activities, highly valued by both people living nearby and more widely in Hampstead.
- 3.4 Previous planning permission was granted to convert the basement level and ground floor to children theatre and ancillary bookshop, café and workshop, aimed to retain and continue to provide for the community.

4. Assessment

- 4.1 Subject to previous planning permission, the change of use from pottery to puppet theatre at basement level and ancillary uses was deemed acceptable due to its contribution as an asset of community value. At the site meeting and at the time when writing this report, works are being undertaken to implement the previous permission.
- 4.2 The main issued for consideration are:
- Land use
 - Design and Heritage
 - Impact on amenity

Land use

- 4.3 The proposed activities at ground floor level are similar to the ones already granted consent, with the main difference being the relocation of the kitchen area and the infill rear extension to be replaced by the theatre box office and waiting antechamber. Initial submission included a kitchen area across an area of 16sqm where previously this was 8.5sqm, and conversion of the workshop space to café/multipurpose space. Initial concerns were raised by officers at the site meeting in relation to the proposed intensity of use of the café services as these would not fall within the remits of the ACV.
- 4.4 Subsequently revisions were submitted which propose the kitchen area to have the same footprint as the previous permission and be located in the far corner of the infill extension. In terms of land use, whilst the kitchen's floor area is retained, the relocation of the kitchen would be acceptable, as far as reasonably practical given

the location of the flue. However, the location of the kitchen and the full infill of the plot raises separate issues which are discussed in the design and heritage section below.

- 4.5 The revisions included retention of the children workshop area as part of the single storey rear extension, as per the previous permission. This use would continue to support the premises as an ACV, and would be supported if submitted as formal planning application.
- 4.6 It is important to clarify that the reasoning behind the limitations of the kitchen extension and the café area are governed by the ACV designation at the premises and policy C2, which seek to ensure that community facilities continue to deliver for the wider community, seek the inclusion of measures which address the needs of community groups and foster community integration. Given the main use of the premises is as a children theatre with ancillary uses, the location of the premises in a predominantly residential area, outside the high street, it is considered that the increase in kitchen and café area would not respond to the needs of the community.
- 4.7 As part of previous permission at the application site, reference should be made to para 3.6 of officers report which states “In terms of land use, given the restricted floor space, limited food offer and being supported by specialist assessments, it is considered that the kitchen use and extract would complement the proposal and be appropriate in the current context.”
- 4.8 In relation to the residential maisonette at upper floors, the proposed development would retain the existing residential use which would be considered acceptable.

Design and heritage

- 4.9 As described in the site description section above, the application site is part of Hampstead Conservation area, which is divided into several sub areas. Willow Road is situated in Sub Area 3 which runs East from the junction of Flask Walk/Well Walk down a steep hill to South End Road. The application building occupies a prominent corner location on a steep slope at the junction of Gayton Road and Willow Road. Its contribution to the conservation area lies in a combination of factors, including its traditional brick built form, curved frontage, decorative brickwork and traditional shopfront. A poorly detailed gault brick extension dating from the mid-late 20th Century sits to the rear of the property and is highly visible from the street.
- 4.10 The Council requires that all developments, including alterations and extensions to existing buildings, to be of the highest standard of design in line with policies D1 and D2, and expect development to consider: character, setting, context and the form and scale of neighbouring buildings; the character and proportions of the existing building, where alterations and extensions are proposed; the prevailing pattern, density and scale of surrounding development; the impact on existing rhythms, symmetries and uniformities in the townscape; the composition of elevations; the suitability of the proposed design to its intended use; inclusive design and accessibility; its contribution to public realm and its impact on views and vistas;

and the wider historic environment and buildings, spaces and features of local historic value.

- 4.11 CPG Altering and extending your home provides further details in relation to new extensions, and indicates that a subordinate approach is generally required in order to mitigate any increase in visual mass and bulk, overshadowing and sense of enclosure. It also notes that extensions that are higher than one full storey below roof eaves/parapet level, or that rise above the general height of neighbouring projections and nearby extensions, will be strongly discouraged, as they would no longer appear subordinate to the building.
- 4.12 There are occasions when the rear of a building may be architecturally distinguished, either forming a harmonious composition, or visually contributing to the townscape. Where architectural merit exists, the Council will seek to preserve it where it is considered appropriate. Some of the Borough's important rear elevations are identified in conservation area statements, appraisals and management plans.
- 4.13 There is no objection in principle to the removal of the existing gault brick extension and its replacement with an extension which is more sympathetic to the architectural and historic character of the host building and surrounding conservation area. However, any extension needs to be subordinate to the main building. Due to its size, scale and proportions, the proposed two storey rear extension in its current form fails to read as a separate, subordinate extension to the main building and would completely occupy the original rear elevation of the building. This impact is exacerbated by the size and position of the new roof extension which connects the main building with the new extension.
- 4.14 For a rear extension to be considered acceptable in the current context it would need to show a clear differentiation between what is new and the host building. In order to ensure a subordinate appearance and comply with CPG guidance (Altering and Extending your Home) the two storey extension should be no higher than one full storey below eaves level and should be no wider than the existing rear extension. Furthermore, the existing decorative brickwork detail on the rear elevation is a characteristic of the terrace group and this should not be obscured by any new structure.
- 4.15 In relation to the mansard extension, its size, scale and rectangular shape would appear rigid and lack the careful design consideration necessary for this prominent corner plot building. We would seek for any replacement roof extension to be traditional in appearance and incorporate a slope to denote the end of the terrace and the width of the fenestration to be reduced to better respond to the traditional vertical hierarchies of the existing building. There is scope for the proposed roof extension to be set further towards the front elevation subject to an appropriate design being secured.
- 4.16 In relation to the proposed infill single storey rear extension, this would fully cover the plot to the rear of the application building. There are concerns in relation to the loss of the existing open space to the rear at basement and ground floor level, as this is considered to have a significant impact on the spatial quality of the building and terraced group. There is scope for a partial extension of the existing rear yard,

however this would only be acceptable as part of a wider scheme, if a high quality design was secured for the replacement rear extension, which would have clear heritage benefits. An option could be to extend over the rear lighthouse which would shift the kitchen area and provide some space for the theatre box office and waiting antechamber.

4.17 The existing terrace on the single storey rear extension is proposed to be reprovided. There are no planning records in support of the existing terrace, however it appears this has been in situ for some time. Terraces at upper levels do not seem to be a common characteristic of properties in the neighbouring area and adjoining terrace.. Subject to adequate detailed design and considerations to neighbouring amenity, a small balcony may be considered acceptable.

4.18 The proposed enlargement in width of the shopfront opening would only exacerbate its existing incongruous appearance and be harmful to the traditional historic appearance of the existing shopfront and the character and appearance of the wider conservation area, contrary to Local Plan Policy D2.

Amenity

4.19 In relation to the impact on amenity, the retention of the same size kitchen as previously approved would be considered to have an acceptable impact on the neighbouring amenity, given its limited food offer, plant and extract supported by noise and vibration assessment.

4.20 The main rear wall of the application building and adjacent one at no. 36, share the same rear boundary line. Due to the proposed extension's height there are concerns in relation to the impact on the neighbouring amenity at no. 36 in terms of loss of light and overshadowing. The further extension of the mansard onto the rear extension would add to this impact. It is considered that a daylight sunlight report would be required to ensure no harmful impact would be caused to the neighbouring amenity. However, as mentioned in the design section above, the proposed rear extension is considered too big in its current form and would need to be reduced in size prior to any formal submission.

4.21 In relation to the roof terrace at first floor level, whilst it is acknowledged that this is existing, there are no planning records to determine its acceptability. Given the poor state of the roof of the existing rear extension, this terrace does not appear to have been in use in the recent years. Given the pattern of development, it is considered likely that harmful overlooking could be caused to the amenity of the adjacent property at no. 36 Gayton Road from the proposed rear terrace. As such, you are advised that a smaller balcony, carefully designed might address these concerns.

4.22 In relation to the residential use at the upper floors, further clarification should be given at an application stage as to whether these would be ancillary to the use below. This consideration would trigger "agent of change" as the impact would be materially different on occupiers as owners or as tenants. CPG Community uses,

leisure and pubs includes additional information in relation to agent of change and how to be tackled.

5. Other Matters

Sustainability

5.1 Policy D1 states that besides other considerations, high quality design is achieved when development is sustainable in design and construction and incorporates high quality landscape design. Furthermore, in line with policy CC1, the Council requires all development to minimise the effects of climate change and encourage all developments to meet the highest feasible environmental standards that are financially viable during construction and occupation. Policy CC2 requires that development should promote new appropriate green infrastructure, not increase and where possible reduce surface water run-off through increasing permeable surfaces and use of sustainable drainage systems, incorporate bio-diverse roofs and green walls, implement measures to reduce the impact of urban and dwelling overheating including application of cooling hierarchy.

5.2 As the proposed development would include refurbishing the whole building there is scope for this to be retrofitted, and subsequently reduce the CO2 footprint of the building in use and construction works. You are advised to consider the information included in Retrofitting Planning Guidance (2013) and CPG Energy efficiency and adaptation (2018) to inform the further development of the scheme.

6. Recommendations

It is advised that the following considerations should be addressed prior to the submission of a future planning application:

- The overall size and height of the proposed two storey extension is considered unacceptable in its current form and would not be supported in submitted as a formal planning application. For it to be considered acceptable, the proposed extension would need to be significantly reduced in bulk and scale to appear as a subordinate addition, ensuring it is differentiated clearly from the host building.
- The mansard extension overly dominates the roof of the building and harms the character of the host building and the streetscene and would need to be altered in line with the advice given above before it would be considered acceptable.
- A partial infill extension at ground level would be supported as part of a high quality and coherent design to be secured for the replacement rear extension, which would have clear heritage benefits.
- The proposed terrace is out of character and would possibly cause harm to the amenity of the neighbouring occupiers. Subject to adequate detailed design and consideration to the neighbouring amenity a much smaller balcony might be acceptable.
- The kitchen area at ground level should not be greater than what was previously approved.
- The extension in width of the window opening in the stall riser would not be supported.

Please see appendix 1 for supplementary information and relevant policies.

If you have any queries about the above letter or the attached document please do not hesitate to contact Nora Constantinescu (0207 974 5758)

Thank you for using Camden's pre-application advice service; I trust this is of assistance in progressing your proposal.

Yours sincerely,

Nora Constantinescu

Planning Officer
Planning Solutions Team

Appendix 1:**Relevant Constraints:**

Hampstead Conservation Area

Relevant History:

None directly applicable

Relevant policies and guidance:

National Planning Policy Framework 2018
The London Plan March 2016

Camden Local Plan 2017

G1 - Delivery and location of growth
 A1 - Managing the impact of development
 C2 – Community facilities
 C3 – Cultural and leisure facilities
 E1 - Economic Development
 E2 – Employment premises and sites
 D1 - Design
 D2 - Heritage
 D3 – Shopfronts
 CC1 – Climate change mitigation
 CC2 – Adapting to climate change

Camden Planning Guidance 2018

CPG Altering and extending your home
 CPG Amenity
 CPG Community uses, leisure facilities and pubs
 CPG Energy efficiency and adaptation

Retrofitting Planning Guidance 2013

Hampstead Conservation Area Statement 2002
Hampstead Neighbourhood Plan 2018-2033

Planning application information:

The following documents should be included with the submission of a full planning application:

- Completed full planning application form
- The appropriate fee
- Location Plan (scale 1:1250)
- Site Plan (scale 1:200)
- Floor plans (scale 1:100) labelled 'existing' and 'proposed'
- Elevations and sections (scale 1:10) labelled 'existing' and 'proposed'
- Design, Access and heritage statement.
- Community Use Plan
- Customer Management Plan

- Daylight and sunlight assessment
- Please see the following link to supporting information for planning applications

<https://beta.camden.gov.uk/planning-statements-and-additional-supporting-information?inheritRedirect=true>

We are legally required to consult on applications with individuals who may be affected by the proposals. We notify neighbours by displaying a notice on or near the site and placing an advert in the local press. We must allow 23 days from the consultation start date for responses to be received. We encourage you to engage with the residents of adjoining properties before any formal submission.

Non-major applications are typically determined under delegated powers. However, if we receive three or more objections from neighbours, or an objection from a local amenity group, the application will be referred to the Members Briefing Panel if officers recommend it for approval. For more details click [here](#).

Please Note: This document represents an initial informal officer view of your proposal based on the information available to us at this stage and would not be binding upon the Council, nor prejudice any future planning application decisions made by the Council.