

5B Prince Arthur Road, Hampstead

BUILT HERITAGE ASSESSMENT | MAY 2020

On behalf of Mr & Mrs Palsson



i | Table of Contents

1 | INTRODUCTION 1

2 | PLANNING LEGISLATION, POLICY & GUIDANCE..... 3

3 | HISTORIC DEVELOPMENT OF THE SITE AND SURROUNDINGS..... 7

4 | SITE DESCRIPTION, IDENTIFICATION OF ASSET, ASSESSMENT OF SIGNIFICANCE.... 12

5 | ASSESSMENT OF IMPACT 17

6 | CONCLUSION..... 21

APPENDIX 1 | REFERENCES..... 23



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Section 1

Introduction.

1 | Introduction

5B PRINCE ARTHUR ROAD, HAMPSTEAD | LONDON BOROUGH OF CAMDEN

- 1.1 This Built Heritage Assessment has been produced by Icen Projects to provide an appraisal of 5B Prince Arthur Road, Hampstead, NW3 6AX (henceforth also known as 'The Site').
- 1.2 The building has been purchased by our clients, Mr & Mrs Palsson, with the intention of creating their ideal family home. Working with Charlton Brown Architects a proposal has been developed for the Site for a new dwelling which will provide a comfortable and much loved family home, whilst also increasing environmental sustainability and enhancing the contribution made by the Site to the Conservation Area & the surrounding built environment.
- 1.3 The building is situated in the Fitzjohns / Netherhall Conservation Area. It is not statutory listed or locally listed, and is recognised as a neutral building in the conservation area. There are no listed buildings adjacent to the Site.
- 1.4 The proposed works to the building include the demolition of the existing structure and the erection of a detached dwelling with basement, ground and first floor, with a second floor at roof level.
- 1.5 This application follows pre-application discussions with LB Camden. Design rationale and amendments to the proposals were made following feedback and are set out in detail in the Design and Access Statement by Charlton Brown and the Planning Statement by Icen Projects. This report should be read in conjunction with these documents, as well as the drawings and the other supplementary appraisals.
- 1.6 This report provides: a summary of the built heritage legislative and policy framework in which to consider the proposals; the history of the Site and surroundings; an appraisal of the significance Fitzjohns Conservation Area and the Site's contribution to it; and assessment of the impact of the proposals in terms of the character and appearance of the conservation area and the proposed massing in the streetscape.
- 1.7 The report is informed by a Site Visit in July 2019 and has been written in reference to Historic England's online National Heritage List for England, British History Online, LB Camden Historic Planning Applications, OS map regression, LB Camden Conservation Area Appraisals and other sources.
- 1.8 The report is authored by Genevieve Arblaster-Hulley BA(Hons) MSt (Cantab) Senior Consultant, Built Heritage & Townscape; with review by Laurie Handcock MA (Cantab), MSc, IHBC, MCIfA.

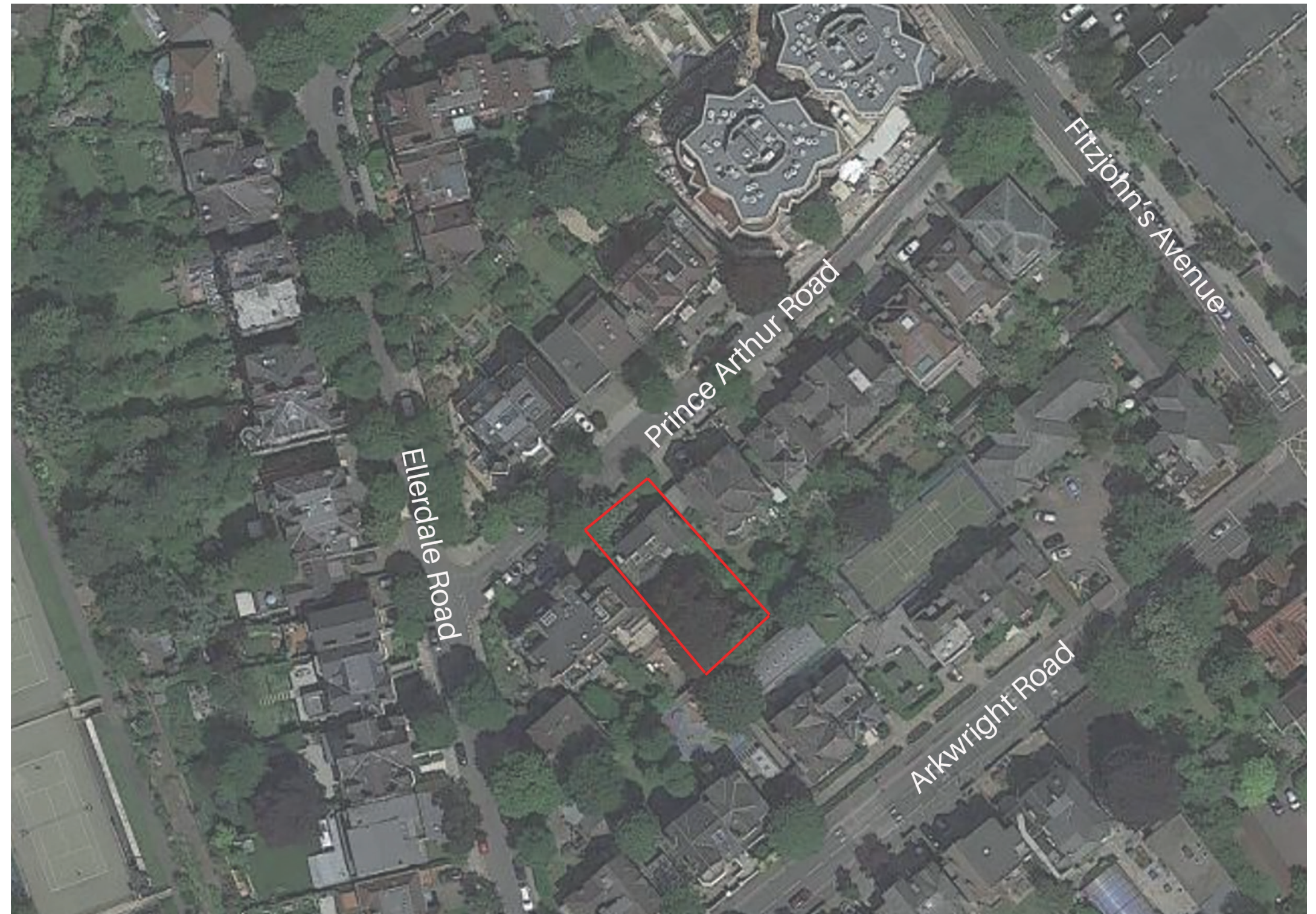


Figure 1.1 Site Location
Google Maps / Icen Projects

Section 2

Planning Legislation, Policy & Guidance.

Legislation		National Planning Policy Framework (July 2018, updated February 2019))	
2.1	Where any development may have a direct or indirect effect on designated heritage assets, there is a legislative framework to ensure the proposals are considered with due regard for their impact on the historic environment.	2.3	In July 2018, the government published the updated National Planning Policy Framework ("NPPF"), with minor updates in February 2019 and June 2019.
2.2	Of relevance here is primary legislation under Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990, which states: <i>In the exercise, with respect to any buildings or other land in a conservation area... special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.</i>	2.4	This national policy framework encourages intelligent, imaginative and sustainable approaches to managing change. Historic England has defined this approach, which is reflected in the NPPF, as 'constructive conservation': defined as 'a positive and collaborative approach to conservation that focuses on actively managing change...the aim is to recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment' (Constructive Conservation in Practice, Historic England, 2009).
		2.5	Section 12, 'Achieving well-designed places', reinforces the importance of good design in achieving sustainable development, by ensuring the creation of inclusive and high quality places. This section of the NPPF affirms, in paragraph 127, the need for new design to function well and add to the quality of the surrounding area, establish a strong sense of place, and respond 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).
		2.6	The guidance contained within Section 16, 'Conserving and enhancing the historic environment', relates to the historic environment, and developments which may have an effect upon it.
		2.7	Heritage Assets are defined in Annex 2 of the NPPF as: 'A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).' Listed buildings and Conservation Areas are both designated heritage assets.
		2.8	'Significance' is defined as 'The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence,
			but also from its setting. For World Heritage Sites, the cultural value described within each site's Statement of Outstanding Universal Value forms part of its significance.'
		2.9	The 'Setting of a heritage asset' is defined as 'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.'
		2.10	Paragraph 187 requires local authorities to maintain or have access to a historic environment record. This should contain up-to-date evidence about the historic environment in their area and be used to assess the significance of heritage assets and the contribution they make to their environment.
		2.11	Paragraph 189 states that, when determining applications, local planning authorities should require applicants to describe the significance of the heritage assets affected and any contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset and sufficient to understand the impact of the proposal on this significance. According to Paragraph 190, local planning authorities are also obliged to identify and assess the significance of any heritage asset that may be affected by a proposal and should take this assessment into account when considering the impact upon the heritage asset.
		2.12	Paragraph 192 emphasises that local planning authorities should take account of: the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness.
		2.13	Paragraph 193 states that 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. It emphasises that the weight given to an asset's conservation should be proportionate to its
			significance, and notes that this great weight should be given irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.
		2.14	Paragraph 194 states that 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.
		2.15	Paragraphs 195 and 196 address the balancing of harm against public benefits. If a balancing exercise is necessary (i.e. if there is any harm to the asset), considerable weight should be applied to the statutory duty where it arises. Proposals that would result in substantial harm or total loss of significance should be refused, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss (as per Paragraph 195). Whereas, Paragraph 196 emphasises that where less than substantial harm will arise as a result of a proposed development, this harm should be weighed against the public benefits of a proposal, including securing its optimum viable use.

2 | Planning Legislation, Policy & Guidance

5B PRINCE ARTHUR ROAD, HAMPSTEAD | LONDON BOROUGH OF CAMDEN

Planning Practice Guidance (“PPG”) (Ministry of Housing, Communities and Local Government, Historic Environment chapter last updated July 2019)

- 2.16 The guidance on Conserving and enhancing the historic environment in the PPG supports the NPPF.
- 2.17 Paragraph 002 states that conservation is an active process of maintenance and managing change that requires a flexible and thoughtful approach, and that neglect and decay of heritage assets is best addressed through ensuring that they remain in active use that is consistent with their conservation.
- 2.18 Paragraph 006 sets out how heritage significance can be understood in the planning context as archaeological, architectural, artistic or historic, defined as follows:
- archaeological interest: As defined in the Glossary to the National Planning Policy Framework, there will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.
 - architectural and artistic interest: These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skill, like sculpture.
 - historic interest: An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation’s history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.
- 2.19 The PPG emphasises in paragraph 007 the importance of assessing the nature, extent and importance of a heritage asset in understanding the potential impact and acceptability of development proposals.

- 2.20 Paragraph 018 explains that, where potential harm to designated heritage assets is identified, it needs to be categorised as either less than substantial harm or substantial harm (which includes total loss) in order to identify which policies in the National Planning Policy Framework (paragraphs 194- 196) apply. It goes on to state that whether a proposal causes substantial harm will be a judgment for the decision-maker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework. In general terms, substantial harm is a high test, so it may not arise in many cases. For example, in determining whether works to a listed building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest.
- 2.21 Harm may arise from works to the heritage asset or from development within its setting. A thorough assessment of the impact on setting needs to take into account, and be proportionate to, the significance of the heritage asset and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it.
- 2.22 The PPG also provides clear guidance in paragraph 020 on the meaning of ‘public benefits’, particularly in relation to historic environment policy, including paragraphs 193 to 196 of the NPPF. The PPG makes clear that public benefits should be measured according to the delivery of the three key drivers of sustainable development: economic, social and environmental outcomes, all of which are reflected in the objectives of the planning system, as per Paragraph 8 of the NPPF. Public benefits include heritage benefits, and do not always have to be visible or accessible to the public in order to be genuine public benefits, for example, works to a listed private dwelling which secure its future as a designated heritage asset could be a public benefit.

Strategic Policy

The London Plan

- 2.23 The new London Plan is undergoing review following comments by the Secretary of State. The current draft London Plan (Intend to Publish version) was released in December 2019. This version, although not fully adopted, does carry significant weight. Heritage and Historic Environment policies in this plan are within Chapter 7.
- 2.24 The current adopted London Plan therefore remains the 2016 version, set out below.

London Plan Consolidated with Amendments (2016)

- 2.25 The London Plan (2016) incorporates the changes made in the Revised Early Minor Alterations to the London Plan (2013), Further Alterations to the London Plan (2014), and Minor Alterations to the London Plan (2015). The Revised Early Minor Alterations to the London Plan (REMA) set out minor alterations in relation to the London Plan and changes to UK legislation including the Localism Act (2011) and the NPPF. The revisions amend and split paragraph 7.31 supporting Policy 7.8 Heritage Assets and Archaeology with regard to developments affecting the setting of heritage assets, the need to weigh developments causing less than substantial harm on heritage assets against the public benefit and the reuse or refurbishment of heritage assets to secure sustainable development. The Glossary for the REMA also contains definitions for ‘Heritage Assets’ and ‘Substantial Harm’. The Further Alterations to the London Plan (2014) updated policy in relation to World Heritage Sites in London and the assessment of their setting.
- 2.26 The London Plan deals with heritage issues in Chapter 7, London’s Living Spaces and Places – Historic environment and landscapes.
- 2.27 London Plan Policy 7.4 requires development to have regard to the form, function and structure of an area and the scale, mass and orientation of surrounding buildings. The design of buildings, streets and open spaces should provide a high quality design response enhancing the character and function of an area.
- 2.28 London Plan Policy 7.6 notes that the architecture should “make a positive contribution to a coherent public realm, streetscape and wider cityscape. It

should incorporate the highest quality materials and design appropriate to its context”.

- 2.29 London Plan Policy 7.8 states that development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.
- 2.30 Policy 7.8 ‘Heritage assets and archaeology’ establishes the following clauses regarding heritage assets in London:
- 2.31 *Strategic: 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.*
- 2.32 *Planning Decisions: Development should identify value, conserve, restore, re-use and incorporate heritage assets, where appropriate.*
- 2.33 *Development affecting heritage assets and their settings should conserve their significance, by being sympathetic to their form, scale, materials and architectural detail.*

London Borough of Camden

- 2.34 The London Borough of Camden’s Local Plan was adopted by the Council on 3 July 2017. Along with the Local Plan, Supplementary Planning Documents (SPDs) also form a key part of LB Camden’s Local Development Framework.
- 2.35 Relevant heritage policies contained within Local Development Plan documents are as follows:
- 2.36 Local Plan: Policy D1 Design and Policy D2 Heritage;

Policy D1: Design

- 2.37 *The Council will require development to be of the highest architectural and urban design quality which improves the function, appearance, and character of the area.*

We will require that development:
 - a. *is attractive and of the highest standard;*
 - b. *respects local context and character and conserves or enhances the historic environment and heritage assets;*
 - c. *is sustainable in design and construction;*
 - d. *is carefully designed with regard to architectural detailing;*
 - e. *uses attractive and high quality materials;*
 - f. *contributes positively to the street frontage;*
 - o. *preserves significant and protected views;*

Policy D2 Heritage

- 2.38 *The Council will preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.*
- Designated heritage assets
- 2.39 *Designed heritage assets include conservation areas and listed buildings.*
 - 2.40 *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, or all of the following apply:

- a. *the nature of the heritage asset prevents all reasonable uses of the site;*
- b. *no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation;*
- c. *conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and*
- d. *the harm or loss is outweighed by the benefit of bringing the site back into use.*

- 2.41 *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

- 2.42 *Conservation areas are designated heritage assets and this section should be read in conjunction with the section above headed ‘designated heritage assets’. 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.*
- 2.43 *The Council will:*
 - e. *require that development within conservation areas preserves or, where possible, enhances the character or appearance of the area;*
 - f. *resist the total or substantial demolition of an unlisted building that makes a positive contribution to the character or appearance of a conservation area;*
 - g. *resist development outside of a conservation area that causes harm to the character or appearance of that conservation area; and*
 - 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.*

Historic England Guidance

- 2.44 Also of consideration is guidance released by Historic England as part of their Planning Advice Note series. Of particular relevance to this study is ‘Managing Significance in Decision-Taking in the Historic Environment (GPA2) (March 2015).
- Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (GPA2) (Historic England, March 2015)
- 2.45 This document provides advice on numerous ways in which decision-taking in the historic environment could be undertaken, emphasising that the first step for all applicants is to understand the significance of any affected heritage asset and the contribution of its setting to its significance. The advice suggests a structured, staged approach to the assembly and analysis significance, the impact of the proposal on that significance, as well as ways to minimise impact and enhance the designated asset. The advice also reiterates that heritage assets may be affected by direct physical change or by change in their setting.

Section 3

Historic Development of the Site and Surroundings.

3 | Historic Development of the Site and Surroundings

Early History

- 3.1 Prince Arthur Road is situated just to the south-west of the historical village of Hampstead. Hampstead village and Hampstead Manor was in medieval times a small village on a hill with the manor lands stretching westwards to Watling Street. The lands belonged to the Abbey of Saint Peter at Westminster (Westminster Abbey) until the dissolution where it was passed to Sir Thomas Wroth.
- 3.2 Passing through a number of hands, the manor rested with Sir Thomas Maryon Wilson in the early nineteenth century. A condition of inheritance, the will stipulated that the land could only be granted on short agricultural leases, which served to prohibit building development. Demand for residential development was growing ever northwards out of London, with building development slowly stretching from St John's Wood and Primrose Hill, up through Belsize Park, Rosslyn Hill and along the Finchley Road. Fifteen attempts by Sir Thomas Maryon Wilson to amend the will through the Houses of Parliament failed due to opposition, with included a campaign supported by Octavia Hill for the preservation of the lands as open rural fields. When Sir Thomas dies, his brother Sir John, inherited the lands and agreed the sale of the Heath, which became public property following the Hampstead Heath Act.
- 3.3 The other part of the manor lands, Manor Farm, including the area of Prince Arthur Road, was re-developed incrementally from c.1873. Fitzjohn's Avenue was laid out from 1875, producing a wide central avenue with a 50ft wide road and a 10ft wide pavement. The road also provided convenient access from Swiss Cottage to Hampstead.
- 3.4 In the area private individuals purchased freeholds and commissioned architects to create individualistic buildings. High Victorian architecture traversed Queen Anne revival, Arts and Crafts and Gothic styles. Many of these buildings were extremely large and long term occupants were harder to find, with some of the buildings on Fitzjohn's Avenue becoming private schools for girls.



Figure 3.1 1746 John Rocque map of London and 10 miles around

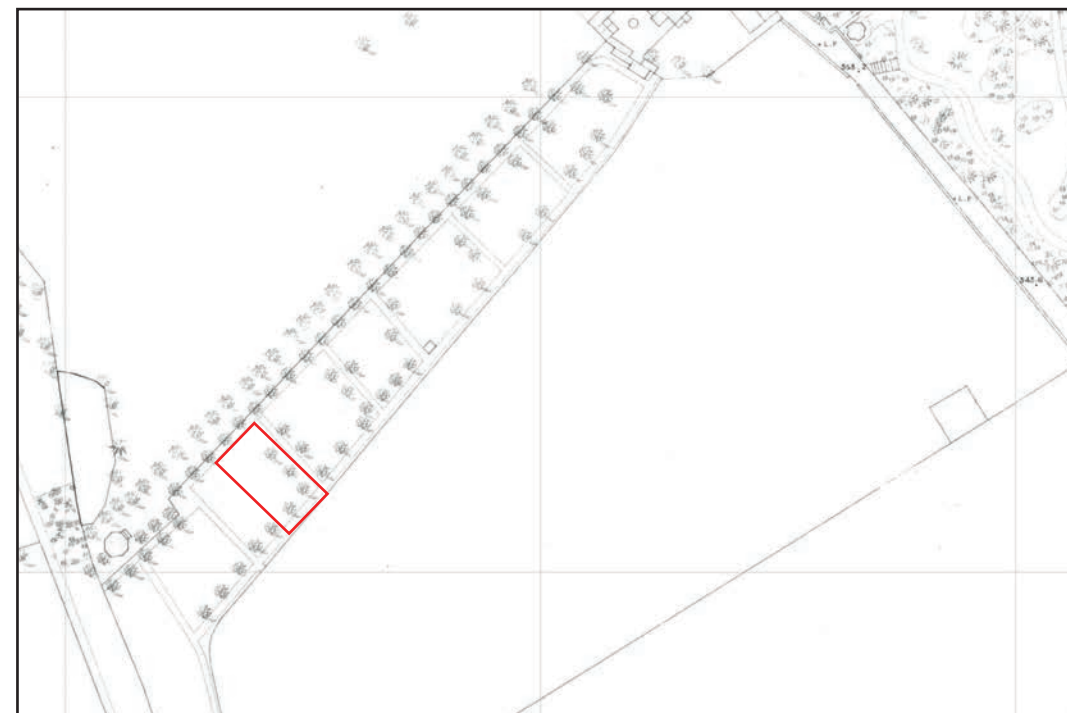


Figure 3.2 1871 OS 1:1,056
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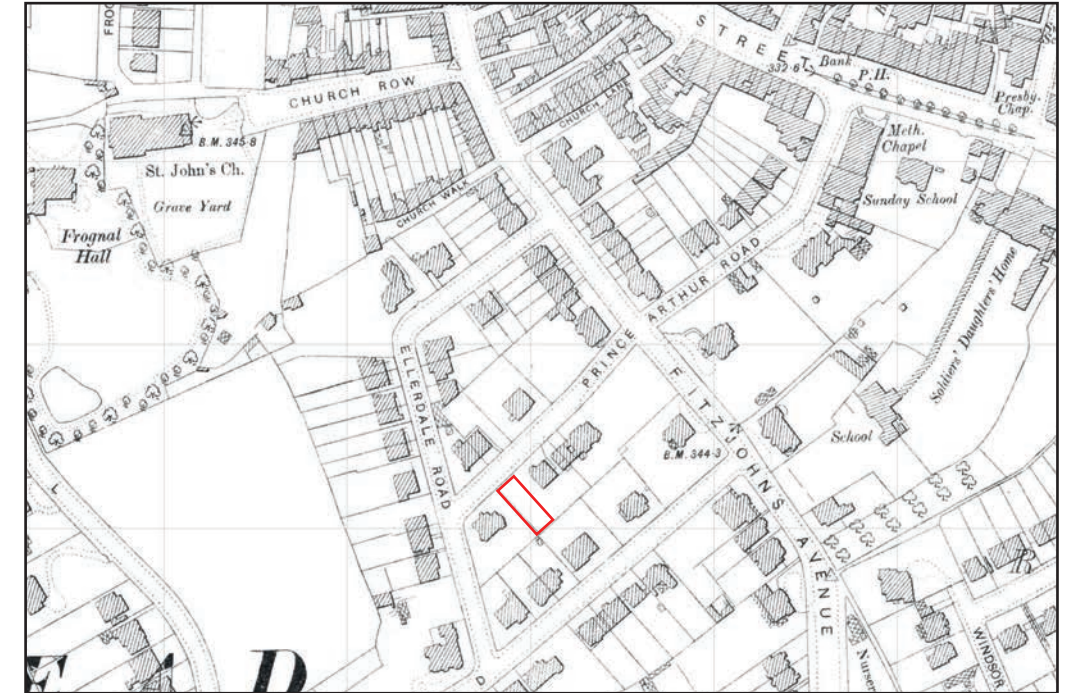


Figure 3.3 1896 OS 1:1,056
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Figure 3.4 Charles Booth Poverty Map of London c.1890, yellow indicates wealthy households

3 | Historic Development of the Site and Surroundings

5B PRINCE ARTHUR ROAD, HAMPSTEAD | LONDON BOROUGH OF CAMDEN



Figure 3.5 1915 OS 1:2,500
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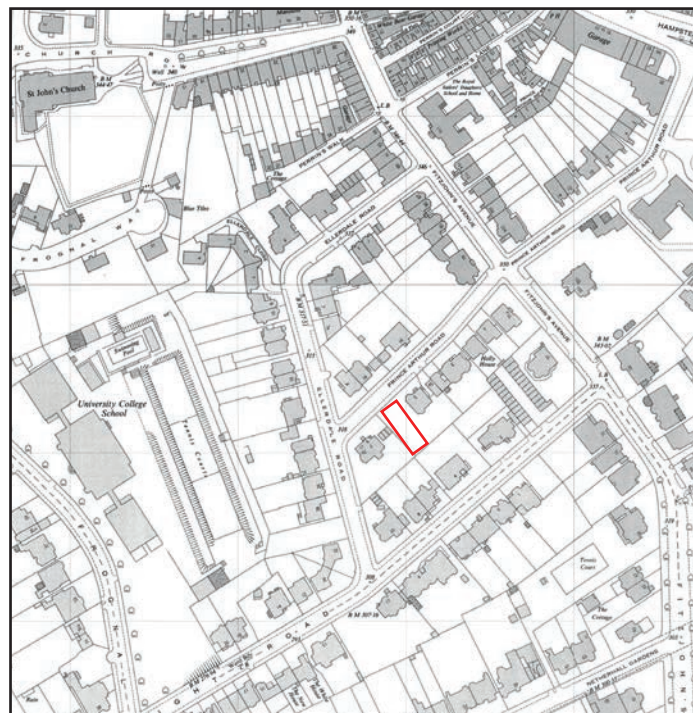


Figure 3.6 1953 OS 1:2,500
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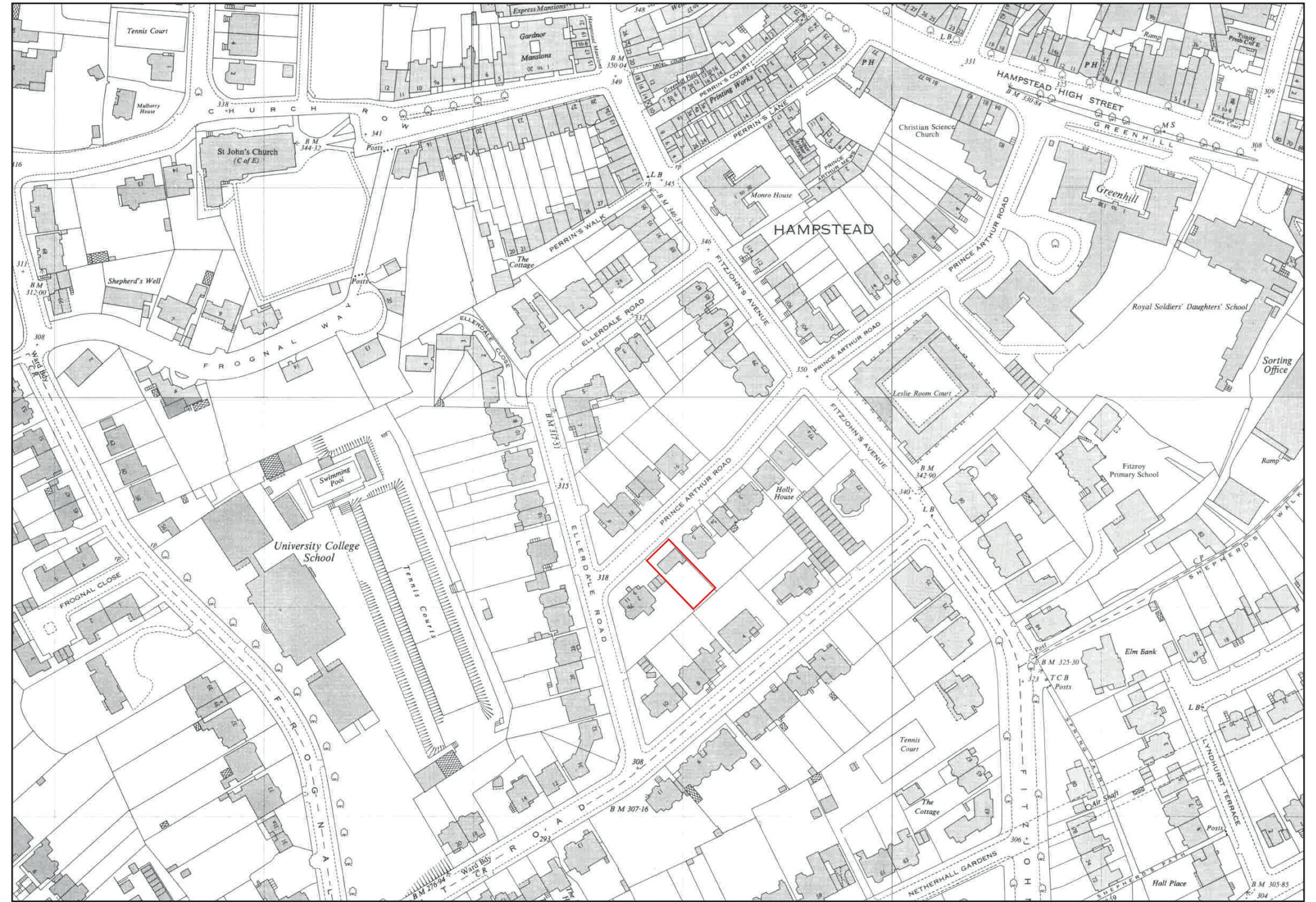


Figure 3.7 1965 OS 1:2,500
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3 | Historic Development of the Site and Surroundings

5B PRINCE ARTHUR ROAD, HAMPSTEAD | LONDON BOROUGH OF CAMDEN

Later History

- 3.5 From the 1950s onwards, infill development on parts of the very large plots of houses, started to emerge. Some larger houses, on extensive plots, were pulled down and replaced by blocks of flats. Houses were also converted into flats, as the demand for smaller and cheaper dwellings increased. Through the later half of the twentieth century, the built landscape gradually became denser, with a tighter urban grain. However, whilst the streetscape became fuller, the houses usually retained their large garden plots to the rear.
- 3.6 Recently, some buildings have been developed, most notably at 79 Fitzjohn's Avenue, where the replacement building has recently been completed, taking the opportunity to enhance the conservation area with new, high quality, architecture.

The Site

- 3.7 No.5b is infill development on the former western portion of the garden of No.5. The infill building was approved in 1961 and built for Mr & Mrs Wyndham-Lewis. (Figure 3.8) At the same time No.5 was approved to be subdivided. This first house on the site was a fairly plain house, with a flat elevation fronting the road, return gables with end chimneystacks. It was shiplap boarded on the first floor at the front. The form of this house could not be said to relate to the surrounding appearance of the area in any discernible way and must have appeared excessively incongruous.
- 3.8 By 1977 applications had been submitted to remodel the house. It was at this point that the third storey gable was added, bringing the house marginally closer to the prevailing 1880s building style of other buildings in the conservation area.
- 3.9 Applications were approved for the bow projection to the rear in 1980. In 1990, further approvals were gained for modifications to the rear of the house, including the addition of another storey. This design was not built out.
- 3.10 The history of the site shows that the building has never been quite fit for purpose, with a continual desire to substantially remodel prevalent throughout its history.

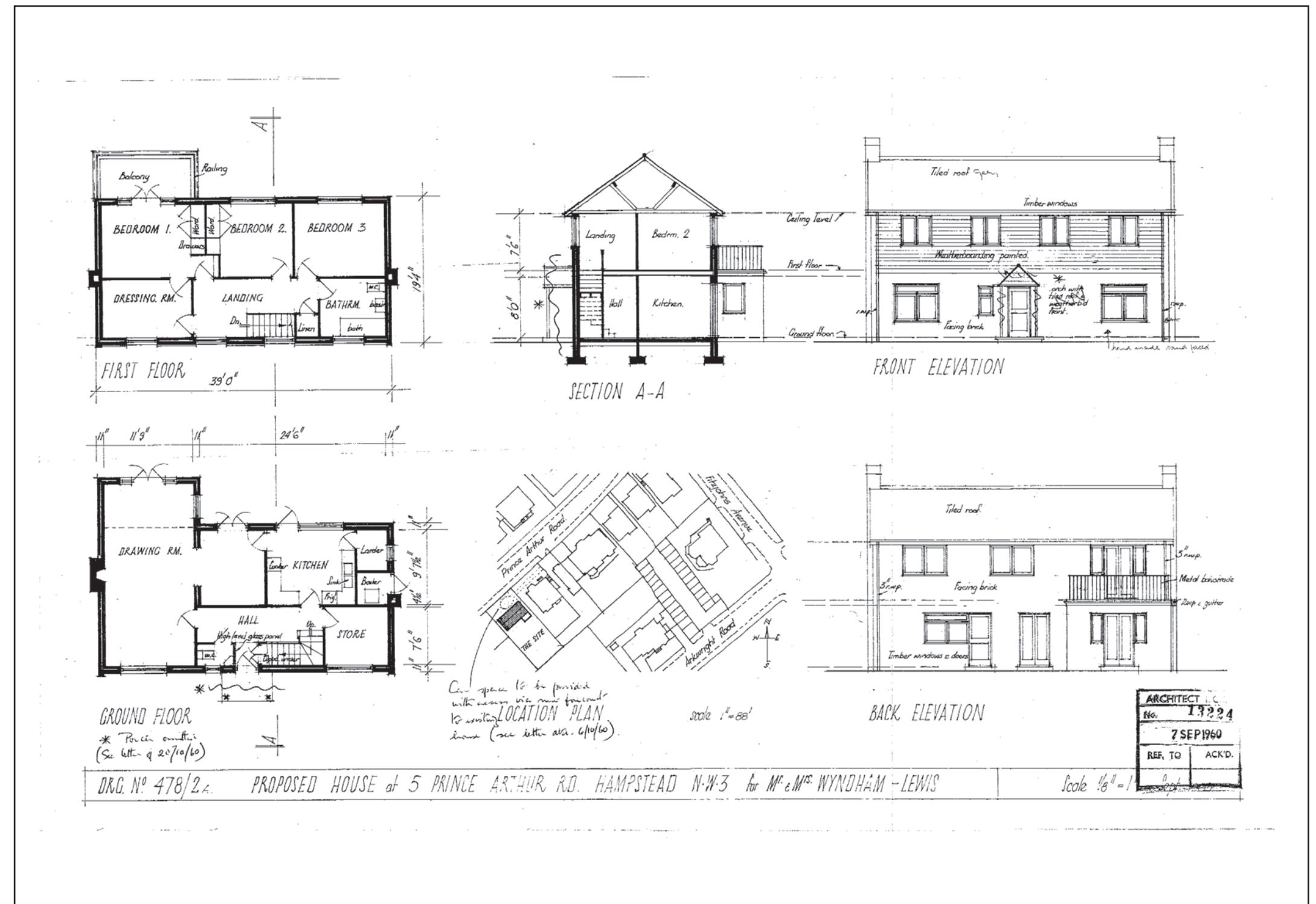


Figure 3.8 1960 Proposed drawings (presumed built out) for 5B Prince Arthur Road. Camden Planning Archives.

3 | Historic Development of the Site and Surroundings

5B PRINCE ARTHUR ROAD, HAMPSTEAD | LONDON BOROUGH OF CAMDEN



Figure 3.9 1980 approved drawings
Camden Planning Archive

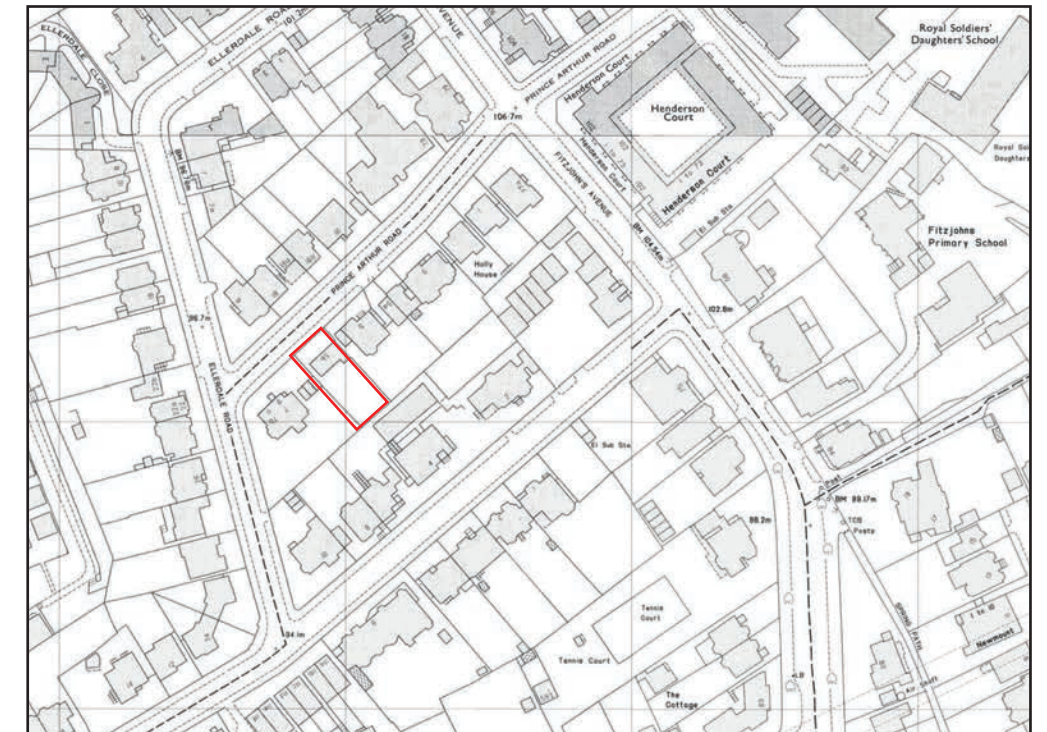


Figure 3.10 1978 OS 1:1,250
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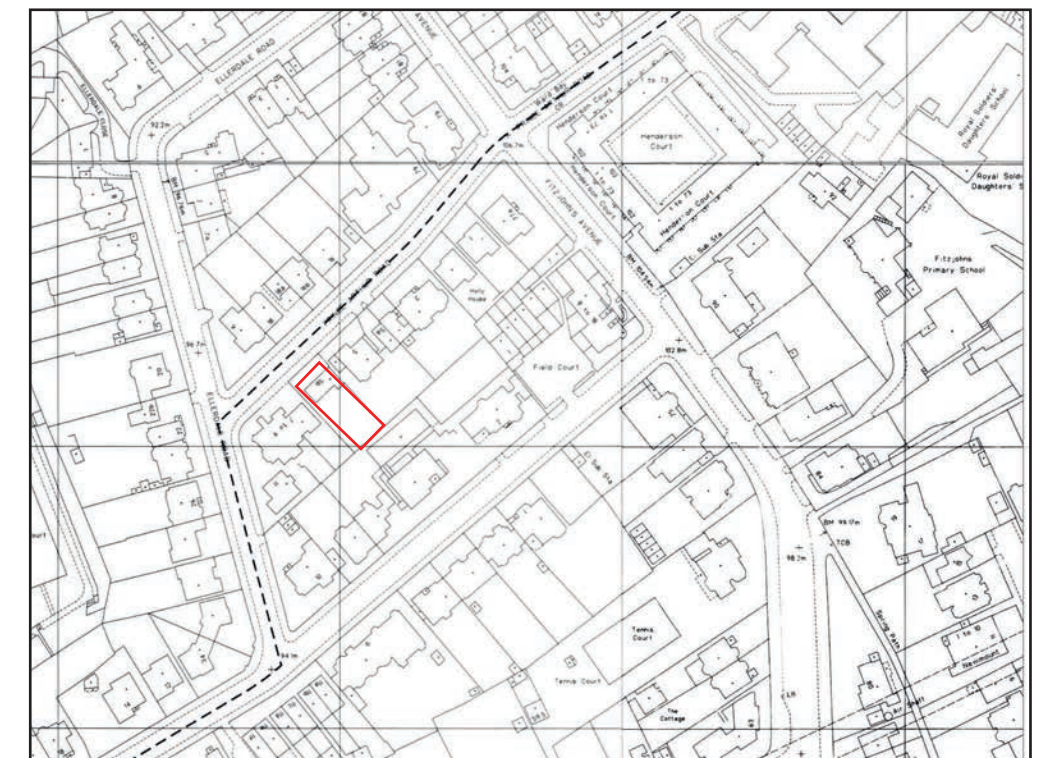


Figure 3.11 1991 OS 1:1,250
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Section 4

**Site Description,
Identification of Assets &
Assessment of Significance.**

4 | Site Description, Identification of Assets & Assessment of Significance

5B PRINCE ARTHUR ROAD, HAMPSTEAD | LONDON BOROUGH OF CAMDEN

Site Location

- 4.1 The Site is located on Prince Arthur Road, just south of Hampstead and within Frognal and Fitzjohn's Ward. Prince Arthur Road runs between Hampstead High Street and Ellerdale Road, east and west of Fitzjohn's Avenue. The Site is on the western portion of the road.
- 4.2 The Site is bounded by Prince Arthur Road (and its pedestrian pavement) to the north; 5a Prince Arthur Road to the east; the rear garden of 4 Arkwright Road and the buildings of the Devonshire Preparatory School to the south; and, 7 Prince Arthur Road to the west.

Site Description

- 4.3 The house was erected c.1960 and modified in the late 1970s close to its present form. It is made of a relatively bright red brick, laid in stretcher bond on the ground floor, with tile hanging to the upper floors.
- 4.4 The building has three storeys in its gable ended range and two across the main range. The fenestration is small, regular and featureless, making for reduced light levels internally. The building is roofed in slate.
- 4.5 There is a small garden to the front and a larger rear garden, in which an old Copper Beech Tree sits, this possibly dates to before the development of the surrounding area or the first phase of the garden of No.5.
- 4.6 The building recedes within its plot to the extent that it is more of a void in the surrounding townscape rather than commanding its Site. The building is considerably more squat and shrunken than the buildings on either side, with the potential for a new building on the Site to remain subservient whilst taking advantage of the wider streetscape.



Figure 4.1 5b Prince Arthur Road

4 | Site Description, Identification of Assets & Assessment of Significance

5B PRINCE ARTHUR ROAD, HAMPSTEAD | LONDON BOROUGH OF CAMDEN

Identification of Assets

- 4.7 There are no listed buildings or locally listed buildings in the near vicinity of 5B Prince Arthur Road. The Conservation Area, and the buildings that collectively contribute to its character and appearance, is therefore the only heritage asset in question in this appraisal.



Figure 4.2 Heritage Assets Map

4 | Site Description, Identification of Assets & Assessment of Significance

5B PRINCE ARTHUR ROAD, HAMPSTEAD | LONDON BOROUGH OF CAMDEN

Fitzjohns / Netherhall Conservation Area

- 4.8 The Fitzjohns / Netherhall. Conservation Area was first designated in March 1984 and expanded in 1985, 1988, 1991 and 2001. The area in which the Site sits was designated on 1 June 1985.
- 4.9 The Conservation Area is bounded by the Redington Froggnal Conservation Area to the west; the Hampstead Conservation Area to the north and east; and the Belsize Park Conservation Area.
- 4.10 The Site is identified within Sub Area 1, 'Fitzjohns', of the Conservation Area Appraisal. Due to the short first phase of building in the Conservation Area, the predominant type of style and appearance of buildings is reflective of the late 1870s and 1880s. Architecturally, many of the buildings are of a Queen Anne or Domestic Revival type.
- 4.11 The Conservation Area is a loose grid, with the dominant roads running north-south, and the lesser streets running east-west. Prince Arthur Road is an east-west running street, but with a number of large and characterful properties from the 1870s / 1880s. The route of the street follows the old field boundary. There is a difference in the character of the road either side of Fitzjohn's Avenue, with the western end, where the site sits, having a greater domestic character with individual houses. The earlier houses are a soft type of Gothic / High Victorian the later infill is a mix of modern and Neo-Georgian.
- 4.12 Early buildings within the Conservation Area are characterised by their high level of detail and decoration. Some of this is mass-produced high Victorian detailing, but around the Site the building most of the buildings have high-quality laid brickwork patterns and detailing, particularly on front gables.
- 4.13 In the Conservation Area Appraisal, the Site is neither noted as a contributor or a detractor (page 29). Therefore, it is considered that it is judged by LB Camden to be a neutral building within the Conservation Area. In our judgement, the Site is judged to be a marginally detracting building within the Conservation Area due to its poor aesthetic qualities.



Figure 4.3 16 A Prince Arthur Road (opposite the Site)



Figure 4.5 New development at 79 Fitzjohn's Avenue, with high quality brick detailing



Figure 4.4 Neo-Georgian houses at 1 and 3 Prince Arthur Road



Figure 4.6 Out of character modern development at 28 Ellerdale Road

Assessment of Significance and Setting

Methodology	The Site	Fitzjohn's / Netherhall Conservation Area	
<p>4.14 The assessment methodology used here for assessing the significance of the identified heritage assets and their settings is the framework set out in the November 2017 consultation draft of Historic England's best practice guidance document Conservation Principles 1. This proposes the use of three heritage interests – historical, archaeological, and architectural & artistic - in assessing what makes a place and its wider context special. These are in line with the definitions in the latest PPG, set out in section 2 of this document. These are broadly in line with the values –evidential [now archaeological], historical, aesthetic [now architectural and artistic], and communal [now part of historical] – set out in the previous, 2008 published version of Conservation Principles.</p> <p>1._https://historicengland.org.uk/content/docs/guidance/conservationprinciples-consultation-draft-pdf/</p> <p>2._https://content.historicengland.org.uk/images-books/publications/conservation-principles-sustainable-management-historicenvironment/conservationprinciplespoliciesguidanceapr08web.pdf/</p>	<p>4.15 Built in the 1960s and modified extensively in the 1970s and 1980s, in a manner out of character with the Conservation Area as a whole, the Site is considered to have no built heritage interest, either in historical or architectural terms.</p> <p>4.16 The Site as a whole has some limited contribution to the Conservation Area, by virtue of the large Copper Beech Tree, which is visible in private realm views and a limited number of public realm views.</p>	<p>4.17 This is a large Conservation Area, the special interest of which varies throughout its area, but does share consistent features of significance, the character and appearance of which is desirable to preserve.</p> <p>4.18 The character and appearance of the area as a whole is detailed on page 6 of the Conservation Area Appraisal. In summary, this highlights the following features of interest:</p> <ul style="list-style-type: none">• The hills and gradients of the surrounding topography;• Long views along avenues and substantively scaled properties to create an 'imposing district';• Mixture of architectural styles (reflecting the late Victorian and Edwardian build period) including neo-Gothic, classical Italianate, Queen Anne, Jacobethan, Domestic Revival and Arts & Crafts;;• Range of detail in materiality including: fine rubbed brickwork, terracotta enrichments, large porches, stained glass, well detailed front walls and elevated ground floors;• The roofs are an important element with the most common having gables, witched with dormers and shallow pitched with overhanging eaves;• Gaps between buildings provide rhythm to the frontages;• Quantity and quality of trees in public and private realm;• Original boundary walls giving a consistency, with almost no ironwork extant;• Finally, the mix of uses, mainly residential but interspersed with a large number of private schools. <p>4.19 Closer to the Site, along this part of Prince Arthur Road and onto Ellerdale Road, the character and appearance is described as having a 'diversity of style' due to the infill developments in the area, including the neo-Georgian properties at 1 and 3 Prince Arthur Road. Other infill at 16 Prince Arthur Road of a c1960s date again contrasts with the wider prevailing typology of large grand late Victorian houses.</p>	<p>4.20 The main character is of large detached dwellings which sit fully into their plots and have a commanding and characterful presence, are tall and have at least three storeys of inhabitable space.</p> <p>4.21 The subtle diversity has been maintained since the publication of the appraisal with the building of 79 Fitzjohn's Avenue a new mansion block style building designed by Sergison Bates Architects, replacing the dated previous 1960s building on this site. This has added a more contemporary style of design into the immediate area, although as it is based on a mansion block it does reference a typology related to the build date of housing in the Conservation Area. In addition, the building is executed in high-quality laid brick, a key feature of the surrounding buildings.</p> <p>4.22 A building which steps away from this prevailing typology is at No.28 Ellerdale Road. This design with its use of Portland Stone and frosted glass, sits in awkward contrast to its surroundings. The design also gives the pretence of a smaller more humble building to the streetside, but then in views of its southern elevation the mass and bulk are highly visible. The front boundary wall and gate posts have been re-built to correspond to this building and reflect its materiality. This is replicated in other plots across this part of the Conservation Area, including at nos 1 and 3 Prince Arthur Road, where the front boundary walls were re-built to reflect the style of these houses.</p>

Section 5

Assessment of Impact.

5 | Assessment of Impact

5B PRINCE ARTHUR ROAD, HAMPSTEAD | LONDON BOROUGH OF CAMDEN

Overview of Proposals

- 5.1 The proposals for the Site include the demolition of the existing building and the erection of a new family home on three storeys plus basement.
- 5.2 Initial proposals were taken to a pre-application stage in November 2019. This meeting established the principle of demolition of the existing building and its replacement. Other specific responses to the designs were received and the designs for the house have evolved on the basis of this feedback and further feedback on a further revised scheme in February 2020. This design evolution is set out across pages 24-27 of the Charlton Brown Design and Access Statement.

Assessment Methodology

- 5.3 The impact assessment utilises the guidance as set out in Historic England's Good Practice Advice in Planning Note 2: Managing Significance in Decision Taking in the Historic Environment (July 2015); The NPPF is applied with particular regard to the internal methodology set out in paragraphs 192 to 197 as its basis and with the interpretation established by current case law.



Figure 5.1 Proposed elevation onto Prince Arthur Road (Charlton Brown Architects)



Figure 5.2 Proposed rear elevation (Charlton Brown Architects)

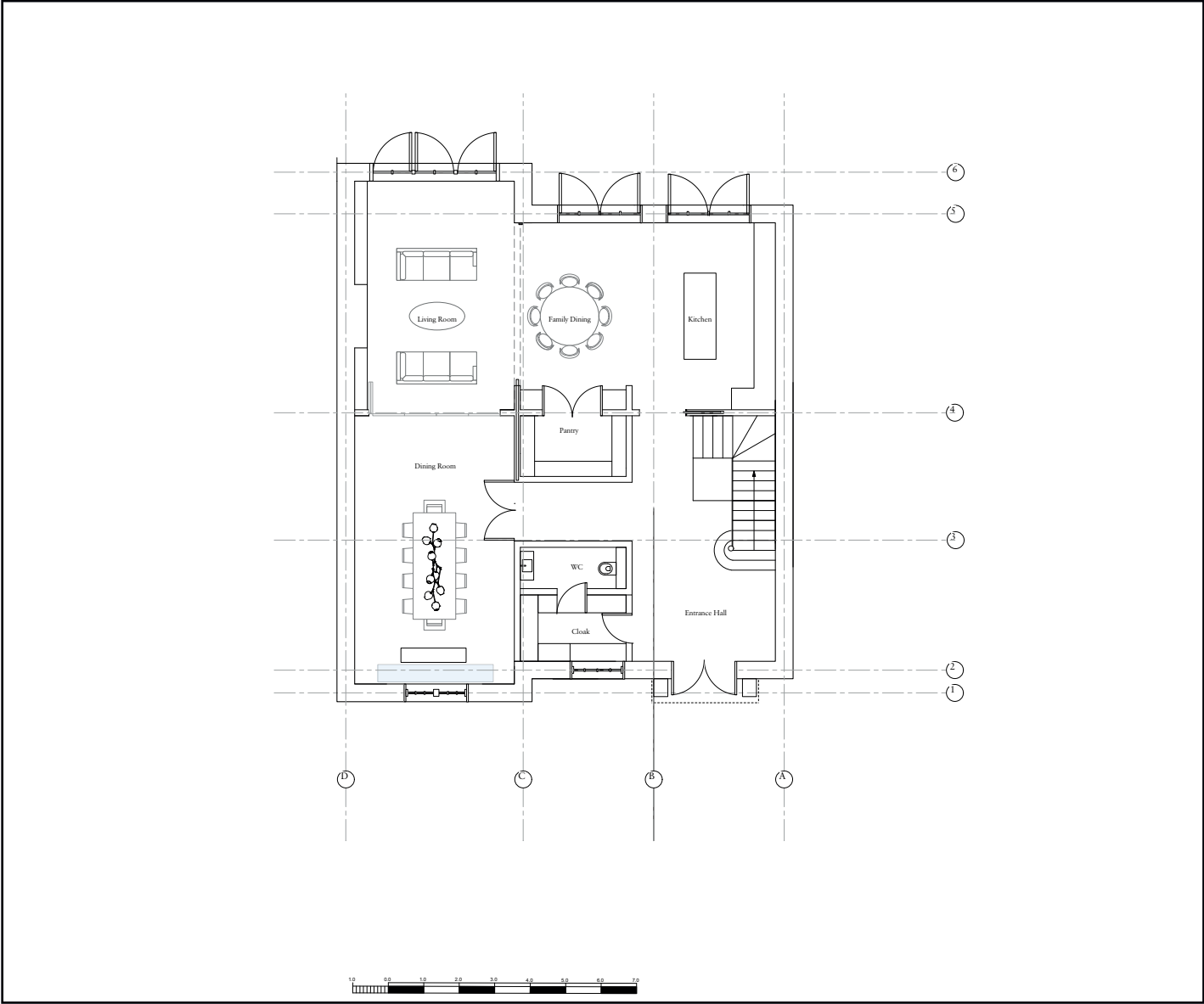


Figure 5.3 Proposed ground floor plan (Charlton Brown Architects)

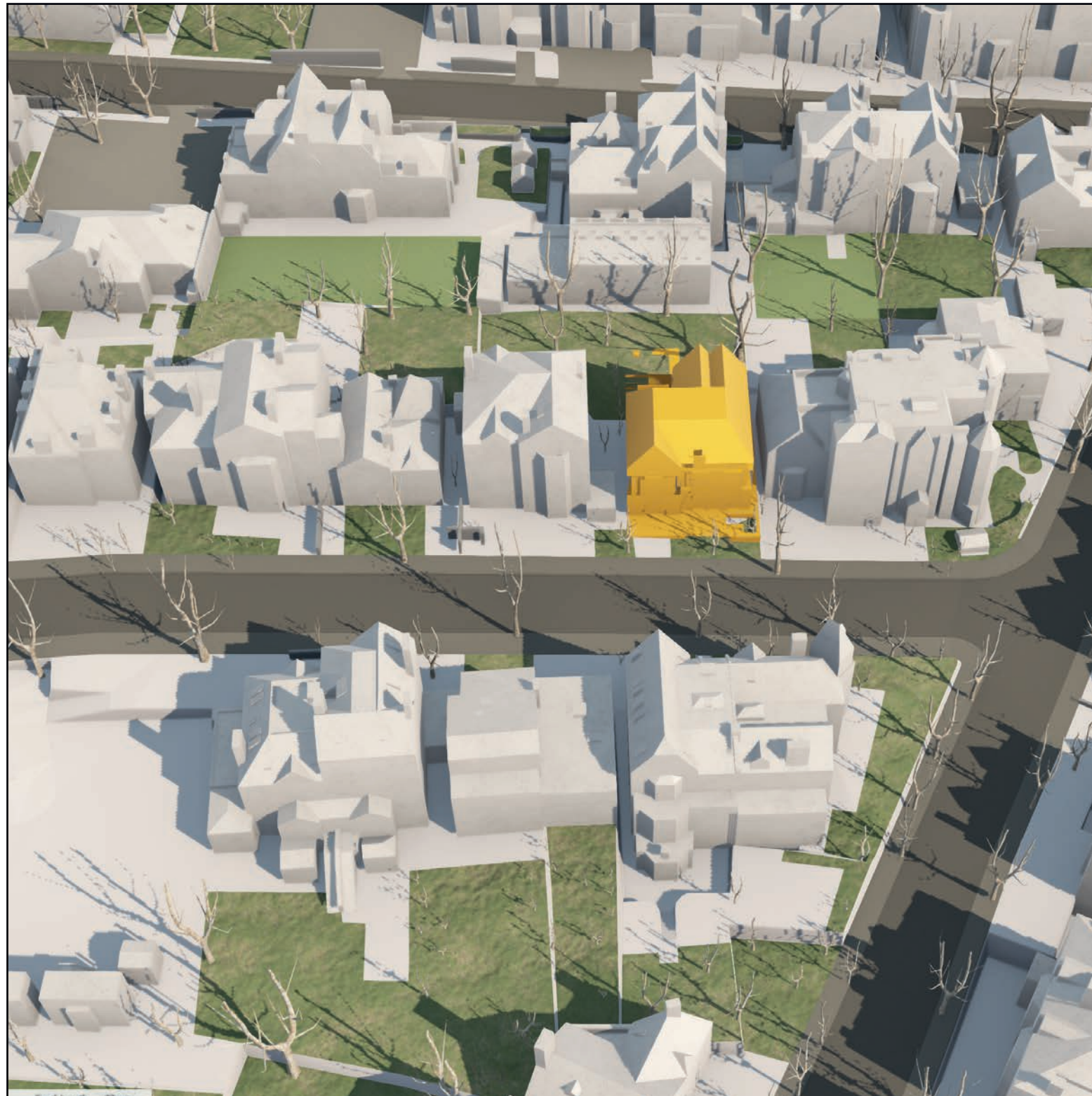


Figure 5.4 Proposed Aerial view from the north



Figure 5.5 Existing view from the east along Prince Arthur Road



Figure 5.6 Proposed from the east along Prince Arthur Road

Assessment of Impact

Principle of Re-development

- 5.4
- As mentioned above, the Site is considered to be of no heritage significance, being a much later infill development, and is judged to be a slightly detracting feature from the character and appearance of the Conservation, based on its relatively low quality design, and lack of sympathetic materials, and partly due to its form and scale as it recedes into its plot.
- 5.5
- The Conservation Area Appraisal omits the Site from its identification of properties which either contribute or detract from the character and appearance of the Area (page 29), but our own analysis of the Site and its surrounding area concludes the above. Features which are particularly dissimilar include the house’s construction in a deep red brick, and the unusual approach of applying tile hanging to a sizeable portion of the front façade, with tile-hanging a material which is much less prevalent in this part of the Conservation Area.
- 5.6
- The demolition of these existing building and the construction of a new building in a character that responds to the surrounding built environment is considered to, in principle, result in no harm to the conservation area. The in principle demolition of the building, with the replacement of a building with a high degree of environmental sustainability was agreed to be acceptable by the Council in the pre-application feedback.
- 5.7
- In addition, both policy (in LB Camden’s Policy D2: Heritage) and legislation in section 72 of the Planning (Listed Buildings and Conservation Areas)Act 1990, requires that new or replacement development conserved or enhances the character or appearance of the area, preserving its special interest. Case law (in ‘Bohm’) requires the exiting and replacement buildings to be taken into account when considering how a new building responds to the conservation area. If this is the same (maintains) or improves (enhances) the baseline position, the proposals will have met these policy and legislative tests.

The Design

- 5.8
- Turning to a consideration of the proposed design, which has been created in close collaboration with the owner of the house and is focused on their desire for a traditional family home. As a later infill development, the existing Site was constructed to a smaller scale and proportion in contrast to the soft Gothic houses which characterise its setting. At present, the neighbouring buildings eaves levels are over 3m higher, with the apex of the roof over 4.5 meters higher. In order to increase the building envelope, whilst maintaining this somewhat subservient relationship, it is proposed to maintain the existing level of the eaves and find additional space by adjusting the angle of the roof to a steeper pitch and thus creating additional roof space. This approach allows for an increase in overall building height, but in a way which maintains the existing relationship between the more historic properties and the Site at present.
- 5.9
- Following the pre-application feedback, the design of the roof was substantially changed to reduce the height of the building. The highest ridge level of the building sits only 200mm above the eves level of the historic building at No.5. As such, the proposals will remain both visually and physically subservient to the adjacent historic assets, which are contributors to the Conservation Area.
- 5.10
- As discussed in paragraphs 4.18 to 4.22 above, the Conservation Area is characterised by its late-Victorian architecture, the predominance of brick and gable ended buildings and also a variety of styles. This variety is particularly pronounced along Prince Arthur Road, where neo-Georgian buildings sit beside late Victorian Gothic and with the new contemporary development on the corner at 79 Fitzjohn’s Road. These are all characterised by their use of brickwork, with differing tonalities. This is in contrast to the unsuccessful modern building at 28 Ellerdale Road, which is flat roofed and faced in portland stone and glass.
- 5.11
- The architectural style proposed is therefore one which carefully references the key characteristics of the Conservation Area (hand laid brick, pattern brick details, gable ends and dormers) and developing further the existing basic form of the building on the Site, to create a dwelling which by more confidently

- replicating some of the features in the surroundings emphasises and enhances these features. In turn, this improves the quality of the replacement building, in contrast to the existing, sitting more confidently in its plot, yet remaining in massing and architectural form subservient to the surrounding structures (as can be seen from the massing model images captured in Vu.City figures 5.4-5.6).
- 5.12
- A sense of vertical rhythm which is found within the streetscape is also emphasised in the proposed building as are traditional proportions and placement of windows, with an emphasis on hierarchy on fenestration and legibility of the interior plan. For instance, the large staircase is indicated by the reciprocating window above the entrance door and the slight roof projection above the eaves on the western elevation. The house therefore plays on the spirit and greater honesty of form that characterises later Victorian architecture, the appearance of which forms a key part of the special interest of the Conservation Area.
- 5.13
- The fenestration has been altered following pre-application feedback and is proposed in timber frames rather than the Crittal form of the original proposals, meaning that the design has moved away from hints of the industrial to place in more firmly in the domestic context of the Conservation Area. A mixture of sash and casement windows reflect the prevailing typology of the area and are considered to be more appropriate for the design as a whole.
- 5.14
- The brick tonality has been chosen to avoid competition with the London stock brick tones of the historic buildings, relating to the tonality of the other nearby buildings and provide a lighter and more varied brick colouration than the existing building. This differentiation marks the building out as a different phase of development, whilst not visually standing out to make the building too much contrast with the prevailing brick type of the adjacent buildings.
- 5.15
- The front wall of the Site is proposed to be re-built in the same brick used for the house and with the addition of gate piers. A new front boundary wall in keeping with the materiality of the building behind is a feature of this part of the conservation area. This is seen in the form of the walls at 1 and 3 Prince Arthur Road; the bi-chrome walls reflecting the banding

- of the house at no.18 Prince Arthur Road; and the Portland stone faced wall at 28 Ellerdale Road, which although in materiality terms is out of keeping with the appearance of the area, does strongly continue this character of matching front wall and building behind. As such, the replacement of the wall for a design reflecting the house, is considered to be entirely appropriate and in keeping with the character of the conservation area more widely.
- 5.16
- At the rear, the proposals were again amended from the pre-application submission, in order to further emphasise the domestic character of the building as requested by LB Camden. The rear fenestration also corresponds to a hierarchy of style, with larger openings at ground floor level to take advantage of the garden. This elevation also utilises gable features and dormer windows to complete the traditional approach in the architectural form.
- Summary
- 5.17
- It is therefore concluded that the proposed design, which utilises traditional architectural forms, is entirely appropriate in its surrounding context. The building is a clear improvement on the existing structure that occupies the Site, successfully negotiating the retention of an overall subservient form in comparison to adjacent historic buildings, but also appearing more confident in its plot. As a result, the streetscape will be enhanced by a building of high quality architecture, which avoids the pitfalls of adding an highly contemporary design in this location which would otherwise sit out of character within the conservation area’s context. Further, the proposed building picks up on and successfully celebrates details of special interest within the conservation area’s buildings.
- 5.18
- In adherence to LB Camden’s design guidance (paragraph 3.46), the proposals, in our view, successfully respect local character and context, whilst enhancing the baseline position of the existing dwelling. As a whole, the proposals are judged to enhance the character and appearance of the Fitzjohn’s / Netherhall Conservation Area, compared to the existing position, therefore meeting the required policy and legislative tests.

Section 7

Conclusion.

6 | Conclusion

- 6.1 The new proposed building for the Site is focussed around the creation of a new traditional family home for the owners, Mr & Mrs Palsson. This has centred on the creation of proposals that are traditional in character, shaped through a detailed study of the surrounding architecture within the Fitzjohns / Netherhall Conservation Area, both in proportionality as well as details.
- 6.2 This report has considered the historic development of the Site and the surrounding heritage assets, with detailed information in order to satisfy requirements under paragraph 189 of the NPPF, and to fully understand the key characteristics of the existing building and the surrounding historic environment.
- 6.3 In summary, it is considered that the proposals are entirely appropriate in their surrounding context. The proposals are a clear improvement on the existing structure that occupies the Site, as a result, the streetscape will be enhanced by a new building of high quality architecture, which picks up on and celebrates details of special interest within the conservation area's buildings. In our view this successfully respects local character and context, whilst enhancing the baseline position provided by the existing dwelling.
- 6.4 As such and as a whole, the proposals are judged to enhance the character and appearance of the Fitzjohn's / Netherhall Conservation Area, compared to the existing position, therefore meeting the required policy and legislative tests, especially policy D2: Heritage of LB Camden's Local Plan; paragraphs within Chapter 16 of the NPPF, including paragraph 200 seeking enhancement in Conservation Areas; and section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990.
- 6.5 As a result, we would consider that LB Camden would be discharging their duties fully under section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act in approving this application .

Appendix 1

References.

Policy Documents

- London Plan (2016)
- New Draft London Plan - Intend to Publish (December 2019)
- London Borough of Camden Local Plan (2017)
- London Borough of Camden Planning Guidance (CPG) ‘Design’ (March 2019)
- Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (GPA2) (Historic England, March 2015)
- Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (GPA3), (Historic England, second edition, December 2017)
- National Planning Policy Framework, MHLCG, February 2019
- ‘Historic Environment’, Planning Practice Guidance, MHLCG, July 2019.

Primary and Secondary Sources

- National Heritage List for England <https://historicengland.org.uk/listing/the-list/map-search>
- Britain from Above <https://britainfromabove.org.uk/>
- Fitzjohns / Netherhall Conservation Area Appraisal
- Camden Historic Planning Applications
- OS Historic Maps



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