



The design of the proposed development fundamentally respects and preserves the character of the Grade II listed site within which it is located. The new building sits within the curtilage of a Grade II listed building and nothing will be done in terms of design, construction or decoration which will in any way deviate from the requirements of its heritage status or of the Conservation Area in which the building is located.

The new building will be the exact same colour as the legacy building; the design aesthetic will mirror that of the old building as well as of the host structure; the detail work will echo that of the old building as well as of the host site. The intention is to increase the amenity space but not to change the character or design aesthetic in any appreciable way.

Our intention is to reuse existing materials where possible: The roof tiles, for example, will be removed from the existing building, cleaned and reused for the new build. The roof therefore will look exactly as when originally built. The proposed windows have been designed precisely to mirror the look of those of the old structure.

Perhaps most importantly, while the internal amenity space is substantially increased with this design, the external footprint of the building increases only marginally so that the height, width and depth of the building are only slightly greater than for the legacy structure that it will replace.

The limited increase in the new buildings footprint also means there are no changes in the visual impact of the building in that there are no changes with overlooking neighbouring properties, no changes with respect to views or vistas, and no changes with respect to privacy with other near properties. The character and impact of the building will not change materially in any way with this new build.

The owner of the site is a passionate supporter of the Hampstead Conservation Area and of the heritage asset for which they are responsible. This proposal dramatically enhances the amenity of the site but does so at virtually zero risk or cost to the character of the building, the listed status of the site or the quality and character of neighbouring properties or of the Conservation Area as a whole.