

82 Fitzjohn's Avenue
London NW3 6NP

HERITAGE ASSESSMENT:
To accompany a planning application



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Prepared for:
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82 Fitzjohn’s Avenue: Baseline Heritage Assessment

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Contents

1	INTRODUCTION	4
1.1	Aim of this Report	4
1.2	Executive Summary	4
1.3	Authorship	4
1.4	Methodology Statement	4
1.5	Legislation and Policy Statement	4
2	BACKGROUND INFORMATION	6
2.1	Planning History	6
2.2	Heritage Assets and Conservation Area	6
2.2.1	Conservation Area	6
2.2.2	Listed Buildings	7
3	HISTORY AND DEVELOPMENT	8
3.1	Background	8
3.2	Historic Map Regression	8
4	CHARACTERISATION APPRAISAL	14
4.1	Fitzjohn's and Netherall Conservation Area	14
4.1.1	General Character, location and uses	14
4.1.2	Architectural interest and built form	14
4.1.3	Townscape Attributes	19
5	DESCRIPTION OF THE SITE AND BUILDING MORPHOLOGY	21
5.1	82 Fitzjohn's Avenue	21
5.2	Building Morphology	21
6	SIGNIFICANCE APPRAISAL	25
6.1	Introduction	25
6.2	Evaluation of significance	25
6.2.1	Archaeological Interest	25
6.2.2	Architectural and artistic interest	25
6.2.3	Historic interest	26
6.3	Contribution to the Conservation Area	28
6.4	Summary of significance	28
7	VISUAL IMPACT ASSESSMENT	30
7.1	Summary of proposed works	30
7.2	Visual Impact Assessment Methodology	31
7.3	Visual Impact Assessment	32
7.4	Visibility of subject site	34
8	Policy Statement and Pre-Application Response	36
8.1	Policy Statement	36
8.1.1	Planning (Listed Buildings And Conservation Areas) Act 1990	36
8.1.2	National Planning Policy Framework (NPPF) (2019)	36
8.1.3	National Design Guide (2021)	36
8.1.4	The New London Plan (July 2019 Draft)	37
8.1.5	Camden Local Plan (2017)	37
8.1.6	Hampstead Neighbourhood Plan (2018)	38
8.2	Response to Pre-application Feedback	38
9	CONCLUSION	40
10	APPENDICES	41
10.1	Appendix 1: References	41
10.2	Appendix 2: Planning History	42
10.3	Appendix 4: Previously Consented Drawings by GluckmanSmith Architects (2019/4229/P)	47
10.4	Appendix 5: Precedents	49

1 INTRODUCTION

1.1 Aim of this Report

No 82 Fitzjohn's Avenue [subject site] is an early 20th century building which is located within the London Borough of Camden. The building is not statutorily listed and there are no listed buildings within the immediate vicinity, but the property does sit within the Fitzjohn's and Netherall Conservation Area.

This report has been produced to provide an understanding of the history of the building and its significance and to assess the impact of the proposed changes in line with location and national planning policies.

The subject site has extant permission for some significant alterations to the existing buildings. Following the consent of this application, Charlton Brown Architects have brought forward a revised scheme which was discussed with the council at a pre-application meeting on 7th January 2021. Following this Charlton Brown Architects commissioned ourselves, Stephen Levrant Heritage Architecture (SLHA) to conduct investigations into the subject site in order to obtain a more thorough understanding of the building's history and morphology in order to progress the scheme. The outcome of these investigations were presented to LB Camden in an additional pre-application meeting on the 25th February 2021 and following a positive meeting the proposed changes have been brought forward to application stage.

This report includes:

- Background information and History and development of the area
- Characterisation appraisal and view determination
- Morphology of the building and significance appraisal
- Impact Assessment of the proposed works
- Policy assessment
- Response to pre-application comments

1.2 Executive Summary

This Heritage Statement has undertaken documentary research and visual analysis of the subject site, an unlisted building in the Fitzjohn's and Netherall Conservation Area. The Fitzjohn's and Netherall Conservation Area Appraisal has not mentioned the subject site, this leads us to assume a neutral attribution by LB Camden.

The proposed works seek to update the permission granted in 2019 to update the building (2019/4229/P), which included two major changes: reconstructing the long wing extension, and to add a larger extension at the rear, replacing the former library extension.

An understanding of the subject site has been developed through site investigations, the consideration of the planning history of the subject site (Section 2.1: Planning History) and with the assistance of the Map Regression (Section 3.2). It is evident through these investigations that the building has been substantially altered during the first half of the twentieth century so that the building on site today has only very small amounts of original fabric and does not resemble the original design of the building, which appears to have previously been rather modest. This is demonstrated in the Building Description in Section 5.1 (which should be read alongside the accompanying Photographic Record Document), and the Morphological Drawings in Section 5.2.

The significance of the building has been assessed and is discussed in detail in the Significance Assessment in Section: 6, it was concluded that the only areas of significance are: the Dutch gable on the front elevation; the Dutch gable on the north elevation and; the chimneys. As a result of this, we concur with the presumed findings of the conservation area appraisal, that the building makes a **neutral contribution** to the conservation area.

The proposed changes have been assessed in the Visual Impact Assessment in Section 8. The proposals largely replicate the changes already consented in 2019 (2019/4229/P), but the areas in which they differ, such as on the south elevation of the long wing extension, they were considered to make a beneficial improvement to the building itself.

As concluded in Section 9: Conclusion, it is considered that the proposed works will help to maintain and sensitively refurbish the existing house, which is currently neglected. The vast majority of the proposed works would be hidden from the street scene and conservation area and would make a **minor beneficial** impact on the conservation area, so are considered to cause **no harm** to heritage asset (the Fitzjohn's and Netherall Conservation Area) and will preserve and enhance the special character of the conservation area.

1.3 Authorship

This baseline heritage assessment has been prepared by Stephen Levrant Heritage Architecture Ltd, which specialises in the historic cultural environment.

- Stephen Levrant [RIBA, AA Dip, IHBC, Dip Cons (AA), FRSA] – Principal Architect
- Cath Layton [MA (Hons) Edin, MA, PG Dip Historic Cons] – Historic Building Consultant
- John Mullankuzhy [BA(Hons), MArch & MSc] – Architectural Conservation Consultant

1.4 Methodology Statement

This assessment has been carried out using desk-based data gathering, archives research and fieldwork.

Literature and Documentary Research Review

The documentary research was based upon secondary sources of local history and architecture, including maps, drawings and reports.

Dates of elements and construction periods have been identified using documentary sources and visual evidence based upon experience gained from similar building types and construction sites.

Fieldwork

A site visit was conducted in January 2021 in order to understand the condition of the building in its present state as well as to survey the context of the building, particularly the surrounding conservation area.

1.5 Legislation and Policy Statement

The assessment in this document was carried out in consideration of up-to-date national and local policy, including:

- *Planning (Listed Buildings And Conservation Areas) Act 1990*
- *National Planning Policy Framework (NPPF) (2019)*
- *National Design Guide (2021)*

- *Conservation principles, policies and guidance for the sustainable management of the historic environment, English Heritage, April 2008*
- *Good Practice Advice in Planning, Historic England (GPAs):*
 - *Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (March 2015)*
 - *Planning Note 3: The Setting of Heritage Assets (December 2017)*
- *Advice Notes, Historic England (HEANs)*
 - *Note 1 - Conservation Area Appraisal, Designation and Management (February 2019)*
 - *Note 12 - Statements of Heritage Significance: Analysing Significance in Heritage Assets (October 2019)*
- *The London Plan (2016)*
- *Camden local Plan (2017)*
- *Hampstead Neighbourhood Plan (2018)*
- *Fitzjohn's and Netherhall Conservation Area Statement (2001)*

2 BACKGROUND INFORMATION

82 Fitzjohn’s Avenue is located in the Fitzjohn’s and Netherhall Conservation Area in the north of the London Borough of Camden. The site is located in the centre of the conservation area and the conservation is located between the centre of Hampstead to the north and Swiss Cottage to the south. The property is set-back from Fitzjohn’s Avenue, a long road running north to south, behind No. 84.

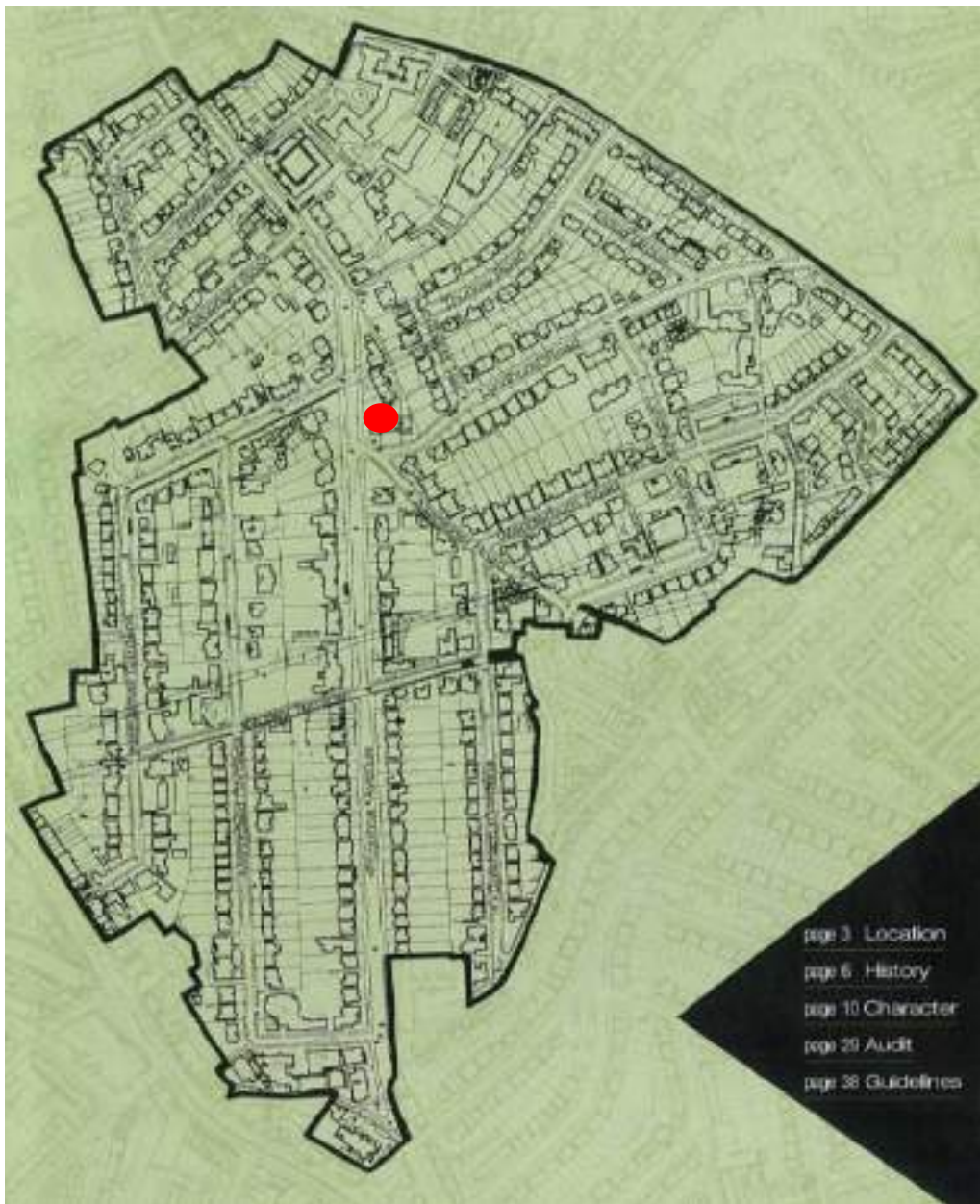


Figure 1: Aerial view of 82 Fitzjohn’s Avenue, approximate site outline marked in red (source: Fitzjohn’s and Netherall Conservation Area Appraisal, LB Camden)

2.1 Planning History

Date	Reference	Description	Permission
27-08-2019	2019/4229/P	Erection of two storey side, front and rear extensions, replacement pool house, and associated works.	Granted
17-04-1991	100409	Erection of a two-storey building comprising a double garage on the ground floor and one bedroom over.	Refuse Full or Outline Permission
28-07-1972	14256	An extension at ground and first floor level to improve staff accommodation at No. 82 Fitzjohn’s Avenue, N.W.3.	conditional
01-02-1972	12823	The erection of a new section of boundary wall at No 82 Fitzjohn’s Avenue NW3 abutting Shepherd's Walk and raising of existing wall.	conditional
19-04-1971	11184	An extension at ground and first floor level to improve staff accommodation at No 82 Fitzjohn’s Avenue N.W.3.	conditional
11-11-1965	1160	Erection of a single storey extension at the rear of the ground floor at the White House, 82, Fitzjohn's Avenue, Camden for use as a ??y.	permission

2.2 Heritage Assets and Conservation Area

2.2.1 Conservation Area

The Application Site is situated in sub-area 1 of the Fitzjohn’s and Netherhall Conservation Area. The Conservation Area was first designated in 1984.



Figure 2: Building Audit Map (above) and detail (below) from LB Camden's Fitzjohn's and Netherall Conservation Area Statement showing listed buildings and positive contributors in dark and light green respectively). The existence of the subject site has been completely overlooked in the map and the plot indicates that no building stands on the subject site at all (subject site marked in red)

2.2.2 Listed Buildings

The subject site is not a listed building, nor is it a locally listed building and it has not been considered as part of the building audit (Figure 2).



Figure 3: Listed buildings within 200m of the site marked with blue triangles (site marked in red) (source: Historic England)

There are only three listed buildings in the vicinity (200m) of the subject site, as demonstrated in Figure 3 above. Fanning from north east to south west they are:

- Drinking fountain attached to the wall of No. 65 Rosslyn Hill (grade II)
- Fitzjohn's Primary School (grade II)
- No. 75 [Fitzjohn's Avenue] and attached walls, Gate Piers and Gates (grade II)

The significance of these assets and their potential to be affected by the proposed works shall be assessed at a later stage.

3 HISTORY AND DEVELOPMENT

3.1 Background

The Domesday Book of 1086 mentions the village of Hamestede (Anglo-Saxon word for homestead) as a small farm. A number of important churches including the Old Hampstead Church and Kilburn Priory were established in the 12th and 13th centuries, (although both Hampstead Church and Kilburn Priory were demolished in the 18th century).

By the 15th century many of the customary tenements had passed to the London merchants and gentry, some of whom began to occupy or lease them and retire to them. This saw the timber and wattle and daub houses replaced with large brick houses as the quality of the air and beautiful views was increasingly appreciated.



Figure 4: View of Hampstead from Visscher's View of London (before 1632) (source: Christopher Wade: Hampstead's Past, 1989).

The Fitzjohn's and Netherall Conservation Area which sits to the south of Hampstead Village was part of the historic Hampstead Manor which was divided in two and inherited by two brothers, Sir Thomas Maryon Wilson and Sir John Maryon Wilson. Fitzjohn's Avenue falls into the land of the latter who, in turn, passed the area to his son Spenser Wilson who developed the road in 1873.

This coincided with an increase in demand for housing for rich Londoners, craving homes amongst the greenery and clean air of the Hampstead slopes, and the arrival of the railway in 1852 provided ease of access to the city.

Fitzjohn's Avenue was intended to be a grand road layout with wide, tree lined pavements and large plots of land. This encouraged residents to employ architects of note to construct houses and the area became known for fine architectural examples, typically one-off commissions. The area also became popular with artists, architects and writers and new styles such as Queen Anne Revival Style and Arts and Crafts movement houses proliferated.

Hampstead did not suffer heavy damage during the air raids over London and consequently much of its historic buildings are preserved. It remains a leafy and affluent suburb of London situated within the Borough of Camden.

3.2 Historic Map Regression



Figure 5: 1850 Map showing the area whilst it was still open fields, prior to Fitzjohn's Avenue being laid out. Some development has started to take place further north, however, with Roslyn Street already set out. The pathway that would become Shepherd's Walk (now 'Spring Walk') was already in place at this date (approximate site area in red)



Figure 6: 1871 Map shows the area starting to develop, with Fitzjohn's Avenue visible running north west to south east. The building that is now No. 84 Fitzjohn's Avenue has yet to be constructed, but large, semi-detached buildings are under construction along Thurlow Road, to the south of Shepherd's Walk. The original school building which still stands to the northwest of the subject site, set back from the road has also been constructed, still surrounded by empty plots of land (now 'Spring Walk') (approximate site area in red).



Figure 7: 1896 Map shows further development with Thurlow Road fully developed and the building which is now Fitzjohn's Primary School (north of 84 Fitzjohn's Ave) had also appeared. The subject site and the property which is now 84 Fitzjohn's Avenue remain undeveloped, and the plot is indicated as being wooded in this map. The large plot behind, now home to the Royal Mail Hampstead Delivery Office, remains vacant (approximate site area in red).



Figure 8: 1915 Map is the earliest map showing no. 82 Fitzjohn's Avenue. No. 84 has also been constructed in the 20 years since the last map was published and a large plot building, St John's House has appeared in the empty plot to the north east (approximate site area in red).



Figure 9: 1915 Map detail showing the form of the subject site, with what appear to be two pronounced gables. The two gables appear to be different sizes, with the northern gable being much wider than the southern one. The building has a small, single-storey extension to the south, possibly a garage. Also visible is a detached outbuilding which appears to be hatched, possibly indicating a greenhouse. The plot boundary here is marked as sitting very close to the property boundary. (approximate site area in red).



Figure 10: 1920 Map appear to show that the northern protruding gable has been extended westwards, but this may still indicate the greenhouse, seen previously, and appear to be merged due to the large scale of the map. Similarly, the single storey extension is shown as part of the main building, which may also be a mapping error due to the large scale of the map. The subject site is otherwise unchanged. (approximate site area in red).



Figure 11: 1936 Map shows a definite change in the footprint of the building with the single storey extension formerly standing against the southern elevation, now removed and with a small extension on the southern projecting gable. The extension is marked with a dotted line indicating that it was glazed, either a conservatory or glazed canopy. In this map the gables appear to be different sizes from how they were shown in the 1915 map, with the southern gable now appearing much wider than the one to the north (approximate site area in red).



Figure 12: 1954 Map shows a more pronounced hatched extension seen in the 1936 map, confirming that the glazed conservatory or canopy stood here at this time (a glazed awning such as is indicated here features in a photograph of the property when it was in use as St Godric's Secretarial College in 1950s). The small single-storey extension which was indicated in the 1915 map is again marked here, either re-instated, or omitted from the 1920 and 1936 maps. St John's House to the north has now been subsumed into the Royal Mail sorting office (approximate site area in red).

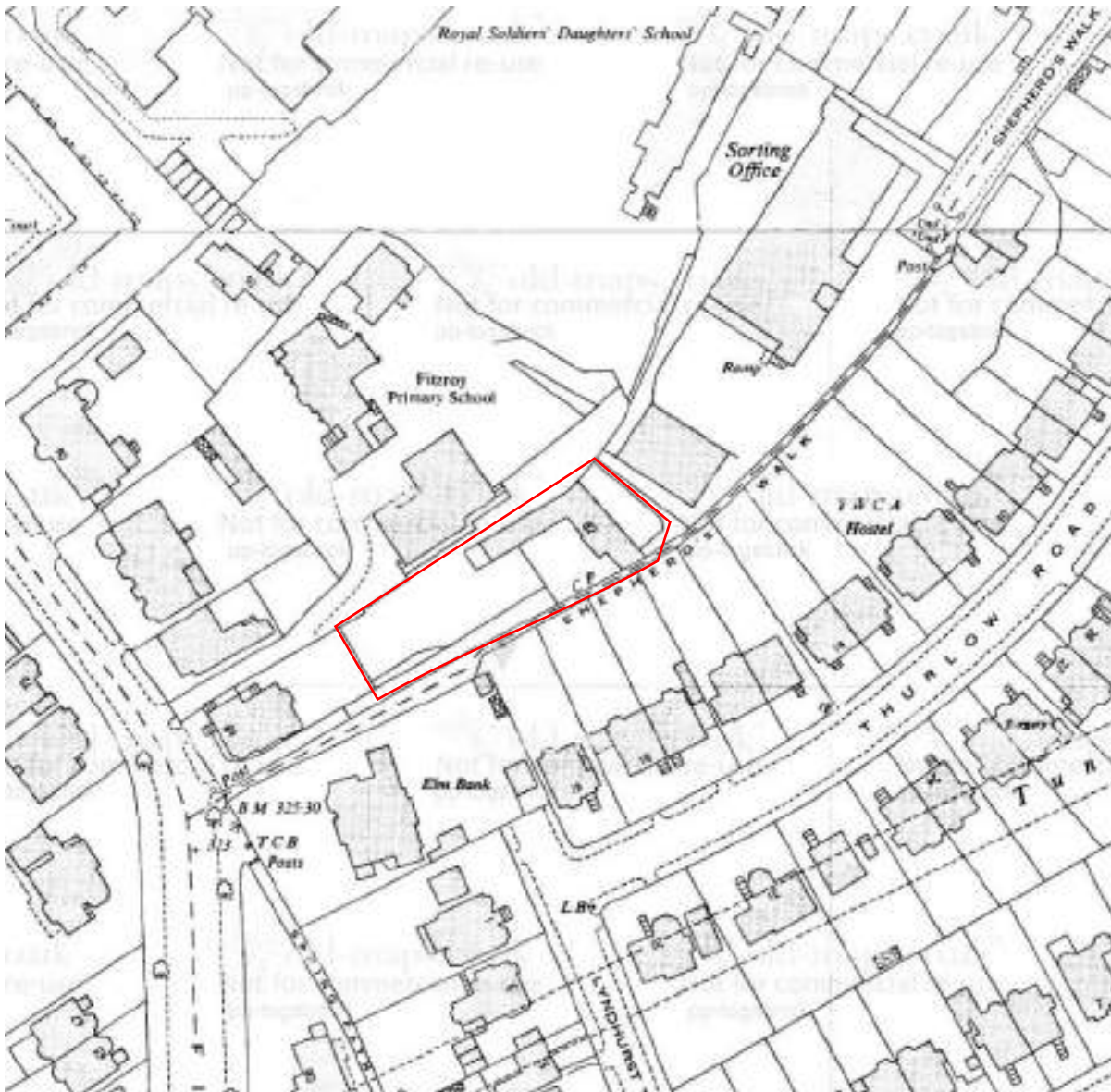


Figure 13: 1966 Map shows the subject site in a more similar form to how it is found today, with the long extension protruding westwards from the former protruding gable, terminating in a single storey extension, which remains on site, today. The southern elevation has now also been extended so that it meets the boundary with Shepherd's Walk to the south. Today it is a double garage with a first-floor extension above. The depth of the main building to the north of the protruding gable has also changed, this indicates the stepping-out of the front façade of the building westwards with an open balcony at first floor level (approximate site area in red).



Figure 14: 1970 Map shows the overall building footprint to be unchanged (approximate site area in red).



Figure 15: 1973 Map shows the subject site largely unchanged, expect that the footprint of the extension is marked differently on the northern elevation of the long west wing, with a small section which juts-out just before the join with the single storey extension. The swimming pool which now sits to the north east of the building on site has not yet been constructed at this time, although there is an indication of a vacant plot adjoining the building where the pool now stands (approximate site area in red).

The subject site has since seen subsequent further alterations, with an extension adjoining the eastern elevation, which was consented (and thought to have been constructed) in 1965 as a library (planning ref: 96/1160), this is not shown on the maps from the 1960s and 1970s.

There is also no planning application corresponding to the construction of the swimming pool or the pool house, indicating these were either omitted from the maps (if constructed prior to 1970s) or that they are both unauthorised.

The fact that the gables in the map in 1915 were different sizes to how they were shown in the 1936 map is curious and could indicate an early alteration with the overall building line extending to the south. What is evident is that the overall footprint of the house has changed on numerous occasions, with extensions both large and small, occurring in a piecemeal fashion throughout the 20th century.

For further details on the evolution of the building refer to the Morphological Drawings in Section 5.2.

4 CHARACTERISATION APPRAISAL

4.1 Fitzjohn's and Netherall Conservation Area

4.1.1 General Character, location and uses

The Fitzjohn's and Netherall Conservation Area is a predominantly residential area which consists largely of late-Victorian buildings. The general character is provided by the topography, the architecture and the use of the buildings.

The Fitzjohn's and Netherall conservation Area Appraisal divides the area into two sub-areas. Sub-area 1: Fitzjohn's and Sub-area 2: Netherall. This is based primarily on topography, layout and development phases, with Sub-area 1: Fitzjohn's having been developed over a ten-year period in 1870s – 1880s and due to the grid-like road layout. Sub-area 2: Netherall, was developed between 1860s and 1880s with a more 'intimate' character, with a higher proportion of buildings exhibiting a finer urban grain. This Characterisation Appraisal considers both sub-areas together, due to the fact that the built form, plot size and architectural style intersects these two sub-areas with numerous examples of differing plot size, urban grain and architectural style found in both.

4.1.2 Architectural interest and built form

The architectural language of the Conservation Area varies with buildings of Victorian Gothic, Italianate, Arts and Crafts and Queen Anne Revival Styles all showcased here. Some houses are clearly in single ownership, whilst others are flats, with half levels and raised entrances.

Townhouses

There is a great variety of architectural styles in the Fitzjohn's and Netherall Conservation Area, particularly considering that the area was subject to a relatively swift development. Amongst the variety it is possible to discern an overriding building form, namely; detached or semi-detached buildings with an overall vertical profile. Within this group there is some variety, but there is sufficient commonality to be able to group these today, as they are easily identifiable as grand, late-Victorian townhouses.

Fine examples of these detached and semi-detached villas found on Maresfield Gardens (Figure 16) and Lyndhurst Gardens (Figure 17) and at frequent intervals on Fitzjohn's Avenue. Design and execution vary, with some particularly exceptional experimental examples at 24 and 26 (both grade II listed) by Harry Measures (c. 1886). No. 24 features Arts and Crafts style protruding gable with timber study and pitched roofs and clay tile facings with red brick gothic, No. 26, a pointed gable in German Gothic style with an ornate classical, pedimented porch with cornice and bottle balustrade at second floor level.

Others, such as those on Belsize Lane are tall, echo the style in a somewhat less ornate and rectilinear form (Figure 18).

84 Fitzjohn's Avenue (Figure 21), the building which stands in front of the subject site, shielding it from view from the street, is of a similar overall form. It is detached, rather than semi-detached, probably due to the fact that it was built at a later date to those on the surrounding its streets, including its neighbours at Fitzjohn's Primary School, yet it is very much in keeping with the buildings in the conservation area and conceals the, very divergent building of the subject site behind it.



Figure 16: Detached and semi-detached houses on Maresfield Gardens (source: Google)



Figure 17: Grade II listed buildings on Lyndhurst Gardens (source: Google)



Figure 18: Semi-detached houses, now largely flats, on Lyndhurst Road (source: Google)



Figure 20: Semi-detached Victorian Buildings in stock brick on Thurlow Road (source: Google)



Figure 19: A semi-detached pair of townhouses on Lyndhurst Road (source: Google)



Figure 21: 84 Fitzjohn's Avenue, red brick with classical features and tall, articulate gable forming a parapet (source: Google)

Suburban-style houses

The main characteristic shared by these buildings is their horizontal profile and overall substantial bulk and sizeable footprint. The horizontal profile stands in contrast to the vertical form of the town houses in the last section, with a large footprint relative to their height. The overall mass of these buildings is quite substantial, and most have two main storeys above ground level with a broadly consistent roofline, with some protruding elements such as chimneys, articulated gables, turrets and towers.

Despite their shared characteristic, the suburban style houses vary substantially in style. Some are typically Arts and Crafts movement, such as those on Lyndhurst Terrace (Figure 22), with clay tile façade and gables with steep, overhanging eaves. Others, such as 'Uplands' at 75 Fitzjohn's Avenue (Figure 23) display a north American Gothic style, with its steeply pitched roofs, decorative facias and partial veranda.

The Freud Museum, home to the influential psycho-therapist Sigmund Freud from 1938, is also an exception in terms of style. Constructed in the early 20th century, it has a confident Neo-Georgian, a style less commonly found than the large Arts and Crafts suburban-style houses, and the ornate Victorian townhouses (Figure 25).

More grandiose still, is the Old Conduit House, its bold presence representing something more akin to a civic or ecclesiastical building. The building features turrets of a circular and square form, lancet windows and polychromatic detailing with French medieval gothic overtones (Figure 24).



Figure 22: Corner of Lyndhurst Terrace and Akenside Road (source: Google)



Figure 23: 75 Fitzjohn's Avenue 'Uplands' by T.K Green (grade II)



Figure 24: Old Conduit House, or 1 and 3 Lyndhurst Road (grade II*) by John Burlison (source: Freud Museum)



Figure 25: The Freud Museum at 20 Maresfield Gardens (grade II) (source: creative commons)

Institutional buildings

In addition to the residential buildings which predominate in the conservation area, there are several institutional buildings Royal Free Hospital on Lyndhurst Gardens (the main Royal Free Hospital sits outside of the conservation area to the west of Rosslyn Hill) and St Mary's School Hampstead (Figure 27), Devonshire House school, and Fitzjohn's Primary School (Figure 26) all on Fitzjohn's Avenue (the latter sits next door to the subject site). Of these, Devonshire House and St Mary's School have a similar architectural vernacular to the residential buildings in the area, and match the larger footprints of the larger of the 'suburban-style houses' previously mentioned. Fitzjohn's Primary School, the site which stands to the north of the subject site, is more typical of a purpose-built Victorian school building, with a low profile, one main storey with some rooms at first floor in the Gothic style. What sets all of these buildings apart is the more generous plots which surround the buildings in use as playgrounds and sports courts.



Figure 26: School buildings at Fitzjohn's Primary School (grade II) which stand in the site next door to the subject site (source: Tmol42 via Wikimedia Commons)



Figure 27: St Mary's Convent School (grade II), Fitzjohn's Avenue (source: Taskspace)

Modern additions

Despite the vast majority of the buildings in the conservation area dating from the late Victorian period, there are some, largely infill buildings which date from the 20th century. The modern buildings vary in style, and those constructed in the late 20th century and early 21st century are generally more appropriate to the overall size and scale of the existing buildings, typically being constructed of red brick and standing at two main storeys over ground floor. Those dating from the mid-20th century are less appropriate, such as the single storey house and three storey block of flats on Lyndhurst Terrace, both in brown brick and with very blocky forms, devoid of references to the surrounding design language (Figure 28).



Figure 28: Modern houses on Lyndhurst Terrace (source: Google)



Figure 29: Henderson Court, 102 Fitzjohn's Avenue (source: Google)



Figure 30: Modern house on south side of Lyndhurst Road (source: Google)

Materials

Red brick predominates in the conservation area. Some houses have stucco dressings, such as those on Maresfield Gardens (Figure 16) and others experiment with detailing in clay tile, as found on the Arts and Crafts style houses like that found on the corner of Lyndhurst Road (Figure 22). Terracotta and even stud timber work are also experimented with, such as at Lyndhurst Gardens (Figure 17).

Some, such as those on Lyndhurst Road, are detached or semi-detached blocks in stock brick in Victorian Gothic and Italianate style with red brick and details and plaster work (Figure 19 and Figure 24). The houses in stock brick are typically fewer in number and generally less well conceived, with some exceptions, such as Old Conduit House (Figure 24).

4.1.3 Townscape Attributes

Topography

The topography of the area has a strong impact on the feel of the conservation area. The hill declines southwards along Fitzjohn's Avenue from Hampstead village. This incline, coupled with the sheltered feel of the street provided by the mature London Plane trees, help to provide this part of the conservation area with a calmer more suburban quality.

Greenery, openness and boundaries

There is a lot of greenery in the conservation area, provided by the street trees and aided by the foliage in the large plots which is visible above the walls and through the large gateways. This is most dominant on Fitzjohn's

Avenue, although other residential streets do not have as many large street trees offering visual amenity, and the sense of the area being an urban development is more keenly felt, as a result.

The conservation area is devoid of publicly accessible open spaces with the largest areas of land contained within the sites of the schools, blocks of flats and gardens of the houses with larger plots. The only openness comes from the long views down the wider streets such as Fitzjohn's Avenue and Rosslyn Hill.

There is some variety in plot size with some detached and semi-detached houses standing in generous plots behind mid-rise boundary walls (such as those shown on Lyndhurst Road Figure 19). Others, such as the houses on Maresfield Gardens (Figure 16) are more densely developed with smaller gaps between plots, and indeed the houses themselves. Boundaries with hedges help to contribute to the overall sense of greenery in the area. Some plot boundaries are higher (Figure 31), offering the passer-by glimpses of architectural flourishes on the buildings within (Figure 32).



Figure 31: Plot boundaries on Lyndhurst Road (above) and Fitzjohn's Avenue (below), both are typical of the area - mid-rise with hedges and foliage protruding above.



Figure 32: Articulated gable and tall chimneys visible over a tall plot boundary to the north of Maresfield Gardens (source: Google)

5 DESCRIPTION OF THE SITE AND BUILDING MORPHOLOGY

5.1 82 Fitzjohn's Avenue

A complete 'Photographic Walkthrough' of the building is appended to this document. This section should be considered alongside the Photographic Walkthrough and the Figure numbers referred to in this section refer to the figures in the Photographic Walkthrough and are indicated with 'PW'. As 82 Fitzjohn's Avenue is not a statutorily listed building, this section will only provide a detailed description of the exterior of the building.

The subject site is approached from the southwest along a driveway leading from Fitzjohn's Avenue. The west elevation of the main house presents with a front facing Dutch Gable with small leaded lights at first floor level (PW Figure 1) and conservatory-style glazed French doors at ground floor (PW Figure 3). The front door stands to the left of the main gable with a pedimented canopy supported on consoles. The door is flanked by piers and has an ornate fanlight (PW Figure 2). At first floor level, to the left of the main gable there is a balcony, the set-back indicating the original line of the building, as shall be seen in the following section, the small windows with leaded lights sit tucked-under the low-hanging eaves overlooking the balcony (PW Figure 1). There is an attractive red brick chimney in a vaguely Elizabethan style protruding from the centre-left of the elevation. It immediately looks puzzling as it aligns with a French door at ground level, demonstrating that there is no aligning chimney piece on that level. To the right of the main gable is a garage extension with folding garage doors with a first-floor extension above (PW Figure 4).

The rear of the main building (east elevation) is less ornate and has been designed with less care and attention. There is a much greater expanse of brick wall with oddly placed features. The southern-most side of the rear elevation extends up to two storeys, clearly a mid-20th century extension with aluminium frame windows. At first floor level there is a single, asymmetrically placed door opening onto a Juliette balcony (PW Figure 5). The northern end of this elevation has an oriel window at first floor level which breaches the line of the eaves, and conservatory-style French doors at ground floor level (PW Figure 8). At ground floor, in the centre of the rear elevation is a large 'Library' Extension, presently unclad (PW Figure 6).

Extending from the front elevation is a long wing the 'west wing' which appears to join the building at a right angle (this is not exactly the case when looking at the plan form of the building, the join is in fact not a right angle but a smaller angle). The wing is much narrower than the main house and has an ill-conceived south elevation. The balcony from the main house continues around the corner onto the wing meaning that the roof is set-back from the ground floor line of the building. Following this the building line steps-out at first floor with a hipped roof commencing (PW Figure 9). This is soon met with a window which breaks the line of the eaves, whilst the other five (unevenly spaced) windows along the first floor do not (PW Figure 9). The first-floor fenestration does not match the fenestration on the ground floor either in style or spacing. At ground floor level there are three sets of French doors with tall fanlights overhead (plus a further set on the west-facing elevation of the main house) (PW Figure 10), then a separate set of French doors, shorter and with a curved-head further to the west (PW Figure 9).

The west wing is terminated on its west elevation by a gable with an oriel window with regency-style lead flashings at first floor. The ground floor extends further westwards still, with a strange and unattractive single-storey element with two openings on south and west elevations and a raised parapet (PW Figure 12). Also visible to the left (north) of the gable-end is a two-storey extension with flat roof and small window (Figure 12).

The north elevation of the west wing stands in close proximity to the boundary with Fitzjohn's primary school. The easternmost end (the northernmost part of the main house) also has a Dutch gable, although there is no fenestration on the gable at this elevation, only some air bricks, grilles, and a chimney (PW Figures 14 and 17). In the centre of the north elevation is the 'pool house' extension, a modern extension which adjoins to the first floor of the west wing. This presents as a gazebo-style, light weight structure with timber cladding and a hipped roof (PW Figure 16). On the other side of the pool house, the western part of the west wing extension is unpainted, showing just a plain brick elevation (PW Figure 15), this is understood to be a later addition, constructed in 1970s (as will be expounded in the next section).

From the main aspect in the garden (in front of the west and south elevations), the building presents as an agglomeration of features, overwhelmed by the fenestration. It is an overall debased and crude mixture of "Tudorbethan" and Queen Anne pseudo vernacular; a poor imitation of the work by architects such as JJ Stevenson, who was responsible for 'Pont Street Dutch' in Knightsbridge, Norman Shaw who utilised, and their myriad imitators (see Appendix 5).

The windows are too numerous in number, with too much variety in style and size leading to a confused appearance only added to by their apparently un-planned alignment. The building has evidently been altered to suit the needs of the interior; with little consideration of the impact this would have on the appearance of the building form the exterior. The result is a building which lacks repose, with any former dignity that the gable, chimney and small leaded windows might have originally had, much diminished.

5.2 Building Morphology

The Morphological Plans have been produced to provide a diagrammatic representation of the evolution of the building by colour coding the external elements. The plans show the building as it exists today and are based on available evidence. The majority of the information utilised to create these drawings has come from a detailed analysis of the planning history, the map regression in Section 8, and from site investigations.

The original plans for the building have not been discovered, but with the benefit of an aerial photograph dating from 1938 (Figure 32), we have been able to ascertain which aspects of the building were already in situ in 1938, and these are presumed to be original.



Figure 33: 1938 aerial photograph showing the subject site prior to the construction of the extensions in 1955-1966 (source: Britain from above)

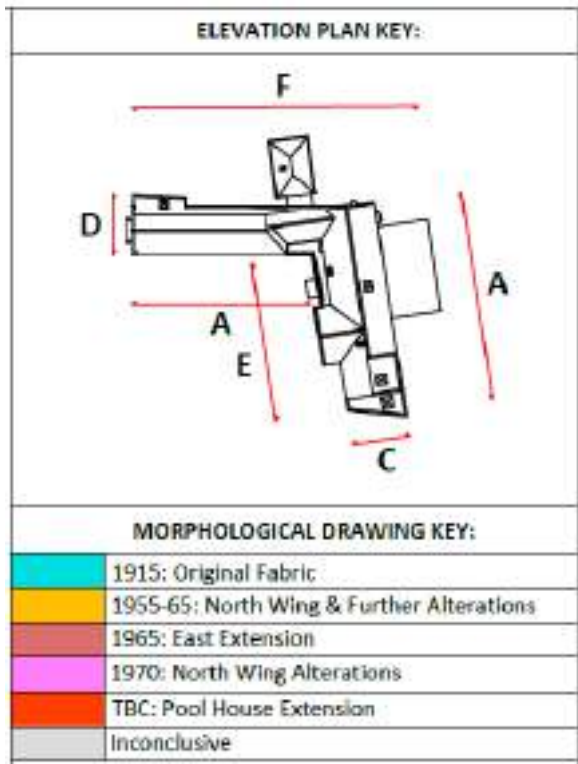
A photograph from 1950s was featured in the Design and Access Statement by GluckmanSmith (planning application 2019/4229/P) (Figure 33). This photograph helped us to understand the substantial changes that have occurred on the front elevation including the fact that the main, ground floor window in the gable is not original, that the front entrance in place today is a relocated entrance (it is not visible in Figure 33 and the original location is not known), and the fact that an extension was added at the front at ground floor only, between the large gable and the west wing (constructed between 1955-1965), allowing for the creation of a balcony that appears today.



Figure 34: Photograph from prior to 1950s (as cited in GluckmanSmith report)

The Map Regression isolates the most major change to the building (the west wing extension and the extension of the main building to the south) as occurring between 1955 and 1965.

Most other changes to the building from mid-1960s onwards are covered by the planning history items in Section 2.1, including the 'Library' extension to the rear of the building on its east elevation and the small addition to the west wing in the 1970s. There are some outstanding items such as the swimming pool, which appears to date from early-20th century, but is not recorded on the map regression, the pool house appears to be of a much more recent construction and is likely to have been constructed under Permitted Development.



A. South Elevation: 1955 - 65 Wing



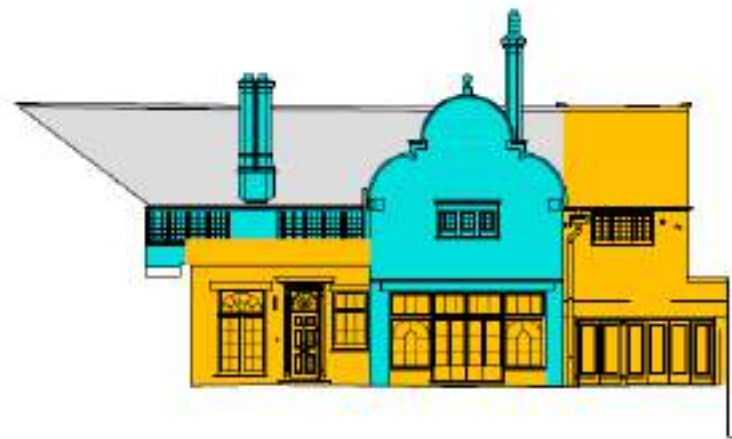
B. East Elevation: Rear



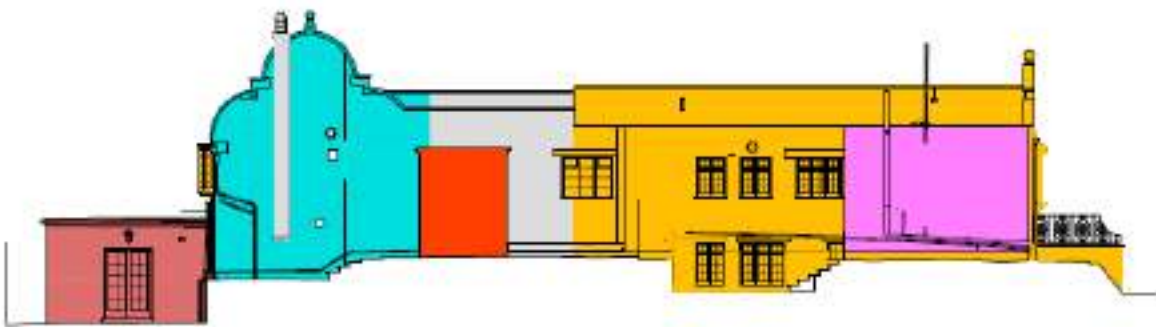
C. South Elevation: 1955 - 65 Wing



D. West Elevation: 1955 - 65 Wing



E. West Elevation: Front



F. North Elevation

Figure 35: Morphological Elevations



6 SIGNIFICANCE APPRAISAL

6.1 Introduction

The NPPF (Para 189) states that *“In determining applications local planning authorities should require an applicant to describe the significance of any heritage assets affected, including **any contribution made by their setting** [Our emphasis]. The level of detail should also be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on that significance.”*

Significance is defined by Historic England as “The sum of the cultural and natural heritage values of a place, often set out in a statement of significance”.

An assessment has been provided to ascertain the significance of the subject site and what kind of contribution it makes to the Fitzjohn's and Netherall Conservation Area. It outlines the findings of the background research, including the historical development and character based upon visual inspection of the building and research from various sources of local history and architecture, including maps, drawings and reports, as expounded above and in the appendices.

The appraisal of significance includes the result of site inspections conducted by Heritage Architecture Ltd in February 2020. As stated above, the appraisal of the subject site and its setting has been carried out by visual inspection only and assumptions have been made based on previous experience and historical research sources where findings have been limited.

6.2 Evaluation of significance

The key criteria for assessing the significance of a heritage asset has been recently updated by Historic England in 'Statements of Heritage Significance: Analysing Significance in Heritage Assets', published 21 October 2019. These definitions are in alignment with the NPPF definition of significance and are as follows:

- **Archaeological interest** – 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 skills, 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.

In order to determine the significance of a certain component of a heritage asset the sum of its archaeological interest, architectural and artistic interest and historic interest needs to be disaggregated and determined.

The grading of values is considered using three categories: **low**, **medium** and **high**

6.2.1 Archaeological Interest

Historic England's Greater London Archaeological Advisory Service (GLAAS) has undertaken an archaeological assessment of the London Borough of Camden, *London Borough of Camden Archaeological Priority Areas Appraisal*, published in October 2018. This assessment identifies archaeological priority areas and categorises them in order of importance; Tiers 1 – 3. Whilst LB Camden does have areas of archaeological importance in all three tiers, none of these are in close proximity to the subject site. As we know that the subject site was open fields up until the point that it was developed, and as it does not fall within one of the archaeological priority areas, it is unlikely that there is much potential for archaeological finds there. As a result, the archaeological interest of the subject site is **low**.

6.2.2 Architectural and artistic interest

From what can be discerned about the original design from the historic aerial photograph, and from what is understood about the building's morphology, it appears that the original design of 82 Fitzjohn's Avenue was rather unambitious and simple. Certainly, in terms of scale it was a rather diminutive and modest building, in relation to other buildings in the area.

The changes that have taken place subsequent to the building's initial construction, serve to further undermine what was already an unremarkable overall form. The way in which the building has evolved shows a clear lack of consideration for conscious design and was primarily constructed to accommodate the needs on the interior. The building's footprint lacks in symmetry or balance due to the long wing which was constructed in the early 1960s. This wing is out of proportion and is longer and much thinner than the main block of the house. It protrudes at a slightly oblique angle meaning that its join is not perpendicular to the main house. Attempts at unifying the appearance of this wing with the main house are ineffectual - the Dutch gable which terminates the long wing appears odd with its narrow width, and the oriel window within it is more of a flourish than the small in-set windows of the Dutch gable on the main house, undermining any sense of hierarchy. Furthermore, the single-storey element which protrudes at the westernmost end of the long wing extension is a detracting feature and completely lacking in aesthetic merit.

As has been demonstrated in the morphological drawings, there have been substantial alterations to the main building as well. The front entranceway has been altered and the main tripartite window at ground level on the front gable is modern, and it is not known what would have stood there originally. Extensions have been added to all four elevations of the main building. In addition to the long wing already discussed, there is a pool house extension, projecting northwards; a library extension on the east elevation, garage extensions and the second-floor bedroom on the south elevation. This latter extension includes an addition at second floor – the tallest element on the whole building - which protrudes above the roofline and is visible from Spring Walk. Other alterations to the main building include the modern front door on the front façade, flanked with ornate piers and a flamboyant fanlight and an in-fill extension between the front door and the west wing, at ground floor which projects westwards and results in a balcony at first floor level. This further undermines the integrity of the building and represents a much-changed version of the one that was originally constructed on the site.

The construction and craftsmanship at 82 Fitzjohn's Avenue are not of particular note. Indeed, on-site investigations have revealed odd construction techniques: the roof construction is simplistic to the point of

crudeness, consisting of common rafters, without trusses, relying only on purlins with struts for structural integrity (PW Figure 71 and 72). Sprockets have been added to the tops of the common rafters, presumably to correct a mistake in fitting the ridge board, and have resulted in an increase in height with a curve in the top tiles. The chimney indicates the signs of a previous lower roof, as it has face-finished brickwork with a cap, which was evidently meant to be on-show, but is now concealed. It also has some convoluted carpentry to accommodate the present roof, which also indicates a later alteration. The positioning of this chimney near the main front gable does not align with chimney pieces in the house. This serves as a further indication that the roof has seen substantial alterations, as this chimney is a flying chimney, requiring a network of flues to connect it to the chimney pieces, a poor quality-solution which typically does not lead to the good functionality of fireplaces (PW Figure 70). Further indications of the roof being un-original can be found in the southern gable beyond the chimney (PW Figure 71), which is constructed in flettons, indicating a much later date than the stocks used elsewhere. There are also changes of level indicated by protruding dwarf wall (PW Figure 72) that exhibits alterations to its ends. For the reasons stated here, and as indicated in the morphological drawings, we do not believe that the roof is original.

Significance plans have been developed to show the extent of the architectural and artistic interest in the building. These can be found at Figure 36 in this document. These show that the only interesting original features which remain on the building are the chimneys in the main building, and the Dutch gable on the main building (an unusual feature in the conservation area). That said, there are other, better examples of Dutch gables in Hampstead and Hampstead Garden Suburb (refer to Figure 58, Appendix 5), and the chimneys are currently oddly orientated, with one front-facing and the other (which stands behind the gable), standing at a 90-degree angle. As has already been discussed, there are queries regarding the construction of this chimney, as it does not align with the interior chimney pieces.

As has been ascertained in this section, the only architectural and artistic interest lies in the few decorative features which remain. The building is not believed to have been particularly remarkable when first built, neither in design nor in construction quality. It is considered that the balance and proportion that it would have once had has been undermined through the piecemeal extensions. There are a few attractive features, but these are much dominated by the large amounts of insignificant built form, the vast majority of which is of no significance whatsoever. As a result, the architectural and artistic interest is **low**.

6.2.3 Historic interest

The determination of the potential historic interest of a heritage asset is based on the asset's ability to demonstrate or record past lives and events. The history of the subject site is relatively recent, starting at the turn of the 20th century. Research in books about history and architecture of Hampstead have not referenced this building, and so the building is not believed to have been designed by an architect of any great note.¹

The only aspects of historic interest are in the building's former, temporary use as St Godric's Secretarial College in the 1940s and 1950s and as being the home of the Loveridge family, including the former Member of Parliament Sir John Warren Loveridge. Yet, Sir John Loveridge was not a particularly remarkable politician, having been

assigned a 'winnable' swing seat in Hornchurch, he had a reasonable but not particularly notable political career which spanned just over a decade.

Similarly, the subject site's association with St Godric's College, which was founded by Loveridge's mother and which he helped to run, may be noteworthy but is not of particularly high interest. This is because the building was only temporarily used in association with the college and it was never the college's main site (the main site was on Arkwright Road). The college was responsible for the education of many people over 50 odd years but is not of high renown today and it remains pertinent primarily to the people who were educated there, of whom, only relatively few would have educated at 82 Fitzjohn's Avenue.

It is acknowledged that access to archival records has been limited due to the covid-19 pandemic yet, searches in relevant archival catalogues has been conducted and it is evident that very little archival material associated with the subject site with only one, record found regarding its association with St Godric's Secretarial College. As a result, the historic interest of the subject site is considered to be **low**.

¹ Books considered are; Richardson, J, 'A History of Camden Hampstead, Holborn and St. Pancras'; Shute, N, 'London's Villages'; Wade, C, 'Hampstead Past'; Pevsner, N, 'London 4: North: The Buildings of England: North v. 4'.

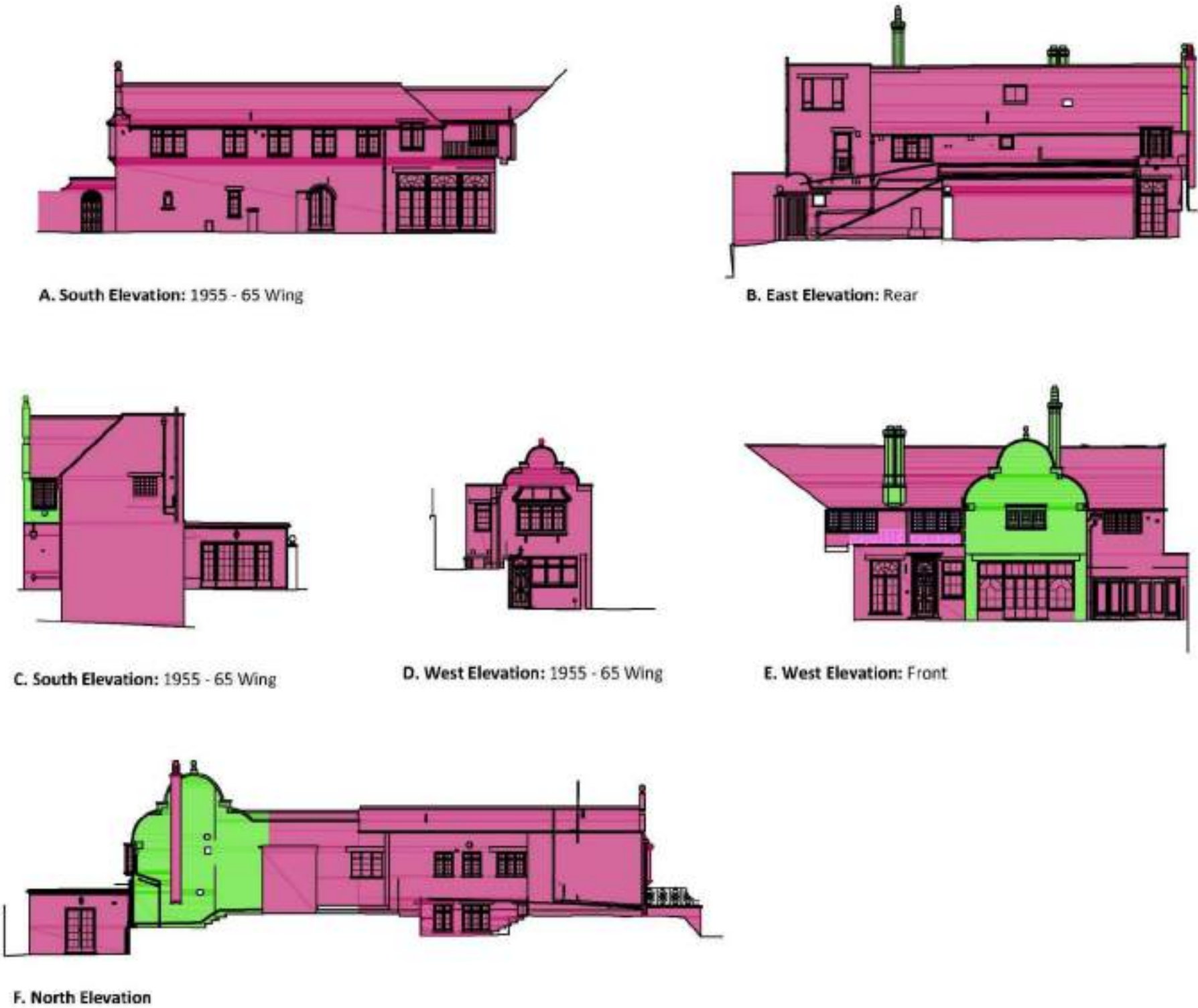
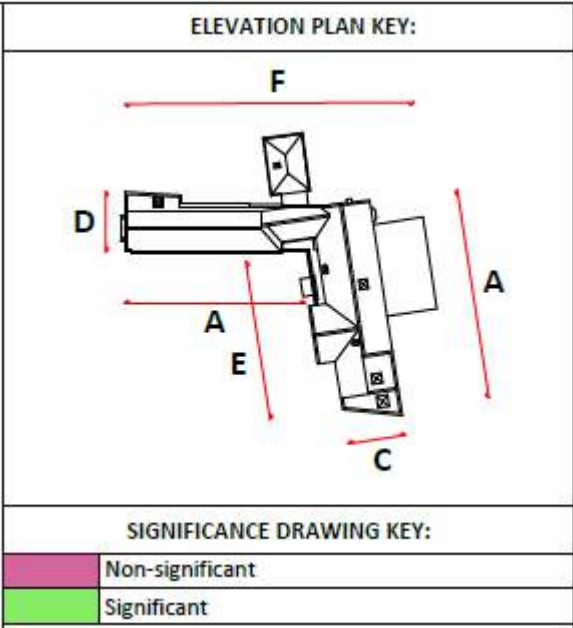


Figure 37: Significance elevations

6.3 Contribution to the Conservation Area

LB Camden have not defined the contribution that the subject site makes to the conservation area, in the 'Fitzjohn's and Netherall Conservation Area Appraisal'. It appears the property was not assessed as part of the appraisal, so we must presume that it was considered as not being worthy of mention and is therefore a neutral contributor. For the avoidance of doubt, this section assesses the building against the Checklist "Conservation Area Designation, Appraisal and Management", Historic England Advice Note 1, 2nd Ed. 2016 ('HEAN 1'). This questions might be asked when considering the contribution made by unlisted buildings to the special architectural or historic interest of a Conservation Area. A positive response to one or more of the following **may** indicate that the unlisted building makes a positive contribution **provided that its historic form and values have not been eroded.** (Our emphasis)

The answers given have utilised the understanding of the Fitzjohn's and Netherall Conservation Area as assessed in Section 4: Character Appraisal, of this document.

<i>Is it the work of a particular architect or designer of regional or local note?</i>	Unlikely. Research has not uncovered any information about the architect of this building. The lack of references to this building in local manuals and the unexceptional design strongly indicates that it was not the work of anyone significant.
<i>Does it have landmark quality?</i>	No. It does not serve as the termination of any views or vistas, on the contrary, it is largely hidden from public view.
<i>Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?</i>	No. It appears to have been built later than most of the other buildings in the conservation area (most are 1870s – 1890s, whereas this building is early 20 th century). Other characteristics are not consistent either, very much at odds with the Victorian townhouses, Arts and Crafts style and, very large-scale residential houses outlined in Section 4.1.2: Characterisation Appraisal.
<i>Does it relate to adjacent designated heritage assets in age, materials or in any other historically significant way?</i>	No. There are not many statutory designated heritage assets in the immediate vicinity, apart from the conservation area itself. Of those the nearby Fitzjohn's Primary School building and the domestic house on Fitzjohn's Avenue do not have a relationship with the subject site at all, not in terms of visibility or setting, nor in terms of character.
<i>Is it associated with a designed landscape, e.g. a significant wall, terracing or a garden building?</i>	No.
<i>Does it reflect a substantial number of other elements in the conservation area in age, style, materials, form or other characteristics?</i>	No. As above, it does not directly relate in terms of age, the paired-back style is different from the townhouses and Arts and Crafts and Neo-Georgian residential style, the Dutch gable feature is largely anomalous in the Conservation Area, the form is much more modest.
<i>Does it contribute to the quality of recognisable spaces including</i>	No.

<i>exteriors or open spaces within a complex or group of public buildings?</i>	
<i>Does it contribute positively to the setting of adjacent designated heritage assets?</i>	No. It has been found to be a neutral contributor to the conservation area. Furthermore, it does not have any impact on the setting of any other heritage assets as it is only visible in small glimpses from nearby passageways (to be examined in the next section).
<i>Does it individually, or as part of a group illustrate the development of the settlement in which it stands?</i>	No.
<i>Does it have significant historic associations with features such as the historic road layout, burbage plots, a town park or a landscape feature?</i>	No.
<i>Does it have historic associations with local people or past events?</i>	No. The fact the John Lovell MP lived there provides little historic interest (as demonstrated in Section 0: Historic Interest) and does not have local significance. The fact that Lovell was the MP for Hornchurch (in East London) and stood for local political roles in Lambeth (south London) demonstrates that his local associations were minimal to the conservation area. The fact that that Lovell's mother founded St Godric's College and that the house was utilised for a short time in that function is also of little pertinence as it was not the main home of the college and the college is no longer in existence.
<i>Does it reflect the traditional functional character or former uses in the area?</i>	No. Traditionally, up until the late 19 th / early 20 th century the area was farmland and open fields. The current use of residential is the first wave of development in the area.
<i>Does it contribute to the character or appearance of the area?</i>	No. Only certain features are positive and the only part of the building which is visible from outside the site is negative (refer to Section: 7 Visibility of the site and Figure 39).

Figure 38: Table the Table 1 Checklist in Historic England Advice Note 1 – Conservation Areas

6.4 Summary of significance

As has been demonstrated in this section, the subject site has limited significance with **no archaeological** interest. The historic links with John Lovell MP and St Godric's College are relatively minor overall, and result in low historic interest as well. The **architectural and artistic interest** has been considered in detail and was also found to be of **low**. The building appears to have been unremarkable and unassuming in its original form, and the extensive

alterations that it has been subject to during the 20th century further diminished any small amount of integrity that it might have had originally.

The checklist assessment exercise carried out in this section (refer to Figure 38), that is recommended in HEAN 1, has found that the subject site does not have any particular historic, functional associations with the conservation area, nor does it particularly reflect other buildings in the area in design terms, or offer any public amenity value as it is completely hidden. The lack of positive responses indicates that the subject site does not make any strong contribution to the conservation area, even if the historic form and values had not been eroded, which they have (refer to Section: 6.2.2: Architectural and Artistic Interest).

Furthermore HEAN 1, states of positive contributors, that: *“The extent to which their contribution is considered as positive depends not just on their street elevations but also on their integrity as historic structures and the impact they have in three dimensions”*.

As has been demonstrated by the morphological drawings (Section 5.2: Building Morphology), the subject site has little integrity as a historic structure as the numerous extensions and alterations have left a building which is largely modern. As shown in the significance elevations (Figure 37), only some of the features on the front elevation (namely; the chimneys and Dutch gable), as well as the Dutch Gable on the north elevation, are considered to be significant. The rear and south elevations of the building and the long wing are all of no significance and are actually detracting factors. As such, the building is clearly not compliant with the definition set out in HEAN 1 (quoted above), that states that all three dimensions need to be considered in order for the building to qualify as a ‘positive contributor’. As such, it is asserted that the building qualifies as a **neutral contributor**, at best.

7 VISUAL IMPACT ASSESSMENT

7.1 Summary of proposed works

Drawings of the proposed works have been prepared by Charlton Brown Architects. Details from these drawings have been included here, but the full drawings should be considered alongside the summary in this section.

Overview

The proposals seek to replace the mid-20th century extensions (including the long wing extension, the single storey 'pool room' and 'library extensions') by rebuilding an extension of a similar size and footprint to the long wing extension as well as another extension to the rear (east) of the main building with a similar pitched roof. These changes have already received consent under a scheme proposed by GluckmanSmith architects in 2019 (2019/4229/P) and are subject to amendments, alterations and updates which are detailed in this section. Copies of the GluckmanSmith drawings can be found in **Appendix 4**.

Main building

There are no additional storeys proposed, although the ridgeline of the main roof is proposed to be minimally raised by 300mm as will the roof of the extension (remaining subservient in height to the main building). Most front-facing features are due to be retained including the balcony with railings, the Dutch gable and front doorway and fanlight, and the tripartite windows on the ground floor of the Dutch gable. New, or amended features include the creation of a new oriel window at first floor in the Dutch gable, the relocation of the chimney which presently stands behind the Dutch gable, and the replacement of the garage with ground floor accommodation.

The raising of the roof will mean that the eaves line will also be raised and the small windows with leaded lights on the front elevation will be moved up so that they continue to sit directly underneath the eaves in a manner which is typical of Tudorbethan style buildings. These windows will be like-for-like replacement of the existing windows.

The extension to rear of the main building will mimic the pitch in the roof and match the building height, when viewed in plain elevation the south elevation will have a pointed gable which matches that of the 'host' building, although it will be set further back from the boundary, remaining subservient.

Pool building extension

The proposals seek to lower the pool in line with ground floor level and to build an orangery-style projecting bay at the north elevation and a roof lantern.

West wing extension

This building will have an overall similar location and orientation to that of the existing, but will be of a more appropriate and balanced form; wider, with a subservient ridge line to that of the main building. There will be a single roof line (replacing the stepped-back and hipped roof), when viewed facing the south elevation of the west wing.

The Dutch gable and tripartite oriel window that exist presently will be recreated in the new wing on the south elevation. The ground floor fenestration will represent an arcade, with evenly-spaced, curved-headed French doors. The fenestration at first floor level will be evenly spaced, with three bays on either side of a central,

protruding gable. Other features that will be re-created are the square, cast iron downpipes, and the paintwork is proposed to be painted in a similar fashion to its present decoration.

The main changes are itemised in the following table and assessed using the criteria, as outlined above.

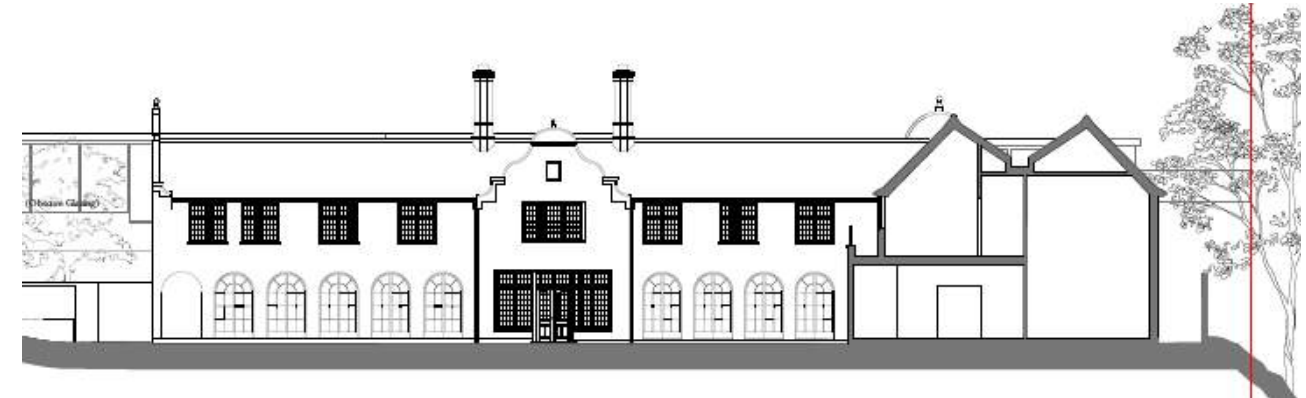


Figure 39: Excerpt from Charlton Brown Architects drawing no. A-PL-00-321 showing Section B-B of south elevation of long wing.



Figure 40: Excerpt from Charlton Brown Architects drawing no. A-PL-00-310 showing west (front) elevation

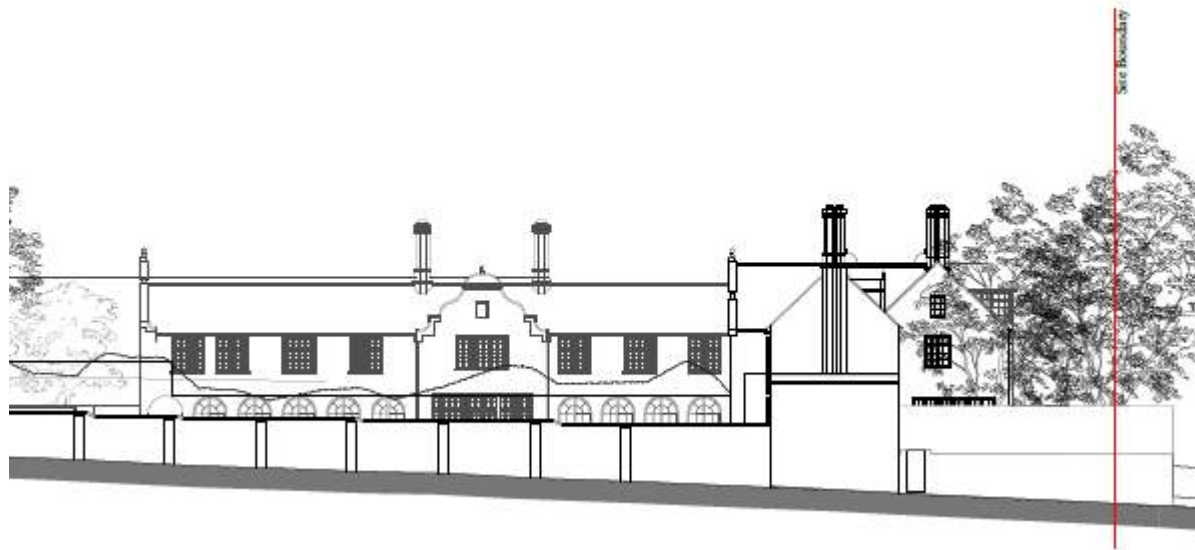


Figure 41: Excerpt from Charlton Brown Architects drawing no. A-PL-00-311 showing south elevation from Spring Walk



Figure 43: Excerpt from Charlton Brown Architects drawing no. A-PL-00-305 showing proposed Ground Floor plan.

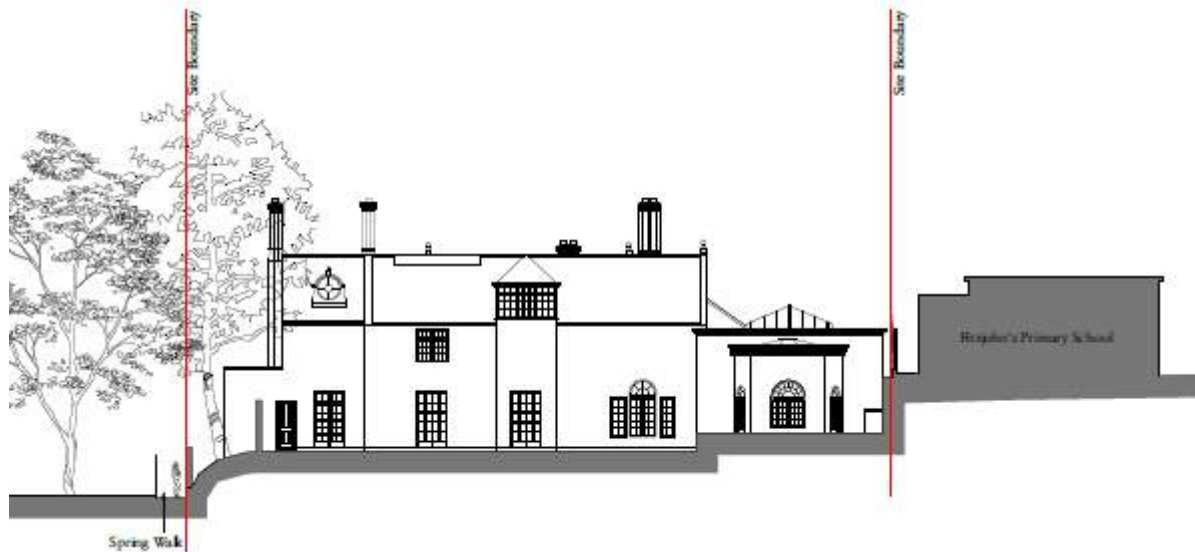


Figure 42: Excerpt from Charlton Brown Architects drawing no. A-PL-00-311 showing east (rear) elevation

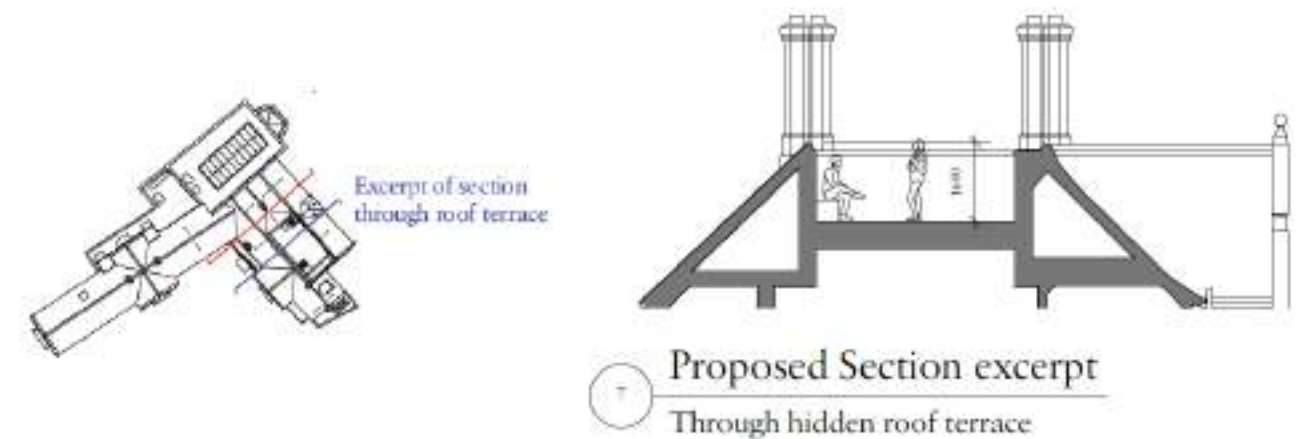


Figure 44: Excerpt from Charlton Brown Architects drawing no. A-PL-00-321 showing a section of the hidden roof terrace

7.2 Visual Impact Assessment Methodology

For the purpose of assessing the effects likely to result from the proposed development, established criteria have been employed. The impact of the proposal has been assessed against receptor sensitivities, ranging from:

- **Substantial (high) adverse:** a fundamental change in the appreciation of the resource and its historic context, or setting, involving the degradation of a cultural heritage site of national importance, or the demolition of any grade of statutorily listed building.
- **Moderate (medium) adverse:** a change that makes an appreciable difference to the ability to understand the historic context, or setting, resulting in extensive long-term change to the setting or structure of listed buildings.
- **Minor adverse:** effects which create dis-benefits to the historic fabric of an area but may also provide benefits. May involve demolition of an undesignated historic building, or, limited encroachment upon a conservation area, or historic parkland, where intrusive views are created or slight impacts upon its integrity would result.
- **Negligible:** the development would not materially affect the status quo.
- **Minor beneficial:** perceptible improvement in the setting of, or structural condition of, or character of listed buildings or conservation areas.
- **Moderate beneficial:** effects which help to explain the significance and history of the site and surrounding area; ensuring the long-term future of Listed Buildings and any other buildings of architectural significance, by providing viable and appropriate uses; resulting in the loss of less significant fabric in the Listed Buildings, but enabling a viable long-term use for the buildings.
- **Substantial beneficial:** effects which ensure the long-term future of the most significant historic fabric by providing viable and appropriate uses and, impacts which improve the setting of a Listed Building or historic parkland and, which repair and conserve the most significant fabric of the Listed Buildings.

7.3 Visual Impact Assessment

AREA	ITEM	IMPACT
Main building: north elevation	Demolition of pool room extension and creation of pool building covering the swimming pool with covered over link to the north elevation of the long wing.	The pool building was consented in 2019 (2019/4229/P). The new proposal also seeks to lower the pool level, this will have no additional impact but will creates better connection with the interior of the house. Minor beneficial.
Main building: roof	Raised overall ridge height by 300mm.	The roof is not original, as demonstrated in the significance assessment and the morphological drawings. This change will be almost imperceptible from Shepherds walk and will not have any impact. Negligible.
	Creation of a walk-on roof terrace between the roofs of the front and rear	This will be completely hidden in between the pitches of the two roofs (the main building and the extension). It will not affect the character

	buildings of the ‘main building’.	of the building or its contribution to the conservation area. Negligible.
Main building: front (west elevation)	New oriel window on front gable.	This will be a flourish that is more appropriate to the grandeur necessitated by the front-facing (west) gable of the main house. It will improve on the very diminutive, small windows with leaded lights that exist at first floor level and will be more proportionate to the large tripartite window and French doors which exist at ground floor level. Minor beneficial.
	Reconstruction of the first-floor windows (on main buildings, not gable).	In order to retain the relationship between the windows and the roof – with the windows tucked-up under the eaves - these windows will be removed and then reconstructed in the exact same style, so the same aesthetic will be retained. Negligible.
	First floor, south of the main gable will be set-back, to form a flat roof.	This will have a very minor change in the appearance to the building. The change would not materially affect the aesthetic of the building and would not be visible from the public realm. Negligible.
	Garage replacement with additional accommodation and fenestration at ground floor level.	As above, the change from the garage to fenestration will be visible but will represent a neutral change and is therefore negligible.
Main building: Rear (east) elevation	Demolition of existing Library to the rear and creation of a two-storey extension with matching pitched roof.	Consented in-principle in 2019 (2019/4229/P). N/A.
	Centrally placed protruding bay with dormer.	This adjusts the currently negative rear elevation and the builds on the scheme that was consented in (2019/4229/P), unifying it with the central element, but retaining its modesty, reflective of its concealed position. The change is considered to have a negligible impact and will not be visible from the public

		realm to the rear as this part of the building is hidden by the Royal Mail sorting office.
	Fenestration at rear including tripartite window near the west and full height fenestration at the eastern end.	This will be a more pared-back design than that consented in (2019/4229/P) which had two large sets of double French doors and four dormers. The more diminutive, simple scheme will retain the current modesty of the rear elevation but add a single central dormer on the rear protruding bay. The change is considered to have a negligible impact.
	New 2 nd floor bull's eye window is proposed on the rear block by removing the crown roof/gable end. (the interior will be a double-height bathroom).	This window will be an improvement on the current corner consented in (2019/4229/P). This is the only part of the building visible from the conservation area and the new proposals intend to add a flourish and point of interest in this corner. The conservation area benefits greatly from glimpses of interesting buildings from above boundary walls, and this change proposes to contribute a similar such point of interest. Minor beneficial.
Main building: south elevation	Chimney behind the gable repositioned to the south.	This chimney is currently positioned at a discordant position, breaking up the symmetry of the gable and creating an imbalance to the taxis of the façade meaning that it cannot be appreciated well from the frontage. The construction of the roof surrounding it casts doubts as to whether this was the original location, or whether the roof was originally constructed in such a way that more of the chimney was originally visible. Re-orientating and relocating this will complement the overall aesthetic of the frontage and spotlight this feature giving it due attention. Minor beneficial.
	Rear block on main building to retain equal roofline.	This design, with two gables of matching height, is an appropriate design found frequently on historic buildings of this kind. If the rear building was lower, this would not be apparent due to lack of visibility. Negligible.

West wing extension: roof	Subservient ridge line to that of the main building.	This is marginally taller than that of the consented in (2019/4229/P), but a single roof line is also retained, which offers more integrity. Negligible.
West wing extension: west elevation	The tripartite oriel window in gable.	This is as per the consented in (2019/4229/P). N/A.
	Gable higher than ridge (as on the existing).	This is as per the consented in (2019/4229/P). N/A.
	Gable further west and more appropriate in width to that of the original. Subservience is retained.	This is as per the consented in (2019/4229/P). N/A.
	Removal and replacement if the modern wing (1965-1966, as demonstrated in Morphological drawings).	The removal and replacement of this wing was consented in (2019/4229/P). This proposal will replace the wing with a wider building, which will be more in proportion and have a better relationship with the main building. This change is not anticipated to have any appreciable impact on the neighbouring school, because the school building (which is single storey), stands very close the boundary, and the subject building will be largely obscured by the high wall/fence which stands in between. Minor beneficial.
West wing extension: south elevation	Ground Floor fenestration: five sets of openable French doors with rounded arches.	This represents an arcade which has an active engagement with the garden area. The central windows in the protruding gable will have small, leaded lights referencing Elizabethan style windows with small, leaded lights. The new fenestration scheme provides symmetry, balance and repose and is a key improvement in relation to the consented (2019/4229/P) scheme. Minor beneficial.
	First Floor fenestration: three bays to the right and four bays to the left of the central, protruding gable. Similar to the front	The windows which sit beneath the eaves reference the fenestration in the main building. The new fenestration scheme has symmetry and elegance. Minor beneficial.

	(south) elevation, the window are tucked beneath the eaves.	
	Central, south-facing Dutch gable and flanking chimneys.	This is a variation on the two west-facing Dutch gables on the scheme and is smaller in height. The gable is a great improvement in terms of design integrity, when compared to the plain wing extension consented in 2019/4229/P. It provides a sense on balance this elevation, providing a point of interest in the centre of the wing. It offers a break in the arcade with Tudorbethan-style fenestration. It is subservient in height and stylistically more diminutive than the Dutch gables so that it compliments rather than detracts from the main embellishments on the building. It is complimented by two flanking chimneys which add to the balance of the elevation when viewed from the south. Moderate beneficial.

7.4 Visibility of subject site

The subject site has extremely limited visibility from elsewhere in the conservation area. As such it was not deemed necessary to provide views for the purposes of assessing impact.

As demonstrated in this section, the only place from the public realm where the subject site is visible is from the passageway which runs east-west to the south of the site. From here only the tops of the Dutch gables and chimneys are visible when looking east (Figure 45). The white render induces low visibility as the gables appear to merge with the sky.

Looking towards the site from the east, the tall second floor extension, which protrudes above the roofline, is visible in two locations: looking westwards along Spring Walk (Figure 46) ; and looking westwards across the Royal Mail Sorting Office car park, from in front of the entrance onto Shepherd’s Walk (Figure 47). The white render helps to minimise the visibility of the buildings (a colour scheme that will be retained in the proposed development), and the glazing is noticeable in these views. The proposed development will replace the rectangular 1960s windows with a bull’s eye window, adding an architectural flourish that will be visible over the boundary, in a manner that is typical of many other buildings in Hampstead (as explicated in Section 4: Characterisation Appraisal).

It is noted that these views are very much glimpsed views of the building, and all these images are all winter views, taken in January 2021. As such, they represent the subject site at its most visible, for much of the year the subject site will be more concealed by intervening foliage. It is also noted that the ground slopes away to the east along Spring Walk / Shepherd’s Walk, so the view towards the building, particularly at closer proximity, is from below.

Figure 45: View towards the rear of the building looking north over the wall on Spring Walk





Figure 46: View towards the rear of the building looking westwards on Shepherd's Walk. As shown in this photograph, the ground on Shepherd's Walk slopes away to the east meaning that the building is viewed from below from this direction.



Figure 47: View towards the rear of the building looking across the forecourt of Royal Mail sorting office on Shepherd's Walk

The school site to the north has been inaccessible due to covid-19 restrictions, but site walks within the subject site have shown that the subject site will not be visible, due to the proximity of the school buildings to the boundary, the level change between the neighbouring sites, and the high, foliage-covered fence which stands between them. Drawings provided by Charlton Brown Architects and discussed as part of the pre-application demonstrated this (these will accompany this application).

The three views shown in this section are the only locations whether the building is visible from the public realm at all. They represent small, glimpses from back land locations, hardly significant views and certainly not of any special interest or townscape quality. The vast majority of changes to the building will not be visible, and even if they were, it would not necessarily mean that the changes would impact the conservation area as a whole. Evidently, in this case, the proposed development would have no impact in visual impact terms and cause **no harm** to the Fitzjohn's and Netherall Conservation Area as a whole. It is considered that this will be the only feature that will have a notable change in terms of visual impact on the conservation area, is the change of glazing in the second story element from rectangular glazing to the bull's eye window, this change is considered to be **minor beneficial**.

8 POLICY STATEMENT AND PRE-APPLICATION RESPONSE

8.1 Policy Statement

8.1.1 Planning (Listed Buildings And Conservation Areas) Act 1990

In relation to conservation areas it is stated in section 72 that there is a *“general duty as respects conservation areas in exercise of planning functions.”* In this clause it is said that *“special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.”*

8.1.2 National Planning Policy Framework (NPPF) (2019)

The NPPF is the principal policy guidance on the application of the 1990 Act, and the most relevant criteria for testing of applications for the development of heritages assets and other properties within the historic environment. As recommended by NPPF, proposals for the alteration or redevelopment of listed buildings or buildings within conservation areas should be considered and based on an understanding of their significance.

Para 184:

“Heritage assets range from sites and buildings of local historic value to those of the highest significance...these assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.”

Para 189:

States that *‘In determining applications local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should also be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on that significance’.*

Para 190:

“Local planning authorities should 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 assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset’s conservation and any aspect of the proposal.”

Para 192:

In determining planning applications, local planning authorities should take account of *“The desirability of new development making a positive contribution to local character and distinctiveness.”*

Response:

It is considered that information provided with the application and in the above assessment is deemed to be proportionate to the significance of the Fitzjohn's and Netherall Conservation Area and contribution that the subject site makes to their setting (considered to be a neutral contribution, at present). It sets out the appropriate level of detail sufficient to understand the potential heritage implications of the proposal in the above context, and in accordance with the proportionate approach advocated by national policy.

Para 197:

“The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.”

NPPF Para 200

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

NPPF Para 201

Not all elements of a The HCA or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the HCA or World Heritage Site should be treated either as substantial harm under paragraph 195 or less than substantial harm under paragraph 196, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the HCA or World Heritage Site as a whole.

Response: The proposal meets the criteria of this policy. The proposed building will enhance the conservation area by improving the design integrity of the building on the subject site. This is due to the substantial alterations that occurred in the early 1960s, including the addition of the long wing, the alteration to fenestration on the main block and the addition of the small ground floor step-out which undermines the understanding of the original building. The replacement building will have repose, balance and features that are more appropriate in style and scale to the style of the main building. Whilst largely not visible from the public realm, the building will serve to enhance the special character of the conservation area as a conservation area is a sum of its parts and the small areas that are visible will be improved with the inclusion of features such as the bull's eye window which will be an architectural flourish visible from over the boundary, a typical feature in the conservation area.

8.1.3 National Design Guide (2021)

Paragraph C1 ‘Understand and relate well to the site, its local and wider context’ states that:

“Well-designed new development responds positively to the features of the site itself and the surrounding context beyond the site boundary. It enhances positive qualities and improves negative ones. Some features are physical, including:

- *the existing built development, including layout, form, scale, appearance, details, and materials;*
- *local heritage – see below – and local character – see Identity....”*

And

Paragraph C2 ‘Value heritage, local history and culture’ states that:

“When determining how a site may be developed, it is important to understand the history of how the place has evolved. The local sense of place and identity are shaped by local history, culture and heritage, and how these have influenced the built environment and wider landscape.”

Response: This document has considered the history and development of the site's context in detail and considers how the site relates to the Fitzjohn's and Netherall Conservation Area. This building is highly unusual in that it was developed after most of the other buildings of its typology (residential homes) and is isolated in its location, but its relationship to the conservation area has been considered in features such as the bull's eye window which has been intentionally included at second floor, providing a point of interest from Shephard's Walk. The visibility of architectural features from above boundary walls is a feature that is typical in the conservation area.

8.1.4 The New London Plan (July 2019 Draft)

Policy D1: London's form, character and capacity for growth. Section A of this policy sets out guidance for councils to help define an area's character and states that; *"Boroughs should undertake area assessments to define the characteristics, qualities and value of different places within the plan area to develop an understanding of different areas' capacity for growth...."*

Point 7 states that when considering heritage in relation to local character states that area assessments must include: *"historical evolution and heritage assets (including an assessment of their significance and contribution to local character)."*

Response: The proposal meets the criteria of this policy and this report has considered the significance of nearby heritage assets and included a character appraisal which has helped to understand the relationship between the site and its surrounding context. There are only three listed buildings in the vicinity of the subject site none of which will be impacted by the proposals due to the isolated location of the subject site. Only the conservation area had any potential to be impacted by the change, and this has been assessed as being a **minor beneficial impact** on the character and appearance of the conservation area. which will cause **no harm** to the significance or special interest of the heritage asset.

8.1.5 Camden Local Plan (2017)

Policy D1 Design: *"The Council will seek to secure high quality design in development. The Council will require that development:*

- a. respects local context and character;*
- b. preserves or enhances the historic environment and heritage assets in accordance with Policy D2 Heritage;*
- c. is sustainable in design and construction, incorporating best practice in resource management and climate change mitigation and adaptation;*
- d. is of sustainable and durable construction and adaptable to different activities and land uses;*
- e. comprises details and materials that are of high quality and complement the local character;*
- f. integrates well with the surrounding streets and open spaces, improving movement through the site and wider area with direct, accessible and easily recognisable routes and contributes positively to the street frontage..."*

Response: This report considers how the site relates to the Fitzjohn's and Netherall Conservation Area and has demonstrated that the building is somewhat of a standalone due to its isolated location with limited visibility. It is asserted that this building is stylistically atypical for the conservation area being a 'Tudorbethan' house, whereas most other buildings in the conservation area are either Victorian Gothic/Queen Anne Revival Style, Arts and Crafts Style or Neo Georgian. Yet in being a detached, large-scale residential dwelling it is appropriate for the

conservation area and the proposals seek to enhance the design quality of the building which will further enhance its contribution to the conservation area, thus meeting the criteria for this policy.

Policy D2 Heritage: *"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:

Designed heritage assets include conservation areas and listed buildings. 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.*

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:

"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."

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."*

Response: The subject site itself is not a heritage asset and the only heritage asset with any potential to be impacted is the Fitzjohn's and Netherall Conservation Area, as demonstrated in this report. As has already been stated, the improvements in design which have been carried out with the utmost consideration for design quality and heritage considerations serve to enhance the building's offering thus improving the contribution made by the subject site to the conservation area. As has been demonstrated in this report, the fabric removal proposed by the

applicant will see modern fabric that is of no significance removed and replaced with an extension and features of a superior design. Original features such as the Dutch gables and the chimneys, which are significant, are being retained and the new design of the replacement extension will complement and indeed showcase these original features.

8.1.6 Hampstead Neighbourhood Plan (2018)

Policy DH1 Design:

"1. Development proposals should demonstrate how they respond and contribute positively to the distinctiveness and history of the character areas identified in Map 2 and Appendix 2 through their design and landscaping.

2. Development proposals should demonstrate how they respect and enhance the character and local context of the relevant character area(s) by:

- a. Ensuring that design is sympathetic to established building lines and arrangements of front gardens, walls, railings or hedges.*
- b. Incorporating and enhancing permeability in and around new developments to secure safe and convenient access for pedestrians and cyclists, and avoiding lockable gates and fencing that restricts through access.*
- c. Responding positively and sympathetically to the existing rhythm, proportion, height, scale, massing, materials and storey heights of surrounding buildings.*
- d. Protecting the amenity and privacy of neighbouring properties.*
- e. Demonstrating how the proposal protects and enhances the views as shown on Map 4.*

3. All development proposals which are required to produce a design and access statement will need to produce additional information on how the proposal conserves and / or enhances the relevant character area(s) relating to that proposal.

4. Development proposals that fail to respect and enhance the character of the area and the way it functions will not be supported."

Response: The proposed design follows established building lines, indeed it stands at a lower height than many other residential buildings in the conservation area, as demonstrated in the Character Assessment of this report. The proposed change, to raise the overall ridge height by 300mm, will still retain the comparatively low height of this building. The design is sympathetic to the urban grain of the area as the spacious plot with rich greenery and vegetation is retained. The proposed extension takes on the stylistic components, materials features and rhythm of the existing building and does not impact the amenity of any neighbouring properties in any way. Similarly, as the subject site is almost completely hidden from view, the proposed changes will not be visible in any of the protected views identified in the *Hampstead Neighbourhood Plan*, 2018.

Policy DH2 Conservation areas and listed buildings:

"1. Planning applications within a Conservation Area must have regard to the guidelines in the relevant Conservation Area Appraisal(s) and Management Strategies.

2. In reference to NPPF paragraphs 131 to 136, the Plan provides further guidance on the application of these policies below.

3. New development should take advantage of opportunities to enhance the Conservation Areas by protecting and, where appropriate, restoring original architectural features, including walls, windows, doors, etc., that would make a positive contribution to the Conservation Areas.

4. Development proposals must seek to protect and/or enhance buildings (or other elements) which make a positive contribution to the Conservation area, as identified in the relevant Conservation Area Appraisals and Management Strategies (see Appendix 3)."

Response: It is considered that the proposals do offer what is stipulated in point 3 of Policy DH" of the *Hampstead Neighbourhood Plan*, 2018. This has been done by retaining and therefore protecting the aspects of the building that are most significant and therefore make the most positive contribution to the conservation area. Namely; the Dutch gables and the chimneys. This will serve to retain the character of the building in its main elevation with the proposed extension representing a significant improvement when compared to the existing building and that was consented in 2019 (2019/4229/P).

8.2 Response to Pre-application Feedback

A pre-application meeting took place in January 2021 and a pre-application response letter was issued by LB Camden officers on 4th February 2021, it was requested that additional information was provided such as a Photographic Walkthrough of the site.

A subsequent pre-application meeting took place on 25th February 2021, SLHA presented the Photographic Walkthrough prepared by ourselves as well as the findings of our preliminary heritage assessments. A written response from LB Camden was received on 17th March 2021 by email. The email confirms that the officers understand that the design quality of the building is sub-standard in relation to other buildings in the conservation area, and concur that there is no loss of any significant historic fabric:

"Heritage consideration

- Detailed information was provided into the history of the property and its construction. It was discussed that, despite initial appearances, there are few elements of any particular quality, and given the Hampstead location, the building is of a much lower quality in terms of materials and construction than would be expected.*
- Nick Baxter confirmed the initial request to provide more details was to determine whether the proposals would result in the loss of high-quality architecture and materials. Officers are satisfied this would not be the case."*

Regarding design development the officers stated:

"Design development

- *It was confirmed that the existing roof tiles will be re-used, which is welcomed.*
- *New extensions will be painted brickwork to match the existing, which is supported.*

North south wing

- *The small front infill extension to the north-south wing has had the railings removed which helps to reduce the bulk of the extension. The changes are acceptable and address our concerns.*
- *Previous advice was issued that:*

“there is no objection to the principle of a similar extension. However, it is noted that the proposed extension would be taller than previously approved, with a ridge line at the same height as the existing original building. It is recommended that the height of this extension is reduced slightly to ensure it remains subordinate to the original building. Furthermore, the existing gable end to the south end of this wing would be retained. The removal of this modern extension was considered a positive feature of the previously approved proposals and it is recommended that you consider how this element could be improved.”

- *The revised proposals have removed the gable end as suggested, which is welcomed. Although the two storey extension hasn't been reduced in height, it has been stepped away from the southern end of the building. In combination with the changes to the southern gable end, the proposals are now considered acceptable.*
- *Please provide a 3D sketch of the roof form to the north south wing as part of any future applications to show this area in more detail, and to demonstrate the proposed roof terrace would not be visible in views.”*

As is evident from the above excerpt, LB Camden have deemed that all the changes proposed are acceptable. They have only requested that Charlton Brown Architects have provided illustrative material to show whether the roof terrace might have any impact. Charlton Brown Architects have prepared a section through this area to show the levels of the roof terrace, demonstrating that it will not be visible due to the depressed level. It is noted that the only areas where even a very small fraction of the building is visible (from Shepherd's Walk), the ground level slopes downwards in an easterly direction. This means that the building is viewed from below making any more visibility towards the roof terrace even more unlikely (Figure 46). From further away, where the ground levels off somewhat, the only place from which the building is visible is in front of the entrance to the Royal Mail sorting office, but the building of the Royal Mail sorting office intersects the building hiding the vast majority from view (as demonstrated in Figure 47).

As already stated, the views demonstrated in Figure 45, Figure 46 and Figure 47 are the only places that the building is visible from and represent small, glimpses from back land locations, hardly significant views that are of any special interest. Even if the minute changes were visible (and it is asserted that they will not be), then that does not necessarily mean that they will impact the conservation area, especially as the impact on the conservation area needs to be assessed on the conservation area as a whole. Evidently in this case the whole of the Fitzjohn's and Netherall Conservation Area does not have any impact in visual impact terms.

9 CONCLUSION

This Heritage Statement has undertaken documentary research and visual analysis of the subject site, an unlisted building in the Fitzjohn's and Netherall Conservation Area, in order to ascertain its significance, its contribution to the conservation area and the potential impact of the proposed development on the subject site and the character and appearance of the conservation area, as a whole.

The Fitzjohn's and Netherall Conservation Area Appraisal has not mentioned the subject site, this leads us to assume a neutral attribution by LB Camden. Whatever small amount of integrity the original building at 82 Fitzjohn's Avenue once had, has been compromised by a number of unsympathetic modern additions. The result is that there are only a small collection of features that hold any significance, and there is an overall a minimal amount original fabric remaining. As demonstrated in this document, the areas of significance are: the Dutch gable on the front elevation; the Dutch gable on the north elevation; and the chimneys. As a result of this, the building has been assessed in Section 6.3 which leads us to concur with the presumed findings of the conservation area appraisal and conclude that the building makes a **neutral contribution to the conservation area**.

The proposed works seek to amend the permission granted in 2019 to update the building (2019/4229/P), which included two major changes: reconstructing the long wing extension, and to add a larger extension at the rear, replacing the former library extension.

The proposed changes to the long wing extension will provide a design of a much superior quality with fenestration and centrally placed gable on the south elevation which is appropriate to the features on the host building, and are in-keeping with the established character, materiality, scale and form of the existing building. The proposed wing has improved proportionality and more appropriate design features including the fenestration, which will offer symmetry and repose. The contemporary rear extension seeks to rationalise the rear of the property, creating a distinct yet complementary element that does not dominate or compete with the host dwelling, but serves as a matching pair when the southern elevation is viewed in 'true' elevation. The central, protruding bay on the rear elevation is a simple, discreet addition that maintains the modesty of the rear elevation. Care has been taken to add interest on the only parts of the building that are likely to be seen, such as the southern-most corner on the rear elevation, where a bull's eye window is proposed, adding an interesting feature that will be visible in glimpses over boundary walls and vegetation, an aspect that is a typical characteristic of the Fitzjohn's and Netherall Conservation Area.

The vast majority of the proposed works would be hidden from the street scene and conservation area. Therefore, there is considered to be **no harm** to heritage asset (the conservation area).

The proposed development at 82 Fitzjohn's Avenue ensures the longevity of the subject site, which has been vacant for several years to date. The proposals will create as a successful and functional family dwelling, in line with modern living expectations and consistent with dwellings in the wider area. The proposed improvements to the rear and side elevations will enhance the building's character and appearance, whilst the design retains an aesthetic appropriate for the area and the host dwelling. The new design by architects of note and proven ability and will be a far superior design to the existing.

The proposed building is considered to be an improvement in relation to the previous consent (2019/4229/P). This is primarily due to the much-improved design for the south elevation of the long wing extension, which has created a successful and harmonious design solution, engaging with the garden in a thoughtful and integrative manner.

The works will help to maintain and sensitively refurbish the existing house which is currently neglected, and the very minute portions of the building that are visible from the public realm will be improved. As such, the proposed scheme will cause **no harm** to the heritage asset (the Fitzjohn's and Netherall Conservation Area), it will have a **minor beneficial** impact and will preserve and enhance the character of the conservation area and is thus compliant with local and national planning policies.

10 APPENDICES

10.1 Appendix 1: References

Books

Richardson, J, ‘A History of Camden Hampstead, Holborn and St. Pancras’
Shute, N, ‘London’s Villages’
Wade, C, ‘Hampstead Past’
Pevsner, N, ‘London 4: North:The Buildings of England: North v. 4’, Pevsner Architectural Guides, (London) 1983

Articles

Roth, A: ‘Sir John Loveridge: Conservative MP who became a sculptor’ in The Guardian, Tuesday 8th January 2008,
via: <https://www.theguardian.com/politics/2008/jan/08/arts.obituaries> [accessed: 1st February 2021]

10.2 Appendix 2: Planning History

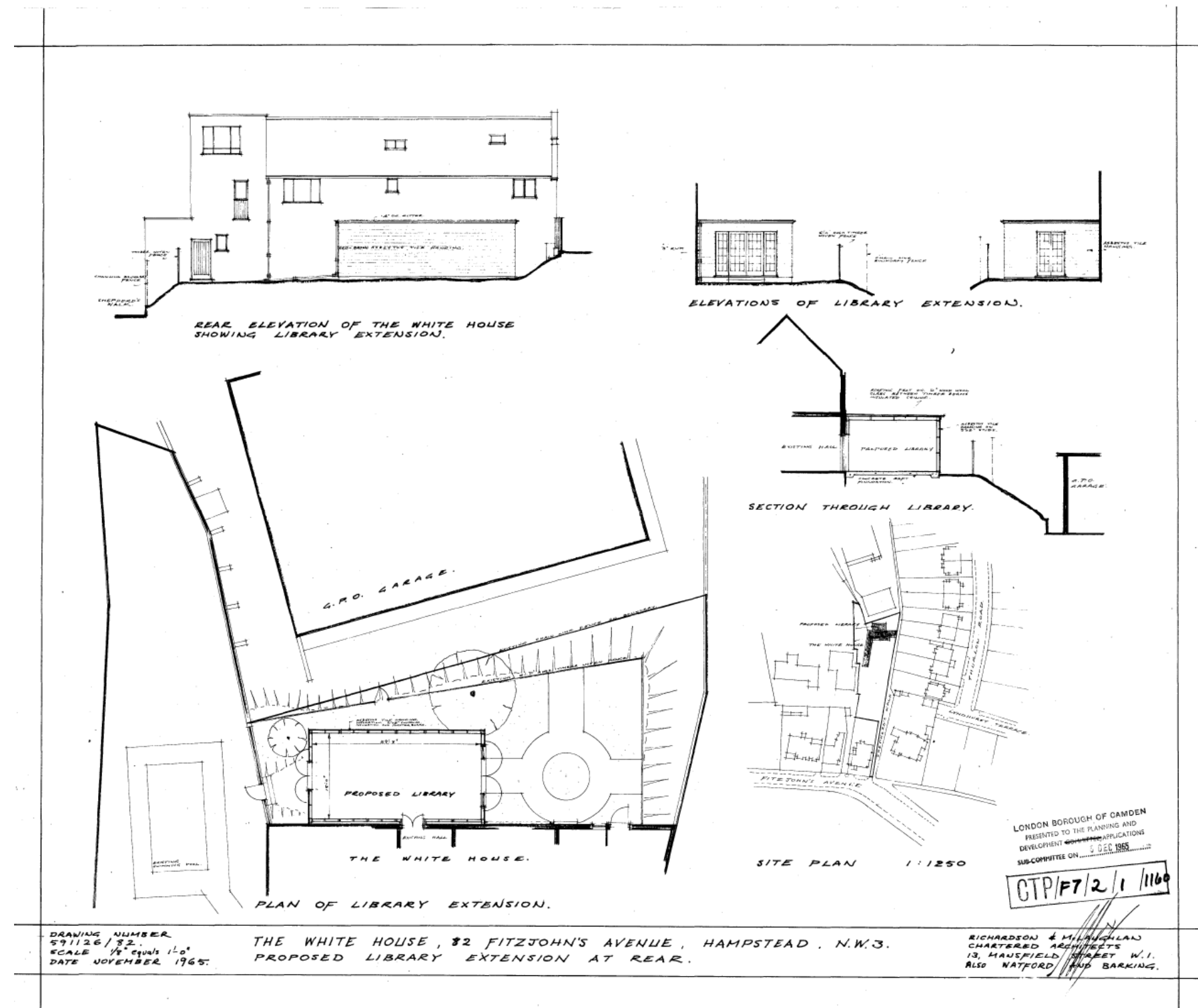


Figure 48: 1965 Ref: 1160

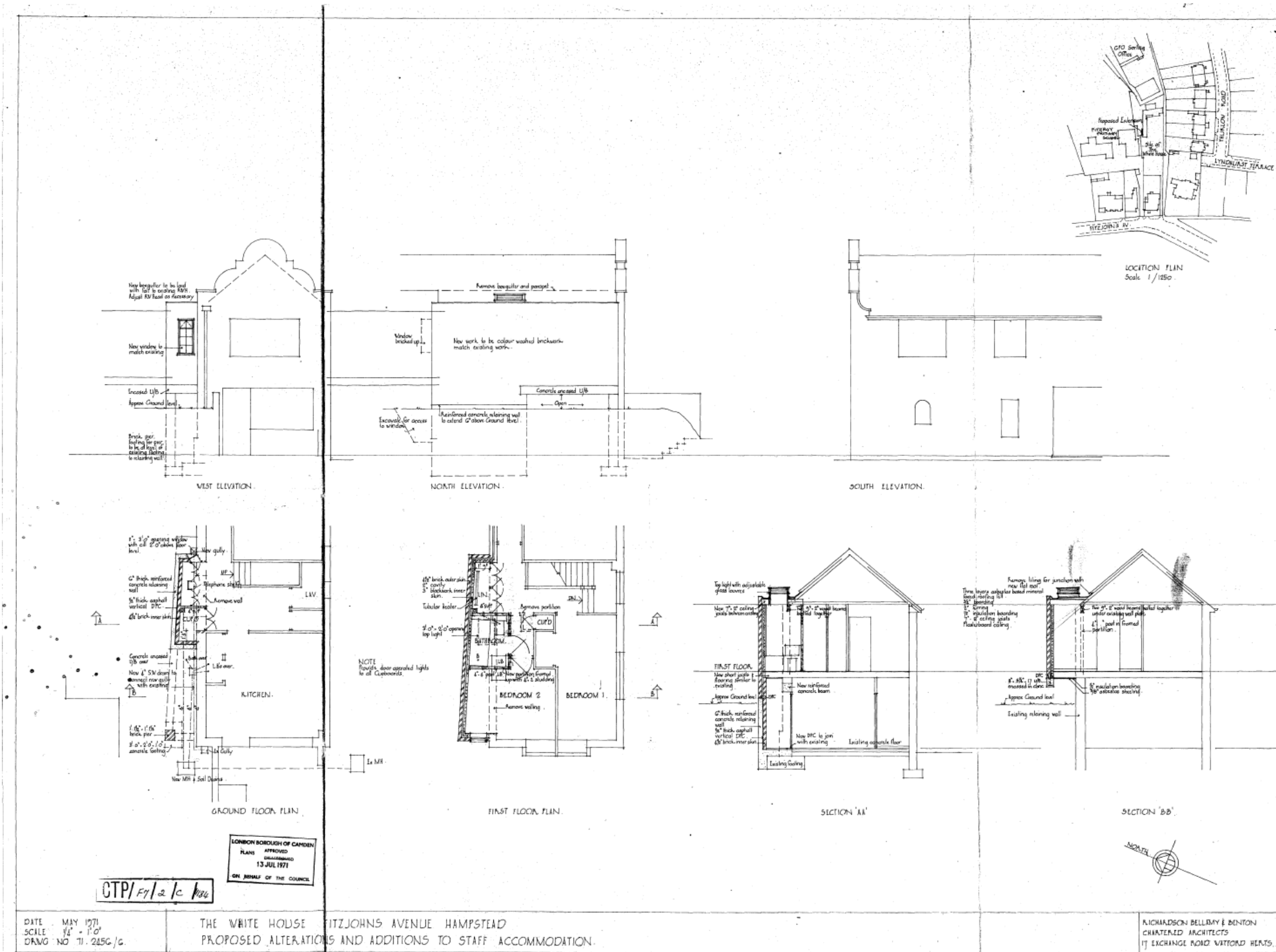


Figure 49: 1971 Ref: 71/1184

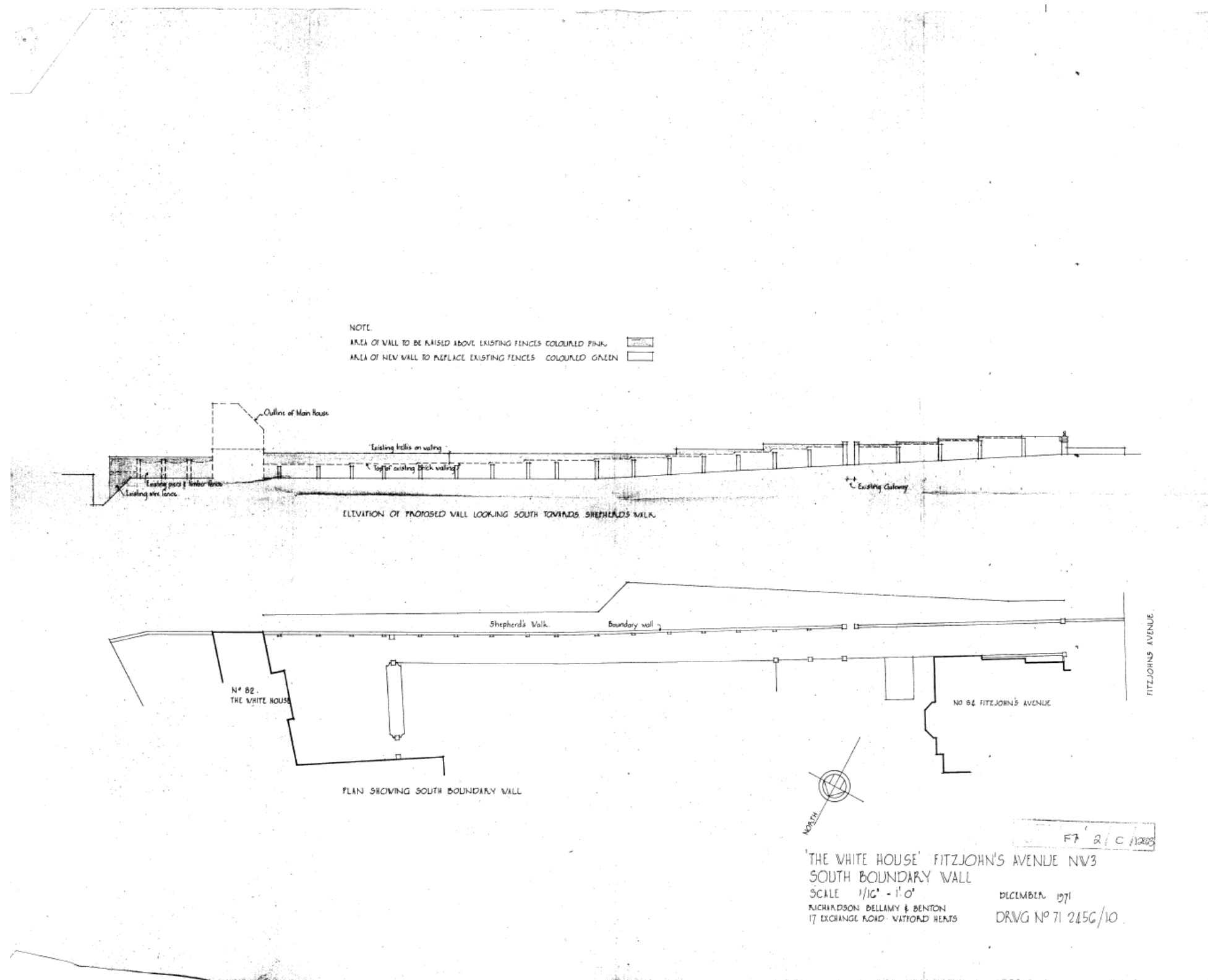


Figure 50: 1972 Ref: 12823

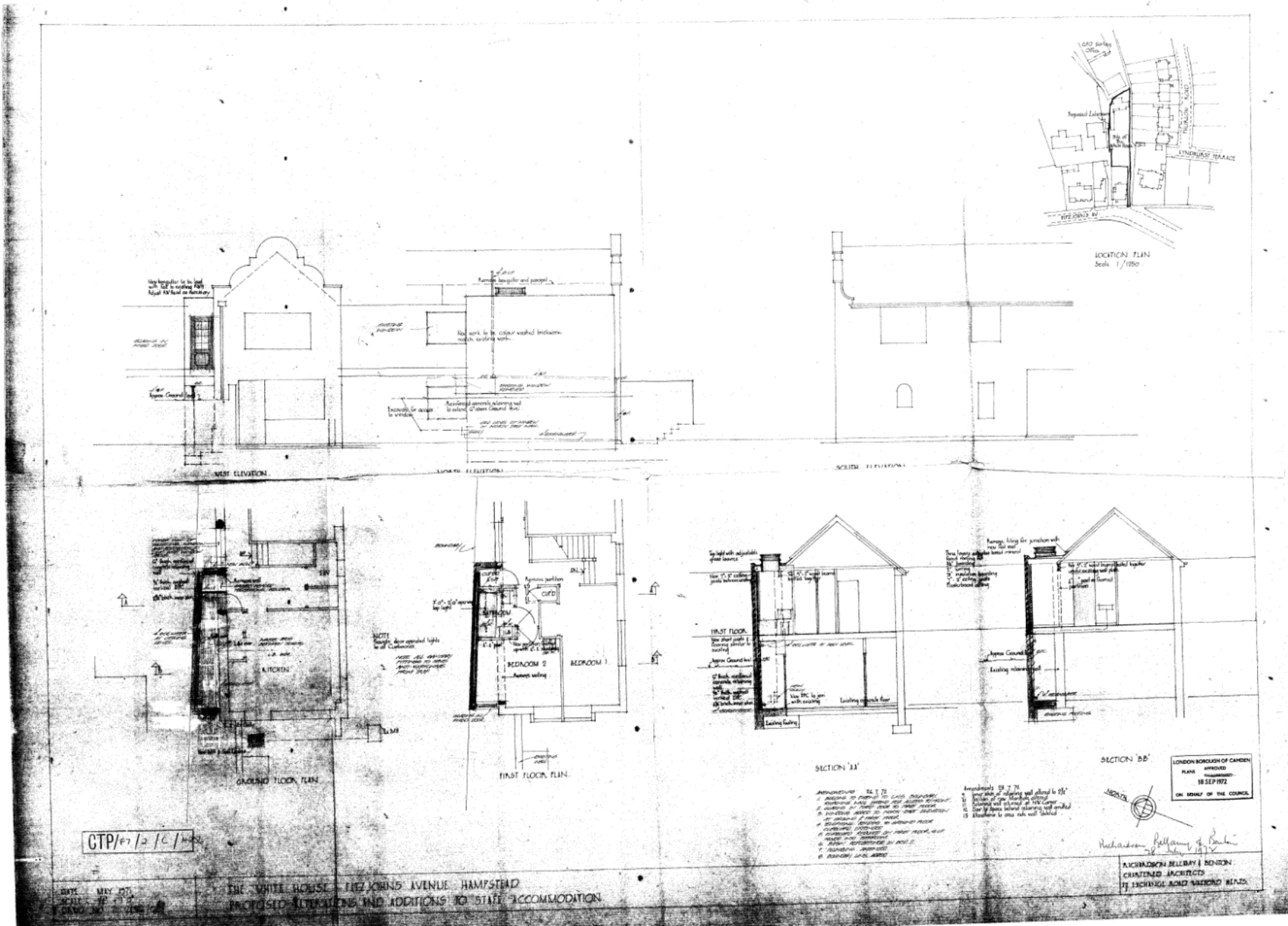


Figure 51: 1972 Ref: 14256

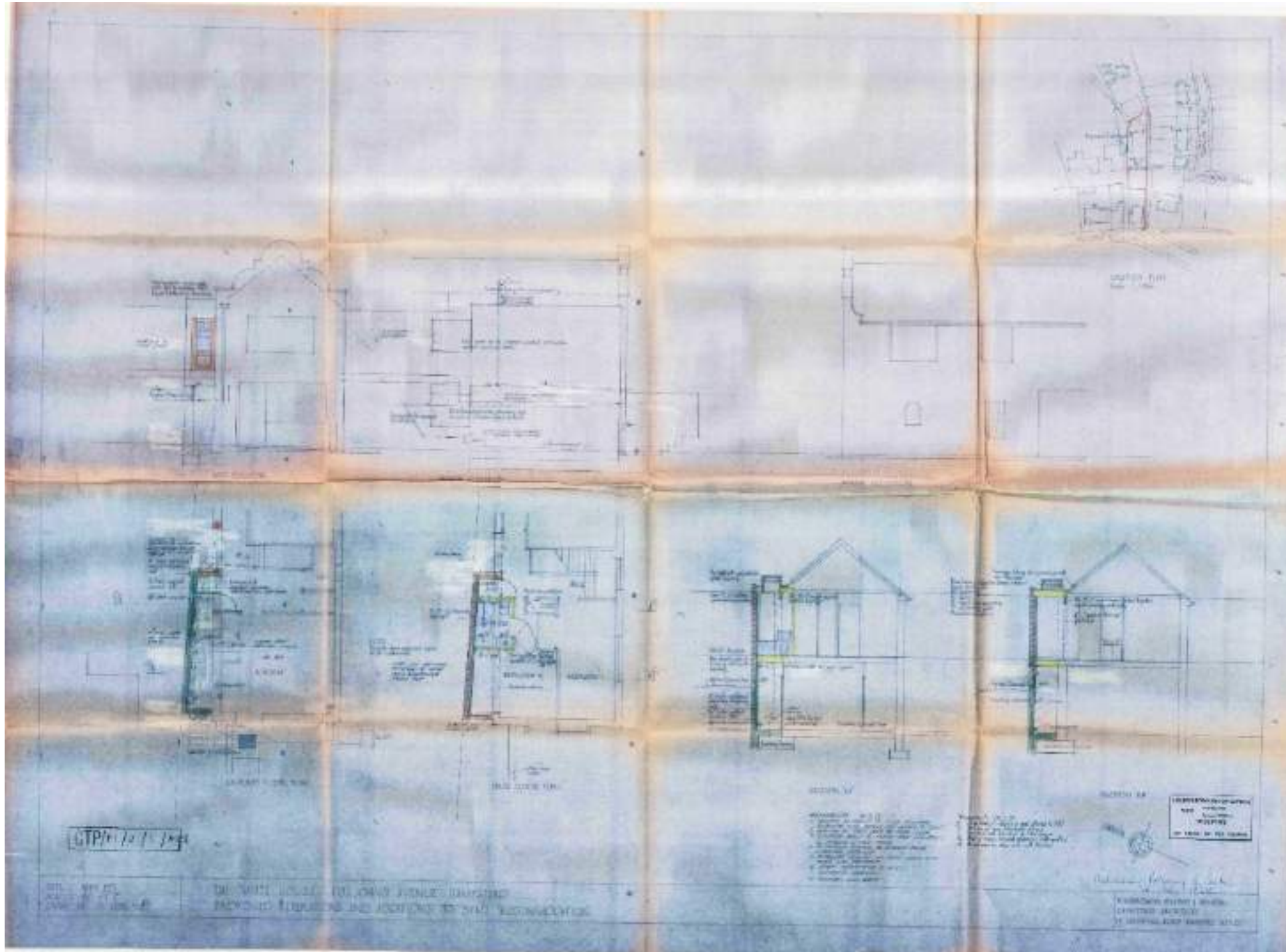


Figure 52: 1972 Ref: 14256 (colour versions)

10.3 Appendix 4: Previously Consented Drawings by GluckmanSmith Architects (2019/4229/P)

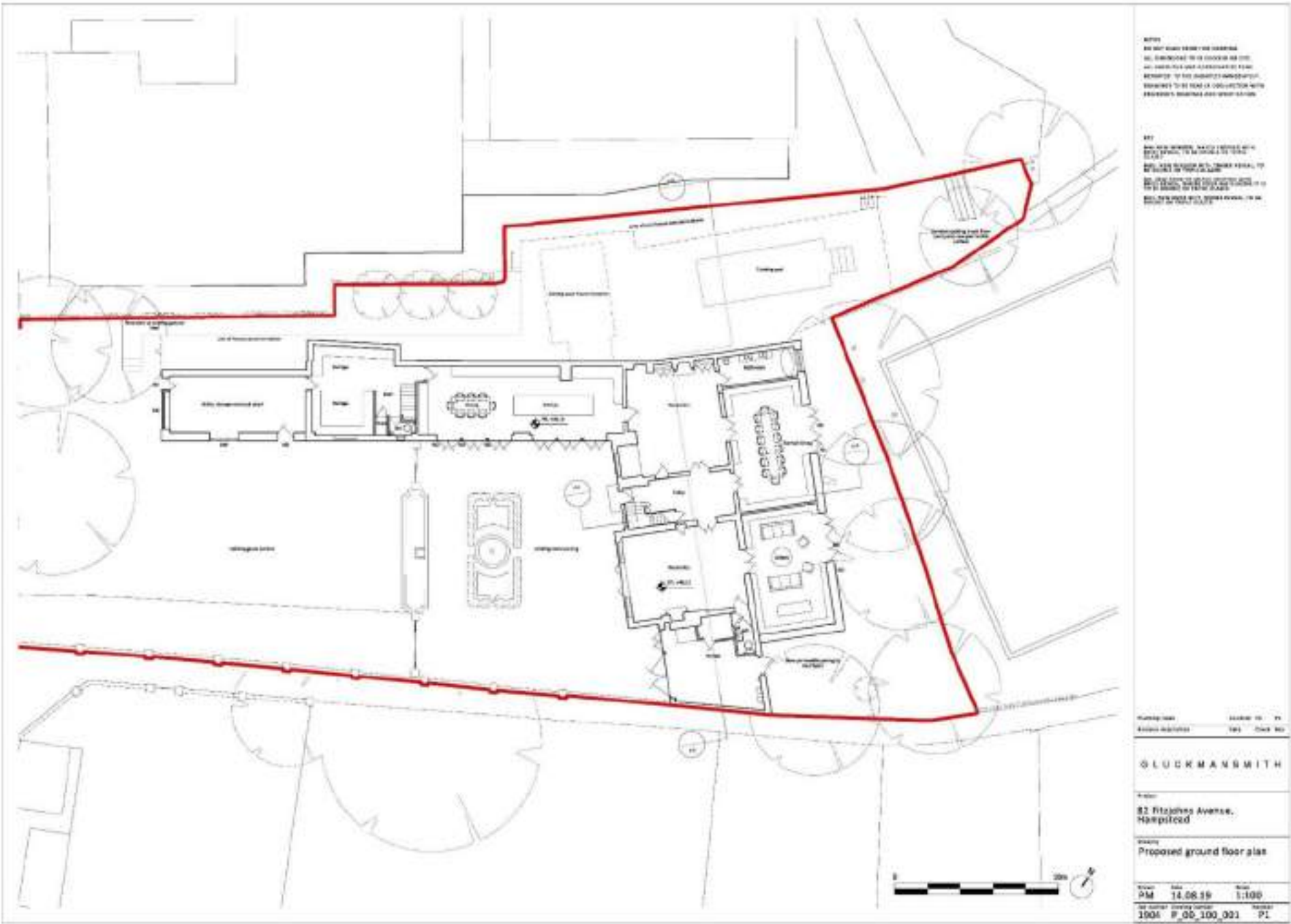


Figure 53: Proposed Ground Floor Plan, GluckmanSmith Architects

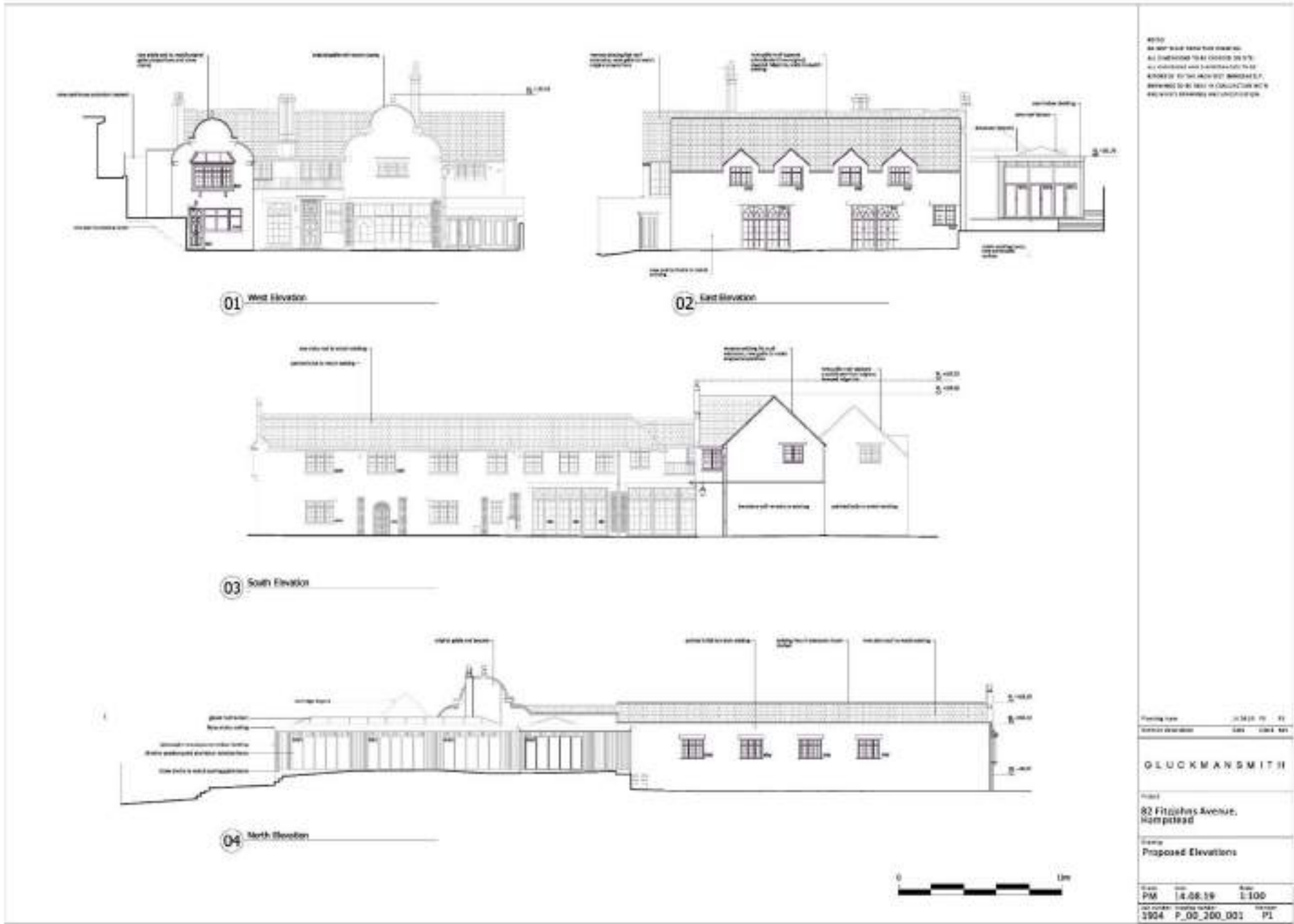


Figure 54: Proposed Elevations, GluckmanSmith Architects

10.4 Appendix 5: Precedents



Figure 55: Norman Shaw's design for Alliance Insurance Company (now the New Scotland Yard Building), 1882



Figure 56: Norman Shaw's Grim's Dyke, Harrow, London, 1870



Figure 57: Norman Shaw's Lowther Lodge, headquarters of the Royal Geographical Society, 1873



Figure 58: 50 Netherall Gardens by Norman Shaw (grade II) in Hampstead



Figure 59: Gable Lodge, Bishops' Avenue, Hampstead Garden Suburb by Philip Hepworth



Figure 61: J.J. Stevenson and E.R. Robson's Designs for London School's Board, 1874

(Source: *Schools Architecture: being practical remarks on the planning, designing, building, and furnishing of school-houses*)