**Heritage Statement**

The property is located in the Hampstead Conservation Area, on its northern outer edge. It is located on East Heath Road and backs onto the Heath. The site and street slopes down to the east and up to the west. It is a narrow carriageway with buildings and walls abutting the street with 0-1m setbacks. This creates a sense of containment, enhanced by the mature landscape from the Heath.

The property stands alone fronting the street but surrounded to three sides by the heath and is therefore spatially contained by mature tree cover with no public access to the side or rear. The footway also stops at the property with no pedestrian access to the east of the site down the hill towards Hampstead Heath Station.

The Conservation Area was established in 1968 and forms part of the outer edge of character area 2.­­­­ As part of the character appraisal the property is identified as having appositive impact on the Conservation Area. The East Heath Road character is identified as:

*“East Heath Road East Heath Road winds up the hill between South End Road and Whitestone Pond. It forms the boundary between Hampstead and the Heath, marked by high brick garden walls and occasional groups of houses on the south side of the road. From Foley House up to Whitestone Pond the road `hugs’ these curving brick walls, with no footpath at all on the west side giving a `walled town’ effect. “*

It goes on to say: *“On the north side both ends of the road are punctuated by isolated large blocks of flats which encroach on the Heath.”* Number 25 East Heath Road is one such mansion block.

Given the property is only visible form the street and totally inaccessible to the rear for a minimum distance of 35m (to a footpath to the west) and side from the Heath and given that the building is not listed then it is considered that the only impact on the Conservation Area is from the street. The property has a walled frontage and gate which visually conceals the rear garden from the street. The impact therefore relates to the replacement fence along the side of the property which can be seen from the street and sits at a higher point than the walled frontage. The new fence is a replacement to an older, dilapidated fence which sits at the same height and location as its predecessor. It has been chosen for its aesthetic quality and is a premium product made from long lasting, low maintenance recycled material. Currently, due to the works, some vegetation has been temporarily removed by the Heath which had opened up views of the fence hitherto unseen. In time the vegetation will grow back thereby rendering the side fence invisible from the Conservation Area to the side of the property. The only visibility will be from the front at an acute angle.

The design of the rear garden has taken into consideration the mental health of its residents as addressed earlier in the Design and Access Statement. The garden contributes to the edge of the Heath through enhanced soft landscape planting which, when it matures will create an attractive boundary edge to the Conservation Area. Given the minimal visibility of the fence and the longer-term re-establishment of the vegetation along East Heath Road there is no harm on the setting of the Conservation Area.