
**No. 29 Rudall Crescent, London,
NW3 1RR**

Heritage Statement



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No. 29 Rudall Crescent, London, NW3 1RR



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Abbreviations and Conventions used in the text	
c.	circa
CA	Conservation Area
ha	hectares
HA	Heritage Asset
HE	Historic England
HER	Historic Environment Record
ICOMOS	International Council on Monuments and Sites
km	kilometres
LB	Listed Building
LPA	Local Planning Authority
m	metres
NGR	National Grid Reference
NHLE	National Heritage List for England
NPPG	National Planning Practice Guidance
NPPF	National Planning Policy Framework

Assumptions and Limitations

This report is compiled using primary and secondary information derived from a variety of sources, only some of which have been directly examined. The assumption is made that this data, as well as that derived from other secondary sources, is reasonably accurate.

Compliance

This document has been prepared in accordance with the requirements stated within the National Planning Policy Framework (NPPF; (Ministry of Housing, Communities & Local Government, 2019) National Planning Practice Guidance (NPPG; (Department for Communities and Local Government), and the Chartered Institute for Archaeologists' Standard and guidance for historic environment desk-based assessment, and Standard and guidance for commissioning work on, or providing consultancy advice on, archaeology and the historic environment (Chartered Institute for Archaeologists, December 2017).

1.0 Introduction

1.1 Project background

1.1.1 Savills Heritage and Townscape has been appointed by the applicant to prepare a Heritage Statement to provide relevant and proportionate information in relation to a planning application at No. 29 Rudall Crescent, London, NW3 1RR. The location and outline of the area (hereafter 'the application site') is shown on **Figure 1** below.



Figure 1: Site location plan and designated heritage assets

1.1.2 This application seeks a complete refurbishment to include recladding to the front upper level and extension into the loft with the addition of a rear dormer and roof light, as exist currently along the adjacent terrace.

1.1.3 This Heritage Statement will assess the impact of these proposals on the significance of identified heritage assets. For a complete view of the proposals this report should be read in conjunction with the latest drawing pack (and other supporting information, such as the planning report).

1.1.4 Savills Heritage and Townscape has been involved with the proposals as they have emerged to ensure a conservation led approach to the scheme in relation to the listed building. This Heritage Statement now consolidates the historic environment considerations for the scheme and details the resulting impact in regards to relevant legislation and planning policy.

1.2 Scope

1.2.1 This report focuses on above ground built heritage and does not consider potential effects of the proposed development on below ground heritage and archaeology. Professional expert opinion has been used to assess built heritage significance, based on previous assessments and historic, archaeological, architectural or artistic interest.

1.2.2 In line with the National Planning Policy Framework (NPPF) the level of detail in this report is proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

1.3 Aims and objectives

1.3.1 Built heritage has been a material consideration in the planning process since 1990 and its value is recognised in national and local planning policy (**Section 2**). The aim of this report is to assess the impact of the proposed development and to provide a suitable strategy to mitigate any adverse effects, if required, as part of a planning application to develop the site. The aim is achieved through six objectives:

- Identify the presence of any known or potential heritage assets that may be affected by the proposals;
- Describe the significance of such assets, in accordance with the National Planning Policy Framework (NPPF), taking into account factors which may have compromised asset survival;
- Determine the contribution that setting makes to the significance of any sensitive (i.e. designated) heritage assets;
- Assess the likely impacts upon the significance of the assets arising from the proposals;

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- Assess the impact of the proposed development on how designated heritage assets are understood and experienced through changes to their setting.

1.3.2 The relevant legislation national and local planning policy is summarised in **Section 6** of this report with commentary.

2.0 Methodology and sources

2.1 Heritage Statement

2.1.1 This Heritage Statement has been carried out in accordance with the requirements of the National Planning Policy Framework (NPPF) (MHCLG 2021) and Historic England (2017, HE 2019). A broad range of standard documentary and cartographic sources were examined in order to determine the significance of the listed building. The table below provides a summary of the key data sources. These data sources are referenced in the text and detailed in full in **Section 7**. The principal sources are tabulated below:

Table 1: Sources Consulted

Source	Data	Comments
Historic England	National Heritage List (NHL) with information on statutorily designated heritage assets	Statutory designations (scheduled monuments; statutorily listed buildings; registered parks and gardens; historic battlefields) can provide a significant constraint to development.
Historic England	National Record of the Historic Environment (NRHE)	National database maintained by Historic England. Not as comprehensive as the HER but can occasionally contain additional information. Accessible via pastscape website. This was consulted for the application site and its immediate vicinity only.
Local Planning Authority	Conservation area	An area of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance.
Local Planning Authority	Locally listed building	Building of local importance designated by the local planning authority due to architectural and/or historic significance and a positive contributor to the character of an area. Whilst not statutorily protected, a building's inclusion on the list means that it is a material consideration in the planning process.
Historic England	National Heritage List (NHL) with information on statutorily designated heritage assets	Statutory designations (scheduled monuments; statutorily listed buildings; registered parks and gardens; historic battlefields) can provide a significant constraint to development.
Internet	Web-published local history	Many key documentary sources and specialist studies are now published online and can be used to inform the archaeological and historical background.
The client	Scheme drawings and supporting information	Report and plans showing application site location and proposed development. Demonstrates the inclusion of mitigation measures within the scheme design in regards to heritage assets.

2.2 Site visit

2.2.1 To inform the production of this Heritage Statement, a site visit was carried out (for this report for submission), to review the application site in relation to the identified heritage assets (the

conservation area) and to offer recommendations to the design team.

2.3 Legislative and planning framework

2.3.1 **Section 6** of this Heritage Statement sets out the full legislative and planning framework in relation to the proposals, for context a brief summary is provided here:

Legislation

2.3.2 The Planning (Listed Buildings and Conservation Areas) Act 1990 sets out the legal requirements for the control of development and alterations which affect listed buildings or conservation areas (including buildings of heritage interest which lie within a conservation area). Grade I are buildings of exceptional interest. Grade II* are particularly significant buildings of more than special interest. Grade II are buildings of special interest.

Planning framework

2.3.3 The Government issued a revised version of the National Planning Policy Framework in February 2021 (MHCLG 2021). **Section 16** of the NPPF deals with ‘*Conserving and Enhancing the Historic Environment*’. The NPPF recognises that heritage assets are an irreplaceable resource which ‘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’. The NPPF requires the significance of heritage assets to be considered in the planning process, whether designated or not. Relevant paragraphs of NPPF Section 16 are reproduced with commentary in **Section 5** along with relevant local policy.

2.4 Assessing heritage significance

2.4.1 The NPPF defines significance as “*The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site’s Statement of Outstanding Universal Value forms part of its significance.*”

2.4.2 The determination of the significance of a heritage asset (including archaeological remains) is based on statutory designation and/or professional judgement against these values (or interests).

The definition of these interests is provided in the NPPF glossary and reproduced in full below:

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.*

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 skill, like sculpture.*

2.4.3 In legislation and designation criteria, the terms 'special architectural or historic interest' of a listed building and the 'national importance' of a scheduled monument are used to describe all or part of what, in planning terms, is referred to as the identified heritage asset's significance. These interests are reflected and expanded upon in the Historic England guidance (Advice Note 12 Statements of Significance, 2019):

Historic interest: *the ways in which the asset can illustrate the story of past events, people and aspects of life (illustrative value, or interest). It can be said to hold communal value when associated with the identity of a community. Historical interest considers whether the asset is the first, only, or best surviving example of an innovation of consequence, whether related to design, artistry, technology or social organisation. It also considers an asset's integrity (completeness), current use / original purpose, significance in place making, associative value with a notable person, event, or movement.*

Archaeological interest: *the potential of the physical remains of an asset to yield evidence of past human activity that could be revealed through future archaeological investigation. This includes above-ground structures and landscapes, earthworks and buried or submerged remains, palaeoenvironmental deposits, and considers date, rarity, state of preservation, diversity/complexity, contribution to published priorities (research value), supporting documentation, collective value and comparative potential, and sensitivity to change.*

Architectural and artistic interest: *derived from a contemporary appreciation of an asset's aesthetics. Architectural interest can include the design, construction, craftsmanship and decoration of buildings and structures. Artistic interest can include the use, representation or influence of historic places or buildings in artwork. It can also include the skill and emotional impact of works of art that are part of heritage assets or assets in their own right.*

2.4.4 These values encompass the criteria that Historic England are obliged to consider when statutorily designating heritage assets. Each asset has to be evaluated against the range of criteria listed above on a case by case basis.

2.5 Assessing harm

2.5.1 Professional judgement is used to consider the impact of future development on the significance a known or potential heritage asset. This is assessed in NPPF terms as ‘no harm’, ‘less than substantial harm’, ‘substantial harm’ or ‘total loss of significance’.

2.5.2 The following levels of harm may be identified during this assessment:

Substantial harm: *The Planning Practice Guide (PPG) discusses ‘substantial harm’ (using listed buildings as an example) and states that ‘an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest. It is the degree of harm to the asset’s significance rather than the scale of the development that is to be assessed’ (PPG Paragraph: 018 Reference ID: 18a-018-20190723 Revision date: 23 07 2019).*

Less than substantial harm; and

No harm (or ‘preservation’), such that the attributes identified within the statement of significance of the heritage asset have not been harmed.

2.5.3 As the application itself contains no demolition of heritage assets, it is considered that implementation of the scheme would not result in the ‘total loss of significance’ or ‘substantial harm’ to any heritage asset.

2.6 Assessing the contribution of setting

2.6.1 In relation to listed buildings, an assessment would typically consider the contribution which the setting makes to the overall significance of the asset. However, the setting of the asset in this case shall not be affected as the proposals are within its boundary (wider conservation area), therefore, an assessment of setting has been omitted from this report.

3.0 Built heritage assets: statement of significance

3.1 Introduction

3.1.1 The management and mitigation of change to the heritage resource resulting from development is based on the recognition within Government planning objectives that “...*heritage assets are an irreplaceable resource*...” (NPPF para. 184). Impacts to the historic environment and its associated heritage assets arise where changes are made to their physical environment by means of the loss and/or degradation of their physical fabric or setting, which in turn leads to a reduction in the significance of the historic environment record and its associated heritage assets.

3.1.2 Change, including development, can ‘sustain’, ‘enhance’ or ‘better reveal’ the significance of an asset as well as detract from it or leave it unaltered. The design of a development affecting the setting of a heritage asset may play an important part in determining its impact.

3.2 The application site and its heritage context

3.2.1 The application site is located within the London Borough of Camden, on the north-western side Rudall Crescent, a loop road to the west of Willoughby Road which leads to Hampstead High Street to the south-east.

3.2.2 The application site is within the Hampstead Conservation Area in Sub Area 3: Willoughby Road/ Downshire Hill and hosts a mixture of 19th and 20th century architecture.

3.2.3 There are no Listed buildings in the immediate vicinity of the site. The Penn Studio, 13a, Rudall Crescent is a Grade II listed building (c 30m to the south of the application site) set behind No.13 Rudall Crescent (which is not included in the listing). It is considered for the purposes of this application that the site does not fall into the setting of the Penn Studio.

3.3 Historical background to the area

3.3.1 The full historic background to the area is offered in the 2014 Conservation Area Appraisal, which is summarised in this section.

3.3.2 Hampstead is a Conservation Area of considerable quality and variety. A range of factors and

attributes come together to create its special character. These are principally; its topography; the Heath; the range, excellence and mix of buildings; the street pattern and Hampstead's historical association with clean water and fresh air. The Conservation Area stretches beyond the village itself to include South End Green, Frognaal and Rossllyn Hill and offers many fine and interesting examples of the architectural development of London (LBC 2014).

- 3.3.3 In regards to the historic background of the surrounding area, the Romans may have built a road across the Heath to St Albans, but there is no firm evidence for this despite the discovery in 1774 of Roman pottery in Well Walk. The name derives from the Anglo-Saxon 'Hamestede' (meaning homestead). In the medieval period the manor had a village with a parish church and was owned successively by the Knights Templar and the Knights Hospitaller. It would appear, however, that the monks only came to Hampstead in force in 1349 to escape the Black Death. Following the dissolution of the monasteries by Henry VIII ownership of the manor changed again, passing into the hands of Sir Thomas Wroth in 1551, Baptist Hicke (later Lord Campden) in 1620, the Earl of Gainsborough in 1690, Sir William Langhorne in 1707 and then, by marriage, to the Maryon (later Maryon Wilson) family.
- 3.3.4 From the beginning of the 17th century Hampstead began to attract wealthy people from London, especially lawyers, merchants and bankers, who were drawn by the advantages of its elevated position, and the absence of resident landed aristocracy. By the early 19th century a number of large houses had been built in and adjacent to the centre of the village and on either side of the High Street there were also dense areas of working class cottages.
- 3.3.5 During the early 19th century Hampstead village spread downhill with the development of stuccoed villas and terraces in Downshire Hill and John Street (now Keats Grove). Oak Hill Park was laid out in 1851 with a number of Italianate villas. Development of Finchley Road brought urban development closer to Hampstead when the turnpike was built by Colonel Eyre of the Eyre estates connecting St John's Wood to Finchley in 1827.
- 3.3.6 The opening of the Hampstead Junction Railway's station in 1860 stimulated the urbanisation of Hampstead and, together with trams and horse drawn omnibuses, brought on Bank Holidays and weekends crowds of trippers to South End Green and the Heath. South End Green was soon transformed into an important centre.

3.3.7 After the Second World War both private and public housing attempted to fit sensitively into Hampstead. During the 1960's the Borough of Camden's housing programme affected the periphery, at Dunboyne Road, Alexandra Road and Branch Hill. In the 1970's the south of the village became a favoured location for famous architect's houses, and on a smaller scale in-fill development occurred within the village.

3.4 Statement of significance

3.4.1 Paragraph 189 of the NPPF requires applicants to describe the significance of any heritage assets likely to be affected by the proposals. The level of detail should be proportionate to an asset's importance, and no more than is sufficient to understand the potential impact of the proposal.

3.5 Hampstead Conservation Area

3.5.1 Hampstead was designated a Conservation Area (with North End, the Elms, Vale of Health, Downshire Hill) on 29th January 1968. The reasons given for its designation were:

- the large number of listed buildings of architectural interest, the historical association of these buildings in terms of former residents and of the village in the context of the history of London as a whole;
- the street pattern of the original village which is retained and is reflected in the fragmentation of the street blocks and close and irregular grouping of the old buildings;
- the striking topography which gives rise to the complex of narrow streets and steps characteristic of the village and provides an important skyline when viewed from other parts of London;
- the proximity of the unique open space of Hampstead Heath and its integration with the village on the northern side. (LB Camden, Planning & Development Committee - 30 October 1967, Report of the Planning Officer).

3.5.2 When designated the area was named Hampstead Village Conservation Area. As it has been extended beyond the original village it is now known as Hampstead Conservation Area.

3.5.3 Below is an appraisal of the historic, archaeological and historic interest of the conservation area, to a level appropriate to the proposals.

Historic interest

- 3.5.4 An account of the historic development of the wider area is given in the above section. As indicated by the designation, the historic interest of the conservation area is considered to be **high**. Overall, the conservation area is representative of the earliest surviving settlement phases in the history of the area predating the industrialisation.

Architectural interest

- 3.5.5 The application site lies in Sub Area Three of the Conservation Area (Willoughby Road/Downshire Hill). The architectural interest is outlined in the Conservation Area Appraisal and is reproduced below:

***Rudall Crescent** The road loops to the west of Willoughby Road and is a mixture of 19th and 20th century architecture. Nos.1-13 is a red brick terrace of three storeys with double canted bay and single dormer. On the other side of the road Nos.2-6 are a two storey version with similar details and a ground floor bay and decorative brick cornice. No.6 had an unsightly conservatory in front of the ground floor bay enclosing the whole front garden that is being altered as part of the conversion of the property. No.13a (Penn Studio) is set back from the street and was built as an artist's studio c1880/1900 and is a single storey rendered building with a canted front. As the road curves the properties are set back behind longer front gardens. Nos.15/17 are a pair of red brick Queen Anne style properties with a Dutch gable roof line. Nos.19-21 have a simpler design with a single storey bay, Nos.23/25 have a gable end with decorative bargeboard and arched windows on the upper floors. No.27 is a two storey 1960s house attached to No.29, also two storey from the late 1950s. It continues the rhythm and scale of Nos.31-39 that were built in the gardens of 4-9 Gayton Crescent in the late 1950s. The group creates an appealing contrast to its Victorian neighbours forming a continuous two-storey terrace with white painted wood cladding, set back behind a brick wall,. At the junction with Pilgrim's Lane are Nos.43-47 with distinctive two colour brick work and a gable. Steps lead to the raised ground floor with wooden porch and pediment.*

- 3.5.6 Therefore Rudall Crescent is deemed to contribute to the significance of the conservation area by way of its inclusion in the conservation area and its mix of architectural and artistic interest (within the wider conservation area).

Archaeological interest

- 3.5.7 Archaeological evidence (of the existing structure) would be severely limited, and overall the archaeological interest of the listed building (as a structure excluding the below ground remains) is considered to be **low**.

Summary

- 3.5.8 The variety of architectural styles contributes to the legibility of the historical development of the area, and its historic interest. The pattern of development is interspersed with mature and well maintained green space and vegetation, contributing further to the overall appearance and character of the conservation area. The conservation area holds particular special architectural and historic interest, due to its designation as is illustrated by its rich history and significant architecture. The Conservation Area itself when taken as a whole is an asset of high significance.

4.0 Impact assessment

4.1 Introduction

4.1.1 The following section outlines the proposals and whether these would impact the historic, architectural or evidential interest of the conservation area (outlined in **Section 4**). In regards to assessing the potential impact of the proposals on the conservation area; impacts will have a 'direction', this can be *neutral*, *beneficial* or *adverse*. Furthermore, the level of impact can be assessed to be either *negligible* (no change), *minor* (scarcely appreciable change), *moderate* (appreciable change) or *substantial* (fundamental change).

4.2 Outline of the proposed development relevant to the assessment

4.2.1 No. 29 Rudall Crescent dates from the late 1950s and comprises a two storey, semidetached house with tiled duo pitch tiled roof. The walls are of yellow London stock bricks with a contrasting panel of dark red timber shingles framing four square, top hung, upvc windows to the street elevation at the upper level. A large fixed single pane window overlooks the front garden



Figure 2: No. 29 Rudall Crescent

4.2.2 In regards to the application site immediate context; five two storey pitched roofed dwellings (Nos 31-39 Rudall Crescent) are situated immediately to the southeast and were built in the late 1950s as a stepped terrace. Nos. 27-29 Rudall Crescent (which includes the application site) are classified as making a 'neutral' contribution to Sub Group Three within the Conservation Area Appraisal which state that No. 29 Rudall Crescent:

"continues the rhythm and scale of Nos.31- 39 that were built in the gardens of 4-9 Gayton Crescent in the late 1950s. The group creates an appealing contrast to its Victorian neighbours forming a continuous two-storey terrace with white painted wood cladding, set back behind a brick wall."

4.2.3 The front gardens to Nos. 31-39 Rudall Crescent are set back behind high timber gates and brick walls to the pavement. To the rear, the roof slope of the adjacent terrace has a later mixture of dormers and rooflights along its length.



Figure 3: Front gardens to Nos. 31-39 Rudall Crescent

4.2.4 The proposals comprise a complete refurbishment of No. 29 Rudall Crescent, including recladding to the front upper level and extension into the loft with the addition of a rear dormer and roof light, as exist currently along the adjacent terrace.

4.2.5 The proposals are sensitive to the surrounding Hampstead Conservation Area. The proposals include the raising of the roof to step up from its neighbour at No. 31 Rudall Crescent by the same

amount that each of the houses within the terrace at Nos. 31-39 Rudall Crescent steps up, to underscore the rhythm of the street (see Design and Access Statement). To the front, at ground floor, the scheme will convert the garage and install gates in context with No. 27. The existing rough stone front wall and planting is to be replaced and slim mullioned doors and windows are proposed throughout to replace the incongruous uPVC windows which will improve the aesthetics of the streetscape (see Figure 4 below).



Figure 4: CGI view of proposed development

4.2.6 Overall, it is judged that the proposals do not affect the positive elements of the Hampstead Conservation Area which contribute to its significance, such as the buildings, open-spaces, street furniture, walls and fencing, signage and paving. The whole application site (as existing) itself is only considered to make a minor neutral contribution to the significance of the conservation area when regarded as a whole.

5.0 Planning framework and policy compliance

5.1 Statutory protection

Listed buildings and conservation areas

5.1.1 The Planning (Listed Buildings and Conservation Areas) Act 1990 sets out the legal requirements for the control of development and alterations which affect listed buildings or conservation areas (including buildings of heritage interest which lie within a conservation area). Key sections are reproduced in full below:

“s.72 In considering development which affects a Conservation Area or its setting, the LPA shall pay special attention to the desirability of preserving or enhancing the character or appearance of the Conservation Area.”

5.1.2 The application site is located within the Hampstead Conservation Area; as shown on **Figure 1**. It is considered that the proposals preserve the surviving special architectural or historic interest of the conservation area. The proposals do not adversely impact any significant historic fabric or features, therefore in regards to the legislation and statutory protection, it is considered that the external areas of the building (that will be effected by the proposals) do not currently positively contribute to the special interest of the conservation area and the proposals preserve the significance of the crescent along with all original features of architectural interest while improving the aesthetics of the streetscape.

5.2 National Planning Policy Framework

5.2.1 The Government issued a revised version of the National Planning Policy Framework (NPPF) in July 2021 (MHCLG 2021). **Section 16** of the NPPF deals with ‘*Conserving and Enhancing the Historic Environment*’.

5.2.2 The NPPF recognises that heritage assets are an irreplaceable resource *which ‘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 184).

5.2.3 The NPPF requires the significance of heritage assets to be considered in the planning process, whether designated or not. The relevant paragraphs of NPPF **Section 16** are reproduced in full

below:

16. Conserving and enhancing the historic environment

189. Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value⁶⁶. 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.

190. Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account:

- a) the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation;*
- b) the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*
- c) the desirability of new development making a positive contribution to local character and distinctiveness; and*
- d) opportunities to draw on the contribution made by the historic environment to the character of a place.*

191. When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.

192. Local planning authorities should maintain or have access to a historic environment record. This should contain up-to-date evidence about the historic environment in their area and be used to:

- a) assess the significance of heritage assets and the contribution they make to their environment; and*
- b) predict the likelihood that currently unidentified heritage assets, particularly sites of historic and archaeological interest, will be discovered in the future.*

193. Local planning authorities should make information about the historic environment, gathered as part of policy-making or development management, publicly accessible.

Proposals affecting heritage assets

194. *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 be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.*

195. *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 into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.*

196. *Where there is evidence of deliberate neglect of, or damage to, a heritage asset, the deteriorated state of the heritage asset should not be taken into account in any decision.*

197. *In determining applications, local planning authorities should take account of: a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and c) the desirability of new development making a positive contribution to local character and distinctiveness.*

198. *In considering any applications to remove or alter a historic statue, plaque, memorial or monument (whether listed or not), local planning authorities should have regard to the importance of their retention in situ and, where appropriate, of explaining their historic and social context rather than removal.*

Considering potential impacts

199. *When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.*

200. *Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:*

a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;

b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.*

201. *Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total 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; and

b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and c) conservation by grant-funding or some form of not for profit, 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.

202. *Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.*

203. *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.*

204. *Local planning authorities should not permit the loss of the whole or part of a heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred.*

205. *Local planning authorities should require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible. However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.*

206. *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.*

207. *Not all elements of a Conservation Area 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 Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 201 or less than substantial harm under paragraph 202, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.*

208. *Local planning authorities should assess whether the benefits of a proposal for enabling development, which would otherwise conflict with planning policies but which would secure the future conservation of a heritage asset, outweigh the disbenefits of departing from those policies.*

5.2.4 This Heritage Statement represents an appraisal of heritage significance of the identified heritage assets (i.e. the conservation area) in relation to the application site, in compliance with paragraph 194 as above. Following on from the impact assessment in **Section 4** of this report, the proposals are judged to cause **no harm** to any designated heritage assets (namely the wider Conservation Area).

5.2.5 Furthermore within the conservation area, the historic relationships between the listed assets and the open spaces will be sustained and not impacted by the proposals. Views of the conservation areas and listed buildings and positive contributors, which aid their appreciation, shall not be adversely impacted by the proposals.

5.3 Local Planning Policy

5.3.1 **Section 38(6)** of the Planning and Compulsory Purchase Act 2004 states that planning applications must be determined in accordance with the development plan for an area, except where material considerations indicate otherwise.

5.4 The London Plan (March, 2021)

5.4.1 The London Plan 2021 is the Spatial Development Strategy for Greater London. It sets out a framework for how London will develop over the next 20-25 years and the Mayor's vision for Good Growth.

5.4.2 The Plan is part of the statutory development plan for London, meaning that the policies in the Plan should inform decisions on applications across the capital. Borough's Local Plans must be in 'general conformity' with the London Plan, ensuring that the planning system for London operates in a joined-up way and reflects the overall strategy for how London can develop sustainably, which the London Plan sets out.

5.4.3 **Section 7** of the London Plan sets out policies for Heritage (and Culture). Policy HC1 Heritage conservation and growth states:

C. Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.

5.4.4 The proposals do not negatively affect the significance or the character and appearance of the listed buildings, townscape or conservation area. Therefore it is judged the proposals comply with Policy HC1.

5.5 Camden Local Plan 2017

5.5.1 The application site is located in the London Borough of Camden, which is one of 32 London boroughs. As such, local planning policy is covered by both the London Plan administered by the London Assembly, and the borough's planning policies are comprised in their Local Development Framework.

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;*
- g. *is inclusive and accessible for all;*
- h. *promotes health;*
- i. *is secure and designed to minimise crime and antisocial behaviour;*
- j. *responds to nature's features and preserves gardens and other open space;*
- k. *incorporates high quality landscape design (including public art, where appropriate) and maximises opportunities for greening for example through planting of trees and other soft landscaping,*
- l. *incorporates outdoor amenity space;*
- m. *preserves strategic and local views;*
- n. *for housing, provides high standard of accommodation; and*
- o. *carefully integrates building services equipment.*

The Council will resist development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

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

Designated 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 use 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 if 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 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.*

Listed Buildings

Listed buildings are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. To preserve or enhance the borough's listed buildings, the Council will:

- j. resist the total or substantial demolition of a listed building;*
- k. resist proposals for a change of use or alterations and extensions to a listed building where this would cause harm to the special architectural and historic interest of the buildings; and*
- l. resist development that would cause harm to significance of a listed building through an effect on its setting.*

Archaeology

The Council will protect remains of archaeological importance by ensuring acceptable measures are taken proportionate to the significance of the heritage asset to preserve them and their setting, including physical preservation, where appropriate.

- 5.5.2 It is considered that the scheme has demonstrated a clear understating of the historic environment and has recognised the significance of the heritage assets (as identified in this report). No listed buildings or their settings will be adversely impacted and it is judged that the proposals will cause no harm to the heritage significance of any statutorily or locally designated heritage assets (namely the Hampstead Conservation Area) via a change in setting or otherwise.

6.0 Conclusion and recommendations

6.1 Conclusion

6.1.1 Savills Heritage and Townscape has been appointed by the applicant to prepare a Heritage Statement to provide relevant and proportionate information in relation to a planning application at No. 29 Rudall Crescent, London, NW3 1RR.

6.1.2 This assessment is made within the context and requirements of relevant national and local planning policy and guidance, including the NPPF, local policy, and Historic England guidance on significance and setting. This assessment meets the requirements of the NPPF and provides sufficient and proportionate information with regard to heritage considerations relating to the proposed development, as currently known, for the development of the site.

6.1.3 This application seeks a complete refurbishment to include recladding to the front upper level and extension into the loft with the addition of a rear dormer and roof light, as exist currently along the adjacent terrace.

6.2 Built heritage considerations

6.2.1 The application site is located within the London Borough of Camden, on the north-western side Rudall Crescent, a quiet loop road to the west of Willoughby Road which leads to Hampstead High Street to the south-east. It sits within the Hampstead Conservation Area in Sub Area 3: Willoughby Road/ Downshire Hill and hosts a mixture of 19th and 20th century architecture.

6.2.2 Overall the proposals will have a minor beneficial change to the significance of the Hampstead Conservation Area by way of improving the aesthetic interest of the streetscape and therefore will cause no harm to the significance of any designated heritage asset.

7.0 References

7.1 Documentary sources

Historic England, 2016 The setting of heritage assets. Historic Environment Good Practice Advice in Planning Note 3.

Historic England, 2017 Conservation principles, policies and guidance. Consultation Draft. Swindon

Historic England, 2019 Advice Note 12: Statements of Significance. Swindon

Tower Hamlets, 2007, Island Gardens Conservation Area Appraisal

MHCLG 2019 [Ministry of Housing, Communities and Local Government], February 2019 National Planning Policy Framework

MHCLG 2018 [Ministry of Housing, Communities and Local Government], July 2018 Conserving and Enhancing the Historic Environment: Planning Practice Guide

7.2 Cartographic sources

2020 Aerial photography (source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community)

7.3 Online sources

<https://www.british-history.ac.uk>

<https://historicengland.org.uk>

<https://www.layersoflondon.org/>

<https://www.pastscape.org.uk/>

<https://maps.nls.uk>



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