

Ref A202038/3.1.1/Heritage Statement
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TDC Architects Ltd.
2nd Floor
13 Museum Street
York
YO1 7DT
Tel 01904 848440
info@tdc-arch.design
www.tdc-arch.design

HERITAGE STATEMENT

Hampstead Court Care Home
48 Boundary Road
London
NW8 0HJ

1. INTRODUCTION

This document is to be read in conjunction with the accompanying Design and Access statement which describes the proposed alterations to the above Care Home.

The purpose of this document is to describe the importance of Hampstead Court Care Home as a heritage asset falling within the boundary of the Alexandra Road Estate, which is a Grade II* Listed Building and within Conservation Area. The document will also explain how the proposals intend to improve the external appearance of Hampstead Court Care Home with respect to the heritage considerations described.

2. HISTORIC ENGLAND

Grid Reference: 526266 E 183880 N

Location: Boundary Wall of Hampstead Court Care Home as part of the Alexandra Road Estate.

Grade: II*

List Entry Number: 1130403

Date First Listed: 18th August 1993

List Entry Name: The Alexandra Road Estate including walls, ramps and steps community centre and boiler house to Alexandra Road Estate numbers 1-21 (including A and B to each number), numbers 4-119 (including A and B to each number on south side, and A-K to each number on north side. Alexandra Road Estate including walls, ramps and steps Rowley Way.

Statutory Address: Alexandra Road Estate including walls, ramps and steps, Rowley Way.

3. CHARACTER AND HISTORY

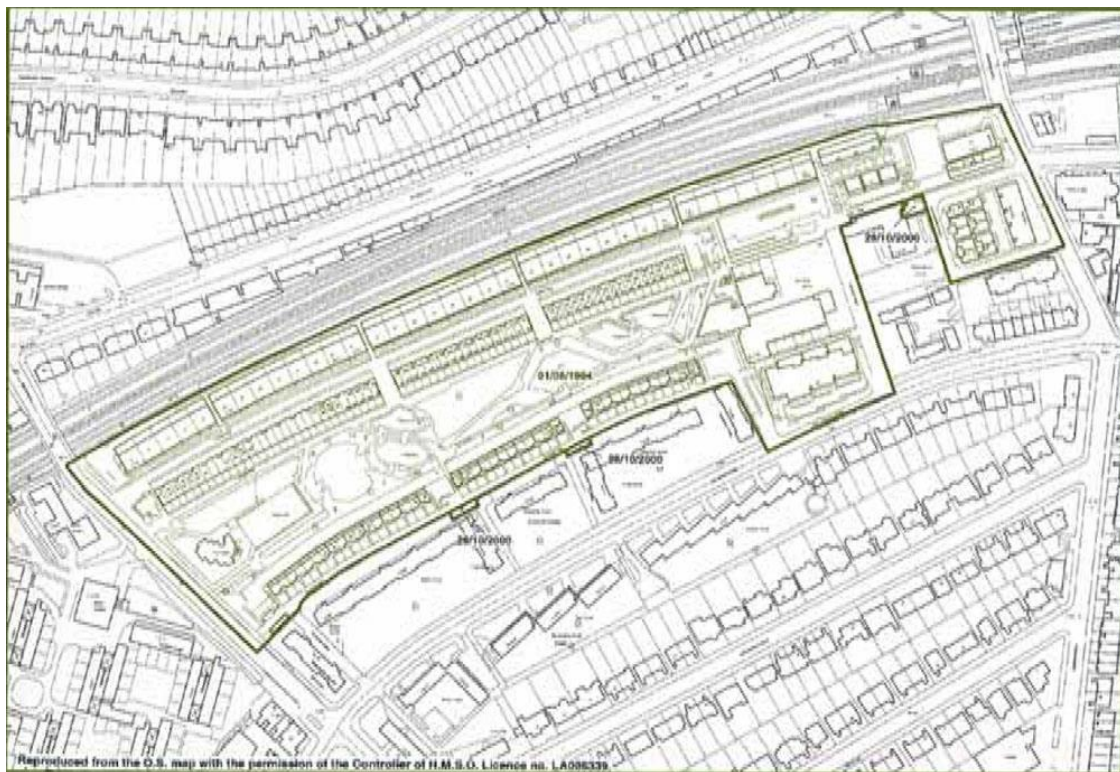


Figure 1: Defined boundary of The Alexandra Road Conservation Area.

- 3.1. The Alexandra Road Estate was designed in a brutalist style in 1968, by Neave Brown of Camden Council's Architects Department. Construction work commenced in 1972 and was completed in 1978. It is constructed from site-cast, board marked white, unpainted reinforced concrete. The estate consists of three parallel east-west blocks and occupies a crescent – shaped site bounded on the south by Boundary Road, Loudoun Road on the east, Abbey Road on the west, and by the West Coast Main Line to the north. The estate was granted Grade II* listed status on 18 August 1993, the first post-war council housing estate to be listed. Further to this, the Conservation Area was designated in 1996.

- 3.2. Hampstead Court Care Home is the most southerly building falling within the Alexandra Road Conservation Area which was designated in 1996. Although not at the heart of the conservation area which has as its focus the substantial blocks of terraced housing that comprise the Alexandra Road Housing Estate, the centre was nevertheless built during the same period. In effect it was thus part of a comprehensive residential redevelopment of 13 ½ acres of land between the late 1960's and early 1970's. The Council's own "Conservation Area Statement" makes it clear that this area previously occupied by speculative housing "had become run down and was awaiting demolition" by the close of the Second World War. Co-funded by the Ministry of Housing and Local Government, the area was thus prepared for comprehensive re-development for the purposes of public housing by the London Borough of Camden. The re-development comprised 520 dwellings, a tenants hall, underground parking, shops, workshops, a school, a children's reception centre and residential accommodation for young physically handicapped people (in fact the now named Hampstead Court Care Home).

The Estate itself is comprised low-rise but high-density housing stacked ziggaret style in large concrete structures, as an alternative to then contemporary high rise solutions. The estate has a strong geometric quality with use made of blocks in stepped and overhanging sections. Much of the

estate is constructed of fair-faced white concrete blocks. In addition to these large groupings of housing, significant areas of landscaping between the blocks form an integral part of the scheme. Like the housing elements the landscaping forms East/West axes interspersed between the terraces. The blocks vary in height from 4 to 7 storeys.



Figure 2: Alexandra Road Estate, circa 1980.

Source: <https://www.archdaily.com/880583/riba-awards-2017-royal-gold-medal-to-neave-brown>



Figure 3: The Alexandra Road Estate in the background and boundary wall alongside Rowley Way. The boundary wall is exposed concrete, which has been painted to the front aspect along Boundary Road. Source: Google Street View

- 3.3. Previously named St. John's Wood Centre, Hampstead Court Care Home itself was designed by Evans and Shalev and built as a center for physically handicapped young people. By virtue of the 1998 consent referred to in the Design and Access Statement an additional storey was built onto the structure. The Council's Conservation Area Statement states that the St. John's Wood Centre along with its neighbour, the Jack Taylor School and 9, Langley Walk "Have, their own distinctive character associated with the use of blockwork. Formally though they share the stepped sections of the housing estate, with their more modest scale and masonry they represent a departure from the mega-structure approach of the housing estate."

4. PLANNING BACKGROUND

- 4.1. Planning permission was granted for works of alteration including the erection of a third floor and change of use to a Care Home (Class C2) in 1998 – planning reference PW9802564RI. In recommending these works at the time the Officer commented at paragraph 6.5 "The overall detailed design treatment which has been employed reflects the design idiom of the existing building. Offices are satisfied that this is the correct approach to use because of the importance which must be attached to the setting of the building within the Alexandra Road Conservation Area which include Grade II* listed buildings of similar design characteristics to the building which currently exists at 48 Boundary Road". The Offices also commented within the report on the poor condition of the grey concrete which had weathered badly but concluded (with regard to the proposals) that "with respect to both the bulk of proposed design of the building it would enhance the character and appearance of the Conservation Area".
- 4.2. In 2014 a further planning application was granted for the erection of a single storey roof extension to provide 10 additional bedrooms and common areas to the existing residential care centre (Class C2) and replacement of existing mesh panels with glazed balustrades at ground, first and second floor levels – reference 2014/1731/P.

- 4.3. Hampstead Court Care Home was purchased by Avery Health Care in 2022 and has undergone extensive internal renovations to bring the home in line with their high-quality property portfolio.

5. THE PROPOSAL

- 5.1. The proposals associated with this application are intended to improve the external spaces to enhance the overall quality of the home and the associated streetscape, which is in turn respectful of its setting within the Alexandra Road Estate and Conservation Area. It is acknowledged that the boundary wall to which works are proposed falls within this area and therefore is a notable heritage asset.
- 5.2. It is recognised that Hampstead Court Care Home has its own distinctive character within the Conservation Area, associated with a more modest scale and use of masonry blockwork in stack bond. Much of this masonry and the concrete boundary wall along Boundary Road has been re-painted magnolia. The building represents a departure from the mega-structure approach of the housing estate and with the above in mind it should be considered as a building of merit in its own right.
- 5.3. As outlined in the Design and Access Statement, the improvements are isolated to the building approach and entrance area along Boundary Road including new wall and floor finishes, external lighting, entrance canopy and entrance planters. Soft landscaping along the front boundary will be improved visually and made low maintenance, along with the addition of two secure access gates as required for the security of the care home operator. All these works are deemed to be a vast improvement on the current visual frontage, providing the building and immediate context with a new lease of life whilst aligning with the high standards completed internally. Whilst Boundary Road forms the southern boundary of The Alexandra Road Conservation Area (see Figure 1), Rowley

Way and Ainsworth Way to the east and west of the care home are within the Conservation Area. No works have been proposed to the boundary walls alongside Rowley Way and Ainsworth way, as these offer direct access to the Estate.

- 5.4. The materiality proposed as part of this planning application has been highly considered and intended to be subtle, clean and modern with a nod to the Brutalist aesthetic. For instance large format wall tiles offer an emphasis on materials and texture to produce an expressive form, whilst the grey colour is imitative of exposed concrete as seen elsewhere in the estate.

6. CONCLUSION

At present, the front and rear approach to Hampstead Court Care Home is in a state of disrepair and unattractive. Given it's proximity to the Grade II* listed Alexandra Estate, the proposed works are intended to be complimentary of the surrounding standard and heritage assets, whilst maintaining the building as having architectural merit in it's own right. The external works proposals will help to reflect the high quality of its internal aesthetic and care home operations, and the locality would benefit from this regeneration. We would urge therefore that planning permission is granted.