

48 MARESFIELD GARDENS (GRADE II)

- 5.23 48 Maresfield Gardens was Grade II listed in 2018. It comprises a two-storey yellow brick house, designed in a Modernist style in 1939 by Hermann Herrey Zweigenthal (1904–1968) for Paul Neumann Jolowicz (1885–1972), a London-born silk merchant of German Jewish descent. The significance of 48 Maresfield Gardens resides in its architectural interest as a relatively intact and interesting example of domestic inter-war Modernist design in Hampstead, which is reflected in the elegant detailing and the materiality of the external elevations and the spatial planning of the interiors. The building also possesses historic interest as one of a small group of buildings designed by émigré architects from continental Europe who made an important contribution to the shaping of Modernism in this country, and for its associations with the community of émigré artists, architects and cultural figures escaping Nazi persecutions in Germany that settled in North London.
- 5.24 The setting of 48 Maresfield Gardens is defined by its set-back from the road and its paved courtyard and landscaped rear garden, which emphasises its suburban domestic character and makes a positive contribution to its significance.



Figure 5.4 Exterior of 48 Maresfield Gardens and its setting.

50 NETHERHALL GARDENS (GRADE II) AND 61 FITZJOHN'S AVENUE (GRADE II)

- 5.25 50 Netherhall Gardens was Grade II listed in 1976. It comprises a redbrick house of two-storeys plus basement and attic built in 1878 to designs by Norman Shaw for the artist Edwin Long. The building at 61 Fitzjohn's Avenue was Grade II listed in 1974 and comprises a two storey redbrick studio extension to the north-west facade of 50 Netherhall Gardens (now a separate dwelling) which was also designed by Norman Shaw in 1878 for Edwin Long. The significance of 50 Netherhall Gardens and 61 Fitzjohn's Avenue is derived from their architectural interest as relatively intact examples of late-19th century architecture, incorporating Classical, Flemish and Arts & Crafts influences. 50 Netherhall Gardens also has a particularly distinctive roofline incorporating tall, enriched brick chimneystacks and Flemish gables. The buildings also possesses historic interest for their association with Norman Shaw, a well-known and notable architect, and Edwin Long, a highly successful Victorian artist.
- 5.26 The listed buildings occupy a prominent corner plot on the Netherhall Gardens/Fitzjohn's Avenue junction. Their shared setting is defined by the broad, tree-lined roads and large red-brick wall which surrounds the plot and emphasises their suburban domestic character and makes a positive contribution to their significance.



Figure 5.5 Exterior of 50 Netherhall Gardens and its setting. Source: Historic England.



Figure 5.6 Exterior of 61 Fitzjohn's Avenue and its setting. Source: Historic England.

ST MARY'S CONVENT (GRADE II)

5.27 St Mary's Convent was Grade II listed in 1999. It comprises a former house, built in 1880 to designs by architect George Lethbridge for L.M. Casella, which was converted for use as a convent school in the 1920s with the erection of an adjoining chapel. The building is three principal storeys, plus a prominent attic level featuring dormers and chimney stacks flanking the hipped roof, with orange brick elevations exhibiting a mix of Elizabethan and Gothic influences. All detailing, features and decoration are executed in fine quality gauged and rubbed brickwork. The building has historic interest for its associations with the architect George Lethbridge, a notable Victorian architect, and Casella, the inventor of the clinical thermometer. The architectural interest of the building is derived from the quality of the materials and craftsmanship exhibited throughout the building, which cost nearly £10,000 to build. Apart from the chapel, the 20th century extensions by St Mary's Convent School are of no special interest.

5.28 The setting of the listed building is defined by its set-back from the roadside and the large mature trees lining Fitzjohn's Avenue, which contribute positively to its domestic suburban character. The listed building is also surrounded by other redbrick Victorian residential buildings, which feature a similar palette of materials and ornamentation, and serve to contextualise the period of its construction.

HAMPSTEAD TOWER (GRADE II)

5.29 Hampstead Tower was Grade II listed in 1999. It comprises a detached house of three storeys, plus attic and basement, built in 1880-1 to a Gothic baronial style design by J.T. Wimperis for his client H.F. Baxter, with late-20th century additions. The building features asymmetrical elevations of redbrick with stone dressings and tiled hipped roofs with cresting, finials, and tall enriched brick chimney stacks. The left-hand bay comprises a tall stair tower with pyramidal roof and weathervane above a continuous range of shaped windows with bartizans at angles. The architectural interest of Hampstead Tower is derived from its intact Gothic baronial style elevations and ornamentation. Historic interest is derived from its apparent age and associations with J.T. Wimperis, who was a prolific west end architect during the late-Victorian period. The late-20th century additions make no contribution to the special interest of the listed building.



Figure 5.7 Exterior of St Mary's Convent and its setting. Source: Historic England.

5.30 The setting of Hampstead Tower is defined by its set-back from the roadside and the large mature trees lining Fitzjohn's Avenue, which contribute positively to its domestic suburban character. The listed building is also surrounded by other redbrick Victorian residential buildings, which feature a similar palette of materials and ornamentation, and serve to contextualise the period of its construction.



Figure 5.8 Exterior of Hampstead Tower and its setting. Source: Historic England.

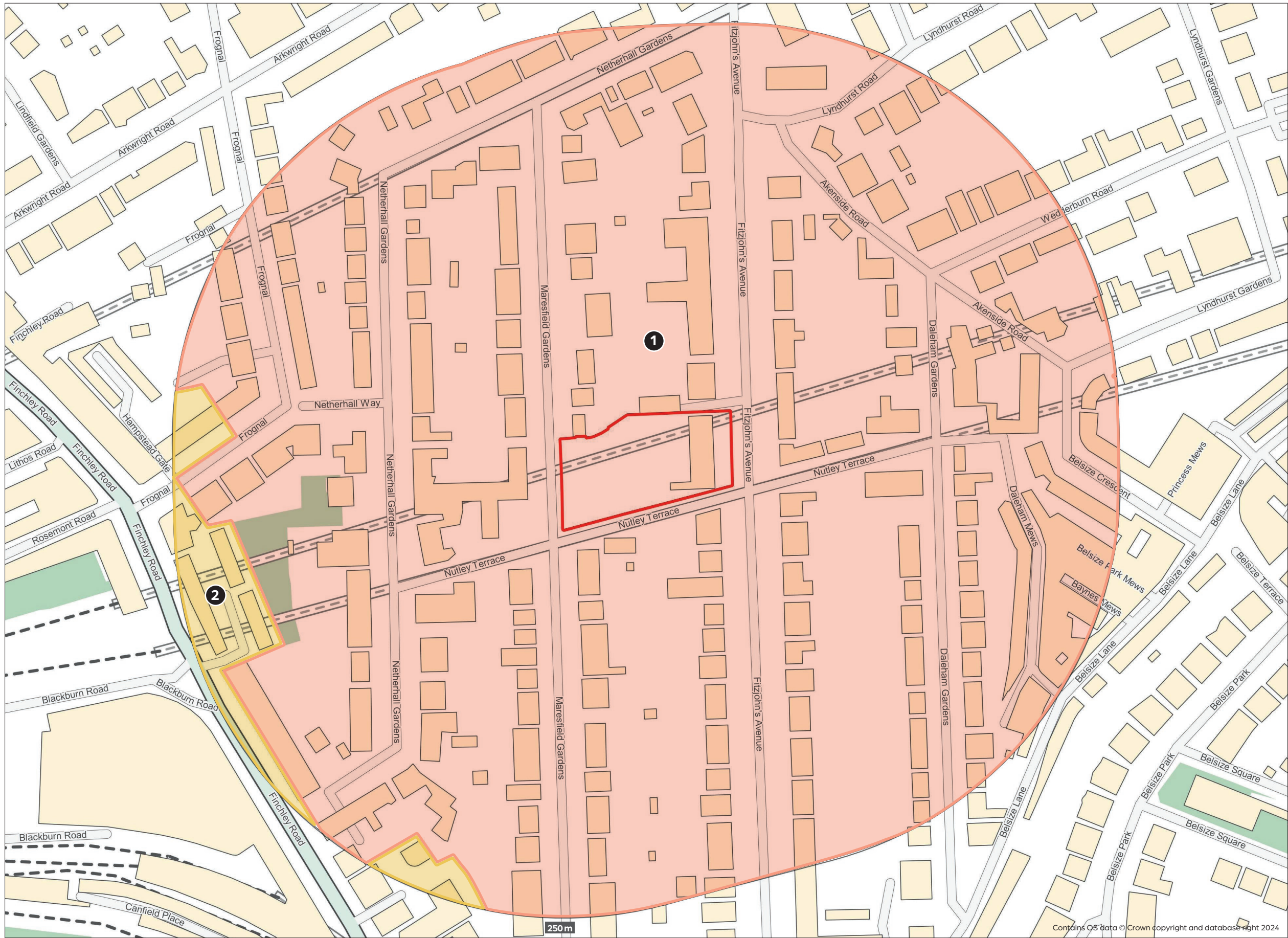
6.0

BASELINE: TOWNSCAPE

39A FITZJOHN'S AVENUE & LAND ADJACENT TO 46 MARESFIELD GARDENS, NW3

BASELINE: TOWNSCAPE

- 6.1 The townscape surrounding the Site may be categorised into two distinct areas within a 250m radius. For the purposes of this assessment the character areas are referred to as:
- Townscape Character Area 1: Suburban Residential
 - Townscape Character Area 2: Finchley Road
- 6.2 The broad boundaries of the character areas are identified in **Figure 6.1**. The character and appearance of the character areas is discussed below.



TOWNSCAPE CHARACTER AREA PLAN

- Application Site
- 1 Suburban Residential
- 2 Finchley Road

LOCATION:
39 Fitzjohn's Avenue

DATE:
February 2024

SCALE:
1:2,500 @ A3

FIGURE 6.1 Townscape Character Area plan.

▲ NORTH



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TCA 1: SUBURBAN RESIDENTIAL

6.3 TCA1 encompasses the 19th century residential suburbs of Fitzjohn’s/ Netherhall, Redington Frogna, and Belsize Park, which together comprise the majority of the Study Area. This TCA also includes the Site. The area’s development over a relatively short period of time has resulted in an underlying uniformity in the scale, style and appearance to most of the buildings.

KEY FEATURES

- 6.4 The TCA includes three adjoining conservation area designations, which were similarly developed as middle-class residential suburbs during the 19th century.
- 6.5 The urban fabric of these CAs, which are all characterised by high quality residential development, generous verdant plots and formal street layouts, knit tightly into one another and share many of the same townscape characteristics. The CA boundaries are only distinguished by subtle variations in the street layout and established boundary treatments.
- 6.6 A particularly notable feature of the area is the number of properties built for individual owners by respected architects. As a result, this TCA also contains a high concentration of listed buildings, in the form of large semi-detached and detached houses displaying a variation of architectural styles and associated with a number of prominent historic residents, and their architectural and historic interest directly influences and enhances the townscape quality of the area.

URBAN STRUCTURE

- 6.7 The urban structure of the TCA has been largely dictated by the historic communication routes, including roads and railways, field alignments, local topography, and enclosure of land.
- 6.8 Buildings within the TCA are generally built around formal, gridded streets that were laid out in the 19th century. On the periphery of the different suburbs within the TCA, the street pattern is more irregular as older rural routes and lanes, historically defining the boundaries of the different landholdings, have been incorporated.
- 6.9 The street layout in the vicinity of the Site is dominated by Fitzjohn’s Avenue running through the centre of the area, together with the parallel streets running to the west and east of it.



Figure 6.2 View south along Fitzjohn’s Avenue. Source: Rockhunter.

6.10 A series of railway lines, which are orientated east-west, run beneath the suburban development, and tend to follow the line of the streets above, including Netherhall Gardens and Nutley Terrace. As a result, the railway lines has had a limited impact on the pattern of development above ground. The only exception to this is the Site itself, which was historically left undeveloped due to an air shaft associated with the railway line directly below it (see Section 4.0).

6.11 The sloped topography of the area is reflected in the townscape character, with a number of the streets orientated north-south having stepped roof lines and some properties having raised frontages above street level.

TOWNSCAPE CHARACTER: SCALE, GRAIN, DENSITY

6.12 The urban grain consists predominantly of late-19th and early-20th century residential properties which makes up the backbone of the townscape’s character. The townscape character of the area is also closely related to its landscape infrastructure, with buildings set-back within generous landscaped plots. The parallel, straight streets create enclosed views through the area. Gaps between properties allow glimpses through to rear garden areas, including mature trees.



Figure 6.3 View south along Maresfield Gardens. Source: Rockhunter.



Figure 6.4 View east along Nutley Terrace. Source: Rockhunter.

- 6.13

The scale of the built form within the TCA is generally domestic and uniform throughout. Typically, buildings vary between two and six storeys in height over basements. These are arranged along streets and avenues or arranged around more enclosed mews and lanes. The area to the east of Fitzjohn’s Avenue includes some large-scale mansion blocks in some roads, which are more urban in character, though usually in landscaped settings.
- 6.14

Due to the mix of terraced, detached and semi-detached housing, density varies across the TCA but properties are generally still in residential use, either as single-family dwellings or subdivided into flats. There are also institutional buildings and uses lining the key routes through the TCA, such as Fitzjohn’s Avenue.
- 6.15

The majority of properties are well-spaced and set within generous, verdant plots resulting in a relatively loose grain. The looseness of the grain is emphasised by the prominence of boundary treatments, consisting of brick walls, railings and perimeter planting, and the gaps between properties enabling glimpsed views of trees and open spaces to the rear of properties. Overall, the scale, grain and density of the TCA is typical of north London Victorian suburban development.

MATERIALITY AND FORM

- 6.16

The TCA displays a framework of broadly similar building types and forms, but executed in a mix of architectural styles. Despite variations of details, underlying design conventions give a remarkable consistency in materiality and form throughout. Buildings are generally constructed of red brick and London yellow bricks, with occasional use of brown brick. The majority of properties also feature either stone, stucco or terracotta details. Windows are mainly timber, but there are also metal framed windows in some of the inter-war and post-war 20th century buildings. Roofs are an important element on the skyline, often in the form of gables (various designs), pitched with dormers, shallow pitched with overhanging eaves. The predominant roofing materials for pitched roof houses is plain clay tiles (dark grey or red).

LANDSCAPE FEATURES

- 6.17

Landscape features are generally limited to the streetscape and front and rear gardens of properties within the TCA. Nevertheless, the general layout and landscape character create a green and leafy character.
- 6.18

The generous building plots contribute to the suburban character of the TCA and the amalgam of perimeter hedges and gardens soften the built form of the area. Gardens generally feature informal landscaping and mature trees. The streets are also lined with pollarded trees and, in some cases, grassy lawns.

SUMMARY

- 6.19

The area was laid out speculatively in the 19th century. Parts of it are formally laid out, with less planned areas juxtaposing this on the peripheries of the respective historic suburbs. Suburban character predominates, with low and mid-rise buildings, loose urban grain and a degree of rhythm providing the overarching appearance for the area.
- 6.20

The area is consistent in character and forms a cohesive piece of suburban townscape. It has a number of conservation area and listed building designations, which reflect the historic character and development of the area.

6.21 Townscape value: Medium

CONTRIBUTION OF THE SITE

- 6.22

The Sites contribution to this TCA broadly aligns with its contribution to the character of the Fitzjohn’s/Netherhall CA. As described in the chapter above the Site comprises two disparate plots of land, both of which, at present, make little contribution to the identity and character of the Suburban Residential TCA beyond forming part of its established suburban structure. The Site is underutilised, highly impermeable, and has a limited relationship with the surrounding streetscape.

TOWNSCAPE CHARACTER AREA 2: FINCHLEY ROAD

KEY FEATURES

- 6.23

Townscape Character Area 2 is formed by the Finchley Road, a major arterial road connecting central London to the North Circular and M1 motorway.
- 6.24

The Finchley Road Centre, extending between Finchley Road Underground Station and Finchley Road & Frognal Overground Station, comprises a broadly consistent building frontage with buildings ranging from 2 to 7-storeys and a wide variety of architectural periods and styles. Several locally listed buildings are located on Finchley Road, including: the red brick terraces of Nos. 179–189; Nos. 227–239; Nos. 289–315; and Nos. 164–200 with their distinctive rooflines; Fairfax Mansions (Nos. 167–175) with its stone frontage; and the large early 20th century St John’s Court which forms a landmark building.

URBAN STRUCTURE

- 6.25

Finchley Road has a strong linear north-south structure, with secondary roads spanning off it to the east and west. Development extends in ribbons along both sides of the street and comprises a mix of commercial, residential and institutional uses. This environment lends itself to being well-used and busy with a high amount of footfall and vehicular traffic through the TCA.

TOWNSCAPE CHARACTER: SCALE, GRAIN, DENSITY

- 6.26

The quality of townscape character is mixed. Commercial uses at the ground level with residential above characterise the area. Owing to the speculative nature of the development in the area, the buildings that line the road are varied in height, form, materiality and age. The scale is low-to-mid-rise, with buildings ranging from two to seven plus storeys, and the ribbon development along both sides of the road has a generally consistent fine grain. In places, buildings are of a larger footprint where several building plots have been combined. The linear route forms the backbone of the densely developed area.
- 6.27

The combination of Finchley Road’s strong street frontage, the topography, and the railways form a strong physical and visual barrier between the TCA and the Site. As a result, the Site makes no contribution to the identity and character of Finchley Road.

MATERIALITY AND FORM

- 6.28 The materiality of the area varies though brick is consistently used with occasional stone and plaster detailings above shopfronts. More contemporary buildings are constructed from a range of materials with a focus on concrete and rendered finishing. Shopfrontages along Finchley Road utilise a varied palette of materials and colours.
- 6.29 Forms also vary considerably from 19th and early-20th century terraced parades to larger commercial and residential blocks dating from the mid-20th century onwards and spanning multiple plots.

LANDSCAPE FEATURES

- 6.30 There is little vegetation within this TCA, the public realm is cluttered and its design lacks coordination or quality. The landscape features, or lack therefor, emphasise the density of the TCA's urban character.

SUMMARY

- 6.31 The linear townscape layout is the predominant feature, with fine grain ribbon development lining the Finchley Road. The built quality varies, which is expected of a commercial street such as this, with shop frontages and historical forms of commercial architecture competing for prominence. While this forms a recognisable townscape feature, the character is generally of local significance and has numerous detracting features.

- 6.32 Value: **Low**

CONTRIBUTION OF THE SITE

- 6.33 The Site makes no contribution to the identity and character of the Finchley Road TCA due to the orientation of the wider townscape, lack of communication, and the extent of interposing development. As a result, it is screened out of further assessment.

TOWNSCAPE SUMMARY

- 6.34 **Table 6.1** presents a summary of the townscape receptor baseline information.

REF.	TOWNSCAPE CHARACTER AREA	TOWNSCAPE VALUE	FULL ASSESSMENT REQUIRED?
1	Suburban Residential	Medium	Yes
2	Finchley Road	Low	No

Table 6.1 Summary of Townscape Receptor Baseline.

7.0

BASELINE: TOWNSCAPE

39A FITZJOHN'S AVENUE & LAND ADJACENT TO 46 MARESFIELD GARDENS, NW3

BASELINE: VISUAL

- 7.1

This section outlines the visual baseline – the ways in which the Site is presently experienced by visual receptors. The assessment is undertaken in accordance with best practice guidance, including that set out in GLVIA3.
- 7.2

This assessment is informed by representative views, which have been prepared as verified renders (AVRs) by visualisation consultants. Their methodology is set out at **Appendix 2.o**.
- 7.3

It is important to note that this section is not based on a static assessment of an image – rather, the AVRs form part of the supporting material which provides an illustration of a view from a particular location, and is designed to assist the reader in understanding the effect in practice.
- 7.4

In this case, due to the position of the Site and the nature of its surrounding context, views towards the existing built form are limited.

EXTENT OF VISIBILITY

- 7.5

The Proposed Development of a six-storey building on land adjacent to 46 Maresfield Gardens has undergone various phases of testing with regard to its visual impact.
- 7.6

A ZTV was undertaken during design development to test various height options. This indicated a 250-metre radius of the Site to be the limit of visibility in the surrounding area.
- 7.7

The ZTV has been produced using topographically referenced three-dimensional models from VuCity software. It is a tool for a high-level understanding of the extent of visibility, which was further interrogated through review of individual viewpoints using field surveys and digital software.

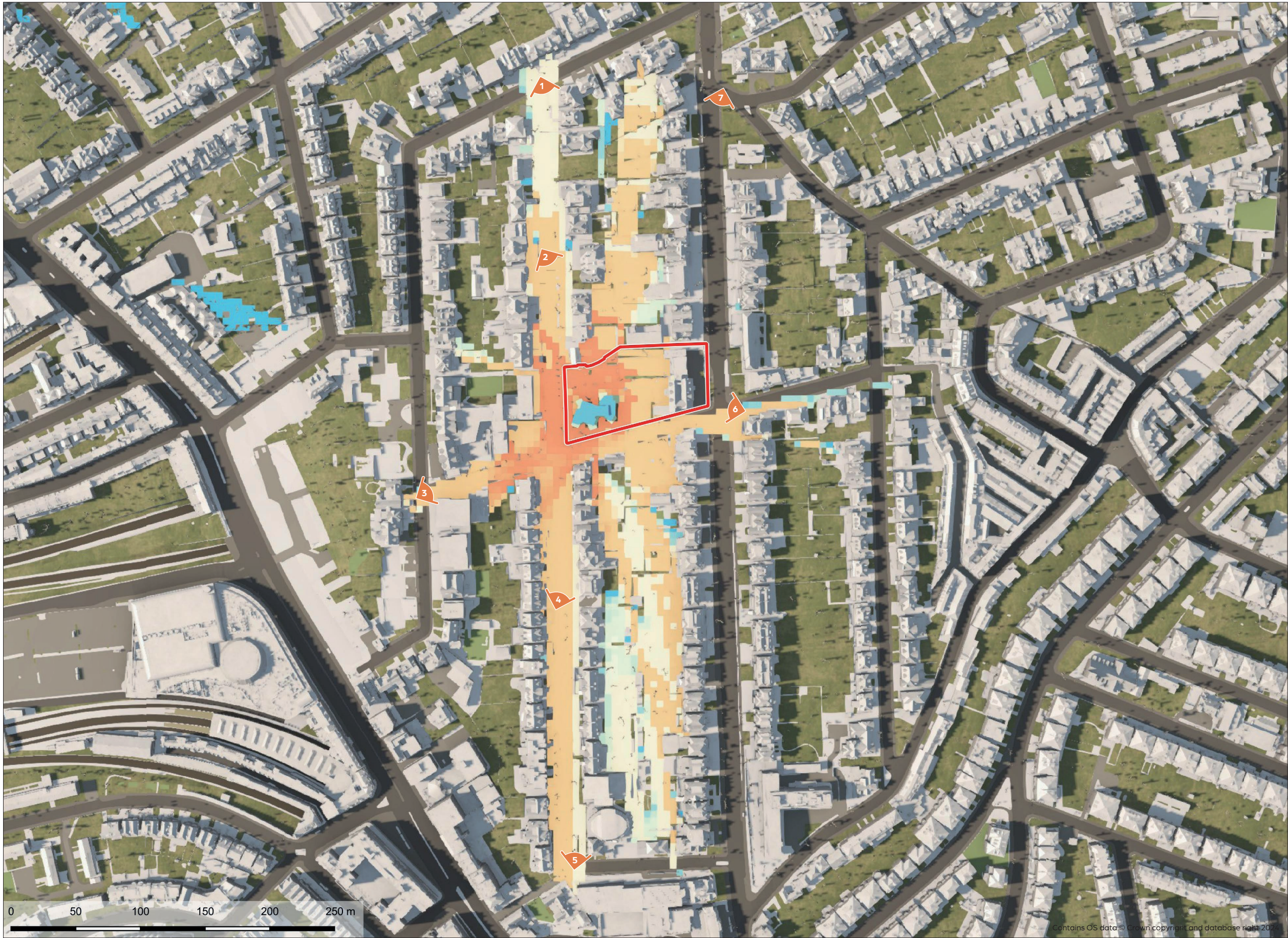
- 7.8

The findings of the ZTV indicated that the extent of visibility of the proposals would be largely limited to the surrounding streets. This is largely due to the scale of development here and the enclosed nature of the tight-knit historic street pattern.
- 7.9

At close range, the base of the building would be glimpsed in the context of the proposed boundary treatment and landscape works in views from Maresfield Gardens and the junction with Nutley Terrace. This presents the opportunity to enhance the existing condition, to create an improved pedestrian experience and interface with the base of the building.
- 7.10

From further afield, views of the Proposed Development would be limited to the middle and upper storeys. The Proposed Development would be predominantly experienced through glimpsed views through the tree canopy or incidental views between buildings.
- 7.11

The proposals for 39a Fitzjohn’s Avenue were devised separately as part of the landscape-led masterplan and have not been subject to the same level of testing. In any case it is considered that this aspect of the Proposed Development is not of sufficient scale to result in a material change to existing visual amenity on Fitzjohn’s Avenue. This aspect of the Proposed Development has not, therefore, been included in the Visual Impact Assessment. It is felt that the visual effect of the proposals for 39a Fitzjohn’s Avenue is adequately covered with regard to its impact on heritage and townscape receptors.



VIEW LOCATION PLAN

Application Site

LOCATION:
39 Fitzjohn's Avenue

DATE:
February 2024

SCALE:
1:3,000 @ A3

FIGURE 7.1 View Location Plan with ZTV overlay.

▲ NORTH



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