

3.2 HISTORIC MAP PROGRESSION

The detail from the OS map of 1935 shown in figure 16 provides evidence for the first phase of apartment block development within Swiss Cottage which served to alter the character of the built environment. 'New College', previously the only building to occupy the area to the south of New College Parade, appears to be under development as the London & City Real Estate development, 'Northways' which began in 1934.

The properties at 1-12 New College Parade are portrayed differently upon this map, as some are illustrated as single properties, whilst others still as part of a wider terrace. The building which previously occupied the site to the north has also been replaced with a number of terraces.

The Bomb Damage map of 1939-45 shows the properties at New College Parade to have been unaffected by the air raids of the Second World War. In a comparison of this map with that of 1954-5, the area to the north west of New College Parade has been redeveloped to provide 13-16 New College Parade, whilst the map of 1954-5 also labels and numbers the properties for the first time as 'New College Parade', prior to their redevelopment in 1963-4.

In a comparison of the maps of 1954-5 and that of 1971-90, the building at 40 College Crescent seems to have undergone some element of extension, perhaps to accommodate its use as a Nurses Home. 1-12 New College Parade are labelled as individual properties following the remodelling of the majority of this block in 1963-4. The character of the area has clearly altered, showing a greater number of larger scale apartment and retail premises as a result of the developments later in the twentieth century as already discussed.



Figure 16: Detail taken from OS map from 1935.



Figure 18: Detail taken from an OS map of 1954-5.

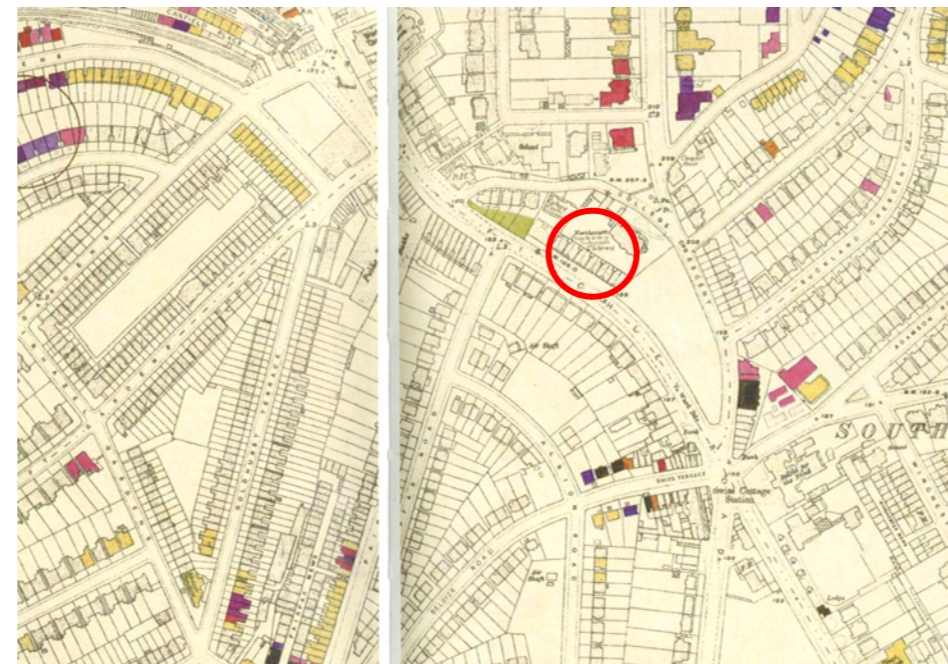


Figure 17: Detail taken from a Bomb Damage map from 1939-45 showing that the properties at 1-12 New College Parade were unaffected by Bomb Damage in the Second World War.



Figure 19: Detail taken from an OS map of 1971-90.

4.0 SITE ASSESSMENT AND ASSESSMENT OF ASSETS

4.1 9-12 NEW COLLEGE PARADE: SITE APPRAISAL

1-12 New College Parade

The existing buildings at 9-12 New College Parade stand as a much altered remnant of an Edwardian commercial parade which was built at 1-12 New College Parade in the early twentieth century. Consultation of archival sources and a study of the planning history has revealed the evolution of the appearance and use of this shopping parade. Historic maps of the area indicate the appearance of twelve properties within this location of similar dimensions and arranged in pairs as part of the wider terraced parade. A reference contained within the Sales Catalogue produced in 1971 for the properties at 1-12 further indicates that the properties were first leased on 25 December 1904, thus providing firmer evidence for the date at which these buildings were first occupied.

Earlier sources on the original appearance of the shopping parade are unavailable, but photographs dating from the mid 1950s depict these buildings as being in commercial use at the ground floor and possibly first levels. These red stone or terracotta buildings exhibit cream terracotta stone details in a loose Edwardian Baroque style with Queen Anne influences, much in the character and style of the larger department stores which were developed contemporaneously in the more popular commercial streets around London at the time. The parade was given rhythm and symmetry in the coupled arrangement of premises at the ground floor level, whilst the entrances were indicated by an elaborate arched triple pilaster detail at the first floor level, breaking the paired flat arched windows which were decorated with keystones. The Motor School of the Central Motor Institute provided a central focal point at the properties of 5-8, being of more elaborate design, whilst 1-4 and 9-12 are tenanted by individual businesses and are of plainer detail.

It is interesting to note from an analysis of these earlier photographs that the property at 12 New College Parade is of a design less ornate than the eleven other properties along this row. It lacks the ogee detailing at the parapet level, and the windows at the first floor level are functional, mid twentieth century casement windows. Furthermore, the elevation is not of stone, although does retain the banded stone pilaster detailing to either side. This could relate to the work that was done to the property in 1951, as will be discussed overleaf. A watercolour painting of the properties at 1-4 of the parade is shown in figure 23, and gives a colourful depiction of the use and appearance of the properties c. 1965.



Figure 20: A photograph of 5-12 New College Parade published in the 1950s. This photograph shows the original shopfronts as built in the early twentieth century, prior to their redevelopment in the early 1960s. Comparison should be made with the photograph shown in figure 24, published c.1966 and which depicts the same properties post redevelopment.



Figure 21: A photograph of the properties at 11-12 New College Parade. The simpler design of no. 12 was perhaps the result of the works carried out in 1951, as discussed overleaf.



Figure 22: A photograph of the properties at 1-6 New College Parade in the mid 1950s, courtesy of Camden Local Studies Archive. This photograph corresponds with the watercolour shown in figure 23.



Figure 23: The watercolour produced in the early 1960s which depicts the properties at 1-3 New College Parade. The top of the listed building at 40 College Crescent is visible in the background of this painting. This painting is labelled as being produced c. 1965, although must have been completed just prior to their redevelopment in 1963-4.

4.1 9-12 NEW COLLEGE PARADE: SITE APPRAISAL

In a comparison of these earlier Edwardian Baroque compositions with the existing properties at 1-12 New College Parade, it is clear that these buildings have undergone substantial rework since the 1950s. From a consultation of planning history supplied by Camden, the most pertinent results have been taken into consideration in the following analysis of 9-12 New College Parade. This demonstrates that substantial alterations were carried out to the shopfronts of these properties in the mid to late 1960s, and further work was carried out in 1980s.

Planning History

The whole parade at 1-12 was the subject of successful applications for 'the erection of 12 flats to form a third storey over shops and offices an additional storey for residential accommodation' in 1962-4, whilst alterations were made to the shops and basements in 1962. Furthermore, the shopfronts of Nos. 1-8 underwent full scale redevelopment in 1963-4 which transformed this Edwardian shopping parade into one of a rather more functional, mid twentieth century character. Indeed, the Sales Catalogue produced in 1971 for the sale/rent of the whole parade at 1-12 indicates that the property was 'almost entirely redeveloped by the present Freeholders about eight years ago', and describes Nos. 1-8 as buildings of 'brick construction with asphalt flat roofs, the main part is finished in an attractive red brick both front and rear, surrounding parts hardwood and part metal framed windows,' whilst the catalogue goes on to refer to the 'older section' being 'finished at the front in painted rendering with hardwood panelling around the window openings.' The majority of these properties along New College Parade have also been the subject of successful applications for new fascia signs since the 1950s.

The best preserved of the buildings at 9-12 New College Parade, is No. 9, but even here, substantial alterations have taken place; new shop fronts were successfully applied for, and alterations made, in 1966 and 1985. The properties at Nos. 10 and 11 have similarly been the subject of alteration in the removal of the flat arched windows and associated detailing at the first floor level. The more simple appearance of the property at 12 New College Parade is perhaps explained in a successful application for a 'Flat sign written signboard on flat roof over shop' which was made in 1951. An application for the installation of a new shopfront was also made in 1968.



Figure 24: A photograph taken of New College Parade in 1966, looking north up Finchley Road. The redevelopment of the shopfronts has already been undertaken at the properties of 1-8.



Figure 25: A photograph of the elevation of the properties at 9-12 New College Parade as existing.

Summary of Significance

The properties at 9-12 New College Parade, therefore, consist of the fragmentary and much altered remains of an Edwardian shopping parade of moderate quality. The elevations to Finchley Road retain some limited remains of their Edwardian Baroque design in the pilaster detail and heavy cornice work at the first floor level. However, as can be seen in figure 25, these features are in need of refurbishment and the more elaborate detailing of this elevational treatment, such the stuccoed render work at the first floor, and the ogee scrollwork at the parapet level, have been replaced on the properties at 10-12 New College Parade, with more functional details and commercial signage. The loss of the properties at 1-8, and especially the more elaborate of those at 5-8, have served to depreciate the significance of this Edwardian shopping parade, as has the addition of poor quality additions to the rear of the remaining structures at 9-12.

In summary it is considered that these properties retain minimal historic merit in their being a remnant of an Edwardian shopping parade. In terms of their aesthetic, architectural value however, the redevelopment of the properties at 1-8 New College Parade, and the current condition and setting of the properties at 9-12, detract from the significance of this parade, a significance which has further been reduced through the alterations that have been made over the years.



Figure 26: A photograph of the condition at the rear of the properties at 11-12 New College Parade. The additions that have accrued over the years detract from the architectural integrity of these buildings.

4.2 APPRAISAL OF DESIGNATED ASSETS

As already indicated, the site does not contain any designated heritage assets, but can be considered to lie within the setting of the Fitzjohns Netherhall Conservation Area, as well as the Grade II listed 40 College Crescent. The contribution made by the site to the setting of these designated assets was undertaken to inform an assessment of any impact that may be felt by the proposed development.

40 College Crescent was built in 1881 by Morris and Stallwood of Reading, this property was originally a private residence for Samuel Palmer of Huntley and Palmer biscuits in the manner of other detached, imposing red brick compositions of the time throughout the Fitzjohns Netherhall Conservation Area. The Queen Anne style is evident in the red bricks, terracotta detail and hipped roofs, although perhaps is one of largest of these to survive, 40 College Crescent has been the home to a number of notable individuals. 40 College Crescent thus avoided the demolition activity which served to shape the character of the area in the 1930s, but was at various times been used as a College, or Home, for Nurses.

The site at 9-12 New College Parade lies immediately to the south of this Grade II listed building but does not appear within views of the principal elevation of 40 College Crescent from the north. To the south, at the rear of the properties, from which position it can be considered that they lie within the setting of the listed building, it is clear that the quality of the later additions made to the properties, and their poor condition, detract from the setting of this listed building.

The **Grade II listed Palmer Memorial Drinking Fountain**, erected by the family of Samuel Palmer following his death in 1903, lies to the north of the site on the junction of College Crescent and Fitzjohns Avenue. Constructed in pink granite with oak screens and tiles pyramidal roof, it provides a focal point as part of a small area of Public space, and views towards this drinking fountain are identified within the Conservation Area appraisal. The site at 9-12 New College Parade currently is not visible within the setting of this structure.



Figure 27: A view from the rear of the properties at 9-12 New College Parade towards the Grade II listed building at 40 College Crescent. It is clear from this view that the setting of the listed building has been altered by more modern development, as well as the poor condition of the rear of the buildings, as shown in figure 26.



Figure 28: A view towards the site from within the southern boundary of the Fitzjohns Netherhall Conservation Area. From this view it is clear that the site of 9-12 New College Parade is not visible from this location.

Fitzjohns Netherhall Conservation Area

The site at 9-12 New College Parade lies just south of the southern boundary of the Conservation Area, encompassing as it does, 40 College Crescent. This Conservation Area was first designated in March 1984 and is the subject of a Conservation Area Statement published in 2001. The boundaries of the Conservation Area were later extended in 1888, 1991 and 2001.

Fitzjohns Avenue dominates the street layout, whilst large houses set in gardens make up the urban grain, along with denser settlements at Belsize and Hampstead villages and long Finchley Road. The Conservation Area is divided into two areas- that which surrounds Fitzjohns Avenue and the other based on the Belsize Estate. The south of sub area one lies the closest to the site at New College Parade.

The character of the area around Fitzjohns Avenue followed the grand vision of Spencer Wilson, the heir to the Hampstead Estate, with a 50ft road and 10ft pavement, leading it to become known as 'one of the noblest streets in the world' (Harpers magazine, 1883). The development of this part of the Conservation Area occurred primarily in the late 1870s and 1880s, and the architectural character is predominantly Queen Anne or Domestic Revival, punctuated by smaller scale development and the Council schemes which were built up in 1970s. The loss of original windows and the introduction of poor shopfronts are identified as negative aspects within the Conservation Area.

The majority of the properties are residential whilst a number of educational and institutional buildings add variety to this character. The denser and more commercial aspects of the Conservation Area occur along the sections of Finchley Road, whilst the overriding character of the Conservation Area is that of a leafy suburb. College Crescent, the street with closest proximity to the site is identified as providing an important landmark and area of public space.

Views towards the site at 9-12 New College Parade from the southern boundary of the Conservation Area are obscured by the existing building stock as well as the hoarding and equipment for new development under construction. In this respect, the existing properties at 9-12 New College Parade are not considered to contribute to the setting of the Conservation Area.