

## 5.3 West Hampstead / Fortune Green

### Brief description

This area is defined by the mainline rail corridor out of St Pancras Mainline Station to the south and west, by Hampstead Cemetery and the Borough boundary to the north and by Finchley Road to the east.

The main route through the area is the historic West End Lane which becomes Fortune Green Road before meeting Finchley Road to the north. West End Green and Fortune Green centres are focused along this route and provide the areas local services. Local shops are also provided on Mill Lane which links the area westwards with Cricklewood.

The area has seen only limited change since Victorian times and, with the exception of inter-war housing to either side of the Cemetery to the north of the area, is largely unchanged.

The Cemetery is the main open space within the area but Fortune Green also provides an attractive focus to that local centre.



Figure 5.10: West Hampstead / Fortune Green Context Analysis





Figure 5.11: West Hampstead / Fortune Green Historic Plan 1862



Figure 5.12: West Hampstead / Fortune Green Historic Plan 1890

### Historical development

West End Lane, Mill Lane and Finchley Road are all historic routes through the area and are apparent on historic plans prior to the arrival of the railway lines. West End Green was a village at the meeting point of Mill Lane and West End Lane and until the late 19th Century remained the only developed land in the area. However the rapid growth of London in the late Victorian period saw the laying out of many of the streets that can be seen today.



### Public transport accessibility

The PTAL varies across the area from 5 in the south close to South Hampstead station to just 2 at Gondar Gardens to the north. The majority of the area is PTAL 3 or 4.

### Socio-economic issues

The area does not rank within the worst 30% most deprived except in respect of crime and disorder in the most northerly portion of the area close to the cemetery.

### Existing character

The historic settlement of West End Green expanded in the Victorian period providing an attractive network of connected streets lined by Victorian terraced and semi detached properties of varying scales. This is largely intact.

The area has been subdivided into 14 character areas as identified in Figure 5.13. These are described further on the pages that follow.



Figure 5.13: West Hampstead / Fortune Green Character Areas

## Identity

The centres at West End Green with its attractive historic streets and shops and Fortune Green with its open space and mature trees are the focus of the area. The Victorian local centre at Mill Lane also provides a local focus for the surrounding residential area.

There have been few interventions in the post-war period but one significant introduction is the 12 storey Ellerton House on Mill Lane. This tower is prominently located on elevated ground and contrasts markedly with the surrounding Victorian townscape.

## Retaining character

The Victorian neighbourhoods provide a robust structure with properties fronting onto the residential streets. The character of these streets can be slowly eroded through paving over front gardens and changes to boundary conditions and this should be resisted.

## Opportunities for change

There are no significant development opportunities within the area however South Hampstead to the south east is identified as a Growth Area and change is anticipated here.



From top left, clockwise:

Ellerton House on Mill Lane; Victorian housing on Dennington Park Road; homes on Ulysses Road; recent housing overlooking Fortune Green and homes on Westcroft Close.



## WH1 - Sumatra Road East



## Typology: VICTORIAN TERRACES (SMALL)

<b>Building type / age</b>	Late Victorian terraced housing
<b>Scale and massing</b>	Typically 2 storey
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. On street car parking
<b>Interface with surrounding area</b>	Well connected network of streets and easy access to West Hampstead
<b>Public realm character</b>	Properties are set behind small front gardens with brick walls providing the boundary treatment. Street trees and planting in front gardens are important to the character of the streets
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>

## WH2 - Dennington Park Road



## Typology: VICTORIAN TERRACES (LARGE)

<b>Building type / age</b>	Large late Victorian terraced housing
<b>Scale and massing</b>	Typically 3 storey with additional storey in the roof
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. On street car parking.
<b>Interface with surrounding area</b>	Well connected network of streets and easy access to West Hampstead
<b>Public realm character</b>	Properties are set behind small front gardens with brick walls providing the boundary treatment. Street trees and planting in front gardens are important to the character of the streets
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>



### WH3 - Dennington Park North



### Typology: VICTORIAN VILLAS / LARGE HOUSE

<b>Building type / age</b>	Substantial late Victorian houses and mansion blocks
<b>Scale and massing</b>	Typically 3 to 4 storey
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. On street car parking
<b>Interface with surrounding area</b>	Well connected network of streets and easy access to West Hampstead
<b>Public realm character</b>	Properties are set behind small front gardens with brick walls providing the boundary treatment. Street trees and planting in front gardens are important to the character of the streets
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>

### WH4 - Mill Lane South



### Typology: VICTORIAN TERRACES (SMALL)

<b>Building type / age</b>	Late Victorian and Edwardian terraced housing
<b>Scale and massing</b>	Typically 2 storey
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. On street car parking
<b>Interface with surrounding area</b>	Well connected network of streets and easy access to West Hampstead and Mill Lane local centre
<b>Public realm character</b>	Properties are set behind small front gardens with brick walls providing the boundary treatment. Street trees and planting in front gardens are important to the character of the streets
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>





## WH5 - Mill Lane Centre

## Typology: LOCAL CENTRES

05



<b>Building type / age</b>	Victorian shops with residential or other use above
<b>Scale and massing</b>	Typically 3-4 storey with upper floors set-back
<b>Street character / building interface</b>	Local centre with active uses at ground floor and buildings fronting directly onto the street
<b>Interface with surrounding area</b>	Well connected with wider street network
<b>Public realm character</b>	Footways in the centre are narrow and the quality of the shop fronts varies.
<b>Opportunity for improvements</b>	<b>LOW: Co-ordinated investment in shopfronts would enhance the street character</b>

## WH6 - Mill Lane North

## Typology: VICTORIAN TERRACES (LARGE)



<b>Building type / age</b>	Large late Victorian or Edwardian houses
<b>Scale and massing</b>	Typically 2-3 storey
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. On street car parking.
<b>Interface with surrounding area</b>	Well connected network of streets but railway line is a barrier to westerly movement
<b>Public realm character</b>	Properties are set behind small front gardens with brick walls providing the boundary treatment. Street trees and planting in front gardens are important to the character of the streets
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>



## WH7 - Gondar Gardens

## Typology: VICTORIAN VILLAS / LARGE HOUSE



<b>Building type / age</b>	Substantial late Victorian terraced houses
<b>Scale and massing</b>	3 storey properties with large gardens
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. On street car parking
<b>Interface with surrounding area</b>	Good connections south and east but connections to north and west convoluted
<b>Public realm character</b>	Properties are set behind front gardens with brick walls providing the boundary treatment. Lack of street trees and planting in front gardens
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>

## WH8 - Menelik Road

## Typology: INTER-WAR HOUSING



<b>Building type / age</b>	Inter-war semi detached properties
<b>Scale and massing</b>	2 storey
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. Mix of on street and on plot parking
<b>Interface with surrounding area</b>	Connected street network but Hampstead School, Cemetery and railway line are all barriers to movement
<b>Public realm character</b>	Few street trees and mixed front garden boundary treatment mixed - wall or hedge. Planting is important to street character.
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>





## WH9 - Westcroft Close

## Typology: LATE 20TH CENTURY ESTATES

05



<b>Building type / age</b>	Mix of late 20th century houses and apartments
<b>Scale and massing</b>	2-4 storey
<b>Street character / building interface</b>	Housing set back from main street and fronts an access road and green amenity space
<b>Interface with surrounding area</b>	Connected network of streets but backs onto railway line
<b>Public realm character</b>	Open grassed areas and mature London Plane trees provide amenity. Car parking courts on the street interface are less attractive.
<b>Opportunity for improvements</b>	<b>LOW</b>

## WH10 - Fortune Green South

## Typology: VICTORIAN TERRACES (SMALL)



<b>Building type / age</b>	Late Victorian terraced housing
<b>Scale and massing</b>	Typically 2 storey
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. Parking is on street
<b>Interface with surrounding area</b>	Well connected network of streets and easy access to Fortune Green local centre
<b>Public realm character</b>	Properties are set behind small front gardens with brick walls providing the boundary treatment. Street trees and planting in front gardens are important to the character of the streets
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>



## WH11 - Berridge Mews

## Typology: LATE 20TH CENTURY ESTATES



<b>Building type / age</b>	Late 20th Century town houses
<b>Scale and massing</b>	3 storey terraced properties
<b>Street character / building interface</b>	Properties front onto a shared surface mews street
<b>Interface with surrounding area</b>	Internalised layout that is gated and provides poor interface with surrounding network of connected streets
<b>Public realm character</b>	Shared surface street and planting but this is within gated court
<b>Opportunity for improvements</b>	<b>LOW</b>

## WH12 - Fortune Green Centre

## Typology: LOCAL CENTRES



<b>Building type / age</b>	Victorian shops with residential or other use above
<b>Scale and massing</b>	Typically 2-3 storey
<b>Street character / building interface</b>	Active uses at ground floor with buildings fronting directly onto the street and overlooking Fortune Green
<b>Interface with surrounding area</b>	Fortune Green Road is an important route through the area and connects Finchley Road with West End Green
<b>Public realm character</b>	Private courtyards to rear of footway and shop fronts are of variable quality. Mature London Plane trees and 'Fortune Green' itself provide attractive amenity.
<b>Opportunity for improvements</b>	<b>LOW: Co-ordinated investment in shopfronts and private forecourts would enhance the street character</b>





## WH13 - Fortune Green North

## Typology: VICTORIAN TERRACES (LARGE)

05



<b>Building type / age</b>	Large late Victorian or Edwardian houses
<b>Scale and massing</b>	Typically 2-3 storey
<b>Street character / building interface</b>	Quiet residential streets with properties providing active frontage. Parking is on street
<b>Interface with surrounding area</b>	Well connected network of streets linking Finchley Road with Fortune Green and West End Green
<b>Public realm character</b>	Properties are set behind small front gardens with brick walls providing the boundary treatment. Street trees and planting in front gardens are important to the character of the streets
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and introduce more street tree planting</b>

## WH14 - Fortune Green Mansions

## Typology: VICTORIAN MANSION BLOCKS



<b>Building type / age</b>	Substantial properties including Victorian mansion blocks
<b>Scale and massing</b>	3-4 storey properties with additional set back storey above
<b>Street character / building interface</b>	Buildings provide positive frontage to the street
<b>Interface with surrounding area</b>	Fortune Green Road is an important route linking Finchley Road with Fortune Green and West End Green
<b>Public realm character</b>	Mature planting and trees add to the streetscape quality but footways are in places very narrow.
<b>Opportunity for improvements</b>	<b>LOW: Resist loss of front gardens and planting and where possible introduce more street trees</b>

