

The Lodge_North End Avenue

Heritage Statement

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Contents

1.0 Heritage Research

1.1 Introduction

1.2 Sources and Expertise consulted

1.3 Historical Context: Hampstead and North End

1.4 Local Context: Designations

1.5 Building History

2.0 Heritage Assessment

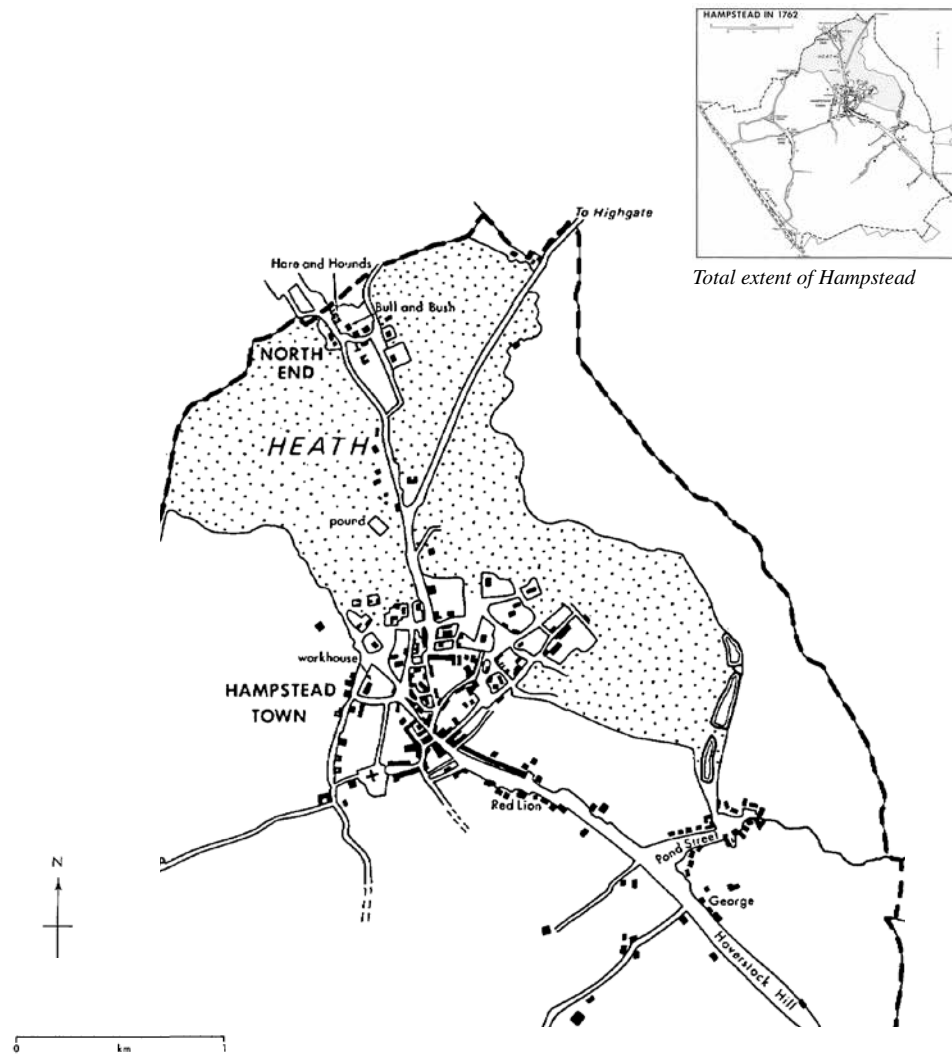
2.1 Significance

2.2 Conservation Area Assessment

3.0 Heritage Statement Conclusion

4.0 Appendix

i. Historic England Listing



Hampstead Town and Heath showing settlement extent including North End in 1762



Postcards of North End, c.1905.

*Left: Houses with terracotta roofs amongst the rolling hills and greenery of Hampstead Heath,
Right: View to the firs at the Pitt Estate, North End.*

1.0 Heritage Research

1.1 Introduction

The Lodge lies within Hampstead Conservation Area, Sub-Area 8: Outlying Areas; North End. The building is not listed. The Lodge is noted locally and listed amongst other neighbouring buildings in the conservation area statement for Hampstead as making a positive contribution to North End. The proposal seeks to further enhance the special character and setting of The Lodge, which has been the subject of mild neglect in recent years.

1.2 Sources and Expertise Consulted

Policy, advisory and heritage documents consulted include:

Historic Environment Good Practice Advice in Planning Note 2, Historic England (March 2015)

Camden Local Plan, London Borough of Camden (July 2017)

Conservation Area Statement 2 – Hampstead, London Borough of Camden (October 2011)

Cherry and Pevsner, The Buildings of England: London, Volume 4: North (London, 1999)

Baker, Bolton and Croot, 'Hampstead: Settlement and Growth' in A History of the County of Middlesex: Volume 9 (London, 1989), pp. 8-15. [Accessed through British History Online on 16 August 2017.]

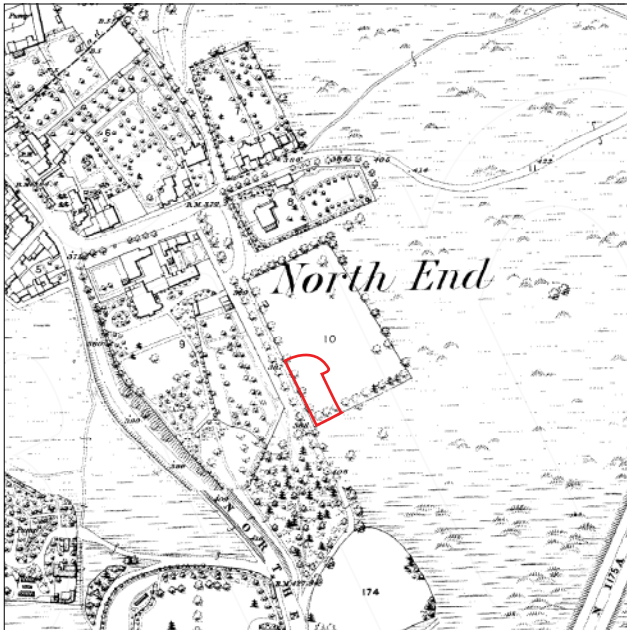
Camden Local Studies and Archives Centre was visited on 4th August 2017 for relevant site archive material and context information.

1.3 Historical Context: Hampstead and North End

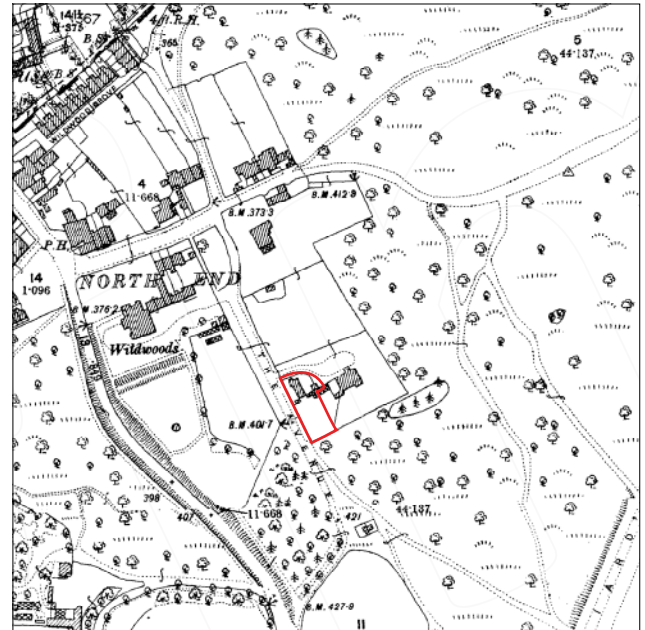
The Lodge is set along the north west fringes of Hampstead between the high crest of Spaniards Road as the hill descends to the north to Golders Green. Pevsner in London ii. describes the development of Hampstead on pp.184:

“Most of the 19th- and early 20th-century houses were a mixture of builders’ vernacular and architect designed, the latter mainly in the better-class districts. ... Hundreds of builders, mostly local men, worked on a small scale from pattern books. ... In spite of the many different builders, the general impression was of homogeneity, dictated by the style current at the time, from the stuccoed, classical, or Italianate houses of the south part of the parish, to the red-brick, spiky, gabled Gothic or comfortable large-windowed ‘Queen Anne’ of the central and north parts.”

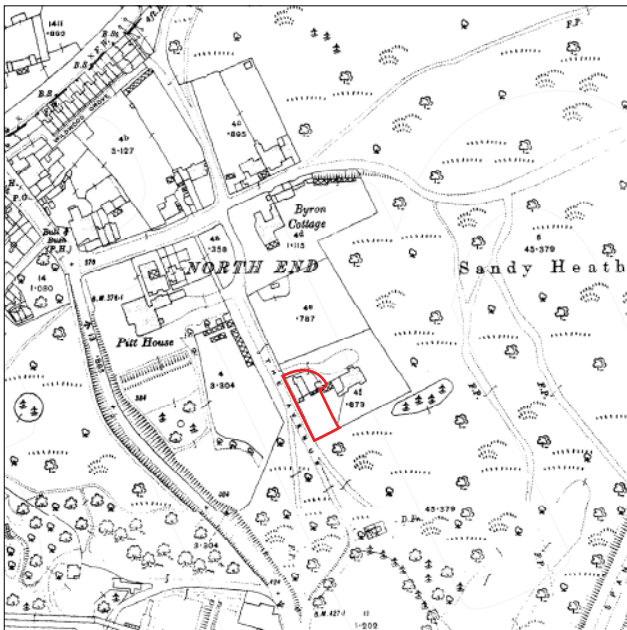
North End, a small developed area likened even now to a hamlet settlement, can be tied to the development of estates from 1870s around the edges of Hampstead Heath. “The Hampstead Heath to the north and east still gives it a rural feeling.” (Cherry and Pevsner, 1999) North End development began in the early 18th century when larger country houses were erected together with the licensing of a pub in 1721, the Bull and Bush, which is still open for custom today. Originally cottages and wide rolling countryside, “it was estimated that 69 per cent of Hampstead’s buildings had been put up between 1870 and 1916, compared with 20 per cent before 1870 and 11 per cent after 1916.” (Baker, 1989) The construction of The Lodge can be identified between 1870-1890, see historic OS map analysis overleaf.



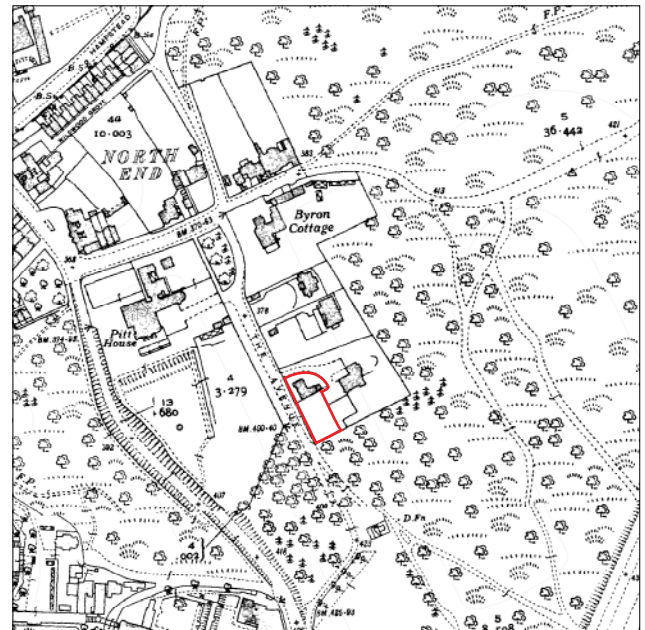
North End, 1870s



North End, 1890s



North End, 1910s



North End, 1930s

Historic Maps, North End. The Lodge site boundary outlined in red.

1.4 Local context: Designations

There are a significant number of Grade II and Grade II listed assets in the North End area. One Grade II listed asset is in immediate vicinity of The Lodge, a 18th century brick perimeter wall originally belonging to the now demolished Pitt House.*



Map of Grade II and Grade II assets local to North End area. Application site in red with neighbouring Grade II* listing (1).*

Source: Historic England Online [accessed 7 August 2017].

The Historic England listing describes:

WALL TO SOUTH EAST OF TERRACE HOUSE (TERRACE HOUSE NOT INCLUDED).

DESCRIPTION: Wall. Mid C18. Red brick. Approx eight feet high to street, 63 metres long, one narrow break near northern end. The composition distinguished by pilasters every ten feet. This wall formerly formed part of the boundary to Inverforth House, (qv). (See appendix for expanded listing)

The asset runs parallel N-S at approximately 20m distance of the application site boundary along the opposite side of North End Avenue. The Lodge boundary treatment of timber fencing with brick base is to be retained and maintained in keeping with the adjacent edge condition.

1.5 Building History

The property can be approximately dated by consulting historic survey maps of the area. See page opposite for historic maps comparison analysis. We can date the erection of the main volume of the house, now forms the west wing, which appears in the time between the two historic maps of 1870s and 1890s. We can see a separate smaller building also appears in the map of 1890s directly east in line with the south end of the larger rectangular volume. These two buildings can be seen to be joined together by 1930s. The building has subsequently undergone further extension and alternations, including the addition of a double gable to the west facade in the 1980s.



View of The Lodge forecourt, photograph taken July 2017.

2.0 Heritage Assessment

2.1 Significance

The building is of local significance, adding to the character of the conservation area as a historic and architectural asset. The building can be found within the list of Camden's locally significant buildings. The building is not listed.

The building has historic significance as it was constructed as a coach and gate house to the larger house to its east, Northgate. This former use can be read in the configuration of the house with large openings on the ground floor giving onto the courtyard forecourt.

The architectural significance of the building is apparent in the high quality original materials and details of Victorian construction. Particularly of note is the upper storey decorative terracotta hanging tiles which wrap all elevations. However, many original elements are in disrepair or damaged due to numerous ad hoc repairs and alterations to the building and obscured by overgrown planting.



1. Heath Street/High Street
2. Christ Church/Well Walk
3. Willoughby Road/Downshire Hill
4. Church Row/Hampstead Grove
5. Frognal
6. Branch Hill/Oak Hill
7. Whitestone Pond
8. Outlying Areas (North End, Vale of Health, The Elms)

Hampstead Conservation Area map and key, Conservation Area Statement 2 – Hampstead, London Borough of Camden. North End Sub-Area 8 highlighted.

2.2 Conservation Area Assessment

The Lodge lies within Sub-Area Eight: Outlying Areas - North End of the Hampstead Conversation Area. The conservation area report for Hampstead describes North End Avenue;

‘North End Avenue has larger houses set in large gardens that merge into the surrounding Heath.... The boldly modelled roofs of Northgate and Northstead are prominent in views from the Heath.’ (pp.46)

The conservation area report highlights the particular characteristics of North End as having a ‘distinct quality of a small enclave detached from urban life. The roads peter out into paths through the surrounding woodland. Greenery dominates and the relationship between the houses, their gardens and the Heath is particularly intimate.’ (pp.45)

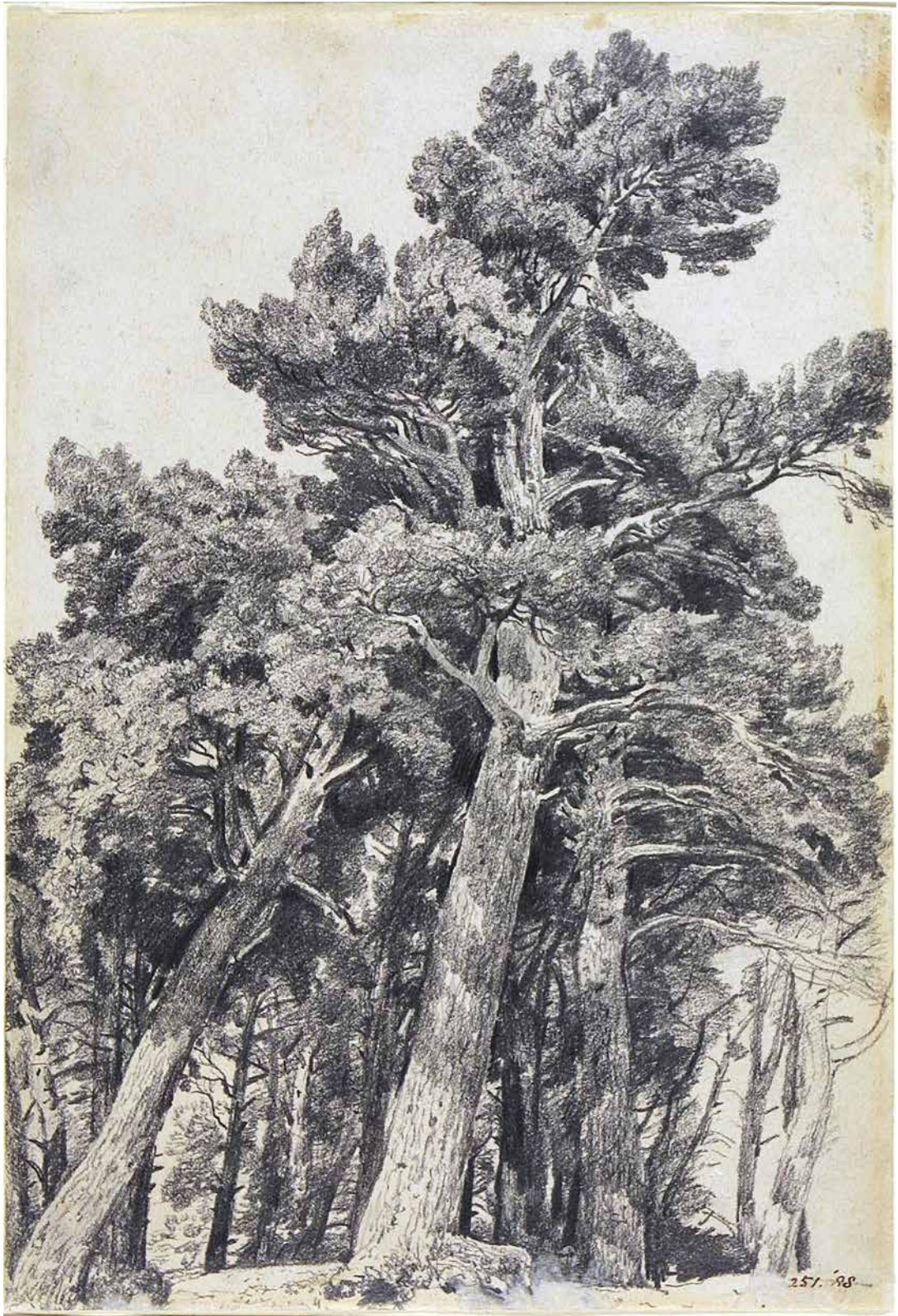
The Lodge is listed as a building which makes ‘a positive contribution’ to the conservation area, alongside its neighbours ‘Cedar Lodge, Pitt House, Standen House, Northgate, Northstead, 3, Brandon House.’ The statement emphasises that ‘such buildings, whilst not statutorily listed are nevertheless important local buildings in their own right and make a positive contribution to the character and appearance of the Conservation Area.’ (pp.53)

This proposal seeks to retain the distinctive Victorian crafts, materials and arrangements showcased by this building and to further enhance such features through light touch high quality design and general tidying of its appearance. The work on the house will ensure the building is preserved through continuous habitation and unkeep as a family home for the future. The careful introduction of a limited number of high specification materials which are subservient and complement the existing building will ensure the historic asset is maintained whilst introducing contemporary design elements in keeping with the local area.

There is ample existing greenery within and adjacent to the application site. Camden’s Local Plan point 7.55 outlines with regards vegetation and landscape in conservation areas;

The value of existing gardens, trees and landscape to the character of the borough is described in “Policy A2 Open space” and they make a particular contribution to conservation areas. Development will not be permitted which causes the loss of trees or garden space where this is important to the character and appearance of a conservation area.

The landscape of the site is recognised as vitally important to the maintenance of the site asset and setting. Existing native trees, shrubs and plants are to be retained and upkept to a high standard ensuring the longterm health of the trees and planting in and adjacent to the site. The approach is for the site landscape to be congenial and in keeping with that of the Heath beyond. Please see accompanying tree survey and report for details as to the landscape approach.



*Fir Trees at Hampstead, John Constable (b.1776-1837). Pencil on paper, 1820.
Image courtesy Victoria and Albert Museum, London*

3.0 Heritage Statement Conclusion

The building and site in general is in moderate disrepair. A lack of upkeep and piecemeal and ad hoc alterations have resulted in a disjointed internal arrangement and untidy exterior impression. Its current run-down appearance detracts its contribution to the setting of the Hampstead North End Conservation Area and negatively impacts on the architectural and historic features of the house.

The proposal seeks to rectify this wear and tear by improving the external facades significantly. This includes the reinstatement of exposed pebbledash render over the current painted over treatment, as well as the removal of soil pipes, vents and other servicing elements as well as the upgrading of all openings.

The historic significance will be enhanced through new legibility of the building's original use as a coach house reasserted through reintroduction of large scale openings onto the courtyard forecourt.

The proposals which impact the asset can be seen to enact less than substantial harm. The proposals are overtly positive in relation to the heritage asset. The proposals will ensure that a tired building is repaired with historic elements and arrangements restored. These introduced elements improve the security, access and legibility of the asset and as sympathetic to the existing.

The Government's Planning Practice Guide states that:

Public benefits should flow from the proposed development. They should be of a nature or scale to be of benefit to the public at large and should not just be a private benefit [...]

Public benefits may include heritage benefits, such as:

- sustaining or enhancing the significance of a heritage asset and the contribution of its setting
- reducing or removing risks to a heritage asset
- securing the optimum viable use of a heritage asset in support of its long term conservation

The proposals will ensure that The Lodge will be preserved for the future, increasing the architectural and historic value and contribution to the conservation area. The simplified and improved internal arrangement will make sure the house is fit and flexible for continuing use as a family home and safeguard it from demolition.

The proposals meet the requirements of local and national policy and should therefore be permitted.

4.0 Appendix

i. Historic England Listing

WALL TO SOUTH EAST OF TERRACE HOUSE (TERRACE HOUSE NOT INCLUDED)

List Entry Summary

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

Name: WALL TO SOUTH EAST OF TERRACE HOUSE (TERRACE HOUSE NOT INCLUDED)

List entry Number: 1113180

*Location WALL TO SOUTH EAST OF TERRACE HOUSE (TERRACE HOUSE NOT INCLUDED),
NORTH END AVENUE*

County: Greater London Authority

District: Camden

District Type: London Borough

National Park: Not applicable to this List entry.

Grade: II

Date first listed: 11-Jan-1999

Date of most recent amendment: Not applicable to this List entry.

Details

CAMDEN

*TQ2686NW NORTH END AVENUE 798-1/8/1889 (South West side) Wall to
south-east of Terrace House (Terrace House not included)*

II

Wall. Mid C18. Red brick. Approx eight feet high to street, 63 metres long, one narrow break near northern end. The composition distinguished by pilasters every ten feet. This wall formerly formed part of the boundary to Inverforth House, (qv).

Listing NGR: TQ2618386854

Selected Sources

Legacy Record - This information may be included in the List Entry Details

National Grid Reference: TQ 26183 86854

