

# 2.0 Site Analysis



## 2.1 Location

30 Glenilla Road, London NW3 4AN is located in Camden council, within the Belsize Park Conservation Area, which is predominantly residential.

The site is approximately 5 minutes walk from Belsize Park tube station and within walking distance to local shops and restaurants.

The nearest cycle docks are located in Chalk Farm, Camden and Primrose Hill.

The transport rating for the site is Ptal 3 which measures in the middle of the scale for public transport accessibility.

The local planning authority's Conservation Area Statement (2002) identifies six sub-character areas within the Belsize Park Conservation Area:

1. Belsize Park
2. Belsize Village
3. Eton Avenue
4. Glenloch
5. Primrose Gardens
6. England's Lane

The site at 30 Glenilla Road is located within the Glenloch sub area.

- The Site
- Belsize Park Conservation Area
- Fitzjohns Netherhall Conservation Area
- Parkhill Conservation Area
- Eton Conservation Area



Tube Station



Bus Stop





## 2.2 Glenloch Sub Area

The Glenloch sub area of the Belsize Park Conservation Area is distinctively characterised by Edwardian terraced red brick houses often displaying the following characteristics:

- 2 storey with basement and attic spaces
- party walls expressed as upstands with chimneys at roof level
- three light, two storey bays
- dormer windows
- windows have render and white painted timber framing.
- upper portions of windows divided further by glazing bars.
- elevations generally have a strong rhythm and consistency along the terrace
- stained glass art nouveau detailing to many of the front doors
- plots are small with small rear gardens and narrow frontages
- lava brick walls denoting street edge
- urban form broken up by street trees.



Site Location Plan (not to scale)

- The Site
- Glenloch Sub Area of the Belsize Park Conservation Area
- Belsize Park Conservation Area
- Fitzjohns Netherhall Conservation Area
- Parkhill Conservation Area



Typical example of early 20th Century red brick houses along Glenloch Road

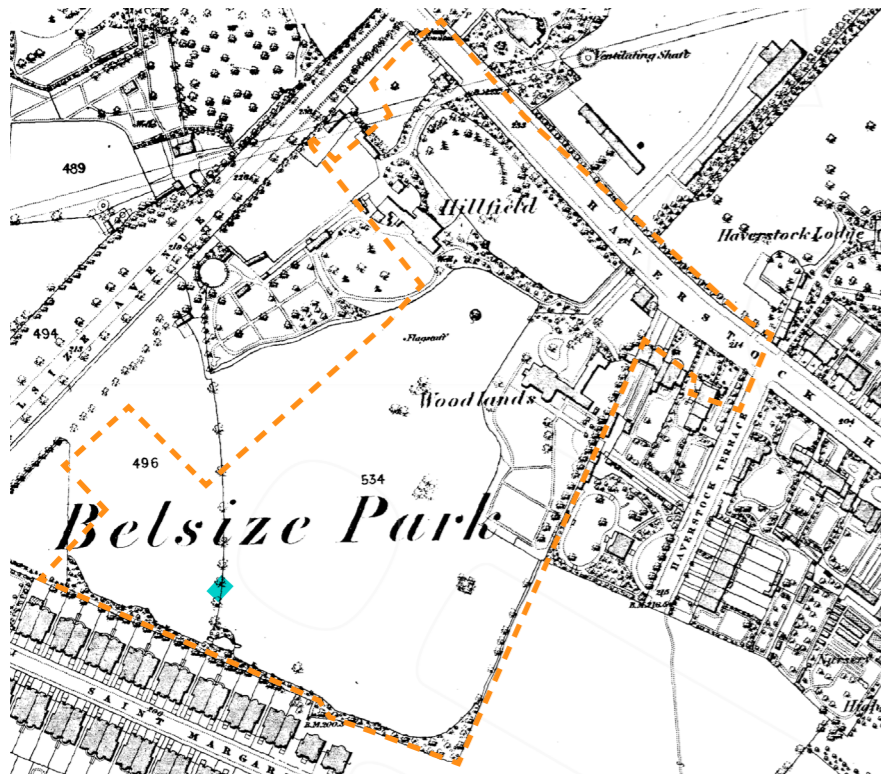


Typical example of art nouveau detailing on front doors within Belsize Park CA

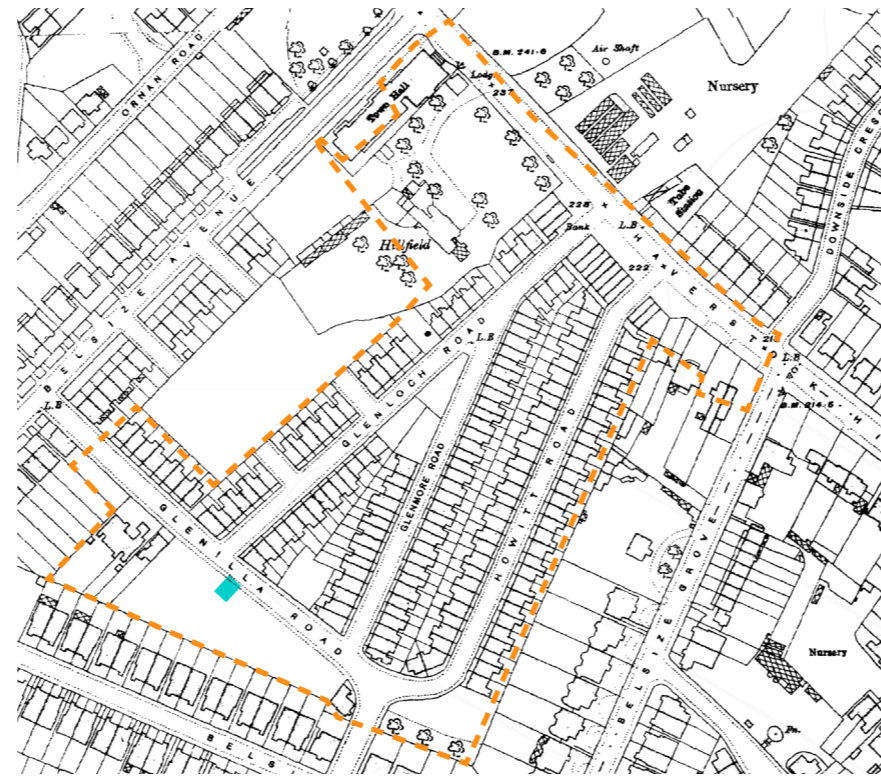


Apartment block on Glenloch Road





Site Map, 1890s



Site Map, 1910s



Site Map, 1930s



Site Map, 1950s

## 2.3 Historical Urban Development

The Belsize area has its origins as an area of country houses set in Parkland, which were owned by well-to-do merchants and others who desired a country house close to the city.

The development of the Belsize area as a residential suburb truly began in the mid-19th century.

The opening of the Belsize Park Underground Station on the Northern line in 1907 and the decline in the late 19th century market for large detached homes, created opportunities for the development of smaller terraced houses.

The Glenloch insurance company took advantage of this, by developing Glenloch Rd, Glenmore Rd and Howitt Rd which ran down to join Glenilla Rd. By 1915 the development was largely complete all except for the South side of Glenilla Road, including our site which had yet to be built.

The 1910s & 1930s maps show that unlike the uniform rows of terraces on Glenloch Rd, Glenmore Rd and Howitt Rd, the development of the South side of Glenilla Rd in the early 20th century was of a more piecemeal nature, with just two pairs of villas at the South-Eastern end, and a mix array of plot widths and building foot prints up the road.



Key

 Site

 Glenloch Sub Area