

# 4 Keats Grove

Hampstead, London, NW3 2RT



Street Elevations



Front Garden Elevation

## Heritage, Design & Impact Statement

October 2018 | By Richard Griffiths Architects

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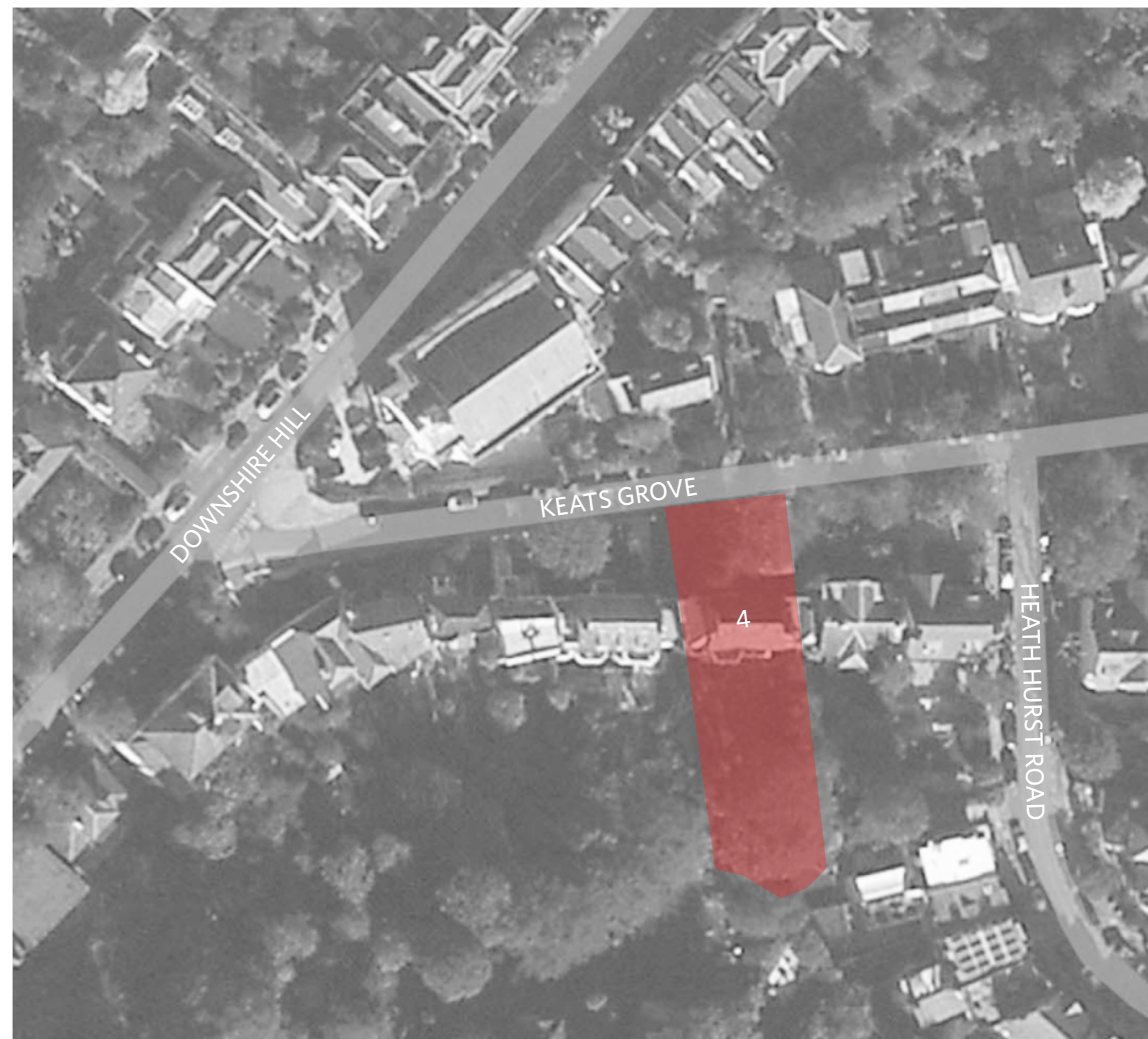
4 Keats Grove  
Hampstead, London, NW3 2RT

## Introduction

Richard Griffiths Architects have been appointed by the owner of 4 Keats Grove to develop a proposal for the remodelling of the property.

The whole house was previously subdivided into 4 units, but an application in 2014, 2014/7932/P by another architect, was approved to reduce this to 3 units. This has provided the opportunity to relieve the house of the previous alterations accumulated over years of subdivision.

The proposed works to the main house have already received consent (ref: 2016/6840/P & 2016/7148/L). This application deals with amendments to these consents and new proposals for the Studio building.



Keats Grove

## RICHARD GRIFFITHS ARCHITECTS

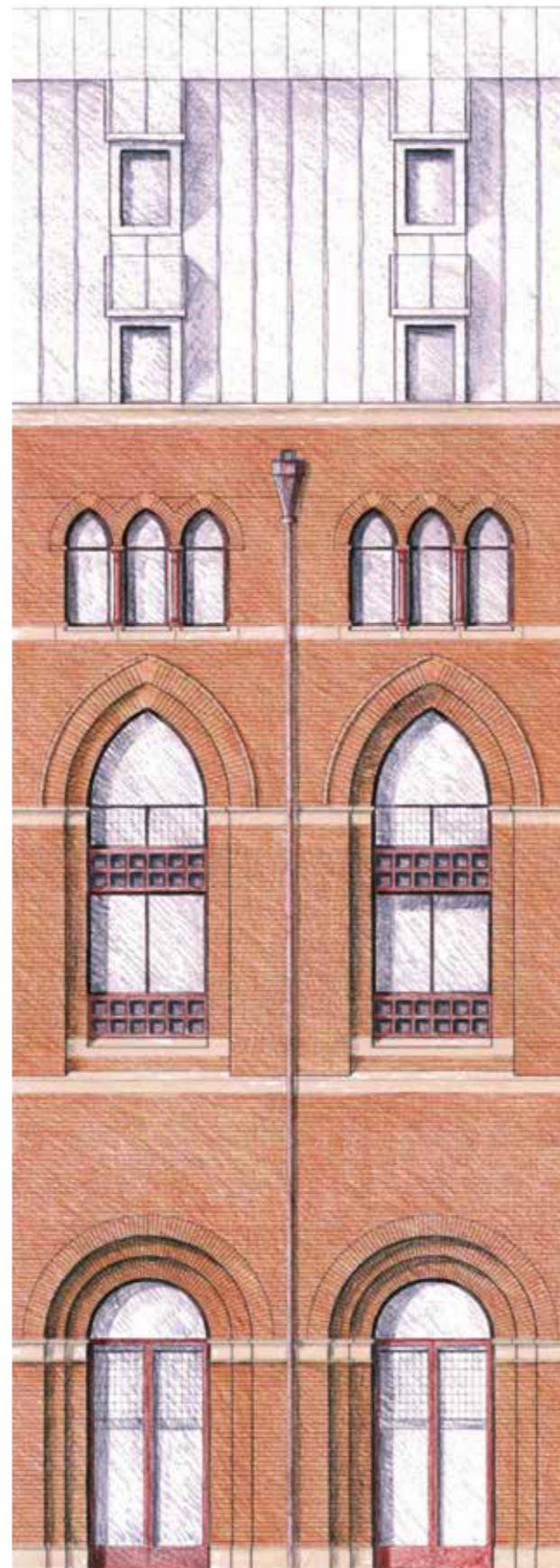
### Richard Griffiths Architects

Richard Griffiths Architects were chosen for this project as a practice of 35 years experience, focusing on heritage based projects, both conservation and new build, in very sensitive locations. Richard Griffiths Architects have worked in Camden previously, notably on the St Pancras Hotel. Richard Griffiths has also lived in London for many years, and understands its historic architecture intimately.

Under the direction of Richard Griffiths, the practice has established a leading reputation for the repair and creative adaptation of historic buildings to accommodate new uses, and for the design of new buildings that respond sensitively to their historic context. The practice is especially noted for its innovative approach to the layering of historic buildings, revealing and celebrating the various historic layers, and adding a distinctive new layer to serve present and future needs in a holistic and sustainable manner.

Richard Griffiths Architects has worked for English Heritage, the National Trust and Local Authorities in developing schemes to allow wider public access and use by the local and wider communities. The practice has been awarded RIBA, Civic Trust, Europa Nostra, and RFAC awards.

The new design work of the practice, whether employing the local language of materials or a contrasting contemporary language, relies on an appropriate and sensitive use of materials and technology. In all its work Richard Griffiths Architects remains true to the creation of a timeless architecture, in which style derives from materials, use and construction rather than from the whims of fashion.



St Pancras Chambers, Camden



St Pancras Chambers, Camden



St Pauls Church, Hammersmith

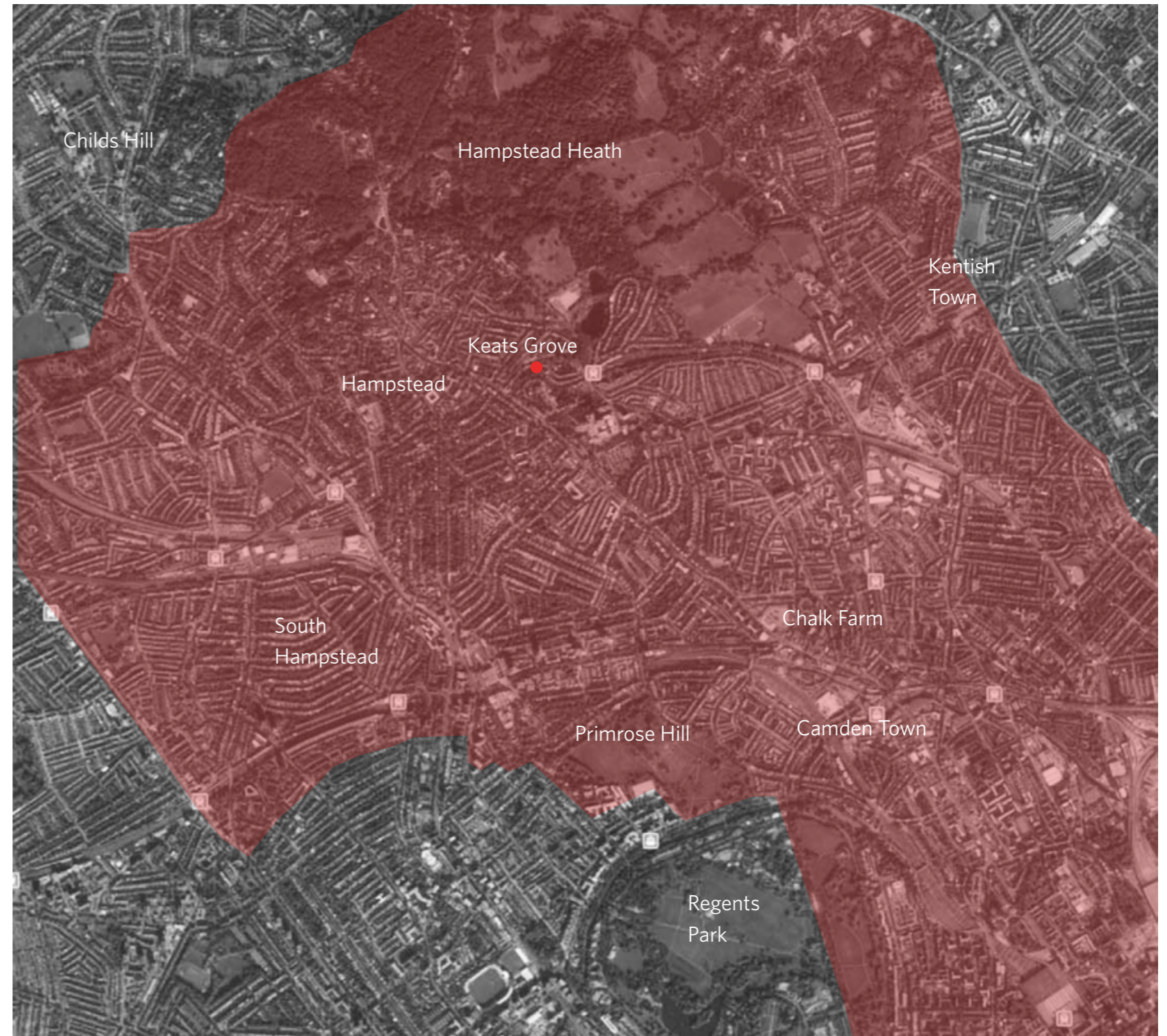


Toynbee Hall, Tower Hamlets

## Location

The site is located within the north west area of the London Borough of Camden.

The Borough of Camden contains Hampstead Heath, Regents Park, Kings Cross, St Pancras, Camden Town, Primrose Hill, Covent Garden, Holborn and Keats Grove.



Borough of Camden

## Conservation Area Appraisal

The Hampstead Conservation Area was originally designated in 1968.

Hampstead is a Conservation Area of considerable quality and variety. A range of factors and attributes come together to create its special character. The reasons given for its designation were:

- the large number of listed buildings of architectural interest, the historical association of these buildings in terms of former residents and of the village in the context of the history of London as a whole;
- the street pattern of the original village, which is retained and is reflected in the fragmentation of the street blocks and close and irregular grouping of the old buildings;
- the striking topography, which gives rise to the complex of narrow streets and steps characteristic of the village, and provides an important skyline when viewed from other parts of London;
- the proximity of the unique open space of Hampstead Heath and its integration with the village on the northern side;

The Conservation Area stretches beyond the village itself to include South End Green, Frognaal and Rosslyn Hill and offers many fine and interesting examples of the architectural development of London.

The Hampstead Conservation Area is subdivided into 8 regions to better categorise the character zones. Keats Grove is located within Sub-Area 3: Willoughby Road/Downshire Hill.



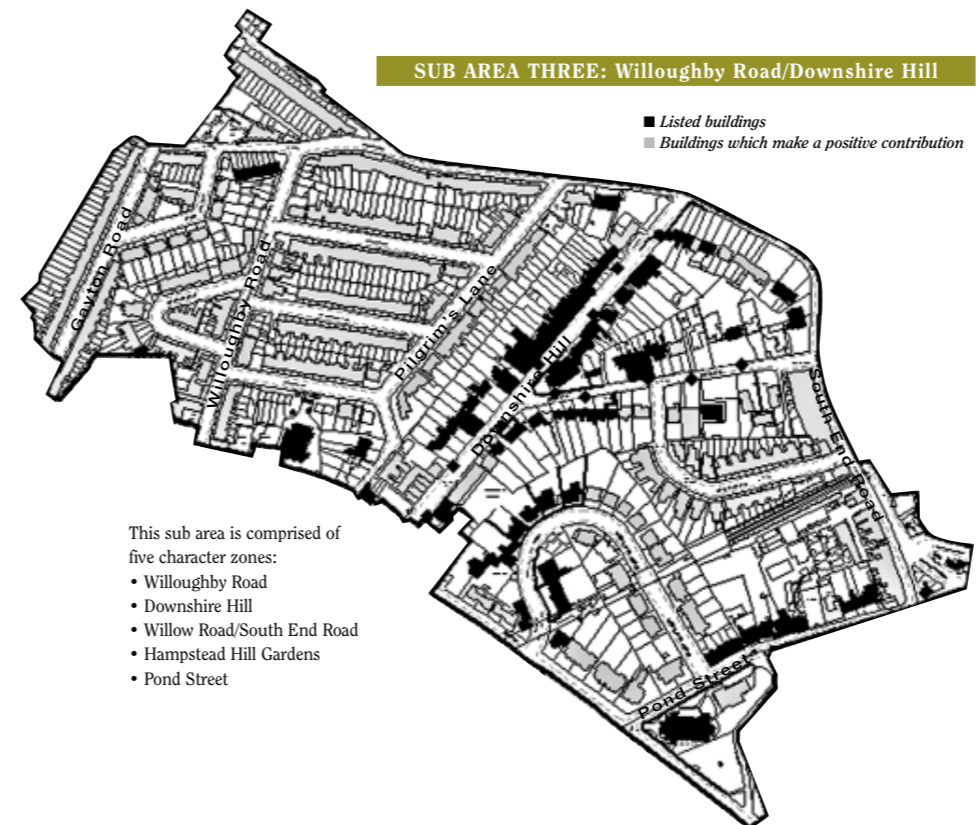
Hampstead Conservation Area ■  
Sub Area Three: Willoughby Road/Downshire Hill —

## Listed Building

4 Keats Grove is a grade II listed building situated within the Hampstead Conservation Area. It is located within sub area three: Willoughby Road/Downshire Hill.



<http://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/conservation-and-listed-buildings/find-a-listed-building-in-camden/>



Hampstead Conservation Area Audit

## Appraisal of Historical Development of Keats Grove

*Hampstead Conservation Area Audit extract:*

Keats Grove (previously John Street), Downshire Hill and the stretch of South End Road that links them were developed in the early 1800s around the elegant chapel of St John's. Most of the houses date from that period, and are listed. They range from tiny cottages to quite substantial villas of brick or stucco, detached or combined in informal terraces in a variety of classical styles or the Gothic of Nos.7 & 8 Downshire Hill. All are set in spacious front gardens defined by low walls, hedges or railings. These gardens, the numerous mature trees together with quality and variety of the houses give the area a strong identity.

Keats Grove slopes gently down to South End Road and has retained many of its Regency (early 19th century) Villas and cottages. Most properties are set back from the road and their two storey scale and more intimate character is in contrast to Downshire Hill. On the south side the properties have wide frontages. Nos.1-4 is an early 19th century listed stuccoed terrace, two storeys and basements. No.3 has a poorly detailed front wall, railing and piers. No.4 has the Studio attached that projects forward into the front garden. No.5 continues the terrace, similar in scale but in brick with red brick dressings. No.6 is a detached two storey Arts and Crafts house with tile hanging at the first floor, a pitched roof with a gable and small dormer, an oriel window at the rear with decorative plasterwork.

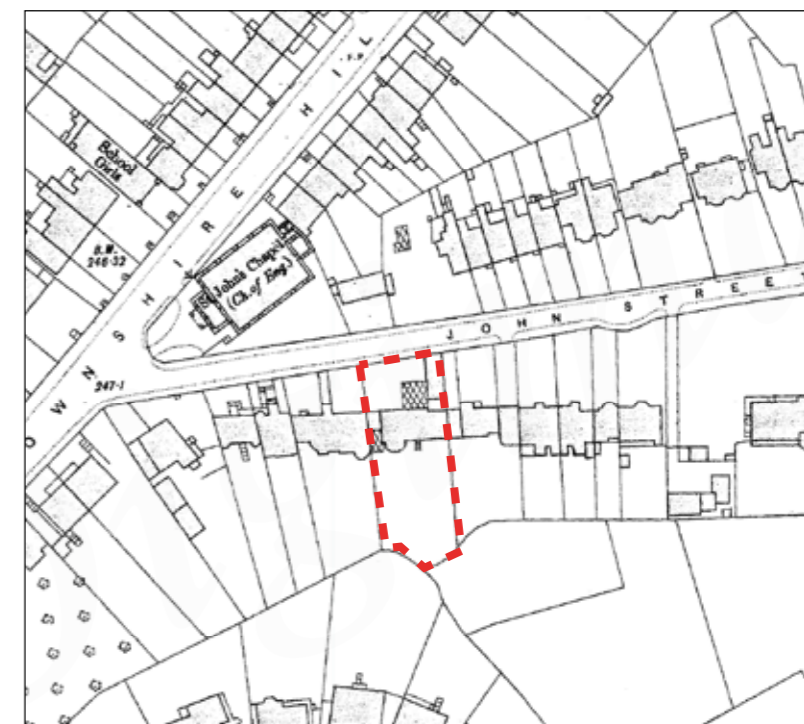
The Library dates from 1931 and sits back carefully from the road to align with Keats House; an early 19th century (listed) house built as a pair but now one property. The grounds are identified as a Garden of Special Historic Interest by English Heritage.

At the bottom of the hill is Keats Close, a group of six 1920s two storey houses in brown brick with red brick dressings, tiled roof with projecting eaves, grouped around a formal front garden. At the top of the hill on the north side is a group of listed buildings; No.23 is a stucco three storey detached house, next to a terrace of four listed early 19th century cottages (Nos.19-22) and Nos.17&18 a pair of stucco semi-detached houses.

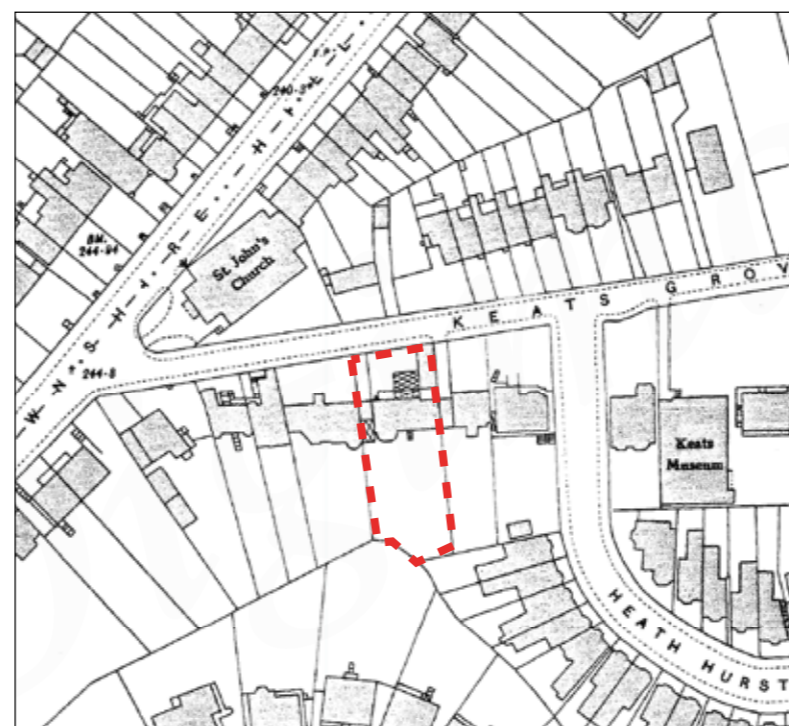
Continuing down the hill the houses are mostly detached two storey and set in generous gardens. A triangular area made up of some gardens at the rear of Keats Grove and Downshire Hill is designated as Private Open Space in the UDP. The road has some very large mature trees in the front gardens, particularly in Nos.4,9,14,22.



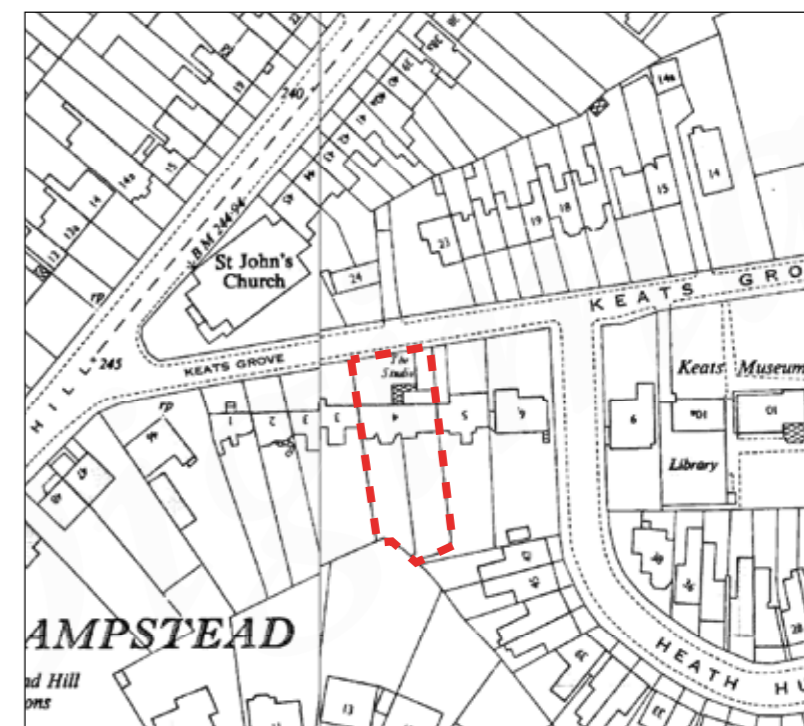
1870



1890



1930



1950

Historical OS Maps



## RICHARD GRIFFITHS ARCHITECTS

Up to 1700 - The manor passed through many hands including Sir William Langhorne in 1707 and then, by marriage, to the Maryon family. During this time Hampstead began to attract wealthy people from London, who were drawn by the advantages of its elevated position, and the absence of resident landed aristocracy.

1700 to 1800 - In 1698 the Gainsborough family gave six acres to 'the poor of Hampstead' and The Wells Trust was established to develop the chalybeate springs as a spa. The spa stimulated development of this part of Hampstead and villas and boarding houses were built to accommodate temporary residents. By the time the first detailed map of the area by John Roque was published in 1746 the village had a population of over 1400, compared with 600 a century before. Much of the street pattern that exists today is recognisable in Roque's map.

1800 to 1875 - Early 19th century a number of large houses had been built and dense areas of working class cottages. Many of the large houses still survive, but most of the poorer areas have been swept away. Hampstead village spread downhill with the development of stuccoed villas and terraces in Downshire Hill and John Street (now Keats Grove). The expansion of the railways affected the development of Hampstead, in 1837 with the London and Birmingham Railway, and in 1860 with the opening of the Hampstead Junction Railway's station.

1875 to 1900- Demolition of of warren of alleyways, tenements and cottages and replacement by new streets lined with four storey red brick shops and Model Dwellings which transformed the centre of Hampstead.

20th Century - More prestigious houses continued to be built on the western slopes in a variety of inventive arts-and-crafts styles, gradually becoming more conventionally neo-Georgian as the 20th century progressed. A number of striking modern houses were built in the 1930s that defied convention, and the Hampstead tradition of avant-garde architecture established in the 1870s, continued through the 20th century.



A portion of Roque's survey of London, 1745 - Hampstead



Keats Grove, Hampstead, c.1950