

36 Lancaster Grove

London NW3

Heritage Assessment of display board facing North



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The Leathermarket 11-13 Weston Street
London SE1 3ER
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1 Scope

- 1.1 This assessment has been prepared to support an application for an Estate Agents Board for residential accommodation at 36 Lancaster Grove.
- 1.2 The Board is part of the hoarding along the south western side of Lancaster Grove and facing North.
- 1.3 It does not exceed the height of the hoarding and provides information regarding the luxury apartments soon to be on sale arising out of the conversion of the original Belsize Fire Station.

2 Location

- 2.1 The site is that of the former Belsize Fire Station which is in the course of conversion into a series of flats.
- 2.2 The Fire Station is listed grade II and is within the South Hampstead Conservation Area. Planning and listed building consent has been granted for the conversion of the building.
- 2.3 A board is proposed to be fixed to the hoarding along the forecourt on the Eastern side facing on to Lancaster Grove

3.0 Proposal

- 3.1 It is proposed to fix an agent's letting board to the hoarding which is in place as an inherent part of the works of converting the Fire Station and provides both security and screens the building works.
- 3.2 The Board is a temporary fixture which will be removed when either the hoarding is taken down or when the properties have been sold.
- 3.3 The Board is shown on the illustration accompanying this heritage Assessment.
- 3.4 There is a requirement in the London Borough of Camden for advertisement consent to be sought for any advertisement in six of the conservation areas in the Borough including Belsize.

4.0 Significance

- 4.1 The significance of the Fire Station and its setting is recognised through the listing of the building.
- 4.2 The listing description of the building states that;
CAMDEN TQ2784NW LANCASTER GROVE 798-1/51/1012 (South side) 14/05/74
Belsize Fire Station II Fire station with water tower and flatted accommodation. 1914-15. By CC Winmill of the LCC's Architects' Department. Red brick with stone dressings. Steeply pitched gabled tiled roof with projecting eaves, hipped dormers to engine shed and tall brick chimney-stacks with dentil bands to accommodation. L-shaped plan with tall water-tower in angle. EXTERIOR: engine-shed stone faced to front with openings having part-glazed folding doors; steeply pitched roof with 3 long transom and mullion windows with small panes to dormers and 1 small box dormer. Right hand return with lunettes at ground floor and 6-light transom and mullion window to gable end; left hand return, 4 glazed doors to ground floor and 5 windows to 1st. Enriched brick water tower having recessed panels set between pilasters; 1st storey panels with segmental-arched recesses and dentil frieze; 2nd storey with further rectangular recesses, 2 made into windows, and dentil friezes; 3rd storey with deep dentil frieze and lattice-work brick panels having arcaded friezes. Parapet. Flatted accommodation of 2 storeys and semi-basement. Ground floor stone and brick veranda with lunettes to semi-basement and 1st floor balcony with cast-iron balustrade. Part-glazed doorways with overlights and sidelights. Tripartite sashes. To left, a single window projecting gabled bay. On both returns tall gable end chimney-stacks have hipped roof to one side allowing a small attic window. Rear facade to Eton Avenue gives appearance of terraced cottages with a ground floor canted bay and transom and mullion windows; upper floor with ten 3-light casement and oriel windows. All with small leaded panes. INTERIORS: not inspected.
- 4.3 There is a wall surrounding the site apart from the forecourt on the north eastern side which when in active use provided space for the fire engines to

stand This is currently enclosed by a temporary builders hoarding to protect the building and the approved works.

- 4.4 The building is clearly visible over the hoarding which is consistent with the general enclosure of the site and allows the dominant aspects of the building including the strong roof form, the tall chimneys and central tower to remain clearly visible
- 4.5 The signage on the Board does not obscure or impinge on the appearance of the building and provides public benefit in identifying the purpose of the works.

5 **Summary**

- 5.1 The hoarding and attached sign does not permanently detract from the architectural or historical significance of the historic building and will be removed upon completion. It is a public benefit in identifying the long term purpose of the works which have received planning and listed building consent.
- 5.2 It retains the architectural language of the historic building and that of the approved alterations.
- 5.3 It is considered that the signage is an essential part of the approved works and in the long term will be a public benefit.

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