



# Nathaniel Lichfield and Partners

Planning Design Economics

## **ST JOHN'S WOOD CONSERVATION AREA**

## **CHARACTER APPRAISAL AND MANAGEMENT STRATEGY**

June 2009

### **Nathaniel Lichfield & Partners Ltd**

14 Regent's Wharf  
All Saints Street  
London N1 9RL

T 020 7837 4477  
F 020 7837 2277  
london@nlplanning.com  
www.nlplanning.com

Offices also in:  
Cardiff  
Manchester  
Newcastle upon Tyne

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## **PART 1: CONSERVATION AREA APPRAISAL**

## 1.0 INTRODUCTION

1.1 The St John's Wood Conservation Area covers two geographically distinct areas totalling approximately 3.83 hectares that follow the south-western boundary of the London Borough of Camden alongside the edge of the City of Westminster (see Appendix 1). The two areas are geographically separate, but they both abut the St John's Wood Conservation Area that falls within the City of Westminster. Since these two areas fall within the jurisdiction of the London Borough of Camden, they require Conservation Area Policy specific to Camden. They do form part of a larger whole, however, that shares aspects of a common historical development and similar characteristics and special features. The following link to the City of Westminster's St John's Wood Conservation Area Audit (published 16 June 2008) provides an understanding of the area as a whole:-

[http://www3.westminster.gov.uk/docstores/publications\\_store/St%20Johns%20Wood%20SPD.pdf](http://www3.westminster.gov.uk/docstores/publications_store/St%20Johns%20Wood%20SPD.pdf)

1.2 For the purpose of this document the individual areas will be referred to as St John's Wood East and St John's Wood West (See Appendix 5).

1.3 St John's Wood East is the smaller of the two areas at approximately 1.38 hectares and follows the boundary between Westminster and Camden along Queen's Grove, Woronzow Road and Norfolk Road, taking in some eighteen residential dwellings including four grade II listed properties.

1.4 St John's Wood West covers an area of approximately 2.45 hectares and follows the Westminster/Camden borough boundary along Boundary Road and Greville Place. It also takes in the lower part of Bolton Road, Greville Road and part of Mortimer Crescent.

### **Purpose of the Appraisal**

1.5 This appraisal has been prepared for the London Borough of Camden to define the special interest of the conservation area in order that its key attributes are understood, can be protected, and measures put in place to ensure appropriate enhancement.

- 1.6 Conservation Area Appraisals and Management Strategies are recognised as being of considerable importance in providing a sound basis for guiding development within Conservation Areas. The purpose of the documents is to provide a clear indication of the Council's approach to the preservation and enhancement of the conservation area. The appraisal is for the use of local residents, community groups, businesses, property owners, architects and developers and is an aid to the formulation and design of development proposals and change in this area.
- 1.7 The assessment generally follows draft guidance on appraising conservation areas published by English Heritage in March 2005. It is based on survey work undertaken in 2008/2009. The sources of information are credited in the Bibliography.
- 1.8 It is important to note that whilst the appraisal seeks to provide a summary of the special interest and character and appearance of the conservation area, it would be impossible to identify all of the detailed characteristics and appearance of every street and area or highlight every facet that contributes to the area's special interest. Accordingly, future development proposals must be considered in the context of this character appraisal and a thorough assessment at the time of the specific character and appearance of that part of the conservation area.

### **Designation**

- 1.9 The initial designation of St John's Wood as a conservation area in the London Borough of Camden was in March 1970. There was a subsequent extension in October 1977 that extended the western area and created the eastern area as it currently stands. The original St John's Wood Conservation Area within the City of Westminster was designated in 1968.

## 2.0 STATUTORY AND PLANNING POLICY CONTEXT

- 2.1 Camden has a duty under the Planning (Listed Building and Conservation Areas) Act 1990 (section 69 and 72) to designate as conservation areas any “*areas of special architectural or historic interest, the character or historic interest of which it is desirable to preserve or enhance*” and pay special attention to preserving or enhancing the character or appearance of those areas. Designation provides the basis for policies designed to preserve or enhance the special interest of such an area. Designation also, importantly, introduces greater control over the removal of trees and more stringent requirements when judging the acceptability of the demolition of unlisted buildings that contribute to the character of the area.
- 2.2 Government Policy on Conservation Areas is set out in Planning Policy Guidance Note 15: Planning and the Historic Environment (1995).
- 2.3 English Heritage has also produced detailed Guidance on the Management of Conservation Areas (August 2005) and Guidance on Conservation Area Appraisals (August 2005) which set out the rationale and criteria for designation and the way in which information should be presented in order to best support the preservation and management of designated areas.
- 2.4 The Council’s policies and guidance for conservation areas are currently contained in the adopted Unitary Development Plan (UDP) (June 2006) and reflect the requirements of national policy. This document will be superseded by the Local Development Framework, which is due to be adopted in 2010.

### **3.0 SPECIAL INTEREST OF THE CONSERVATION AREA**

#### **Context and Evolution**

- 3.1 The St John's Wood Conservation Area is situated in two geographically distinct parts on the west of the London Borough of Camden immediately north-west and north of the boundary with the City of Westminster. The two areas form part of the larger cohesive area known as St Johns Wood that lies mainly within the City of Westminster and share much of the history and character of that area. Within Westminster much of St John's Wood has been designated as a conservation area since 1967 (extended 1979) and the designation of the St John's Wood conservation area within Camden in 1970 (and extended 1977) reflects the fact that the area and buildings worthy of Conservation Area status cross the modern borough boundaries, and require separate but complementary Conservation Area Appraisals and management strategies to be prepared by the individual Councils to satisfy planning requirements and ensure adequate levels of recognition and protection.
- 3.2 The areas of St John's Wood within Camden worthy of Conservation Area status and included within the current designation mostly belong to land originally in the ownership of the Eyre Family and Mr John Lyon, who later bequeathed his land to form part of the Harrow School Estate. However, whilst the land which is now Bolton Road and Boundary Road was part of the Eyre Estate, the remaining area of the western portion of St John's Wood Conservation Area formed part of the much larger Greville Estate. The area remained largely in agricultural use up until its speculative development in the 1820's and 1830's when it established itself as the first example of suburban residential development in what has today become an area of inner London.
- 3.3 The original pattern of development favoured individual and semi-detached villas set on generous plots, creating a vision of a rural suburb that reflected a departure from the dense urban development typical of London up until that time. The overall area also included the development of some more traditional terraces creating a mix of development density in some parts and creating a focus for small localised commercial areas and parades of shops.
- 3.4 Today the area maintains a mix of both residential and commercial uses, mostly minor retail (shops, bars, cafes and other small businesses), but its predominant use



remains as housing set in a pleasant, relatively low density, green, tree rich environment.

- 3.5 There are no Archaeological Priority Areas within the conservation area.

### **Spatial Character and Views**

#### *Spatial Qualities*

- 3.6 The Conservation Area's spatial character derives from the relatively low density residential development set out along spacious tree lined streets with generous plot sizes that create a feeling of space and openness without the need for formalised public squares and gardens. Development is predominantly of three storeys set back from the street with clearly defined front gardens. These often contain mature trees and planting that create a semi-rural feel, belying the reality of the inner city location. Even in those localised areas where commercial uses predominate the layout is such that the area is open and pleasant. The absence of any primary traffic routes within the designated areas adds to their quiet character (see Appendix 2).

#### *Views and Vistas*

- 3.7 Both sections of the conservation area are within wider areas of relatively low building density and as such the majority of views and vistas are into, out of and within the conservation area itself rather than in relation to other landmarks. The western section of the Conservation Area on its north-western boundary gives way to higher density post-war estates, which have open areas of land between estate blocks, but the resulting open views do not enhance the setting of the Conservation Area.
- 3.8 Notable views relating to St John's Wood East section include:
- i) Views looking both north-east and south-west along Queen's Grove into the Conservation Area.
  - ii) The view north-west into the Conservation Area along Woronzow Road where the brick walls, hedges and garden trees form a highly architectural streetscape.
- 3.9 Notable views relating to the St John's Wood West section include:
- i) View into the Conservation Area looking south-west along Boundary Road between the mid 19<sup>th</sup> century terraces.
  - ii) The view looking into the Conservation Area to the north-east along Greville Place.

- iii) View south-east along Bolton Road, across Boundary Road into Belgrave Gardens in the City of Westminster's St John's Wood Conservation Area.
- iv) The view out of the Conservation Area south-east into Westminster, St John's Wood Conservation Area along Greville Road from the junction with Boundary Road.

### **Building Typology and Form**

- 3.10 Although a range of building types are evident across both sections of the Conservation Area the predominant building type is the semi-detached villa. These are usually three storeys in height, sometimes with additional basement accommodation and are interspersed with smaller detached houses or stretches of terraced villas or townhouses. This can be seen in the St John's Wood West section, along the north-western and south-western sides of Boundary Road and Bolton Road respectively.
- 3.11 Roof forms on semi-detached villas and terraces are commonly defined by relatively ornate cornices and either prominent mansard roofs or less prominent dormer windows. The smaller scale detached houses in a gothic style have ornate wooden gables and carved barge boards (such examples can be found in Norfolk Road). The majority of the 20<sup>th</sup> century neo-Georgian houses have brick parapets.
- 3.12 Due to the layout of the plots and streets, few of the properties ever had access from the rear or mews accommodation. Gardens tend to back onto one another creating wide expanses of open gardens between lines of buildings which has allowed considerable opportunity for the planting of trees and other vegetation. Some gardens have seen pressure for partial redevelopment, although this has largely been in the form of garages, subterranean development or some infill development between buildings rather than for further residential units.
- 3.13 Shops and small scale commercial businesses feature in part of the St John's Wood West area. Here the mid-Victorian terraces along the north-eastern end of Boundary Road form a focal point for goods and services. Small streets of this nature leading off the busier primary routes are a characteristic of St John's Wood. Reflecting historically a growth in commercial activity, they boast several well preserved shopfronts, and are home to useful local services and small independent retailers and restaurants. Public houses generally occur on landmark corner sites at the junctions of primary and secondary streets. They often retain high quality Victorian embellishments worthy of preservation and typically enhancing the character and appearance of the Conservation Area. However, the public house that was located at

the corner of Abbey Road and Boundary Road, The Victoria, was not included in the St John's Wood Conservation Area designation, having been 'rebuilt' in 1960. It was recently redeveloped once more. The new five-storey landmark building at this important junction, faced in white render, glass, timber and dark bronze, contains a medical centre, in addition to residential and retail accommodation.

### **Prevalent and Traditional Building Materials**

- 3.14 Yellow London stock brick is the predominant material used across the Conservation Area, constituting a locally available material favoured across 19<sup>th</sup> century London. While brick is the major structural material, buildings are often faced in stucco, frequently with decorative elements. The latter can be seen in the use of rusticated stucco to mimic stone at first-floor levels, stucco columns, pilasters and capitals as well as cornices, parapets and other details such as architraves. Where stucco is the predominant facing material, it generally employed in an Italianate style. Stucco decoration has also been used to contrast with brick to create a diverse range of styles and architectural effects. Natural slate is the most widespread roofing material.
- 3.15 Later buildings, including many inter-war and post-war rebuilds, tend to be in stock or red brick adhering to neo-Georgian designs. These tend to have less profiled decoration, instead relying on contrasting colours for decorative effect.

### **Characteristic Details**

- 3.16 The wider St John's Wood area was laid out from the 1820s onwards with principle phases of construction of detached and semi detached villas between 1820 and 1850. Post 1850 the popularity of the area saw rising land values and increased densities increased resulting in a shift towards more densely developed terraced residential accommodation.
- 3.17 Although the wider area was developed over a relatively short period, there has been a lot of subsequent alteration from the 1880s onwards. Outside the boundaries of the current conservation areas in both Camden and Westminster the tendency was to replace the lower density houses with large mansion blocks, especially along the principal roads to the south, closer to central London. North of the current Conservation Area, wholesale redevelopment of the 19<sup>th</sup> century houses in the mid to late 20<sup>th</sup> century saw the loss of the original street layouts and the scale and character of the built form.

- 3.18 Later developments of the late 19<sup>th</sup> and early 20<sup>th</sup> centuries are less common within the St John's Wood East and West areas in Camden than in the southern part of St John's Wood in Westminster. Where there has been redevelopment, it maintains a high level of detail, and unlike the larger mansion blocks characteristic of this period it generally respects the scale of the surrounding area.
- 3.19 Redevelopment of the mid 20<sup>th</sup> century often involved infill development or rebuilding of earlier properties. There was a tendency towards construction of individual residences in the neo-Georgian style, particularly from the 1930s to 1950s. These buildings dispense with the stucco elevations characteristic of the wider area and rely on darker brick or contrasting colours of brickwork to create interest.
- 3.20 Later buildings show more influences from the Modern Movement and tend to be of slightly higher density, typically blocks of flats such as Ascot Lodge on Boundary Road. Some are infill developments, but many are redevelopments following demolition of older properties.
- 3.21 The essential pattern of broad tree lined streets and generous plots with detached, semi-detached and terraced properties, maintain a much lower density of buildings than across much of the rest of the Borough. The townscape within the Conservation Area retains a generally consistent and domestic scale and there are few buildings of landmark status.
- 3.22 Buildings across the wider St John's Wood area are represented by a number of characteristic styles that were popular in the Victorian period. The main styles include Classical and Italianate, Gothic and Arts and Crafts. Given the relatively small sizes of the two areas of the St John's Wood Conservation Area within Camden, not all of these styles are represented and the streets included tend to exhibit a predominance toward the Classical and Italianate styles with later additions of neo-Georgian buildings.
- 3.23 The Italianate villas tend to be completely faced in stucco with simple classical detailing. They characteristically have shallow pitched roofs with broad overhanging eaves set on brackets, complemented by tall chimneys. Set on half basements, the ground rather than first floors represent the principal floor known as the *piano nobile*, a feature accentuated by the larger windows at this level. The regular pattern of windows across pairs of similar villas creates rhythm along the streets and the reduced size of windows with height signifies the lesser significance of each upper floor.

- 3.24 The basic detached villa design was adapted to include semi-detached buildings, which are often designed to resemble a single large property, a feature emphasised by the placing of entrances at the sides of properties. The typical St John's Wood villa, whether detached or semi-detached, is always broader than it is tall.
- 3.25 Villas designed in a purer classical style tend to have heavier detailing with more emphasis on grandeur. Front facades are adorned by giant stucco pilasters, and porches and porticoes are carried on modest pillars.
- 3.26 Terraces tend to show Italianate influences and the level of detailing varies with the size and grandeur of the properties. Cast iron railings are used for balconies and balustrades, and for front boundary treatments.
- 3.27 The later neo-Georgian properties are principally in plain dark red brick. Generally set over two storeys they tend to have simple parapets screening roofs of a steeper pitch, sometimes of a mansard form, and punctured by dormer windows. Doorways either have pillared or bracketed porticos, though the level of detail and decoration tends to vary with the overall quality of the building.

### **Landscape and Public Realm**

- 3.28 The two Camden sections of the Conservation Area have a more suburban character than their Westminster counterpart in terms of landscape and public realm. The presence of street trees is less common than in the Westminster portion; instead the leafy character of the Conservation Area results largely from significant mature trees and other mature vegetation in private gardens, which creates a green, pleasant and open environment.
- 3.29 The survival of historic features within the public realm is variable. Little seems to remain in the St John's Wood East area with almost all paving representing a mix between concrete slabs, tarmac and concrete bricks or textured paving. Granite kerbs, cast iron bollards and cobbled gutters are present in some areas but whilst in appearance enhancing the Conservation Area, many are not original features.
- 3.30 Similarly, in the St John's Wood West area, all paving has been replaced with modern alternatives and the features such as cobbles, kerbs and bollards are not necessarily original. The majority of the public realm along the frontage has been altered or replaced. The shopfronts along Boundary Road show many historic survivals, and

historic features such as basement voids, access steps and low street walls and railings are present.

## **4.0 LOCATION AND SETTING**

### **Location and Context**

- 4.1 The Camden parts of the St John's Wood Conservation Area cover an area of approximately 3.83 hectares and is located within the historic parishes of All Saints Church, St John's Wood (St John's Wood East) and St. Augustine, Kilburn (St John's Wood West). The two parts of the Conservation Area are contiguous with the south-western edge of the London Borough of Camden, adjoining the City of Westminster.
- 4.2 St John's Wood East is located some 84 metres south-west of Avenue Road, around 640 metres north-west of the northern edge of Regent's Park and 400 metres south-east of Swiss Cottage Underground Station. It follows the boundary between Westminster and Camden along Queen's Grove, Woronzow Road and Norfolk Road
- 4.3 St John's Wood West is located along Boundary Road and Greville Place between Abbey Road in the east and Maida Vale Road in the west. It is approximately 425 metres to the east of Kilburn Park Underground Station. It follows the Westminster/Camden borough boundary along Boundary Road and Greville Place.

### **Topography**

- 4.4 Both sections of the Conservation Area have a relatively flat topography.
- 4.5 The St John's Wood East area has a gentle slope down Queens Grove to the north east from about 50 to 47metres AOD (Above Ordnance Datum).
- 4.6 The St John's Wood West area varies roughly 35 and 40 metres AOD with a slope up into the Conservation Area from Maida Vale Road in the south-west and a gentle slope down from the north-east end of Greville Place along Boundary Road towards Abbey Road. The steepest slope occurs from the western end of Boundary Road into Greville Road (see Appendix 3).

### **General Character and Plan Form**

- 4.7 The urban morphology comprises a loose grid pattern of spaciouly laid out streets dating from the first half of the 19<sup>th</sup> century (see Appendix 2). The principal direction of the major roads runs south east towards central London with cross streets running south west to north east. The earliest roads in the area, shown on John Roque's Map

of 1746, follow the routes of the road north to St John's Wood, later to become Finchley Road and the route of St Giles Pound Road to the west along the modern route of Maida Vale Road (in the City of Westminster). The land occupying the western area of the Conservation Area was separated by a medieval track approximately where Greville Road runs today (close to the boundary between the Harrow School and Eyre Estates).

- 4.8 The area has a low density of development with an open grain of detached and semi-detached properties in generous grounds. The north eastern end of Boundary Road and Bolton Place, has a finer grain of more densely developed terraced townhouses.
- 4.9 Later developments of the early into the mid 20<sup>th</sup> century generally comprise infill development. Those of the late 20<sup>th</sup> century have tended to be slightly larger in scale and entirely occupy or combine plots, increasing building density.

#### **Prevailing and Former Uses**

- 4.10 The area has retained its status as a fashionable residential neighbourhood with large family dwellings set back from the street in substantial gardens, with mature street trees and trees in private gardens. The villas have largely escaped sub-division into smaller units and are largely retained in their original use as single family dwellings.
- 4.11 The area is therefore principally residential in character, but combines areas and individual streets of commercial premises in a mix of retail and service uses that are secondary but complementary to the residential whole. The two separate areas within the current Conservation Area are characteristic of the two types of activity seen across the wider neighbourhood. The St John's Wood East area represents the quiet residential street while St John's Wood West combines the transition from residential villas and terraces to commercial terraces of shops, restaurants and services.
- 4.12 Historic shopfronts have survived relatively well in places. Earlier modifications of the late 19<sup>th</sup> and early 20<sup>th</sup> century complement the original detailing and illustrate the way in which occupation and activity within the area has evolved. Later additions and renovations have been much less sympathetic and inappropriate designs, materials and signage negatively impact on the character and appearance of the Conservation Area, particularly by interrupting the rhythm and continuity of the street.
- 4.13 Shops occupy only ground-floor levels for commercial activities with other uses, frequently residential, above. Office uses tend to occupy multiple floors of the



buildings. This mix of shops and other uses, their small scale and largely independent nature maintains the vitality and character of the area, and pre-empts the need for residents to travel to larger commercial centres around Swiss Cottage and St John's Wood High Street.

## **5.0 HISTORIC DEVELOPMENT**

### **Pre 1700**

- 5.1 The name 'St John's Wood', the wider area in which the Conservation Area is set, is derived from two principal sources. At the time of the Domesday Book in 1086, the area lay within the ancient Manor of Lilestone (now Lisson). In 1238 the Manor was given over to the Knights Templar and in 1323 was bestowed upon the Knights of the Order of St John of Jerusalem giving the historical association with St John. The area was also once part of the 'Great Forest of Middlesex', a dense oak forest that extended north-west beyond London and subsequently combined with the religious association to give St John's Wood.
- 5.2 The land around St John's Wood remained forested throughout the medieval period. However with the dissolution of the monasteries in 1539 the land reverted to the Crown and Henry VIII established Royal hunting grounds at nearby Marylebone Park (now Regent's Park). The trees of St John's Wood were felled to meet the demand for timber to build ships and royal palaces. Apart from a strip of land running north along Edgware Road and Maida Vale Road that had been acquired by John Lyon in 1574, the land around St John's Wood remained in Crown ownership until the late 17<sup>th</sup> century. By the mid 1650s most of the remaining trees had been felled, leaving large expanses of grassland and meadows to provide hay for the capital's thousands of horses. This open landscape was to survive up until the 1820s.

### **1700-1800**

- 5.3 In the early 18<sup>th</sup> century, the Crown began to sell off much of the land it owned around St John's Wood. Samuel Eyre acquired a 500 acre estate in 1732, covering an area stretching from the present Rossmore Road in the south to Swiss Cottage in the north and bounded by Hamilton Terrace in the west and Avenue Road in east. The strip of land owned by the Lyon family was bequeathed to the foundation they established at Harrow School on condition the income from the land was used to maintain the roads between Harrow and London.
- 5.4 These two estates were sub-divided into agricultural small holdings until the end of the 19<sup>th</sup> century, as illustrated on John Roque's 1746 map. To the east of the Edgware Road (Maida Vale Road) the land was subdivided into small fields, with a scattering of farm buildings. St John's Wood Farm was located in the proximity of the

present day St John's Wood Underground Station on the corner of Wellington Road. The two Camden sections of the St John's Wood Conservation Area were totally undeveloped. A similar picture is portrayed by Cary's New and Accurate Plan of London and Westminster from 1795 which shows the area as open grassland.

### **1800-1850**

- 5.5 It was not until the early decades of the 19<sup>th</sup> century that the wider development of St John's Wood began to take hold. Development began in the south with larger institutions such as the Clergy Orphan School (1812), St John's Wood Chapel (1813) and the Lord's Cricket Ground (1814). The earliest residential developments were scattered over a wide area of the Eyre Estate and in Portland Town to the north-west of Regent's Park.
- 5.6 The construction of the principal roads running north-west in the 1820s were significant catalysts for further development in the 1830s and 1840s. Improved access drew development north to the areas now in the Camden sections of St John's Wood Conservation Area. Development began in the 1820s with the building of villas along Edgware Road (today in the City of Westminster), which was part of an ancient highway built by the Romans, linking London to St Albans. Greville Place, the first road built on the Greville Estate ended in open fields. Abbey Road at the north-east of the St John's Wood West area was laid out in 1824 along an earlier medieval track. Wellington Road, forming the southern junction of Queen's Grove near the eastern area, was constructed in 1826.
- 5.7 Greenwood's Map of 1827 shows the first major development of St John's Wood. Development was concentrated in the south around Grove End Road, St John's Wood Road and St John's Wood High Street. Development further to the north around the two sections of land included in the Camden Conservation Area was more sporadic. By 1834 the Topographical Survey of The Borough of St Marylebone shows the condition of the land in both sections of the Conservation Area in some detail. In the east the land is shown as hedged fields between Finchley Road and Avenue Road, the only structure in the area being the Artillery Barracks to the west of Ordnance Hill, and its riding school dating from 1824-25. The west area shows some residential development and while Boundary Road was not yet laid out, a number of detached houses stood along Greville Place, set above the Edgware Road at the junction with the former site of Kilburn Priory.

- 5.8 This slightly haphazard pattern of development was not the intention of the Eyre Estates managers. As early as 1794, and again in 1803, plans had been drawn up for a formal layout of the Estate. Wars with France and economic crises intervened and these plans were never realised. Shaw's 1803 plan was for a circus of single and semi-detached villas surrounding a central 'pleasure ground', and while the layout never materialised, his innovation for pairs of houses or villas was to set the precedent for development between 1809 and 1850, as it was designed to attract an affluent class of resident. Another influence may have been John Nash's ongoing scheme at Regent's Park.
- 5.9 Although building was speculative, the Eyre Estate set a standard by issuing building leases specifying properties must have gardens enclosed by walls at least 6 feet high. These controls, coupled with generous road layouts and large plot sizes, gave St John's Wood its distinctive character and established the area as a new model of suburban style on the edge of London.
- 5.10 With the success of the early Eyre Estate developments, the Harrow School Estate soon followed suit, and the first developments of semi-detached villas occurred in 1823. The villa model was so successful that land values increased dramatically. After 1850, economics dictated a higher density of development, often in a terraced form, as seen towards the south of the St John's Wood West area around Belgrave Gardens, Boundary Road and Bolton Road.

### **1850-1900**

- 5.11 Cross's Plans of London for 1850 and 1851 show development around Queen's Grove, Woronzow Road and Norfolk Road, whilst the land to the north was still sparsely developed. By the issue of Whitbread's 1865 Map of London Extending Four Miles Round Charing-Cross, the land to the north had been developed and Greville Place in the west had been extended to Abbey Road. The terraces at its north-eastern end (now part of Boundary Road) and along Bolton Road were complete.
- 5.12 The Ordnance Survey maps of 1871 and 1894 show the rapid development that had taken place in St John's Wood (see Appendices 4(i) & 4(ii)). No open land remained south of the London and North Western Railway and the broad streets of detached and semi-detached villas continued across a much larger area than survives today. While both sections of the Conservation Area today represent the surviving fringe of historical development, in 1871 and 1894 they were part of a larger area of roughly homogenous residential development.

5.13 The late 19<sup>th</sup> century also saw significant redevelopment across parts of St John's Wood, partly due to the implementation of transport schemes such as the horse bus towards the end of the Victorian period. The increased pace and direction of development was much dictated by landowners and their agents. By 1892 there was much opposition from local residents to the construction of the new Metropolitan Railway line and tunnel running from south-west to north-east through the middle of St John's Wood.

### **1900 onwards**

5.14 The early 20<sup>th</sup> century saw substantial redevelopment across parts of the Eyre Estate sections of the conservation area when many of the original 99-year land leases expired (in contrast to the Greville Estate where properties were mainly freehold). Due to changing fashions, new buildings did not follow the same style as the originals; a wave of neo-Georgian houses replaced several of the Italianate, Classical and Gothic villas (see Appendix 4(iii)). Further south in St John's Wood, pressures on land and closer proximity to Central London caused densities to increase and large mansion blocks, out of scale with the rest of the area, to be built along the major roads in the interwar period. The new underground station at St John's Wood opened in 1939, a catalyst for further development of the surrounding area.

5.15 The Second World War had significant impact on the wider area. Bomb damage destroyed buildings and left gap sites which led to post-war redevelopment. The threat of bombing also led many residents to leave the area to avoid air raids. Both during and after the war empty and neglected houses began to fall derelict and reverted to the Eyre Estate. In the post war period these were subsequently repaired rather than demolished, preserving much of St John's Wood as the desirable residential area it is today.

## **6.0 CHARACTER ANALYSIS**

- 6.1 This section describes the character and appearance of the St John's Wood Conservation Area.
- 6.2 The existence of two geographically separate areas that make up the Conservation Area lends themselves to two sub areas for character analysis purposes: St John's Wood East and St John's Wood West.
- 6.3 Each of the two sub areas are given a brief introduction followed by sections analysing their character and appearance (see Appendix 5).

### **Land use, activity and the influence of former uses**

- 6.4 Land use can contribute significantly to the character and appearance of an area. Particular uses may be of historic importance and the evolution of the make-up and general typology of buildings produced has a strong influence on the character and atmosphere of streets and public spaces.
- 6.5 The character of the entire St John's Wood Conservation Area (in Camden and Westminster) is strongly influenced by its initial development as a middle and upper middle class suburb starting in the late Georgian period lasting up until around 1840. The resulting layout was overwhelmingly residential, with only a small number of exceptions. Single family dwellings in detached and semi-detached form predominate.
- 6.6 The area has largely retained its initial land uses, and thus its prominence as a popular, affluent, inner London residential area. The Camden parts of the Conservation Area are on the boundary of the surviving historic core of St John's Wood and give way to the later swathes of post-war social housing redevelopment. The lack of social and economic change helped to retain the original buildings, with only minor external alterations. However, patterns of use and occupation have changed where buildings have been subdivided. Subsequent changes in architectural tastes and styles are expressed in some parts of the Conservation Area but largely the physical fabric and patterns of use of the area have remained relatively unchanged.
- 6.7 The speculative nature of non-original and subsequent phases of development has led to a rich diversity of architecture over the entire Conservation Area: the product

of the differing styles and the tendency of later occupiers for wholesale redevelopment rather than the alteration of existing buildings.

- 6.8 Activity varies between the East and West areas. The key difference is the proliferation of commercial uses in the West area, in comparison with the purely residential nature of the East. Linked to these uses is traffic and pedestrian activity.
- 6.9 Traffic activity relates mostly to the need for access, or the convenience of individual streets as routes from one location to another, often for the avoidance of traffic on more popular routes. The busiest street is Boundary Road, which is both a local commercial area and a traffic route between Maida Vale in the west towards Swiss Cottage in the east. The other streets within the two sub areas are much quieter and are used largely for access to residences and for parking.

#### *St John's Wood East*

- 6.10 This area is purely in residential use and is characterised by large detached houses and pairs of villas facing onto Queens Grove and Norfolk Road. The large plot sizes and ease of accessibility to principal routes such as Avenue Road made this area particularly desirable for early development. The quiet nature of the streets creates a distinctive *ambiance*. While some of the current villas are replacements (Nos 40, 41, 42 & 48 Queens Grove) the area retains its original layout and plot sizes. There are six listed buildings in the sub area, comprising two detached houses (Nos 2 & 3 Norfolk Road) and two pairs of stucco villas in a classical style (Nos 35, 34, 36 & 37 Queens Grove).
- 6.11 While several of the residences in this section of the Conservation Area have later additions and side extensions, almost no infill development of new properties within existing gardens has occurred, allowing the retention of the wide open character between the villas. An exception is No 48 Queen's Grove, on the corner with Ordnance Road, where additional properties have been built in its rear garden.

#### *St John's Wood West*

- 6.12 The character of the Western area of the Conservation Area is much less coherent with a variety of property types dating from a wider period of time. The mix of property types and uses help to give this area its special character, such as the commercial activity alongside mid to late 19<sup>th</sup> century residential terraces in Boundary Road.

- 6.13 The area has been developed in two main phases with larger residential properties of the 1820s to 1860s in the south-western end of the Conservation Area along Greville Place and Greville Road. However, parts of the north eastern end of the Western area represent a period of intensification in development in the later 19<sup>th</sup> century brought about by increases in land values that saw a move away from villas to terraced houses, such as the residential properties at Nos 1-8 (consec) Bolton Road, and the commercial purposes at Nos 98-132 (even) Boundary Road.
- 6.14 The uses of the buildings have remained very much the same as that for which they were originally intended. Although subdivision of some of the villas into flats has occurred they remain in residential use. Similarly the commercial properties along Boundary Road retain their original use and are now home to a variety of small businesses and professional services as well as convenience stores, restaurants, specialist retailers, an art gallery, a beauty parlour and a school of English.

### **Building Character and Qualities**

- 6.15 The buildings of the Conservation Area record the prevailing architectural styles from the late Georgian period through a mixture of early-mid Victorian architecture and redevelopment of detached properties in the 1920s and 1930s. The character and appearance of the Conservation Area is derived partly from the variety of architectural styles employed and the way they relate to each other within the layout of the suburban streetscape. Both areas within the St John's Wood Conservation Area possess a number of grade II listed buildings.
- 6.16 The variety of architectural styles is largely the result of the various estates' preference for leasing land to speculative developers in relatively small blocks. As such, while overriding architectural styles and fashions prevail, no single design type predominates, and some development is piecemeal in character.
- 6.17 Although such distinctions in building style are more apparent across the wider St John's Wood area, they can be seen within the two sub areas, such as the two pairs of semi-detached villas at Nos 34-37 (consec) Queen's Grove and Nos 13-19 (odd) Greville Place or the three pairs of semi-detached villas at Nos 12-22 (even) Greville Road (although No 16 has subsequently been redeveloped unsympathetically).
- 6.18 Coherence is given to the character of the Conservation Area by the widespread use of similar materials. Yellow stock brick and stucco dominate and both are used to



creative effect. Other widely employed materials include Welsh slate for roofs, painted timber for joinery work, and cast iron for decorative metal work.

### *St John's Wood East*

- 6.19 The large residences of Queen's Grove and Norfolk Road typify the residential ideal of their period. Here the use of stucco rendered and decorated buildings predominates in a number of substantial detached (Nos 39 & 42 Queen's Grove and Nos 2-3 Norfolk Road) and semi-detached villas (Nos 34-37 & 44-47 Queen's Grove).
- 6.20 Nos 2 & 3 Norfolk Road are a picturesque pair of grade II listed detached villas dating from the 1830s. Built in a Gothic style, they are clad in cream-painted stucco with slated pitched roofs, projecting eaves, and shallow gables with intricately carved wavy bargeboards. Both properties have projecting gabled bays, with canted bay windows. No 3 has a twisted Tudor-style chimney. Nikolaus Pevsner described these properties as being 'in the *cottage orné* tradition'.
- 6.21 Nos 34 & 35 and Nos 36 & 37 Queen's Grove represent two pairs of grade II listed semi-detached villas in a classical style. Both date from the mid 19th century. Nos 35, 36 and 37 are roughcast in pebbles while No 34 is stuccoed. The villas have hipped slated roofs with bracketed eaves and central slab chimney-stacks. Each is three storeys high raised on a semi-basement. Nos 35 & 37 have doorways flanked by pilasters carrying an entablature with a dentil cornice, and comprising overlights and panelled doors. Nos 34 and 36 have doorways altered in the 20<sup>th</sup> century. Composite pilasters rise through ground and first floors, carrying an entablature with a dentil cornice at second-floor level. The principal windows are adorned with architraves and console-bracketed cornices. The sashes have margin-lights. Nos 34 and 35 retain blind boxes at ground floor and No 37 retains original cast-iron balconies.
- 6.22 While the remaining stucco villas are not listed, the majority are of historic interest and group value, and thus contribute positively to the character and appearance of the Conservation Area. Detractors include the overbearing front extension at No 43 and the external window blinds at No 47.
- 6.23 Some later buildings have replaced earlier stucco villas at Nos 40-42 (even) and No 48 Queens Grove. No 48 is a large and impressive 1930s neo-Georgian villa in red brick. Although it does not represent the traditional style of the street, it is of sufficient quality to contribute positively to the overall character and appearance of the area and is representative of a phase of 20<sup>th</sup> century redevelopment.

6.24 Nos 40-42 (even) were until recently in a similar neo-Georgian style, but even as a group of three near identical villas they were not of the same architectural quality or finish. No 42 has recently been rebuilt in a reasonably scholarly neo-Georgian style to increase the density of accommodation provided on the site. At the time of writing No 41 has been demolished to allow for a similar, higher density replacement by Wolff Architects. Proposals to redevelop No 40 in a contrasting modern style by Eric Parry Architects have recently been agreed by the Council.

#### *St John's Wood West*

6.25 Despite the unfortunate truncation of the traditional street layout to the west of St John's Wood West, this sub area retains much of its original character and appearance. The built environment is of a high quality, and there are several examples of grade II listed buildings, representing important examples of both the early development of the Conservation Area and later development in the Victorian period.

6.26 The south-western end of Greville Place is the oldest section of the Conservation Area developed in the early 1820s, due to its proximity to Maida Vale Road. The detached stucco villas at Nos 1, 3 and 5 are grade II listed, despite having undergone modern subdivisions and alterations. Nos 1 and 3 were built in circa 1823, by the same developer (circa 1823), George Pocock, and share several characteristics such as hipped slate roofs, slab chimney stacks, banded stucco decoration and porticos, though the detailing is in different styles representing both the fashions for classical and gothic styles. The properties also share common boundary features with low stuccoed walls, cast-iron work, and tall gate piers with stone caps.

6.27 No 5 shares similar features: stucco banding, slab chimneys and hipped slate roofs, as well as further stucco decoration in the form of square architraves at ground-floor level and arched architraves at first-floor level. Early infill development in the 19<sup>th</sup> century linked Nos 3 and 5, but the form and detail are sympathetic to the original group. The Studio adjacent to No 3 is notable for its white stucco gable end and its enormous round-arched first-floor window.

6.28 Further north-east along Greville Place, Nos 13-19 (odd) represent two pairs of grade I listed mid 19<sup>th</sup> century semi-detached villas in yellow stock brick with stucco dressings. The decoration is banded with stucco architraves around some windows and prominent keystones and brackets between sills. The doors are topped by

scrolled keystones and flanked by pilasters with composite capitals. Small central segmental pediments containing shell motifs punctuate and emphasise the roofline.

- 6.29 In the 1820s, George Pocock also developed land in Greville Road in the form of Nos 24 and 26, originally one house with a studio wing for the Welsh sculptor Sir William Goscombe John RA (1860-1952). When built it was reputedly of one storey, and has since been converted to three residences. The building is principally in stock brick with stucco decoration. Stucco banding and flat and arched decorative lintels contrast with the brick. The distinct large studio oriel window of No 26a has an arched stucco surround with simple pilasters and cast-iron mullions and transoms. The recessed ground floor of the property has banded rusticated masonry, and boasts large sash windows and doors with arched and square fanlights.
- 6.30 Opposite are two detached mid 19<sup>th</sup> century villas at Nos 35 and 37, set back from the road behind high walls and dense foliage. No 37, Regency Lodge, is listed grade II. Both villas are in stucco with slated gabled roofs on bracketed eaves. Regency Lodge has rich stucco decoration in the Greek style, a canted bay and an arched pediment. Its recessed entrance is adorned by a bracketed hood. Decoration includes rusticated quoins, twisted meanders on sills and pierced quatrefoils on the parapet of the canted bay. Regency Lodge is said to have been built by the Prince Regent for his mistress Lillie Langtree.
- 6.31 No 35 is simpler with similar brackets but no rusticated masonry. Tripartite windows adorn the main façade flanked with simple pilasters without decorated capitals. The remaining sash windows have squared architraves.
- 6.32 The western end of Greville Road was previously home to further detached and semi-detached villas but these were lost to redevelopment in the post-war period. Three pairs of stucco villas remain and are included within the Conservation Area at Nos 12 to 22 (consec). However, No 16 was lost to bomb damage and redeveloped as a block of flats in stock brick with simpler sash windows that neither respects the style nor the scale of its surviving pair at No 18; No 16 is thus considered to detract from the character and appearance of the Conservation Area.
- 6.33 The remaining villas are of a grand classical style, dating from the mid 19<sup>th</sup> century, and faced in stucco with rusticated pilasters flanking flat bays, bracketed lintels and architraves with drop foliage decoration. Their prominent porches have a heavy entablature and are supported by plain columns with composite heads. They form a

strong and important group of well preserved stucco villas, which make a positive contribution to the character of the area.

- 6.34 The upper, eastern end of Greville Road has lost many of its original buildings. On the site of the former Nos 9 & 11, Ascot Lodge is a mid 20<sup>th</sup> century three-storey development of flats that has a neutral effect on the Conservation Area. It is constructed from dark brick with rendered panels and tiled roofs. The building has been upgraded and now incorporates green-painted steel balconies and red-painted steel gable elements. It is owned by the London Borough of Camden To the west, No 37b is a mews development with a small-scale industrial character that combines stock brick and stucco in the absence of ornamentation as found elsewhere in the Conservation Area.
- 6.35 Nos 28, 30 and 32 Greville Road and No 7 Greville Place are a group of buildings representing mid 20<sup>th</sup> century redevelopment in the Conservation Area. Here yellow stock brick has been combined with contrasting red brick rather than stucco as found elsewhere in the Conservation Area. Banding, quoins, lintels and arches are all executed in red brick to produce a neo-Georgian style. The steeply pitched roofs are covered with clay tiles and have large eaves overhangs. The properties are also characterised by tall chimney stacks. Nos 28 and 30 have a more rustic feel, given the addition of faux shutters flanking principal windows. Although the boundary walls incorporate an interesting range of ornate iron-work, they screen front gardens which have been converted to forecourt parking which harms the character and appearance of the street. Although this group of houses does not typify the character of the area, the high quality of the architecture makes a positive contribution to the Conservation Area.
- 6.36 The north-western portion of the Conservation Area opens onto Bolton Road and Boundary Road. Here later development of the 1850s to 1890s has a markedly higher density and in places a more commercial character which is mirrored in the development on the eastern side of Boundary Road (and Belgrave Gardens in Westminster).
- 6.37 On the south-west side of Bolton Road stands a complete surviving terrace of eight mid- to late-Victorian stucco townhouses with rustication and curved bays at ground and basement level. The first-floor *piano nobile* is emphasised by a continuous decorative iron balcony. The recessed sash windows have rectangular architraves and lintels without brackets (missing from Nos 5, 6 & 7). The square second-floor

windows also have simple stucco architraves and the parapet has a decorative cornice (missing from No 8) which is plain at Nos 2, 5, 6 & 7 and with dentils at Nos 1, 3 and 4. The chimneys have been variously altered and replaced. The roofline is unaltered by dormers, but some properties have rooflights on the front roof slope. No 1 has a projecting entrance portico on its flank wall facing Boundary Road.

6.38 Opposite, Nos 9a and 10a Bolton Road are simpler properties with stucco render, some banding and arched architraves, which have been converted from workshop use to residential. They are of a very shallow plan, with a depth of just 2.5 metres, and back onto the recently constructed mews development at No 98 Boundary Road (see para 6.39 below). No 10a retains a traditional shopfront, while No 9a has iron Juliet-style balconies at ground-floor level and is capped centrally by a single triangular pediment. They are unassuming properties but contribute positively to the Conservation Area.

6.39 The commercial character of Boundary Road has a positive influence on the Conservation Area. It is reflected by the stucco-fronted, three-storey terrace with ground-floor commercial premises that runs from Nos 98 to 132 (consec). The terrace retains traditional shopfronts at many of the eighteen properties and these are an important feature of the street. An example of a high quality modern shopfront incorporated into the traditional framework is the minimal glazing to be found at No 122. Other notable detailing on the terrace consists of rusticated quoins, simple architraves, parapets with cornices, and banding at second-floor level, though these are variously missing from some properties. Nos 112, 122 and 124 have basement areas surrounded by railings of various dates. Access hatches are evident at some properties, important historic survivals in the streetscape. The overall effect of the built fabric is proportionally harmonious alongside the wide, pedestrian friendly pavements. The terrace backs onto a modern residential mews development, Collection Place, which falls outside the Conservation Area. The site was formerly home to the Saatchi Gallery, and its steel entrance screen with coloured glass circular apertures is in the spirit of a Damien Hirst spot painting.

### **Townscape Character**

6.40 Whilst the two areas of the Conservation Area are relatively consistent in their pattern of development in that they correspond well with the wider neighbourhood of St John's Wood, there are differences between some streets in terms of layout, building types and the nature of uses which results in subtle variations in the character of

different streets. The following seeks to describe these characteristics for each of the two areas.

#### *St John's Wood East*

- 6.41 There are no main thoroughfares or mixed use streets in the St John's Wood East sub area. The area is entirely residential and the wide quiet streets are straight and at near perpendicular angles to one another, although the layout is not essentially a grid pattern. The streets are laid out principally to create large trapezoid blocks around which villas are orientated with spacious gardens to the side and rear. The blocks are relatively consistent in size, typically with four or five pairs of villas positioned along longer street frontages. However, this sub area is so small as to only incorporate part of one block and one longer street frontage along Queen's Grove.
- 6.42 The buildings are set back from the street behind impressive walls and gardens in a regular building line which emphasises building widths, gaps between buildings, and the openness of the townscape. The abundance of trees and greenery in private gardens adds to the pleasant leafy atmosphere (although no street trees are present).
- 6.43 There are no detracting buildings in the St John's Wood East sub area. Neutral elements are such that they respect the scale and massing of neighbouring buildings and therefore do not disrupt the street scene.

#### *St John's Wood West*

- 6.44 The character of the St John's Wood West sub area has a less formal layout than the residential streets in the Eastern area. The 'backbone' of the sub area is formed by Greville Place and Boundary Road which follow the line of the borough boundary between Westminster and Camden, rather than being part of a grid system.
- 6.45 The south-western residential portion of the sub area along Greville Place is spacious but not tree lined, as mature trees are confined to the gardens of houses lining the street. The road widens at the junction with Bolton Road, where Boundary Road begins, and the emphasis changes from residential to commercial uses at ground-floor level. Here also, the wider pavements allow the positioning of street trees that add considerable character to the street scene. The overall effect is such that, while the terraced buildings represent a higher density and greater intensity of use, the street feels wider and more spacious. The road may be busier here due to the

presence of shops and businesses but the wide pavements allow pedestrians considerable room for manoeuvre.

- 6.46 Bolton Road, like Boundary Road, possesses a wide carriageway though the pavements are narrower given the absence of commercial premises. The road once continued to the north-west, but is now truncated due to the presence outside the Conservation Area of a post-war housing estate that has removed the original street layout. It now stands as a quiet *cul-de-sac* used for parking and for access to the estate.
- 6.47 Greville Road retains its original layout as it falls away from Greville Place, but its character is difficult to appreciate, given the loss of its original wider context. Most notable is the loss of original buildings that lined the street outside the Conservation Area, together with the construction of the Mortimer Estate. The road possesses some street trees along the southern side, and there an abundance of foliage and mature trees in the walled grounds of Nos 35 and 37 Greville Road.
- 6.48 Greville Road possesses some small mews-style areas. Nos 37b, 37c, 37d and 37e form one side of a small private roadway, quite unique to the Conservation Area, enclosed by tall black-painted cast-iron gates. The buildings to the rear have been rebuilt, but the front of No 37b is original despite having suffered insensitive alterations including the addition of out-of-keeping first-floor windows. The front elevation contains a giant tripartite sash window symbolic of its history. T
- 6.49 While mews accommodation is not present elsewhere in St John's Wood West, some houses in Greville Place have been extended to create studios and other small-scale infill subservient to the original houses. Many are now independent residential units.

## 7.0 HERITAGE AUDIT

### Introduction

- 7.1 An audit of the fabric of the Conservation Area has been undertaken to identify listed buildings, unlisted buildings and streetscape elements that contribute to the character and appearance of the Conservation Area. Buildings and streetscape elements that detract from its character and appearance are also identified. The built heritage audit is set out in Appendix 6 with a plan showing the location of listed buildings, positive contributors and detractors in Appendix 7.
- 7.2 There is a strong presumption for buildings that make a positive contribution to the character of the area to be retained. Detractors are elements of the townscape that are considered to be so significantly out of scale or character with their surroundings that their replacement, with something of a more appropriate scale and massing or detailed architectural treatment, would benefit the character and appearance of the area. Detractors may also include gaps in frontages that disrupt the prevailing street pattern. Elements that are neutral broadly conform with the overriding scale, form, materials and elevational characteristics of their context. The integrity and nature of the context are consequently influential in making this judgement.

### Listed buildings

- 7.3 Within the St John's Wood Conservation Area there several listed buildings on the statutory list of buildings of Architectural or Historic Interest (see Appendix 8). None of these buildings are currently at risk.

#### *St John's Wood East*

Queen's Grove            Nos 34, 35, 36, 37.

Norfolk Road            Nos 2, 3.

#### *St John's Wood West*

Greville Place            Nos 1, 1a, 1b, 1c, 3, 3a-g, 5, 5a, 13, 15, 17, 19.

Greville Road            Nos 24, 26, 26a, 37.



## **Buildings and groups of buildings that make a positive contribution to the Conservation Area**

- 7.4 In addition to the buildings that are on the statutory list there are many individual buildings and groups of buildings that contribute to the character of their immediate surroundings and the Conservation Area as a whole (see Appendix 7). Whilst some of these buildings may have experienced minor alterations over the years, they contribute as part of a group. The criteria suggested by English Heritage in their guidance on Conservation Area Appraisals has been applied<sup>1</sup>.

### *St John's Wood East*

Queen's Grove            Nos 39, 43, 44, 45, 46, 47 & 48

### *St John's Wood West*

Greville Place            No 7

Greville Road            Nos 12, 14, 18, 20, 22, 35, 37b

Bolton Road              Nos 1-7 (consec), 9a & 10a

Boundary Road          Nos 98-132 (consec)

## **Streetscape Elements**

- 7.5 The character and the appearance of the Conservation Area are not solely a function of its buildings, use and activity. Elements within the public realm, such as original paving materials, traditional bollards and street furniture of historic interest (e.g. lamp posts, post boxes and bollards) contribute greatly to the area's quality, character and appearance. It should be noted that the survey may not be exhaustive and any works should seek to retain elements of streetscape interest, whether listed or not.

### *Elements of streetscape that make a positive contribution to the Conservation Area*

#### *St John's Wood East*

##### Queen's Grove

- granite kerbs;
- cobbled crossovers at drives;
- cobbled gutters;

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<sup>1</sup> Appendix 2 of English Heritage's Guidance on Conservation Area Appraisals, February 2006

- traditional bollards at junctions.

#### St John's Wood Park

- granite kerbs;
- cobbled crossovers at drives;
- traditional bollards at junctions.

#### Norfolk Road

- granite kerbs;
- traditional bollards at junctions.

#### Woronzow Road

- granite kerbs;
- street trees;
- commemorative plaque to Ambassador Woronzow;
- traditional bollards at junctions.

#### *St John's Wood West*

##### Greville Place

- granite kerbs;
- railings to fronts of properties;
- traditional cast iron bollards;
- tiled street signs on boundary walls.

##### Greville Road

- granite kerbs;
- cobbled crossovers at drives;
- cobbled guttering;
- mature street trees;
- tiled street signs on boundary walls;
- cast iron railings to fronts of properties.

##### Mortimer Crescent

- granite kerbs.

##### Bolton Road

- granite kerbs;
- mature street trees;
- cast iron railing to fronts of properties.

##### Boundary Road

- granite kerbs;
- mature street trees;
- cast iron railings;
- basement access hatches.

### **Shopfronts of Merit**

- 7.6 There are also a number of shopfronts within the Conservation Area that are of historic interest and retain many of their traditional elements. These contribute significantly to the character of the area and their loss through attrition would have a significant impact on the quality and appearance of the frontages at ground level. Examples have been identified at:

Bolton Road                      No 10a

Boundary Road                Nos 104, 106, 108, 110, 112, 114, 116, 118, 126, 128 & 130.

### **Buildings and features that detract from the character of the area**

- 7.7 Buildings or other elements may detract from the character and appearance of the Conservation Area. This may be due to a building's scale, materials, relationship to the street or due to the impact of alterations and extensions. There are also structures and elements of streetscape that impinge on the character and quality of the Conservation Area. In addition, there may be unsympathetic and prominent features that detract from a building such as inappropriate additions.

#### *St John's Wood East*

No buildings have been identified as detractors.

#### *St John's Wood West*

Greville Road                No 16

### **Opportunity sites**

- 7.8 There are no sites within either the East or West section of the St John's Wood Conservation Area that are currently identified as opportunity sites in the Camden UDP.
- 7.9 Where buildings currently detract from the appearance of the Conservation Area, sensitive redevelopment may provide an opportunity for enhancement of the Conservation Area. There are also buildings in other parts of the Conservation Area buildings which neither preserve nor enhance the area. Their redevelopment may be considered appropriate, subject to an acceptable replacement coming forward (see Appendix 7). These neutral elements include:

*St John's Wood East*

Queen's Grove                      Nos 40, 41, 42 & 48a

St John's Wood Park              No 30

Garages to rear of 34 Queen's Grove and 3 Norfolk Road

*St John's Wood West*

Greville Road                      Nos 37c, 37d & 37e

Greville Place                      Nos 9-11 (odd) Ascot Lodge Flats - 1-27 (consec)

**PART 2: MANAGEMENT STRATEGY**

## **8.0 INTRODUCTION**

### **Background**

- 8.1 English Heritage Guidance on the Management of Conservation Areas advises that following an appraisal of the Conservation Area, a strategy for its management in the mid to long term should be developed to address issues identified through the appraisal.
- 8.2 The Character Appraisal and this associated Management Strategy seek to provide a clear basis for the assessment of proposals and identify an approach to addressing issues that have the potential to impact on the special interest of St John's Wood.
- 8.3 The aims of the Management Strategy are to:
- i) inform interested parties of how the Council intends to secure the preservation and/or enhancement of the Conservation Area;
  - ii) set out an approach to consultation on the management of the Conservation Area;
  - iii) confirm how issues identified through the character appraisal will be tackled;
  - iv) identify specific policy or design guidance that is relevant to the Conservation Area to support the development control function and those preparing applications for planning permission, listed building consent and Conservation Area consent;
  - v) identify areas where the overview provided by the Conservation Area Appraisal suggests that site-specific Development Brief would assist the management of the Conservation Area and decision-making processes;
  - vi) identify areas that may benefit from specific enhancement proposals should funding become available; and,
  - vii) identify the management tools available to the Council through legislation.

### **Policy and Legislation**

- 8.4 Recent revisions to the planning system mean that the currently adopted Camden Unitary Development Plan (2006), which forms the basis of decision-making for development proposals in the Borough, will be replaced by a new

Local Development Framework (LDF) in 2010. There is a requirement for greater public consultation as part of this revised policy framework including conservation policy (both general and specific) which will in part meet the objective of there being greater consultation on the management of the Conservation Area.

- 8.5 Detailed policies that are currently applicable in the St John's Wood Conservation Area are listed in Appendix 6 together with a link to the relevant section of the adopted UDP.
- 8.6 In the review of planning policy to be undertaken as part of the LDF process the Council will consider the objectives of preserving or enhancing the character and appearance of St John's Wood Conservation Area. The Council will maintain a policy framework that seeks to preserve or enhance the character or appearance of conservation areas in the context of the most up to date Government Guidance and strategic policy set out in the London Plan. The Council will identify any areas that are under pressure of significant change and consider the need for, where appropriate, more targeted spatial policy in the form of Area Action Plans.

## **9.0 MONITORING AND REVIEW**

### **Monitoring**

- 9.1 The Council will monitor listed buildings within the St John's Wood Conservation Area that are at risk as well as other listed buildings to determine whether further action is necessary to safeguard the listed building and its special interest.

### **Review**

- 9.2 The Council is required to undertake periodic review of the St John's Wood Conservation Area to ensure that the special interest is being maintained and protected to re-evaluate boundaries and see whether there are areas which justify inclusion or whether there are areas which have deteriorated to such an extent that their special interest has been lost.

- 9.3 As part of the review process the Council will:

- undertake a visual appraisal;
- maintain a searchable photographic record of listed buildings within the area on the Council website, ensuring that this is updated as new buildings are added;
- record the character of streets and areas;
- maintain and update a record of other aspects of interest within the Conservation Area including any buildings of merit and the historic fabric of the public realm; and,
- consider current issues impacting on the character and appearance of the Conservation Area.

- 9.4 As part of the Conservation Area Appraisal, the following have been reviewed: current issues, conservation area boundaries, positive contributors to the Conservation Area, negative elements, buildings of merit and elements of streetscape interest.



## **10.0 MAINTAINING CHARACTER**

### **General Approach**

10.1 The following approach to maintaining the special interest of the St John's Wood Conservation Area will be adopted as part of the strategy for its effective management:

1. the St John's Wood Conservation Area Appraisal and Management Strategy will be subject of public consultation and will be periodically reviewed to ensure that these documents remain sufficiently current to enable its effective management and decision-making on new development within the area;
2. the list of buildings and other features which, in addition to those already included on the statutory list, positively contribute to the character or appearance of the Conservation Area, will be kept under review to aid decision-making and the preparation of proposals;
3. applications for development will be determined having regard to the special interest of the Conservation Area and the specialist advice of conservation officers;
4. in accordance with the relevant legislation most applications for development within the Conservation Area are required to include a Design and Access Statement. This will be required to adequately explain the design approach and context of the proposals and be accompanied by sufficient, accurate drawings of the existing site, its context as well as the proposed development;
5. where relevant and possible further supplementary planning documents including design guidance and planning briefs will be produced;
6. in undertaking its development control function the Council will ensure that the historic details which are an essential part of the special architectural character of St John's Wood Conservation Area are preserved, repaired and reinstated where appropriate;
7. the Council will seek to ensure that the departments responsible for the environment (highways/landscape/planning/conservation and urban design) work in an effective, co-ordinated and consultative manner to ensure that historic interest within the public realm is maintained and enhanced where appropriate; and,
8. the Council will continue to consult the Conservation Area Advisory Committees and local amenity societies on applications which may impact

on the special interest of the St John's Wood Conservation Area and seek their input in relation to ongoing management issues.

## **11.0 BOUNDARY CHANGES**

- 11.1 The boundary of St John's Wood Conservation Area has been reviewed as part of this study.
- 11.2 Two aspects of the boundary have been reviewed: first whether the current boundaries are logical in relations to surrounding areas of architectural and historic interest and second, whether there are any areas that should be added into or de-designated from the Conservation Area.

### **Adjustments to Existing Conservation Area Boundaries**

- 11.3 Owing to the location of the two sections of the Conservation Area adjacent to the borough boundary with the City of Westminster, there is little scope for changes or extensions to the boundaries within Camden, except to the north, north-east and north-west.
- 11.4 The area to the north-east around the St John's Wood East section of the Conservation Area is bounded by mainly 20<sup>th</sup> century development of no historic interest. While there are substantial villas or other residential properties worthy of additional protection along the west side of Avenue Road these do not follow the same urban grain as the run of roads currently included in the Conservation Area (although they may be more appropriately considered for inclusion within neighbouring Conservation Areas).

### **11.5 Additions and deletions to the designated area considered**

- 11.6 No deletions from either the St John's Wood East or St John's Wood West sections of the Conservation Area are considered necessary.
- 11.7 Possible additional inclusions within the eastern section of the St John's Wood Conservation Area include No 37a Queen's Grove, a Queen Anne style detached house, 38 Queen's Grove, a neo-Georgian style detached house and No 1 Norfolk Road, a 20<sup>th</sup> century neo-Georgian detached property. These buildings currently fall outside the Conservation Area. While these buildings are relatively recent their scale, proportions and architectural detailing are complementary to

the Conservation Area and should pressure for redevelopment increase it may be deemed necessary to include them.

- 11.8 The area surrounding the St John's Wood West section of the Conservation Area contains almost exclusively mid to late 20<sup>th</sup> century residential development that is of no historic interest and therefore there are no areas adjoining this section of the Conservation Area that merit additional protection.
- 11.9 Equally while there are few areas that could be considered for inclusion there is no need to omit any existing buildings from the Conservation Area. The current boundaries represent the extent of high quality buildings in a tight knit group and their architectural and historic interest is such that their protection through conservation area designation is justified and desirable.

## 12.0 CURRENT ISSUES

12.1 Developments over recent decades have had limited influence on the character and appearance of the St John's Wood Conservation Area. There is likely to remain only minimal pressure for change as the area is likely to remain a predominately residential suburb and the nature and character of the buildings and their surroundings are one of the principal reasons for the area's desirability. The principal factors that could influence change in the character and appearance of the area include extensions to properties or alterations in boundary treatments, as well as any changes in street furniture, or other aspects of the public realm.

### *New Development*

12.2 Where re-development has not been successful in terms of preserving or enhancing the character and appearance of the Conservation Area, this has generally been due to one of the following:

- Inappropriate scale, bulk, height, massing and proportions
- The use of inappropriate materials or detailing
- Inappropriate relationship to the street and neighbouring properties

12.3 As such, new development within the Conservation Area should show special consideration to the elevational treatment, scale, bulk and massing of buildings and where possible respect the traditional forms and rooflines of the Conservation Area. Future additions and development must take care not to break away or detract from the traditional alignment and appearance of the existing building typology and form.

12.4 New development should reflect and reinforce the original rhythm and density of development of the streetscape. Subdivision of existing plots will be discouraged where it interrupts the rhythm and form of development of both buildings and boundary treatments, or results in the loss of features that contribute to the character of the area.

### *Alterations to Existing Buildings*

- 12.5 Alterations and extensions can have a detrimental impact either cumulatively or individually on the character and appearance of the Conservation Area. Examples which should not be allowed to affect the character of the area include:
- External painting, cleaning and pointing of brickwork which varies from a uniform approach;
  - The deliberate removal or loss through neglect of historic features or detailing from buildings and their boundaries;
  - The replacement of historic fabric with materials or details that do not match the originals, such as inappropriately detailed or proportioned doors, windows, downpipes or railings;
  - Extensions that negatively affect the scale, symmetry, or relative dominance of parts of villas or pairs of villas;
  - Roof level alterations and extensions that interrupt the consistency of otherwise uniform features or terraces;
  - Satellite dishes and aerials visible from the street.
- 12.6 As such, alterations and extensions to existing buildings should be carefully considered. Extensions should be subsidiary to the existing building and not detract from its character by becoming over-dominant.
- 12.7 Where alterations and extensions of a sympathetic scale are appropriate, attention to detail and an imitative, historicist approach are to be encouraged without allowing pastiches of historical features that may reflect current tastes, but are less appropriate to the style and detailing of the original building and which may detract from the overall integrity of the group.
- 12.8 Where original features and key details have survived they should be retained and preserved in all but the most mitigating circumstances, and good maintenance and repair rather than replacement is the most appropriate action to retain the original historic character of the area. Outright replacement would only be appropriate when no other reasonable alternative is available.

12.9 Where original features and details have been lost, their replacement with appropriate high quality reproductions that positively contribute to the character and appearance of the Conservation Area is to be encouraged.

12.10 Alterations to and the loss of original boundary treatments are to be discouraged and the removal of boundary treatments to create areas of hard-standing for parking is in most cases inappropriate.

#### *Changes of Use*

12.11 The uses within the St John's Wood Conservation Area have remained fairly static over time. Properties in residential use have largely remained so, internal changes often relating to the sub-division of large properties into flats rather than conversion to alternative uses. This increase in density generates increased need for parking and the quantity of waste produced and this can be a problem. Similarly those properties with commercial uses at ground-floor level tend to have retained such activities, though the types of occupiers may have changed from original users such as grocers, bakers, butchers and other small independent merchants to convenience stores, restaurants, specialist retailers such as galleries or picture framers and other small businesses and offices. Changes that could impact on the character of the area include:

- intrusion of uses other than residential into the areas characterised by a uniformity of residential use;
- an increase in density of use due to development in the back gardens of residential villas;
- loss of historic shopfronts;
- loss of vitality in commercial areas arising from the loss of a mix of small scale uses and a range of independent businesses including offices, shops and restaurants;
- loss of vitality in commercial areas arising from the granting of uses that do not provide active street frontages;
- amalgamation of terraces or pairs of villas to accommodate a larger use.

*Small scale developments within /changes to the public realm*

12.12 Building frontages, boundary treatments, roads and pavements are all important elements of the public realm. Small scale developments can cumulatively have a detrimental impact on the character of the area overall. Such changes can include:

- loss of original streetscape elements of merit;
- unsympathetic surfacing materials;
- clutter of excess street furniture, such as unnecessary new bollards;
- general visual clutter from excessive signage (including traffic signage).

*Telecommunications*

12.13 The increase in the number of mobile phone users is leading to an increased demand by operators for telecommunications equipment. Erection of masts should be avoided where they could potentially be prominent within the Conservation Area or views from it.



## **13.0 MANAGEMENT OF CHANGE**

### **Investment and Maintenance**

- 13.1 The appraisal has indicated that the townscape character of the St John's Wood Conservation Area in both its eastern and western sections is generally of good quality, though it could be vulnerable to negative change from incremental unsympathetic development or additions by individual householders. Other potential threats, though not currently prevalent, include deterioration of the built fabric arising from neglect and general lack of maintenance of buildings. Such threats would be substantially increased should buildings become vacant.
- 13.2 The quality of the public realm and particularly the pedestrian and amenity spaces can make an important contribution to the character of the area. The quality of these spaces can be adversely affected by a range of factors including the proliferation of visual clutter (e.g. signage, posts & bollards), inappropriate surfacing, and the covering or removal of historic surfacing.
- 13.3 The Council will seek to ensure that its own investment in the public realm of the Conservation Area respects and enhances its special character and will look for opportunities to make specific enhancements to the public realm and particularly to the pedestrian environment to preserve the area's distinctive character through the streetscape manual and internal consultation.

### **Listed Buildings**

- 13.4 Within St John's Wood Conservation Area there are a number of fine buildings which arguably have special architectural or historic interest. Several buildings within both the east and west sections are protected by statutory listing.
- 13.5 To view the location of the Listed villas please check the plan at Appendix 4 and the Council's website. For listed building advice contact [www.camden.gov.uk/planning/listed-buildings](http://www.camden.gov.uk/planning/listed-buildings) or [www.english-heritage.org.uk](http://www.english-heritage.org.uk).

### *Maintenance and Repair of Listed Buildings*

- 13.6 None of the buildings in the Conservation Area are identified as being at risk on the 2009 Buildings at Risk Register. The Council will keep the condition of properties under review to inform English Heritage of any that may need to be added to the Register. Owners will be encouraged to maintain their buildings regularly to ensure their condition is improved or appropriately and adequately maintained so that important historic buildings and their architectural features are preserved. The Council will support owners by providing advice and links to available resources provided by other organisations via the website to assist with this.
- 13.7 Owners will be encouraged to keep listed buildings occupied and in an appropriate use. The most appropriate use will be to retain a listed building in its original use. Other uses may be considered if it can be demonstrated that the original use cannot be viably maintained and any other more sympathetic uses are unviable. Most new uses will require planning permission and should not harm the integrity of the building. Listed building consent will be required for any internal alterations to listed buildings.

### *Listed Building Enforcement Powers*

- 13.8 Listed building enforcement powers will be used to secure essential urgent works or repairs to secure the preservation of the building.
- 13.9 In the most extreme cases of deliberate neglect of listed buildings the Council will exercise its powers to undertake the work at the owner's cost or compulsorily purchase the property ensuring that there is provision for the subsequent repair of the building.

### **Unlisted Buildings**

- 13.10 The majority of the buildings within both the eastern and western sections of the St John's Wood Conservation Area are unlisted. Investment and maintenance of all buildings within the Conservation Area will be encouraged to help ensure the preservation of its special character and appearance.

13.11 The following measures will be considered to stimulate maintenance and care of unlisted buildings:

- information will be provided on the importance of regular maintenance and other organisations/websites providing advice on these matters will be highlighted on the Council's website;
- initiatives that will enhance the character or appearance of St John's Wood Conservation Area will be encouraged;
- information on current funding sources will be provided and if appropriate the Council will apply for funding through special schemes; and,
- the Council will keep under review the condition of buildings and consider, in conjunction with English Heritage and the Secretary of State for Culture, Media and Sport whether any urgent works notices should be served to secure emergency or immediate repairs to arrest deterioration of any unoccupied parts of unlisted buildings.

#### **Control over New Development**

13.12 It is clear from the Conservation Area Appraisal that both the east and west areas have a well established residential character and there is limited pressure for major redevelopment across the St John's Wood Conservation Area. Any pressure for new development is likely to come in one of three ways:

- i) small scale redevelopment from individual property owners wishing to make additions or alterations to their properties, grounds and boundary treatments (e.g. roof extensions; rear extensions, satellite dishes and aerials, removal of trees);
- ii) changes of use or subdivision of villas;
- iii) the redevelopment of post-First World War buildings that have a neutral effect on the Conservation Area in order to modernise the accommodation.

13.13 New development, involving the loss of existing buildings which positively contribute to the character of the Conservation Area is very unlikely to be supported by the Council. To secure only appropriate new development the Council has adopted a number of detailed policies that development will need to comply with. An appropriate level of information will also be required as part of the application submission to enable the Council to determine the effect of any development proposal on the character or appearance of the Conservation Area.

### 13.14 *Basements*

- 13.15 St Johns Wood Conservation Area is characterised by residential properties set in large gardens with an abundance of trees. In recent years St Johns Wood Conservation Area has seen a growth in new basement development and extensions to existing basement accommodation, together with excavation of associated lightwells. The Council is concerned to ensure that such development does not harm the recognised architectural character of buildings and surrounding area, including gardens and nearby trees, and that the conservation area character is preserved or enhanced.
- 13.16 The creation of new lightwells can harm the relationship between the building and the street, can harm the appearance of the building and the streetscape, and may result in the loss of garden. Railings around lightwells can cause a cluttered appearance to the front of the property. The inclusion of rooflights designed within the landscaping of a front garden can result in illumination and light spill from the subterranean rooms and harm the appearance of a garden setting.
- 13.17 Where there are trees on or adjacent to the site, including any street trees, an arboricultural report will be required with the submission of a planning application.
- 13.18 When considering applications for basement extensions within the Conservation Area, the Council will need to be satisfied that effective measures will be taken during demolition and construction works to ensure that damage is not caused to the building and any buildings it directly adjoins.
- 13.19 The Council will normally resist basement development fronting the highway due to its impact on the appearance of the Conservation Area.
- 13.20 To check whether you need planning permission for basement works, please visit the Council's website at [www.camden.gov.uk/planning](http://www.camden.gov.uk/planning) and refer to the Council's *New Basement Development and Extensions to Basement Accommodation* Guidance Note (February 2009). Alternatively, please contact the Council's Duty Planner on tel 020 7974 1911.

### *General*

- 13.21 Development proposals must preserve or enhance the character or appearance of the St John's Wood Conservation Area. This requirement applies equally to developments which are outside the Conservation Area but would affect its setting or views into or out of the area.
- 13.22 High quality design and high quality execution will be required of all new development at all scales. It will be important that applications contain sufficient information to enable the Council to assess the proposals.
- 13.23 Proposals which seek to redevelop those buildings that are considered to have a negative impact on the special character or the appearance of the Conservation Area with appropriate new development will be encouraged.
- 13.24 Design and Access Statements accompanying applications will be expected specifically to address the particular characteristics identified in the appraisal including the scale and character of the repeated terraced forms, the prevailing scale, mass, roof line and rhythm created by the historic pattern of development.
- 13.25 The appearance of all buildings of historic interest (listed and unlisted) within the Conservation Area is harmed by the removal or loss of original architectural features and the use of inappropriate materials. For example, the loss of original joinery, sash windows, porches and front doors, can have considerable negative impact on the appearance of a historic building and the area. Insensitive re-pointing, painting or inappropriate render will harm the appearance and the long-term durability of historic brickwork.
- 13.26 In all cases the Council will expect original architectural features and detailing to be retained, protected, refurbished in the appropriate manner, and only replaced where it can be demonstrated that they are beyond repair.

### *Small scale development*

- 13.27 The same attention to detailed design will be required and only high quality alterations to shopfronts, signage, and extensions will be considered.

Unsympathetic development can harm the character and appearance of the area to an extent belied by its individual scale.

- 13.28 The Conservation Area retains many diverse historic rooflines which it is important to preserve. Fundamental changes to the roofline, insensitive alterations, poor materials, intrusive dormers, or inappropriate windows can harm the historic character of the roofscape and will not be acceptable. Of particular interest are butterfly roof forms, decorative gables, parapets, pediments, chimney stacks and pots, and expressed party walls.
- 13.29 Within the St John's Wood Conservation Area there are many interesting examples of historic rear elevations. The original historic pattern of rear elevations within a street or group of buildings is an integral part of the character of the area and as such rear extensions will not be acceptable where they would compromise the special character. Such alterations are particularly noticeable at properties on street corners and consideration of the effects of such development should be given special detailed consideration.
- 13.30 The historic boundary treatments along the frontages of many properties are an important facet of the character of the area. The Council will resist the loss of original railings, gates, stucco and brick walls and gateposts and the creation of additional parking in gardens will not normally be permitted where it interrupts the historic boundaries fronting streets. Similarly, the reduction in height of boundary walls or the creation of new high walls in front of properties will not be permitted where this affects the special character of the area.
- 13.31 Prominent external telecommunications, electrical, and other service apparatus, including pipes and cable runs, can harm the appearance of an historic building. Efforts should be made to find discrete solutions appropriate to the character of the area. Guidance on the installation of telecommunication equipment including mobile phone masts, satellite dishes and aerials, can be found in the Camden Planning Guidance or by contacting the Planning Services (as above).
- 13.32 Where appropriate the Council will have regard to the feasibility of installing air-handling equipment or other plant equipment so that the position, particularly in

visually sensitive locations and in the proximity of residential accommodation, will protect local amenity and preserve the appearance of the Conservation Area.

- 13.33 Fire escapes should be located internally. If external means of escape cannot be avoided they should be located in a position that does not detract from the appearance of the Conservation Area. If any element is visible from the public realm particular attention will need to be paid to the materials, colour and detailing.

#### *Commercial Developments*

- 13.34 The shopfronts that remain from the 19<sup>th</sup> and early 20<sup>th</sup> centuries are an important element in the character of commercial parts of the Conservation Areas. The important historic shopfronts have been noted in the appraisal.
- 13.35 All historic shopfronts in the Conservation Area contribute to the special character and their retention is particularly important. The Council expects all historic shopfronts to be retained and restored in an appropriate manner.
- 13.36 The installation of new shopfronts, shutters and grilles, together with most alterations to existing shopfronts will need planning permission. Poorly designed shopfronts detract from the character and appearance of the Conservation Area. External roller shutters are unlikely to be acceptable and internal security shutters that retain visibility into the shop unit are preferable alternative. The Council expects the quality and design of new shopfronts to respond sensitively to their historic setting and, importantly, the building frontage as a whole.

#### *Changes of Use*

- 13.37 The Council will keep under review changes of use to see whether particular policies are required to protect the character of the area.

## **Demolition**

### *Buildings*

- 13.38 The total or substantial demolition of an unlisted building in a conservation area requires Conservation Area Consent. In accordance with relevant Government guidance, the Council will normally expect all buildings that make a positive contribution to the character or appearance of the Conservation Area to be retained. Any proposals for the demolition of an unlisted building would need to be fully and robustly justified in terms of the requirements set out in PPG15. The Council would need to be convinced of any case for demolition.
- 13.39 Demolition of a building is unlikely to be permitted without an appropriate redevelopment scheme and some certainty that this would be implemented.

### *Boundary Features*

- 13.40 Walls, gates and fences in conservation areas are also protected from demolition where they exceed 1 metre fronting a highway or are 2 metres and above elsewhere.

## **Control of Advertisements**

- 13.41 The predominant residential character of the Conservation Area offers limited scope or necessity for the installation of a wide range of signage. Any large scale signage, particularly illuminated signage, would be entirely inappropriate and would certainly require advertisement consent. A proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area.
- 13.42 The proliferation of estate agents boards is an ongoing concern. The legislation concerning the display of advertisements is contained principally in the Town & County Planning (Control of Advertisement) Regulations 1992. One control mechanism is the use of Regulation 7. It is not considered that a Regulation 7 Order is justified at the present time but this will be kept under review.



### **Development Briefs and Design Guidance**

- 13.43 The Conservation Area Appraisal has not identified any sites that would be appropriate for large scale new development and so the need for development briefs for individual sites is distinctly limited.
- 13.44 Where development proposals are put forward, developers will be encouraged to work with the Council to prepare development briefs appropriate for the Conservation Area.
- 13.45 A range of guidance on development control issues is set out within the Camden Planning Guidance (adopted December 2006) and should be considered by applicants and their advisors. This is available on the Council's website and will be applied in decision-making when appropriate.
- 13.46 Other guidance includes guidance on sustainable development in conservation areas which can be found on the Council's website. Further guidance in relation to listed buildings and their repair and maintenance is available from English Heritage and organisations such as The Georgian Group and The Victorian Society.
- 13.47 The Council will seek to maintain and update specific design guidance

### **Public Realm Strategy**

- 13.48 The appraisal has identified elements of historic streetscape interest within the Conservation Area. These include granite kerbs, cobbles, cast iron bollards and other increasingly rare examples of historic street furniture. These add interest and character to the public realm within the Conservation Area. It should be borne in mind that these lists may not be exhaustive and in any streetscape proposals consideration should be given to the value and retention of any elements of historic streetscape interest.
- 13.49 The Council has produced the Streetscape Design Manual to raise the standard of street works consistently throughout the Borough. Reference should be made to this document and consultation with conservation officers undertaken.

13.50 The planning authority will seek to encourage improvements to the public realm including the reduction of street clutter and improved street lamps, wayfinding and signage design. Information and advice can be found in the Council's Streetscape Design Manual. English Heritage guidance '*Streets for All*' should also be consulted.

#### *Landscape Elements*

13.51 Advice on street trees can be found at [www.camden.gov.uk/streetscape](http://www.camden.gov.uk/streetscape).

13.52 The Council's free publication 'A Guide to Trees in Camden' contains information on the benefits of trees and the law relating to trees in Conservation Areas.

#### **Enforcement**

13.53 In addition to listed building enforcement powers, the Council has adopted an Enforcement Policy for handling complaints of unauthorised development and will investigate and, where necessary, take enforcement action against unauthorised works and changes of use. In operating that policy special attention will be given to preserving or enhancing the special qualities of the Conservation Area.

13.54 Guidance regarding enforcement issues can be found in PPG18: Enforcing Planning Control and Circular 10/97: Enforcing Planning Control: Legislative Provision and Procedural Requirements (published by DETR).

13.55 The Council will, if necessary, utilise powers under sections 214 and 215 Town and Country Planning Act 1990 to ensure that appropriate action is taken against sites that detract from the amenity of the Conservation Area.

13.56 The Council will consider the efficacy of using Completion Notices to secure the completion of any unfinished works which are impacting on the area's appearance.

### **Article 4 Directions**

13.57 An Article 4 Direction would remove permitted development rights to protect aspects of the area's character where buildings are not directly protected by statutory listing. In St John's Wood Conservation Area, these might include:

- i) permitted development rights for single dwelling alterations;
- ii) erection of fences, walls and creation of hard-standing in gardens (minor operations).

**13.58** At this stage it is not considered necessary to use the powers of Article 4 in St Johns Wood Conservation Area. However, the level of loss and erosion of front gardens due to hardstandings, and the contribution that existing boundary treatments make will be kept under review.

## **14.0 OTHER ISSUES**

14.1 There are a number of issues that the Council may wish to consider in relation to the management of the Conservation Area.

### **Promoting Design Quality**

14.2 The Council will ensure continued consultation with local interest groups.

14.3 Design awards and environment champions will be used by the Council to encourage high quality design.

### **Potential Enhancement Schemes/Programmes**

14.4 The Council will make applications for funding as appropriate. Applications for funding under the Heritage Lottery Fund's Townscape Heritage Initiative and English Heritage's Partnership Scheme in Conservation Areas must include a Management Strategy (or an update of this Management Strategy) to include:

- the heritage value of the area and problems posing a threat to it;
- planning policies;
- proposed planning measures;
- a framework for design standards;
- education and training;
- community consultation and involvement;
- putting the Management Strategy into practice.

### **Resources**

#### *Publications and Guidance Notes*

14.5 The Council will make available via its website a range of resources to assist businesses, occupiers and developers in making applications that will meet the objective of preserving or enhancing the special interest of the area.

### *Human Resources*

- 14.6 In the context of limited financial and manpower resources available to the Council there is a need for consideration to be given to the best focus of resources to secure the appropriate management of the Conservation Area.
- 14.7 Given the nature of the Conservation Area, with significant pressure for change and development, resources will be focussed towards development control, site specific policy guidance and enforcement action where this will deliver results.
- 14.8 The potential opportunities for the funding of physical enhancement works will be kept under review.

## **Bibliography**

Foxell, S. (2007) *Mapping London: Making Sense of the City*, Black Dog Publishing.  
Richardson, J. (1999) *History of Camden- Hampstead, Holborn & St Pancras*, Historical Publications Limited/ LB Camden.  
Whitfield, P. (2006) *London: A Life in Maps*, The British Library.

## **Maps**

Referred to:

Roque's Map 1746

Cary's New and Accurate Plan of London and Westminster 1795

Greenwoods Map 1827

Topographical Survey of the Borough of St. Marylebone 1834

Cross's Plan of London 1850

Cross's Plan of London 1851

Whitbread's Map of London Extending Four Miles Round Charring Cross 1865

Included in Appendix

OS Map 1871

OS Map 1894

OS Map 1914

**Appendix 1: Conservation Area Boundary**

**Appendix 2: Urban Grain**



**Appendix 3: Topography**

## Appendix 4: Historic Maps

- i) OS Map 1871
- ii) OS Map 1894
- iii) OS Map 1914

**Appendix 5: Sub Areas Within the Conservation Area**

## Appendix 6: Built Heritage Audit List

### Listed Buildings

#### *St John's Wood East*

Queen's Grove Nos 34, 35, 36 & 37

Norfolk Road Nos 2 & 3

#### *St John's Wood West*

Greville Place Nos 1, 1a, 1b, 1c, 3, 3a-g, 5, 5a, 13, 15, 17 & 19

Greville Road Nos 24, 26, 26a & 37

### Positive Contributors

#### *St John's Wood East*

Queen's Grove Nos 39, 43, 44, 45, 46, 47 & 48

#### *St John's Wood West*

Greville Place No 7

Greville Road Nos 12, 14, 18, 20, 22, 28, 30, 32, 35

Bolton Road Nos 1-7 (consec), 9a & 10a

Boundary Road Nos 98-132 (even)

### Shopfronts of Merit

Bolton Road No 10a

Boundary Road Nos 98, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124  
126 & 128

### Elements of Streetscape Interest

#### *St John's Wood East*

Queen's Grove Granite kerbs, cobbled crossovers at drives, cobbled gutters, traditional bollards at junctions.

St John's Wood Park Granite kerbs, cobbled crossovers at drives, traditional bollards at junctions.

Woronzow Road Granite kerbs, street trees, traditional bollards at junctions, commemorative plaque to Ambassador Woronzow.

Norfolk Road Granite kerbs, traditional bollards at junctions

*St John's Wood West*

Greville Place	Granite kerbs, railings to fronts of properties, traditional cast iron bollards, tiled street signs on boundary walls.
Greville Road	Granite kerbs, cobbled crossovers at drives, cobbled guttering, mature street trees, tiled street signs on boundary walls, cast iron railings to fronts of property.
Boundary Road	Granite kerbs, mature street trees, cast iron railings, basement access hatches, pillar box outside No 108
Bolton Road	Granite kerbs, mature street trees, cast iron railings to front of properties
Mortimer Crescent	Granite kerbs.

**Detractors**

Greville Road	No 16
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**Appendix 7: Built Heritage Audit Plan**

