

PLANNING APPLICATION

102 FROGNAL NW3

July 2020

HERITAGE STATEMENT

BUTLER HEGARTY ARCHITECTS



Heritage Statement

102 Frognal London NW3

June 2020

This Heritage Statement has been prepared by Butler Hegarty Architects to accompany the planning application for alterations to the garage and its first floor accommodation, a rear kitchen extension and other minor works at 102 Frognal.

Butler Hegarty Architects

1.0 Introduction

This Heritage Statement is based on a review of the Hampstead Conservation Area Statement combined with observation of No. 102 Frognal, its contribution to the townscape and conservation area, and its merits as a pre -1919 building. It should be noted that No.102 Frognal is not on Camden's Local List, although is within the Hampstead Conservation Area.



Image 01: View of 102 Frognal June 2020 from the street showing existing garage and conservatory

2.0 Brief description of No. 102 Frognal

- 2.1 No. 102 Frognal NW3 was designed by Amyan Champneys, and completed in 1906. (see image 1 above) It is a fine inventive example of Edwardian architecture, taking advantage of the sloping site to arrange the internal accommodation on a number of levels. The building has a clear Arts and Craft vernacular character, with the front elevation dominated by two large bay windows and a paired gable arrangement. The predominately red brickwork, which in places is fine in its decorative details, contrasts with areas of white painted render and tiling to form the composition of the building. Immediately to the south of the house and set back from the street is a garage extension built in the 1960s surmounted by a first floor glazed conservatory with curved hipped end.
- 2.2 The garden, which is beyond the garage to the south, has a high multi-stock purple/brown brick wall with red brick dressings. The house is slightly set back from the back edge of pavement, with railings to the back edge of pavement.
- 2.3 Despite the fact that No.102 Frognal is a rather fine and complete example and little altered Arts and Craft building, it is neither statutorily listed nor is it identified on Camden's list of buildings of local interest. It is however adjoining the statutorily listed building at No.104 Frognal, which is to the north. It is also within the Hampstead Conservation Area and is mentioned several times in the Hampstead Conservation Area Statement and Sub Section 5: Frognal.
- 2.4 No.102 Frognal is a substantial detached single family dwelling and has been occupied as such since its first build. Webster Booth, the tenor and Anne Ziegler, the soprano, lived at Frognal Cottage, 102 Frognal, from 1949 to 1952.

3.0 Hampstead Conservation Area

- 3.1 A key to understanding the Hampstead Conservation Area is to recognize both the variety and quality of the architecture that makes up the conservation area. This is summarized as follows in the Conservation Area Statement:

"Hampstead is a Conservation Area of considerable quality and variety. A range of factors and attributes come together to create its special character. These are principally; its topography; the Heath; the range, excellence and mix of buildings; the street pattern and Hampstead's historical association with clean water and fresh air. The Conservation Area stretches beyond the village itself to include South End Green, Frognal and Rosslyn Hill and offers many fine and interesting examples of the architectural development of London." (P3)

- 3.2 No.102 Frognal is located to ward the north end of Frognal and the western and northern area of Hampstead Conservation Area. It is prominent in Frognal, which in turn is a significant and historic part of the conservation area. Frognal is a primary route, lined with buildings ranging from the 18th century through to the early 20th century. The Conservation Area Statement general describes the history of the conservation area and comments on the 20th century contribution of built form as follows:

"More prestigious houses continued to be built on the western slopes around Frognal and Fitzjohns Avenue in a variety of inventive arts-and crafts styles, gradually becoming more conventionally neo-Georgian as the 20th century progressed. A number of striking modern houses were built in the 1930s around Frognal and in

Willow Road that defied convention, and the Hampstead tradition of avant-garde architecture established in the 1870s, continued through the 20th century. (P11)

No. 102 Frognal is part of this group of prestigious house in what at the time of building was an avant-garde Arts and Crafts architectural style and it is clearly a building that contributes to both the character and history of the conservation area.

- 3.3 The Conservation Area Statement identifies several sub sections of the Hampstead conservation area and sub section 5 is titled 'Frognal' and specifically describes and identifies the character of this road and its immediate environs (see Map 01 of Sub section 5 Frognal with 102 identified) Sub section 5 goes on to describe Frognal as follows:

"The upper end of Frognal, from Frognal Lane to Frognal Rise, was a distinct hamlet in the 17th and 18th century, and the earliest settlement of the area was probably found near the junction of Frognal and Frognal Lane. A number of 18th century houses remain. Frognal was extended southwards in the 1880s and today much of Frognal and its offshoots (Frognal Lane, Frognal Gardens, Frognal Way and Frognal Rise) are characterized by late 19th century and 20th century houses set in spacious large and well-treed gardens. Most are red brick, the earlier ones generally arts-and-crafts in style with picturesque red tiled roofs and chimneys. Many have decorative moulded brickwork or areas of tile hanging." (P39)

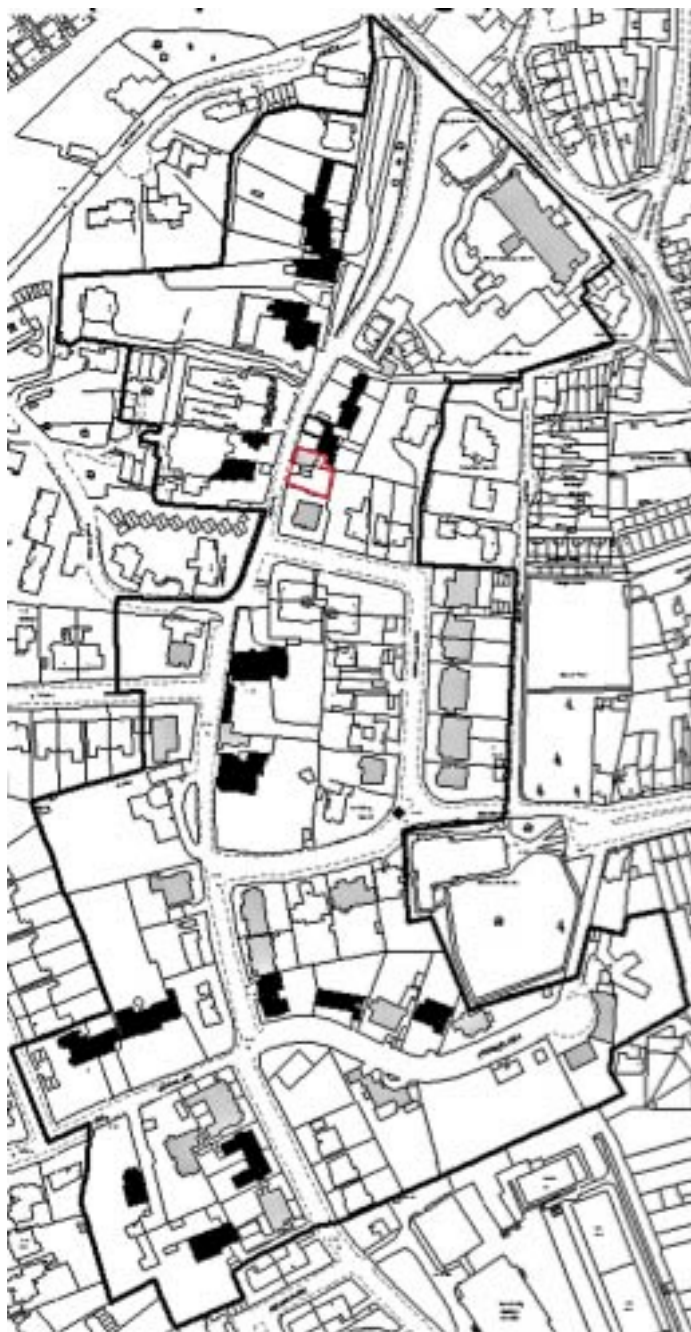
The Conservation Area Statement goes on to describe Frognal as:

"It winds uphill northwards, gently twisting until it reaches the back of Mount Vernon. The properties are diverse in scale and character, ranging from modest 18th century houses to the 20th century. At the northern end are the oldest houses. South of Frognal Gardens Frognal is more formal and homogenous in its character, with detached and semi-detached two storey houses, front gardens and mature planting. The 20th century houses are predominantly neo-Georgian". p39

- 3.4 A detailed reference is made in the Conservation Area Statement to the upper part of Frognal, and in particular to No.102 Frognal as follows:

*"The east side at the northern end is dominated by the rear of Gainsborough House (formerly Mount Vernon) and the late 20th century housing development adjacent to it. It was designed in 1880 in the style of a French Chateau for the North London Hospital for Consumption. It was converted into flats in the 1990s, with some bulky additional buildings in the grounds. Between No.112 and 110 is a footpath leading up to Holly Mount and Mount Vernon. No.112 provides the entrance to the alley with its side elevation hard on the paving. It is identified on the 1870 OS map and is a two storey cottage with a single small dormer to the front. No.110 is a 17th century cottage (listed) adjacent to Nos.104-108, all 18th century houses (listed). They are set back from the road and No.110 has a brick wall boundary while Nos.104-108 has a low brick wall and railing. **No.102 is a c.1880's detached house with tile-hung gable and oriel windows at first floor level. Lying close to the pavement it has a railing frontage and a side extension with a large crossover to the garage that detracts from the fine detail of the house.** Nos.94 &94A are c.1700 (listed grade II*). Nos.88&88a are listed semi-detached cottages (early 19th century) obscured by a high boundary wall.*

North of Frognal Way on the west side are a line of mature lime trees, on the east side there are large trees in the front gardens of Nos.68 & 70. The front boundaries on Frognal vary between lower brick walls with hedges, higher brick walls and walls with railings above. (p41)



Map 01 Showing Sub Section 5: Frognal of the Hampstead Conservation Area with the site of 102 Frognal

- 3.5 No. 102 Frognal is also mentioned again in the Conservation Area Statement in the section listing *“Buildings or features which detract from the character of the area and would benefit from enhancement: 102 Frognal garage”* (p41).

4.0 Townscape Contribution

- 4.1 No.102 Frogna1 is located on rising land at a slight bend to the northern end of Frogna1. This makes it visually dominant as you approach from the south, where it can be seen in the context of another larger Edwardian house immediately to the south and further down the sloping topography that is Frogna1. To the north of 102 Frogna1 Nos. 104 -108 is a group of statutorily listed Georgian cottages set back from the street. By their location, these buildings are removed from the views along Frogna1 and from the south, and they are not affected by the detracting garage structure to the south side of No.102 Frogna1.



Image 02: View June 2020 taken looking north along Frogna1 towards 102 showing context within Hampstead Conservation Area

- 4.2 It is recognised that No.102 Frogna1 is significant in that its distinctive Arts and Crafts style, combined with its predominant position, makes a major contribution to the conservation area. It can be seen when heading north along Frogna1 as it is on rising land (see image 02 and image 3) and is a prominent when travelling south because of its position at the rear of pavement, (see image 04 below). Its materiality and Arts and Crafts vernacular form complements the 1880s building immediately to the south.
- 4.3 It is recognized that the proposed alterations to the garage extension will be visually prominent from within the Hampstead Conservation Area. The proposed alterations to the garage extension will be visible in public views from the street. Given the site's elevation, these views are from a considerable distance lower down and to the south of Frogna1. The site is also visible from private views from the backs of properties on Frogna1 Gardens and these views lie within Hampstead Conservation Area.



Image 03 View of 102 Frognal from south March 2020 showing current conservatory over garage and characteristic high brick garden wall



Image 04: View looking south along Frognal with 102 Frognal prominent towards the back edge of pavement and listed buildings 104 -108 set back from road

5.0 Conclusion

- 5.3 It is apparent that 102 Frognal is a building of some significance within Hampstead Conservation area and in particular Sub Section 5: Frognal 102 Frognal is of high quality build in an Arts and Craft architectural style. This is typical of buildings within the conservation area. 102 Frognal and its garage and associated first floor accommodation, because of the buildings location on its site and the topography is relatively prominent and can be seen from several locations from within the conservation area and in particular from the south.
- 5.2 The proposal in the planning application accompanying this Heritage Statement have been prepared with the heritage issues above in mind. No.102 Frognal will be repaired to extend its useful life in a 'like for like' manner and there are no proposed changes to the host building or its Arts and Crafts character. The proposals for the south garage and its first floor accommodation have been carefully prepared in response to the Conservation Area Statement observations above, by redesigning the extension to make it compliment the Arts and Craft aesthetic and enhance the host building.

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For Butler Hegarty Architects Ltd.
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