

## 2.0 Application Site and Setting

### 2.1 Location and Context

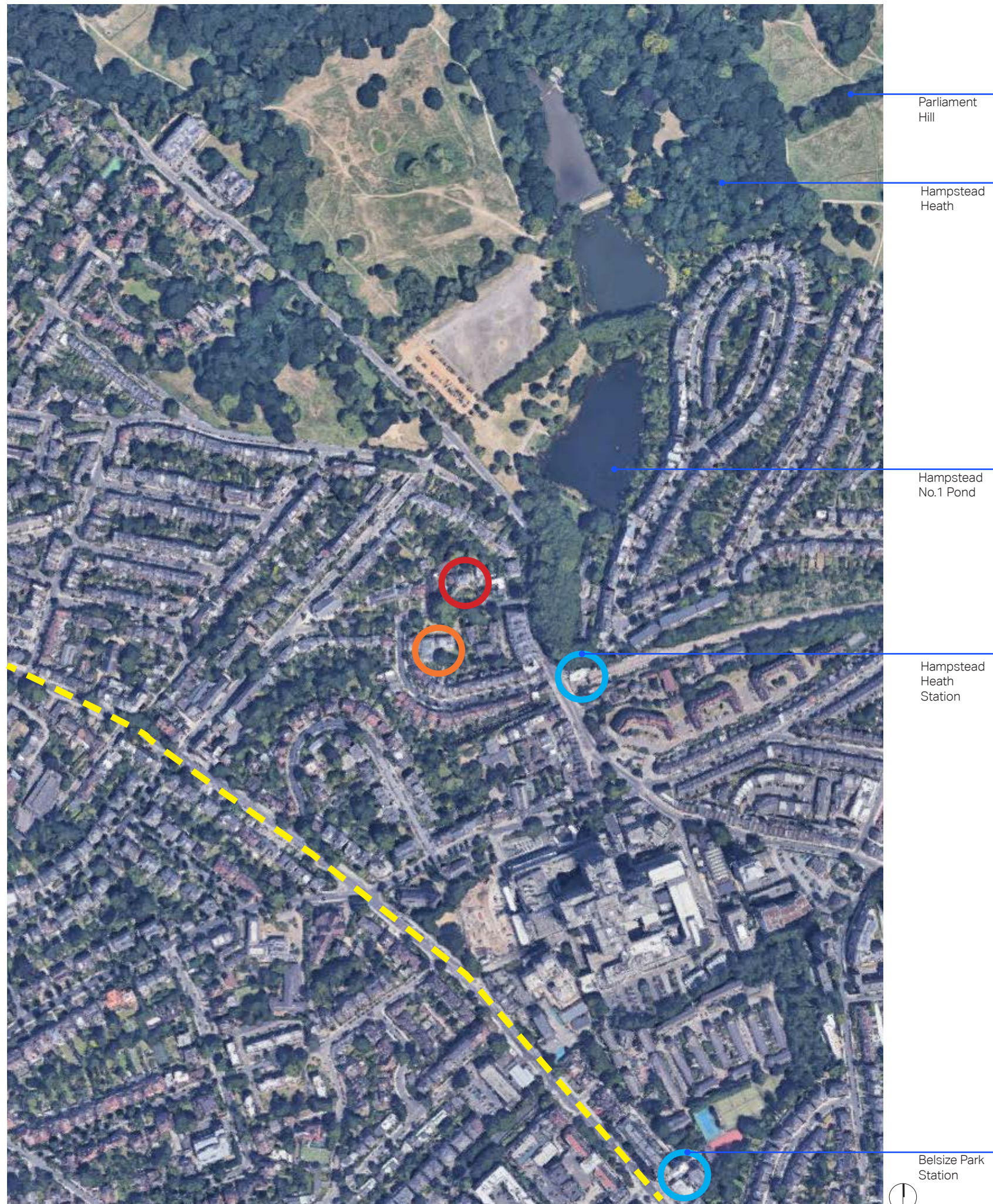
Situated along the northern side of Keats Grove, the application site is located in the heart of Hampstead Heath; within the Hampstead Conservation Area in the London Borough of Camden.

The site benefits from the nearby amenities of South End Road, Hampstead High Street and Rosslyn Hill; and has convenient access to all forms of transport.

Hampstead Heath Tube Station - 2 Minute Walk

Belsize Park Tube Station - 11 Minute Walk

- Application Site - 12 Keats Grove
- Keats House
- Nearby Railway Stations: Hampstead Heath and Belsize Park
- Major Arterial Route: A502





## 2.2 Adjacent Neighbours

The house at No.12 was built on a larger plot of land than the other plots on Keats Grove.

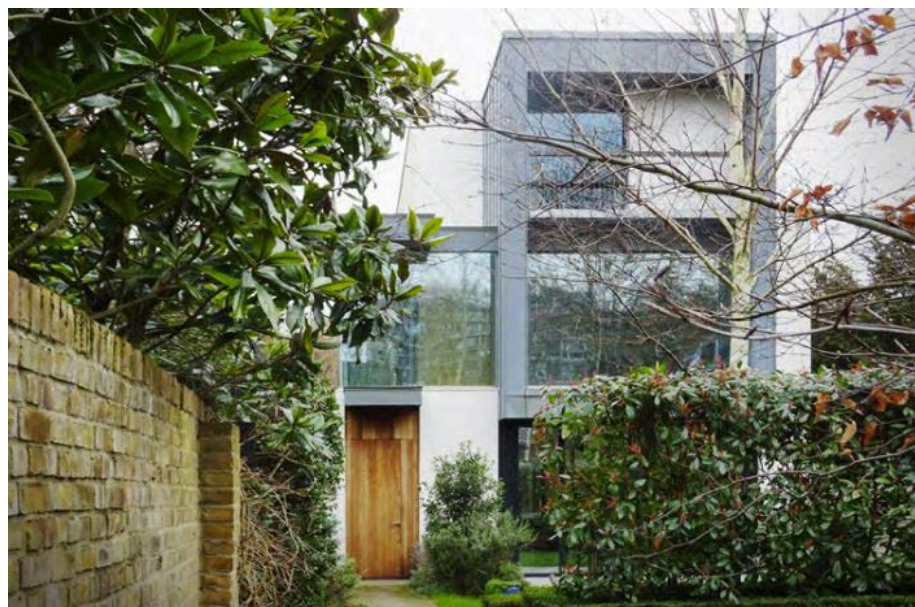
It was subsequently divided and the houses at Nos. 12A & 12B were constructed adjacent to the application site.

These neighbours are both modern in comparison to the application site:



No.12B Keats Grove - Front view from shared entrance driveway

12B to the west was built circa 1985 by architects Ted Levy, Benjamin and Partners on the former site of No.12's tennis court (created in the 1930's following demolition of the adjacent houses). Set well back from the street, 12B is accessed with shared use of No.12's driveway via an easement. The house fills the width of the site and extends deep into the plot. Principally of single storey, there is a small two-storey tower to the south east. The house is constructed of dark modern brick and stained timber casement windows under shallow cement-tiled pitched roofs. Although 12B has a large footprint, its low massing limits its impact upon the setting of the No.12.



No.12A Keats Grove - Front view

12A to the east was built in 2005-6 replacing an earlier house on the former site of No.12's coach house. 12A follows the set-back of No.12 and its 2001 garage extension, but projects deeper into the rear garden. It is a modern three-storey house of cubic form, stepping down on the side of No.12 in a mix of white render and grey zinc paneling which frame large sheets of glazing. Its contemporary idiom, whilst sitting within the broader context of Hampstead Modernism, has a strong presence experienced from within both the front and rear gardens of No.12; undeniably impacting on the otherwise secluded setting of the listed building.

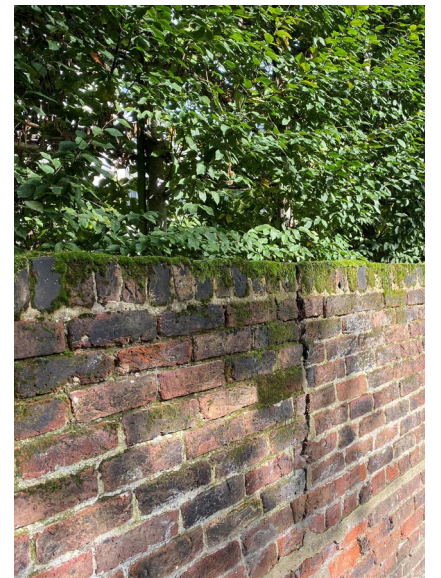
## 2.3 Streetscape

Keats Grove is characterised by large front gardens and generously spaced houses; particularly to the northern side; giving an open street frontage defined by mature tree foliage.

The house at No.12 is largely screened from the Grove; sitting well back behind the front garden brick wall and mature planting.



No.12 Keats Grove - View from Keats Grove pavement - highlighting the brick garden wall and natural privacy screening provided by the front boundary planting. The wall is most likely original but has been substantially modified by extensions; as evident by a change in course, infills, and repairs.



No.12 Keats Grove - View of entrance driveway from Keats Grove



\*Please refer to the Heritage Report prepared by Donald Insall Associates for further information on historic context.

## 2.4 Historic Context

Hampstead existed as a settlement as early as 1086; a quiet Saxon village ('Hamstede') used by locals for crop yields and grazing animals.

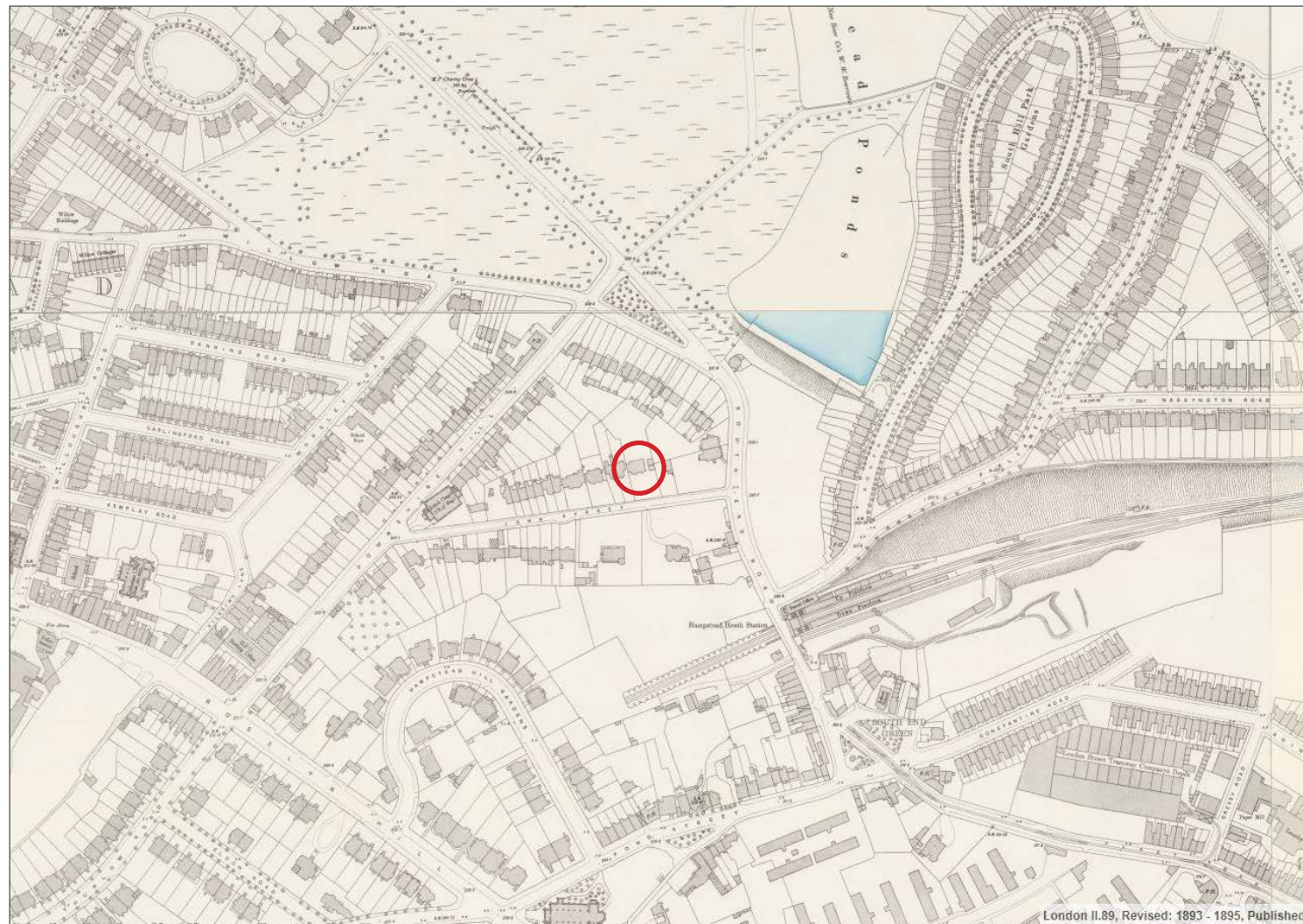
The area grew rapidly through the 17th and 18th centuries as the expansion of London lead to the wealthier population fleeing from the overcrowded city center. Hampstead offered a location away from the congestion but with easy access to London's amenities.

This growth continued into the 19th century as the railway system expanded. Hampstead quickly became known as a more affluent suburb of London. It was during this period that Keats Grove (formerly known as 'Albion Grove') was established within the Lower Heath Quarter.

The area survived the Second World War with relatively little damage and exists today as a thriving residential neighbourhood.

Many of the surrounding buildings of architectural interest have been preserved and protected; as highlighted on the map below.

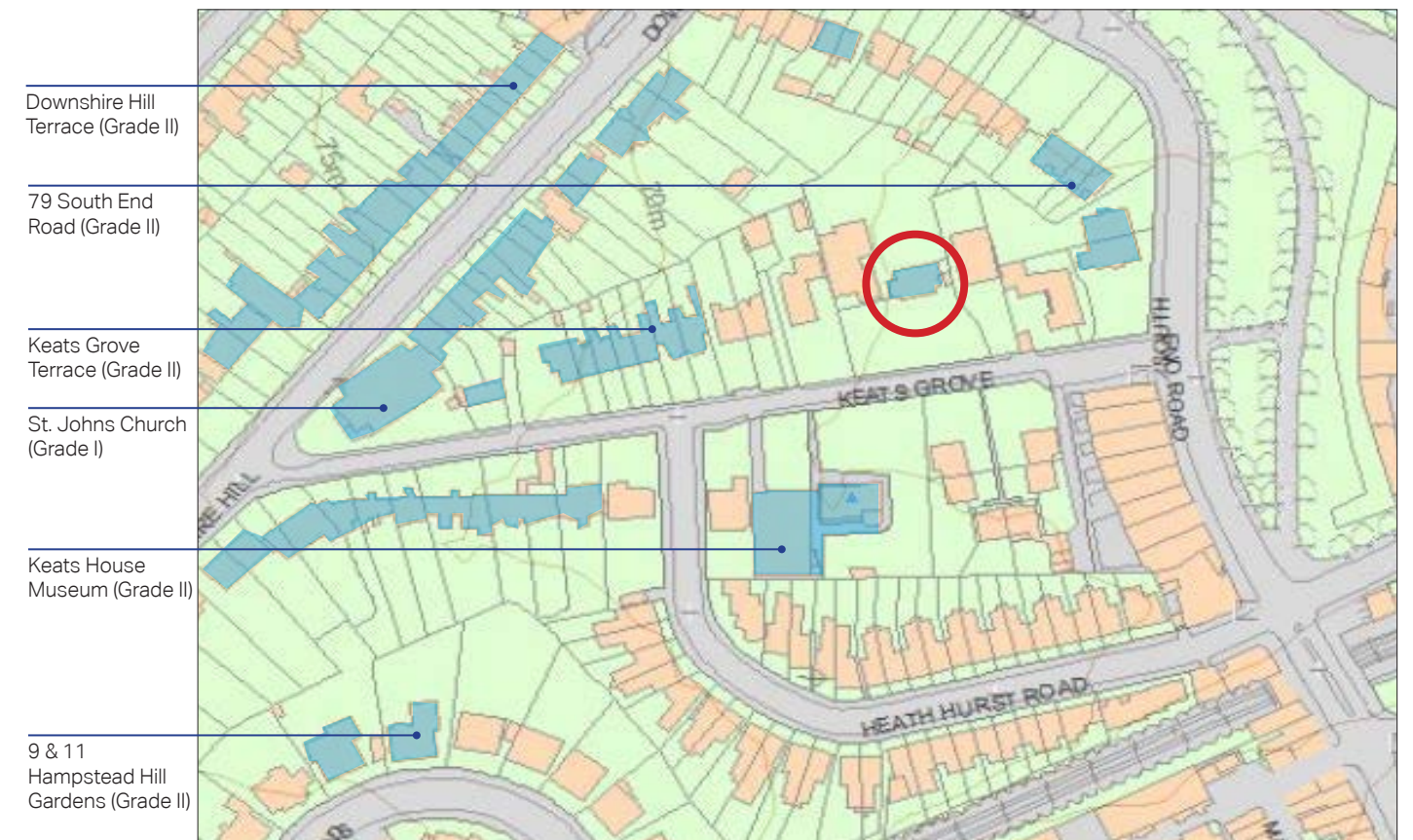
- Highlights the location of the Application Site: 12 Keats Grove.
- Nearby Listed Buildings



1893-1895 Map



1949-1968 Map



2019 Map (With Listed Buildings)

Downshire Hill  
Terrace (Grade II)

79 South End  
Road (Grade II)

Keats Grove  
Terrace (Grade II)

St. Johns Church  
(Grade I)

Keats House  
Museum (Grade II)

9 & 11  
Hampstead Hill  
Gardens (Grade II)